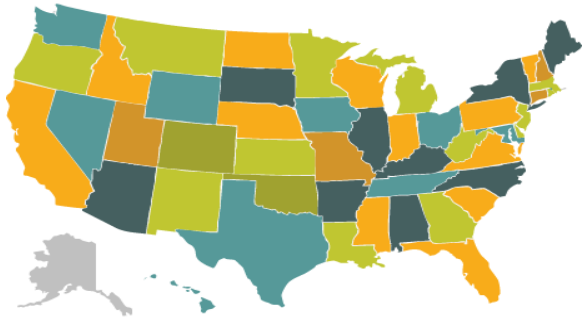


National Data Collection Center Enumerator Refresher Training



Purpose

- Align our processes, expectations, and approaches through refresher training.
- Ensure that all staff are operating from the same standards and procedures for a consistent experience for data collection and for respondents.

Timely

- Provide objective and unbiased statistics on a preannounced schedule that is fair and impartial to all market participants.
- Surveys revolve around a reference date with data collection times dictated by specific due dates.

Accurate

- Report the facts on American Agriculture; facts needed by people working in and depending upon U.S. Agriculture.
- Conduct the Census of Agriculture every 5 years, providing the only source of consistent, comparable and detailed agricultural data for every county in America.
- Gather data in a confidential, systematic, unbiased way.
 - Many ways to produce bad statistics – avoided with good processes and good people.
 - NASDA estimates are ONLY as good as the accuracy of the data collected.
 - Enumerators are the KEY.



Useful

- Serve the needs of our data customers at a local level through our network of field offices and our cooperative relationship with universities and State Departments of Agriculture.
- Provide publicly available results benefiting the entire industry.
 - Helps create a stable economic atmosphere and reduced production risk.
 - *Provide inaccurate information or information nobody wants – NASS won't be in business!*
- Safeguard the privacy of farmers, ranchers, and other data providers, with a guarantee that confidentiality and data security continue to be our top priorities



Confidentiality

- We are honest and impartial in the performance of our duty, and trustworthy in our interactions with others.
- Why is this important?
 - Most surveys are voluntary.
 - Key to operator participation - Won't share information if trust and respect are missing.
 - Affects our credibility.
 - People's livelihoods depend on our data.
 - As a government agency, this is our mandate

NASS Farm Definition

- **Any place from which \$1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the year**
- That includes:
 - A farmer in IL with 2,000 acres of corn and soybeans
 - A catfish producer in MS with 100 acres of ponds
 - A pecan grower in GA with 50 acres of pecan trees
 - An organic farmer in CA with 1,000 acres of different vegetable crops



NASS Farm Definition (2)

- BUT that also includes:
 - Someone with 20 acres of idle cropland who says they are retired
 - Someone that owns five horses, and has never considered themselves a “farm”
 - Someone on the edge of town whose kids have 4-H sheep, hogs, steers and a handful of chickens
 - Someone with a small orchard and some sweet corn that they sell at a roadside stand
- All of these are farm operations
- And every farm is important. Big or small.

Acreage and Land

- **Conservation Reserve Program (CRP)**
 - Also WRP, FWP, CREP, etc
 - Pays farmers to “set aside”/idle marginal cropland
- **Farm Service Agency (FSA)**
 - Oversee and administer various farm programs
 - CRP, counter cyclical payments, disaster relief, etc.
- **Natural Resource Conservation Service (NRCS)**
 - “Helping People Help the Land”
 - Funding opportunities for agricultural producers and other landowners to:
 - Reduce soil erosion, enhance water supplies, improve water quality, increase wildlife habitat, and reduce damages caused by floods and other natural disasters

Acreage and Land (2)

- **Animal Unit Month (AUM):** the amount of feed for a cow-calf pair, used as a means of pricing grazing rights on land
- **Irrigation:** artificially watering land. Multiple different systems and means
- **Double cropping:** two or more *different* crops grown and harvested from the same area in one growing season
- **Crop Insurance:** programs/plans to assist farmers experiencing disaster or reduced production
 - Payments can be in various forms (direct, loans, etc)
 - Private companies, but often subsidized/overseen by Risk Management Agency (RMA)

Field Crops

- **Row Crops**

- Corn (grain & silage), soybeans, cotton, sorghum (grain & silage), rice, sunflowers (oil & non oil), sugarbeets, dry edible beans, peanuts
 - *Many* other crops with small acreages
- Very diverse end uses: livestock feed, ethanol, oils, sweeteners, direct human consumption

- **Small Grains**

- Wheat (winter, spring, durum), barley, oats, rye

Row Crops Machinery



Small Grains Machinery



On-Farm Grain Storage

- Grain demand is year round
 - Grain supply peaks at harvest
- Grain storage ensures demand aligns with supply
 - And allows producers marketing options
- **ONLY on-farm** capacity (and stocks)
 - Commercial storage/elevator data is collected separately
 - Growers often rent space in these facilities
 - Must be excluded to avoid double counting
- For capacity: **ONLY** looking for “permanent” or “normally used” structures
 - Exclude any temporary structures capacity

On-Farm Grain Storage



Hay and Forage

- Used for livestock consumption
 - Dry hay
 - Mowed, allowed to dry, and baled
 - Haylage/silage
 - Mowed, chopped and fermented to be fed to ruminants
- Generally multiple cuttings/crops per year
 - Different cuttings can be dry hay or haylage
- Alfalfa: high protein legume
 - Common as both dry hay and haylage
- Other hay: small grain hay, tame hay (grasses and legumes), wild hay
 - Generally dry hay

Hay and Forage



The Reluctant Respondent

- Who is the reluctant respondent?
 - Has been contacted frequently or recently.
 - Has never been contacted before.
 - Doesn't know you or your organization.
- Reluctance is not:
 - A Refusal
 - Bad
 - Personal
- Reluctance is:
 - A request for information.
 - A test of credibility.
 - An opportunity to identify and respond to respondent concerns.
 - An opportunity to educate.



Avoid Distractions

- Dead Air
 - Stay Engaged
 - **(Talk & Do)**
- Repetition
 - Actively listen
 - Phrase follow-on questions to show you listened
- Speech Habits
 - Asking Permission
 - Over-talking
 - Interrupting
 - Habit Phrases-”okie dokie”, “alrighty”
 - Filler-Uhm/uh/you know
- Background noise-TV, kids, radios, cell phone

Avoid the “No”

- Proper introduction:
 - Confident
 - Professional
 - Prepared
- Educate respondent about the process:
 - Importance of survey
 - How information is used
 - Confidentiality
- **Active listening:**
 - Identify concerns
 - Keep them engaged
 - Respond appropriately
- Empathizing:
 - Heard what they said
 - Acknowledge how they feel
 - *Doesn't mean:* You agree with the feelings, or can do anything about them

Techniques

- Partial Commitment:
 - Agree to a partial interview.
 - May share more than originally intended.
- Paraphrase & Educate:
 - Shows you listened.
 - Restate their concerns as a question and get the “yes”.
 - Then educate about the survey purpose.
- “Don’t you think”?
 - Can encourage participation.
 - It asks the question AND gives the answer.
- Clarifying Questions:
 - “Would you tell me more about that?”
 - “Could you be more specific?”

Prepare

Be familiar with the questions and know the survey purpose.

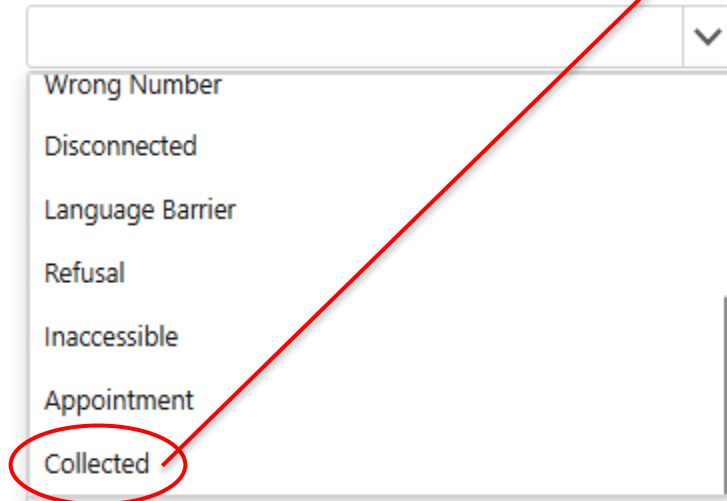
- Why are we conducting this survey?
- Who might be using the data for this survey?
- Where might the data “show up?”
- How might the results specifically help the respondents or people like them?
- What is the personal benefit to the respondent?

Calling Procedures

- Always check the previous dial notes before dialing
- Always read dial screen comments thoroughly
- Always attempt to get a respondent
 - Is Respondent available?
 - Would you or someone else be able to answer a few questions about the operation?
- Dial ALL numbers before coding

Call Result: Collected

Call Completion



A screenshot of a web form titled "Call Completion". Below the title is a dropdown menu. The menu is open, showing a list of options: "Wrong Number", "Disconnected", "Language Barrier", "Refusal", "Inaccessible", "Appointment", and "Collected". The "Collected" option is circled in red. A red arrow points from the "Collected" option to the text on the right.

Wrong Number
Disconnected
Language Barrier
Refusal
Inaccessible
Appointment
Collected

Collected should only be selected when information has been entered into the record. This includes when an operator is out of business and should be selected after the questionnaire is submitted.

1. Complete the questionnaire
2. Select the Collected call result
3. The record will be removed from the calling pool and will be considered a complete for the survey.

Conclusion Screen:

Conclusion

Response:

Respondent:

Responded By (Enter respondent's name, if not the operator):

Enumerator:

61434

PREVIOUS

NEXT

The conclusion page must be coded and completed in its entirety.

Comments: Where do they belong?

- All **survey/record related comments** belong in the survey questionnaire.
- All **item related comments** belong in the survey questionnaire using the calculator icon.
- Any **dial related comments** (something that will help the next enumerator attempting to contact this operator for this survey)

Comments: Survey Related Comments

Item Level Comments

Acres Operated

1. On March 1, how many acres did this operation:

a. Own?

acres

b. Rent or Lease from other

EXCLUDE land used on a of Land

acres

c. Rent to others?

acres

d. Then the total acres operated

acres

A blue calculator overlay is positioned over the survey form. The display shows the number 901. The calculator includes buttons for digits 0-9, a decimal point, a back arrow, a D/K button, and arithmetic operators (+, -, x, ÷, =). At the bottom of the calculator are buttons for 'Add Comment', 'Prev', and 'Next'.

A 'Comments' modal window is displayed over the survey form. It features a large text area for comments and a 'Save' button in the top right corner. At the bottom of the modal are four red buttons labeled 'REFUSAL', 'INACCESSIBLE', 'MAILED IN', and 'OUT OF BUSINESS'. The background shows the survey form with a 'Help' icon in the top right corner.

Include any comments about the operator or operation. (Current state, future state, information to help understand what is going on).

Item Level Comment:

Crop Acreage and Yield

AG YIELD SURVEY - JULY

1. WINTER WHEAT

	Total Crop
Harvested and to be harvested (grain and seed only)	Acres 
Expected yield for grain and seed	Bushels per Acre 

a. Has harvest been completed?

☐ Yes ☒ No

PREVIOUS

NEXT

901 X

C

←

D/K

=

7

8

9

+

4

5

6

-

1

2

3

x

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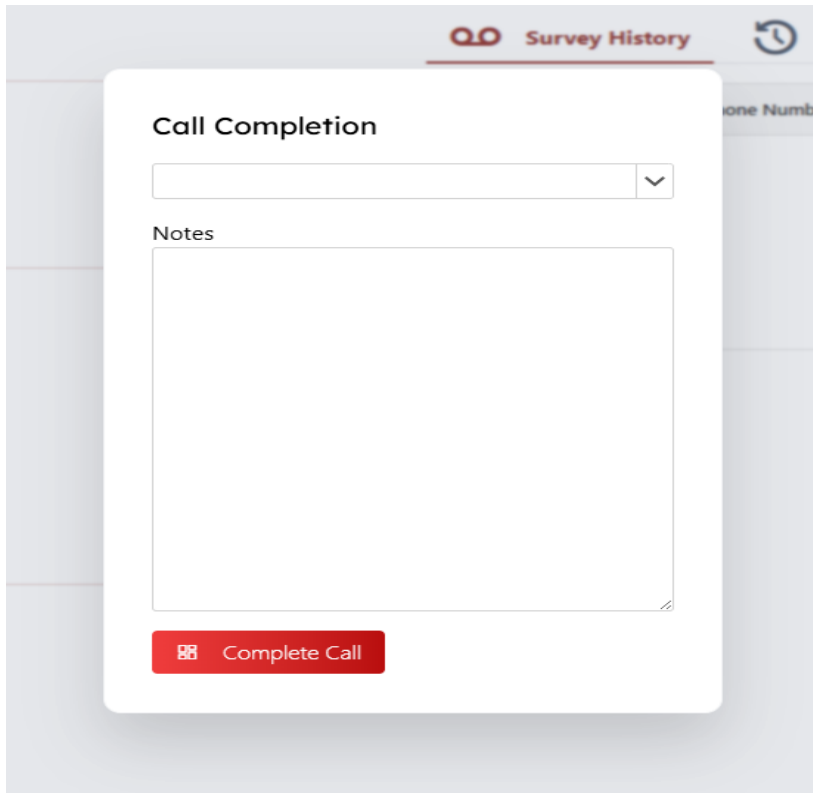
÷

Add Comment

Prev

Next

Comments: Dial Related Comments



The screenshot shows a web application interface with a 'Survey History' header. A modal window titled 'Call Completion' is open. It contains a dropdown menu, a 'Notes' section with a large text area, and a red button labeled 'Complete Call' with a phone icon.

Survey History

Call Completion

Notes

Complete Call

Survey Notes

This is test elmo comments

This is test enum notes

Include: any notes to help the next attempt.

Exclude: any survey information or item information

READI Call Completions

Call Completion

▼

No Answer

Voicemail

Hung Up

Busy

Will EDR

Will Mail

This busy means a busy signal; *not a busy Target*.

Call Completion

▼

Wrong Number

Disconnected

Language Barrier

Refusal

Inaccessible

Appointment

Collected

Out of Business:

Out of Business

1. Which of the following answers best describes why the operation is not in business?

- ☐ Operator deceased
- ☐ Operator retired
- ☐ Operation went out of business or was sold
- ☐ Operation was on leased land; operator gave up lease
- ☐ Operator is a landlord (rents farms out to someone)
- ☐ Operator moved out of state
- ☐ Operation was never a farm
- ☐ Other reason

Start the out of business screener if any of these situations are in effect.

Let the questions lead you down the right path.



Out of Business: What do I do?

- You made the call and connected with a respondent and they report being out of business.
- READI will guide you through gathering necessary information to correctly process the situation and determine if they are out of business.
- You want to find out what happened to the operation. Should we still consider it in business?
- Ask screening questions that will guide you to determining their out of business status.
- Reference date/previous year, next year, THEN ask are you still farming. If they have any agricultural activity, they could still be in business. Probing allows you to determine their level of involvement in agriculture.

Out of Business: What's Next

Open the survey and verify if they are out of the item we are calling about or out of all agriculture.

If out of the item

Answer screening questions

Complete change of operator

Code Response a completed, and
Respondent

Change in Operator

1. Has the operation named on the label been sold, rented, or turned over to someone else?

☐ Yes ☒ No

- a. Will the land be used for any agricultural purpose by you (the operator), or anyone else in the next year? (raising any livestock, poultry or bees.)

☐ Yes ☐ Don't Know ☐ No

- b. Regardless of answer to above, write a note to explain the situation:

Contact Information

Response:

Completed

Respondent:

Responded By (Enter respondent's name, if not the operator):

Enumerator:

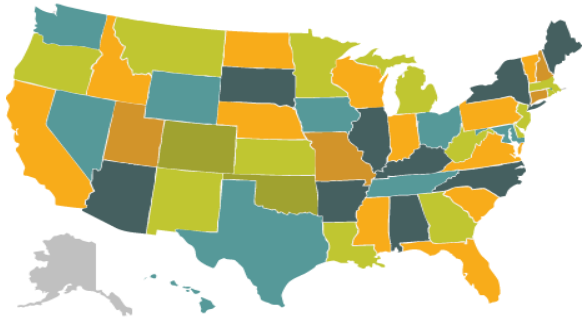
99988

PREVIOUS

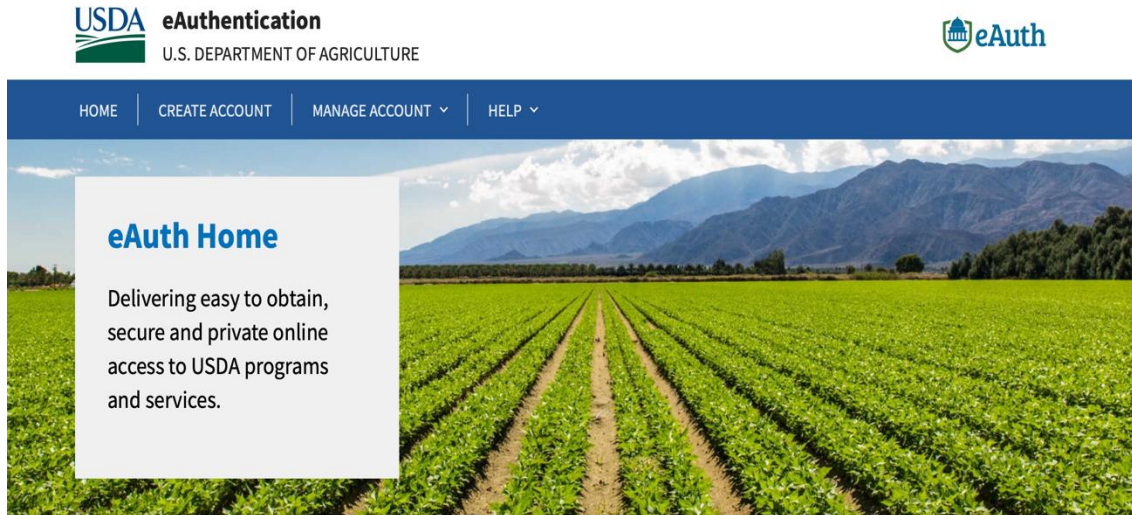
NEXT



Troubleshooting Technology



Common Troubleshooting Techniques



- After READI updates, clearing your cache/delete browsing data is often the next step.
- Clearing the cache/delete browsing data often defaults you back to sign-ins and password re-entry.

Finding Your Login

USDA Federal Login

[Need an account?](#)

Not a USDA Federal Employee/Contractor? [Change user type](#)

Select an option to continue



PIV/CAC
Enter PIV/CAC PIN



USDA MobileLinc
Use government mobile device for login



USDA Work Account
Log in with Windows Hello, Passkey, or Yubikey



PIV Exemption
Log in with your eAuth User ID and Password



As a non-Federal employee, you must **change user type** to get to the correct login.

Finding Your Login



HOME | CREATE ACCOUNT | MANAGE ACCOUNT ▾ | HELP ▾

Login



Select your user type to continue. To view help information, use the "?" symbol.



Customer

Public citizens accessing USDA agency resources online



USDA Employee/Contractor

Federal employees and contractors working for USDA



Other Federal Employee/Contractor

Non-USDA federal agency employees and contractors



The eAuth Login for NASDA is always Customer type.

Warning

Upon login you agree to the following information:



Finding Your Login



HOME | CREATE ACCOUNT | MANAGE ACCOUNT ▾ | HELP ▾

Customer Login

[Need an account?](#)
Not a Customer? [Change user type](#)

Select an option to continue

Login.gov >
Enter Login.gov Email Address and Password

eAuth User ID >
Enter User ID and Password

If you see this page, you are at the correct login.



Switching Browsers



- Our work is web-based, allowing us to access our worksites using two browsers—Microsoft Edge or Google Chrome.
- When experiencing issues in one browser, you may be asked to switch to a different browser.

Questions?

