

FRUIT, NUTS, AND SPECIALTY CROPS

OMB No. 0535-0039

B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

- 1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection has been conducted previously, include the actual response rate achieved during the last collection.**

According to the 2007 Census of Agriculture, there are just over 247,000 farm operators producing fruits, nuts and/or specialty crops in the United States. The potential respondent universe is approximately 150,000 growers in States with significant commercial production of fruits, nuts, and specialty crops. Following the completion of the 2012 Census of Agriculture we will generate a new universe to draw our samples from. Complete enumerations of fruit, nut, and specialty crop brokers, buyers handlers, packers, processors, shellers, and shippers (depending on the crop) are conducted because of the small number of firms involved and the significant difference in kind and quantity of product handled. Complete enumerations are also attempted of growers for several of the specialty crops such as coffee, ginger root, grapes (in small production States), hops, all commercial mushroom growers, papayas, and taro. Orchard and vineyard inventory surveys are also conducted as a complete enumeration in order to obtain control data to use in drawing samples for monthly or quarterly production forecasts.

The commodities that have a large number of producers (apples, peaches, etc.) will use a stratified random sample of producers (based on area in production). Data collected from these operations will be expanded to represent the population in all target states. Phone and field follow-up contacts for non-respondents are primarily directed at the larger producers. This helps to insure a high level of coverage for each commodity while reducing data collection costs.

Following the Census of Agriculture, conducted by NASS every five years, our Statistics Division reviews all commodities and makes adjustments as to which

States are included in the samples each year. States that are no longer a major player in a particular commodity will be dropped from the program for that commodity.

Any specialty commodity that is identified by the Census of Agriculture can also be added to the data collection process. Due to the increase in number of producers of pomegranates, we were asked to add these to our docket in 2010. However, due to lack of State funding it has not begun. The data collection should begin in the next year or two.

Contact rates for 2011 - 2012 are shown in the table below.

For 2011 - 2012 data, NASS calculated the contact rate by dividing the number of total completed contacts by the total number of attempted contacts. The number of contacts was calculated as the sample size times the frequency of contact. The frequency of contact was the number of times contact was required for each survey component.

Pursuant to OMB statistical standards, NASS will calculate response rates for future data collections using the OMB standard response rate method. This method removes. Persons found to be out of scope for the given survey (ineligible) at the time of contact from the numerator and denominator." NASS may choose to continue to calculate its prior rate with the name "contact rate."

Following the Terms of Clearance NASS received on the Field Crops docket (0535-0002) NASS has been developing a procedure for calculating a weighted response rate (that is, a response rate weighted by contribution of the establishment to the industry of interest, or coverage) for surveys not obtaining an 80% response rate. Many of the surveys included in this docket were administered by the individual Field Offices. NASS is in the process of standardizing these surveys and moving them into a centralized environment so that we will be able to calculate both a weighted and un-weighted response rate for each of the surveys.

The achieved contact rates for each of the surveys conducted are in the following table. NASS will strive to achieve a minimum of 80% response rate and/or weighted rate on future surveys.

0535-0039 - Contact Rates 2011-2012

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Tree Fruits								
Apples	General Production Questions	Apple Inquiry	200530 200511	3,361	2	6,722	5,398	80.3%
	Production by Variety	Apple Production by Variety	200585	205	2	410	314	76.6%
	Disposition	Apple Production and Disposition	200525	3,199	1	3,199	2,076	64.9%
	Processing	Apple Processing Inquiry	200555, 200560, 200555	414	1	414	310	74.9%
		Apple Cider Mill Inquiry	200590	119	1	119	98	82.1%
	Handlers	Apple Handlers Inquiry	200575	212	1	212	149	70.3%
		Apple Broker/Packer Inquiry	200560					
		Oregon Apple Crop	QID					
	Prices	Apple Prices	200595	308	7	2,156	1,887	87.5%
Oregon Apple Price Inquiry		200505	4	1	4	4	100.0%	
Cherries	General Production Questions	Sweet or Tart Cherry Inquiry	200306, 000560, 000702, 000709	199	1	199	162	81.4%
		Cherry Report or Cherry Inquiry	000560, 200306	363	1	363	295	81.3%
	Production, Disposition and/or Utilization	Cherry Production and Disposition Inquiry	200328	541	1	541	419	77.4%
		Sweet Cherry Production and Disposition	QID					
		Tart Cherry Production and Utilization	000711					
		Sweet Cherry Production and Utilization	000606					
	Processing	Cherry Processing (Sweet and/or Tart)	000607, 20035642	86	1	86	64	74.4%
	Handlers	Oregon Cherry Packer Survey	QID	20	1	20	15	76.1%

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Citrus	General Production Questions	California Citrus Inquiry	000142a, 000142b	794	4	3,176	2,150	67.7%
		Citrus Inquiry - Jan.	060142	41	4	164	123	75.0%
		Citrus Inquiry - Apr.	060142					
		Citrus Inquiry - Oct.	060142					
		Citrus Inquiry - End of Season	QID					
	Prices	Citrus Prices Inquiry	812001	8	8	64	40	63.2%
	Packinghouse	Citrus Packinghouse Inquiry	QID	42	1	42	34	81.6%
Processor	Citrus Processors Inquiry	812001	22	1	22	18	81.4%	
Peaches	General Production Questions	Peach Report	200608	1,313	1	1,313	1,054	80.3%
		Peach Forecast	200607					
		Peach Inquiry	200607					
	Production and/or Utilization	Peach Production and Disposition	200630	1,106	1	1,106	878	79.4%
		Peach Production and Utilization	200703b					
	Condition	Peach Condition Report	200601	173	1	173	140	81.1%
Processing	Peach Processing Inquiry	200660	23	1	23	18	78.3%	

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates	
Pears	General Production Questions	Pear Forcast	200506	179	1	179	127	71.2%	
	Production and/or Utilization	Pear Production and Disposition Inquiry	200426 36	244	1	244	165	67.6%	
		Pear Production and Utilization	000605						
	Prices	Oregon Pear Price Inquiry	000610	183	1	183	136	74.4%	
Processing	Pear Processing	200761, 000610, 200456	29	1	29	23	79.3%		
Plums and Prunes	General Production Questions	Prune and Plum Report	200901	325	1	325	240	73.8%	
		Plum Production and Utilization	200723	153	1	153	113	73.9%	
	Processing	Prune and Plum Processing Inquiry	200060	73	1	73	65	88.7%	
	Handlers	Oregon Handler and Packer Survey	QID	38	1	38	35	91.6%	
Mixed Fruit Quest.	General Production Questions	Fruit Inquiry	200008, 200008, 200009, 000506	5,861	4	23,444	15,989	68.2%	
	Packing Costs	Peach and Prune Packing Costs	000605	98	1	98	81	83.1%	
		Apricot and Sweet Cherry Packing Costs	000605						
	Disposition and/or Utilization	Apple, Bartlett Pear and Other Pear Production and Disposition Inquiry		200525	2,174	1	2,174	1,591	73.2%
		Fruit Production and Disposition Inquiry		200010	1,023	1	1,023	790	77.2%
		November Fruit Survey		200585	1,231	1	1,231	934	75.9%
		Fruit Inquiry		200007					
	Processing	Apricots, Peaches and Prunes Processing Report		060152	217	1	217	154	70.8%
Peach and Plum Processing		200661							

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Small Fruits								
Multiple Berries	General Production Questions	Berry Acreage and Production	000620	696	1	696	499	71.7%
		Berry Inquiry	000620 36	696	1	696	511	73.4%
	Processing	Berry Processing Inquiry	000620	673	1	673	537	79.8%
Blueberries	General Production Questions	Blueberry Inquiry	000614	879	1	879	647	73.6%
		Maine Wild Blueberries	QID	413	2	826	596	72.2%
	Processing and Disposition	Blueberry Processing	000616	33	1	33	25	75.8%
		Blueberry Production and Utilization	000614	186	1	186	147	79.0%
	Handlers	Maine Wild Blueberries (Handler)	QID	79	1	79	72	91.1%
Cranberries	General Production Questions	Cranberry Grower Inquiry	000613	703	1	703	575	81.8%
	Processing	Cranberry Processor Disposition	000613	461	1	461	395	85.6%
	Handlers	Cranberry Inquiry	000612	79	1	79	49	62.5%

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Grapes	Forecasts	Grape Forecast	000609	931	2	1,862	1,519	81.6%
	General Production Questions	Grape Inquiry	000701, 200508', 000701	842	1	842	679	80.6%
	Disposition	Grape Production and Disposition	000703, 000703-PA, 000703	1,689	1	1,689	1,390	82.3%
	Processing	Grape Processing Inquiry	000702	931	1	931	750	80.6%
		Concord and Niagara Grape Processing and Acreage Report	000702					
		Grape Processing	000702, 000702					
	Wine Grapes	Wine Grape Report	060106	369	1	369	307	83.1%
		Grape Survey	QID	182	1	182	149	82.1%
	Vineyards	Oregon Vineyard Survey	060105	499	1	499	426	85.4%
		Oregon Wine Production Survey	060106	289	1	289	233	80.6%
Oregon Vineyard and Wine Production Survey		060106	119	1	119	90	75.3%	

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Nuts								
Almonds	Handlers	Almond Price Inquiry	050134	64	1	64	35	54.7%
Hazelnuts	Disposition	Hazelnut Tree Survey and Hazelnut Growers Disposition Inquiry	060112	675	1	675	497	73.7%
		Hazelnut Growers Disposition Inquiry	060112	675	1	675	502	74.3%
		Hazelnut Handler Disposition Inquiry	006112	42	1	42	35	82.4%
Macadamias	Growers	Macadamia Nut Grower Report	QID	68	1	68	39	57.4%
	Processors	Macadamia Nut Processor Report	QID	18	1	18	17	94.4%
Pecans	General Production Questions	Pecan Inquiry	060051, 060090, 060054	4,914	2	9,828	6,781	69.0%
	Disposition	Pecan Production and Disposition	060072	2,103	1	2,103	1,611	76.6%
	Processors	Pecan Shellers and Processors	060070	389	1	389	324	83.3%
	Buyers	Pecan Buyers Survey	060071	36	1	36	18	50.0%
Pitachios	Handlers	Pistachio Production and Price Inquiry	06117	18	2	36	30	83.3%
Walnuts	Handlers	Walnut Price Inquiry	050133	80	1	80	48	60.0%

Commodity	Sector	SurveyName	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Specialty Crops								
Coffee	Growers	Annual Coffee Grower Survey	060127	409	1	409	330	80.7%
	Millers	Coffee Millers Mid Season Report	060128	26	1	26	25	96.2%
		Coffee Millers Final Report	060128	27	1	27	18	64.9%
Dates	Production and Prices	Date Production and Price Inquiry	050135	14	1	14	7	50.0%
Figs	General Production Questions	Dried Fig Inquiry	200001	24	1	24	16	66.7%
Ginger Root	Growers	Annual Ginger Root Grower Survey	060136	39	1	39	35	89.8%
	Shippers	Annual Ginger Root Shipper Survey	060137	9	1	9	8	86.8%
Hops	General Production Questions	Hop Acres Strung by Variety	060100, 060097	49	2	98	96	98.0%
		August Forecast of Hop Acreage and Production	060089	74	1	74	66	89.2%
	Prices	Hops Sold Ahead Survey	060096	24	1	24	19	79.2%
		Hop Crops - Quantity Purchased and Prices Paid	060095	14	1	14	12	85.7%
Kiwifruit	Prices	Kiwifruit Price Inquiry	050132	37	1	37	15	40.5%

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Maple Syrup	General Production Questions	Maple Syrup Inquiry	000520	2,970	1	2,970	2,489	83.8%
		Maple Syrup Inquiry (French English for New England Office)	000520	36	1	36	29	81.9%
	Buyers	Maple Syrup Buyers Inquiry	000520	80	1	80	34	42.5%
Mushrooms	Growers	Mushroom Grower Inquiry - Agaricus Mushrooms	060084	179	1	179	149	83.2%
		Mushroom Grower Inquiry - Specialty Mushrooms	060086	313	1	313	240	76.7%
		Mushroom Grower Inquiry - Agaricus and Specialty Mushrooms	060084	16	1	16	12	76.7%
Olives	Utilization and Price	Olive Utilization and Price Inquiry	050136	8	1	8	4	50.0%
Papayas	Acreage	Papaya Acreage Survey	060130	18	4	72	68	94.4%
	Prices	Monthly Papaya Price Survey	050041	5	12	60	45	75.0%

Commodity	Sector	Survey Name	QID	Sample Size	Freq.	Total Contacts	Total Responses	Contact Rates
Pomegranates	General Production Questions	Pomegranate Inquiry (NEW) *	200837	NA	NA	NA	NA	NA
Taro	General Production Questions	Annual Taro Growers Survey	060132	197	1	197	156	79.2%
	Milling	Quarterly Taro Milling Survey	060133	14	4	56	50	89.1%
Miscellaneous Fruit Surveys	General Production Questions	California Fruit and Nut Inquiry	906016a, 906016a, 906016a	2,084	1	2,084	1,215	58.3%
		Hawaii Fruit Survey	815003	1,036	1	1,036	604	58.3%
Totals				51,914		83,948	61,366	73.1%

* Pomegranates were added to the docket in the previous submission, however, the survey never took place. California should begin the survey during this approval.

2. **Describe the procedures for the collection of information including:**
- **statistical methodology for stratification and sample selection,**
 - **estimation procedure,**
 - **degree of accuracy needed for the purpose described in the justification,**
 - **unusual problems requiring specialized sampling procedures**

Overview - With all NASS surveys, the goal is to collect data from at least 80% of the records sampled and more importantly, achieve coverage for at least 80% of the production data or production area. We utilize mail, phone, internet and personal interviews to collect data. In our ongoing effort to collect quality data in a timely and economic manner, NASS utilizes the mail and/or internet as the first method of data collection with selected phone or personal interview follow up for non-response. With limited funds for extensive data collection, phone and field enumeration is targeted for the larger operations that will help achieve 80% coverage of production or production area.

Low Response Rates - With surveys that have persistently low response rates, NASS looks for alternative ways of collecting the data; particularly sources of administrative data. In instances where these data provide sufficient coverage and accuracy, we consider the opportunity to discontinue collections and reduce burden.

Sampling - Most fruit, nut, and specialty surveys are non-probability surveys selected to represent and provide coverage for fruit, nut and specialty crop producing regions of each State. Samples are selected based on acreage control data to ensure coverage of all size operations.

3. **Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.**

Field and Regional Office staff routinely visit producers and industry organizations to promote the programs and importance of cooperating. NASS maintains a presence at National industry meetings, often setting up promotional booths at trade shows. Occasionally, letters of endorsement are obtained from industry leaders. Most States conduct a full non-response follow up.

Some of the specialty surveys may have only a few respondents who account for a majority of the data for that given commodity. State Field Offices, in their efforts to reduce respondent burden as well as reduce the costs of data collection will concentrate their data collection efforts on the major producers for each of the commodities. Questionnaires are mailed out to the smaller respondents with

minimal follow up. The information received in the mail is used to update control data as well as help States to establish the number of growers for each of the commodities. However, in most cases the total production, prices, area in production, etc. are estimated from data received from the larger operations. More importantly than getting the 80% good response rate for each survey, States strive to get greater than 80% coverage of data for all surveys.

As mentioned in the Supporting Statement Part A, justification, NASS is undertaking several new initiatives to improve all aspects of the NASS mission statement. This will include the continued development and improvement of Electronic Data Reporting (EDR) tools. This will give farm operators the flexibility to respond whenever it is convenient for them and should result in higher response rates in the future.

In addition to the increased availability of the EDR system NASS relies on multiple modes for collecting data. The questionnaires are mailed to the respondents who can either return them by postage paid envelope, email, fax, or telephone. If we have not received a response within the allotted time, phone and field enumerators will be used to contact the respondents. In order to keep costs to a minimum, NASS will concentrate the face to face and phone interviews on the larger operations.

4. Describe any tests of procedures or methods to be undertaken.

All data collections follow standardized procedures to ensure accurate estimates. Check data are available for most of the crops after the marketing season ends.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Sample sizes for each State are reviewed by the Agency's Sample Design Section, Census and Survey Division; Section Head is Eric Porter (202) 720-5269.

Data collection is carried out by NASS Field Offices; Eastern Field Operation's Director is Norman Bennett, (202) 720-3638 and the Western Field Operation's Director is Kevin Barnes (202) 720-8220.

Estimates are compiled and reviewed by the Agency's Statistics Division, Crops Branch; Branch Chief is Lance Honig, (202)720-2127.

Survey data are collected, reviewed, and summarized by the State Field Offices. Publications are released from the State Offices and Headquarters.

Survey design and methodology are determined by the Statistical Methods Branch, Statistics Division; Branch Chief is Dave Aune, (202)720-4008.

May, 2013

Revised August, 2013