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2014 Organic Survey – Results from Cognitive Testing

Heather Ridolfo, PhD

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EXECUTIVE SUMMARY

The 2014 Organic Survey is a data collection project conducted by the United States Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS) for the USDA's Risk Management Agency. The survey is an organic production and practices survey, parts of which have been previously conducted in 2008 and 2011. The population of interest is any operation that produces organic products according to USDA's National Organic Program (NOP) standards and is certified or exempt from certification. The population also contains operations that reported that they were transitioning to organic in the 2012 Census of Agriculture. A new section has been added to the 2014 questionnaire (Section 10) that asks about genetically modified organism (GMO) presence in organic crops.

The purpose of the current study was to examine respondents' comprehension of questions in Section 10 and the quality of data reported. We also evaluated questions in other sections of the survey if respondents indicated that there was a problem or if obvious response errors were found during testing. Nine cognitive interviews were conducted in five states.

One major issue that emerged from this testing was that many respondents felt the survey was not designed for their type of operation. Several respondents commented that the survey was designed for farmers who grow a lot of one or two crops. Many of these respondents grow a wide variety of crops in small quantities. For example, one respondent grows 250 different types of vegetables a year. This issue led to several common problems across the survey sections. Across the different sections, respondents had difficulty reporting all of the crops grown, the crop varieties, the unit and the amount and value of production.

Across the different sections, respondents reported not being familiar with the term "marketing contract agreements" or misinterpreted the meaning of this term. This comprehension issue often led to response error.

Respondents generally understood the intent of Section 10, which asked about GMO presence in organic crops. However, a few respondents interpreted the first question in Section 10 as asking about the inadvertent spraying of chemicals on an organic crop.

Finally, in a couple sections of the survey, skip instructions were not obvious and, as a result, respondents did not proceed through the survey instrument correctly. The layout of the questionnaire and, specifically, the placement of questions, were problematic and led respondents to inadvertently skip questions.

Several recommendations are made in the following report to increase question clarity, to improve navigational instructions, and to allow additional space for farmers to report their crop types, varieties, and units applicable to their operation.

RECOMMENDATIONS

1. In Section 1, reformat the instrument to make the skip to Question 2 following a “yes” response in Question 1 clearer. One possible solution is to tell respondents who answer “yes,” to “Enter the name of the certifying agency or organization and then go to Item 2. [An additional navigational arrow was added to the instrument.]
2. In Sections 2, 5, 6, and 7 provide an instruction to respondents in the bulleted list that states, “If production is not complete, please provide estimates.” [This recommendation was not implemented in production because the Organic Team was concerned that instructing some to report estimates could prompt all to do the same.]
3. In Sections 2, 3, 5, 6, and 7 provide a unit column similar to the one in Section 10, which allows respondents to report in the unit that is applicable to their operation. [In Section 3, the reporting unit was changed from tons to pounds. This recommendation was not implemented in the other sections because the units of each known crop is how the data are published.]
4. In Sections 2, 5, 6, and 7 provide respondents with more space to enter the unit by shrinking the gross value of organic production sold columns. [This recommendation was implemented in production.]
5. In Sections 3 and 4 respondents did not report small quantities of crops. To determine the magnitude of the issue, consider analyzing survey data to determine how many respondents report in tenths of an acre (instead of acres). Alternatively, have respondents indicate on the form that they grow less than one acre, and/or enter partial data. [This recommendation was implemented in production.]
6. In Sections 5, 6, and 7, a number of changes could be made to the instrument to allow respondents to report more fruits and vegetables: List fewer printed fruits/vegetables in Question 2 to allow more space for answering; Add additional rows to Question 2 and move the list of fruits/vegetables/codes and question 3 further down the page; If it is not critical to ask for fruit/vegetable varieties (e.g., navel oranges, Valencia oranges, etc.), consider collapsing varieties to one type of fruit/vegetables (e.g., oranges); ask respondents who grow more than 10 types of fruits/vegetables to only report the 10 highest grossing fruits/vegetables; place the statement “if more space is needed, use a separate sheet of paper” in bold font. Consider similar changes in other relevant sections. [The statement: “If more space is needed” was bolded and centered on the page.]
7. In Section 6, determine whether the Organic Production column is necessary. If not, remove to save space and eliminate confusion. Consider doing the same in other applicable sections. [The Organic Production column was not removed. The column was deemed necessary.]
8. In Section 12, check to see whether this section is consistent with the layout of Schedule F. [Changes were not made to the layout of this section. The section is formatted in standard questionnaire form and not possible to align with tax forms.]
9. For Question 3 in Sections 3-5, move this question above the list of crops/codes. [This recommendation was implemented in production.]
10. For Question 3 in Sections 3-5, reword the question to ask: “What percent of the total Organic (insert commodity) reported above were sold by another party for market prices?” [This question was changed to read: What percent of Total (insert commodity) reported above were

sold and delivered under a marketing contract arrangement? (A marketing contract is a verbal or written agreement reached before harvest of a crop or before completion of a livestock production stage, setting a price or pricing formula and market for the commodity.)]

11. Emphasize in promotional materials that we need their data no matter how small of an operation they are or how little of a crop they grow. [This recommendation was implemented.]

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2014 Organic Survey – Results from Cognitive Testing

Heather Ridolfo¹

Abstract

The 2014 Organic Survey is an organic production and practices survey. The last Organic Survey was conducted in 2011. In 2014, a new section that asks about genetically modified organism (GMO) presence in organic crops, was added to the survey. The current study uses cognitive interviews to evaluate respondents' comprehension and responses to questions asked in this new section. Sections of the survey that respondents reported having difficulty answering or that exhibit obvious response error were also evaluated. In general, respondents felt this survey was not designed for their types of operations. This led to problems reporting data across the different sections of the survey. For the most part, respondents did not have difficulty understanding the intent of the new section on GMO; however, a few respondents exhibited comprehension problems.

Key Words: 2014 Organic Survey, GMO, USDA National Organic Program (NOP), Marketing Contract Agreement, Cognitive Testing

1. INTRODUCTION

The 2014 Organic Survey is a data collection project conducted by the United States Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS) for the USDA Risk Management Agency. Census of Agriculture funds are being used as directed by the Agricultural Act of 2014. The survey is an organic production and practices survey, parts of which have been previously conducted in 2008 and 2011. The population of interest is any operation that produces organic products according to USDA's National Organic Program (NOP) standards and is certified or exempt from certification. The population also contains operations that reported that they were transitioning to organic in the 2012 Census of Agriculture. The questionnaire collects information on organic production of field crops, vegetables, fruits, tree nuts, berries, livestock and poultry, production practices, production expenses, marketing practices and value-added production and processing.

A new section has been added to the 2014 questionnaire (Section 10) that asks about genetically modified organism (GMO) presence in organic crops. NASS's PSM-ASMS-14 mandates that significant changes to existing questionnaires be pre-tested prior to fielding the survey. One pre-testing method that is particularly useful for identifying how questions perform is cognitive interviewing (Willis 2005). The primary objective of cognitive interviewing is to evaluate

¹ Heather Ridolfo is a Survey Statistician with the National Agricultural Statistics Service, Research and Development Division, 3251 Old Lee Highway, Room 305, Fairfax, VA 22030. The author would like to thank Bob Garino, Dave Losh, Herman Ellison, Dale Hawks, and Kathy Ott for their assistance on this research project.

respondents' question response process when answering survey questions. Respondents are administered the survey questions and then probed (asked follow up questions) to determine how they understood the survey questions and the mental process they went through to formulate their response. Data are then analyzed to determine whether responses meet the objective of the question (i.e., if the question measures what it is intended to measure). The following report details the findings from the cognitive testing of the 2014 Organic survey.

2. METHODS

2.1 Sample

Since OMB clearance was not obtained for this testing, we only conducted a total of 9 interviews. The interviews were conducted in the following states: CA, OR, OH, VA and MD. The sample included operations that grow organic crops that are certified organic or exempt from organic certification. Operations that only had organic livestock were excluded from the sample as they would have skipped out of Section 10. Interviewers in each state were responsible for recruiting respondents. Respondents were informed of the intent of the cognitive interviews during the recruitment process and that their participation was voluntary. Sample characteristics can be found in Table 1.

ID	State	Farm Type
1	CA	321 organic acres; fruit and vegetable crops; also a processor
2	CA	200 organic acres; fruit crops; also a contract poultry grower
3	CA	60 organic acres; fruit and vegetable crops
4	CA	205 organic acres; field, nut, vegetable crops
5	OR	730 organic acres; field and vegetable crops
6	OH	80 organic acres; mostly wooded, some pasture, 8 acres of crops
7	MD	No information provided
8	VA	4 organic acres; field and vegetable crops
9	VA	Herb, vegetable and fruit crops

2.2 Cognitive Interviewing Procedures

All interviews were conducted in October 2014, with the survey scheduled to be mailed out in January 2015. Interviewers were provided with an interview protocol and interview guide prior to data collection (See Appendix A). Version 14 of the 2014 Organic Survey was used during testing (see Appendix B). Since the primary mode of data collection for the Organic Survey is mail, interviewers were instructed to have respondents complete the survey on their own at the beginning of the interview. To save time, respondents completed Sections 1-10 only. After the respondents completed the survey, the interviewers reviewed Sections 1-9 for errors and asked the respondents if there were any survey questions they were not sure how to answer or had questions about. The interviewers then probed generally on those questions to determine how respondents interpreted those questions and how they formulated their responses. As mentioned

above, Section 10 is a new section on the survey, and was the primary focus of the testing. Interviewers then focused the remaining time on probing this section of the survey. Scripted probes were provided and interviewers were encouraged to ask emergent probes as necessary. All probes were administered retrospectively. The interviews lasted approximately one hour. After each interview, the interviewers typed up their notes and sent them back to the project lead for analysis.

2.3 Data Analysis

The data from the cognitive interviews were analyzed using the constant comparative method. This method involves three steps of data reduction (Strauss and Corbin 1990). The first step involved open coding. This entailed reviewing the data with two questions in mind: 1) How do respondents interpret the survey questions and 2) How did respondents formulate their response? During this initial analysis step, codes were assigned to each respondent for all survey questions on which they were probed. In the next analysis step, which is referred to as axial coding, the initial codes were reviewed and compared against the raw data. During this step, the codes were refined and themes were established. In the final analysis step, selective coding, the core themes were specified. These themes served as the unifying link for all codes assigned in the earlier data steps. From this final step, a working theory was developed, which depicts how the respondents comprehended the survey questions and types of information these questions can be expected to measure.

3. RESULTS

There were several overarching findings throughout the testing of this survey. This section will briefly present these overarching findings and findings from Section 10. Further details on these findings and question specific findings can be found in the question-by-question review below.

Several respondents commented that this survey appeared to be designed for a farmer who grows a lot of one or two crops, and a couple of respondents said it was geared towards a “Midwest farmer” specifically. Many of the respondents we interviewed grew a large variety of crops throughout the year. For example, several respondents grew over 20 different organic vegetables a year, and one respondent reported growing 250 different vegetables a year.

Across the different sections of the survey, respondents had difficulty reporting the number of crops grown, crop variety, the unit, and the amount and value of production. It was difficult for respondents to report all of the crops they grew due to the size of the answer space provided, and the fact that their crops were not all listed. None of these respondents appeared to see the instructions to use a separate sheet of paper if additional space was needed. Several of these respondents also commented on how tedious it was for them to report all of the crops they grow and that it is unlikely that they would list them all out even if space was given. Respondents were also dissatisfied with the fact that some crops were broken down by different varieties (e.g., green cabbage, red cabbage, and other cabbage) and others were not (e.g., peppers). Respondents

often did not agree with the units provided when reporting amount produced. It was also difficult for respondents to report their production amounts and values. Sometimes this was because they had not yet begun or had not finished production sales for the crops reported, and other times it was because they did not know these amounts for the specific crops reported. Finally, in a couple different sections, respondents missed Question 3 in Sections 3-5, which asked about marketing contract arrangements. Respondents also did not interpret this question correctly and this resulted in response error.

None of the respondents we interviewed experienced GMO presence in their crops. All respondents were familiar with the term “GMO.” Most respondents considered cross-pollination from GMO crops to organic crops when answering Question 1 of Section 10; however, some respondents considered other things.

3.1 10 Section 10 – GMO Presence in Organic Crops

Question 1

Most respondents were happy to see this section on the questionnaire. One respondent even exclaimed “It’s about time!” Respondents were familiar with the term GMO and said that it meant the same thing as GE. Respondents generally understood this question as asking if they experienced cross-pollination from GMO crop material drifting into their organic fields. For example, one respondent stated that this question was asking, “Were crops I grew contaminated, cross-pollinated, by GMO crops and no longer had organic value?” All of the respondents we interviewed answered “no” to this question. Respondents often commented that they did not grow crops that could be genetically modified and if they did, they felt they lived far enough away from farms using GMO crops that it was not a problem for them. One respondent mentioned that she purposely does not grow crops that could be affected by GMO. She pointed out that in some areas of the country it would be hard for farmers to grow organic crops because of the risk of cross-pollination but there are no questions on this survey that ask about that.

Although most respondents interpreted this question correctly, some respondents thought this question could include more than just cross-pollination of GMO crops with organic crops. For example, one respondent also thought this question could include GMO material that was found in organic feed for poultry. He provided an example of a poultry farmer he knows who found GMO material in the organic feed he purchased to feed his chickens. In contrast, another respondent did not think this question would cover organic feed that was purchased and found to be contaminated by GMO since the question states “in an organic crop you have offered for sale.” This respondent interpreted this question as asking, “Did you grow a crop, harvest it, and try to sell it but the buyer tested it and found GMO?” He also did not think this question would include crops you cannot plant because you discover there is GMO in the seed. He further pointed out that GMO in one crop affects next year’s crop as well and this question does not measure the losses that pursue after the GMO is found in an organic crop. Two respondents also thought this question could include instances where organic crops were sprayed with chemicals. However, other respondents questioned whether damage to organic crops from the drift or

spraying of chemicals would count in this question. For example, one respondent discussed how a friend's crops were inadvertently sprayed by a crop duster. However, she was not sure this would be measured in this question. Note that this did not lead to response error because all of these respondents answered "no" to this question indicating that they have never experienced the types of contamination they discussed.

Question 1a

No respondents answered this question. This made it difficult to probe for additional information about this question. However, a few respondents were probed on the terms used in Question 1a. Two respondents indicated that they interpreted "crop" to refer to the intended organic crop that was affected by GMO material. One respondent commented that he did not think it was useful to report the GMO crop because often you would not know the source of the GMO contamination. Four respondents were probed on their understanding of loss and these respondents all indicated that they interpreted this column as asking about loss in value. That is, the loss resulting from not selling the contaminated organic crop or from selling the organic crop as conventional.

3.2 Section 1 – Organic Information

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 1

After answering "Yes" to Question 1, three respondents missed the skip to go to Question 2 and answered the sub-question under the "no" response (Did this operation have any USDA NOP organic production in 2014 that was exempt from certification). One of these respondents answered "no" to the sub-question and then missed the skip to go to Section 16 and answered Question 2 in Section 1. After reading the sub-question, another respondent answered "no" to question one and proceeded then to Question 2. Finally, the third respondent answered "yes" to the sub-question, as she does have organic production that is exempt from certification in addition to the production that is certified organic. This respondent was then unsure if she should answer Question 2, so she wrote her answers to Question 2 outside of the answer space.

Questions 2-4

For the most part, respondents had no difficulty answering these questions. One respondent was unsure how to answer these questions, specifically whether she should report the total acres she owned or the total acres she owned and farmed in Question 2a. She owns 80 organic acres but only farms 8 acres. The remaining 72 acres are woodland and pastureland. In the end she thought Question 2a was asking how many organic acres that she farmed did she own; however, she ended up leaving this question blank. She did enter 0 for questions 2b and 2c and 15 acres for question 4.

As mentioned above one respondent had both organic production that is certified and organic production that is exempt from certification. However, because she was confused by the skip patterns, this respondent was unsure if she should answer Question 2. She ended up reporting outside of the answer space that she owns 360 organic certified acres and rents 370 organic certified acres. She has tomatoes growing in a plastic covered 90 ft x 36 in wide house that are exempt from certification. She did not report these tomatoes in the exempt column because they are less than one acre. Instead she included them in the 360 certified organic acres that she owns.

3.3 Section 2 – Organic Field Crops

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 1

Five respondents answered “yes” to Question 1 and completed this section of the survey. The majority of respondents understood which types of crops this question was asking about and three respondents, who answered “yes” to Question 1, did have the crops of interest (grain hay, grass hay, Virginia peanuts). However, two other respondents were not sure what types of crops were supposed to be included in this section. One of these respondents initially answered “yes” to Question 1 but he should have answered “no” as he does not grow any field crops. When he first read Question 1 he asked, “What are row crops?” He then commented that he didn’t know what pulse crops were and was unsure about what the statement “exclude personal or home use crops” meant. When he got to Question 2, he proceeded to enter several of his vegetable crops on the form and commented that none of his crops were listed below. He was then redirected by the interviewer. Similarly, after reading Question 1, another respondent asked, “What are row crops?” This respondent then read the list of crops provided and commented that she grows herbs but they are not dried. She then noticed beans and said “Well, I have some pulse crops. I guess this means my vegetables, but let me look ahead in this book and see if that is right.” She then paged through and found the vegetable section, and then went back to Section 2 and answered “no” to Question 1. Finally, one respondent had to read the instructions that indicated “if two or more cutting were made from the same acres, report acres harvest for that item only once but report total production from all cuttings” twice before she understood it.

Question 2

The four respondents, who correctly interpreted and answered Question 1, had difficulty reporting production. For one of these respondents, this difficulty stemmed from the rental agreement he has with the landowner. This respondent indicated that the landlord baled and sold the hay that he grew and he did not know how much was produced or sold. He wrote down a guess. This same respondent indicated that it is inappropriate to report hay produced in bushels as it is sold in tons. He entered tons for the unit. Another respondent, who had difficulty with this section, indicated that he could not report production for his peanut crop as it had not been harvested yet. This issue arose in Sections 5 and 6 as well. Instead of reporting in tons, the third

respondent reported 50% for the quantity of organic production sold as organic and 0 for the amount sold as conventional. However, the interviewer did not probe for further information about this response. Finally, one respondent commented that there was not enough space to write in the unit for production.

3.4 Section 3 – Organic Grapes

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 2

Only two respondents answered “yes” to Question 1 and completed this section. Both respondents had some difficulty with Question 2. One respondent has less than one acre of grapes but was not sure how to report this in tenths so she entered one acre. This respondent also did not agree with the production unit provided in the table. She produces 250 pounds of grapes a year. She said she could convert it to tons but it would be, as she described it, “a pain in the neck.” Similarly, another respondent stated, “My organic grapes are table grapes and they would be in pounds not tons. You wouldn’t ask a table grape grower to report in tons.” He said he could convert them to tons and did a calculation in his head. He said table grapes are sold in 19 pound box equivalents and it would be easier for him to report in that unit. This issue arose in Sections 5 and 6 as well.

3.5 Section 4 – Organic Apples

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 2

Only one respondent answered “yes” to Question 1 and completed this section. This respondent had difficulty answering Question 2. She has a little over one acre of certified organic apple trees of different varieties. Because she only has 2-5 trees of different varieties, it’s difficult for her to estimate the area harvested and produced for each variety. Therefore she placed all of her apple trees under “other” and reported that “<1 acre” were harvested and left the remaining columns blank.

3.6 Section 5 – Other Organic Fruits, Tree Nuts, and Berries

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 1

Five respondents answered “yes” to Question 1 and completed this section. One respondent misread the include/exclude statement following Question 1. After reading this statement she said “Interesting, this includes home use, so everything. I would have to guess at that part.” It is not clear how much this affected her response to the subsequent questions.

Question 2

In Question 2, respondents did not always report all of the organic fruits they grew. This occurred for two reasons. First, a few respondents were reluctant to report the fruits they grew because they were grown in small quantities. For example, one respondent indicated that the amount of fruit he sold was so small it was not worth reporting, stating, “In a million dollars of sales, these amount to less than \$100 each.” Another reason why respondents did not report all of the fruit they grew was because there was not enough space provided on the form. One respondent who grew a dozen different types of fruit only reported four.

One respondent also did not agree with the breakdown of particular fruits into subcategories. When looking over the list of fruits, this respondent questioned why so many categories of blueberries were offered but only one type of peach was listed. He thought any fruit other than blueberries would have more varieties. He also thought plums and prunes should be separated and that fresh figs should be separated from processed figs. He indicated that a fresh fruit producer does not care about what a processed food producer is growing. Other respondents raised this issue in Section 6 as well.

One respondent indicated that she would rather report the amount of organic crops harvested in row feet rather than acres and tenths. She knows she has 500 foot rows of fruit and it is hard for her to convert this number to acres.

As in Section 4, two respondents had difficulty reporting the amount of organic production and the sale of organic production for their fruits and nuts for several reasons. First, similar to the issue reported in Section 5, one of these respondents had not harvested his walnuts yet. He indicated that walnut harvesting typically takes place in late September/early October. After that it takes six months to process the nuts before they are sold. He guessed that he would produce 20 tons and 100% of those produced would be sold as organic. Because nuts take 6 months to process, this will still be an issue when the survey is fielded in January. Another reason why a respondent had difficulty reporting production was these numbers are not tracked. When answering Question 2, this respondent commented “I have no idea what my production is.” He indicated that they have harvest sheets for each day that records what was harvested and he would have to look back through each sheet to get the number of strawberries produced. This same respondent also had difficulty reporting production sold. This respondent indicated that he could tell us how many strawberries were sold in market but not how many were sold through CSA. He knows that strawberries were sold through CSA, but CSA sales are not broken down by crop. Other respondents experienced this same problem in Section 6. This respondent ended up leaving the organic production, quantity sold and value columns blank.

Finally, as in Section 3, one respondent didn't agree with the units used to report production. This respondent indicated that plum, peach, nectarine (coded as other fruit), apricot (coded as other fruit), and navel orange production is measured in boxes instead of tons. This issue arose in Sections 4 and 6 as well. Another respondent commented that there was not enough space given to write in the unit of measurement.

3.7 Section 6 – Organic Vegetables Grown in the Open

Interviewers only probed for additional information in this section if respondent indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 1

Eight respondents answered “yes” to Question 1 and completed this section. As in previous sections, respondents had several problems with this section of the survey.

The majority of respondents understood the types of crops that were expected to be reported in this section; however, one respondent did not know what the phrase “grown in the open” meant. She thought it possibly meant row crops or crops that were grown for CSA. However, after reading the title to Section 7 (Organic vegetables grown under protection), she realized what the phrase “grown in the open” meant. Another respondent did not read the phrase “grown in the open” and reported crops grown in the open and under protection in this section. She only realized her mistake after she turned the page to Section 7.

Question 2

As in previous sections, several respondents indicated that there was not enough space provided to report all of the vegetables they grew. This issue was particularly pronounced in this section. Respondents handled this issue in different ways. One respondent reported during the interview that he grows 250 different vegetables a year. He listed out spinach, fresh red, white and yellow onions, and potatoes and then reported all of his other vegetables in one row under “other.” Another respondent also reported all of his vegetables that were not listed on the form in a single row under “other.” In contrast, a couple of other respondents indicated that they would have to report at least 6 rows of “other” crops as their crops were not listed on the form. One of these respondents stated that he couldn't understand why he would have to do this when there are seven different types of onions listed. Finally, another respondent commented that he grows 50 different types of vegetables. He listed as many as he could (seven vegetables) and did not report the rest.

As in the fruit section, respondents were dissatisfied with the types and varieties of vegetables listed. One respondent commented that very few of the vegetables he grew were broken out. For example, he grows spinach but not the variety listed. He also grows 14 different types of carrots and would have to report them all together under one code. Another respondent commented that

there was no distinction made between bell peppers and chili peppers and he would have to combine them when reporting how much was harvested and produced.

One respondent was confused by the first three columns in Question 2. When he first read these columns he asked, “What is harvested and production? Are you asking if it’s produced but not harvested?” He said he harvests everything unless it is a cover crop. Later in the interview he asked, “Are you asking what you planted versus what you harvested?” He said in organic farming, you have to rotate your crops to get green manure. You may plant something that will produce a crop that you never intend to harvest. However, he then said that the amount he produces is the same as the amount sold because he would not count something as “produced” unless it was sold. This respondent failed to distinguish between these three columns and ended up leaving the column “Organic Production” blank while filling in data for the other two columns. This respondent also did not report organic production in Section 5.

Two respondents had difficulty reporting the number of acres harvested in this section. These respondents did not keep their records in a format that was easy to transfer to this survey. When completing this section, one respondent commented that he grows a small amount of a lot of things and for some crops he does not track the yield. When he does track crops, this is done using daily harvest sheets. He would have to check each of these sheets to accurately report how much of each crop he harvested. He ended up reporting harvest estimates for the few crops he reported on the form. Similarly, another respondent commented that she grows a lot of different vegetables but not in large quantities. Figuring out how much she harvested in terms of acres would be very time consuming for her. This respondent indicated she would not answer this question on the survey. Finally, one respondent did not want to report the amount of crops harvested in acres and tenths. She would rather report the amount harvested in row feet and pounds.

Some respondents also had difficulty reporting the quantity of crops produced for similar reasons as those reported in Sections 2 and 5. One respondent commented that he could not report production for certain crops because they are still in production sales. This will be a problem for crops that are produced after the survey due date. He said he has 200 acres of vegetables and cover crops that will get harvested in 2015. Other respondents reported that this difficulty stemmed from the fact that records are not kept for each vegetable in certain types of sales. For example, one respondent indicated that while he tracks the quantities of vegetables sold at market, he does not track the quantities of vegetables sold through CSA. He described his vegetables as ingredients that go in a CSA box, with the CSA box being the product that is tracked. When asked how he would answer this question on the survey, he said he would throw the survey out and wait for someone to call him. He then said if someone did call, he would just give them “ballpark figures.” Similarly, another respondent indicated that 25% of his sales are through farmers’ markets and because these are cash sales there is no way of tracking how much of each vegetable was sold. Finally, one respondent indicated that she groups vegetables together in her records. For example, vegetables like broccoli, cauliflower, and cabbage are all under one category in her records and it is difficult for her to separate them out.

As in previous sections, some respondents indicated that they do not keep track of organic production in the units provided. When filling out the survey one respondent commented, “Oh, you can’t do boxes.” He then asked what we meant by cwt. He said he assumed it meant carton weight. He indicated that fresh beans and broccoli are usually sold by the box. For example, it would be easy for him to report that he sold 2,500 boxes of broccoli. He said typically processing vegetables are sold by the pounds or tons. He ended up reporting beans in cwt, garlic in pounds, peppers in tons, and “other” vegetables (which was one row for all vegetables that he grew, that were not listed) in pounds. Other respondents also indicated that they would rather report the number of organic vegetables produced in pounds or in number of vegetables produced (e.g., heads of cabbage, fennel bulbs, etc) instead of cwt.

In general, some respondents indicated that this section was very tedious for them to fill out given the variety of vegetables they grow. These respondents all commented on how this form appeared to be designed for a farmer who grows one or two crops in large volume.

3.8 Section 7 – Organic Vegetables Grown Under Protection

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 1

Five respondents answered “yes” to this question and completed this section. Respondents interpreted this question as asking about crops grown in greenhouses, hoop houses, high tunnels, under plastic, and under row covers. One respondent, who has a high tunnel and a low tunnel or caterpillar tunnel, asked whether she should report crops that are under nonpermanent plant covers. At first, she did not think she should include crops under nonpermanent covering but then changed her mind and included them. As mentioned above, one respondent initially included all of her crops grown under protection in Section 6. After reading the phrase “grown under protection” in Question 1, she realized her error.

Question 2

It was easier for respondents to report the variety of crops grown under protection than in the open; however, a couple of respondents still indicated that they grow a variety of vegetables under protection in a small amount of space. One respondent commented that a lot of the vegetables he grows under protection would have to be listed as “other”, and that there was not enough space available to list all of them.

When reporting the amount of vegetables harvested, two respondents wrote in the size of the covered structure. For example, one respondent who only grew tomatoes under protection wrote in 90 x 36. However, another respondent listed all of her vegetables on separate rows but then wrote in 30 x 96’ in the first cell of the harvest column.

Two respondents also indicated that it is difficult for them to report the production sales and values. One respondent indicated that his crop had not been sold yet. This will only be an issue if this crop is sold after the survey due date. The other respondent could not report the organic production as she did not have the figures available. She then wrote “all” in for organic production sold as organic and \$1000 in the gross value column.

As in previous sections, one respondent did not agree with the units provided for reporting production and sales. This respondent wanted to report the number of plants produced.

3.9 Section 8 – Organic Floriculture Crops, Nursery Crops, Mushrooms, Christmas Trees, and Maple Syrup

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Question 1

Only one respondent answered “yes” to this question; however, he was not probed on his understanding of the question and did not exhibit any errors. Another respondent began to answer this question but then stopped and commented that he did not think edible flowers were included under floriculture. He stated that flowers are typically defined as things people do not eat; however, he grows them for consumption. He generally reports them under vegetables on surveys. He grows about 7-8 different varieties on 4 acres of land. He answered “no” to this question.

3.10 Section 9 – Organic Acres under Crop Insurance

Interviewers only probed for additional information in this section if respondents indicated they had a problem when filling out the survey or if they made an obvious error on the survey.

Questions 1 and 2

All but one respondent answered “no” to this question. The one respondent who answered “yes” indicated that he has 99% of his crops covered by crop insurance because he does not believe coverage is available for one of his crops (persimmons). A respondent, who answered “no” to this question, missed the skip instructing him to go to item 2 and as a result did not complete the remainder of the section. This respondent indicated during probing that he thinks insurance is generally unavailable for the types of crops he grows. He then added that he doesn’t grow enough of the crops that could be covered to make it worthwhile. Other respondents who did answer Question 2 commented that crop insurance was too expensive or that they did not know it existed for their type of crops.

3.11 Section 11 – Organic Livestock, Poultry, and Livestock Products

No respondents answered this section or were probed on this section.

3.12 Section 12 – Production Expenses

One respondent glanced at this section at the end of the interview. He stated that we should make sure this section is aligned with Schedule F of the tax forms for farms. He said it might be better to ask for the previous year's expenses and to move the due date of the survey to after the due date for taxes.

3.13 Section 13 – Organic Production Practices

No respondents answered this section or were probed on this section.

3.14 Section 14 – Marketing Practices for Organic Products

Question 3

One respondent looked over this section of the survey at the end of the interview. He commented that he would have a hard time answering this question because he does not always know where his products are sold. His products are often sold through a third party and he just knows the price for which they were sold. He understood that this question was asking about the first point of sale, but he questioned whether the question was intending to measure the first point of sale or where the products actually end up.

3.15 Question 3 (Sections 3-5)

Two respondents did not answer this question when answering particular sections of the survey. One respondent answered this question in Section 6 but then missed it in Section 7. The other respondent answered this question in Section 5 but then missed it in Section 6.

Five respondents were probed on their understanding of the term “marketing contract arrangement.” Respondents did not appear to interpret this question correctly. One respondent, who answered “no” to this question in the relevant sections, stated that he had never heard of this term before. He guessed that it meant you had a broker that sells your product and pays you in the end. He said they would not take possession of the product, they would just sell it. This respondent sells directly to grocery stores, wholesale distributors, and a restaurant distributor; these exchanges are done under verbal agreements. Another respondent, who also answered “no” to this question interpreted this term as meaning she sold her products to someone else and they did something with them. She indicated that she had no such contracts. Three other respondents had a more definitive understanding of this term. These respondents, who answered “no” to this question, all interpreted this term as referring to a contract with a fixed price arrangement. Two of these respondents added that crops that are grown for processing are often under this type of

contract, whereas fresh crops are sold at market prices. All three of these respondents indicated that they had written or verbal agreements that stated their crops would be sold at the highest attainable prices on the given day and they did not view these agreements as marketing contract agreements. One respondent indicated that had the word “contract” been removed from the term, he would have answered “yes” to the question. To him, the word contract indicated that there was a set price in the agreement.

3.16 Other General Comments

One respondent indicated that he was unsure if he should complete this survey as a producer or as a processor since his operation produces and processes organic crops. He often has this issue when completing our surveys.

One respondent indicated that the amount of acres he reported throughout the survey would not total to the number of acres reported in Section 1. This is because of double-cropping. Other respondents also mentioned growing several different types of vegetables on the same field throughout the year.

In general, 45 minutes appeared to be an adequate amount of time to complete this survey. However, some respondents indicated that they would not report all of the crops they grew due to space limitations and the amount of time it would take. One respondent indicated that he would not complete the survey if he received it.

Finally, one respondent indicated at the end of the interview that there is an important question that we do not ask on this survey. That is, what is the expected increase or decrease in future production for specific commodities? He said we could ask about this in terms of quantity or value. He is concerned about the trends in organic production. To him, it is most useful to know how much increase or decrease in specific commodities can be expected in the upcoming year.

4. CONCLUSION AND RECOMMENDATIONS

In sum, respondents generally understood the intent of Section 10, which asked about GMO presence in organic crops. However, a few respondents interpreted the first question in Section 10 as asking about cross-pollination of GMO crops with organic crops and/or the inadvertent spraying of chemicals on an organic crop. In general, the 2014 Organic Survey was not designed for operations that grow many crops in small quantities. As a result, these types of operations often had difficulty reporting all of the crops grown, the variety of crops, the units, and the amount and value of production. A few comprehension and navigational issues were also found in different sections of the survey. Minor changes could be made to the form to alleviate these issues. The following changes to the form are recommended:

1. In Section 1, reformat the instrument to make the skip to Question 2 following a “yes” response in Question 1 clearer. One possible solution is to tell respondents who answer “yes,” to “Enter

- the name of the certifying agency or organization and then go to Item 2. [An additional navigational arrow was added to the instrument.]
2. In Sections 2, 5, 6, and 7 provide an instruction to respondents in the bulleted list that states, “If production is not complete, please provide estimates.” [This recommendation was not implemented in production because the Organic Team was concerned that instructing some to report estimates could prompt all to do the same.]
 3. In Sections 2, 3, 5, 6, and 7 provide a unit column similar to the one in Section 10, which allows respondents to report in the unit that is applicable to their operation. [In Section 3, the reporting unit was changed from tons to pounds. This recommendation was not implemented in the other sections because the units of each known crop is how the data are published.]
 4. In Sections 2, 5, 6, and 7 provide respondents with more space to enter the unit by shrinking the gross value of organic production sold columns. [This recommendation was implemented in production.]
 5. In Sections 3 and 4 respondents did not report small quantities of crops. To determine the magnitude of the issue, consider analyzing survey data to determine how many respondents report in tenths of an acre (instead of acres). Alternatively, have respondents indicate on the form that they grow less than one acre, and/or enter partial data. [This recommendation was implemented in production.]
 6. In Sections 5, 6, and 7, a number of changes could be made to the instrument to allow respondents to report more fruits and vegetables: List fewer printed fruits/vegetables in Question 2 to allow more space for answering; Add additional rows to Question 2 and move the list of fruits/vegetables/codes and question 3 further down the page; If it is not critical to ask for fruit/vegetable varieties (e.g., navel oranges, Valencia oranges, etc.), consider collapsing varieties to one type of fruit/vegetables (e.g., oranges); ask respondents who grow more than 10 types of fruits/vegetables to only report the 10 highest grossing fruits/vegetables; place the statement “if more space is needed, use a separate sheet of paper” in bold font. Consider similar changes in other relevant sections. [The statement: “If more space is needed” was bolded and centered on the page.]
 7. In Section 6, determine whether the Organic Production column is necessary. If not, remove to save space and eliminate confusion. Consider doing the same in other applicable sections. [The Organic Production column was not removed. The column was deemed necessary.]
 8. In Section 12, check to see whether this section is consistent with the layout of Schedule F. [Changes were not made to the layout of this section. The section is formatted in standard questionnaire form and not possible to align with tax forms.]
 9. For Question 3 in Sections 3-5, move this question above the list of crops/codes. [This recommendation was implemented in production.]
 10. For Question 3 in Sections 3-5, reword the question to ask: “What percent of the total Organic (insert commodity) reported above were sold by another party for market prices?” [This question was changed to read: What percent of Total (insert commodity) reported above were sold and delivered under a marketing contract arrangement? (A marketing contract is a verbal or written agreement reached before harvest of a crop or before completion of a livestock production stage, setting a price or pricing formula and market for the commodity.)]
 11. Emphasize in promotional materials that we need their data no matter how small of an operation they are or how little of a crop they grow. [This recommendation was implemented.]

5. REFERENCES

Strauss, A. C., and Corbin, J. (1990), *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*, Newbury Park: Sage Publications.

Willis, G. B. (2005), *Cognitive Interviewing: A Tool for Improving Questionnaire Design*, Thousand Oaks, CA: Sage.

APPENDIX A: INTERVIEW PROTOCOL

2014 Organic Survey

Cognitive Interview Protocol

September 24, 2014

Please read this entire document before conducting any interviews to become familiar with the data collection procedures, survey questions, and probes.

Background

The 2014 Organic Survey is a data collection project conducted for the Risk Management Agency (RMA); Census funds will also be used as directed by the Agricultural Act of 2014. The survey is an organic production and practices survey which has been previously conducted in 2008 and 2011. The population of interest is any operation that produces organic products according to USDA's National Organic Program (NOP) standards and is certified or exempt from certification. The population also contains operations that reported in the 2012 Census of Agriculture that they were transitioning to organic. The questionnaire collects information on organic production of field crops, vegetables, fruits, tree nuts, berries, livestock and poultry, production practices, production expenses, marketing practices and value-added production and processing.

Research Goals

A new section has been added to the 2014 questionnaire (Section 10), which asks about GMO presence in organic crops. The primary objective of the cognitive interviewing is to evaluate respondents' comprehension of questions in this section and the quality of data reported.

Sample

Since OMB clearance was not obtained for this testing, we will only be conducting a total of 9 interviews. Interviews will be conducted in the following states: CA, VA, NH, OR, PA, OH. The sample will include operations that grow organic crops and are certified or exempt from certification.

Cognitive Interviewing Procedures

Recruitment

Interviewers in each state are responsible for recruiting respondents. Interviewers may recruit known organic operations in their area that are certified or exempt from certification. We also encourage interviewers to search local CSAs for organic producers.

See screener questionnaire at the end of this document. Please only recruit operations that have organic crops. Please do not recruit any operations that have livestock only. Operations with organic crops are needed to test Section 10.

Respondents should be informed of the intent of the cognitive interviews during the recruitment process and that their participation is voluntary. Respondents should also be told the interviews will be conducted in person and are expected to last 1 hr – 1 ½ hours (depending on number of crops they grow).

Interview Procedures

Each interviewer is expected to conduct 1 interview. Interviewers should bring a copy of the interview guide and blank questionnaire with them to the interview (see attached). Interviewers should explain the task to the respondent at the start of the interview. See script at top of interview guide. Because we have a limited amount of time with the respondents we are going to focus our efforts on testing Section 10. The following procedures should be followed during the interview.

All respondents should complete Sections 1 -10 on their own. Have respondents stop after they complete section 10. Ask the respondents to circle any questions they don't understand or are having difficulty answering and tell them you will review those questions after they are done filling out the survey. Also, if you notice respondents having any problems filling out the survey, make a note of it and review the issue with them after they complete the survey.

Probing

Due to time constraints we will focus the majority of our probing on Section 10. For Sections 1 – 9 we just want to make sure that respondents can easily navigate through these sections and fill out the information completely. We also want to see if respondents feel 45 minutes in a reasonable amount of time to complete this survey.

After the respondent completes Sections 1-9, review the questionnaire to make sure the respondent filled out all appropriate questions and didn't miss anything. You may ask emergent probes for these sections as needed. Emergent probes could include things like: *I see you didn't answer this question. Why did you not answer it? Did you have difficulty understanding this question? Remember to follow up on any questions the respondent had difficulty answering: What did you think this question was asking? Why did you answer the way you did? What was confusing to you about this question? Why did you have difficulty answering this question?*

Section 10

The majority of the interview should focus on Section 10. Note you will probe on this section even if respondents answered “no” to question 1 in this section. Please ask the probes listed and any necessary emergent probes.

Section 10 contains a new question which asks about GMO presence in organic crops.

SECTION 10		GMO PRESENCE IN ORGANIC CROPS	
1. Have you experienced economic losses that you can document due to unintended presence of GMO material in an organic crop you have offered for sale? (Exclude expenses for preventative measures and testing of your crop.)			
7000	<input type="checkbox"/> Yes - Continue	<input type="checkbox"/> No - Go to Section 11	

For question 1, we are interested in evaluating the appropriateness of the term “GMO”. There is concern that this term may be misleading and it would be more appropriate to use the term “GE.”

Probe: *What do you think this question is asking? When this question asks if you have experienced economic losses that you can document due to unintended presence of GMO materials in an organic crop, how did you interpret GMO materials? What came to mind? Is this a term you use to describe the type of materials? If needed: What other term would you prefer?*

If the respondent answers “yes” to this question, ask: *Why did you answer yes?*

If a respondent answers “no” to this question, ask: *Have you ever found GMO material in your crops? If yes: Can you tell me about this? What was the GMO? What crops did it affect? How much of the crop was affected? How did you handle this? Did this lead to any loss in sales?*

For question 1A, we want to make sure respondents can understand the instructions and fill the table out correctly. See probes below for each column.

a. Please list the three most recent occurrences of a loss including: the year, organic crop, quantity affected by GMO material, unit of measure, and the economic loss (\$/unit).									
Year (YYYY)		Crop		Quantity		Unit (lbs, bushels, cwt, etc.)		Loss (\$/unit)	
7010		7011		7012		7014		7013	
7020		7021		7022		7024		7023	
7030		7031		7032		7034		7033	

Year: GE crops were first regulated by the USDA in 1986. Our hope is that respondents will report the most recent years they had GMO presence since 1986; however, this question gives no indication of this. We are interested in learning which years respondents report and why they report these years.

Probes: *Why did you report these years? Can you tell me about the loss that occurred in these years? In necessary: Are these the most recent years? If not: Can you tell me about the loss in these more recent years? Why didn't you report these years?*

Crop: In this column, respondents are supposed to report the organic crop that was affected by GMO material. We want to make sure this is clear. There is concern that respondents will report the GMO crop that affected the organic crop. We also want to probe on what the affecting crop was.

Probes: *Was the crop reported here the crop that was affected by GMO? What was the GMO crop that affected this crop?*

Loss (\$/unit): We want to know how respondents interpret economic loss (\$/unit) and how they come up with the numbers used to calculate loss. We also want to make sure respondents are only thinking about loss due to GMO presence and not loss due to other things such as drought or cost of buffer rows.

Probes: *How did you calculate loss? How did you come up with the numbers used in this calculation? How did you formulate the dollar amount? What is the unit? Did you only consider loss that resulted from the GMO material?*

Interview Notes

Interviewers are expected to spend up to one hour per interview writing and summarizing their notes from that interview. Please provide detailed notes from the interviews. Notes should be emailed to Heather Ridolfo (heather.ridolfo@nass.usda.gov) no later than October 3, 2014.

Screener Questionnaire

Hi, my name is <name> and I am calling from the United States Department of Agriculture, National Agricultural Statistics Service. We are contacting operations to ask for help in testing the 2014 Organic Survey. This survey will provide important information on organic production across the United States. Is this something that you'd be willing to speak to us about?

In order to improve the quality of the data and the ease of reporting, we would like to get your feedback on the questionnaire. This would take about an hour of your time and I could schedule a time that is convenient for you. During this time I will ask you to complete a portion of the survey and provide your feedback on how we can improve the questionnaire. Could I schedule a time to meet with you and get your input on this questionnaire?

One of the criteria for this testing is you must have organic crops according to USDA's National Organic Program standards and are either certified or exempt from certification (under \$5,000 in annual sales).

Does your operation have organic crops according to NOP standards and is certified or exempt from certification?

YES – [Continue]

NO - [Thank respondent for their time and hang up]

This means you are eligible to help us out. I have the following days and timeframes open.

<dates, times>

Which of these days and times works best for you?

I will call you to confirm the appointment a day or two before. If you need to change the appointment time, please call me back at <phone number>.

2014 Organic Survey
Cognitive Interview Guide

September 24, 2014

Interviewer:

Respondent:

Date:

Before we begin, I want to tell you a little more about the project and what we will be doing today. The 2014 Organic Survey is a data collection project conducted for the Risk Management Agency (RMA). The Organic Production Survey is the only wide scale survey of Organic farming in the United States.

This survey was last conducted in 2011. We recently made some changes to the Organic questionnaire. Before we send the questionnaire out to the public we want to ensure that everyone understands these questions in the same way and that we are collecting the type of information we intend to. We are asking people like you to review the questionnaire with us to see if the new questions make sense to you and you are able to accurately answer the questions.

First, I'll have you fill out specific parts of the questionnaire on your own. Please fill it out as if you received it in the mail and as if you were filling it out without me here. If you have any questions or difficulty answering a question, just circle the question and we will discuss it when you are done. After you have completed each part of the questionnaire we will go back over the questions you answered. I am also going to ask you some follow-up questions on why you answered the way you did and what certain things meant to you when you answered. This will help us make sure that everyone who receives this questionnaire understands the questions and that it is easy to complete. Again, all of your answers and everything we discuss today will be kept completely confidential.

Do you have any questions on what we're going to be doing today before we start?

[Hand the respondent the questionnaire and ask them to complete Sections 1 – 10]

Sections 1 – 9

Ask all respondents: *In the survey instructions, we indicate that this survey will take on average 45 minutes to complete. Did you read this when completing the survey? How long do you think this survey would take you to complete on your own?*

Ask emergent probes as necessary:

I see you didn't answer this question. Why did you not answer it? Did you have difficulty understanding this question?

Remember to follow up on any questions the respondent had difficulty answering:

What did you think this question was asking? Why did you answer the way you did? What was confusing to you about this question? Why did you have difficulty answering this question?

Section 1:

Section 2:

Section 3:

Section 4:

Section 5:

Section 6:

Section 7:

Section 8:

Section 9:

Section 10

SECTION 10 GMO PRESENCE IN ORGANIC CROPS

1. Have you experienced economic losses that you can document due to unintended presence of GMO material in an organic crop you have offered for sale? (Exclude expenses for preventative measures and testing of your crop.)

7000

Yes - Continue

No - Go to Section 11



What do you think this question is asking?

When this question asks if you have experienced economic losses that you can document due to unintended presence of GMO materials in an organic crop, how did you interpret GMO materials? What came to mind?

Is this a term you use to describe the type of materials? If needed: What other term would you prefer?

If the respondent answers “yes” to question 1a, ask: *Why did you answer yes? Tell me about this experience.*

If a respondent answers “no” to question 1a, ask: *Have you ever found GMO material in your crops?*

If yes: *Can you tell me about this? What was the GMO? What crops did it affect? How much of the crop was affected? How did you handle this? Did this lead to any loss in sales?*

a. Please list the three most recent occurrences of a loss including: the year, organic crop, quantity affected by GMO material, unit of measure, and the economic loss (\$/unit).									
Year (YYYY)		Crop		Quantity		Unit (lbs, bushels, cwt, etc.)		Loss (\$/unit)	
7010		7011		7012		7014		7013	
7020		7021		7022		7024		7023	
7030		7031		7032		7034		7033	

Years: *Why did you report these years? Can you tell me about the loss that occurred in these years?*

In necessary: *Are these the most recent years? If not: Can you tell me about the loss in these more recent years? Why didn't you report these years?*

Crop: *Was/were the crop(s) reported here the crop that was affected by GMO?*

What was/were the GMO crop(s) that affected this crop?

Loss (\$/unit): *How did you calculate loss? How did you come up with the numbers used in this calculation? How did you formulate the dollar amount? What is the unit?*

Did you only consider loss that resulted from the GMO material?

SECTION 2 ORGANIC FIELD CROPS

1. Did this operation grow any **organic small grains, row crops, oilseeds, hay/forage, or pulse crops** in 2014?

- Include landlord's share and contractor's share. Exclude personal or home use crops.

2000

Yes - Complete this Section **No** - Go to Section 3

2. For those crops not printed in the following table, enter the crop name and code from the list below for any other field crop grown on this operation in 2014.

- Exclude from both Quantity Sold and Gross Value Sold, any production used to make value-added products on this operation. Report value-added products and sales in Section 14, Item 4.
- Report production in the unit specified for the crop name.
- When both dry hay and haylage were cut from the same acres, report for each type.
- If two or more cuttings were made from the same acres, report acres harvested for that item only once but report total production from all cuttings.

Field Crops	Code	Organic Acres	Organic Production		QUANTITY of Organic Production Sold As:			GROSS VALUE of Organic Production Sold As:		
		Harvested		Organic	Conventional	Organic	Conventional	Organic	Conventional	
Corn (for grain or seed)	2040			bu	bu	bu	\$.00	\$.00
Winter Wheat (for grain or seed)	2360			bu	bu	bu	\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00

If more space is needed, use a separate sheet of paper.

Crops	Code	Crops	Code	Crops	Code
Barley for grain or seed (bu)	2010	Rice, long grain (cwt)	2230	Great Northern (cwt)	2420
Buckwheat (bu)	2020	Rice, medium grain (cwt)	2240	Kidney, Dark Red (cwt)	2430
Canola, edible (lbs)	2030	Rice, short grain (cwt)	2250	Kidney, Light Red (cwt)	2440
Corn silage or greenchop (tons)	2050	Rice, cultivated wild (finished weight, cwt)	2260	Lima, Large (cwt)	2450
Cotton, Upland (bales)	2060	Rice, Other wild (finished weight, cwt)	2270	Lima, Baby (cwt)	2460
Cotton, Pima (bales)	2070	Rye for grain or seed (bu)	2280	Navy (cwt)	2470
Flaxseed (bu)	2080	Safflower (lbs)	2290	Pink (cwt)	2480
Hay, Alfalfa & Alfalfa Mixtures for dry hay (tons)	2090	Sorghum for grain or seed, including milo (bu)	2300	Pinto (cwt)	2490
Hay, All Other Dry (tons)	2100	Sorghum for silage or greenchop (tons)	2310	Yellow Eye (cwt)	2500
Haylage, Other silage or Greenchop (tons)	2110	Soybeans, for beans (bu)	2320	Other dry beans (cwt)	2510
Herbs, dried (lbs)	2120	Sugarcane for sugar (tons)	2330	Dry Peas	
Hops (lbs)	2130	Sunflower seed, oil (lbs)	2340	Smooth green peas (cwt)	2520
Mint, Peppermint (lbs of oil)	2140	Sunflower seed, non-oil (lbs)	2350	Yellow Dry Peas (cwt)	2530
Mint, Spearmint (lbs of oil)	2150	Wheat, Durham for grain or seed (bu)	2370	Austrian Winter Peas (cwt)	2540
Oats, grain or seed (bu)	2160	Wheat, Other Spring for grain or seed (bu)	2380	Lentils (cwt)	2550
Peanuts, Spanish (lbs)	2170	Other field Crops, specify above (lbs)	2390	Other dry peas (cwt)	2560
Peanuts, Runner (lbs)	2180	Dry Edible Beans		Chickpeas (Garbanzo)	
Peanuts, Virginia (lbs)	2190	Black (cwt)	2400	Kabuli, small (cwt)	2570
Peanuts, Valencia (lbs)	2200	Blackeye (cwt)	2410	Kabuli, large (cwt)	2580
Popcorn (lbs shelled)	2210			Desi (cwt)	2590
Potatoes report in Section 6				Other chickpeas (cwt)	2600
Proso Millet (bu)	2220				

SECTION 3 ORGANIC GRAPES

1. Did this operation grow any **organic grapes** in 2014?
 • Include landlord's share and contractor's share. Exclude personal or home use crops.

5000 **Yes** - Complete this Section **No** - Go to Section 4

ORGANIC GRAPES

2. **Total Organic Grapes**

- a. How many acres of bearing age organic grapes were harvested on this operation in 2014?
 • Please report acres to the tenth of an acre. 5020

Acres	Tenths
Tons	Tenths

- b. What were the total tons of organic grape production on this operation in 2014?
 • Please report production to the tenth of a ton 5021

- c. Of these total tons of **organic grapes** harvested in 2014, how many were **sold** for each utilization listed below:
 • Exclude from both Quantity sold and Gross Value Sold, any production used to make value added products on this operation (such as wine). Report value added products in Section 14, Item 4.
 • Please report production sold to the tenth of a ton.

Grape Utilization	Code	QUANTITY of Organic Production Sold As:				GROSS VALUE of Organic Production Sold As:			
		Organic		Conventional		Organic		Conventional	
		(Tons)	(Tenths)	(Tons)	(Tenths)	(Dollars)	(Dollars)	(Dollars)	(Dollars)
Fresh (Table Use)	5040					\$.00	\$.00
Wine Production	5060					\$.00	\$.00
Juice Production	5080					\$.00	\$.00
Raisins	5100					\$.00	\$.00
Other Processing Uses	5120					\$.00	\$.00

3. What percent of Total Organic Grapes reported above were sold and delivered under a marketing contract arrangement? 5999

None

Percent

 %

SECTION 4 ORGANIC APPLES

1. Did this operation grow any **organic apples** in 2014?
 • Include landlord's share and contractor's share. Exclude personal or home use crops.
 4000 **Yes** - Complete this Section **No** - Go to Section 5

2. **Acreage, Production, Quantity, and Gross Value Sold** – For those organic apple varieties not printed in the following table, enter the variety name and code from the list below.
 • Include production that was sold and will be sold.
 • Exclude from both Quantity Sold and Gross Value Sold, any production used to make value added products on this operation (such as cider). Report value added products in Section 14, Item 4.

Apple Variety	Code	Organic Acres Harvested		Organic Production	Unit (Bins, lbs, Boxes, etc.)	Pounds per Unit	QUANTITY of Organic Production Sold As:		GROSS VALUE of Organic Production Sold As:			
		Acres	Tenths				Organic	Conventional	Organic	Conventional		
Fuji fresh	4010								\$.00	\$.00
Fuji processing	4020								\$.00	\$.00
Gala fresh	4030								\$.00	\$.00
Gala processing	4040								\$.00	\$.00
									\$.00	\$.00
									\$.00	\$.00
									\$.00	\$.00
									\$.00	\$.00
									\$.00	\$.00

If more space is needed, use a separate sheet of paper.

Apple Varieties	Code	Apple Varieties	Code	Apple Varieties	Code
Braeburn, fresh	4050	Gold Rush, processing.	4200	Lady Alice, fresh	4350
Braeburn, processing.	4060	Golden Delicious, fresh	4210	Lady Alice, processing.	4360
Cameo, fresh	4070	Golden Delicious, processing	4220	Liberty, fresh.	4370
Cameo, processing.	4080	Granny Smith, fresh.	4230	Liberty, processing.	4380
Cortland, fresh	4090	Granny Smith, processing	4240	McIntosh, fresh	4390
Cortland, processing	4100	Honeycrisp, fresh.	4250	McIntosh, processing.	4400
Cripps Pink, fresh	4110	Honeycrisp, processing	4260	Pinova, fresh.	4410
Cripps Pink, processing	4120	Idared, fresh	4270	Pinova, processing.	4420
Empire, fresh	4130	Idared, processing.	4280	Red Delicious, fresh.	4430
Empire, processing	4140	Jazz, fresh	4290	Red Delicious, processing	4440
Enterprise, fresh	4150	Jazz, processing.	4300	Rome, fresh	4450
Enterprise, processing.	4160	Jonagold, fresh.	4310	Rome, processing	4460
Ginger Gold, fresh.	4170	Jonagold, processing.	4320	Other varieties, specify above fresh.	4470
Ginger Gold, processing	4180	Jonathan, fresh.	4330	Other varieties, specify above processing	4480
Gold Rush, fresh.	4190	Jonathan, processing.	4340		

3. What percent of total Organic Apples reported above were sold and delivered under a marketing contract arrangement? 4999 None

Percent

 %



SECTION 5 OTHER ORGANIC FRUITS, TREE NUTS, AND BERRIES

1. Did this operation grow any **other organic fruits, tree nuts, or berries** in 2014?
 • Include landlord's share and contractor's share. Exclude personal or home use crops.
 6000 **Yes** - Complete this Section **No** - Go to Section 6

2. For those crops not printed in the following table, enter the crop name and code from the list below for any other organic fruits, tree nuts, or berries grown on this operation in 2014.
 • Exclude from both Quantity Sold and Gross Value Sold, any production used to make value-added products on this operation. Report value-added products and sales in Section 14, Item 4.
 • Report organic Grapes in Section 3 and Apples in Section 4.
 • For two or more pickings of the same crop, report acres harvested for that item only once but report total production from all pickings.

Fruits, Tree Nuts, and Berries	Code	Organic Acres Harvested		Organic Production	QUANTITY of Organic Production Sold As:			GROSS VALUE of Organic Production Sold As:	
		Acres	Tenths		Organic	Conventional	Organic	Conventional	
Blueberries, fresh	6310			lbs	lbs	lbs	\$.00	\$.00
Blueberries, processing	6320			lbs	lbs	lbs	\$.00	\$.00
Blueberries, wild	6330			lbs	lbs	lbs	\$.00	\$.00
Plums/Prunes	6150			tons	tons	tons	\$.00	\$.00
Tangerines	6160			tons	tons	tons	\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00

If more space is needed, use a separate sheet of paper.

Fruits	Code	Fruits	Code	Tree Nuts	Code
Apples, report in Section 4		Grapefruit (tons)	6080	Almonds (lbs)	6200
Avocados (tons)	6010	Lemons (tons)	6090	Hazelnuts/Filberts (tons)	6210
Cherries, sweet (tons)	6020	Oranges, navel (tons)	6100	Pecans, all (lbs)	6220
Cherries, tart (lbs)	6030	Oranges, Valencia (tons)	6110	Pistachios (lbs)	6230
Coffee (lbs)	6040	Oranges, all other (tons)	6120	Walnuts, English (tons)	6240
Dates (tons)	6050	Peaches, all (tons)	6130	Other Nuts, specify above (lbs)	6250
Figs (tons)	6070	Pears, all (tons)	6140		
Grapes, report in Section 3		Other Fruits, specify above (tons)	6170		
				Berries	Code
				Blackberries and Dewberries (lbs)	6300
				Cranberries (barrels)	6340
				Raspberries (lbs)	6350
				Strawberries (cwt)	6360
				Other Berries, specify above (lbs)	6370

3. What percent of total Other Organic Fruits, Tree Nuts, and Berries reported above were sold and delivered under a marketing contract arrangement? 6999 None

Percent

 %

SECTION 6 ORGANIC VEGETABLES GROWN IN THE OPEN

1. Did this operation grow any **organic vegetables in the open** in 2014?
 • Include landlord's share and contractor's share. Exclude personal or home use crops.
 3000 **Yes** - Complete this Section **No** - Go to Section 7

2. For those organic crops not printed in the following table, enter the crop name and code from the list below for any other vegetables grown in the open on this operation in 2014.
 • Exclude from both Quantity Sold and Value Sold, any production used to make value added products on this operation. Report value-added products and sales in Section 14, Item 4.
 • If more than one vegetable crop was harvested from the same acres, report acres for each crop.
 • For two or more pickings of the same crop, report acres harvested for that item only once but report total production from all pickings.

Vegetables	Code	Organic Acres Harvested		Organic Production	QUANTITY of Organic Production Sold As:			GROSS VALUE of Organic Production Sold As:	
		Acres	Tenths		Organic	Conventional	Organic	Conventional	
Tomatoes fresh	3310			cwt	cwt	cwt	\$.00	\$.00
Tomatoes processing	3320			tons	tons	tons	\$.00	\$.00
Carrots	3090			cwt	cwt	cwt	\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00
							\$.00	\$.00

If more space is needed, use a separate sheet of paper.

Vegetables	Code	Vegetables	Code	Vegetables	Code
Artichokes (cwt)	3010	Garlic (cwt)	3120	Onions, processing, yellow (cwt)	3220
Beans, Snap, fresh (cwt)	3020	Herbs fresh cut (lbs)	3130	Peas, Green (tons)	3230
Beans, Snap, processing (tons)	3030	Honeydew Melons (cwt)	3140	Peppers, Bell (cwt)	3240
Broccoli (cwt)	3040	Lettuce, all (cwt)	3150	Potatoes (cwt)	3250
Cabbage, green (cwt)	3060	Onions, dry (cwt)	3160	Spinach (cwt)	3260
Cabbage, red (cwt)	3070	Onions, fresh, red (cwt)	3170	Squash, all (cwt)	3270
Cabbage, other (cwt)	3050	Onions, fresh, white (cwt)	3180	Sweet Corn (cwt)	3280
Cantaloupes and Muskmelons (cwt)	3080	Onions, fresh, yellow (cwt)	3190	Sweet Potatoes (cwt)	3290
Cauliflower (cwt)	3100	Onions, processing, red (cwt)	3200	Watermelons (cwt)	3330
Celery (cwt)	3110	Onions, processing, white (cwt)	3210	Other Vegetables (cwt), specify above.	3340

3. What percent of the total Organic Vegetables Grown in the Open reported above were sold and delivered under a marketing contract arrangement? 3999 None

Percent

 %

SECTION 7 ORGANIC VEGETABLES GROWN UNDER PROTECTION

1. Did this operation grow any **organic vegetables under protection** in 2014?
- Include vegetable crops grown under glass, rigid plastic, and plastic film, including “tunnel” protection and hoop houses. Include landlord’s share and contractor’s share.
 - Exclude personal or home use crops.

3900 **Yes** - Complete this Section **No** - Go to Section 8

2. For those organic crops not printed in the following table, enter the crop name and code from the list below for any other vegetables grown under protection on this operation in 2014.
- Exclude from both Quantity Sold and Value Sold, any production used to make value added products on this operation. Report value-added products and sales in Section 14, Item 4.
 - If more than one vegetable crop was harvested from the same area, report area for each crop.
 - For two or more pickings of the same crop, report area harvested for that item only once but report total production from all pickings.

Vegetables	Code	Organic Area Harvested	Organic Production	QUANTITY of Organic Production Sold As:			GROSS VALUE of Organic Production Sold As:	
		Square Feet Under Glass or Other Protection	Hundredweight	Organic	Conventional	Organic	Conventional	
Tomatoes fresh	3300		cwt	cwt	cwt	\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00
						\$.00	\$.00

If more space is needed, use a separate sheet of paper.

Vegetables	Code	Vegetables	Code	Vegetables	Code
Artichokes (cwt)	3520	Garlic (cwt)	3620	Peas, Green (tons)	3730
Beans, Snap, fresh (cwt)	3530	Herbs fresh cut (lbs)	3630	Peppers, Bell (cwt)	3740
Beans, Snap, processing, (tons)	3540	Honeydew Melons (cwt)	3640	Potatoes (cwt)	3750
Broccoli (cwt)	3550	Lettuce, all (cwt)	3650	Spinach (cwt)	3760
Cabbage, green (cwt)	3570	Onions, dry, all (cwt)	3660	Squash, all (cwt)	3770
Cabbage, red (cwt)	3580	Onions, fresh, red (cwt)	3670	Sweet Corn (cwt)	3780
Cabbage, other (cwt)	3560	Onions, fresh, white (cwt)	3680	Sweet Potatoes (cwt)	3790
Cantaloupes (cwt)	3590	Onions, fresh, yellow (cwt)	3690	Tomatoes, processing (cwt)	3500
Carrots (cwt)	3510	Onions, processing, red (cwt)	3700	Watermelons (cwt)	3800
Cauliflower (cwt)	3600	Onions, processing, white (cwt)	3710	Other Vegetables (cwt), specify above. .	3810
Celery (cwt)	3610	Onions, processing , yellow (cwt)	3720		

3. What percent of the total Organic Vegetables Grown Under Protection reported above were sold and delivered under a marketing contract arrangement? 3998 None **Percent** %

SECTION 8 ORGANIC FLORICULTURE CROPS, NURSERY CROPS, MUSHROOMS, CHRISTMAS TREES, AND MAPLE SYRUP

1. Did this operation grow any organic floriculture crops, nursery crops, mushrooms, cut Christmas trees, or harvest organic maple syrup in 2014?

- Include landlord's share and contractor's share.
- Exclude personal or home use crops.
- Report value-added products and sales in Section 14, Item 4.

400

Yes - Complete this Section

No - Go to Section 9

Crops Grown	None	Code	Square Feet Under Glass or Other Protection	Acres in the Open		Gross Value of Sales
				Acres	Tenths	
a. Floriculture and bedding crops	<input type="checkbox"/>	401				\$.00
b. Nursery crops, including aquatic plants	<input type="checkbox"/>	404				\$.00
c. Propagative materials sold	<input type="checkbox"/>	407				\$.00
d. Mushrooms	<input type="checkbox"/>	410				\$.00
Crop	None	Code	Acres in Production	Number of Trees Cut		Gross Value of Sales
e. Cut Christmas trees	<input type="checkbox"/>	451				\$.00
Crop	None	Code	Number of Taps	Gallons of Syrup Produced		Gross Value of Sales
f. Maple syrup	<input type="checkbox"/>	491				\$.00



SECTION 9 ORGANIC ACRES UNDER CROP INSURANCE

1. In 2014, were any of this operation's total organic acres covered by crop insurance?

510 **Yes** - Continue **No** - Go to Item 2

a. What percent of this operation's total organic acres were covered by crop insurance in 2014? 511

Percent

[If Item 1a is 100%, go to Section 10; otherwise, continue]

2. Which of the following best describes the reason why crop insurance was not purchased for the uninsured organic acres in 2014? (Check one)

- 512
- 1 Too expensive
 - 2 Unfamiliar with crop insurance
 - 3 Other (specify): ⁵¹³

SECTION 10 GMO PRESENCE IN ORGANIC CROPS

1. Have you experienced economic losses that you can document due to unintended presence of GMO material in an organic crop you have offered for sale? (**Exclude** expenses for preventative measures and testing of your crop.)

7000 **Yes** - Continue **No** - Go to Section 11

a. Please list the three most recent occurrences of a loss including: the year, organic crop, quantity affected by GMO material, unit of measure, and the economic loss (\$/unit).

Year (YYYY)		Crop		Quantity		Unit (lbs, bushels, cwt, etc.)		Loss (\$/unit)	
7010		7011		7012		7014		7013	
7020		7021		7022		7024		7023	
7030		7031		7032		7034		7033	

SECTION 11 ORGANIC LIVESTOCK, POULTRY, AND LIVESTOCK PRODUCTS

1. Did this operation have or produce any **organic livestock, poultry, or livestock products** in 2014?
 • Include landlord's share and contractor's share. Exclude items produced only for home use.
 • Exclude from both Quantity Sold and Gross Value Sold, any production used to make value-added products on this operation. Report value-added products and sales in Section 14, Item 4.

8000 **Yes** - Complete this Section **No** - Go to Section 12

Livestock, Poultry, and Livestock Products	PEAK 2014 Organic Inventory	Dec. 31, 2014 Organic Inventory	QUANTITY of Organic Production Sold or Moved As:		GROSS VALUE of Organic Production Sold or Moved As:	
			Organic	Conventional	Organic	Conventional
a. Milk Cows (Dry and milking) 8020					\$.00	\$.00
b. Milk (pounds) 8020					\$.00	\$.00
c. Beef Cows 8060					\$.00	\$.00
d. Other Cattle and Calves 8040					\$.00	\$.00
e. Hogs and Pigs 8050					\$.00	\$.00
f. Sheep and Lambs 8330					\$.00	\$.00
g. Goats and Kids 8300					\$.00	\$.00
h. Goat Milk (pounds) 8310					\$.00	\$.00
i. Mohair (pounds) 8320					\$.00	\$.00
j. Other Livestock Specify: <input checked="" type="checkbox"/> 8406						
8400					\$.00	\$.00
k. Other Livestock Products Specify: <input checked="" type="checkbox"/> 8414						
8410					\$.00	\$.00
l. Chickens, Layers 8210					\$.00	\$.00
m. Eggs (Dozen) 8220					\$.00	\$.00
n. Chickens, Broilers 8200					\$.00	\$.00
o. Turkeys 8230					\$.00	\$.00
p. Other Poultry Specify: <input checked="" type="checkbox"/> 8246						
8240					\$.00	\$.00

[If Organic Milk Production was reported above in row 1b, continue; otherwise skip to Section 12]

2. What percent of the total Organic Milk Production reported above in row 1b was sold and delivered under a marketing contract arrangement? 8999 None

Percent

 %

SECTION 12 PRODUCTION EXPENSES

1. Report **total production expenses** paid by this operation in 2014 and the portion (percent) of those expenses used for organic production.
- Include expenses paid by your landlords and contractors.
 - Exclude expenses not related to the farm business.

Expense	None	Total Expenses		Portion for Organic Production	
		(Dollars)	(Percent)	(Dollars)	(Percent)
a. Organic certification expense	<input type="checkbox"/>	1500	\$.00		
b. Fertilizers, lime, and soil conditioners.	<input type="checkbox"/>	1501	\$.00	601	%
c. Agriculture chemicals, beneficial insects, and other organic materials for pest control	<input type="checkbox"/>	1522	\$.00	622	%
d. Gasoline, diesel, fuels, and oils purchased for the farm business.	<input type="checkbox"/>	1507	\$.00	607	%
e. Seed, plants, vines, trees, etc. purchased	<input type="checkbox"/>	1503	\$.00	603	%
f. Hired agricultural labor including contract labor (include wages and benefit expenses).	<input type="checkbox"/>	1541	\$.00	641	%
g. Livestock purchased or leased	<input type="checkbox"/>	1529	\$.00	629	%
h. Feed purchased for livestock and poultry	<input type="checkbox"/>	1506	\$.00	606	%
i. Interest paid on all debt related to the farm business	<input type="checkbox"/>	1547	\$.00	647	%
j. Property taxes paid in 2014.	<input type="checkbox"/>	1517	\$.00	617	%
k. Rent and lease expenses for land, buildings, machinery, etc. - include grazing fees.	<input type="checkbox"/>	1537	\$.00	637	%
l. Custom work, such as custom hauling, custom planting, custom harvesting, etc.	<input type="checkbox"/>	1512	\$.00	612	%
m. Repairs, supplies, and maintenance costs.	<input type="checkbox"/>	1509	\$.00	609	%
n. Utilities expense (including water purchased).	<input type="checkbox"/>	1508	\$.00	608	%
o. All other production expenses - Include animal health cost, storage, marketing expenses, etc.	<input type="checkbox"/>	1518	\$.00	618	%
Total Expenses (Sum of Items 1a - 1o)		1599	\$.00		

SECTION 13 ORGANIC PRODUCTION PRACTICES

1. In 2014, did this operation use any of the following practices for organic agricultural production:

- | | | | |
|--|-----|------------------------------|-----------------------------|
| a. Biological pest management? | 701 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Apply or release beneficial organisms (insects, nematodes, fungi) to manage pests? | 702 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Maintain a beneficial insect or vertebrate habitat for the specific purpose of managing or reducing the spread of pests or disease? | 703 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Plan planting locations to avoid cross infestation of pests in order to manage or reduce the spread of pests? | 704 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Choose a crop variety because of specific resistance to certain pests for the specific purpose of managing or reducing the spread of pests on this operation? | 705 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. Plant crops at a specific time to avoid cross contamination from other pollen or weeds? | 706 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. Produce or use organic mulch/compost? | 707 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| h. Green or animal manures? | 708 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| i. No-till or minimum till cropping practices? | 709 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| j. Maintain buffer strips or border rows to isolate organic products from non-organic crops or land or take a buffer harvest? | 710 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| k. Use water management practices such as irrigation scheduling, controlled drainage, or structures for water control? | 711 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| l. Free range livestock production? | 712 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| m. Rotational grazing? | 713 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |



SECTION 14 **MARKETING PRACTICES FOR ORGANIC PRODUCTS**

1. Of the total 2014 gross sales of **ALL** organic products (**including** any value-added/processed organic products), what percent was marketed through:

Marketing Practices	Percent of Total 2014 Gross Organic Sales
a. Consumer Direct Sales (Include farm stands, U-picks, farmers' markets, community supported agriculture shares (CSAs), mail orders, buying clubs, and the Internet.) 9100	%
b. Direct-to-Retail/Institutions (Include individual grocery stores, restaurants, caterers, and institutions such as hospitals and schools, colleges, and universities.) 9101	%
c. Wholesale Markets (Include grocery store distribution centers, processors, mills, packers, distributors, wholesalers, brokers, sales to other operations, and grower cooperatives.) 9102	%

TOTAL (Sum of Items 1a + 1b + 1c) 100%

2. In 2014, did this operation market any of its organic products through **community supported agriculture shares (CSA's)**? 865 **Yes** **No**

3. Approximately what **percent** of this operation's organic products **first point of sales** were sold:

	Percent
a. Locally (within 100 miles). 841	%
b. Regionally (more than 100 miles but less than 500 miles). 842	%
c. Nationally (500 miles or farther) 843	%
d. Internationally. 844	%
TOTAL (Sum of Items 3a + 3b + 3c + 3d)	100%

4. In 2014, did this operation produce and market any **Processed or Value-Added** products from its own organic agricultural production (**Include** bottled milk, cheese, processed meat, wine, jam, etc.) (**Exclude** sales reported in previous sections.)

9503 **Yes - Continue** **No - Go to Item 5**

a. Please report the product, quantity, unit, and sales of the **processed or value-added product**.

Processed or Value-Added Product	Quantity Sold	Unit (lbs, bushels, cwt, etc.)	Gross Organic Value-Added Sales
9501 Specify:	9201	9202	9203 \$.00
9210 Specify:	9204	9205	9206 \$.00
9211 Specify:	9207	9208	9209 \$.00

5. Of this operation's total organic and conventional sales in 2014, what percent were organic? 868 **Percent** %

6. Did this operation produce any organic agricultural products under a **marketing** contract arrangement in 2014?

869 **Yes - Continue** **No - Go to Item 7**

a. What percent of this operation's total organic production in 2014 was sold and delivered under a **marketing** contract arrangement? 870 **Percent** %

7. Did this operation produce any organic agricultural products under a **production** contract arrangement in 2014?

866 **Yes - Continue** **No - Go to Section 15**

a. What percent of this operation's total organic production in 2014 was under a **production** contract arrangement? 867 **Percent** %

SECTION 15 OTHER INFORMATION

	None		Acres
1. How many of the 2014 organic acres in this operation were enrolled in the EQIP Organic Initiative (administered by NRCS)?	901	<input type="checkbox"/>	
2. Did this operation participate in the National Organic Certification Cost Share Program in 2014?	903	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3. Was this operation able to acquire sufficient amount of organic seed in 2014?	904	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4. Were adequate organic production inputs (such as pest control, crop/soil nutrients, organic feed for livestock, etc.) available as needed for this operation in 2014?	905	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5. Which of the following would you consider the primary challenge to you as an organic farmer? (<i>check one</i>)			
906 1 <input type="checkbox"/> Regulatory problems (excessive paperwork/record keeping, certification costs, etc.)			
2 <input type="checkbox"/> Price issues (low premiums, lack of price information, prices inconsistent, etc.)			
3 <input type="checkbox"/> Production problems (high input costs, low yields, poor product quality)			
4 <input type="checkbox"/> Market access (too much competition, not enough volume produced, lack of buyers, etc.)			
5 <input type="checkbox"/> Management issues (overall time requirement, labor management, access to capital, etc.)			
6 <input type="checkbox"/> Other, specify: ⁹⁶⁹ 			
			Years
6. How many years has this operation been growing or raising any agricultural products?	907		
7. How many years has any portion of this operation been certified organic?	908		
8. Over the next 5 years, does this operation plan to: (<i>check one</i>)			
909 1 <input type="checkbox"/> Increase organic agricultural production			
2 <input type="checkbox"/> Maintain current levels of organic agricultural production			
3 <input type="checkbox"/> Decrease organic agricultural production			
4 <input type="checkbox"/> Discontinue organic agricultural production			
5 <input type="checkbox"/> Discontinue all agricultural production			
6 <input type="checkbox"/> Don't know			
9. What was this operation's total gross value of sales of ALL (organic and conventional) agricultural products in 2014? (<i>check one</i>)			
910 0 <input type="checkbox"/> None	5 <input type="checkbox"/> \$10,000 - \$24,999	10 <input type="checkbox"/> \$500,000 - \$999,999	
1 <input type="checkbox"/> \$1 - \$999	6 <input type="checkbox"/> \$25,000 - \$49,999	11 <input type="checkbox"/> \$1,000,000 - \$4,999,999	
2 <input type="checkbox"/> \$1,000 - \$2,499	7 <input type="checkbox"/> \$50,000 - \$99,999	12 <input type="checkbox"/> \$5,000,000 or more	
3 <input type="checkbox"/> \$2,500 - \$4,999	8 <input type="checkbox"/> \$100,000 - \$249,999		
4 <input type="checkbox"/> \$5,000 - \$9,999	9 <input type="checkbox"/> \$250,000 - \$499,999		
			Percent of Total Gross Value of Sales
10. What percent of this operation's total gross value of sales reported above in Item 9 came from the production and sales of ORGANIC agricultural products?	911		%
			Percent of Net Household Income
11. What percent of your Net Household Income came from the production and sale of organic agricultural products?	912		%

SECTION 16 TRANSITIONAL ACREAGE

1. In 2014, did this operation own or operate any **transitional acres**?
 9600 **Yes** - Continue **No** - Go to Section 17

2. In 2014, how many **transitional acres** did this operation:

- a. Own? 9606
- b. Rent or lease from others? 9607
- c. Rent or lease to others? 9601

Acres

3. [Calculate Items 2a + 2b - 2c] Then the **total transitional acres operated** in **2014** were: 9608

4. Of the total (Item 3) transitional acres operated in 2014, what percent was:

- a. Cropland? 9620
- b. Pastureland? 9621
- c. Rangeland? 9622

Percent	
	%
	%
	%

5. In general, how large of a price premium (in percent) over conventional prices did you receive for production from transitional acres? 9602

Percent	
	%

6. In general, what percent of production from transitional acres were sold and delivered under a marketing contract arrangement? 9603

	%
--	---

SECTION 17 CONCLUSION

Survey Results: To receive the complete results of this survey on the release date, go to www.nass.usda.gov/results/

Would you rather have a brief summary sent to you at a later date? 9990 **Yes** **No**

COMMENTS:

Respondent Name

9912

Area Code and Phone Number

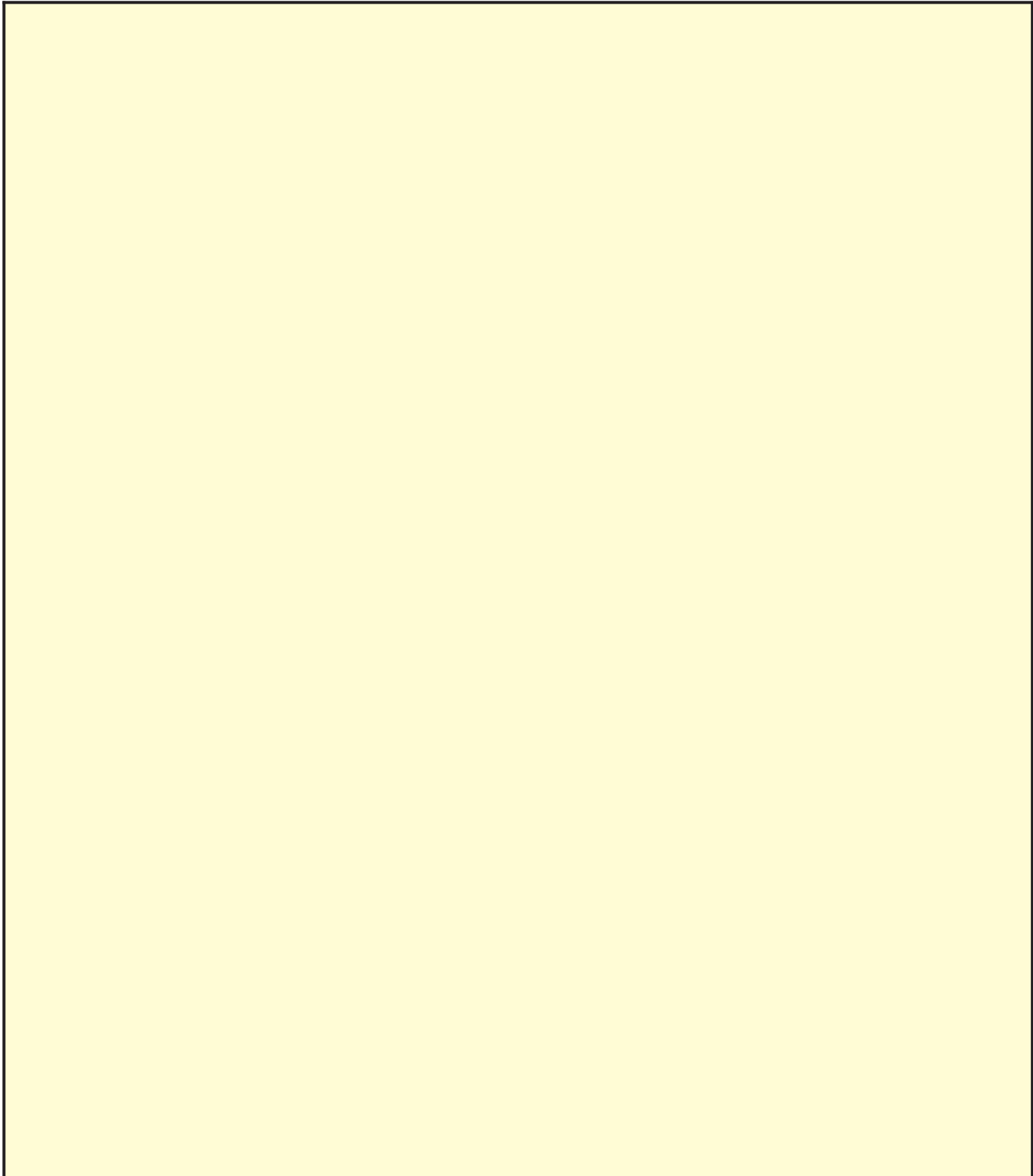
9911 - -

Date (MM DD YY)

9910 / /

Thank you for your response.





Office Use												
Response		Respondent		Mode		Enum.	Eval.	Change	Office Use for POID			
1-Comp 2-R 3-Inac 4-Office Hold 5-R-Est 6-Inac-Est 7-Off Hold-Est 8-Known Zero	9901	1-Op/Mgr 2-Sp 3-Acct/Bkpr 4-Partner 9-Other	9902	1-Mail 2-Tel 3-Face-to-Face 4-CATI 5-Web 6-e-mail 7-Fax 8-CAPI 19-Other	9903	9998	9900	9985	9989			
											Optional Use	
											9907	9908

S / E Name