



2015 LOCAL FOOD MARKETING PRACTICES SURVEY

This guide gives information on completing your survey form. If you need more help, call 1-888-424-7828, or email nass@nass.usda.gov. The telephone call is free. Once you have completed your survey, please return it in the postage-paid envelope we have provided.

You may respond online at www.agcounts.usda.gov. This method is fast, easy, and secure.

If you do not return your form by May 2nd, a second copy will be mailed. If you do not return a completed form by May 27th we will contact you to arrange a telephone or personal interview.

Why should I report? Interest is growing in supporting local agricultural economies through purchase of foods from sources that are geographically close to the consuming areas or via channels that are direct from farm to consumer or at most one step removed. There are, however, very few sources of consistent, reliable statistics available for policymakers and marketers to rely upon when making policy decisions which can affect both producers and consumers of local foods. This survey aims to establish benchmark data to provide producers, researchers, legislators and farm business with the necessary economic data and marketing data to make business and policy decisions.

Who Should Report? A reply is needed from EVERYONE who receives a report form, including persons who operated a farm, ranch or other agricultural operation in 2015 as well as those who were not involved in agriculture. More Local Food Marketing Practices Survey information is on the Internet at www.agcensus.usda.gov.

If you were a landlord only and rented out all of your land, complete the front page of the enclosed report form and return it in the preaddressed envelope. If you were a landlord but still operated other land yourself, you should complete the entire report form for that land which you operated.

If you had no land, no livestock, and no agricultural operations, return the report form with a note indicating your status on the front of the form below the address label.

Partial Year Operations - If you stopped farming during 2015, complete the report form for the portion of the year that you did farm. Write "Stopped farming during 2015" and the date you stopped farming below the address area. Mail the completed report form in the return envelope. If the person whose name is on the label was deceased during 2015, complete the form for the portion of the year that was farmed, and write a note.

Involved In More Than One Operation - If you made decisions for more than one operation, you may have received a report form for each operation. Provide information for only the operation name on the label.

Partnership Operation - Complete only ONE form for the entire partnership's agricultural operation and include the entire operation on that one form. If you made day-to-day decisions for more than one partnership operation, complete a report form for each separate operation.

Specialty Commodities - Bees, elk, emus, fish, nursery, maple syrup, etc., are an important part of the agriculture industry. Report for all commodities, regardless of the amount of production or sales you had in 2015.

Received More Than One Report Form For the Same Operation - If you received more than one report form for the same operation, complete only ONE form per operation. Write "DUPLICATE" below the address area of each extra form. Return all forms in the same return envelope with your completed form so that we can correct our records. If you received a green form and a blue form, complete ONLY the green form.

What does the National Agricultural Statistics Service do with the information you provide?

NASS will publish results of 2015 Local Food Marketing Practices survey in the winter of 2016 to provide valuable insight on trends in local food sales in the agricultural economy. Results will be available on the NASS website, www.nass.usda.gov and www.agcensus.usda.gov. Only aggregate level data will be published, so that no individual reports or farm operator information will be disclosed in the summary data. The information will be available to everyone from the general public to your leaders from government, business, and non-profit organizations to have more information when considering local foods policy and program decisions.

How was this address selected?

Your address was scientifically selected to represent other local food producers in your community. As part of a sample, you represent many other people. Food producers from all 50 States have been selected to participate in this very important survey.

Is it safe to provide my information over the Internet?

Yes. The 2015 Local Food Marketing Practices survey is encrypted at all times. Our secure servers ensure the encrypted transmission of data between your browser and the National Agricultural Statistics Service. This means your browser and our server encode or scramble all data using a security key.

What do these terms in the survey mean?

Operation:	A farm or ranch, a piece of land, or a structure where production takes place and an agricultural product is grown or raised.
Produced and Sold:	An agricultural product that is grown or raised by an operation and is also sold by that same operation.
Food:	Edible agricultural products for humans to eat or drink in its current state.
Selling Food Directly:	The first point of sales of the food produced and sold by an operation.
Production Contract:	A verbal or written agreement setting term, conditions, and fees paid by the contractor to the operation for the production of crops or livestock. The contractor owns the product being grown or raised and often provides inputs.

What are the 4 channels for marketing food directly?

Consumers:	Farmers markets, on-farm stores, roadside stands, Community Supported Agriculture (CSA) arrangements, online marketplaces, etc.
Retail Market:	Supermarkets, supercenters, restaurants, caterers, independently owned grocery stores, food cooperatives, etc.
Institution:	K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, foodbanks, etc.
Intermediate Market:	Businesses or organizations in the middle of the supply chain marketing locally- and/or regionally-branded products such as distributors, food hubs, brokers, auction houses, wholesale and terminal markets, and food processors.

Instructions by Section

Face Page – Answer the questions about whether you produce agricultural products on your farming/ranching operation, and whether you sell food products directly to consumers, retail establishments, institutions or an intermediate market. If you check “NO” to all questions on the face page, please turn to page 16, the last page, fill out your name and phone number, and return the form in the prepaid envelope provided. If you have any questions about the survey, please call 1-888-424-7828, or email nass@nass.usda.gov. **Exclude crop and livestock production under production contract.**

Section 1-4 Sales – Report the value of edible agricultural sales this operation produced and sold through the appropriate direct marketing channel. Report only the first point of sale, even if that sale was to another farm or business you also own. Exclude sales of products that were not for human food or drink such as animal feed, wool, nursery and flowers. Report sales completed in 2015 regardless of the year production was harvested or raised. Report the gross value of sales before the deduction of expenses, marketing fees, or taxes. Include as sales your estimate of the value of any crop or livestock bartered directly to consumers for services or other goods. Report in whole dollars only. If you sell in more than one direct-to-consumer marketing channel, please report sales of each marketing channel separately in the tables at the end of sections 1-4. **Exclude crop and livestock production under production contract.**

- **Crop Sales** - Report the value of the crops sold as food for human consumption in 2015 in the appropriate category. Report the sales in 2015 regardless of the year crops were harvested or raised. Include the value of your landlord’s share of the commodities harvested. Report the gross value before the deduction of expenses or fees.
- **Livestock and Poultry Sales** - Report the value of livestock and poultry and their products produced and sold by this operation for human consumption in 2015. Include food items sold in their unprocessed state, such as farmed clams, oysters, soft-shelled crabs, and bulk sales of honey. Animals such as chickens, cattle, hogs and whole fish are not considered unprocessed food items for this questionnaire. Processing these animals into meat/fish is a value added activity, and if your operation sold the meat, it should be reported in the value added questions. Other value added activities include retail services such as selling eggs in one dozen cartons or selling honey retail in 1 pound jars. These food items should be excluded from the unprocessed livestock and poultry sales and included in the value added sales. Some farms offer hunting or fishing for a fee. If this farm sells only whole game animals or fish, those transaction are not included. If this farm raises the game or fish and processes the game or fish into meat, those transactions are included as value added. Fee hunting and fishing operations on farms are in the category of “other direct-to-consumer markets” in section 1. Include the value of your landlord’s share of the commodities produced. Report the gross value before the deduction of expenses or fees.
- **Processed or Value Added Food Products** are products that have been altered or packaged before being sold to the consumer. Include direct sales of slaughtered cattle, hogs, turkeys and fish. Include canned or preserved vegetables, jam, jelly, wine, juice, cider, cheese, and meats. Include only those commodities which the initial agricultural commodity was produced on this operation. For example, if wine was produced from grapes purchased from another operation do not include it. If the grapes were produced on this operation, then the value of sales for wine produced from grapes grown on this operation should be reported.

Section 1, item 7-8 – If you operate more than one on-farm store report yes in question 7, if any of these stores/stands sells food produced by another operation. In question 8, report for all on-farm stores/stands combined.

Section 1, item 11-12 – If you operate more than one off-farm store report yes in question 11, if any of these stores/stands sells food produced by another operation. In question 12, report for all off-farm stores/stands combined.

Section 1, item 14 – If you operate more than one off-farm store report for the store with the highest gross value of food sales in 2015.

Section 1, item 16-17 – If you sell to more than one CSA report yes in question 16, if any of these CSAs sell food produced by another operation. In question 17, report for all CSAs combined.

Section 1, item 20 – Report yes if you have ownership in any CSA through which you sold food your operation produced.

Section 1, item 23 – Report yes if you have ownership in any online marketplace through which you sold food your operation produced.

Section 1, item 26; Section 2, item 7; Section 3, item 9; Section 4, item 4 – Report the first year that this operation used the marketing practice listed. If there have been gaps in the use of this marketing practice, report the most recent return to the practice if the gap exceeded five years.

Section 5, item 1 – Report by category the total value of all local food sales reported in Sections 1-4. The total reported should represent the sum of items reported in Section 1, item 27 and item 29, Section 2, item 8 and item 10, Section 3, item 10 and item 12, and Section 4, item 5 and item 7.

Section 5, item 2 – Report the percentage of all local food sales reported in Sections 1-4 by distance from operation. Items 2a, 2b, and 2c must sum to 100%.

Section 5, items 5 -7 – Include all land on this operation, not just the portion used for directly marketed production.

Section 5, item 8 – Check yes or no in columns 2 and 3 to determine whether any of the crop and livestock categories in column 1 were produced and sold, regardless of marketing channel. Exclude any crops and/or livestock sold under production contract.

Section 5, item 9 – Check the code that represents your total gross value of sales. Exclude value added sales, but include the value of commodities used in value added production.

Section 5, item 11 – If your sales in 2015 were less than \$1000, complete this question. Record all acres to a tenth of an acre. Exclude fruits, vegetables, and berries for home use.

Section 5, item 12 – Include all farm expenses paid by you and/or your landlord(s) for crops, livestock, or poultry produced on this operation in question 12. Include expenses incurred in 2015 even if they were not paid in 2015. Estimate if exact figures are not known. Include marketing expenses in item 12, which include expenses incurred from value added production. Marketing expenses are also itemized in item 13.

Sections 6 and 7 – Report practices used, particularly program participation, certifications by the USDA or other organizations, and food safety audits/plans used by the whole operation.

Section 8 – Report in this section the characteristics of the persons who make the day to day decisions for your farm or ranch. In item 2, report the total number of persons making day to day decisions, including both the men and women. Do not report as operators minor-aged children who work on the farm. In item 3, answer questions about those people for up to 4 operators. IF there are more than 4 operators, answer for the 4 that make most of the day to day decisions for the operation.