

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0581-0269)

TITLE OF INFORMATION COLLECTION:

Agricultural Marketing Service (AMS) Market News Organic Producer Survey Questionnaires

PURPOSE:

The Agricultural Marketing Service’s mission is to provide tools and services to facilitate the efficient marketing of agricultural products. This is particularly important in furthering the development of emerging markets, such as organic agriculture. While AMS Market News collects, analyzes, and reports information on a wide variety of organic markets for many years now, there is always room for growth and improvement. The AMS Market News Organic Producer Survey will provide direct feedback from organic industry participants on areas where we can enhance our market coverage, improve market transparency and meet their changing informational needs.

AMS Market News contracted the National Agricultural Statistics Service (NASS) to conduct a direct survey of organic farmers and producers, as self-identified in the latest Census of Agriculture. AMS will ask a limited number of questions in the survey regarding their marketing practices and source of market information for organic commodities. AMS will use the information to adjust our basket of market information products to serve the organic sector’s needs from farm to fork.

DESCRIPTION OF RESPONDENTS:

Survey respondents include farmers and producers who had responded to the 2012 Census of Agriculture indicating that they were involved in organic agriculture production. According to the census results, organic producers were broken into three groups:

- Certified organic producers
- Exempt organic producers – those with less than \$5,000 in annual sales
- Others, which includes those in transition to organic production systems

These three groups total approximately 12,000 individuals or firms as respondents.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.

4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Michael Lynch

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private Sector	12,000	.083	996
Totals	12,000		996 (rounded)

FEDERAL COST: The estimated annual cost to the Federal government is \$200,000.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Survey respondents include farmers and producers who had responded to the 2012 Census of Agriculture indicating that they were involved in organic agriculture production. According to the census results, organic producers were broken into three groups:

- Certified organic producers
- Exempt organic producers – those with less than \$5,000 in annual sales
- Others, which includes those in transition to organic production systems

These three groups total approximately 12,000 individuals or firms as respondents, all farmers and producers in these groups will be contacted.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

Fax responses will be accepted.

2. Will interviewers or facilitators be used? Yes No