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| **USDA-AMS MARKET NEWS ORGANIC OPINION SURVEY -** **February 2014** |
|  | OMB No. 0535-0269 Approval Expires: 6/30/2014Project Code: 947 QID:       SMetaKey: 3611 |
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| **SURVEY_LOGO_1:USDA_logo_bw.gif** | **United States****Department of****Agriculture**  |
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|  |  |  |  |  |  | **USDA/NASS**National Operations Division9700 Page Avenue, Suite 400St. Louis, MO 63132-1547Phone: 1-888-424-7828Fax: 1-855-515-1328E-mail: nass@nass.usda.gov |
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| Please make corrections to name, address, and ZIP Code, if necessary. |
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| The information you provide will be used for improving organic market information. In accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107–347 and other applicable Federal laws, your responses will be kept **confidential** and will not be disclosed in identifiable form to anyone other than employees or agents. By law, every employee and agent has taken an oath and is subject to a jail term, a fine, or both if he or she willfully discloses ANY identifiable information about you or your operation.  Response is **voluntary.** |
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| According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number is 0535-0269. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. |
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| 1. Have you ever used organic marketing information from USDA/AMS Market News?
 |
| 101 | 1[ ] Yes -- Continue 3[ ] No -- Go to Item 4. |
| 1. How frequently do you use organic market information from USDA/AMS Market News? (Check one)
 |
| 102 | 1[ ] Daily2[ ] Weekly3[ ] Monthly4[ ] Quarterly5[ ] Annually6[ ] Less than annually |
| 1. How useful are the following types of USDA/AMS Market News organic information? (Check one box per row)
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| Market News Organic Information | Not Useful | Slightly Useful | Somewhat Useful | VeryUseful | Extremely Useful |
| 1. Wholesale prices
 | 103 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Retail prices
 | 104 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Shipping point or point of production prices
 | 105 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Supply data

 (imports and shipments) | 106 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Historical data
 | 107 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Other
 | 109 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
|  (Specify: | 108 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |

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| 4. How important would the following be for your organic operation? (Check one box per row) |

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| USDA/AMS Market News Reporting | Not Important | Slightly Important | Somewhat Important | VeryImportant | Extremely Important |
| 1. Continuing the current reporting program
 | 110 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Adding regions
 | 112 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
|  (Specify: | 111 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 1. Adding commodities or products
 | 114 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| (Specify: | 113 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 1. Increasing report frequency
 | 115 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Improving access to historical data
 | 116 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Improving electronic access to market data
 | 117 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Other
 | 119 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
|  (Specify: | 118 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |

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| 5. How interested are you in the following organic commodities? (Check one box per row) |

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| Organic Commodities | Not Interested | Slightly Interested | Somewhat Interested | VeryInterested | Extremely Interested |
| 1. Livestock and Meat
 | 120 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Feedstuffs (feed grain, hay)
 | 121 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Food grade grains
 | 122 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Edible beans and pulses
 | 123 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Fruits and Vegetables
 | 124 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Poultry and Eggs
 | 125 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Dairy
 | 126 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Cotton
 | 127 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |

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| 6. When establishing a value for your organic products in the marketplace, how often are the value or price discoveries determined by the following methods? (Check one box per row) |

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| Methods | Never | Rarely | Sometimes | Often | Very Often |
| 1. Spot market negotiation
 | 128 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Negotiated price contracts
 | 129 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Formula based contracts
 | 130 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Price set by buyer
 | 131 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Price set by seller
 | 132 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Other
 | 134 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
|  (Specify: | 133 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |

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| 7. How often do you use the following sources for organic market information? (Check one box per row) |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sources | Never | Rarely | Sometimes | Often | Very Often |
| 1. Agricultural industry publications
 | 135 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Brokers
 | 136 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Competitors
 | 137 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Reports and information from USDA/AMS Market News
 | 138 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Neighbors
 | 139 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Trade association newsletters
 | 140 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
| 1. Other USDA agencies
 | 142 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
|  (Specify: | 141 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 1. Other
 | 144 | 1[ ]  | 2[ ]  | 3[ ]  | 4[ ]  | 5[ ]  |
|  (Specify: | 143 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |

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| 8. Please provide any suggestions or comments you feel would improve the organic market information from the USDA/AMS Market News Service. |
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| This completes the survey. See back page for information on USDA/AMS Market News’s Organic Reports |
| **Thank you for your Help** |

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| Respondent Name: | 9911 | 9910 MM DD YY |
| Phone: | Date: |

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| **USDA/AMS Market News’s Organic Reports** |
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| USDA/AMS Market News covers a number of organic products at each of the market levels it reports including shipping point, wholesale, and retail. It also tracks some movement on domestic shipments and imports. The Market News Portal, and the many reports and detailed market information from USDA/AMS Market News, can be found at: |
| [www.marketnews.usda.gov/portal](http://www.marketnews.usda.gov/portal) |
|  |
| Additionally, Market News provides a number of specialized commodity-specific market reports for the organic sector. These are listed below along with a link to the reports: |
| **Cotton** |
| *Annual Organic Cotton Market Summary* |
| [*www.ams.usda.gov/mnreports/cnaocms.pdf*](http://www.ams.usda.gov/mnreports/cnaocms.pdf) |
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| **Dairy** |
| *Organic Dairy Market News* |
| [www.ams.usda.gov/AMSv1.0/dairyorganic](http://www.ams.usda.gov/AMSv1.0/dairyorganic) |
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| **Fruits and vegetables** |
| *National Fruit and Vegetable Organic Summary* |
| [www.ams.usda.gov/mnreports/fvdorganic.pdf](http://www.ams.usda.gov/mnreports/fvdorganic.pdf) |
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| **Livestock, poultry and grain** |
| *National Organic Grain and Feedstuffs* |
| [www.ams.usda.gov/mnreports/lsbnof.pdf](http://www.ams.usda.gov/mnreports/lsbnof.pdf) |
| *Organic Poultry and Eggs* |
| [www.ams.usda.gov/AMSv1.0/PYMarketNewsReportsOrganic](http://www.ams.usda.gov/AMSv1.0/PYMarketNewsReportsOrganic) |

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| **Response** | **Respondent** | **Mode** | **Enum.** | **Eval.** | **Change** |  | **Office Use for POID** |
| 1-Comp2-R3-Inac4-Office Hold5-R – Est6-Inac – Est7-Off Hold – Est8-Known Zero | 9901 | 1-Op/Mgr2-Sp3-Acct/Bkpr4-Partner9-Oth | 9902 | 1-Mail2-Tel3-Face-to-Face4-CATI5-Web6-E-mail7-Fax8-CAPI19-Other | 9903 | 098 | 100 |  785 |  |  789 \_\_ \_\_ \_\_ - \_\_ \_\_ \_\_ - \_\_ \_\_ \_\_ |
|  |
| **R. Unit** | **Optional Use** |
| 921 | 407 | 408 |  9906 |  9916 |
| S/E Name |  |  |  |  |
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