

USDA-AMS MARKET NEWS ORGANIC OPINION SURVEY - February 2014

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Please make corrections to name, address, and ZIP Code, if necessary.

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**.

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.

1. Have you ever used organic marketing information from USDA/AMS Market News?

¹⁰¹ Yes -- Continue No -- Go to Item 4.

2. How frequently do you use organic market information from USDA/AMS Market News? (Check one)

¹⁰² Daily
 Weekly
 Monthly
 Quarterly
 Annually
 Less than annually

3. How useful are the following types of USDA/AMS Market News organic information? (Check one box per row)

Market News Organic Information		Not Useful	Slightly Useful	Somewhat Useful	Very Useful	Extremely Useful
a. Wholesale prices	103	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Retail prices	104	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Shipping point or point of production prices	105	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Supply data (imports and shipments)	106	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Historical data	107	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Other (Specify: ¹⁰⁸ _____)	109	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

USDA/AMS Market News Reporting		Not Important	Slightly Important	Somewhat Important	Very Important	Extremely Important
a. Continuing the current reporting program	110	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b. Adding regions (Specify: 111 _____)	112	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c. Adding commodities or products (Specify: 113 _____)	114	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
d. Increasing report frequency	115	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
e. Improving access to historical data	116	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
f. Improving electronic access to market data	117	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
g. Other (Specify: 118 _____)	119	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

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

Organic Commodities		Not Interested	Slightly Interested	Somewhat Interested	Very Interested	Extremely Interested
a. Livestock and Meat	120	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b. Feedstuffs (feed grain, hay)	121	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c. Food grade grains	122	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
d. Edible beans and pulses	123	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
e. Fruits and Vegetables	124	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
f. Poultry and Eggs	125	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
g. Dairy	126	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
h. Cotton	127	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

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)

Methods		Never	Rarely	Sometimes	Often	Very Often
a. Spot market negotiation	128	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b. Negotiated price contracts	129	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c. Formula based contracts	130	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
d. Price set by buyer	131	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
e. Price set by seller	132	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
f. Other (Specify: 133 _____)	134	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

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
a. Agricultural industry publications	135	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b. Brokers	136	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c. Competitors	137	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
d. Reports and information from USDA/AMS Market News	138	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
e. Neighbors	139	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
f. Trade association newsletters	140	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
g. Other USDA agencies (Specify: 141 _____)	142	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
h. Other (Specify: 143 _____)	144	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

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

Respondent Name:	9911 Phone:	9910 MM DD YY Date:
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USDA/AMS Market News's Organic Reports

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

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

Dairy

Organic Dairy Market News

www.ams.usda.gov/AMSV1.0/dairyorganic

Fruits and vegetables

National Fruit and Vegetable Organic Summary

www.ams.usda.gov/mnreports/fvdorganic.pdf

Livestock, poultry and grain

National Organic Grain and Feedstuffs

www.ams.usda.gov/mnreports/lbnof.pdf

Organic Poultry and Eggs

www.ams.usda.gov/AMSV1.0/PYMarketNewsReportsOrganic

Response		Respondent		Mode		Enum.	Eval.	Change	Office Use for POID			
1-Comp	9901	1-Op/Mgr	9902	1-Mail	9903	098	100	785	789			
2-R		2-Sp		2-Tel								
3-Inac		3-Acct/Bkpr		3-Face-to-Face								
4-Office Hold		4-Partner		4-CATI								
5-R – Est		9-Oth		5-Web								
6-Inac – Est				6-E-mail								
7-Off Hold – Est				7-Fax								
8-Known Zero				8-CAPI								
		19-Other					R. Unit					
							921					
									Optional Use			
									407	408	9906	9916
S/E Name												