

2015 LOCAL FOOD MARKETING PRACTICES SURVEY

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United States
Department of
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National Agricultural
Statistics Service

USDA/NASS

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1. In 2015, did this operation (name on label):
 - grow any **crops**, including field crops, fruits, vegetables, nursery/greenhouse, or other specialty crops; or
 - cut any **hay**; or
 - have any **livestock, aquaculture, poultry, or honey bees**; or
 - sell any **agricultural products**?

0300 1 **Yes** – Continue 3 **No** – Go to Section 9 on page 16
2. In 2015, did this operation **produce and sell** any crops, livestock, poultry, or agricultural product **directly to a(n)**:
 - **CONSUMER:** Farmers markets, on-farm stores or farm stands, roadside stands or stores, CSA (Community Supported Agriculture), online marketplaces; or
 - **RETAIL MARKET:** Supermarkets, supercenters, restaurants, caterers, independently owned grocery stores, food cooperatives; or
 - **INSTITUTION:** K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, foodbanks; or
 - **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?

0301 1 **Yes** – Continue 3 **No** – Go to Section 9 on page 16
3. Were any of the products that this operation produced and sold directly to a consumer, a retail market, an institution, or an intermediate market in 2015 **food for humans to eat or drink**?

<p><u>INCLUDE</u></p> <ul style="list-style-type: none"> • Edible agricultural products for human consumption 	<p><u>EXCLUDE</u></p> <ul style="list-style-type: none"> • Hay • Christmas trees • Cut flowers • Nursery products
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0302 1 **Yes** – Continue 3 **No** – Go to Section 9 on page 16

13. Approximately how many miles (one way) was this operation located from the roadside stand or store located off of this operation that it received the largest gross value of food sales from in 2015? 1161

Miles

14. Did this operation own this roadside stand or store?
 1250 1 Yes 3 No

15. Was any of the food that this operation produced and sold directly to consumers in 2015 sold through a **CSA (Community Supported Agriculture)**?
 1165 1 Yes – Continue 3 No – Go to Item 21

16. In 2015, was there food sold in this CSA that was produced by another operation?
 1164 1 Yes – Continue 3 No – Go to Item 18

17. How many other operations produced food that was sold in this CSA in 2015?
 1167 1 1-4 operations
 2 5 or more operations
 3 Don't know

18. Was the CSA pick-up site that this operation received the largest gross value of food sales from in 2015 located on this operation?
 1168 1 Yes – Go to Item 20 3 No – Continue 4 CSA does not use pick-up sites – Go to Item 20

Miles

19. Approximately how many miles (one way) was this operation located from the CSA pick-up site that it received the largest gross value of food sales from in 2015? 1169

20. Did this operation own this CSA?
 1166 1 Yes 3 No

21. An **online marketplace** is a web-based platform designed for the selling of goods. Was any of the food that this operation produced and sold directly to consumers in 2015 sold through an **online marketplace**?
 1172 1 Yes – Continue 3 No – Go to Item 24

Percent

22. What percent of this operation's online sales of food in 2015 were sold directly to consumers living either within the same state as this operation or a 400-mile radius of this operation? 1173

23. Did this operation own this online marketplace?
 1174 1 Yes 3 No

24. In 2015, did this operation accept Supplemental Nutrition Assistance Program (SNAP) benefits either with electronic benefit transfer (EBT) technology owned by this operation or at a direct-to-consumer market at which the market administers SNAP payments with EBT technology?
 1175 1 Yes – Continue 3 No – Go to Item 26 on page 4

25. From which of the following direct-to-consumer markets did this operation accept SNAP benefits with EBT technology for the food it produced and sold directly to consumers in 2015? (Mark all that apply)
- 1310 Farmers market
 - 1311 On-farm store or farm stand located **on** this operation
 - 1312 Roadside stand or store located **off** of this operation
 - 1313 CSA
 - 1314 Online marketplace
 - 1315 Other direct-to-consumer market (pick-your-own, mobile market, etc.)

Year (YYYY)
____ ____ ____ ____

26. In what year did this operation first produce and sell food directly to **consumers**? 1177

27. Report the **total gross value of sales** this operation received for the unprocessed **food it produced and sold** directly to **consumers** in 2015. Report by the market through which the product was sold. Report processed or value-added products in Item 29.

EXCLUDE

- Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
- Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
- Products purchased and resold

Direct-to-Consumer Market	Crop Sales		Livestock and Poultry Sales	
	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)
a. Farmers markets	<input type="checkbox"/>	1178	<input type="checkbox"/>	1179
b. On-farm store or farm stand located on this operation	<input type="checkbox"/>	1180	<input type="checkbox"/>	1181
c. Roadside stand or store located off of this operation	<input type="checkbox"/>	1182	<input type="checkbox"/>	1183
d. CSA	<input type="checkbox"/>	1184	<input type="checkbox"/>	1185
e. Online marketplaces	<input type="checkbox"/>	1186	<input type="checkbox"/>	1187
f. Other direct-to-consumer markets (pick-your-own, mobile market, etc.) Specify: 1188 _____	<input type="checkbox"/>	1189	<input type="checkbox"/>	1190

28. In 2015, did this operation produce and sell any **processed or value-added products** directly to consumers that was food for humans to eat or drink?

INCLUDE

- Bottled milk, Cheese
- Eggs in small cartons
- Meat
- Wine, Jam, etc.

EXCLUDE

- Sales reported in previous items
- Non-edible agricultural products

1200 ¹ **Yes** – Continue ³ **No** – Go to Section 2 on page 5

29. Report the **processed or value-added food product(s)** and gross value of sales of the food product(s) produced and sold by this operation in 2015. Report by the market through which the food product was sold.

Direct-to-Consumer Market	Mark "X" if none	Processed or Value-Added Food Product(s)	Processed or Value-Added Food Product(s) Sales (Dollars)
a. Farmers markets	<input type="checkbox"/>	1201 Specify:	1202
b. On-farm store or farm stand located on this operation	<input type="checkbox"/>	1203 Specify:	1204
c. Roadside stand or store located off of this operation	<input type="checkbox"/>	1205 Specify:	1206
d. CSA	<input type="checkbox"/>	1207 Specify:	1208
e. Online marketplaces	<input type="checkbox"/>	1209 Specify:	1210
f. Other direct-to-consumer markets (pick-your-own, mobile market, etc.) Specify: 1211 _____	<input type="checkbox"/>	1212 Specify:	1213

SECTION 2 DIRECT-TO-RETAIL MARKET SALES

1. In 2015, did this operation produce and sell any crops, livestock, poultry, or agricultural product **DIRECTLY TO A RETAIL MARKET?**

INCLUDE

- Supermarkets or supercenters
- Restaurants or caterers
- Other direct-to-retail market (independently owned grocery stores, food cooperatives, small food stores, corner stores)

EXCLUDE

- Products purchased and resold
- Products produced and sold directly to a consumer (Section 1), institution (Section 3), or intermediate market (Section 4).

2000 **Yes** – Continue **No** – Go to Section 3 on page 6

2. Were any of the products that this operation produced and sold directly to a retail market in 2015 **food for humans to eat or drink?**

INCLUDE

- Edible agricultural products for human consumption

EXCLUDE

- Hay
- Cut flowers
- Christmas trees
- Nursery Products

2001 **Yes** – Continue **No** – Go to Section 3 on page 6

The rest of the questions in this section are only about the food produced and sold directly to a retail market in 2015.

3. Was any of the food that this operation produced and sold directly to a retail market in 2015 sold to a **supermarket or supercenter?**

2002 **Yes** – Continue **No** – Go to Item 5

Miles

4. Approximately how many miles (one way) was this operation located from the supermarket or supercenter that it received the largest gross value of food sales from in 2015? 2003

5. Was any of the food that this operation produced and sold directly to a retail market in 2015 sold to a **restaurant or caterer?**

2005 **Yes** – Continue **No** – Go to Item 7

Miles

6. Approximately how many miles (one way) was this operation located from the restaurant or caterer that it received the largest gross value of food sales from in 2015? 2006

Year (YYYY)

7. In what year did this operation first produce and sell food directly to a **retail market?** 6009

8. Report the **total gross value of sales** this operation received for the unprocessed **food it produced and sold** directly to a **retail market** in 2015. Report by the market through which the product was sold. Report processed or value-added products in Item 10.

EXCLUDE

- Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
- Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
- Products purchased and resold

Direct-to-Retail Market	Crop Sales		Livestock and Poultry Sales	
	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)
a. Supermarkets or supercenters	<input type="checkbox"/>	6010	<input type="checkbox"/>	6011
b. Restaurants or caterers	<input type="checkbox"/>	6012	<input type="checkbox"/>	6013
c. Other direct-to-retail market (independently owned grocery stores, food cooperatives, small food stores, corner stores) Specify: 6014 _____	<input type="checkbox"/>	6015	<input type="checkbox"/>	6016

9. In 2015, did this operation produce and sell any **processed or value-added product** directly to a retail market that was food for humans to eat or drink?

INCLUDE

- Bottled milk, Cheese
- Eggs in small cartons
- Meat
- Wine, Jam, etc.

EXCLUDE

- Sales reported in previous items
- Non-edible agricultural products

5100 1 **Yes** – Continue

3 **No** – Go to Section 3

10. Report the **processed or value-added food product(s)** and gross value of sales of the food product(s) produced and sold by this operation in 2015.

Direct-to-Retail Market	Processed or Value-Added Food Product(s)	Processed or Value-Added Food Product(s) Sales (Dollars)
Retail Market (supermarkets or supercenters, restaurants or caterers, other direct-to-retail market)	5005 Specify:	5006

SECTION 3 DIRECT-TO-INSTITUTION SALES

1. In 2015, did this operation **produce and sell** any crops, livestock, poultry, or agricultural product **DIRECTLY TO AN INSTITUTION?**

INCLUDE

- K-12 schools
- Colleges and universities
- Hospitals
- Other direct-to-institution market (workplace cafeterias, prisons, preschools, food banks, gleaners, senior care facilities)

EXCLUDE

- Products purchased and resold
- Products produced and sold directly to a consumer (Section 1), retail market (Section 2), or intermediate market (Section 4).

3000 1 **Yes** – Continue

3 **No** – Go to Section 4 on page 8

2. Were any of the products that this operation produced and sold directly to an institution in 2015 **food for humans to eat or drink?**

INCLUDE

- Edible agricultural products for human consumption

EXCLUDE

- Hay
- Christmas trees
- Cut flowers
- Nursery products

3001 1 **Yes** – Continue

3 **No** – Go to Section 4 on page 8

The rest of the questions in this section are only about the food produced and sold directly to an institution in 2015.

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **K-12 school?**

3002 1 **Yes** – Continue

3 **No** – Go to item 5

4. Approximately how many miles (one way) was this operation located from the K-12 school that it received the largest gross value of food sales from in 2015? 3003

Miles

5. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **college or university?**

3005 1 **Yes** – Continue

3 **No** – Go to item 7

6. Approximately how many miles (one way) was this operation located from the college or university that it received the largest gross value of food sales from in 2015? 3006

Miles

7. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **hospital?**

3008 1 **Yes** – Continue

3 **No** – Go to Item 9 on page 7

8. Approximately how many miles (one way) was this operation located from the hospital that it received the largest gross value of food sales from in 2015?. 3009

Miles

Year (YYYY)

9. In what year did this operation first produce and sell food directly to an **institution**? 3011

10. Report the **total gross value of sales** this operation received for the unprocessed **food it produced and sold** directly to an **institution** in 2015. Report by the market through which the product was sold. Report processed or value-added products in Item 12.

EXCLUDE

- Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
- Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
- Products purchased and resold

Direct-to-Institution Market	Crop Sales		Livestock and Poultry Sales	
	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)
a. K-12 schools	<input type="checkbox"/>	3012	<input type="checkbox"/>	3013
b. Colleges and universities	<input type="checkbox"/>	3014	<input type="checkbox"/>	3015
c. Hospitals	<input type="checkbox"/>	3016	<input type="checkbox"/>	3017
d. Other direct-to-institution market (workplace cafeterias, prisons, preschools, food banks, gleaners, senior care facilities) Specify: 3018 _____	<input type="checkbox"/>	3019	<input type="checkbox"/>	3020

11. In 2015, did this operation produce and sell any **processed or value-added product** directly to an institution that was food for humans to eat or drink?

INCLUDE

- Bottled milk, Cheese
- Eggs in small cartons

- Meat
- Wine, Jam, etc.

EXCLUDE

- Sales reported in previous items
- Non-edible agricultural products

5110 1 **Yes** – Continue

3 **No** – Go to Section 4 on page 8

12. Report the **processed or value-added food product(s)** and gross value of sales of the food product(s) produced and sold by this operation in 2015.

Direct-to-Institution Market	Processed or Value-Added Food Product(s)	Processed or Value-Added Food Product(s) Sales (Dollars)
Institution (K-12 schools, colleges and universities, hospitals, other direct-to-institution market)	5007 Specify:	5008

SECTION 4 DIRECT-TO-INTERMEDIATE MARKET SALES

1. An **Intermediate Market** is a business or organization in the middle of the supply chain marketing locally- and/or regionally-branded products.

In 2015, did this operation **produce and sell** any crops, livestock, poultry, or agricultural product **DIRECTLY TO AN INTERMEDIATE MARKET** which sold it as a locally- or regionally-branded product?

INCLUDE

- 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.

EXCLUDE

- Products purchased and resold
- Products produced and sold directly to a consumer (Section 1), retail market (Section 2), or institution (Section 3).
- Intermediate markets that **do not** market locally- and/or regionally-branded products

4000 1 **Yes – Continue**

3 **No – Go to Section 5 on page 9**

2. Were any of the products that this operation produced and sold directly to an intermediate market in 2015 **food for humans to eat or drink**?

INCLUDE

- Edible agricultural products for human consumption

EXCLUDE

- Hay
- Cut flowers
- Christmas trees
- Nursery products

4001 1 **Yes – Continue**

3 **No – Go to Section 5 on page 9**

The rest of the questions in this section are only about the food produced and sold directly to an intermediate market in 2015.

3. Approximately how many miles (one way) was this operation located from the **intermediate market** that it received the largest gross value of food sales from in 2015? 4003

Miles

4. In what year did this operation first produce and sell food directly to an **intermediate market**? 4014

Year (YYYY)
_ _ _ _

5. Report the **total gross value of sales** this operation received for the unprocessed **food it produced and sold** directly to an **intermediate market** in 2015. Report processed or value-added products in Item 7.

EXCLUDE

- Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
- Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
- Products purchased and resold

Direct-to-Intermediate Market	Crop Sales		Livestock and Poultry Sales	
	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)
Intermediate Market (business or organization in the middle of the supply chain marketing locally- and/or regionally-branded products)	<input type="checkbox"/>	4015	<input type="checkbox"/>	4016

6. In 2015, did this operation produce and sell any **processed or value-added product** directly to an intermediate market that was food for humans to eat or drink?

INCLUDE

- Bottled milk, Cheese
- Eggs in small cartons
- Meat
- Wine, Jam, etc.

EXCLUDE

- Sales reported in previous items
- Non-edible agricultural products

5120 1 **Yes – Continue**

3 **No – Go to Section 5 on page 9**

7. Report the **processed or value-added food product(s)** and gross value of sales of the food product(s) produced and sold by this operation in 2015.

Direct-to-Intermediate Market	Processed or Value-Added Food Product(s)	Processed or Value-Added Food Product(s) Sales (Dollars)
Intermediate Market (business or organization in the middle of the supply chain marketing locally- and/or regionally-branded products)	5009 Specify:	5010

SECTION 5 OTHER INFORMATION

1. In 2015, what was this operation's **total gross value of food sales** for the food it produced and sold directly to consumers, a retail market, an institution, or an intermediate market? (Mark one)

- | | | | | |
|------|--|--|---|---|
| 5000 | 1 <input type="checkbox"/> \$1 - 999 | 5 <input type="checkbox"/> \$10,000 - 24,999 | 8 <input type="checkbox"/> \$100,000 - 249,999 | 11 <input type="checkbox"/> \$1,000,000 - 2,499,999 |
| | 2 <input type="checkbox"/> \$1,000 - 2,499 | 6 <input type="checkbox"/> \$25,000 - 49,999 | 9 <input type="checkbox"/> \$250,000 - 499,999 | 12 <input type="checkbox"/> \$2,500,000 - 4,999,999 |
| | 3 <input type="checkbox"/> \$2,500 - 4,999 | 7 <input type="checkbox"/> \$50,000 - 99,999 | 10 <input type="checkbox"/> \$500,000 - 999,999 | 13 <input type="checkbox"/> \$5,000,000 and over |
| | 4 <input type="checkbox"/> \$5,000 - 9,999 | | | |

2. In 2015, approximately what percent of this operation's **food sales** sold directly to consumers, a retail market, an institution, or an intermediate market were sold:

		Percent
a. Within 100 miles or less	5001	%
b. More than 100 miles but less than 400 miles	5002	%
c. 400 miles or more	5003	%
TOTAL (Sum of Items 2a + 2b + 2c)		100%

3. Were any of the crops, livestock, or agricultural products that this operation produced and sold directly to consumers, a retail market, an institution, or an intermediate market in 2015 **NOT food for humans to eat or drink**?

INCLUDE

- Hay
- Christmas trees
- Cut flowers
- Nursery products

EXCLUDE

- Live animals
- Edible agricultural products for human consumption
- Wool

- 5011 1 **Yes** – Continue 3 **No** – Go to Item 5

4. In 2015, what was the total gross value of sales for these crops, livestock, or agricultural products that were **NOT food for humans to eat or drink**? 5012

Dollars

5. In 2015, how many acres did this operation:

- a. Own? 0901
- b. Rent or Lease from others or use Rent Free? (Exclude land used on an animal unit month (AUM) basis, BLM and Forest Service land.) 0902
- c. Rent to others? 0905

Acres
+
-
=

6. Calculate item 5a + 5b - 5c. Then the total acres operated in 2015 was: 0900

7. Considering the total acres operated in Item 6, in what county and state was the largest value of this operation's agricultural products raised or produced?

Principal County Name		State
	0055	
	0060	

8. From which of the following categories of crops and livestock did this operation produce and sell an agricultural product in 2015, regardless of marketing channel, and was any food produced and sold directly to consumers, a retail market, an institution, or an intermediate market from that category?

Crops & Livestock	Produced and sold agricultural product regardless of marketing channel	Produced and sold food directly to consumers, a retail market, an institution, or an intermediate market
a. Grains, Oilseeds, Dry Beans, and Dry Peas (corn, flaxseed, grain silage and forage, grains and oilseeds, popcorn, rice, small grains, sorghum, soybeans, sunflowers, straw, etc.)	5050 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5052 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
b. Tobacco	5053 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	
c. Cotton and Cottonseed	5056 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	
d. Vegetables, Melons, Potatoes, and Sweet Potatoes (beets, cabbage, cantaloupes, pumpkins, sweet corn, tomatoes, watermelons, vegetable seeds, etc.)	5059 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5061 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
e. Fruit, Tree Nuts, and Berries (almonds, apples, blueberries, cherries, grapes, hazelnuts, kiwifruit, oranges, pears, pecans, strawberries, walnuts, etc.)	5062 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5064 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
f. Nursery, Greenhouse, Floriculture, and Sod (bedding plants, bulbs, cut flowers, flower seeds, foliage plants, mushrooms, nursery potted plants, shrubbery, sod, food crops grown under protection, etc.)	5065 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5067 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
g. Cut Christmas Trees and Short Rotation Woody Crops	5068 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	
h. Other Crops, Hay, CRP, and Pasture (grass seed, hay and grass silage, hops, maple syrup, mint, peanuts, sugarcane, sugarbeets, CRP, etc.)	5071 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5073 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
i. Hogs and Pigs	5074 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5076 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
j. Milk and Other Dairy Products from Cows	5077 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5079 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
k. Cattle and Calves (beef and dairy cattle for breeding stock, fed cattle, beef and dairy cull animals, stockers and feeders, veal calves, etc.)	5080 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5082 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
l. Sheep, Goats, and their Products	5083 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5085 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
m. Horses, Ponies, and Mules (burros and donkeys)	5086 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	
n. Poultry and Eggs (broilers, chickens, turkeys, ducks, eggs, emus, geese, hatchlings ostriches, pigeons, pheasants, quail, poultry products, etc.)	5089 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5091 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
o. Aquaculture (catfish, trout, ornamental and other fish, mollusks, crustaceans, etc.)	5092 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5094 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
p. Other Animals and Other Animal Products (bees, honey, rabbits, fur-bearing animals, semen, manure, other animal specialties, etc.)	5095 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	5097 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No

9. Considering:

- sales of all crops, livestock, poultry, and livestock products (milk, eggs, etc.) sold in 2015;
- the value of product removed for all crops, livestock, and poultry produced under contract in 2015;
- sales of all miscellaneous agricultural products in 2015;
- all government agricultural payments received in 2015; and
- exclude dollars received on land rented to others.

What code represents the total gross value of sales, including government agricultural payments, in 2015?

Total Value	GVS Code
\$1 – \$999	1 <input type="checkbox"/>
\$1,000 – \$2,499	2 <input type="checkbox"/>
\$2,500 – \$4,999	3 <input type="checkbox"/>
\$5,000 – \$9,999	4 <input type="checkbox"/>
\$10,000 – \$24,999	5 <input type="checkbox"/>
\$25,000 – \$49,999	6 <input type="checkbox"/>
\$50,000 – \$99,999	7 <input type="checkbox"/>
\$100,000 – \$249,999	8 <input type="checkbox"/>
\$250,000 – \$499,999	9 <input type="checkbox"/>
\$500,000 – \$999,999	10 <input type="checkbox"/>
\$1,000,000 – \$2,499,999	11 <input type="checkbox"/>
\$2,500,000 – \$4,999,999	12 <input type="checkbox"/>
\$5,000,000 and over	13 <input type="checkbox"/>

0860

GVS Code

10. Is the GVS Code in Item 9 equal to '1'?

0865 1 **Yes – Continue** 3 **No – Go to Item 12 on page 12**

11. Record all crops, land uses, and livestock or poultry on the total acres operated in 2015.

Land Use	ACRES	Field Crops Intended For Harvest	ACRES	Other Crops	ACRES
CRP/WRP		_____		Cut Christmas Trees	
Idle Cropland		_____		Nursery & Greenhouse	
Summer Fallow		_____		_____	
_____		_____		_____	
Government Payments	WHOLE DOLLARS	Fruits/Nuts	ACRES	Livestock	NUMBER
CRP/WRP Payments		_____		Cattle - Dairy	
Other Gov't Payments		_____		Cattle - Other	
_____		_____		Chickens	
Pasture/Rangeland	ACRES	_____		Hogs	
Cropland Used Only For Pasture		_____		Horses	
Permanent Pasture		_____		Mules/Burros	
Woodland Pasture		Vegetables/Melons	ACRES	Sheep & Goats	
_____		_____		_____	
Aquaculture	NUMBER	_____		_____	
Acres of Ponds in Use		_____		_____	
Foodsize/Stockers		_____		_____	
Fingerlings/Broodfish		Berries	ACRES	_____	
Trout Eggs		_____		_____	
Other Aquaculture		_____		_____	

OFFICE USE	
Total Points	Pasture Points
0861	0869

Dollars

12. What were this operation's total expenses in 2015? 1936

13. Report **marketing expenses** paid by this operation in 2015 for the food produced and sold directly to consumers, a retail market, an institution, or an intermediate market in 2015. Expenses reported in Items 13a through 13f should have also been reported in Item 12.

INCLUDE

- expenses paid by you and your landlords
- expenses from processed and value-added products

EXCLUDE

- expenses not related to the farm business
- any expenses paid by the contractor
- expenses for food **not** produced and sold directly to consumers, a retail market, an institution, or an intermediate market

Marketing Expense	Mark "X" if none	Expenses (Dollars)
a. Hired labor to work at market channel outlets	<input type="checkbox"/>	6100
b. Transportation and distribution costs to market channel outlets such as vehicle insurance, gas, depreciation costs, etc.	<input type="checkbox"/>	6101
c. Market promotion/advertisement expenses such as a website, brochures, etc.	<input type="checkbox"/>	6102
d. Equipment/supply expenses associated with market channel outlets such as boxes, bags, coolers, crates, scales, tables, etc.	<input type="checkbox"/>	6103
e. Food safety expenses such as compliance costs, training, third-party auditing costs, etc.	<input type="checkbox"/>	6104
f. Other marketing expenses such as market fees, licenses, insurance, etc. Specify: 6105 _____	<input type="checkbox"/>	6106
Total Marketing Expenses (Sum of Items 13a through 13f)		6107

SECTION 6 PRACTICES

1. At any time during 2015, did this operation have internet access, either on the operation or at the principal operator's residence?
 5013 1 **Yes** – Continue 3 **No** – Go to Item 5
2. In 2015, did this operation use the internet to access the following resources?
- a. Purchasing input supplies, commodities, equipment, and other materials for farm operation 5014 1 **Yes** 3 **No**
- b. Using online and/or peer learning resources (live or recorded webinars, tutorials, peer user groups, etc.) 5015 1 **Yes** 3 **No**
- c. Using online business products and services (business planning, accounting, legal, banking, etc.) 5016 1 **Yes** 3 **No**
- d. Identifying sources for and/or submitting funding, grant, subsidy requests, or proposals . . 5017 1 **Yes** 3 **No**
- e. USDA Market News price and market information 5018 1 **Yes** 3 **No**
- f. Price and market information from other sources 5130 1 **Yes** 3 **No**
3. In 2015, did this operation have a farm business website?
 5019 1 **Yes** – Continue 3 **No** – Go to Item 5
4. In 2015, did this operation use its farm business website to:
- a. Provide background/history on farm operation and practices? 5020 1 **Yes** 3 **No**
- b. Advertise products for sale and on-farm activities/services? 5021 1 **Yes** 3 **No**
- c. Carry out transactions and sell farm products online? 5022 1 **Yes** 3 **No**
5. Did this operation participate in the following USDA programs in 2015?
- a. Noninsured Crop Disaster Assistance Program 5023 1 **Yes** 3 **No**
- b. Farm Loan Programs 5024 1 **Yes** 3 **No**
- c. Whole-Farm Revenue Protection Program 5025 1 **Yes** 3 **No**
- d. Environmental Quality Incentives Program (EQIP) 5026 1 **Yes** 3 **No**
- e. Value-Added Producer Grant Program 5027 1 **Yes** 3 **No**
6. In 2015, did this operation maintain the following farm management records?
- a. A balance sheet 5037 1 **Yes** 3 **No**
- b. An income statement 5038 1 **Yes** 3 **No**
- c. A cash flow budget or projection 5039 1 **Yes** 3 **No**
- d. A written business plan 5040 1 **Yes** 3 **No**
- e. A separate marketing plan 5041 1 **Yes** 3 **No**
7. Was this operation a member of a cooperative in 2015? 5042 1 **Yes** 3 **No**

SECTION 7 THIRD-PARTY CERTIFICATION AND FOOD SAFETY

1. In 2015, did this operation have the following practices certified or verified by a third party?
- a. USDA Certified Organic 7100 1 **Yes** 3 **No**
- b. Pasture-based management (grass fed, free range, pasture raised) 7101 1 **Yes** 3 **No**
- c. Animal care-based management (cage free, raised without antibiotics, animal welfare approved, certified humane). 7102 1 **Yes** 3 **No**
- d. Naturally Grown Certified 7103 1 **Yes** 3 **No**
- e. Other USDA labels/quality verification? 7112 1 **Yes** 3 **No**
- f. Other third party certified or verified practices excluding food safety certification. 7104 1 **Yes** 3 **No**
2. Did this operation have a food safety plan that covered produce in 2015?
- INCLUDE**
 • Fruit, berries, vegetables, herbs, tree nuts, dry beans, peas and lentils, peanuts, sprouts, and mushrooms
- 7001 1 **Yes – Continue** 3 **No – Go to Item 4**
3. Is the food safety plan written?
- 7002 1 **Yes** 3 **No**
4. Did this operation have a third-party food safety audit of produce in 2015?
- INCLUDE**
 • Fruit, berries, vegetables, herbs, tree nuts, dry beans, peas and lentils, peanuts, sprouts, and mushrooms
- 7003 1 **Yes – Continue** 3 **No – Go to Section 8 on page 15**
5. In 2015, did this operation receive a(n):
- a. USDA individual Good Agricultural Practices (GAP) certification? 7110 1 **Yes** 3 **No**
- b. Other third party Good Agricultural Practices (GAP) certification? 7111 1 **Yes** 3 **No**

SECTION 8 PERSONAL CHARACTERISTICS

1. In 2015, did your household and extended family own more than 50% of this farming operation?

Select yes if more than 50% of the assets of this operation are owned by you (the principal operator), members of your household, and/or other persons related to you by blood, marriage, or adoption, including relatives not residing in your household. Consider only farm or ranch assets owned – not rented or leased – by this operation, and exclude the assets held by non-family landlords and contractors.

1600 1 Yes 3 No

2. In 2015, how many individuals were involved in the decisions for this operation (include family members and hired managers)? Enter the total number of men and the total number of women.

Exclude hired workers unless they were a hired manager or family member 1574

Number of Individuals Making Decisions	
Men	Women

3. Answer the following questions for up to four individuals who were involved in the decisions for this operation as of **December 31, 2015.**

	Person 1	Person 2	Person 3	Person 4
a. Is this person completing this form?	1610 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1611 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1612 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1613 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
b. Sex	1926 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female	1586 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female	1597 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female	1614 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female
c. What was this person's age on December 31, 2015?	1925 [] age	1585 [] age	1596 [] age	1615 [] age
d. Is this person of Hispanic, Latino or Spanish origin?	1927 Hispanic, Latino or Spanish origin 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1587 Hispanic, Latino or Spanish origin 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1598 Hispanic, Latino or Spanish origin 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1622 Hispanic, Latino or Spanish origin 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
e. Race	Mark one or more. 2701 <input type="checkbox"/> White 2702 <input type="checkbox"/> Black or African American 2703 <input type="checkbox"/> American Indian or Alaska Native. Specify tribe ↴ 2733 [] 2705 <input type="checkbox"/> Asian 2704 <input type="checkbox"/> Native Hawaiian or Other Pacific Islander	Mark one or more. 1801 <input type="checkbox"/> White 1802 <input type="checkbox"/> Black or African American 1803 <input type="checkbox"/> American Indian or Alaska Native. Specify tribe ↴ 1833 [] 1805 <input type="checkbox"/> Asian 1804 <input type="checkbox"/> Native Hawaiian or Other Pacific Islander	Mark one or more. 1901 <input type="checkbox"/> White 1902 <input type="checkbox"/> Black or African American 1903 <input type="checkbox"/> American Indian or Alaska Native. Specify tribe ↴ 1933 [] 1905 <input type="checkbox"/> Asian 1904 <input type="checkbox"/> Native Hawaiian or Other Pacific Islander	Mark one or more. 1616 <input type="checkbox"/> White 1617 <input type="checkbox"/> Black or African American 1618 <input type="checkbox"/> American Indian or Alaska Native. Specify tribe ↴ 1619 [] 1620 <input type="checkbox"/> Asian 1621 <input type="checkbox"/> Native Hawaiian or Other Pacific Islander
f. At which occupation did this person spend the majority (50 percent or more) of his/her worktime in 2015?	1928 Mark one. 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Other work 3 <input type="checkbox"/> Currently not in the paid workforce	1580 Mark one. 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Other work 3 <input type="checkbox"/> Currently not in the paid workforce	1591 Mark one. 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Other work 3 <input type="checkbox"/> Currently not in the paid workforce	1623 Mark one. 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Other work 3 <input type="checkbox"/> Currently not in the paid workforce
g. How many years in TOTAL has this person operated ANY farm?	1629 [] years	1630 [] years	1631 [] years	1632 [] years
h. Has this person ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?	1633 Mark one. 1 <input type="checkbox"/> Never served in the military 2 <input type="checkbox"/> Only on active duty for training in the Reserves or National Guard 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now	1634 Mark one. 1 <input type="checkbox"/> Never served in the military 2 <input type="checkbox"/> Only on active duty for training in the Reserves or National Guard 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now	1635 Mark one. 1 <input type="checkbox"/> Never served in the military 2 <input type="checkbox"/> Only on active duty for training in the Reserves or National Guard 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now	1636 Mark one. 1 <input type="checkbox"/> Never served in the military 2 <input type="checkbox"/> Only on active duty for training in the Reserves or National Guard 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now

SECTION 9 CONCLUSION

1. It is important that we do not have duplication on our list of farms and ranches. Is it possible the information on this form would be reported by another operation or under another name?

1080 **Yes** – please provide the name, phone number, and address below **No** – Go to Item 2

<p>Operation Name</p> <p>1088 <input style="width: 100%;" type="text"/></p>	<p>Operator Name</p> <p>1081 <input style="width: 100%;" type="text"/></p>	
<p>Phone Number</p> <p>1089 <input style="width: 100%;" type="text"/></p>	<p>Address</p> <p>1082 <input style="width: 100%;" type="text"/></p>	
<p>City</p> <p>1083 <input style="width: 100%;" type="text"/></p>	<p>State</p> <p>1084 <input style="width: 50px;" type="text"/></p>	<p>Zip Code</p> <p>1085 <input style="width: 100%;" type="text"/></p>

2. **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? **Yes** **No** 9990

<p>Respondent Name</p> <p>9912 <input style="width: 100%;" type="text"/></p>	<p>Phone</p> <p>9911 <input style="width: 100%;" type="text"/></p>	<p>Date MM-DD-YYYY</p> <p>9910 <input style="width: 100%; text-align: center;" type="text"/></p>
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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-Oth	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						
									<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #e0f0e0;"> <th colspan="4" style="text-align: center;">Optional Use</th> </tr> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> <tr> <td style="text-align: center;">9907</td> <td style="text-align: center;">9908</td> <td style="text-align: center;">9906</td> <td style="text-align: center;">9916</td> </tr> </table>				Optional Use		
Optional Use															
9907	9908	9906	9916												
						9921									

S/E Name