



United States Department of Agriculture  
National Agricultural Statistics Service  
Census and Survey Division



July 14, 2014

Marni Karlin  
Vice President of Governmental Affairs/General Counsel  
Organic Trade Association  
444 N. Capitol St. NW  
Suite 445A  
Washington, DC 20001

Dear Marni Karlin,

Thank you for your supporting comments regarding the Federal Register Notice of the 2014 Organic Survey. The survey is a collection of price information at the commodity level along with acreage, production, and sales data for a variety of organic crop and livestock commodities, and other information.

NASS is pleased to once again conduct the survey in 2014 and understand its importance to the organic and agricultural community. To improve the quality of the survey and its value to its end users, several additions have been made:

- In addition to certified organic producers, the sample size will include organic farmers and ranchers that were exempt from certification, as well as farmers transitioning to organic.
- Most questions from the 2008 Survey that were not added to the 2011 Survey have been added to this year's questionnaire. These include:
  - A question for transitioning cropland, transitioning pastureland, and transitioning rangeland acres
  - A section for floriculture crops, nursery crops, mushrooms, Christmas trees, and maple syrup
  - A question pertaining to organic sales as a percentage of all agricultural sales
  - A section for production expenses
  - A section for organic production practices
  - A question pertaining to production contracts
  - A question pertaining to local, regional, national, and international sales
  - A question pertaining to primary challenges as an organic producer
  - A section for acres under crop insurance
  - A question pertaining to the years involved in organic agricultural production
  - A question pertaining to a five-year production plan
  - A question pertaining to net household income from the production and sale of organic agricultural products
- The 2014 Organic Survey is now mandatory to complete.

The following items were already included in the questionnaire:

- Percent of organic sales from value-added products
- Direct to retail/consumer and wholesale market sales



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NASS recognizes the importance of the data and the knowledge behind the Organic Trade Association's use of the data to better inform their members. Thank you! We appreciate your interest and support.

Sincerely,

A handwritten signature in blue ink, appearing to read "Gina Geffrard". The signature is written in a cursive, flowing style.

Gina Geffrard  
Survey Administrator, 2014 Organic Survey

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