



## 2019 LOCAL FOOD MARKETING PRACTICES SURVEY

Form: ##-#####  
(##-##-####)

Project Code: ### QID: #####  
SMetaKey: ####



**National Agricultural  
Statistics Service**

**USDA/NASS**  
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1. In 2019, 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**;

0300 1  **Yes** – Continue                      3  **No** – Go to Section 9 on page 17

2. In 2019, did this operation **produce and sell** any crops, livestock, poultry, or agricultural products **directly to a(n)**:

a. **Consumer?** (Farmers markets, on-farm stores or farm stands, roadside stands or stores, CSA (Community Supported Agriculture), and online marketplaces)

0000 1  **Yes**    3  **No**

b. **Retail market?** (Supermarkets, supercenters, restaurants, caterers, independently owned grocery stores, and food cooperatives)

0000 1  **Yes**    3  **No**

c. **Institution?** (K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, and foodbanks)

0000 1  **Yes**    3  **No**

d. **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 processor)

0000 1  **Yes**    3  **No**

3. Did you answer YES to ANY of the questions in Question 2 (2a - 2d)?

0000 1  **Yes** – Continue                      3  **No** – Go to Section 9 on page 17

4. 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 2019 **food for humans to eat or drink**?

Include:

- Edible agricultural products for human consumption

Exclude:

- Hay
- Cut flowers

0302 1  **Yes** – Continue

3  **No** – Go to Section 9 on page 17





14. 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 2019? . . . . . 1161

Miles

15. Did this operation own this roadside stand or store?

1250 1  Yes 3  No

16. Was any of the food that this operation produced and sold directly to consumers in 2019 sold through a **CSA (Community Supported Agriculture)**?

1165 1  Yes – Continue 3  No – Go to Item 22

17. In 2019, was there food sold in this CSA that was produced by another operation?



1164 1  Yes – Continue 3  No – Go to Item 19

18. How many other operations produced food that was sold in this CSA in 2019?

1167 1  1-4 operations  
2  5 or more operations  
3  Don't know

19. Was the CSA pick-up site that this operation received the largest gross value of food sales from in 2019 located on this operation?

1168 1  Yes – Go to Item 21 3  No – Continue 4  CSA does not use pick-up sites – Go to Item 21

Miles

20. 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 2019? . . . . . 1169

21. Did this operation own this CSA?

1166 1  Yes 3  No

22. 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 2019 sold through an **online marketplace**?

1172 1  Yes – Continue 3  No – Go to Item 25

Percent

23. What percent of this operation's online sales of food in 2019 were sold directly to consumers living either within the same state as this operation or a 400-mile radius of this operation? . . . . . 1173

24. Did this operation own this online marketplace?

1174 1  Yes 3  No

25. In 2019, 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 27 on page 5

26. 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 2019? 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.)





3. The rest of the questions in this section are only about the food produced and sold **directly to retail markets** in 2019.

4. Was any of the food that this operation produced and sold directly to consumers in 2019 sold through a **supermarket or supercenter**?

2002 1  **Yes** – Continue                      3  **No** – Go to Item 6

5. 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 2019? . . . . . 2003

Miles

6. Was any of the food that this operation produced and sold directly to a retail market in 2019 sold to a **restaurant or caterer**?

2005 1  **Yes** – Continue                      3  **No** – Go to Item 8

7. 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 2019? . . . . . 2006

Miles

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

Year (YYYY)

9. Report the **total gross value of sales** this operation received for the unprocessed and processed food it produced and sold directly to **retail markets** in 2019. Report by the market through which the product was sold.

**Processed food** products (also known as value-added food products) are products that have been altered or packaged before being sold to the consumer.

Exclude:

- Non-edible agricultural products.
- Products purchased and resold.

Direct-to-Retail Market	Fresh Fruit and Vegetable Sales		Meat, Farmed Seafood and Egg Sales		Milk and Dairy Product Sales		Other Processed Food Product Sales		Total	
	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)
a. Supermarkets or supercenters	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
b. Restaurants or caterers	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
c. Other direct-to-retail market (independently owned grocery stores, food cooperatives, small food stores, corner stores) Specify: <sup>6014</sup> _____	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000



11. Report the **total gross value of sales** this operation received for the unprocessed and processed food it produced and sold directly to **institutions** in 2019. Report by the market through which the product was sold.

**Processed food** products (also known as value-added food products) are products that have been altered or packaged before being sold to the consumer.

Exclude:

- Non-edible agricultural products.
- Products purchased and resold.

Direct-to-Institution Market	Fresh Fruit and Vegetable Sales		Meat, Farmed Seafood and Egg Sales		Milk and Dairy Product Sales		Other Processed Food Product Sales		Total	
	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)
a. K-12 schools	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
b. Colleges and universities	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
c. Hospitals	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
d. Other direct-to-institution market (workplace cafeterias, prisons, preschools, food banks, gleaners, senior care facilities) Specify: <small>3018</small> _____										

### 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 2019, 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 10**

2. Were any of the products that this operation produced and sold directly to an intermediate market in 2019 **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 10**

3. Report the type(s) of intermediate markets this operation sold to in 2019 and if that intermediate market sold these product(s) as a locally- and/or regionally-branded product(s).

Intermediate Market	Did this intermediate market sell these product(s) as locally- and/or regionally-branded product(s)?		
0000 <input type="checkbox"/> Distributors	0000 1 <input type="checkbox"/> Yes	3 <input type="checkbox"/> No	2 <input type="checkbox"/> Don't Know
0000 <input type="checkbox"/> Food hubs	0000 1 <input type="checkbox"/> Yes	3 <input type="checkbox"/> No	2 <input type="checkbox"/> Don't Know
0000 <input type="checkbox"/> Brokers	0000 1 <input type="checkbox"/> Yes	3 <input type="checkbox"/> No	2 <input type="checkbox"/> Don't Know
0000 <input type="checkbox"/> Auction houses	0000 1 <input type="checkbox"/> Yes	3 <input type="checkbox"/> No	2 <input type="checkbox"/> Don't Know
0000 <input type="checkbox"/> Wholesale and terminal markets	0000 1 <input type="checkbox"/> Yes	3 <input type="checkbox"/> No	2 <input type="checkbox"/> Don't Know
0000 <input type="checkbox"/> Food processors	0000 1 <input type="checkbox"/> Yes	3 <input type="checkbox"/> No	2 <input type="checkbox"/> Don't Know
0000 <input type="checkbox"/> Other, specify: _____	0000 1 <input type="checkbox"/> Yes	3 <input type="checkbox"/> No	2 <input type="checkbox"/> Don't Know



4. The rest of the questions in this section are only about the food produced and sold directly to an intermediate market in 2019.

5. 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 2019? . . . . . 4003

Miles

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

Year (YYYY)				
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px; text-align: center;">_</td> <td style="width: 25%; height: 20px; text-align: center;">_</td> <td style="width: 25%; height: 20px; text-align: center;">_</td> <td style="width: 25%; height: 20px; text-align: center;">_</td> </tr> </table>	_	_	_	_
_	_	_	_	

7. Report the **total gross value of sales** this operation received for the unprocessed and processed food it produced and sold directly to **intermediate markets** in 2019. Report by the market through which the product was sold.

**Processed food** products (also known as value-added food products) are products that have been altered or packaged before being sold to the consumer.

Exclude:

- Non-edible agricultural products.
- Products purchased and resold.



Direct-to-Intermediate Market	Fresh Fruit and Vegetable Sales		Meat, Farmed Seafood and Egg Sales		Milk and Dairy Product Sales		Other Processed Food Product Sales		Total	
	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)	Mark "X" if none	(Dollars)
a. Distributers	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
b. Food hubs	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
c. Brokers	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
d. Auction houses	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
e. Wholesale and terminal markets	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
f. Food processors	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000
g. Other, specify: <small>0000</small> _____	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000	<input type="checkbox"/>	0000

**SECTION 5 OTHER INFORMATION**

1. In 2019, 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  \$1 - 999      5  \$10,000 - 24,999      8  \$100,000 - 249,999      11  \$1,000,000 - 2,499,999  
 2  \$1,000 - 2,499      6  \$25,000 - 49,999      9  \$250,000 - 499,999      12  \$2,500,000 - 4,999,999  
 3  \$2,500 - 4,999      7  \$50,000 - 99,999      10  \$500,000 - 999,999      13  \$5,000,000 and over  
 4  \$5,000 - 9,999

2. In 2019, 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)		<b>100%</b>

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 2019 **NOT food for humans to eat or drink**?

- |                |                    |                |  |
|----------------|--------------------|----------------|--|
| <b>INCLUDE</b> |                    | <b>EXCLUDE</b> |  |
| • Hay          | • Christmas trees  | • Live animals | • Edible agricultural products for human consumption |
| • Cut flowers  | • Nursery products | • Wool         |  |

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

4. In 2019, 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 2019, 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?

0055	Principal County Name	0060	State



8. From which of the following categories of crops and livestock did this operation produce and sell an agricultural product in 2019, 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. <b>Grains, Oilseeds, Dry Beans, and Dry Peas</b> (corn, flaxseed, grain silage and forage, grains and oilseeds, popcorn, rice, small grains, sorghum, soybeans, sunflowers, straw, etc.)	5050 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5052 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
b. <b>Tobacco</b>	5053 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	
c. <b>Cotton and Cottonseed</b>	5056 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	
d. <b>Vegetables, Melons, Potatoes, and Sweet Potatoes</b> (beets, cabbage, cantaloupes, pumpkins, sweet corn, tomatoes, watermelons, vegetable seeds, etc.)	5059 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5061 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
e. <b>Fruit, Tree Nuts, and Berries</b> (almonds, apples, blueberries, cherries, grapes, hazelnuts, kiwifruit, oranges, pears, pecans, strawberries, walnuts, etc.)	5062 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5064 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
f. <b>Nursery, Greenhouse, Floriculture, and Sod</b> (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"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5067 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
g. <b>Cut Christmas Trees and Short Rotation Woody Crops</b>	5068 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	
h. <b>Other Crops, Hay, CRP, and Pasture</b> (grass seed, hay and grass silage, hops, maple syrup, mint, peanuts, sugarcane, sugarbeets, CRP, etc.)	5071 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5073 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
i. <b>Hogs and Pigs</b>	5074 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5076 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
j. <b>Milk and Other Dairy Products from Cows</b>	5077 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5079 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
k. <b>Cattle and Calves</b> (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"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5082 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
l. <b>Sheep, Goats, and their Products</b>	5083 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5085 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
m. <b>Horses, Ponies, and Mules</b> (burros and donkeys)	5086 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	
n. <b>Poultry and Eggs</b> (broilers, chickens, turkeys, ducks, eggs, emus, geese, hatchlings ostriches, pigeons, pheasants, quail, poultry products, etc.)	5089 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5091 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
o. <b>Aquaculture</b> (catfish, trout, ornamental and other fish, mollusks, crustaceans, etc.)	5092 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5094 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>
p. <b>Other Animals and Other Animal Products</b> (bees, honey, rabbits, fur-bearing animals, semen, manure, other animal specialties, etc.)	5095 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>	5097 1 <input type="checkbox"/> <b>Yes</b> 3 <input type="checkbox"/> <b>No</b>



9. Please classify the operation in terms of the gross value of sales and government agricultural payments in 2019.

- Include sales of all crops, livestock, poultry, and livestock products (milk, eggs, etc.) sold in 2019.
- Include the value of hay, silage, and other crops harvested, but not sold.
- Include the value of all crops, livestock, and poultry produced under contract in 2019.
- Include landlord's share of government payments and crops sold in 2019.
- Exclude dollars received on land rented to others.

0860

- 99  None during 2019
- 1  \$1 – \$999
- 2  \$1,000 – \$2,499
- 3  \$2,500 – \$4,999
- 4  \$5,000 – \$9,999
- 5  \$10,000 – \$24,999
- 6  \$25,000 – \$49,999
- 7  \$50,000 – \$99,999
- 8  \$100,000 – \$249,999
- 9  \$250,000 – \$499,999
- 10  \$500,000 – \$999,999
- 11  \$1,000,000 – \$2,499,999
- 12  \$2,500,000 – \$4,999,999
- 13  \$5,000,000 and over

10. Is the reported gross value of sales less than \$1,000?

- 0865 1  **Yes** – Continue                      3  **No** – Go to Item 12 on page 13

11. Record all crops, land uses, and livestock or poultry on the total acres operated in 2019.

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

  

OFFICE USE	
Total Points	Pasture Points
0861	0869

<b>Dollars</b>

12. What were this operation's total expenses in 2019? ..... 1936

13. Report **marketing expenses** paid by this operation in 2019 for the food produced and sold directly to consumers, a retail market, an institution, or an intermediate market in 2019. 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
<b>Total Marketing Expenses (Sum of Items 13a through 13f)</b>		6107



## SECTION 6 PRACTICES

1. At any time during 2019, did this operation have internet access, either on the operation or at the principal producer's residence?  
 5013 1  **Yes** 3  **No**
2. In 2019, 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 2019, did this operation have a farm business website?  
 5019 1  **Yes – Continue** 3  **No – Go to Item 5**
4. In 2019, 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. In 2019, did this operation use social media to:
- a. provide information about the farm to consumers . . . . . 0000 1  **Yes** 3  **No**
- b. provide market channels where consumers can buy its products . . . . . 0000 1  **Yes** 3  **No**
6. Did this operation participate in the following USDA programs in 2019?
- 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. Federal crop insurance, other than Whole-Farm Revenue Protection . . . . . 0000 1  **Yes** 3  **No**
- e. Environmental Quality Incentives Program (EQIP). . . . . 5026 1  **Yes** 3  **No**
- f. Value-Added Producer Grant Program . . . . . 5027 1  **Yes** 3  **No**
- g. Other, specify: \_\_\_\_\_ . . . . . 0000 1  **Yes** 3  **No**
7. In 2019, 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**
8. Was this operation a member of a cooperative in 2019? . . . . . 5042 1  **Yes** 3  **No**
9. In 2019, did this operation participate in agritourism? . . . . . 0000 1  **Yes** 3  **No**





**SECTION 7 THIRD-PARTY CERTIFICATION AND FOOD SAFETY**

1. In 2019, 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  
Specify: \_\_\_\_\_ 7104 1  **Yes** 3  **No**
  
2. Did this operation have a food safety plan that covered produce in 2019?  
**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 2019?  
**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 16**
  
5. In 2019, 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?  
Specify: \_\_\_\_\_ 7111 1  **Yes** 3  **No**

## SECTION 8 PERSONAL CHARACTERISTICS

1. In 2019, 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 producer), 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  Yes  No

2. In 2019, 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.

Number of Individuals Making Decisions	
Men	Women

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

3. Answer the following questions for up to four individuals who were involved in the decisions for this operation as of **December 31, 2019.**

	Person 1	Person 2	Person 3	Person 4
a. Is this person completing this form? . . . . .	1610 <input type="checkbox"/> Yes <input type="checkbox"/> No	1611 <input type="checkbox"/> Yes <input type="checkbox"/> No	1612 <input type="checkbox"/> Yes <input type="checkbox"/> No	1613 <input type="checkbox"/> Yes <input type="checkbox"/> No
b. Sex . . . . .	1926 <input type="checkbox"/> Male <input type="checkbox"/> Female	1586 <input type="checkbox"/> Male <input type="checkbox"/> Female	1597 <input type="checkbox"/> Male <input type="checkbox"/> Female	1614 <input type="checkbox"/> Male <input type="checkbox"/> Female
c. What was this person's age on December 31, 2019? . . . . .	1925 [ ] age	1585 [ ] age	1596 [ ] age	1615 [ ] age
d. Is this person of Hispanic, Latino or Spanish origin? . . . . .	1927 Hispanic, Latino or Spanish origin <input type="checkbox"/> Yes <input type="checkbox"/> No	1587 Hispanic, Latino or Spanish origin <input type="checkbox"/> Yes <input type="checkbox"/> No	1598 Hispanic, Latino or Spanish origin <input type="checkbox"/> Yes <input type="checkbox"/> No	1622 Hispanic, Latino or Spanish origin <input type="checkbox"/> Yes <input type="checkbox"/> No
e. Race . . . . .	<b>Mark one or more.</b> 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	<b>Mark one or more.</b> 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	<b>Mark one or more.</b> 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	<b>Mark one or more.</b> 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 2019? . . . . .	1928 <b>Mark one.</b> 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 <b>Mark one.</b> 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 <b>Mark one.</b> 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 <b>Mark one.</b> 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 <b>TOTAL</b> has this person operated <b>ANY</b> 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 <b>Mark one.</b> 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 <b>Mark one.</b> 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 <b>Mark one.</b> 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 <b>Mark one.</b> 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

Operation Name Operator Name

1088  1081

Phone Number Address

1089  1082

City State Zip Code

1083  1084  1085

2. **Survey Results:** To receive the complete results of this survey on the release date, go to [www.nass.usda.gov/results/](http://www.nass.usda.gov/results/)

Would you rather have a brief summary sent to you at a later date?  **Yes**  **No** 9990

Respondent Name Phone Date MM-DD-YYYY

9912  9911  9910

**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  <b>R. Unit</b> 9921	9985	9989  _____			
						<b>Optional Use</b>			
						9907	9908	9906	9916

S/E Name