

FARM TECHNOLOGY SURVEY

OMB No. 0535-NEW

B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

- 1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection has been conducted previously, include the actual response rate achieved during the last collection.**

The universe is all active agricultural operations in Hawaii. The universe includes crop and livestock operations. The universe is determined by active farms on the NASS List Frame for Hawaii. Phone follow-up contacts for non-respondents will be done to ensure a high level of coverage for each grouping by size of farm.

This is a new information collection.

- 2. Describe the procedures for the collection of information including:**
 - **statistical methodology for stratification and sample selection,**
 - **estimation procedure,**
 - **degree of accuracy needed for the purpose described in the justification,**
 - **unusual problems requiring specialized sampling procedures**

Overview – As with all NASS surveys, the goal is to collect data from at least 80% of the records sampled and more importantly, achieve a weighted unit response rate of at least 70% of the production data or production area. We utilize mail, phone interviews, and if funded, Computer Aided Self Interviewing (CASI) to collect data. In our ongoing effort to collect quality data in a timely and economic manner, NASS utilizes mail as the first method of data collection (with a CASI option, if funded) with phone interview follow up for non-response. With limited funds for extensive data collection, phone enumeration is targeted for non-response.

Sampling – The target population for this survey is active agricultural operations in Hawaii. The list frame includes all known agricultural establishments. A profile,

known as control data, of each establishment is maintained on the list frame to allow NASS to define list frame sampling populations for specific surveys and to employ efficient sampling designs. For this survey, the sampling frame will be implicitly sorted by farmtype and value of sales before a systematic sample is selected. A sample size of approximately 2,000 operators will be selected for this survey.

- 3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.**

Regional Field Office staff routinely visit producers and industry organizations to promote the programs and importance of cooperating. NASS maintains a presence at National industry meetings, often setting up promotional booths at trade shows. Occasionally, letters of endorsement are obtained from industry leaders. Most States conduct a full non-response follow up.

NASS relies on multiple modes for collecting data. The questionnaires are mailed to the respondents who can either return them by postage paid envelope, email, fax, Computer Aided Self Interviewing (if funded), or telephone. If we have not received a response within the allotted time, phone enumerators will be used to contact the respondents.

- 4. Describe any tests of procedures or methods to be undertaken.**

Data will be analyzed after each survey to determine if cognitive testing is needed prior to the next survey.

- 5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.**

Population and sample sizes for each State are reviewed by the Agency's Sampling, Editing and Imputation Methodology Branch, Methods Division; Branch Chief is Mark Apodaca (202) 720-5805.

The NASS survey administration, data collection, estimation, and publication are carried out by NASS Regional Field Offices; Western Field Operation's Director is Troy Joshua, (202) 720-8220. The survey administrators are responsible for coordination of sampling, questionnaires, documentation, training, data processing.

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