

2020 LOCAL FOOD MARKETING PRACTICES SURVEY

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Your report is due by February 16, 2021.

-
1. In 2020, did this operation (name on label) –
 - grow any **crops**, including field crops, fruit, 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 10

 2. During 2020, did this operation **produce and sell** any crops, livestock, poultry, or agricultural products **directly to** –
 - a. **consumers** (individuals who purchased your products from farmers markets, on-farm stores or farm stands, roadside stands or stores, CSAs [Community Supported Agriculture], online marketplaces, etc.)?
0310 1 Yes 3 No
 - b. **retail markets** (supermarkets, supercenters, restaurants, caterers, independently owned grocery stores, food cooperatives, etc.)?
0311 1 Yes 3 No
 - c. **institutions** (K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, foodbanks, etc.)?
0312 1 Yes 3 No
 - d. **intermediate markets** (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, food processors, etc.)?
0313 1 Yes 3 No

 3. Did you answer YES to ANY of the questions in item 2 (2a - 2d)?
0301 1 Yes - Continue 3 No - Go to Section 10

4. Were any of the products that this operation produced and sold directly to consumers, retail markets, institutions, or intermediate markets in 2020, **food for humans to eat or drink**?

INCLUDE **processed** food products (also known as value-added food products) produced by this operation.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- products purchased and resold

0302 ₁ Yes - Continue

₃ No - Go to Section 10

Section 1 – Direct-to-Consumer Sales

1. During 2020, did this operation **produce and sell** any crops, livestock, poultry, or agricultural products **DIRECTLY TO CONSUMERS**?

INCLUDE

- farmers markets
- on-farm stores or farm stands located on this operation
- roadside stands or stores located off of this operation
- CSAs (Community Supported Agriculture)
- online marketplaces
- other direct-to-consumer markets (pick-your-own, mobile market, etc.)

EXCLUDE

- products purchased and resold
- products produced and sold directly to retail markets (Section 2), institutions (Section 3), or intermediate markets (Section 4)

1150 ₁ Yes - Continue

₃ No - Go to Section 2

2. Were any of the products that this operation produced and sold directly to consumers in 2020, **food for humans to eat or drink**?

INCLUDE **processed** food products (also known as value-added food products) produced by this operation.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- products purchased and resold

1151 ₁ Yes - Continue

₃ No - Go to Section 2

3. The rest of the questions in this section are about the food produced and sold **directly to consumers** in 2020.

4. Was any of the food that this operation produced and sold directly to consumers in 2020, sold through a **farmers market**?

1152 ₁ Yes - Continue

₃ No - Go to item 7

5. At how many separate farmers market locations did this operation sell food that it produced in 2020? Report each location only once.....

Number
1153

6. Approximately how many miles (one way) was this operation located from the farmers market from which it received the largest gross value of food sales in 2020?.....

Miles
1154

7. Was any of the food that this operation produced and sold directly to consumers in 2020, sold through an **on-farm store or farm stand located on this operation**?

EXCLUDE roadside stands or stores located off of this operation.

1156 ₁ Yes - Continue

₃ No - Go to item 10

8. In 2020, was there food sold at this on-farm store or farm stand that was produced by another operation?

1157 ₁ Yes - Continue

₃ No - Go to item 10

9. How many other operations produced food that was sold at this on-farm store or farm stand in 2020?

- 1158 1 1-4 operations
- 2 5 or more operations
- 3 Don't know

10. Was any of the food that this operation produced and sold directly to consumers in 2020, sold through a **roadside stand or store NOT located on this operation**?

EXCLUDE on-farm stores or farm stands, and farmers market stands.

- 1159 1 Yes - Continue
- 3 No - Go to item 16

11. At how many total roadside stands or stores NOT located on this operation did this operation sell food that it produced in 2020?.....

Number
1160

12. In 2020, was there food sold at these roadside stands or stores that was produced by another operation?

- 1163 1 Yes - Continue
- 3 No - Go to item 14

13. How many other operations produced food that was sold at these roadside stands or stores in 2020?

- 1162 1 1-4 operations
- 2 5 or more operations
- 3 Don't know

14. Did this operation own any of these roadside stands or stores?

- 1250 1 Yes
- 3 No

15. Approximately how many miles (one way) was this operation located from the roadside stand or store located off of this operation from which it received the largest gross value of food sales in 2020?.....

Miles
1161

16. Was any of the food that this operation produced and sold directly to consumers in 2020, sold through a **CSA (Community Supported Agriculture)**?

- 1165 1 Yes - Continue
- 3 No - Go to item 22

17. In 2020, 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 2020?

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

19. Was the CSA pick-up site from which this operation received the largest gross value of sales in 2020, 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

20. Approximately how many miles (one way) was this operation located from the CSA pick-up site from which it received the largest gross value of food sales in 2020?.....

Miles
1169

21. Did this operation own this CSA?

- 1166 1 Yes
- 3 No

22. An **online marketplace** is a web-based platform designed for selling goods and processing financial transactions. Was any of the food that this operation produced and sold directly to consumers in 2020, sold through an **online marketplace**?

- 1172 1 Yes - Continue
- 3 No - Go to item 26

23. What percent of this operation's online sales of food in 2020 were from food sold directly to consumers living within either the same state as this operation or a 400-mile radius of this operation?.....

Percent

1173

24. Did this operation own this online marketplace?

1174 1 Yes

3 No

Year (YYYY)

1171

25. In what year did this operation first produce and sell food directly to an online marketplace?.....

26. In 2020, 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 28

27. 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 2020? Mark all that apply.

1310 Farmers markets

1311 On-farm stores or farm stands located **on** this operation

1312 Roadside stands or stores located **off** of this operation

1313 CSAs

1314 Online marketplaces

1315 Other direct-to-consumer markets (pick-your-own, mobile markets, etc.)

Year (YYYY)

1177

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

29. Report the **total gross value of sales** this operation received for the unprocessed and processed food it produced and sold directly to **consumers** in 2020. Report by the market through which the product was sold in the table below.

Processed food products (also known as value-added food products) are food products that have been altered or packaged before being sold to the consumer. Examples include honey, canned or preserved vegetables, jam, jelly, wine, juice, and cider.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- products purchased and resold

Direct-to-Consumer Market	Fresh Fruit and Vegetable Sales		Meat, Farmed Seafood, and Egg Sales		Milk and Dairy Product Sales		Other Processed Food Product Sales (honey, jam, etc.)		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. Farmers markets	<input type="checkbox"/>	1178	<input type="checkbox"/>	1278	<input type="checkbox"/>	1378	<input type="checkbox"/>	1478	<input type="checkbox"/>	1878
b. On-farm stores or farm stands located on this operation	<input type="checkbox"/>	1180	<input type="checkbox"/>	1280	<input type="checkbox"/>	1380	<input type="checkbox"/>	1480	<input type="checkbox"/>	1880
c. Roadside stands or stores located off of this operation	<input type="checkbox"/>	1182	<input type="checkbox"/>	1282	<input type="checkbox"/>	1382	<input type="checkbox"/>	1482	<input type="checkbox"/>	1882
d. CSAs	<input type="checkbox"/>	1184	<input type="checkbox"/>	1284	<input type="checkbox"/>	1384	<input type="checkbox"/>	1484	<input type="checkbox"/>	1884
e. Online marketplaces	<input type="checkbox"/>	1186	<input type="checkbox"/>	1286	<input type="checkbox"/>	1386	<input type="checkbox"/>	1486	<input type="checkbox"/>	1886
f. Other direct-to-consumer markets (pick-your-own, mobile markets, etc.) Specify: ¹¹⁸⁸ _____	<input type="checkbox"/>	1189	<input type="checkbox"/>	1289	<input type="checkbox"/>	1389	<input type="checkbox"/>	1489	<input type="checkbox"/>	1889

Section 2 – Direct-to-Retail Market Sales

1. During 2020, did this operation **produce and sell** any crops, livestock, poultry, or agricultural products **DIRECTLY TO RETAIL MARKETS**?

INCLUDE

- supermarkets or supercenters
- restaurants or caterers
- other direct-to-retail markets (independently owned grocery stores, food cooperatives, small food stores, corner stores, etc.)

EXCLUDE

- products purchased and resold
- products produced and sold directly to consumers (Section 1), institutions (Section 3), or intermediate markets (Section 4)

2000 1 Yes - Continue

3 No - Go to Section 3

2. Were any of the products that this operation produced and sold directly to retail markets in 2020, **food for humans to eat or drink**?

INCLUDE **processed** food products (also known as value-added food products) produced by this operation.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- products purchased and resold

2001 1 Yes - Continue

3 No - Go to Section 3

3. The rest of the questions in this section are about the food produced and sold **directly to retail markets** in 2020.

4. Was any of the food that this operation produced and sold directly to retail markets in 2020, 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 from which it received the largest gross value of food sales in 2020?.....

Miles

2003

6. Was any of the food that this operation produced and sold directly to retail markets in 2020, 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 from which it received the largest gross value of food sales in 2020?.....

Miles

2006

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

Year (YYYY)

6009

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 2020. Report by the market through which the product was sold in the table below.

Processed food products (also known as value-added food products) are food products that have been altered or packaged before being sold to the retail market. Examples include honey, canned or preserved vegetables, jam, jelly, wine, juice, and cider.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- 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 (honey, jam, etc.)		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"/>	6010	<input type="checkbox"/>	2101	<input type="checkbox"/>	2102	<input type="checkbox"/>	2103	<input type="checkbox"/>	2104
b. Restaurants or caterers	<input type="checkbox"/>	6012	<input type="checkbox"/>	2106	<input type="checkbox"/>	2107	<input type="checkbox"/>	2108	<input type="checkbox"/>	2109
c. Other direct-to-retail markets (independently owned grocery stores, food cooperatives, small food stores, corner stores, etc.) Specify: ⁶⁰¹⁴ _____	<input type="checkbox"/>	6015	<input type="checkbox"/>	2111	<input type="checkbox"/>	2112	<input type="checkbox"/>	2113	<input type="checkbox"/>	2114

Section 3 – Direct-to-Institution Sales

1. During 2020, did this operation **produce and sell** any crops, livestock, poultry, or agricultural products **DIRECTLY TO INSTITUTIONS**?

INCLUDE

- K-12 schools
- colleges and universities
- hospitals
- other direct-to-institution markets (workplace cafeterias, prisons, preschools, food banks, gleaners, senior care facilities, etc.)

EXCLUDE

- products purchased and resold
- products produced and sold directly to consumers (Section 1), retail markets (Section 2), or intermediate markets (Section 4)

3000 ₁ Yes - Continue

₃ No - Go to Section 4

2. Were any of the products that this operation produced and sold directly to institutions in 2020, **food for humans to eat or drink**?

INCLUDE processed food products (also known as value-added food products) produced by this operation.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- products purchased and resold

3001 ₁ Yes - Continue

₃ No - Go to Section 4

3. The rest of the questions in this section are about the food produced and sold **directly to institutions** in 2020.

4. Was any of the food that this operation produced and sold directly to institutions in 2020, sold through a **K-12 school**?

3002 1 Yes - Continue 3 No - Go to item 6

5. Approximately how many miles (one way) was this operation located from the K-12 school from which it received the largest gross value of food sales in 2020?.....

Miles

3003

6. Was any of the food that this operation produced and sold directly to institutions in 2020, sold to a **college or university**?

3005 1 Yes - Continue 3 No - Go to item 8

7. Approximately how many miles (one way) was this operation located from the college or university from which it received the largest gross value of food sales in 2020?.....

Miles

3006

8. Was any of the food that this operation produced and sold directly to institutions in 2020, sold to a **hospital**?

3008 1 Yes - Continue 3 No - Go to item 10

9. Approximately how many miles (one way) was this operation located from the hospital from which it received the largest gross value of food sales in 2020?.....

Miles

3009

10. In what year did this operation first produce and sell food directly to **institutions**?.....

Year (YYYY)

3011
_ _ _ _

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 2020. Report by the market through which the product was sold in the table below.

Processed food products (also known as value-added food products) are food products that have been altered or packaged before being sold to the institution. Examples include honey, canned or preserved vegetables, jam, jelly, wine, juice, and cider.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- 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 (honey, jam, etc.)		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"/>	3012	<input type="checkbox"/>	3031	<input type="checkbox"/>	3032	<input type="checkbox"/>	3033	<input type="checkbox"/>	3034
b. Colleges and universities	<input type="checkbox"/>	3014	<input type="checkbox"/>	3036	<input type="checkbox"/>	3037	<input type="checkbox"/>	3038	<input type="checkbox"/>	3039
c. Hospitals	<input type="checkbox"/>	3016	<input type="checkbox"/>	3041	<input type="checkbox"/>	3042	<input type="checkbox"/>	3043	<input type="checkbox"/>	3044
d. Other direct-to-institution markets (workplace cafeterias, prisons, preschools, food banks, gleaners, senior care facilities, etc.) Specify: ³⁰¹⁸ _____	<input type="checkbox"/>	3019	<input type="checkbox"/>	3046	<input type="checkbox"/>	3047	<input type="checkbox"/>	3048	<input type="checkbox"/>	3049

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.

During 2020, did this operation **produce and sell** any crops, livestock, poultry, or agricultural products **DIRECTLY TO INTERMEDIATE MARKETS** which sold them as locally- or regionally-branded products?

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 consumers (Section 1), retail markets (Section 2), or institutions (Section 3)
- intermediate markets that **do not** market locally- and/or regionally-branded products

4000 ₁ Yes - Continue

₃ No - Go to Section 5

2. Were any of the products that this operation produced and sold directly to intermediate markets in 2020, **food for humans to eat or drink**?

INCLUDE **processed** food products (also known as value-added food products) produced by this operation.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- products purchased and resold

4001 ₁ Yes - Continue

₃ No - Go to Section 5

3. Report the type(s) of intermediate markets this operation sold to in 2020 and indicate if the intermediate markets sold those products as locally- and/or regionally-branded products by marking the appropriate boxes below. Mark all intermediate market types that apply.

Intermediate Market Type	Did the intermediate market(s) sell these products as locally- and/or regionally-branded products?
4020 <input type="checkbox"/> Distributors	4021 ₁ <input type="checkbox"/> Yes ₃ <input type="checkbox"/> No ₂ <input type="checkbox"/> Don't Know
4022 <input type="checkbox"/> Food hubs	4023 ₁ <input type="checkbox"/> Yes ₃ <input type="checkbox"/> No ₂ <input type="checkbox"/> Don't Know
4024 <input type="checkbox"/> Brokers	4025 ₁ <input type="checkbox"/> Yes ₃ <input type="checkbox"/> No ₂ <input type="checkbox"/> Don't Know
4026 <input type="checkbox"/> Auction houses	4027 ₁ <input type="checkbox"/> Yes ₃ <input type="checkbox"/> No ₂ <input type="checkbox"/> Don't Know
4028 <input type="checkbox"/> Wholesale and terminal markets	4029 ₁ <input type="checkbox"/> Yes ₃ <input type="checkbox"/> No ₂ <input type="checkbox"/> Don't Know
4030 <input type="checkbox"/> Food processors	4031 ₁ <input type="checkbox"/> Yes ₃ <input type="checkbox"/> No ₂ <input type="checkbox"/> Don't Know
4032 <input type="checkbox"/> Other, specify: ⁴⁰³³ _____	4034 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 about the food produced and sold **directly to intermediate markets** in 2020.

5. Approximately how many miles (one way) was this operation located from the intermediate market from which it received the largest gross value of food sales in 2020?..... Miles

4003

6. In what year did this operation first produce and sell food directly to **intermediate markets**?..... Year (YYYY)

4014

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 2020. Report by the market through which the product was sold in the table below.

Processed food products (also known as value-added food products) are food products that have been altered or packaged before being sold to the intermediate market. Examples include honey, canned or preserved vegetables, jam, jelly, wine, juice, and cider.

EXCLUDE

- non-edible products such as hay, cut flowers not intended for consumption, Christmas trees, and nursery products
- commodities produced under production contracts
- 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 (honey, jam, etc.)		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. Distributors	<input type="checkbox"/>	4050	<input type="checkbox"/>	4051	<input type="checkbox"/>	4052	<input type="checkbox"/>	4053	<input type="checkbox"/>	4054
b. Food hubs	<input type="checkbox"/>	4055	<input type="checkbox"/>	4056	<input type="checkbox"/>	4057	<input type="checkbox"/>	4058	<input type="checkbox"/>	4059
c. Brokers	<input type="checkbox"/>	4060	<input type="checkbox"/>	4061	<input type="checkbox"/>	4062	<input type="checkbox"/>	4063	<input type="checkbox"/>	4064
d. Auction houses	<input type="checkbox"/>	4065	<input type="checkbox"/>	4066	<input type="checkbox"/>	4067	<input type="checkbox"/>	4068	<input type="checkbox"/>	4069
e. Wholesale and terminal markets	<input type="checkbox"/>	4070	<input type="checkbox"/>	4071	<input type="checkbox"/>	4072	<input type="checkbox"/>	4073	<input type="checkbox"/>	4074
f. Food processors	<input type="checkbox"/>	4075	<input type="checkbox"/>	4076	<input type="checkbox"/>	4077	<input type="checkbox"/>	4078	<input type="checkbox"/>	4079
g. Other, specify: ⁴⁰⁸⁰ _____	<input type="checkbox"/>	4081	<input type="checkbox"/>	4082	<input type="checkbox"/>	4083	<input type="checkbox"/>	4084	<input type="checkbox"/>	4085

Section 5 – Other Information

1. In 2020, what was this operation's total gross value of food sales for the food it produced and sold directly to consumers, retail markets, institutions, or intermediate markets? 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 2020, approximately what percent of this operation's **food sales** were from food sold directly to consumers, retail markets, institutions, or intermediate markets within the following distance from the operation?

		Percent
a. 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, retail markets, institutions, or intermediate markets in 2020, **NOT food for humans to eat or drink?**

INCLUDE

- hay
- cut flowers not intended for consumption
- Christmas trees
- nursery products
- live animals
- wool

EXCLUDE edible agricultural products for human consumption.

5011 Yes - Continue

No - Go to item 5

Dollars

4. In 2020, 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

5. In 2020, how many acres did this operation –

Acres

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

6. Calculate item 5a + 5b - 5c. Then the total acres operated in 2020 was..... =

0900

7. For 2020, report the (1) overall agricultural products this operation produced and sold, and (2) agricultural products this operation specifically produced and sold for food to consumers, retail markets, institutions, and/or intermediate markets.

Crops and Livestock	(1) Overall agricultural products produced and sold in 2020	(2) Agricultural products produced and sold for food to consumers, retail markets, institutions, and/or intermediate markets in 2020
a. Grains, oilseeds, dry beans, and dry peas (corn, flaxseed, grain silage and forage, grains and oilseeds, popcorn, rice, small grains, sorghum, soybeans, sunflower 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

Crops and Livestock	(1) Overall agricultural products produced and sold in 2020	(2) Agricultural products produced and sold for food to consumers, retail markets, institutions, and/or intermediate markets in 2020
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, 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

8. Please classify this operation in terms of the gross value of sales and government agricultural payments in 2020.

INCLUDE

- sales of all crops, livestock, poultry, and livestock products (milk, eggs, etc.) sold in 2020
- the value of hay, silage, and other crops harvested in 2020, but not sold
- the value of all crops, livestock, and poultry produced under contract in 2020
- landlord's share of government payments and crops sold in 2020

EXCLUDE dollars received on land rented to others.

- 0860 1 \$0 - \$999
 2 \$1,000 - \$9,999
 3 \$10,000 - \$49,999
 4 \$50,000 - \$99,999
 5 \$100,000 - \$249,999
 6 \$250,000 - \$499,999
 7 \$500,000 - \$999,999
 8 \$1,000,000 - \$4,999,999
 9 \$5,000,000 and over

Dollars

9. What were this operation's total expenses in 2020?.....

1936

10. Report **marketing expenses** paid by this operation in 2020 for the food produced and sold directly to consumers, retail markets, institutions, and/or intermediate markets in 2020. Expenses reported in items 10a through 10f should have also been reported in item 9.

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, retail markets, institutions, or intermediate markets

Marketing Expenses for Food Produced and Sold Directly to Consumers, Retail Markets, Institutions, or Intermediate Markets in 2020	Mark "X" if None	Expenses (Dollars)
Total Marketing Expenses in 2020	<input type="checkbox"/>	6120
a. Hired labor to work at market channel outlets	<input type="checkbox"/>	6100
b. Transportation and distribution costs to market channel outlets (vehicle insurance, gas, depreciation costs, etc.)	<input type="checkbox"/>	6101
c. Market promotion/advertisement expenses (website, brochures, etc.)	<input type="checkbox"/>	6102
d. Equipment/supply expenses associated with market channel outlets (boxes, bags, coolers, crates, scales, tables, etc.)	<input type="checkbox"/>	6103
e. Food safety expenses (compliance costs, training, third-party auditing costs, etc.)	<input type="checkbox"/>	6104
f. Other marketing expenses (market fees, licenses, insurance, etc.) Specify: ⁶¹⁰⁵ _____	<input type="checkbox"/>	6106
Sum of items 10a through 10f (should equal Total Marketing Expenses in 2020)		6107

Section 6 – Practices

1. At any time during 2020, did this operation have Internet access, either on the operation or at the principal producer's residence?

⁵⁰¹³ 1 Yes 3 No

2. In 2020, did this operation use the Internet to do any of the following?

- a. Purchase input supplies, commodities, equipment, and other materials for farm operation..... 5014 1 Yes 3 No
- b. Use online and/or peer learning resources (live or recorded webinars, tutorials, peer user groups, etc.)..... 5015 1 Yes 3 No
- c. Use online business products and services (business planning, accounting, legal, banking, etc.)..... 5016 1 Yes 3 No
- d. Identify sources and/or submit requests or proposals for funding, grants, or subsidies..... 5017 1 Yes 3 No
- e. Access USDA Market News price and market information..... 5018 1 Yes 3 No
- f. Access price and market information from other sources..... 5030 1 Yes 3 No

3. In 2020, did this operation have a farm business website?

⁵⁰¹⁹ 1 Yes - Continue 3 No - Go to item 5

4. In 2020, did this operation use its farm business website to –

- a. provide background/history on farm operation or practices?..... 5020 1 Yes 3 No
- b. advertise products for sale or on-farm activities/services?..... 5021 1 Yes 3 No
- c. carry out transactions or sell farm products online?..... 5022 1 Yes 3 No

5. In 2020, did this operation use social media to provide –

- a. information about the farm to consumers?..... 5140 1 Yes 3 No
- b. market channels where consumers can buy its products?..... 5141 1 Yes 3 No

6. Did this operation participate in the following programs in 2020?

- 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..... 5142 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. Paycheck Protection Program (PPP)..... 5146 1 Yes 3 No
- h. Economic Injury Disaster Loans (EIDL)..... 5147 1 Yes 3 No
- i. USDA Farmers to Families Food Box Distribution Program..... 5148 1 Yes 3 No
- j. USDA CFAP Direct Payment Program..... 5149 1 Yes 3 No
- k. Other, specify: ⁵¹⁴³ _____..... 5144 1 Yes 3 No

7. In 2020, did this operation maintain the following farm management records?

- a. Balance sheet..... 5037 1 Yes 3 No
- b. Income statement..... 5038 1 Yes 3 No
- c. Cash flow budget or projection..... 5039 1 Yes 3 No
- d. Written business plan..... 5040 1 Yes 3 No
- e. Separate marketing plan..... 5041 1 Yes 3 No

8. Was this operation a member of a cooperative in 2020?

⁵⁰⁴² 1 Yes 3 No

9. In 2020, did this operation perform any agritourism activities (pick your own, event hosting, dining/tasting, overnight lodging, etc.) featuring products produced by this operation?

⁵¹⁴⁵ 1 Yes 3 No

Section 7 – Third-Party Certification and Food Safety

1. In 2020, 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. Local or regional product origin third party certified or verified practices, excluding food safety certification.
Specify: ⁷¹¹⁵ _____ 7104 1 Yes 3 No

2. Did this operation have a food safety plan that covered produce in 2020?

INCLUDE

- fruit
- berries
- vegetables
- herbs
- tree nuts
- dry beans
- peas and lentils
- peanuts
- sprouts
- 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 2020?

INCLUDE

- fruit
- berries
- vegetables
- herbs
- tree nuts
- dry beans
- peas and lentils
- peanuts
- sprouts
- mushrooms

7003 1 Yes - Continue 3 No - Go to Section 8

5. In 2020, did this operation receive –

- a. USDA individual Good Agricultural Practices (GAP) certification?..... 7110 1 Yes 3 No
- b. other third party Good Agricultural Practices (GAP) certification?
Specify: ⁷¹¹⁶ _____ 7111 1 Yes 3 No

Section 8 – Personal Characteristics

1. In 2020, 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 2020, how many men and women were involved in decisions for this operation?

INCLUDE family members and hired managers.

EXCLUDE hired workers unless they were a hired manager or family member.....

Men	Women
1571	1574

3. Answer the following questions for up to four individuals who were involved in the decisions for this operation as of **December 31, 2020**.

	Person 1	Person 2	Person 3	Person 4
a. 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
b. What was this person's age on December 31, 2020?.....	1925 _____ age	1585 _____ age	1596 _____ age	1615 _____ age
c. Is this person of Hispanic, Latino or Spanish origin?.....	Hispanic, Latino or Spanish origin 1927 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	Hispanic, Latino or Spanish origin 1587 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	Hispanic, Latino or Spanish origin 1598 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	Hispanic, Latino or Spanish origin 1622 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
d. 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
e. At which occupation did this person spend the majority (50% or more) of his/her work time in 2020?.....	Mark one. 1928 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Work other than farming or ranching	Mark one. 1580 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Work other than farming or ranching	Mark one. 1591 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Work other than farming or ranching	Mark one. 1623 1 <input type="checkbox"/> Farm or ranch work 2 <input type="checkbox"/> Work other than farming or ranching
f. In what year did this person begin to operate ANY farm operation?.....	2834 _____	1851 _____	1871 _____	1628 _____
g. Has this person ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?.....	Mark one. 1633 1 <input type="checkbox"/> Never served in the military Only on active duty for training in the Reserves or National Guard 2 <input type="checkbox"/> 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now	Mark one. 1634 1 <input type="checkbox"/> Never served in the military Only on active duty for training in the Reserves or National Guard 2 <input type="checkbox"/> 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now	Mark one. 1635 1 <input type="checkbox"/> Never served in the military Only on active duty for training in the Reserves or National Guard 2 <input type="checkbox"/> 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now	Mark one. 1636 1 <input type="checkbox"/> Never served in the military Only on active duty for training in the Reserves or National Guard 2 <input type="checkbox"/> 3 <input type="checkbox"/> Now on active duty 4 <input type="checkbox"/> On active duty in the past, but not now

Section 9 – COVID-19 Impact on Operation (Agricultural Marketing Service)

1. When comparing 2020 to 2019, how have **farm sales** for this operation been affected by the COVID-19 pandemic?

Mark one.

- 5900
- 1 Large decrease in farm sales
 - 2 Moderate decrease in farm sales
 - 3 Little or no effect on farm sales
 - 4 Moderate increase in farm sales
 - 5 Large increase in farm sales
 - 6 Don't know
 - 7 Not applicable to this operation

2. When comparing 2020 to 2019, how have **online sales** for this operation been affected by the COVID-19 pandemic?

Mark one.

- 5901
- 1 Large decrease in online sales
 - 2 Moderate decrease in online sales
 - 3 Little or no effect on online sales
 - 4 Moderate increase in online sales
 - 5 Large increase in online sales
 - 6 Don't know
 - 7 Not applicable to this operation

3. When comparing 2020 to 2019, how has the **pre-ordering of agricultural products** to be picked-up at a farmer's market, on-farm stand, or CSA been affected by the COVID-19 pandemic? Mark one.

- 5902
- 1 Large decrease in pre-ordering agricultural products
 - 2 Moderate decrease in pre-ordering agricultural products
 - 3 Little or no effect on pre-ordering agricultural products
 - 4 Moderate increase in pre-ordering agricultural products
 - 5 Large increase in pre-ordering agricultural products
 - 6 Don't know
 - 7 Not applicable to this operation

4. When comparing 2020 to 2019, how have **marketing expenses** for this operation been affected by the COVID-19 pandemic? Mark one.

- 5903
- 1 Large decrease in marketing expenses
 - 2 Moderate decrease in marketing expenses
 - 3 Little or no effect on marketing expenses
 - 4 Moderate increase in marketing expenses
 - 5 Large increase in marketing expenses
 - 6 Don't know
 - 7 Not applicable to this operation

Section 10 – 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 3 No - Go to item 2

1088 Operation Name _____ 1081 Operator Name _____
 1089 Phone Number _____ 1082 Address _____
 1083 City _____ 1084 State _____ 1085 Zip Code _____

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

To have a brief summary emailed to you, please enter your email address:

1095

Section 11 – Contact Information

Operation Email (if different from above):

Operation Phone:

9937 _____	9936 (____) _____	check if cell phone <input type="checkbox"/>
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Respondent Name:

Respondent Phone (if different from above):

9912 _____	9911 (____) _____	check if cell phone <input type="checkbox"/>	9910 MM DD YY	Date: __ __ __
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This completes the survey. Thank you for your help.

OFFICE USE ONLY											
Response		Respondent		Mode		Enum.	Eval.	R. Unit	Change	Office Use for POID	
1-Comp 2-R 3-Inac 4-Office Hold 5-R – Est 6-Inac – Est 7-Off Hold – Est	9901	1-Op/Mgr 2-Sp 3-Acct/Bkpr 4-Partner 9-Oth	9902	1-PASI (Mail) 2-PATI (Tel) 3-PAPI (Face-to-Face) 6-Email 7-Fax 19-Other	9903	9998	9900	9921	9985	9989 _____ - _____ - _____	
										Optional Use	
										9907	9908
S/E Name											