

2020 Supporting Statement – Part B
Agritourism Directory
OMB NO. 0581 - NEW

B. COLLECTIONS 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 HAD BEEN CONDUCTED PREVIOUSLY, INCLUDE THE ACTUAL RESPONSE RATE ACHIEVED DURING THE LAST COLLECTION.**

USDA’s National Agricultural Statistical Service identified over 28,000 agritourism enterprises in the 2017 Census of Agriculture. Through web scraping, AMS has identified 10,000 agribusinesses that met the definition of an agritourism enterprise for the purposes of this directory. The data developed by this information collection will be used to populate an agritourism directory. There are no research objectives of this information collection. There is no sampling procedure used in this 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, AND**

- **ANY USE OF PERIODIC (LESS FREQUENT THAN ANNUAL) DATA COLLECTION CYCLES TO REDUCE BURDEN.**

AMS has developed e-mail address lists for a large portion of agritourism operations. Upon the launch of this directory anticipated in June 2021, AMS will send out invitation e-mails to operators encouraging them list their operation. In addition, AMS will announce the launch of the Directories on the Department's website, contact appropriate farmer associations, and State Departments of Agriculture. These stakeholders will be informed that the directory listing forms are available and can be completed online and we will provide them with the address of the directory listing forms website.

We will again be working with Michigan State University's School of Planning, Design and Construction to develop the directory form website as we did when developing USDA's National Farmers Market, Community Supported Agriculture, Food Hub and On-Farm Market directories. In addition to website development, MSU will develop the database used to save the data.

No sampling procedure or stratification is required for this collection.

- 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.**

AMS will make every effort to contact all agritourism operators outlined in question 2 above.

- 4. DESCRIBE ANY TESTS OF PROCEDURES OR METHODS TO BE UNDERTAKEN. TESTING IS ENCOURAGED AS AN EFFECTIVE MEANS OF REFINING COLLECTIONS OF INFORMATION TO MINIMIZE BURDEN AND IMPROVE UTILITY. TESTS MUST BE APPROVED IF THEY CALL FOR ANSWERS TO IDENTICAL QUESTIONS FROM 10 OR MORE RESPONDENTS. A PROPOSED TEST OR SET OF TESTS MAY BE SUBMITTED FOR APPROVAL**

**SEPARATELY OR IN COMBINATION WITH THE MAIN
COLLECTION OF INFORMATION.**

AMS has tested this collection instrument with MSD staff to evaluate the time necessary to complete the questionnaire and to evaluate the instrument for understanding and clarity.

**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.**

AMS has consulted with David Hancock of USDA's National Agricultural Statistical Service (202-690-2388) The AMS/MSD employee who will collect and/or analyze the directory information is Edward Ragland (202-720-8317).