The information you provide will be used for statistical purposes only. In accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347 and other applicable Federal laws, your responses will be kept confidential and will not be disclosed in identifiable form to anyone other than employees or agents. By law, every employee and agent has taken an oath and is subject to a jail term, a fine, or both if he or she willfully discloses ANY identifiable information about you or your operation. Response to this inquiry is voluntary.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number is 0535-0259. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

1. In 2015, 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; or
   - sell any agricultural products?

   0300 1 ☐ Yes – Continue

   3 ☐ No – Go to Section 9 on page 16

2. In 2015, did this operation produce and sell any crops, livestock, poultry, or agricultural product directly to a(n):
   - CONSUMER: Farmers markets, on-farm stores or farm stands, roadside stands or stores, CSA (Community Supported Agriculture), online marketplaces; or
   - RETAIL MARKET: Supermarkets, supercenters, restaurants, caterers, independently owned grocery stores, food cooperatives; or
   - INSTITUTION: K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, foodbanks; or
   - 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 processors?

   0301 1 ☐ Yes – Continue

   3 ☐ No – Go to Section 9 on page 16

3. 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 2015 food for humans to eat or drink?

   INCLUDE
   - Edible agricultural products for human consumption
   - Hay
   - Cut flowers
   - Christmas trees
   - Nursery products

   0302 1 ☐ Yes – Continue

   3 ☐ No – Go to Section 9 on page 16
# SECTION 1  DIRECT-TO-CONSUMER SALES

1. In 2015, did this operation **produce and sell** any crops, livestock, poultry, or agricultural product **DIRECTLY TO CONSUMERS**?

   INCLUDE
   - Farmers markets
   - On-farm store or farm stand located on this operation
   - Roadside stand or store located off of this operation
   - CSA (Community Supported Agriculture)
   - Online marketplace
   - Other direct-to-consumer market (pick-your-own, mobile market, etc.)

   EXCLUDE
   - Products purchased and resold
   - Products produced and sold directly to a retail market (Section 2), institution (Section 3), or intermediate market (Section 4).

   1150 1 [ ] Yes – Continue 3 [ ] No – Go to Section 2 on page 5

2. Were any of the products that this operation produced and sold directly to consumers in 2015 **food for humans to eat or drink**?

   INCLUDE
   - Edible agricultural products for human consumption

   EXCLUDE
   - Hay
   - Cut flowers
   - Christmas trees
   - Nursery products

   1151 1 [ ] Yes – Continue 3 [ ] No – Go to Section 2 on page 5

   The rest of the questions in this section are only about the food produced and sold directly to consumers in 2015.

3. Was any of the food that this operation produced and sold directly to consumers in 2015 sold through a **farmers market**?

   1152 1 [ ] Yes – Continue 3 [ ] No – Go to Item 6

4. At how many separate farmers market locations did this operation sell food that it produced in 2015? Report for each location only once.

   1153

5. Approximately how many miles (one way) was this operation located from the farmers market that it received the largest gross value of food sales from in 2015?

   1154

6. Was any of the food that this operation produced and sold directly to consumers in 2015 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 9

7. In 2015, 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 9

8. How many other operations produced food that was sold at this on-farm store or farm stand in 2015?

   1158 1 [ ] 1-4 operations 2 [ ] 5 or more operations 3 [ ] Don’t Know

9. Was any of the food that this operation produced and sold directly to consumers in 2015 sold through a **roadside stand or store located off of this operation**? Exclude on-farm stores or farm stands, and farmers market stands.

   1159 1 [ ] Yes – Continue 3 [ ] No – Go to Item 15 on page 3

10. At how many total roadside stands or stores located off of this operation did this operation sell food that it produced in 2015?

    1160

11. In 2015, was there food sold at this roadside stand or store that was produced by another operation?

    1163 1 [ ] Yes – Continue 3 [ ] No – Go to Item 13 on page 3

12. How many other operations produced food that was sold at this roadside stand or store in 2015?

    1162 1 [ ] 1-4 operations 2 [ ] 5 or more operations 3 [ ] Don’t Know
13. 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 2015? ........................................... 1161

<table>
<thead>
<tr>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

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

| 1250 | Yes | 3 No |

15. Was any of the food that this operation produced and sold directly to consumers in 2015 sold through a **CSA (Community Supported Agriculture)**?

| 1165 | Yes – Continue | 3 No – Go to Item 21 |

16. In 2015, was there food sold in this CSA that was produced by another operation?

| 1164 | Yes – Continue | 3 No – Go to Item 18 |

17. How many other operations produced food that was sold in this CSA in 2015?

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

18. Was the CSA pick-up site that this operation received the largest gross value of food sales from in 2015 located on this operation?

| 1168 | Yes – Go to Item 20 | 3 No – Continue | 4 CSA does not use pick-up sites – Go to Item 20 |

19. 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 2015? ......... 1169

<table>
<thead>
<tr>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

20. Did this operation own this CSA?

| 1166 | Yes | 3 No |

21. 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 2015 sold through an **online marketplace**?

| 1172 | Yes – Continue | 3 No – Go to Item 24 |

22. What percent of this operation’s online sales of food in 2015 were sold directly to consumers living either within the same state as this operation or a 400-mile radius of this operation? ........................................... 1173

<table>
<thead>
<tr>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

23. Did this operation own this online marketplace?

| 1174 | Yes | 3 No |

24. In 2015, 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 | Yes – Continue | 3 No – Go to Item 26 on page 4 |

25. 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 2015? (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.) |
26. In what year did this operation first produce and sell food directly to consumers?  

27. Report the total gross value of sales this operation received for the unprocessed food it produced and sold directly to consumers in 2015. Report by the market through which the product was sold. Report processed or value-added products in Item 29.

**EXCLUDE**
- Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
- Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
- Products purchased and resold

<table>
<thead>
<tr>
<th>Direct-to-Consumer Market</th>
<th>Crop Sales (Dollars)</th>
<th>Livestock and Poultry Sales (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Farmers markets</td>
<td>1178</td>
<td>1179</td>
</tr>
<tr>
<td>b. On-farm store or farm stand located on this operation</td>
<td>1180</td>
<td>1181</td>
</tr>
<tr>
<td>c. Roadside stand or store located off of this operation</td>
<td>1182</td>
<td>1183</td>
</tr>
<tr>
<td>d. CSA</td>
<td>1184</td>
<td>1185</td>
</tr>
<tr>
<td>e. Online marketplaces</td>
<td>1186</td>
<td>1187</td>
</tr>
<tr>
<td>f. Other direct-to-consumer markets (pick-your-own, mobile market, etc.) Specify:</td>
<td>1188</td>
<td>1189</td>
</tr>
</tbody>
</table>

28. In 2015, did this operation produce and sell any processed or value-added product directly to consumers that was food for humans to eat or drink?

**INCLUDE**
- Bottled milk, Cheese
- Eggs in small cartons
- Meat
- Wine, Jam, etc.

**EXCLUDE**
- Sales reported in previous items
- Non-edible agricultural products

1  Yes – Continue  
3  No – Go to Section 2 on page 5

29. Report the processed or value-added food product(s) and gross value of sales of the food product(s) produced and sold by this operation in 2015. Report by the market through which the food product was sold.

<table>
<thead>
<tr>
<th>Direct-to-Consumer Market</th>
<th>Mark &quot;X&quot; if none</th>
<th>Processed or Value-Added Food Product(s)</th>
<th>Mark &quot;X&quot; if none</th>
<th>Processed or Value-Added Food Product(s) Sales (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Farmers markets</td>
<td></td>
<td>1201 Specify:</td>
<td></td>
<td>1202</td>
</tr>
<tr>
<td>b. On-farm store or farm stand located on this operation</td>
<td></td>
<td>1203 Specify:</td>
<td></td>
<td>1204</td>
</tr>
<tr>
<td>c. Roadside stand or store located off of this operation</td>
<td></td>
<td>1205 Specify:</td>
<td></td>
<td>1206</td>
</tr>
<tr>
<td>d. CSA</td>
<td></td>
<td>1207 Specify:</td>
<td></td>
<td>1208</td>
</tr>
<tr>
<td>e. Online marketplaces</td>
<td></td>
<td>1209 Specify:</td>
<td></td>
<td>1210</td>
</tr>
<tr>
<td>f. Other direct-to-consumer markets (pick-your-own, mobile market, etc.) Specify:</td>
<td></td>
<td>1212 Specify:</td>
<td></td>
<td>1213</td>
</tr>
</tbody>
</table>
SECTION 2  DIRECT-TO-RETAIL MARKET SALES

1. In 2015, did this operation **produce and sell** any crops, livestock, poultry, or agricultural product **DIRECTLY TO A RETAIL MARKET**?

**INCLUDE**
- Supermarkets or supercenters
- Restaurants or caterers
- Other direct-to-retail market (independently owned grocery stores, food cooperatives, small food stores, corner stores)

**EXCLUDE**
- Products purchased and resold
- Products produced and sold directly to a consumer (Section 1), institution (Section 3), or intermediate market (Section 4).

2000 1 [ ] Yes – Continue 3 [ ] No – Go to Section 3 on page 6

2. Were any of the products that this operation produced and sold directly to a retail market in 2015 **food for humans to eat or drink**?

**INCLUDE**
- Edible agricultural products for human consumption

**EXCLUDE**
- Hay
- Cut flowers
- Christmas trees
- Nursery Products

2001 1 [ ] Yes – Continue 3 [ ] No – Go to Section 3 on page 6

The rest of the questions in this section are only about the food produced and sold directly to a retail market in 2015.

3. Was any of the food that this operation produced and sold directly to a retail market in 2015 sold to a **supermarket or supercenter**?

2002 1 [ ] Yes – Continue 3 [ ] No – Go to Item 5

4. 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 2015? 2003

5. Was any of the food that this operation produced and sold directly to a retail market in 2015 sold to a **restaurant or caterer**?

2005 1 [ ] Yes – Continue 3 [ ] No – Go to Item 7

6. 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 2015? 2006

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

8. Report the **total gross value of sales** this operation received for the unprocessed food it produced and sold directly to a **retail market** in 2015. Report by the market through which the product was sold. Report processed or value-added products in Item 10.

**EXCLUDE**
- Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
- Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
- Products purchased and resold

<table>
<thead>
<tr>
<th>Direct-to-Retail Market</th>
<th>Crop Sales</th>
<th>Livestock and Poultry Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mark &quot;X&quot; if none</td>
<td>(Dollars)</td>
</tr>
<tr>
<td>a. Supermarkets or supercenters</td>
<td></td>
<td>6010</td>
</tr>
<tr>
<td>b. Restaurants or caterers</td>
<td></td>
<td>6012</td>
</tr>
<tr>
<td>c. Other direct-to-retail market (independently owned grocery stores, food cooperatives, small food stores, corner stores) Specify: 6014</td>
<td></td>
<td>6015</td>
</tr>
</tbody>
</table>
9. In 2015, did this operation produce and sell any **processed or value-added product** directly to a retail market that was food for humans to eat or drink?

**INCLUDE**
- Bottled milk, Cheese
- Eggs in small cartons
- Meat
- Wine, Jam, etc.

**EXCLUDE**
- Sales reported in previous items
- Non-edible agricultural products

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **K-12 school**?

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **college or university**?

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **hospital**?

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **retail market**?

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **college or university**?

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **hospital**?

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **college or university**?

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **hospital**?

**SECTION 3** DIRECT-TO-INSTITUTION SALES

1. In 2015, did this operation **produce and sell** any crops, livestock, poultry, or agricultural product **DIRECTLY TO AN INSTITUTION**?

**INCLUDE**
- K-12 schools
- Colleges and universities
- Hospitals
- Other direct-to-institution market (workplace cafeterias, prisons, preschools, food banks, gleaning, senior care facilities)

**EXCLUDE**
- Products purchased and resold
- Products produced and sold directly to a consumer (Section 1), retail market (Section 2), or intermediate market (Section 4).

2. Were any of the products that this operation produced and sold directly to an institution in 2015 **food for humans to eat or drink**?

**INCLUDE**
- Edible agricultural products for human consumption

**EXCLUDE**
- Hay
- Cut flowers

**The rest of the questions in this section are only about the food produced and sold directly to an institution in 2015.**

3. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **K-12 school**?

4. Approximately how many miles (one way) was this operation located from the K-12 school that it received the largest gross value of food sales from in 2015?

5. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **college or university**?

6. Approximately how many miles (one way) was this operation located from the college or university that it received the largest gross value of food sales from in 2015?

7. Was any of the food that this operation produced and sold directly to an institution in 2015 sold to a **hospital**?

8. Approximately how many miles (one way) was this operation located from the hospital that it received the largest gross value of food sales from in 2015?
9. In what year did this operation first produce and sell food directly to an **institution**?

10. Report the **total gross value of sales** this operation received for the unprocessed **food it produced and sold** directly to an **institution** in 2015. Report by the market through which the product was sold. Report processed or value-added products in Item 12.

**EXCLUDE**
- Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
- Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
- Products purchased and resold

<table>
<thead>
<tr>
<th>Direct-to-Institution Market</th>
<th>Crop Sales</th>
<th>Livestock and Poultry Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mark &quot;X&quot; if none</td>
<td>(Dollars)</td>
</tr>
<tr>
<td>a. K-12 schools</td>
<td>3012</td>
<td></td>
</tr>
<tr>
<td>b. Colleges and universities</td>
<td>3014</td>
<td></td>
</tr>
<tr>
<td>c. Hospitals</td>
<td>3016</td>
<td></td>
</tr>
<tr>
<td>d. Other direct-to-institution market (workplace cafeterias, prisons, preschools, food banks, gleaners, senior care facilities) Specify:</td>
<td>3019</td>
<td>3020</td>
</tr>
</tbody>
</table>

11. In 2015, did this operation produce and sell any **processed or value-added product** directly to an institution that was food for humans to eat or drink?

**INCLUDE**
- Bottled milk, Cheese
- Eggs in small cartons
- Meat
- Wine, Jam, etc.

**EXCLUDE**
- Sales reported in previous items
- Non-edible agricultural products

5110 1  Yes – Continue 3  No – Go to Section 4 on page 8

12. Report the **processed or value-added food product(s)** and gross value of sales of the food product(s) produced and sold by this operation in 2015.

<table>
<thead>
<tr>
<th>Direct-to-Institution Market</th>
<th>Processed or Value-Added Food Product(s)</th>
<th>Processed or Value-Added Food Product(s) Sales (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Institution</strong> (K-12 schools, colleges and universities, hospitals, other direct-to-institution market)</td>
<td>5007</td>
<td>5008</td>
</tr>
</tbody>
</table>
**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 2015, 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 9

2. Were any of the products that this operation produced and sold directly to an intermediate market in 2015 **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 9

The rest of the questions in this section are only about the food produced and sold directly to an intermediate market in 2015.

3. 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 2015?  

   **Miles**

   4002  

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

   **Year (YYYY)**

   4014  

5. Report the **total gross value of sales** this operation received for the unprocessed **food it produced and sold** directly to an **intermediate market** in 2015. Report processed or value-added products in Item 7.

   **EXCLUDE**
   - Sales of processed or value-added products (eggs in small cartons, bottled milk, cheese, meat, wine)
   - Non-edible agricultural products (hay, cut flowers, nursery products, Christmas trees, etc.)
   - Products purchased and resold

   **Direct-to-Intermediate Market**

   **Crop Sales**  
   **Mark “X” if none (Dollars)**

   **Livestock and Poultry Sales**  
   **Mark “X” if none (Dollars)**

   Intermediate Market (business or organization in the middle of the supply chain marketing locally- and/or regionally-branded products)

   4015

6. In 2015, did this operation produce and sell any **processed or value-added product** directly to an intermediate market that was food for humans to eat or drink?

   **INCLUDE**
   - Bottled milk, Cheese
   - Eggs in small cartons
   - Meat
   - Wine, Jam, etc.

   **EXCLUDE**
   - Sales reported in previous items
   - Non-edible agricultural products

   5120  
   1  Yes – Continue
   3  No – Go to Section 5 on page 9

7. Report the **processed or value-added food product(s)** and gross value of sales of the food product(s) produced and sold by this operation in 2015.

   **Direct-to-Intermediate Market**

   **Processed or Value-Added Food Product(s)**

   **Processed or Value-Added Food Product(s) Sales (Dollars)**

   Intermediate Market (business or organization in the middle of the supply chain marketing locally- and/or regionally-branded products)

   5009  
   Specify:

   5010
### SECTION 5 Other Information

1. In 2015, 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)

<table>
<thead>
<tr>
<th>Value Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 - 999</td>
<td>5001</td>
</tr>
<tr>
<td>$1,000 - 2,499</td>
<td>5002</td>
</tr>
<tr>
<td>$2,500 - 4,999</td>
<td>5003</td>
</tr>
<tr>
<td>$5,000 - 9,999</td>
<td></td>
</tr>
</tbody>
</table>

   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - 10
   - 11
   - 12
   - 13

2. In 2015, approximately what percent of this operation’s food sales sold directly to consumers, a retail market, an institution, or an intermediate market were sold:

   - 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) ......................................................... 100%

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 2015 NOT food for humans to eat or drink?

   **INCLUDE**
   - Hay
   - Cut flowers
   - Christmas trees
   - Nursery products
   - Live animals
   - Wool

   **EXCLUDE**
   - Edible agricultural products for human consumption

   - 1 Yes – Continue
   - 2 No – Go to Item 5

4. In 2015, 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 2015, 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  

   Calculate item 5a + 5b - 5c. Then the total acres operated in 2015 was: ............... 0900

6. 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?

<table>
<thead>
<tr>
<th>Principal County Name</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   0055

   0060
8. From which of the following categories of crops and livestock did this operation produce and sell an agricultural product in 2015, 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?

<table>
<thead>
<tr>
<th>Crops &amp; Livestock</th>
<th>Produced and sold agricultural product regardless of marketing channel</th>
<th>Produced and sold food directly to consumers, a retail market, an institution, or an intermediate market</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Grains, Oilseeds, Dry Beans, and Dry Peas (corn, flaxseed, grain silage and forage, grains and oilseeds, popcorn, rice, small grains, sorghum, soybeans, sunflowers, straw, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>b. Tobacco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Cotton and Cottonseed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Vegetables, Melons, Potatoes, and Sweet Potatoes (beets, cabbage, cantaloupes, pumpkins, sweet corn, tomatoes, watermelons, vegetable seeds, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>e. Fruit, Tree Nuts, and Berries (almonds, apples, blueberries, cherries, grapes, hazelnuts, kiwifruit, oranges, pears, pecans, strawberries, walnuts, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>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.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>g. Cut Christmas Trees and Short Rotation Woody Crops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Other Crops, Hay, CRP, and Pasture (grass seed, hay and grass silage, hops, maple syrup, mint, peanuts, sugarcane, sugarbeets, CRP, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>i. Hogs and Pigs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>j. Milk and Other Dairy Products from Cows</td>
<td></td>
<td></td>
</tr>
<tr>
<td>k. Cattle and Calves (beef and dairy cattle for breeding stock, fed cattle, beef and dairy cull animals, stockers and feeders, veal calves, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>l. Sheep, Goats, and their Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>m. Horses, Ponies, and Mules (burros and donkeys)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>n. Poultry and Eggs (broilers, chickens, turkeys, ducks, eggs, emus, geese, hatchlings ostriches, pigeons, pheasants, quail, poultry products, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>o. Aquaculture (catfish, trout, ornamental and other fish, mollusks, crustaceans, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
<tr>
<td>p. Other Animals and Other Animal Products (bees, honey, rabbits, fur-bearing animals, semen, manure, other animal specialties, etc.)</td>
<td>1 □ Yes 3 □ No</td>
<td>1 □ Yes 3 □ No</td>
</tr>
</tbody>
</table>
9. Considering:
- sales of all crops, livestock, poultry, and livestock products (milk, eggs, etc.) sold in 2015;
- the value of product removed for all crops, livestock, and poultry produced under contract in 2015;
- sales of all miscellaneous agricultural products in 2015;
- all government agricultural payments received in 2015; and
- exclude dollars received on land rented to others.

What code represents the total gross value of sales, including government agricultural payments, in 2015?

<table>
<thead>
<tr>
<th>Total Value</th>
<th>GVS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 – $999</td>
<td>1</td>
</tr>
<tr>
<td>$1,000 – $2,499</td>
<td>2</td>
</tr>
<tr>
<td>$2,500 – $4,999</td>
<td>3</td>
</tr>
<tr>
<td>$5,000 – $9,999</td>
<td>4</td>
</tr>
<tr>
<td>$10,000 – $24,999</td>
<td>5</td>
</tr>
<tr>
<td>$25,000 – $49,999</td>
<td>6</td>
</tr>
<tr>
<td>$50,000 – $99,999</td>
<td>7</td>
</tr>
<tr>
<td>$100,000 – $249,999</td>
<td>8</td>
</tr>
<tr>
<td>$250,000 – $499,999</td>
<td>9</td>
</tr>
<tr>
<td>$500,000 – $999,999</td>
<td>10</td>
</tr>
<tr>
<td>$1,000,000 – $2,499,999</td>
<td>11</td>
</tr>
<tr>
<td>$2,500,000 – $4,999,999</td>
<td>12</td>
</tr>
<tr>
<td>$5,000,000 and over</td>
<td>13</td>
</tr>
</tbody>
</table>

10. Is the GVS Code in Item 9 equal to ‘1’?
- Yes – Continue
- No – Go to Item 12 on page 12

11. Record all crops, land uses, and livestock or poultry on the total acres operated in 2015.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>ACRES</th>
<th>Field Crops Intended For Harvest</th>
<th>ACRES</th>
<th>Other Crops</th>
<th>ACRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRP/WRP</td>
<td></td>
<td></td>
<td></td>
<td>Cut Christmas Trees</td>
<td></td>
</tr>
<tr>
<td>Idle Cropland</td>
<td></td>
<td></td>
<td></td>
<td>Nursery &amp; Greenhouse</td>
<td></td>
</tr>
<tr>
<td>Summer Fallow</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government Payments</td>
<td>WHOLE DOLLARS</td>
<td></td>
<td></td>
<td>Livestock</td>
<td>NUMBER</td>
</tr>
<tr>
<td>CRP/WRP Payments</td>
<td></td>
<td></td>
<td></td>
<td>Cattle - Dairy</td>
<td></td>
</tr>
<tr>
<td>Other Gov’t Payments</td>
<td></td>
<td></td>
<td></td>
<td>Cattle - Other</td>
<td></td>
</tr>
<tr>
<td>Pasture/Rangeland</td>
<td>ACRES</td>
<td></td>
<td></td>
<td>Chickens</td>
<td></td>
</tr>
<tr>
<td>Cropland Used Only For Pasture</td>
<td></td>
<td></td>
<td></td>
<td>Hogs</td>
<td></td>
</tr>
<tr>
<td>Permanent Pasture</td>
<td></td>
<td></td>
<td></td>
<td>Horses</td>
<td></td>
</tr>
<tr>
<td>Woodland Pasture</td>
<td></td>
<td></td>
<td></td>
<td>Mules/Burros</td>
<td></td>
</tr>
<tr>
<td>Aquaculture</td>
<td>NUMBER</td>
<td></td>
<td></td>
<td>Sheep &amp; Goats</td>
<td></td>
</tr>
<tr>
<td>Acres of Ponds in Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foodsize/Stockers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fingerlings/Broodfish</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trout Eggs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Aquaculture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OFFICE USE
- Total Points: 0861
- Pasture Points: 0869
12. What were this operation’s total expenses in 2015? ......................................................... 1936

13. Report **marketing expenses** paid by this operation in 2015 for the food produced and sold directly to consumers, a retail market, an institution, or an intermediate market in 2015. 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

<table>
<thead>
<tr>
<th>Marketing Expense</th>
<th>Expenses (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Hired labor to work at market channel outlets</td>
<td>6100</td>
</tr>
<tr>
<td>b. Transportation and distribution costs to market channel outlets such as vehicle insurance, gas, depreciation costs, etc.</td>
<td>6101</td>
</tr>
<tr>
<td>c. Market promotion/advertisement expenses such as a website, brochures, etc.</td>
<td>6102</td>
</tr>
<tr>
<td>d. Equipment/supply expenses associated with market channel outlets such as boxes, bags, coolers, crates, scales, tables, etc.</td>
<td>6103</td>
</tr>
<tr>
<td>e. Food safety expenses such as compliance costs, training, third-party auditing costs, etc.</td>
<td>6104</td>
</tr>
<tr>
<td>f. Other marketing expenses such as market fees, licenses, insurance, etc. Specify: 6105</td>
<td>6106</td>
</tr>
</tbody>
</table>

**Total Marketing Expenses** (Sum of Items 13a through 13f) 6107
SECTION 6  PRACTICES

1. At any time during 2015, did this operation have internet access, either on the operation or at the principal operator’s residence?
   \[ 5013 \]
   \[ 1 \] Yes \[ 3 \] No

2. In 2015, did this operation use the internet to access the following resources?
   \[ 5014 \]
   a. Purchasing input supplies, commodities, equipment, and other materials for farm operation…
   \[ 5015 \]
   b. Using online and/or peer learning resources (live or recorded webinars, tutorials, peer user groups, etc.)
   \[ 5016 \]
   c. Using online business products and services (business planning, accounting, legal, banking, etc.)
   \[ 5017 \]
   d. Identifying sources for and/or submitting funding, grant, subsidy requests, or proposals
   \[ 5018 \]
   e. USDA Market News price and market information
   \[ 5019 \]
   f. Price and market information from other sources

3. In 2015, did this operation have a farm business website?
   \[ 5020 \]
   \[ 1 \] Yes – Continue \[ 3 \] No – Go to Item 5

4. In 2015, did this operation use its farm business website to:
   \[ 5021 \]
   a. Provide background/history on farm operation and practices?
   \[ 5022 \]
   b. Advertise products for sale and on-farm activities/services?
   \[ 5023 \]
   c. Carry out transactions and sell farm products online?

5. Did this operation participate in the following USDA programs in 2015?
   \[ 5024 \]
   a. Noninsured Crop Disaster Assistance Program
   \[ 5025 \]
   b. Farm Loan Programs
   \[ 5026 \]
   c. Whole-Farm Revenue Protection Program
   \[ 5027 \]
   d. Environmental Quality Incentives Program (EQIP)
   \[ 5028 \]
   e. Value-Added Producer Grant Program

6. In 2015, did this operation maintain the following farm management records?
   \[ 5029 \]
   a. A balance sheet
   \[ 5030 \]
   b. An income statement
   \[ 5031 \]
   c. A cash flow budget or projection
   \[ 5032 \]
   d. A written business plan
   \[ 5033 \]
   e. A separate marketing plan

7. Was this operation a member of a cooperative in 2015?
   \[ 5034 \]
   \[ 1 \] Yes \[ 3 \] No
SECTION 7  THIRD-PARTY CERTIFICATION AND FOOD SAFETY

1. In 2015, 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  .................................................. 7104  1 □ Yes  3 □ No
   f. Other third party certified or verified practices excluding food safety certification  .......... 7105  1 □ Yes  3 □ No

2. Did this operation have a food safety plan that covered produce in 2015?
   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 2015?
   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 15

5. In 2015, 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?  ......................... 7111  1 □ Yes  3 □ No
### PERSONAL CHARACTERISTICS

1. In 2015, 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.

   Yes [ ] No [ ]

2. In 2015, 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.

   Men [ ] Women [ ]

3. Answer the following questions for up to four individuals who were involved in the decisions for this operation as of December 31, 2015.

<table>
<thead>
<tr>
<th>Person 1</th>
<th>Person 2</th>
<th>Person 3</th>
<th>Person 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1610</td>
<td>1611</td>
<td>1612</td>
<td>1613</td>
</tr>
<tr>
<td>1 Yes</td>
<td>3 No</td>
<td>1 Yes</td>
<td>3 No</td>
</tr>
<tr>
<td>1926</td>
<td>1586</td>
<td>1597</td>
<td>1614</td>
</tr>
<tr>
<td>1 Male</td>
<td>2 Female</td>
<td>1 Male</td>
<td>2 Female</td>
</tr>
<tr>
<td>1925</td>
<td>1585</td>
<td>1596</td>
<td>1615</td>
</tr>
<tr>
<td>Hispanic, Latino or Spanish origin</td>
<td>Hispanic, Latino or Spanish origin</td>
<td>Hispanic, Latino or Spanish origin</td>
<td>Hispanic, Latino or Spanish origin</td>
</tr>
<tr>
<td>1 Yes</td>
<td>3 No</td>
<td>1 Yes</td>
<td>3 No</td>
</tr>
<tr>
<td>2701</td>
<td>1801</td>
<td>1901</td>
<td>1616</td>
</tr>
<tr>
<td>White</td>
<td>White</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>2702</td>
<td>1802</td>
<td>1902</td>
<td>1617</td>
</tr>
<tr>
<td>Black or African American</td>
<td>Black or African American</td>
<td>Black or African American</td>
<td>Black or African American</td>
</tr>
<tr>
<td>2703</td>
<td>1803</td>
<td>1903</td>
<td>1618</td>
</tr>
<tr>
<td>American Indian or Alaska Native. Specify tribe</td>
<td>American Indian or Alaska Native. Specify tribe</td>
<td>American Indian or Alaska Native. Specify tribe</td>
<td>American Indian or Alaska Native. Specify tribe</td>
</tr>
<tr>
<td>2733</td>
<td>1833</td>
<td>1933</td>
<td>1619</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1928</td>
<td>1580</td>
<td>1951</td>
<td>1623</td>
</tr>
<tr>
<td>Mark one.</td>
<td>Mark one.</td>
<td>Mark one.</td>
<td>Mark one.</td>
</tr>
<tr>
<td>1 Farm or ranch work</td>
<td>1 Farm or ranch work</td>
<td>1 Farm or ranch work</td>
<td>1 Farm or ranch work</td>
</tr>
<tr>
<td>2 Other work</td>
<td>2 Other work</td>
<td>2 Other work</td>
<td>2 Other work</td>
</tr>
<tr>
<td>3 Currently not in the paid workforce</td>
<td>3 Currently not in the paid workforce</td>
<td>3 Currently not in the paid workforce</td>
<td>3 Currently not in the paid workforce</td>
</tr>
<tr>
<td>1629</td>
<td>1630</td>
<td>1631</td>
<td>1632</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1633</td>
<td>1634</td>
<td>1635</td>
<td>1636</td>
</tr>
<tr>
<td>Mark one.</td>
<td>Mark one.</td>
<td>Mark one.</td>
<td>Mark one.</td>
</tr>
<tr>
<td>1 Never served in the military</td>
<td>1 Never served in the military</td>
<td>1 Never served in the military</td>
<td>1 Never served in the military</td>
</tr>
<tr>
<td>2 Only on active duty for training in the Reserves or National Guard</td>
<td>2 Only on active duty for training in the Reserves or National Guard</td>
<td>2 Only on active duty for training in the Reserves or National Guard</td>
<td>2 Only on active duty for training in the Reserves or National Guard</td>
</tr>
<tr>
<td>3 Now on active duty</td>
<td>3 Now on active duty</td>
<td>3 Now on active duty</td>
<td>3 Now on active duty</td>
</tr>
<tr>
<td>4 On active duty in the past, but not now</td>
<td>4 On active duty in the past, but not now</td>
<td>4 On active duty in the past, but not now</td>
<td>4 On active duty in the past, but not now</td>
</tr>
</tbody>
</table>
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 1 □ Yes – please provide the name, phone number, and address below 3 □ No – Go to Item 2

   Operation Name
   1088

   Operator Name
   1081

   Phone Number
   1089

   Address
   1082

   City
   1083

   State
   1084

   Zip Code
   1085

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

   Would you rather have a brief summary sent to you at a later date? 1 □ Yes 3 □ No

   Respondent Name
   9912

   Phone
   9911

   Date MM-DD-YYYY
   9910

Thank you for your response