



# HAWAII TROPICAL FRUIT GROWERS ANNUAL CONFERENCE

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# Welcome!

## Who is NASS?

*As the statistical agency for USDA,  
NASS is responsible for collecting and publishing useful  
statistics in service to U.S. agriculture.*

**Our Core Values:**

- Policy relevance
- Objectivity
- Credibility
- Trust
- Commitment



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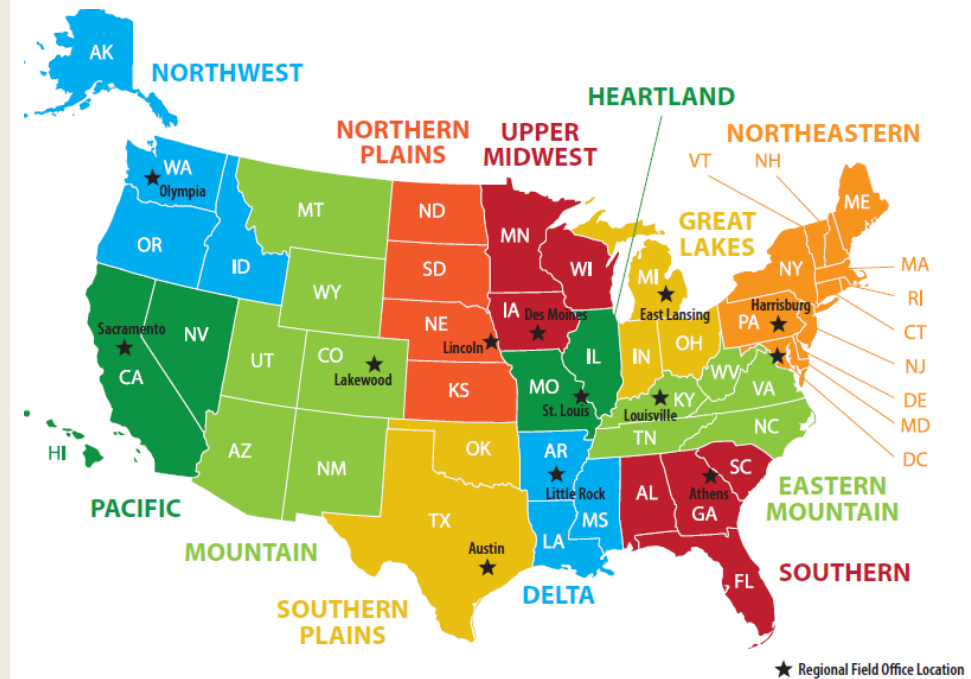
# Our History

## Introduction of NASS

- Established in 1863
- Named the “Division of Statistics”
- First report on crop conditions

## NASS Today

- More than 900 personnel
- Serving all 50 states and Puerto Rico
- Centralized data collection and processing



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# What We Do...

- Collect, assemble, process, and disseminate U.S. agricultural data
- Conduct hundreds of national, regional, state, and local surveys
- Conduct detailed agricultural census every 5 years
- Publish hundreds of national reports annually
- Partner with state ag departments, universities, and others
- Conduct research to advance statistical science
- We serve Farmers and Data Users



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# What We Do Not Do...

We do not...

- Set policy
- Regulate activities
- Permit influence
- Disclose individual reports
- Favor any group above others



# Continued Service During the Pandemic

- Pandemic has been challenging for everyone. NASS is no exception. These have been unprecedented times. There was no blueprint for how to function for such an extended period of time with shutdowns and restrictions. NASS had to adapt.
- NASS has remained open for business and continued to provide service through these challenging times.
  - All scheduled reports were issued on time.
  - Altered data collection procedures to keep employees and respondents safe.
    - Provided options for producers to report online, through mail, or over the phone.
    - Face to face communication stopped.



# You Can Rely on NASS Data To...

- Determine productivity and yields
- Track trends
- Set prices
- Improve operational efficiencies
- Reduce risk
- Identify trends, best practices, and patterns
- Analyze consumer demand



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# Manufacturers Rely on NASS Data

*Manufacturers use our data to work smarter!*

- Identify market opportunities
- Predict demand
- Determine supply needs and inventories
- Develop new equipment and tools
- Improve existing products and services
- Develop software / apps to advance farming
- Improve their ability to serve producers better



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# Other USDA Agencies Rely on NASS Data

*Other USDA agencies use our data to work smarter!*

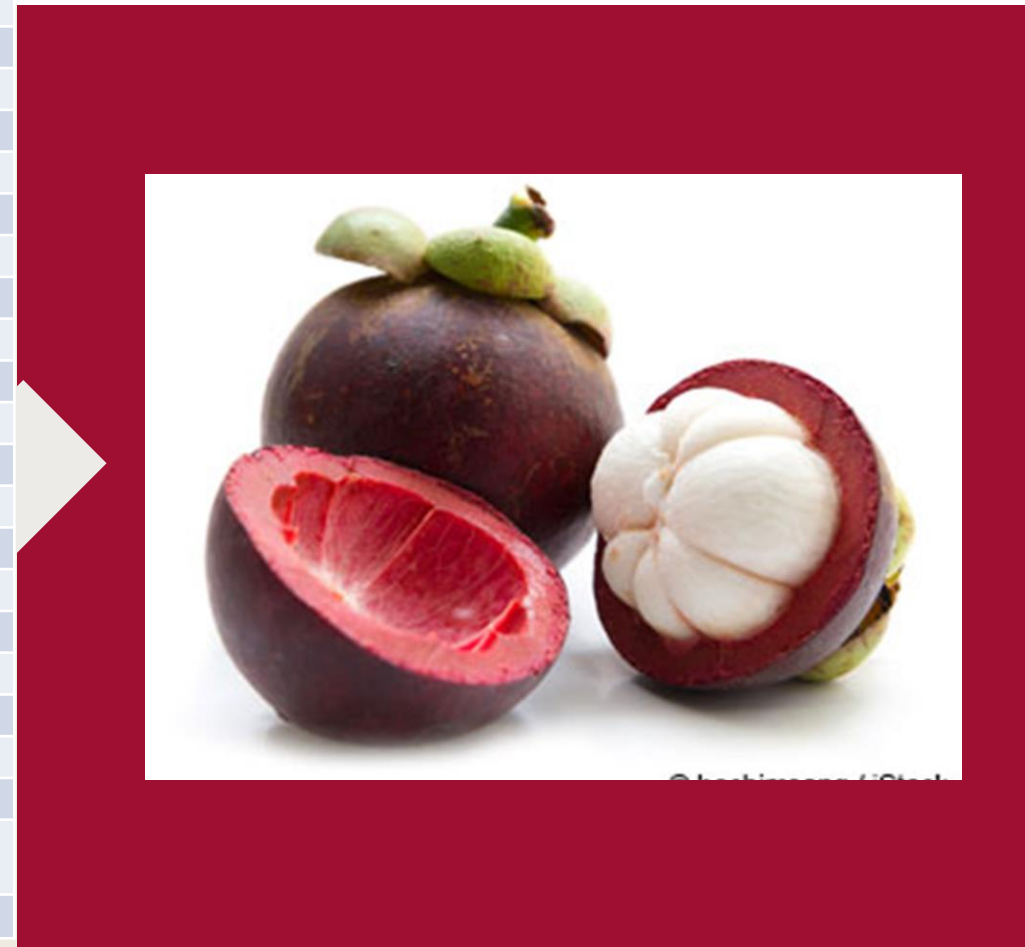
- RMA uses our data to:
  - Provide services, such as crop insurance
- FSA uses our data to:
  - Make market assessments
  - Validate economic opportunities



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Survey	National	HDOA
Crop:		
Avocados, Coffee, Macadamia Nuts, & Papayas	X	
Horticulture - annual		X
Horticulture - (census follow-on)	X	
Macadamia Nut Loss		X
Seed Crops		X
Tropical Specialties		X
Vegetables		X
Livestock & Livestock Products:		
Aquaculture - annual		X
Aquaculture - (census follow-on)	X	
Honey Bee Colonies	X	
Cattle	X	
Milk Production	X	
Chicken & Eggs	X	
Dairy Products	X	
Sheep & Goats	X	
Hogs	X	
Economics & Misc.		
Ag Theft		X
Cash Rents	X	
Census of Agriculture - (every 5 years)	X	
Farm Equipment		X
Farm Technology		X
Irrigation - (census follow-on)	X	
Local Foods - (census follow-on)	X	
Organics - (census follow-on)	X	



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# How do NASS Surveys benefit Hawaii Agriculture?

- NASS conducts surveys of various agricultural products:
  - Avocado
  - Cattle, Hogs, Milk
  - Coffee
  - Flowers
  - Macadamia nuts
  - Vegetables/fruits
  - Etc.
- Part of the survey process is assigning a “value” to the commodity



# How do NASS Surveys benefit Hawaii Agriculture? (*cont.*)

- NASS submits these crop/commodity values to USDA'S Economic Research Service
  - Who then sums up all the values reported;
  - And then releases the total value of agriculture for each state
- That “total value of agriculture” is combined with all the other states
- Result: The “total value of agriculture” for the United States
- This ‘Value’ is used in the implementing the Specialty Crop Block Grant Program



# What is the Specialty Crop Block Grant Program?

- Agriculture Improvement Act (2018 Farm Act)
  - Sets aside a block of money for each year 2019 – 2023
  - Money is set aside to “enhance the competitiveness of specialty crops”
  - Specialty crops are defined as “fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).”



# Specialty Crop Block Grant Program

- State Departments of Agriculture apply for grants from this program
- Amount available for each state depends on the value of the specialty crops in that state
- SCBGP FY2020 Amount of Funds Awarded for US:
  - \$72.5 mil
- SCBGP FY2020 Amount of Funds Awarded for HI:
  - \$496,661



# Reasons to Respond...

- Your personal data is ALWAYS confidential – we cannot release personal data even if someone files a Freedom of Information Act request.
- NASS aggregate data is used by crop insurance companies, the Farm Service Agency, and the legislature when making agricultural decisions.
- While many of our surveys have a non-response component. Estimates are only as good as the data received. The more responses we get, the better the statistics.



# Tropical Fruit Survey

- Prior to 2008, the Hawaii Field Office conducted a Tropical Fruit survey every year.
- However, after 2008, no surveys were conducted for Tropical Fruit until 2016.
- Major changes have been occurring in Hawaii recently with greater emphasis being placed on making Hawaii more sustainable and not as dependent on food coming over from the mainland.
- Therefore, there has been increased interest in growing tropical fruits.
- The last Tropical Fruit Survey conducted was for year 2018.





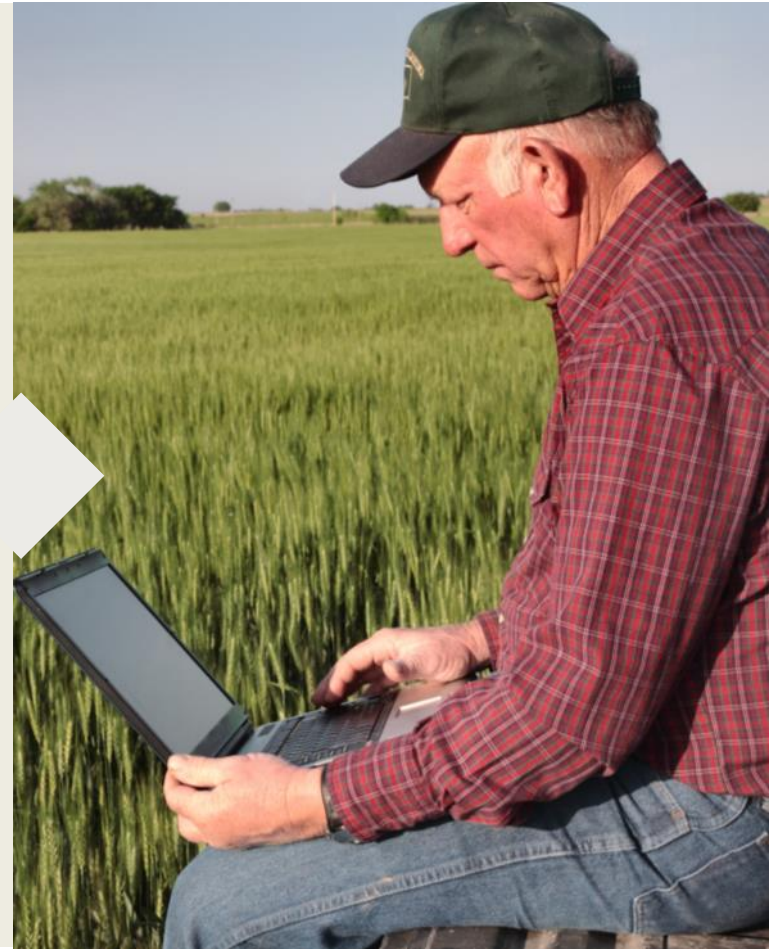
# Tropical Fruit Survey

- 2008 Hawaii Tropical Fruit and Crops was valued at \$3.99 million, from 2.05 million pounds.
- 2016 Hawaii Tropical Fruit and Crops was valued at \$7.49 million, from 4.43 million pounds.
- 2018 Hawaii Tropical Fruit and Crops was valued at \$13.4 million, from 9.65 million pounds (*bananas included for 2018*).
- NASS will conduct this survey again when funding is available.



# Without Participation in NASS Surveys...

- Government leaders can't access local data
- Businesses can't determine the right product mix
- USDA can't prepare for and respond to crises
- Researchers can't advance studies or solve real-world problems.
- Health and well-being of agricultural communities can't accurately be determined
- Producers can't accurately tell their story



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# Confidentiality

- Data provided is used for statistical purposes only.
- Names, addresses, and personal identifiers are fully protected by NASS with the force of law ([Title 7 USC 2204\(g\)](#) [Public law 105-113](#)).
- Published statistics from NASS surveys and censuses will not disclose reported data from an individual.



# COMMERCIAL AGRICULTURAL EXPANSION SURVEY

- The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), in cooperation with the Hawaii Department of Agriculture, conducted a Commercial Agricultural Expansion Survey during the summer of 2021.
- Funding for this project was made possible by an appropriation from the Hawaii State Legislature in 2020 to the Hawaii Department of Agriculture.
- The goal of the survey was to assess Hawaii agricultural producers' interest in expanding their commercial production and identify barriers to expansion from more than 1,100 Hawaii farmers and ranchers with historical value of production greater than \$50,000.
- Participants were asked a variety of questions about their business profile, barriers to expansion, impact of expansion on the agricultural and state economy, and interest in expansion.
- The Hawaii Department of Agriculture will utilize the results in guiding government policies and developing financial assistance programs to assist commercial producers in expanding agriculture production.
- NASS will compile, analyze, and publish survey results in the *Commercial Agricultural Production Expansion* report to be published in late October.



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# New and Ongoing Initiatives

- Enhance agency interactions with respondents
- Add efficiency to current programs and processes
- Improve data user experience

- ✓ IN DEVELOPMENT - NASS is developing a customizable data collection dashboard for survey respondents. The focus of the effort is to provide respondents the ability to log in, respond to their survey, see previous responses, browse and visualize results of surveys they may have already completed, and customize the information on the dashboard for their needs.
  - ❖ Linked to USDA Farmers.gov – One stop shop for producers to access a single portal for all USDA functions.

NASS continues to look  
for opportunities to  
improve



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# 2022 Census of Agriculture

- Final Ag Screener
  - December 2021
- JAS/ACES
  - June 2022
- Data Collection Begins
  - November 2022
- Results Released
  - February 2024

Key Dates



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# 2022 Census of Agriculture

## CENSUS OF AGRICULTURE



Sign up at  
[www.nass.usda.gov](http://www.nass.usda.gov)



Call toll-free  
(888) 4AG-STAT or  
(888) 424-7828



Fill in the information and  
mail this card, postage-free.



### Make Sure You Are Counted.

Sign up to receive the 2022 Census of Agriculture report form.  
It will be mailed to producers in December 2022.

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_

Producer email: \_\_\_\_\_

Operation email: \_\_\_\_\_

Ethnicity:  Hispanic or Latino  
 Not Hispanic or Latino

Race: (Mark one or more)  
 American Indian or Alaska Native  
 Asian  
 Black or African American  
 Native Hawaiian or Other  
Pacific Islander  
 White

Sex:  Male  
 Female



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# USDA Fall Data Users' Meeting - Oct 13 & 14, 2021

## 2021 USDA Fall Virtual Data Users' Meeting

Oct. 13 & 14, 2021

**FREE AND OPEN TO THE PUBLIC**

Learn more and register here.



visit [www.nass.usda.gov/Education\\_and\\_Outreach/Meeting/](http://www.nass.usda.gov/Education_and_Outreach/Meeting/)



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# Summary

- Work we do is important to Hawaiian Agriculture
- We encourage all farmers and ranchers to respond to surveys and do so online whenever possible.
- Thank you for your cooperation and response. We can't do it without you.
- Website USDA NASS :  
<https://www.nass.usda.gov/>
- Website USDA NASS-Hawaii :  
[https://nass.usda.gov/Statistics\\_by\\_State/Hawaii/](https://nass.usda.gov/Statistics_by_State/Hawaii/)
- Make Sure Your Counted  
<https://www.agcounts.usda.gov/static/get-counted.html>



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# Our Commitment to You. . .

We are committed to providing *useful agricultural data* and to help you access this information in support of your operation.

Let us know how we can help.

Please contact Shawn Clark:

- **Phone:** (808) 522-8082
- **Email:** [shawn.clark@usda.gov](mailto:shawn.clark@usda.gov)



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