

Census of Agriculture Review

Are they doing the right things? Doing things right?

What is most important: people or practices?

Sub-Panels

- List building and preparation and response rate
 - Census content development
 - Census edit/imputation analysis, non-response and coverage adjustments, and summary
 - Census output products
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List building and preparation and response rate

- How to assure that all “farms” are represented
- How to assure adequate representation of under-served populations
- Cost effective approaches to build the list
- PR strategies to facilitate list building and response
- Potential improvements in Help Line, website, and FAQs

Census content development

- How to keep questionnaire to a reasonable length while accomodating requests for additional info-
- Criteria to use in deciding what to include, not include
- Feasibility of geo-referencing farm units
- How to collect data on farm labor and labor contracts
- Collect data on natural resource stewardship practices?
- Need for Agricultural and Economics Land Ownership Survey
- Adequate testing to reduce ambiguous responses

Census edit/imputation analysis, non-response and coverage adjustments, and summary

- Variables and targets for area sampling to account for under-coverage
- Appropriate quality control mechanisms for data cleaning
- Transparent imputation and adjustment processes
- Donor data for imputation
- Integerizing the weight for adjustments?

Census output products

- More detail by size category? Smaller categories, more precise segmentation?
- Emphasis on outreach and education about use of data
- User-friendliness and searchability of website
- Linking Census results to other survey results including past Census results
- Providing more info- about accuracy of results
- Disclosure rules
- New products?