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Background

**Puerto Rico
Census of Agriculture**

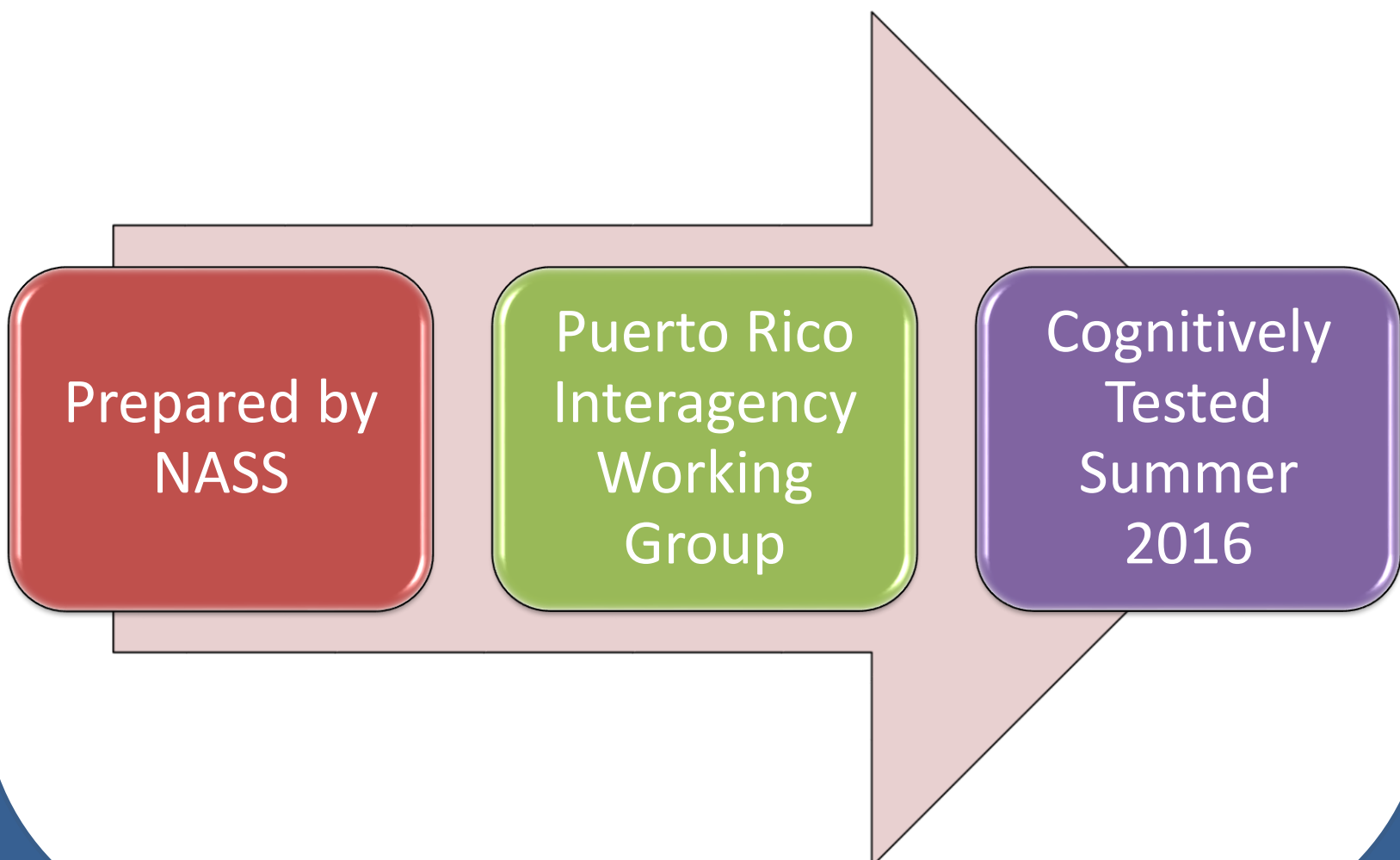
Conducted since 1910

Every five years on years ending in 2 and 7

Farm Definition:

- Places from which \$500 or more of agricultural products were produced and sold or normally would have been sold, during the census year.

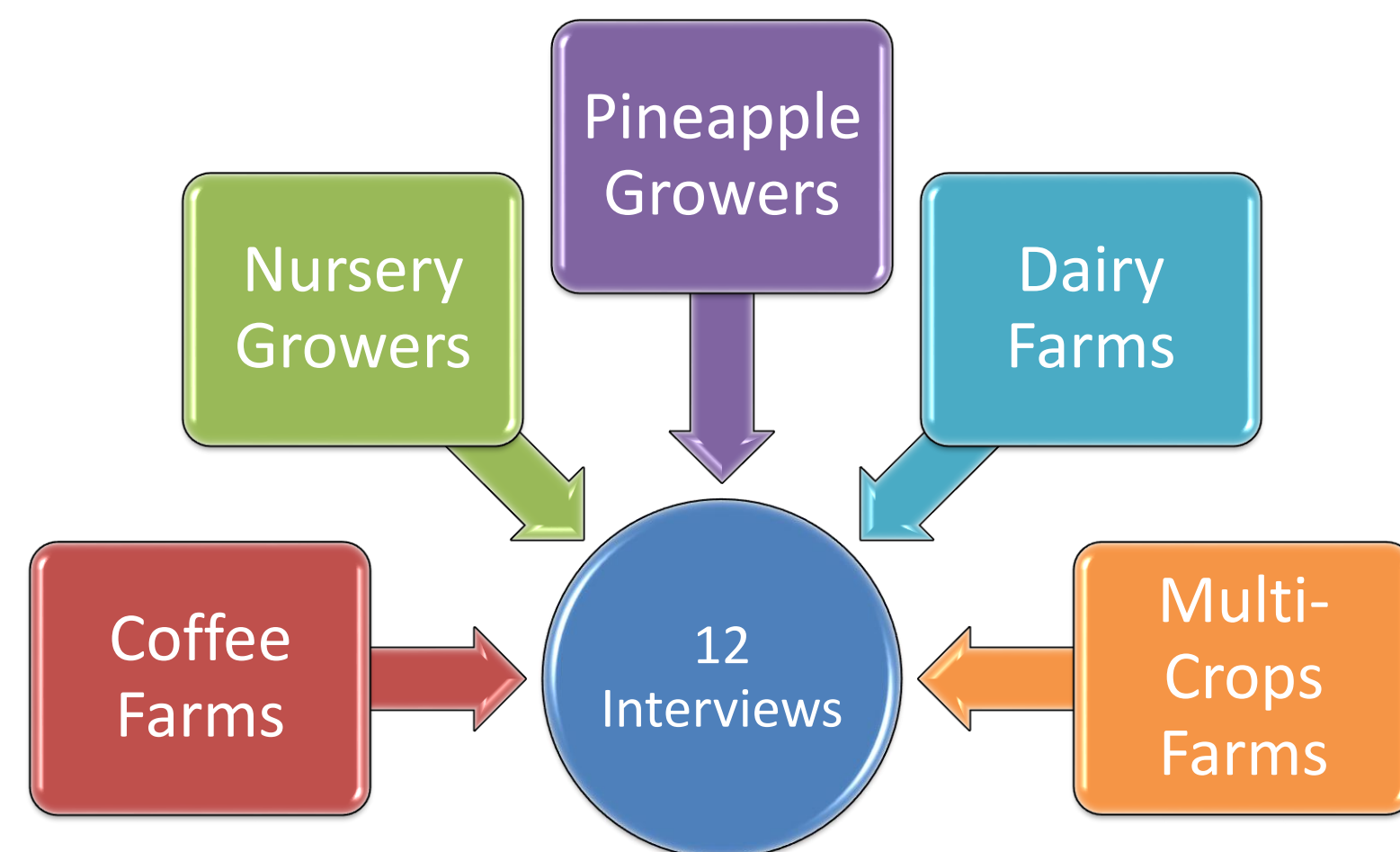
Form Development



Methods

Respondents – Recruited by	
Puerto Rico Department of Agriculture	University of Puerto Rico - College of Agricultural Sciences

Informed at time of recruiting		
Intent of cognitive interviews	Voluntary participation	Length of Interview (about 1 hour)



- Respondents were:
- Given the report form and instructed to respond as if they had received it by mail;
 - Instructed to “think aloud” while answering;
 - Informed NASS was not interested in their particular answers, but on how they provided them;
 - Asked to identify problems encountered while answering;
 - Asked scripted probes at the end.

Results

Section 2 Land Use Question 5a Land Located on an Agricultural Reserve

- Five respondents rented land from the P.R. Land Authority. They incorrectly reported their land as located on an Agricultural Reserve since it is land that the Land Authority has designated for agricultural purposes. Not all the land rented from the P.R. Land Authority is located on an Agricultural Reserve.

Section 26 Food Marketing Practices

- Respondents mentioned that they market their products at “mercados familiares”. This is a new program of the P. R. Department of Agriculture to facilitate farmers to sell their product (much like farmers markets). The term had not been included on the report form.

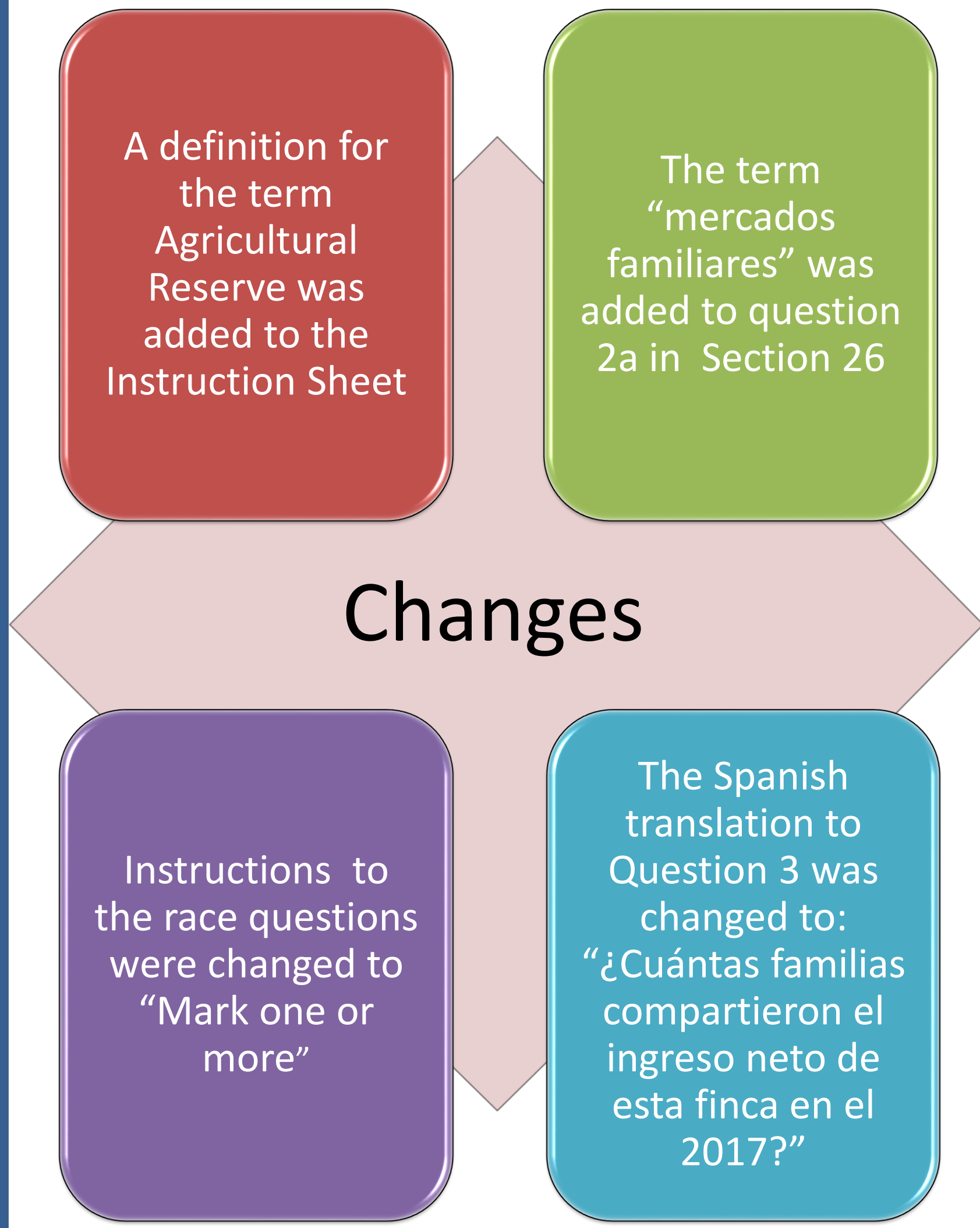
Section 29 Personal Characteristics Question 2k What is the operator’s race? Mark Only One

- Respondents had a hard time answering this question. It was hard for them to select only one race category, as many consider themselves of mixed race.

Section 29 Household Income

- Respondents misinterpreted this question including employees’ families along with their own families. This occurred because of the way the question was translated into Spanish “¿Cuántas familias se beneficiaron del ingreso neto de esta finca en el 2017?” Which translates into English as: “How many families benefited from the net income of this farm in 2017?”

Conclusions



A definition for the term Agricultural Reserve was added to the Instruction Sheet

The term “mercados familiares” was added to question 2a in Section 26

Instructions to the race questions were changed to “Mark one or more”

The Spanish translation to Question 3 was changed to: “¿Cuántas familias compartieron el ingreso neto de esta finca en el 2017?”