



USDA AMS Market News

Organic Data Initiative Update

Fruit and Vegetable Industry Advisory Committee

April 19, 2023



Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE





USDA AMS Market News:

- **Market News reports price data and volume information for nearly 1000 agricultural and livestock commodities**
 - **Organic data is currently available on over 200 of those commodities**
- **All Market News data is available to the public, free of charge, through www.MyMarketNews.gov**



Organic Data Initiative:

- **The first Organic record appeared on a Market Report in 1992**
- **2002 Farm Bill called for differentiation of Organic products**



Organic Data Initiative:

The 2018 Farm Bill provides \$3.5 million to USDA AMS specifically to enhance reporting of organic products and markets.

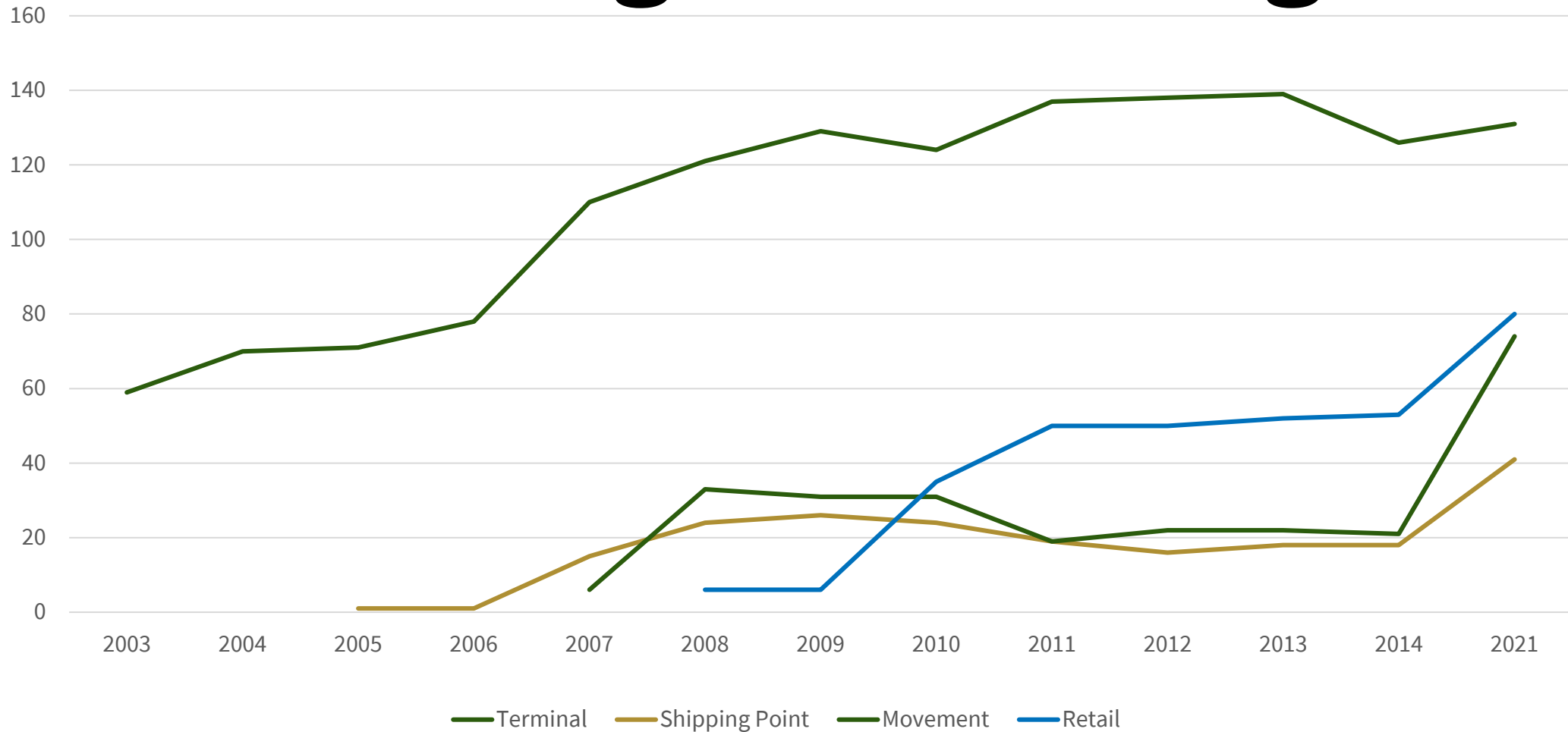


Organic Data Initiative:

USDA collects and distributes reporting on prices of organic agricultural products, develops and implements surveys on organic production, handling, and distribution, and conducts analysis on the data for publication in reports.



Growth of Organic Coverage:





Organic Data Initiative:

- **Current organic commodities reported:**
 - **Dairy Market News: 25**
 - **Livestock, Poultry and Grain Market News: 27**
 - **Specialty Crops Market News: 150**
- **Organic markets reported:**
 - **Over 1100 nationwide**



Organic Data Initiative:

- **Current Specialized Organic reports:**
 - *National Fruit and Vegetable Organic Summary (daily)*
 - *National Retail Report – Conventional vs Organic (weekly)*
 - *National Retail Report – Local and Organic (weekly)*
 - *Organic Poultry and Eggs (weekly)*
 - *Organic Dairy Retail Overview (weekly)*
 - *Organic Dairy Fluid Overview (weekly)*
 - *Organic Dairy Market Overview (weekly)*



Organic Data Initiative:

- **Current Specialized Organic reports:**
 - *Direct to Consumer Organic Dairy Products Prices (10-day)*
 - *Dairy Market News Organic Report (biweekly)*
 - *Midwest Regional Organic Grain and Feedstuffs Report (biweekly)*
 - *National Organic Grain and Feedstuffs Report (bi-monthly)*
 - *Annual Organic Cotton Market Report (yearly)*



Current ODI Plan:

Market News has developed a multi-task project plan to meet the requirements of the Farm Bill for use of the \$3.5 million in funding



Current ODI Plan:

- **Attend, sponsor, promote Organic Industry Conferences and Trade Shows**
 - Focus on large, multi-commodity organic events as well as important regional meetings for specific commodity groups
 - Engage with industry and public to raise awareness of Market News organic data, make new contacts, and encourage feedback



Current ODI Plan:

- **Attend, sponsor, promote Organic Industry Conferences and Trade Shows**
 - Host booths and sponsorships to provide access to experts from all Divisions of Market News
 - Provide information and hands-on demonstrations of data tools and searches



Current ODI Plan:

- **Conduct Third party Gap Assessment**
 - Land-grant universities to conduct Gap Analysis of existing organic data needs in their regions
 - University of Wisconsin-Madison and University of California-Davis
 - CFI Group LLC surveying industry knowledge of Market News organic data and where future efforts should focus



Current ODI Plan:

- **Complete MARS data system**
 - Will allow improved access to data including API for all commodities
- **Enhance Market News Mobile App**
 - V3 will add the ability to filter for organic data
- **Develop Data Visualization Products**
 - Requested by industry members to show markets at a glance



Current ODI Plan:

- **Use Farmers Markets to source organic data**
 - Pennsylvania State University Extension Service
 - 7 regions, multiple markets in each region, 200+ overall to be covered
 - Iowa State University Extension Service
 - Working with Penn State to provide consistent report format
 - Cornell University Extension Service



Current ODI Plan:

- **Leverage Cooperative Agreements to expand data**
 - Vermont, Maryland, Alabama, Arkansas, Pennsylvania, Oklahoma amendments underway
 - Tennessee, South Carolina, Missouri, Colorado, Kentucky, Indiana, Illinois proposals being considered

Alabama	Farmers Markets, Production costs, chicken litter
Arkansas	Direct to Consumer eggs, Farmers Markets
Maryland	Grain Bids, Production Costs
Vermont	Dairy, Beef, CSA's, Retail vs farmers Market Comparison
Pennsylvania	Grain Bids, Production Costs, Dairy Cows
Tennessee	Carcass values, direct to consumer beef, farmers markets
Oklahoma	Famers Markets, Hay
New York/Cornell	Dairy Cows
South Carolina	Farmers Markets, wholesale
Missouri	Farmers Markets
Colorado	Farmers Markets
Kentucky	Feedstuffs, grains



Current ODI Plan:

- **Partner with Agricultural Education Providers**
 - University of Wisconsin Organic Farm Pulse Financial Management Course in partnership with FSA
- **Develop Video Series on MN Organic Data**
 - In-house webinar series to be promoted online and through USDA social media



Current ODI Plan:

- **Expand Organic Trade Information**
 - 40+ HTS codes requested to break out imported organic commodities from conventional volumes
- **Enhance Federal Milk Order Statistics System**
 - Provides additional data on organic fluid milk



Next Farm Bill:

- **Continue to Expand Organic Trade Information**
- **Conduct Outreach to Tribal Groups and HBC**
- **Extend Farmers Market Data Collection to Additional States**
- **Grow Organic Market Reporting based on findings from Gap Analyses and CFI Survey**



Questions / Comments / Suggestions:

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