



1997 ECONOMIC CENSUS

FRESH FRUITS AND VEGETABLES

DUE DATE ▶ **FEBRUARY 12, 1998**

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

WH-5148

Please read the accompanying instructions before answering the questions.

Census use

(Please correct any errors in name, address, and ZIP Code.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER
Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No - Report current EIN below

(9 digits) _____

Item 2. PHYSICAL LOCATION

a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No - Report physical location below

Number and street _____

City, town, village, etc. _____

State _____

ZIP Code _____

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes 3 No legal boundaries
2 No 4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough
2 Town or township
3 Other - Specify _____
4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS Number of months

a. How many months during 1997 was this establishment actively operated?

002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 In operation
2 Temporarily or seasonally inactive
3 Ceased operation - Give date at right
4 Sold or leased to another operator - Give date at right AND enter name, etc., below

Figures only

Month Year

Name of new owner or operator _____

Number and street _____

City _____

State _____

ZIP Code _____

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.
Example: If a figure is \$1,125,628.79 report **1 126**
• Preferred
Acceptable

Bil-ions (000)	Mil-ions (000)	Thou-sands (000)	Dol-lars (000)
	1	126	
	1	125	629

Item 4. DOLLAR VOLUME OF BUSINESS

Bil. Mil. Thou. Dol.

010

a. Sales and operating receipts for 1997 (Include the gross selling value of business conducted for others)

b. Did this establishment earn commissions for the sale of merchandise?

121

1 Yes - Go to line c
2 No - Skip to line e

c. Gross selling value of business conducted on a commission basis (Include in item 4a)

Bil. Mil. Thou. Dol.

122

d. Commissions received (On transactions reported in item 4c)

123

NOTE - If this is the only establishment of this firm skip to item 5

e. Percent of products sold by this establishment manufactured or mined in the United States by your company or subsidiaries

Percent

124

%

f. Value of transfers to other establishments within your company (DO NOT include in item 4a)

Mil. Thou. Dol.

125

Item 5. PAYROLL
Payroll in 1997, BEFORE DEDUCTIONS

Mil. Thou. Dol.

030

a. Annual

031

b. First quarter (January-March)

Item 6. EMPLOYMENT

Number

a. Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

032

b. List the above employees by the employee's primary function:

Number

131

(1) Selling

(2) Sales support (including office and clerical, warehousing, customer service, maintenance employees, and drivers)

132

(3) Supporting functions of other establishments in your company (i.e., central administrative, accounting, research, etc.)

133

(4) Manufacturing

134

(5) Other - Specify _____

135

NOTE - The sum of lines 1 through 5 should equal total employment

HM

Item 7. OPERATING EXPENSES Mil. Thou. Dol.
 040
Operating expenses for 1997 (Include payroll, but exclude cost of goods sold and interest expense)

Item 8. INVENTORIES

a. Did you have inventories at the end of 1996 or 1997?

180 1 Yes - Complete the remainder of the item
 2 No - Skip to item 9

b. Were inventories of this establishment subject to the last-in, first-out (LIFO) method of valuation?

185 1 Yes - Use the sum of the LIFO amount plus the LIFO reserve for lines c and c(2)
 2 No - Complete only line c

	End of 1997			End of 1996		
	Mil.	Thou.	Dol.	Mil.	Thou.	Dol.
c. Total inventories	046			047		
(1) Amount not subject to LIFO costing	181			186		
(2) Amount subject to LIFO costing (gross)	182			187		
(a) Amount of the LIFO reserve	183			188		
(b) LIFO value of the line c(2) (net)	184			189		

NOTE - The sum of lines c(1) and c(2) should equal line c
 The sum of lines c(2a) and c(2b) should equal line c(2)

Item 9. TOTAL PURCHASES OF MERCHANDISE IN 1997 PURCHASES AT COST VALUE Bil. Mil. Thou. Dol.
 160
Purchases of merchandise for resale (Net of returns, allowances, and trade and cash discounts; but including amounts allowed for trade-ins)

NOTE - If purchases are greater than sales, please provide an explanation in the REMARKS section

Item 10. SALES BY CLASS OF CUSTOMER Whole percent of sales
Report the percentage of this establishment's total sales in 1997 (item 4a) to each class of customer.

a. Export sales	141
b. Restaurants, hotels, food services, and contract feeding	142
c. Retailers and repair shops for resale or repair	143
d. Other wholesale establishments for resale	144
e. Industrial users for production (manufacturing and mining)	145
f. Business users for consumption, not for resale	146
g. Farmers (for farm use)	147
h. Household consumers and individual users	148
i. Builders and contractors	149
j. Governmental bodies (Federal, State, and local)	150
k. TOTAL (Sum of lines a through j should total 100%)	100%

Item 11. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business
What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.

070

(1) Fresh fruits and vegetables 514800
 (2) Frozen foods, packaged 514200
 (3) Canned foods 514970
 (4) General-line groceries 514100
 (5) Other kind of business - Specify 777777

b. Selling characteristics

(1) In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box.

068

From physical displays of priced merchandise . . . 1
 From a counter (little or no display) 2
 From a warehouse or office 3
 Other - Describe 4

(2) How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box.

069

Location and store attractiveness 1
 Advertising to the general public, including direct mail advertising. 2
 Advertising to the trade or calls directly to customers 3
 Other - Describe 4

c. Mark (X) the ONE appropriate box if this establishment is a:

167

(1) Voluntary group wholesaler (an establishment affiliated with independent retailers engaged in joint sales promotion under a group name) 1
 (2) Retail-cooperative wholesaler (an establishment owned and operated cooperatively by independent retailers buying collectively) 2
 (3) Other grocery wholesaler 3

d. Were 50 percent or more of the goods sold by this establishment purchased directly from farmers?

166

1 Yes
 2 No

e. What percent of your sales are drop-shipped and do not enter this establishment?

Percent
 111 %

Item 12. TYPE OF OPERATION
What was this establishment's PRINCIPAL type of operation in 1997? Mark (X) only ONE box.

060

a. Own-brand importer and marketer 14
 b. Merchant wholesaler (buying and selling on own account)
 (1) Importer 12
 (2) Exporter 13
 (3) Farm-product assembler 19
 (4) Merchant wholesale distributor or jobber 11
 c. Manufacturers' sales branches and offices 20
 d. Agent, broker, and commission merchant
 (1) Auction company 41
 (2) Broker (representing buyers and sellers) 42
 (3) Commission merchant 43
 (4) Import agent 44
 (5) Export agent 45
 (6) Manufacturers' agent 46
 e. Other broker or agent - Specify type 77

If not shown, please enter your 11-digit Census File Number from the address label on page 1

Census File Number

Item 13. COMMODITY LINES

Report sales by commodity group either as a dollar figure or as a whole percent of total sales (Include the value of merchandise marketed under capital, finance, or full payout leases and rental receipts derived from merchandise under operating leases)

HOW TO REPORT PERCENTS If figure is **38.76%** of total sales
 • Report whole percents → **39**
 Not acceptable → **38.76**

Commodity lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.				
		Bil.	Mil.	Thou.	Dol.	Per-cent
1. Fresh fruits and vegetables	100	101				102
a. Fresh fruits	4711					
b. Prepackaged fresh-cut vegetables (carrots, salads, etc.)	4712					
c. Other fresh vegetables	4713					
d. Total (Sum of lines 1a through 1c)	4700					
2. Frozen foods (packaged)	4100					
3. Dairy products (excluding dried or canned)	4200					
4. Poultry and poultry products	4300					
5. Confectionery	4400					
6. Fish and seafoods (excluding canned and frozen packaged)	4500					
7. Meat and meat products (fresh and unpackaged)	4600					
8. Coffee, tea, and spices	4800					
9. Bread and baked goods	4820					
10. Canned foods	4830					
11. Food and beverage basic materials (include flavoring extracts, fruit peel, hop extract, industrial molasses, sausage casings, malt, yeast, etc.)	4840					
12. Refined sugar, flour, cereals, cooking oils, pet foods, pickles, preserves, sauces, and other grocery specialties	4860					
13. Grain and beans	4900					
14. Farm supplies	5800					
15. Tobacco and tobacco products	5900					
16. Miscellaneous commodities - Specify						
a. 076	9811					
b. 077	9812					
c. 078	9813					

Item 13. COMMODITY LINES - Continued

Commodity lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.				
		Bil.	Mil.	Thou.	Dol.	Per-cent
17. Rental and operating lease receipts	9940					
18. Receipts for farm product preparation services (cleaning, shelling, grading, and packing)	9920					
19. Service receipts and labor charges (including installed parts)	9700					
20. TOTAL (Should equal item 4a if reporting in dollars)	9990					100%

Item 14. LEGAL FORM OF ORGANIZATION

Which of the following best describes this establishment's legal form of organization during 1997? Mark (X) only ONE box.

- 003 1 Individual owner (sole proprietorship)
- 2 Partnership
- 3 Cooperative association (taxable)
- 4 Cooperative association (tax-exempt)
- 5 Government - Specify _____
- 0 Corporation (Do not mark if any form of cooperative association)
- 9 Other - Specify _____

Item 15. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION

a. Is the FIRST DIGIT of your Census File Number (shown in the address label immediately after "CFN") a zero?

- 1 Yes - Complete this item
- 2 No - Skip to item 16

b. Is this company owned or controlled by another company?

- 097 1 Yes →
- 2 No

Enter name, address, and EIN of the owning or controlling company

EIN (9 digits) _____

c. Does this company own or control any other company or companies?

- 098 1 Yes →
- 2 No

Enter name, address, and EIN of the owned or controlled company

EIN (9 digits) _____

ITEM 15 CONTINUED ON PAGE 4

Item 15. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued

d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in item 1) AT THE END of 1997?

Number
079

If more than one, provide the **physical location** address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.

Estimates are acceptable if book figures are not available.

	Name	Number and street	City	State	ZIP Code	1997	Mil.	Thou.	Dol.
						Sales			
1						081			
						082			
	Kind-of-business description					Paid employees for pay period including March 12			
						083			
	Type of operation (choose from item 12)					Census use	088		
					089				
2						081			
						082			
	Kind-of-business description					Paid employees for pay period including March 12			
						083			
	Type of operation (choose from item 12)					Census use	088		
					089				
3						081			
						082			
	Kind-of-business description					Paid employees for pay period including March 12			
						083			
	Type of operation (choose from item 12)					Census use	088		
					089				

REMARKS – Please use this space for any explanations that may be essential in understanding your reported data.

Item 16. CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

Period covered by this report	FROM: Mo. Year	TO: Mo. Year	Name of person to contact regarding this report – <i>Print or type</i>		
Telephone	Area code	Number	Extension	Title	
Signature of authorized person					Date