

National FFA Ag Census Lesson Plans

Lesson NASS 1.1

Lesson Title: What is the Census of Agriculture?

Precepts:

Communication:

M4. Communicate appropriately with co-workers and supervisors.

Relationship:

B5. Participate effectively as a team member.

National Standards

NL-ENG.K12.4 – Communication Skills

NL-ENG.K12.6 – Applying Knowledge

Student Learning Objectives

As a result of this lesson, the student will ...

1. Explain the Census of Agriculture and its importance to the agricultural community.
2. Identify the historical, current and future value of the Census of Agriculture.

Time

Instruction time for this lesson: 60 minutes.

Resources

LifeKnowledge “Essential Learnings,” National FFA Organization, 2003

Census of Agriculture: www.agcensus.usda.gov

USDA’s National Agricultural Statistics Service, www.nass.usda.gov

USDA’s Census of Agriculture, www.agcensus.usda.gov

Tools, Equipment, and Supplies

TM.A-E—One copy of each

ASSESS. A--One per student

Key Terms

The following terms are presented in this lesson and appear in bold italics:

Census of Agriculture

Interest Approach

Wow, I am so glad you are all here today! How many of you have ever been in the mall and were approached by someone to fill out a market survey?

Allow the students an opportunity to raise their hands.

Great! So you are all familiar with the process of answering a survey. So if we were able to create a survey about our school, what topics would we survey?

Solicit answers from the group.

Thank you for sharing! In a moment when I say “Create,” you will have five minutes to find a partner and create a five question survey to collect data about our school. You can choose any aspect about our school in which to create your survey questions. What questions do you have? Create!

Walk around the room and check with each group. Allow the students five minutes to complete the task. If more time is needed, allow it. When there is one minute left, give the students an announcement to start to wrap up their survey.

Ok, pens down! Thank you for working so hard on your survey. I heard a lot of questions being formulated. Now, let’s put our surveys into action. When I say “Survey,” you will have five minutes to find another group in which to ask each other your survey questions in order to collect data. Questions? Survey!

Allow the students five minutes to complete the survey. Announce at 2.5 minutes so the groups know when the halfway mark has been reached.

And 5, 4, 3, 2, 1, stop! Please thank the other groups and quickly move back to your seat. Wow, you all did an awesome job, creating and executing a survey to collect data. Now that we have our data, for what purpose could you use it?

Allow the students an opportunity to respond. Possible answers might include: use it to help make improvements, see what programs we should offer, use it to help make changes, etc.

Those were all great answers! The data that we collected can be used in a variety of ways. What if we had a survey that would allow us to collect data on agriculture? Would that be helpful to producers, industry and consumers? *Allow feedback.*

Well, there is such as survey, and it is called the Census of Agriculture. We will spend the next few moments exploring the Census and why it exists. So we will need to be adventurous learners today. Show me what an adventurous learner looks like.

Suggestions might be sitting on the edge of their chair, sitting up straight, leaning forward, etc.

Great, it looks like we are set, so let the adventure begin – The Census of Agriculture!

Summary of Content and Teaching Strategies

Objective 1. Explain the Census of Agriculture and its importance to the agricultural community.

Just as we were able to collect simple data regarding our school, the Census of Agriculture is very similar, in that it collects data regarding the current status of the agricultural industry. So, let's dig a little deeper to see what type of information is collected, who it is collected from, and why the information is collected.

Use the Little Professor Moment strategy to engage the students' learning and to introduce the following information using T.M.A.

In a moment, when I say "Partner," you will have 30 seconds to find a partner, take your notebook and writing utensil and move next to your partner. Questions? Partner!

Now that we are in small groups, please have a seat next to your partner and take 30 seconds to decide who will be Professor Census and who will be Professor Agriculture.

Allow the students 30 seconds to move to their seats and select the role they will be playing for this activity.

Ok, each Professor Census, please raise your hand. Great! And now, who are my Professor Agricultures? Good!

Each Professor Census, raise your hands again. You have the job of being a very attentive learner. Please take notes in your notebook. Professor Agriculture, you will ignore the instruction that is going on, but you will need to be quiet.

Okay Professor Census, please capture the following information:

Place T.M.A on the overhead projector.

I. The Census of Agriculture

A. The ***Census of Agriculture*** is the leading source of facts and figures about American agriculture.

1. The first Census was enumerated in 1840, and has been repeated, most recently, every five years thereafter;
2. Provides a detailed picture of United States farms and ranches and people who operate them; and
3. Serves as source of uniformed, comprehensive agricultural data for every state and county in the United States.

B. Who is asked to complete the Census of Agriculture?

1. All United States farmers and ranchers regardless of size and type of operation

Professor Census, it is now your turn to teach Professor Agriculture the information we have just reviewed. Turn to your partner. You have one minute to teach Professor Agriculture.

Professor Census teaches information to Professor Agriculture.

Great job, Professor Census! Professor Agriculture, thank Professor Census with a high-five!

Switch roles for the Little Professor Moment.

Now, Professor Agriculture, it is your turn to pay attention and capture the information I will share. Professor Census, this is your chance to relax and quietly talk to yourself--in your heads that is.

Okay Professors, we just learned what the Census of Agriculture is and who is responsible for filling out the census. Now let's explore what type of information is collected and who uses the information. Let's capture this important information in our notebooks.

Place TM. B on the overhead projector and review the information with the students.

C. What types of information are collected? Examples include:

1. Land use and ownership
2. Income and production expenses
3. Market value of product
4. Operator characteristics

D. Who uses the collected information?

1. Everyone who provides service to farmers and rural communities including:
 - a. Federal, state, and local governments
 - b. Agribusinesses
 - c. Farmers and ranchers

Professor Agriculture, thank you for being so attentive. It is now your turn to teach this information to Professor Census. You will have two minutes to teach them.

Professor Agriculture teaches the information to Professor Census.

Time's up! Professor Agriculture, thank you for taking the time to share your knowledge and teach Professor Census that important information about the Census of Agriculture.

Switch roles for the Little Professor Moment.

Professor Census, it is now your turn to be the learners to gather information so you can teach Professor Agriculture in a few moments. Professor Agriculture, relax and quietly review the notes that you have captured so far about the Census of Agriculture.

So, Professor Census, we now have basic knowledge of the Census of Agriculture. Let's explore a little more and discover what the information is used for and who is responsible for collecting this data.

Place TM.C on the overhead projector and review the information with the students.

E. How are the data used?

1. Helps to make decisions that impact farmers and ranchers regarding:

- a. Community planning
- b. Store / company locations
- c. Availability of operational loans and other funding
- d. Location and staffing of service centers
- e. Farm programs and policies

F. Who is in charge of the Census of Agriculture?

1. National Agricultural Statistics Service: NASS

- a. Federal agency of the United States Department of Agriculture
- b. Provides timely, accurate, and useful statistics in service to U.S. agriculture.

Professor Census, you all were excellent learners. Let's teach Professor Agriculture. You have two minutes to provide them a recap the information we just went over.

Professor Census teaches the information to Professor Agriculture.

Great job, Professor Census. You did a great job teaching Professor Agriculture.

Switch roles for the Little Professor Moment.

Professor Agriculture, it is time for you to become the learners. Capture the important information as you will use it to teach Professor Census in a few moments. Professor Census, please sit quietly and review the notes that you have captured so far about the Census of Agriculture.

Professor Agriculture, we have learned a lot about the Census of Agriculture. Let's take a look at the information regarding the 2007 Census of Agriculture.

Place TM.D on the overhead projector and review the information with the students.

II. 2007 Census of Agriculture

A. Important dates regarding the Census of Agriculture

1. Census of Agriculture forms are mailed in late December 2007 to ranchers and farmers.
2. Farmers and ranchers are asked to respond to the Census of Agriculture by February 4, 2008.
 - a. Forms can be returned via mail or online

Great! Professor Agriculture, for the last time, you will have one minute to teach Professor Census.

Professor Agriculture teaches the information to Professor Census.

Thank you Professor Census and Professor Agriculture for all of your assistance in helping to teach the important information regarding the Census of Agriculture.

When I say “Move,” you will have 30 seconds to move back to your seats. Questions? Move!

We have spent the last few moments exploring the basic details regarding the Census of Agriculture, but you may be wondering what is the value of the Census of Agriculture to the United States agricultural industry? Let’s take the next few moments to uncover the historical, current, and future value of Census of Agriculture.

Objective 2. Identify the historical, current and future value of the Census of Agriculture.

At the beginning of class, we created a survey or census to collect information about our school. We now know the National Agricultural Statistics Service does the same thing every five years with the Census of Agriculture. In your notebook, capture the following questions and leave five lines between each question.

Place TM.E on the overhead projector so the students can capture the following questions.

1. For what historical purposes could the Census of Agriculture be useful?
2. What value do the data have right now for the agriculture industry?
3. How can collected data be used to help predict future trends?

Now that you have the three questions captured in your notebooks, when I say “Answer,” take the next five minutes to capture your thoughts to each question. What questions do you have? Answer!

Allow the students five minutes to capture their thoughts. Monitor the students and check with those who seem to be struggling.

Wonderful! I saw a lot of thinking and writing taking place. Let's share what we came up with as an answer for each of the questions.

Review each question. Allow the students an opportunity to comment or respond to each question. While students are sharing, capture the information on a writing surface. Sample answers to each question might be:

1. For what historical purposes could the Census of Agriculture be used? *To see how agriculture has evolved, to determine trends over the past decades, view the decline / increase in specific categories, etc.*

2. What value do the data have right now for the agriculture industry? *The information can be used to assess changes, needs for specific commodities or regions' needs. Helps to establish specific legislation or educational programs, etc.*

3. How can collected data be used to help predict future trends? *By evaluating the past and present, you can identify specific trends that can help you to prepare for the future. An example is fuel costs and the impact of biofuels on agriculture.*

Those were all great answers. We can see that the data collected through the Census of Agriculture is very valuable because it helps us to evaluate the current status of agriculture against the past. It helps us form a voice for the current and future needs of the agricultural industry.

Review/Summary

Use the Jeopardy Moment to review the content from today's lesson.

Today, we have had the opportunity to explore the Census of Agriculture and the value that it has for the U.S. agricultural industry. How many of you have ever watched the TV game show Jeopardy? *Allow the students to respond.* Wonderful, let's play a quick game to review the materials we have learned today in class. When I say the word "Count off," we will count off by three to form our teams. What questions are there? Count off!

Good. Now that we have our numbers, when I say "Go," all the number ones will move to (*insert location of the room*), the Number twos will move to (*insert location of the room*), and the number threes will move to (*insert location*). The number ones are moving where? *Students respond.* Number two's are going where? *Students respond.* And finally, where are the threes moving to? *Students respond.* Ok you have 30 seconds. Go!

Great—let's look at the categories and dollar values.

Place transparency T.M.E on the overhead projector.

Important Dates	Collected Information	Important People	Who uses the Data	Miscellaneous
\$100	\$100	\$100	\$100	\$100
\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300

Let's review the rules of the game. We will take turns selecting a category and dollar value. I will read the questions and your team will have 20 seconds to provide a response. If you do not provide an answer or you give a wrong answer, the next team will have an opportunity to answer your questions. For each question you get correct, your team will receive the points. The team at the end with the most points will be declared the winner. Any questions? Let's play!

Use the Answer Sheet to ask the questions, and to see the correct answers. Keep track of the points on the board.

Application

Extended classroom activity: Create informational flyers about the Census of Agriculture and hang them around the community to remind the farmer and rancher of the importance of participating in the 2007 Census of Agriculture.

FFA activity: Look at the Census of Agriculture information for your county and use the information to develop an educational presentation based on the information. Deliver the presentation at your next FFA meeting and invite local farmer and ranchers from your community.

SAE activity: Have the students look up the Census of Agriculture information in your county for data that would relate to their SAE project. Have them create a journal entry on what they have found and how it could impact decisions that they make in the future with their SAE project.

Evaluation.

Provide each student with Assess. A.

Multiple Choice:

1. NASS is the department that administers the Census of Agriculture. NASS stands for:
 - a. National Association of Science Statistics
 - b. National Agriculture Services of Statistics
 - c. National Agricultural Statistics Service
 - d. National Animal Society for Statistics

2. The Census of Agriculture is currently conducted every _____.
 - a. Year
 - b. 5 years
 - c. 10 years
 - d. 100 years

3. Who is required to fill out the Census of Agriculture?
 - a. Farmers and ranchers
 - b. Agribusiness owners
 - c. Federal agencies
 - d. Secretary of Agriculture

True or False:

4. The Census of Agriculture can be used to directly impact community planning, location and staffing of service centers as well as farm programs and policies.
5. All information for the 2007 Census of Agriculture is due by December 31, 2007.

Answers to the Test:

1. C
2. B
3. A
4. True
5. False

The Census of Agriculture

Census of Agriculture:

The leading source of facts and figures about American agriculture

Key Facts:

- It was first enumerated in 1840 and has been repeated, most recently, every five years
- Provides a detailed picture of United States farms and ranches and the people who operate them
- Serves as a source of uniformed, comprehensive agricultural data for every state and county in the United States

Who is asked to complete the Census of Agriculture?

All United States farmers and ranchers regardless of size and type of operations

What types of information are collected? Examples include:

1. Land use and ownership
2. Income and production expenses
3. Market value of product
4. Operator characteristics

Who uses the collected information?

1. Everyone who provides service to farmers and rural communities including:
 - a. Federal, state, and local government
 - b. Agribusinesses
 - c. Farmers and ranchers

How are the data used?

1. Helps to make decisions that impact farmers and ranchers regarding:
 - a. community planning
 - b. store / company locations
 - c. availability of operational loans and other funding
 - d. location and staffing of service centers
 - e. farm programs and policies

Who is in charge of the Census of Agriculture?

1. National Agricultural Statistics Service: NASS
 - a. Federal agency of the United States
Department of Agriculture
 - b. Provides timely, accurate, and useful statistics
in service to U.S. agriculture

2007 Census of Agriculture

Important dates regarding the Census of Agriculture.

- Census of Agriculture forms are mailed in late **December 2007** to ranchers and farmers.
- Farmer and ranchers are asked to respond to the Census of Agriculture by **February 4, 2008**

How can farmers and ranchers return the Census of Agriculture?

- Mail in completed paper form
- Complete form online

TM.E

Important Dates	Collected Information	Important People	Who uses the Data	Miscellaneous
\$100	\$100	\$100	\$100	\$100
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\$300	\$300	\$300	\$300	\$300

Important Dates	Collected Information	Important People	Who uses the Data	Miscellaneous
<p>\$100</p> <p>Q: When was the first Census of Agriculture? A: 1998</p>	<p>\$100</p> <p>Q: True or False The Census of Agriculture can be filled out online? A: True</p>	<p>\$100</p> <p>Q: Who is required by law to fill out the Census of Agriculture? A: Ranchers and farmers</p>	<p>\$100</p> <p>Q: True or False The data collected can be used to make decisions on policies by government officials? A: True</p>	<p>\$100</p> <p>Q: What does NASS stand for? A: National Agriculture Statistics Services</p>
<p>\$200</p> <p>Q: The Census of Agriculture forms will be sent to farmers and ranchers on what date? A: Late December 2007</p>	<p>\$200</p> <p>Q: True or False Ranchers and farmers are responsible for reporting income and expenditures. A: True</p>	<p>\$200</p> <p>Q: What department is responsible for the Census of Agriculture? A: NASS</p>	<p>\$200</p> <p>Q: Name one group of individuals that uses the data collected from the Census of Agriculture? A: Farmers, Ranchers, Legislators, Researchers, Agribusiness</p>	<p>\$200</p> <p>Q: The Census of Agriculture is administered every ____ years? A: 5 years</p>
<p>\$300</p> <p>Q: When is the completed Census of Agriculture form due? A: February 4, 2008</p>	<p>\$300</p> <p>Q: True or False Ranchers and farmers do not need to report how their land is used. A: False</p>	<p>\$300</p> <p>Q: True or False Only livestock producers are required to complete the census. A: False</p>	<p>\$300</p> <p>Q: True or False Store owners / companies can use the census to help determine the best locations for their businesses. A: True</p>	<p>\$300</p> <p>Q: What is the Census of Agriculture? A: Answer may vary: a survey that is the leading source of facts and figures about American agriculture.</p>

Name: _____

Directions: Circle the correct answer for each question.

Multiple Choice:

1. NASS is the department that administers the Census of Agriculture. NASS stands for:
 - a. National Association of Science Statistics
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2. The Census of Agriculture is currently conducted every _____.
 - a. Year
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3. Who is required to fill out the Census of Agriculture?
 - a. Farmers and ranchers
 - b. Agribusiness owners
 - c. Federal agencies
 - d. Secretary of Agriculture

True or False:

4. True False The Census of Agriculture can be used to directly impact community planning, location and staffing of service centers as well as farm programs and policies.

5. True False All information for the 2007 Census of Agriculture is due by December 31, 2007.