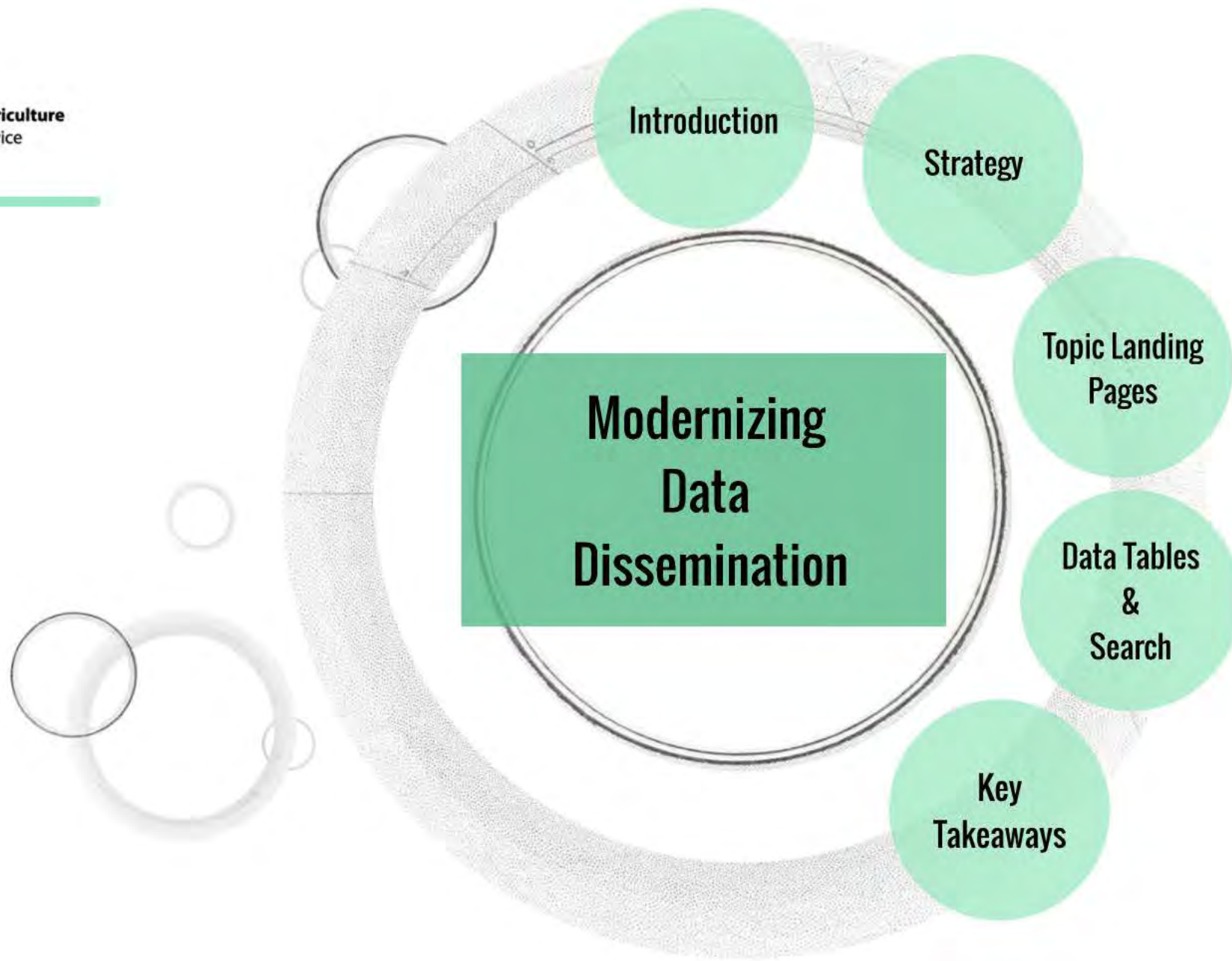




United States Department of Agriculture  
National Agricultural Statistics Service

# FCSM 2023



# Vision

NASS is recognized as a modern, innovative, customer-focused organization that readily adopts cutting edge technologies and engages its world-class workforce to produce the most trusted, useful statistics on all aspects of U.S. agriculture.



**Focus on  
Respondents**



**Focus on  
Employees**



**Focus on Data  
Users**

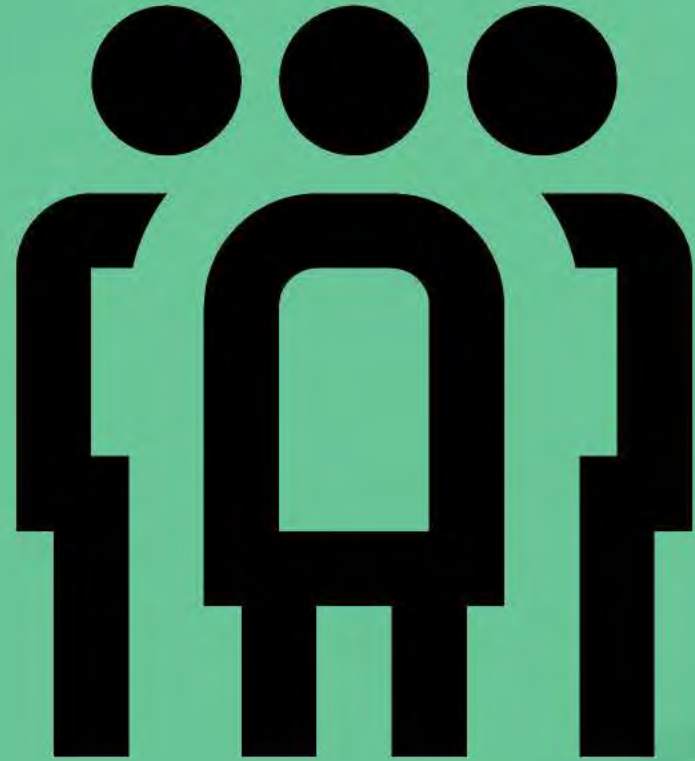




## Strategic Initiative #1: Data Collection Dashboard

---

- Customer-centric dashboard
- One stop shopping
- Single point of entry to complete surveys
- Give back to respondents



## Strategic Initiative #2: Operating Model Re-imagined

---

- Reduce process steps
- Streamline operations
- Improve data quality
- Equip staff with best tools





# National Agricultural Statistics Service

Background

## Data Dissemination Modernization Team



Bryan Combs



Tony Dorn



Jackie Ross



King Whetstone



Eric Norris



# A Historical Look

Why

## Milk Production Report -November 1931

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
Division of Crop and Livestock Estimates  
Washington, D. C.  
November 11, 1931

The following excerpt on Milk Production, taken from the Crop Report  
Expenditure of November 10, 1931 together with the statistical table is being  
sent to all who requested copies of the Supplement to Milk Production Trends.

**MILK PRODUCTION.** The trend of all October. Instead of the annual season's cows and production per cow appear to be total milk production in November 1931.

UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C.  
COWS MILKED, MILK CUPS AND MILK PRODUCTION ABOUT SEPTEMBER 1, 1931

TABLE OF COWS, MILK CUPS AND MILK PRODUCTION ABOUT SEPTEMBER 1, 1931

STATE	Cows milking	Milk cups	Milk production per cow
Ala.	120	1,000	10.0
Ark.	11	100	10.0
Cal.	11	100	10.0
Col.	11	100	10.0
Conn.	11	100	10.0
Del.	11	100	10.0
Fla.	11	100	10.0
Ga.	11	100	10.0
Idaho	11	100	10.0
Ill.	11	100	10.0
Ind.	11	100	10.0
Iowa	11	100	10.0
Kan.	11	100	10.0
Kent.	11	100	10.0
La.	11	100	10.0
Maine	11	100	10.0
Mass.	11	100	10.0
Mich.	11	100	10.0
Minn.	11	100	10.0
Miss.	11	100	10.0
Mont.	11	100	10.0
Nebr.	11	100	10.0
Nev.	11	100	10.0
N.H.	11	100	10.0
N.J.	11	100	10.0
N.M.	11	100	10.0
N.Y.	11	100	10.0
Ohio	11	100	10.0
Ore.	11	100	10.0
Pack.	11	100	10.0
Penn.	11	100	10.0
R.I.	11	100	10.0
S.D.	11	100	10.0
S.C.	11	100	10.0
S.D.	11	100	10.0
Tenn.	11	100	10.0
Tex.	11	100	10.0
Vt.	11	100	10.0
Wash.	11	100	10.0
W. Va.	11	100	10.0
Wis.	11	100	10.0
Wyo.	11	100	10.0
Total	11	100	10.0



**Milk Cows and Production by Quarter - United States, 1919-1931**

Production per cow, 1919-1931

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
1919	10,000	10,000	10,000	10,000	10,000
1920	10,000	10,000	10,000	10,000	10,000
1921	10,000	10,000	10,000	10,000	10,000
1922	10,000	10,000	10,000	10,000	10,000
1923	10,000	10,000	10,000	10,000	10,000
1924	10,000	10,000	10,000	10,000	10,000
1925	10,000	10,000	10,000	10,000	10,000
1926	10,000	10,000	10,000	10,000	10,000
1927	10,000	10,000	10,000	10,000	10,000
1928	10,000	10,000	10,000	10,000	10,000
1929	10,000	10,000	10,000	10,000	10,000
1930	10,000	10,000	10,000	10,000	10,000
1931	10,000	10,000	10,000	10,000	10,000

**Milk Cows and Production by Month - 24 Selected States, 1919-1931**

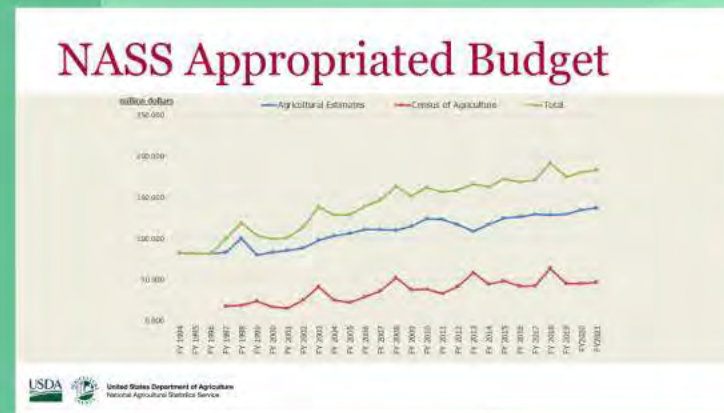
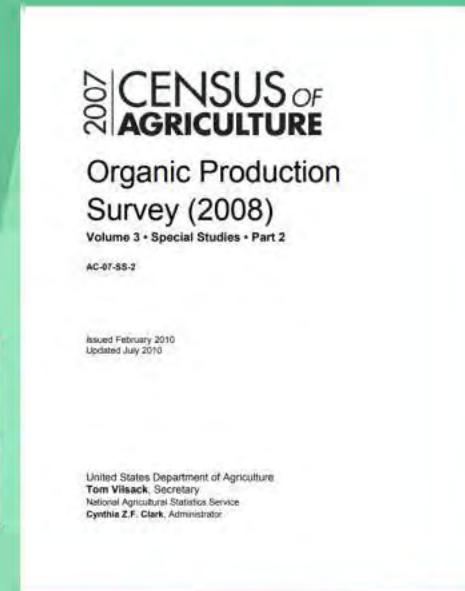
Production per cow, 1919-1931

Month	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931
Jan	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Feb	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Mar	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Apr	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
May	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Jun	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Jul	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Aug	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Sep	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Oct	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Nov	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Dec	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000

## Milk Production Report -Today

# Why?

- New Technology
- New Products
- Focus on Data Driven Decisions
- Changing needs of data users
- Flat/declining budgets
  - Reduced overhead
  - Maintain Programs





# Strategy

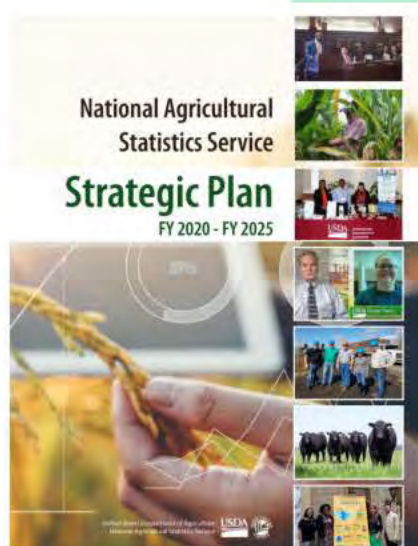
Grounded in a focus on people

- Data providers
- Data users
- Staff

Building for the future

- Data needs
- Next generation farmers
- Empower research

Human  
Centered  
Design



# Gathering Input

## Advisory Committee On Agriculture Statistics

### SUMMARY AND RECOMMENDATIONS

Annual Meeting, November 14-15, 2018



U.S. Department of Agriculture  
National Agricultural Statistics Service

## Education and Outreach

### Data Users' Meeting

This event is organized by the National Agricultural Statistics Service in cooperation with the World Agricultural Outlook Board, Farm Service Agency, Economic Research Service, Agricultural Marketing Service, Foreign Agricultural Service, and the U.S. Census Bureau.

This meeting is an opportunity to update data users on recent and pending changes in the various statistical and information programs important to agriculture, and to seek comments and input on these programs.

#### 2021 Spring Meeting Details

Date: April 14, 2021

#### 2020 Fall Meeting

- [Summary of Questions and Answers](#) (PDF)
- [Video Recording](#)
- [Audio Recording](#) (MP3)

Advisory Committee

Data user meeting

Commodity groups

Statistical counterparts

- ICSP
- International






## Topic Landing Pages

- Topic landing pages will provide an overview of available data
- Integrate with other web content
- Provide highlights
- Quality measure data
- Related data

# Dairy Landing Page Data

- Milk Production
- Dairy Products
- Cold Storage
- Agriculture Prices
- Cattle
- Livestock Slaughter
- Organics



National Agriculture Statistics Service

U.S. Department of Agriculture

[NASS Data by Category](#) | [Dairy](#) | [Developer Tools \(API & Documentation\)](#) | [Back to NASS & Other Links](#)

1

Site Preview (Beta)

You are currently viewing a site preview of **New NASS Digital Data Dissemination Products & Services**. This includes, but not limited to, new topic-based category landing pages, data release detail pages, new simplified API endpoints and interactive documentation, as well as a newly organized data structure providing context and flexibility previously not available in digital form.

Please understand that as this is a preview, and in beta, not all links or content will be available to start. As NASS continues to evolve and optimize our data products and services to meet the needs of the NASS Data User Community, new content & functionality will be added.

Your feedback is essential in helping NASS ensure these new tools are valuable. [Please send feedback here](#).

Home

Dairy

Data and visualizations for NASS release products containing Dairy items in the United States.

NASS' Dairy data is provided for: [Agricultural Prices](#), [Cattle](#), [Cold Storage](#), [Dairy Products](#), [Livestock Slaughter](#), [Milk Production](#), [Milk Production, Disposition, and Income](#), and [Organics](#), along with [Quality Measures](#) and [Data Dictionary](#).

Agriculture Prices

Cattle

Cold Storage

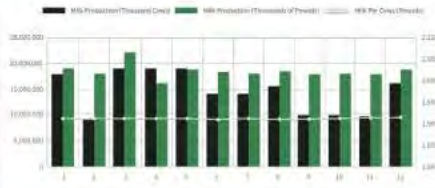
Dairy Products

Livestock Slaughter

Milk Production

Milk Production, Disposition, and Income

Organics



Current Release: August 15, 2023

Most Recent Dairy Releases

Cold Storage

Current Release: August 15, 2023

Shows storage for cold storage of 16 days. Not enough data to show a year ago.

Best Release: September 12, 2023

Keywords: cold storage, commodities, storage, prices, availability

View Most Recent Release

Milk Production

Current Release: August 15, 2023

July 2023 total production up 1.4 percent from 2022.

Best Release: September 12, 2023

Keywords: milk, production, milk, quantities

View Most Recent Release

Livestock Slaughter

Current Release: August 15, 2023

July 2023 total slaughter up 0.4 percent from 2022 and up 1.4 percent from the previous month, June 2023.

Best Release: September 12, 2023

Keywords: meat, slaughter, commodities, slaughter, meat

View Most Recent Release

Dairy Products

Current Release: August 8, 2023

July 2023 United States dairy production up 0.4 percent from 2022.

Best Release: September 12, 2023

Keywords: dairy, products, commodities, dairy, quantities

View Most Recent Release

Agricultural Prices

Current Release: July 19, 2023

July 2023 milk price a 1.3 percent ref up 1 percent from July 2022.

Best Release: August 12, 2023

Keywords: dairy, commodities, prices, quantities, prices

View Most Recent Release

Milk PDI

Current Release: July 19, 2023

2023 United States dairy production down 0.4 percent from 2022.

Best Release: August 12, 2023

Keywords: dairy, commodities, prices, quantities, prices

View Most Recent Release

Cattle

Current Release: January 24, 2023

January 1, 2023 US cattle inventory 1.4 million head up 1 percent from 2022.

Best Release: August 12, 2023

Keywords: cattle, dairy, cattle, inventory, quantities

View Most Recent Release

Organics

Current Release: October 20, 2022

Top 10 United States organic dairy production 1.9 million head a 1.4 percent.

Best Release: November 15, 2022

Keywords: organic, dairy, organic, quantities, prices, prices

View Most Recent Release

All data represent the latest estimates for specified year.

1

Site Preview (Beta): NASS Digital Data Dissemination Products & Services

+

Home

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Agricultural Prices

Cattle

Cold Storage


Dairy Products

Livestock Slaughter

Milk Production

Milk Production, Disposition, and Income

Organic Production



Download Visualization

Current Release: September 18, 2023

August 2023 Milk Production down 0.3 percent

Included Dairy Data Sets

[Milk Cows and Production by Quarter \(United States, 2022-2023\)](#)

[Milk Cows and Production by Month 24 \(United States, 2022-2023\)](#)

[Estimated Milk Cows and Production by Month \(United States, 2022-2023\)](#)

[Milk Cows and Production 24 Selected States, August 2022-2023](#)

[Milk Cows and Production 24 Selected States, July 2022-2023](#)

[JSON](#) [CSV](#) [XML](#) [API](#)

[JSON](#) [CSV](#) [XML](#) [API](#)

[JSON](#) [CSV](#) [XML](#) [API](#)

[JSON](#) [CSV](#) [XML](#) [API](#)

[JSON](#) [CSV](#) [XML](#) [API](#)

Data Download Coming Soon

Export Data

View Most Recent Release

Most Recent Dairy Releases

Milk Production

Current Release: September 18, 2023

August 2023 milk production down 0.3 percent from 2022.

Milk Production, Disposition, and Income Annual Summary

Current Release: April 27, 2023

2022 United States dairy production down 0.4 percent from 2021.

Cattle

Current Release: January 24, 2023

January 1, 2023 US cattle inventory 1.4 million head up 1 percent from 2022.

# Dairy Landing Page

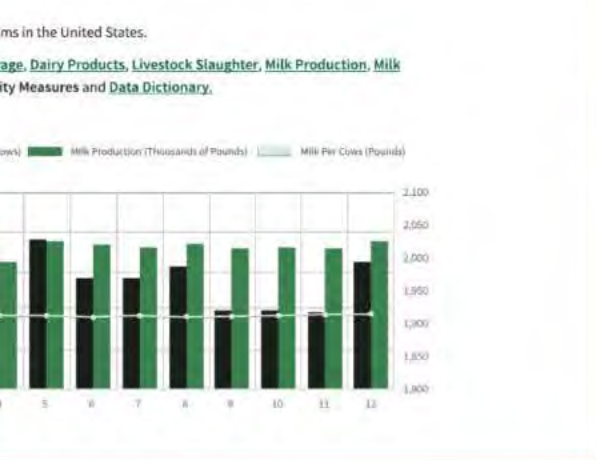


entation ▾ Back to NASS & Other Links ▾

Dissemination Products & Services. This includes, but not limited to, new simplified API endpoints and interactive documentation, as well as a newly not available in digital form.

or content will be available to start. As NASS continues to evolve and SS Data User Community, new content & functionality will be added.

z valuable. [Please send feedback here.](#)



releases

2021

up 1.7% from 10 year ago

2021

ommodities

Report Release

Milk Production

Current Release: August 18, 2022

July 2022 Milk Production up 2 percent from 2020

Next Release: September 20, 2022

Keywords: cows, dairy herds, milk, production

Explore Data View Most Recent Release

Livestock Slaughter

Current Release: August 15, 2022

July 2022 Dairy Cow Slaughter up 4 percent over 2020, and up 4 percent from the previous month, June 2022

Next Release: September 21, 2022

Keywords: beef, mutton, pork, production, slaughter, veal

Explore Data View Most Recent Release

2021

new production

2021

ices, milk

Report Release

Agricultural Prices

Current Release: July 31, 2022

May 2022 MB price is \$18.40 per cwt, up 1 percent from last year

Next Release: August 31, 2022

Keywords: animals, commodities, crops, parity prices, prices

Explore Data View Most Recent Release

Milk PDI

Current Release: July 30, 2022

2020 Cash receipts from sales of milk totaled \$40.1 billion

Next Release: August 23, 2022

Keywords: animals, commodities, crops, parity prices, prices

Explore Data View Most Recent Release

Organic

All data represent the latest estimates for specified year.

Site Preview (Beta): NASS Digital Data Dissemination Products & Services +

Home >

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Agricultural Prices

Cattle

Cold Storage

Dairy Products

Livestock Slaughter

Milk Production

Milk Production, Disposition, and Income

Organic Production

Monthly United States Milk Production

Download Visualization

Month	2023	2022	2021	2020	2019	2018
JAN	19.8B	19.1B	19.8B	19.1B	19.1B	19.1B
FEB	17.5B	17.5B	17.5B	17.5B	17.5B	17.5B
MAR	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
APR	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
MAY	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
JUN	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
JUL	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
AUG	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
SEP	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
OCT	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
NOV	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B
DEC	19.8B	19.8B	19.8B	19.8B	19.8B	19.8B

Current Release: September 18, 2023

August 2023 Milk Production down 0.3 percent

Included Dairy Data Sets

[Milk Cows and Production by Quarter United States: 2022-2023](#)

[Milk Cows and Production by Month 24 Selected States: 2022-2023](#)

[Estimated Milk Cows and Production by Month United States: 2022-2023](#)

[Milk Cows and Production 24 Selected States: August 2022-2023](#)

[Milk Cows and Production 24 Selected States: July 2022-2023](#)

Data Download Coming Soon

Explore Data

View Most Recent Release

Milk CSV XML API

Milk CSV XML API

Milk CSV XML API

Milk CSV XML API

Milk CSV XML API

Milk CSV XML API

Most Recent Dairy Releases

Milk Production

Current Release: September 18, 2023

August 2023 Milk Production down 0.3 percent

Milk Production, Disposition, and Income Annual Summary

Current Release: April 27, 2023

Cattle

Current Release: January 31, 2022

January 1, 2022 Milk Cows at 8.32 billion

3	2019	9,333,000	2,019	10,845,000,000
2	2019	9,352,000	1,814	16,966,000,000
1	2019	9,354,000	1,990	10,612,000,000

Show 50 rows per page

Milk Cows & Production - 24 Selected States: July 2019 & 2020

Search / Filter Table

Visualize Data Table • Download Data Table

State	2019 Milk Cows	2020 Milk Cows	2019 Milk Per Cow	2020 Milk Per Cow	2019 Milk Production (lbs)	2020 Milk Production (lbs)	% Change
Arizona	195,000	196,000	1,340	1,305	378,000,000	373,000,000	-1.3
California	172,5000	1,721,000	1,985	2,015	3,390,000,000	3,468,000,000	2.3
Colorado	187,000	198,000	2,205	2,225	412,000,000	443,000,000	7.5
Florida	115,000	111,000	1,670	1,650	192,000,000	183,000,000	-4.7
Georgia	81,000	81,000	1,765	1,755	143,000,000	142,000,000	-0.7
Idaho	626,000	645,000	2,190	2,210	1,371,000,000	1,425,000,000	3.9
Illinois	83,000	83,000	1,685	1,745	140,000,000	145,000,000	3.6
Indiana	176,000	182,000	1,880	1,950	331,000,000	355,000,000	7.3
Iowa	217,000	218,000	1,990	2,040	432,000,000	445,000,000	3.0
Kansas	162,000	169,000	1,970	1,980	319,000,000	335,000,000	5.0
Michigan	425,000	428,000	2,255	2,310	958,000,000	989,000,000	3.2
Minnesota	447,000	442,000	1,895	1,955	847,000,000	864,000,000	2.0

# Data Tables & Search

- Data presented in a "tidy format"
- Simplified visualizations
- Easy exports

Search Data >

Data Search Results [Share these results](#)

Currently displaying results for ...

Category: Milk Production

Data Item(s): Milk Cows, Milk per Cow, Milk Production

Time Period: 2019 - 2020

Location: National

MODIFY

Search / Filter Table

Visualize Data Table • Download Data Table

Year	Month	Milk Cows	Milk per Cow (Lbs)	Milk Production (Lbs)
2020	10	9,346,000	5,823	54,423,000
2020	9	9,441,000	5,734	53,988,000
2020	8	9,594,000	5,823	54,341,000
2020	7	9,821,000	5,912	54,650,000
2020	6	9,226,000	5,734	54,122,000
2020	5	9,398,000	5,798	53,425,000
2020	4	9,110,000	5,901	54,486,000
2020	3	9,346,000	5,823	52,890,000
2020	2	9,441,000	5,734	52,997,000

Agricultural Data & Statistics

NASS Data Releases & Published Reports

API Developer Tools & Documentation

Search Data

Browse Survey & Census Data

How to Understand NASS Data

Search for NASS Data, Releases, or Content

Ex. August 2020 Monthly Milk Production Report

Search Data >

Data Search Results [Share these results](#)

Currently displaying results for ...

Category: Milk Production

Data Item(s): Milk Cows, Milk per Cow, Milk Production

Time Period: 2019

Location: Virginia

MODIFY

Search / Filter Table

Visualize Data Table • Download Data Table

Year	Month	Milk Cows	Milk per Cow (Lbs)	Milk Production (Lbs)
2019	12	276,000	91	551,000



# Key Takeaways & Themes



Relevance

Credibility  
&  
Trust

Thank You

# Relevance



- Data users
- Data presented in a meaningful way
- Technology



# Credibility & Trust



- Statistical Methodology
- Definitions/Metadata



Thank you!

Questions?

Bryan Combs  
Chief of Staff  
National Agricultural Statistics Service