

## **Marketbasket Surveys – 2016**

We will survey the food prices at your favorite grocery store for the American Farm Bureau Federation’s quarterly Marketbasket Survey. The information collected not only provides the statistics from a national perspective, but gives NYFB food price information for comparisons for different areas of the state and a historical perspective that can be accessed when needed. Survey forms that you may use for all 2016 surveys are available on the NYFB website ([www.nyfb.org](http://www.nyfb.org)) under the YFR/ProEd heading and then look for the marketing report form. We are always looking for additional shoppers, so feel free to cover your community and have local input into the New York State averages!

Our “shoppers” try to get the best prices available, as most shoppers would, but do not use promotional coupons or special deals such as “buy one-get one free.” If they are unable to find an item that exactly matches what is specified on the survey, they include the size or weight of the item purchased and the price paid. For example, the survey asks for the price of a 20 oz. loaf of white bread. If bread is available only in 22 oz. packages in the store, the price paid for the loaf and the weight is included on the form. The price for a 20-oz. loaf is then calculated at Farm Bureau.

It is very important that prices are listed for all items (except optional items) on the survey form as incomplete surveys cannot be included in the results. If a listed item is not available at the store you may include the price of the item at another store. Alternatively, take a look at circulars/flyers from stores in your area that sell the item and list the lowest offered price on the form.

Please remember that participation is open to one and all, so if you can’t “shop” please contact others throughout your region to help us with the survey. Please note that although we changed the names of two of the surveys (Spring Picnic and Fall Harvest Basket were formerly called Semi-Annual Marketbasket), the items priced remain the same. Shopping dates are tentative, AFBF may update these dates later in the year.

<b>Survey Type</b>	<b>2016 SHOPPING DATES</b>	<b>NYFB Survey Due Dates</b>
Q#1-Spring Picnic	March 2-10	10 am – March 10
Q#2-Summer Cookout	June 9 - 16	10 am – June 16
Q#3-Fall Harvest Basket	Sept. 8 - 15	10 am – Sept. 15
Q#4-Thanksgiving	Oct. 28 – Nov. 7	10 am – Nov.7