U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM
WH-42411 (10-27-2011)

2012 ECONOMIC CENSUS
Frozen Food

OMB No. 0607-0929: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

Need help or have questions?

- ***Read*** the accompanying information sheet(s) before answering the questions.
- ***Visit*** econhelp.census.gov
- ***Call*** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

(Please correct any errors in this mailing address.)

WH-42411

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- OR -

Mail your completed form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

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 U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples: ☒ 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 ☐ Yes - *Go to* **2** 0022 ☐ No - Enter current EIN *(9 digits)* → 0025 ___ - _____

2 PHYSICAL LOCATION

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

0031 ☐ Yes - *Go to line B*

0032 ☐ No - *Enter physical location* →

0035 Number and street

0036 City, town, village, etc. | 0037 State | 0038 ZIP Code ___ - ____

CONTINUE WITH **2** *ON PAGE 2*

42411017

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CONTINUE ON PAGE 2

2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? *(Mark "X" only ONE box.)*

0041 ☐ Yes 0042 ☐ No 0043 ☐ No legal boundaries 0044 ☐ Do not know

C. In what type of municipality is this establishment physically located? *(Mark "X" only ONE box.)*

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other 0024 ☐ Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? *(Mark "X" only ONE box.)*

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - *Give date at right* →

0015 ☐ Sold or leased to another operator - *Give date at right* → 0018
AND enter name and address of new owner or operator and Employer Identification Number (EIN) below

Month	Day	Year

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0060 Name of new owner or operator	0061 EIN (9 digits)
	-

0062 Mailing address (Number and street, P.O. Box, etc.)		
0063 City, town, village, etc.	**0064 State**	**0065 ZIP Code**
		-

0016 ☐ Other - *Specify* → 0815

4 MONTHS IN OPERATION

Mark "X" if None	2012 Number

Number of months in operation during 2012 *(If none, mark "X" and go to 30.)* . . . . . 0002 ☐

42411025

CONTINUE ON PAGE 3

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded** to **thousands** of dollars.

If a figure is **$2,035,628.79:** ***Report*** → ☐

If a value is "0" (or less than $500.00): ***Report*** → ☒

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
			2	036
EXAMPLE				

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

		Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
A. Sales and operating receipts *(Include the gross selling value of business conducted for others. Include shipping and handling charges. Exclude sales taxes and Hawaii's General Excise Tax.)* . . 0100		☐			

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

1121 ☐ Yes - *Go to line C*

1122 ☐ No - *Go to line E*

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	2012 $ Bil.	2012 Mil.	2012 Thou.
C. Gross selling value of business conducted on a commission basis *(Include on line A.)* 1123			
D. Commissions received on transactions reported on line C 1124			

E. Is this the only establishment of this firm?

0907 ☐ Yes - *Go to line G*

0908 ☐ No - *Go to line F*

	Mark "X" if None	2012 Percent
F. Percent of products sold by this establishment manufactured or mined in the United States by **your company** or its subsidiaries 1125	☐	%

G. Did e-commerce account for more than 50% of this establishment's sales and/or operating receipts as reported on line A?

0308 ☐ Yes

0309 ☐ No

6 Not Applicable.

42411033

CONTINUE ON PAGE 4

7 EMPLOYMENT AND PAYROLL

Include:

- *Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in* **1**.

Exclude:

- *Temporary staffing obtained from a staffing service.*
- *Contractors, subcontractors, or independent contractors.*
- *Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.*
- *Purchased or managed services, such as janitorial, guard, or landscape services.*
- *Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.*

For further clarification, see information sheet(s).

		Mark "X" if None	2012 Number
A. Number of employees for pay period including March 12	0320	☐	

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B. Payroll before deductions
(Exclude employer's cost for fringe benefits.)

		Mark "X" if None	2012 $ Bil.	Mil.	Thou.
1. Annual payroll	0300	☐			
2. First quarter payroll *(January-March 2012)*	0310	☐			

8 Not Applicable.

9 VALUE OF INVENTORIES

A. Did this establishment own inventories, regardless of where held, at the end of 2012 and/or 2011?

0486 ☐ Yes - *Go to line B*

0487 ☐ No - *Go to* **16**

B. Report inventories and Last-in, First-out (LIFO) adjustment, if any, for products owned by this establishment as of December 31.

	Mark "X" if None	End of 2012 $ Bil.	Mil.	Thou.	Mark "X" if None	End of 2011 $ Bil.	Mil.	Thou.
1. Total inventories before LIFO adjustment (if any)	☐ 0460				☐ 0470			
2. LIFO reserve (if any)	☐ 0466				☐ 0476			
3. Total inventories after LIFO adjustment *(Line B1 minus line B2.)*	☐ 0468				☐ 0469			

42411041

CONTINUE ON PAGE 5

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in 9, line B1, for 2012 is subject to the following valuation methods:

		Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
A. LIFO valuation method before adjustment	0244	☐			
B. First-in, First-out (FIFO)	0491	☐			
C. Average cost	0492	☐			
D. Standard cost	0493	☐			
E. Other valuation method - *Specify method* 0895	0494	☐			
F. TOTAL *(Sum of lines A through E should equal 9, line B1.)*	0490	☐			

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11–15 Not Applicable.

16 SELECTED EXPENSES

		Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
A. Operating expenses *(Include payroll. Exclude cost of goods sold and interest expense.)*	0140	☐			
B. Purchases of merchandise for resale, net of returns, allowances, and trade and cash discounts *(Include amounts allowed for trade-ins.)*	1160	☐			

C. For the value reported on line B, were any of these goods ordered over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system?

0441 ☐ Yes

0442 ☐ No

0443 ☐ Do not know

17 and 18 Not Applicable.

CONTINUE ON PAGE 6

42411058

19 **A.** KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

0700

- 424 420 00 1 ☐ Packaged frozen food
- 424 460 00 1 ☐ Fish and seafood
- 424 470 00 1 ☐ Meat and meat products
- 424 490 20 1 ☐ Bread and baked goods, including baking ingredients and spices
- 424 480 00 1 ☐ Fresh fruits and vegetables
- 424 430 20 1 ☐ Dairy products, excluding dried, canned, and raw milk and cream
- 424 490 40 1 ☐ Nonperishable (canned and packaged) food, including condensed and evaporated milk
- 424 410 00 1 ☐ General-line groceries, including dried milk
- 424 490 60 1 ☐ Other grocery specialties
- 771 000 00 1 ☐ Other kind of business - *Specify*

0701

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19 **B.** TYPE OF OPERATION

Which ONE of the following best describes this establishment's principal type of operation in 2012?
(Mark "X" only ONE box.)

Merchant wholesaler, buying and selling on own account

0600

- 12 ☐ Importer
- 13 ☐ Exporter
- 11 ☐ Merchant wholesale distributor or jobber
- 14 ☐ Own-brand importer and marketer
- 20 ☐ **Manufacturers' sales branch or office**

Agent, broker, or commission merchant

- 46 ☐ Manufacturers' representative or agent
- 41 ☐ Auction company
- 42 ☐ Broker, representing buyers and sellers
- 43 ☐ Commission merchant
- 44 ☐ Import agent
- 45 ☐ Export agent
- 49 ☐ **Electronic market - business-to-business marketplace that facilitates the sale of goods via the Internet or other electronic means, and operates on a commission or fee basis**
- 77 ☐ **Other broker or agent - *Specify***

0601

42411066

CONTINUE ON PAGE 7

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

20 CLASS OF CUSTOMER

A. As a general business practice, did this establishment sell to household consumers and individual users in 2012?

0251 ☐ Yes

0252 ☐ No

B. Were 75% or more of this establishment's sales to retailers/wholesalers/distributors for resale in 2012?

0256 ☐ Yes

0257 ☐ No

C. Did this establishment require proof of business or professional license from new customers in 2012?

0276 ☐ Yes

0277 ☐ No

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D. Estimate the percentage of this establishment's total sales (reported in 5, line A) by class of customer.

		2012 Percent
1.	Household consumers and individuals 0261	%
2.	Export sales 0262	%
3.	Retailers for resale 0263	%
4.	Wholesalers/distributors for resale 0264	%
5.	Repair shops for use in repair work 0265	%
6.	Manufacturing and mining industrial users for use as input goods in production 0266	%
7.	Restaurants, hotels, food services, and contract feeding 0267	%
8.	Businesses for end use in their own operation, not for resale or production 0268	%
9.	Building contractors, heavy construction, and special trade contractors 0269	%
10.	Farmers for use in farm production 0270	%
11.	Governmental bodies (federal, state, and local) 0271	%
12.	Other - *Specify* 0874 [ ] 0272	%
13.	**TOTAL**	100 %

42411074

CONTINUE ON PAGE 8

21 METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2012?
(Mark "X" only ONE box.)

0751 ☐ Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)

0752 ☐ Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)

0753 ☐ Warehouse or office (including telephone/fax orders or outside sales representatives)

0754 ☐ Mail order

0755 ☐ Home shopping via television

0756 ☐ Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)

0757 ☐ Vending machines

0758 ☐ Other - *Specify*

0759

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HOW TO REPORT PERCENTS

Percents should be **rounded** to **whole** percents.

If figure is **38.76%** of total sales: ***Report*** →

2012 Report thousands of dollars OR whole percents. Estimates are acceptable.			
$ Bil.	Mil.	Thou.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sales for each product line sold by this establishment, either as a dollar figure or as a whole percent of total sales reported in 5, line A. Include the value of merchandise marketed under capital, finance, or full payout leases, and rental receipts derived from merchandise under operating leases. See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Description of sales, shipments, receipts, or revenue		2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
1. Packaged frozen food					
a. Frozen fish and seafood products	14112				
b. Frozen meat products	14115				
c. Frozen poultry products	14118				
d. Frozen baked goods	14116				
e. Frozen vegetables	14113				
f. Frozen fruits and fruit juices *(Report non-frozen juices on line 10.)*	14114				
g. Frozen meals	14111				

CONTINUE WITH 22 ON PAGE 9

CONTINUE ON PAGE 9

42411082

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
1. Packaged frozen food - Continued				
h. Other frozen foods, excluding frozen dairy products 14117				
i. Add lines 1a through 1h 14100				
2. Dairy products, excluding dried, canned, condensed, and evaporated dairy products				
a. Cheese 14212				
b. Ice cream and other frozen dairy products 14214				
c. Butter 14211				
d. Yogurt 14217				
e. Milk and cream, excluding raw milk and cream 14213				
f. Raw milk and cream 14215				
g. Other dairy products 14216				
h. Add lines 2a through 2g 14200				
3. Eggs, poultry, and poultry products, excluding canned and frozen poultry products 14300				
4. Fresh meat and meat products				
a. Beef not slaughtered on location 14611				
b. Veal not slaughtered on location 14612				
c. Lamb and mutton not slaughtered on location 14613				
d. Pork not slaughtered on location 14614				
e. Sausage and prepared meats made on location 14615				

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CONTINUE WITH **22** *ON PAGE 10*

CONTINUE ON PAGE 10

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
4. Fresh meat and meat products - Continued					
f. Sausage and prepared meats not made on location	14616				
g. Meat from animals slaughtered on location	14617				
h. Other meat and meat products, including bison, venison, deli (sliced) meats, and edible organs	14618				
i. Add lines 4a through 4h	14600				
5. Fish and seafood, excluding canned and frozen fish and seafood	14500				
6. Nonperishable (canned and packaged) food					
a. Nonperishable (canned and packaged) fruits and vegetables	14831				
b. Baby food	14832				
c. Nonperishable (canned and packaged) meat	14833				
d. Nonperishable (canned and packaged) fish and seafood	14834				
e. Nonperishable (canned and packaged) milk	14835				
f. Pickles and olives	14837				
g. Preserves, jellies, jams, peanut butter, and honey	14838				
h. Sauces, salad dressing, dips, and vinegar	14839				
i. Condiments	14841				
j. Soup	14842				
k. Other nonperishable (canned and packaged) food, including nonperishable poultry products	14848				
l. Add lines 6a through 6k	14830				

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CONTINUE WITH **22** *ON PAGE 11*

CONTINUE ON PAGE 11

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
7. Bread, baked goods, and baking ingredients					
a. Bread and rolls	14821				
b. Cookies and cakes	14822				
c. Cooking oils and margarine	14823				
d. Flour	14824				
e. Refined sugar	14825				
f. Spices	14826				
g. Baking mixes and dough	14827				
h. Other baked goods, including crackers	14829				
i. Add lines 7a through 7h	14820				
8. Fresh fruits and vegetables	14700				
9. Coffee, tea, and powdered drink mixes	14800				
10. Soft drinks, bottled water, juices, and nonalcoholic beverages	14850				
11. Confectioneries, including candy, nuts, chips, and popcorn	14400				
12. Grains, beans, and seeds	14900				
13. Food and beverage basic materials, including flavoring extracts, fruit peel, sausage casings, hop extract, malt, and yeast	14870				
14. Grocery specialties, including pasta and breakfast cereals	14880				
15. Pet food	15060				
16. Ice	16151				

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CONTINUE WITH **22** *ON PAGE 12*

CONTINUE ON PAGE 12

42411116

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
17. Paper and plastic products	13400				
18. Restaurant and hotel equipment and supplies	10960				
19. Chemicals and allied products, excluding agricultural chemicals, plastics, industrial and natural gases, liquefied petroleum (LP), and petroleum	15330				
20. Miscellaneous commodities - *Specify*					
a.	19811				
b.	19812				
c.	19813				
21. Rental and operating lease receipts	19940				
22. Service receipts and labor charges, including installed parts	19700				
23. **TOTAL** *(Should equal* **5**, *line A, if reporting in dollars.)*	19990				100

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23 Not Applicable.

24 SHIPPING AND HANDLING

A. Did this establishment have any receipts from customers for shipping and handling of merchandise in 2012?

0981 ☐ Yes - *Go to line B*

0982 ☐ No - *Go to* **26**

B. Receipts of this establishment from customers for shipping and handling of merchandise 0985

2012 $ Bil.	Mil.	Thou.

C. Are receipts for shipping and handling included in sales and receipts (reported in **5**, line A)?

0988 ☐ Yes

0989 ☐ No

25 Not Applicable.

42411124

CONTINUE ON PAGE 13

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26 SPECIAL INQUIRIES

A. EMPLOYMENT BY PRIMARY FUNCTION

(List the number of employees reported in 7, line A, by the employee's primary function.)

		2012 Paid employees
1. Selling	1131	
2. Sales support - including office, clerical, warehousing, customer service, maintenance employees, and drivers	1132	
3. General support of other establishments in your company - including central administrative, accounting, research, and other support employees	1133	
4. Packaging	1135	
5. Production - including employees who manufacture products from raw materials or semi-finished products *(Report 'knockdown' assembly employees on line 6 below.)*	1136	
6. 'Knockdown' assembly - assembling prefabricated components designed for a single application or reassembly of completed products	1134	
7. Other - *Specify* 0837	1137	
8. TOTAL *(Sum of lines 1 through 7 should equal 7, line A.)*	1138	

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B. GENERAL LINE GROCERIES

Mark "X" only ONE box if this establishment is a:

1181 ☐ Voluntary group wholesaler *(An establishment affiliated with independent retailers engaged in joint sales promotions under a group name)*

1182 ☐ Retail-cooperative wholesaler *(An establishment owned and operated cooperatively by independent retailers buying collectively)*

1183 ☐ Other grocery wholesaler

C. PERCENT OF DROP SHIPPED SALES

		2012 Whole percent of sales and receipts
Percentage of sales (reported in 5, line A) that were drop shipped and did not enter this establishment	1111	%

42411132

CONTINUE WITH 26 ON PAGE 14

CONTINUE ON PAGE 14

26 SPECIAL INQUIRIES - Continued

D. PURCHASE OF CONTRACT MANUFACTURING

1. Did this establishment **purchase** contract manufacturing services from other companies or foreign plants of your company in 2012?

Include:

- *Products for which the manufacturing (i.e., transforming or otherwise processing materials or components based on specifications provided by your company) was outsourced to other companies.*
- *Products for which the manufacturing was performed by your company's foreign plants.*

Exclude:

- *Services for packaging and assembling.*
- *Purchases of merchandise for resale (sale of products bought and sold without further processing or transformation).*

1011 ☐ Yes - *Go to line 2*

1012 ☐ No - *Go to* **30**

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	2012		
	$ Bil.	Mil.	Thou.
2. Report the costs incurred by this establishment for contract manufacturing purchases in 2012 1013			
3. Report the value of sales, shipments, receipts, or revenue generated in 2012 from products whose purchases were reported as contract manufacturing costs in line 2 1015			

27–29 Not Applicable.

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

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

☐ Yes ☐ No - Enter time period covered →

	Month	Year		Month	Year
FROM			TO		

Name of person to contact regarding this report	Title

	Area code	Number	Extension		Area code	Number
Telephone	-	-	-	Fax	-	-

E-mail address		Month	Day	Year
	Date completed			

Thank you for completing your 2012 ECONOMIC CENSUS form.

PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

42411140