

Figure 1

Farm, Fish, and Fiber events for Field Experiments

Sector	Treatment	Event	Month/Week	Survey Format	Sample Size	Information Condition	Control group		
Farm	FARM					Prolific or similar platform Sample size: 200 per sector	Prolific or similar platform Sample size: 200 per sector		
	Culinary Trail	Open Creamery Day	October (2)	Online	200				
	State Festival	Maine Cheese Festival	September (2)	In-person, online	200				
	Regional Festival	The Big E	September (3, 4)	In-person, online	200				
Fish	FISH								
	Culinary Trail	Maine Oyster Trail	Yearround	Online	200				
	State Festival	Maine Oyster Festival	June (4)	In-person, online	200				
	Regional Festival	Maine Lobster Festival	August (1)	In-person, online	200				
Fiber	FIBER								
	Culinary Trail	Maine Fiber Arts Trail	October (1)	Online	200				
	State Festival	Maine Fiber Frolic	June (1)	In-person, online	200				
	Regional Festival	Fiber Festival of New England	November (1)	In-person, online	200				