

Respondent:

Farm:

Date:

Interviewer:

Phone:

NESARE Farm Survey 2- Decisions

PAST DECISION FROM INTERVIEW 1:

UPCOMING DECISION FROM INTERVIEW 1:

Past Decision	
<p>In our previous interview you described making a decision about _____(insert decision description). In this interview we'd like to explore how you made that decision in a little more detail.</p>	
<p>1. Why was this decision important to make? Did you have any specific goals?</p>	<p>Follow up: Was this decision important from a financial perspective, such as for making more money, paying back loans, paying employees or cutting costs?</p> <p>Was this decision important from an environmental perspective, such as conserving water, reducing soil erosion, reducing energy use, limiting carbon emissions or protecting wildlife?</p> <p>Was this decision important from a social perspective, such as involving family members in the farm, connecting with the local community or managing employees?</p>
<p>2. Can you describe the process that you went through to make this decision?</p>	<p>Follow up: Was there an event or situation that triggered the decision?</p> <p>How did you go about organizing to make this decision?</p> <p>What was the first thing you did? Second? Third? Last thing you did before executing your decision?</p> <p>About how long did it take to make this decision?</p>

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<p>3. Did you seek advice from anyone as you made this decision?</p>	<p>Specifically, were family members involved in helping you make this decision?</p> <p>Did you seek advice from other farmers? Banker or financial experts? Employees? Customers? Marketing or distribution outlets such as a store or restaurant?</p>
<p>4. Did you do any research while making this decision?</p>	<p>Follow up: Was there any particular source of information that was important in this decision?</p> <p>What did you read? Did you conduct any financial or other type of analysis?</p>
<p>5. There are a number of ways you could have solved this problem. What did you decide to do in this case and why?</p>	
<p>6. What are some of the other options you considered? Why did you not select these options?</p>	<p>Follow up: What were the risks of making this decision? Can you give us an example of how these risks affect your farm? How did you evaluate these risks?</p> <p>What were some of the tensions or conflicts that you needed to consider or balance while making this decision? Can you give an example of how you balanced these tensions?</p> <p>To what extent did concern for family member interests influence your decision (such as the desire for a family member to more or less involved in the farm)?</p>

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<p>7. Did you learn anything through this decision process?</p>	<p>Follow up: What did you learn about the economic or financial aspects of farming, such as making purchases, increasing profits or reducing expenses, or markets, loans or financing?</p> <p>What did you learn about the environmental elements of farming such as reducing soil erosion, protecting wildlife habitat, reducing water usage or conserving energy?</p> <p>What did you learn about the social elements of farming such as managing employees, involving family members or connecting with the community?</p>
<p>8. After making and executing this decision, did you make any observations to gauge its effectiveness?</p>	<p>Follow up: What did you observe or keep tabs on to know whether this decision was successful or not?</p> <p>Can you give an example of how you took what you learned from this decision and applied it to another challenge you faced?</p>
<p>9. Have you had to modify your choice and plan since making this decision?</p>	
<p>10. This was really interesting. Does the process you just described for making this decision illustrate the way you make most decisions or was this unique?</p>	<p>Follow up: Can you tell us about a time that you followed a very different procedure for making a decision?</p>

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Also during our previous interview, you mentioned that you were currently thinking about _____(insert current/upcoming decision). We'd now like to ask a few questions about that.

<p>11. Why is this decision important make?</p>	<p>Follow up: Was there an event or situation that triggered the need to make this decision?</p> <p>Do you have specific objectives you'd like to achieve? What are these and why are they important to you?</p> <p>Is this decision important from a financial perspective, such as for making more money, paying back loans, paying employees or cutting costs?</p> <p>Is this decision important from an environmental perspective, such as conserving water, reducing soil erosion, reducing energy use, limiting carbon emissions or protecting wildlife?</p> <p>Is this decision important from a social perspective, such as involving family members in the farm, connecting with the local community or managing employees?</p>
<p>12. Have you begun to do any organizing around this decision?</p>	<p>Follow up: What are some of the things you're doing to begin organizing around this decision?</p>
<p>13. Will you seek advice from anyone as you made this decision?</p>	<p>Specifically, will family members be in helping you make this decision?</p> <p>Will you seek advice from other farmers? Banker or financial experts? Employees? Customers? Marketing or distribution outlets such as a store or restaurant?</p>

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<p>14. Will you do any research while you make this decision?</p>	<p>Follow up: Can you tell us about the kind of research will you do? What information will you seek? Where will you find this information?</p> <p>Will you: ask other farmers? Ask financial experts? Family members? Employees? Marketing or distribution outlets such as customers, restaurants, or others?</p>
<p>15. How will you know if your decision is successful once you implement it?</p>	<p>Are their specific, measurable outcomes you are seeking?</p> <p>What specific observations will you make to determine your success?</p> <p>In the end, how will you know if you made the right choice?</p> <p>What will you see occur if you make the wrong choice?</p>
<p>16. Have you brainstormed some of the options available for solving this dilemma? What are some of the options you are considering?</p>	<p>Follow up: When you think about this decision, do you feel overwhelmed by the options available for solving this challenge?</p> <p>How do you keep yourself from being overwhelmed when making a decision like this? Can you give an example of a time when you feel like you did a good job of not letting a decision, data, research or options overwhelm you while making a decision?</p> <p>How will you select which management option to use in this decision? What factors will you consider? How do you prioritize these factors, as they relate to this decision?</p> <p>What is the most important thing to consider? Second?</p>

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17. What are some of the tensions at play in making this decision?	<p>Follow up: How will you prioritize or balance these concerns?</p> <p>What are some of the risks involved in this decision? How will you weigh these risks?</p> <p>To what extent do concern for family member interests play into this decision (such as the desire for a family member to more or less involved in the farm)?</p>
18. Are there any uncertainties that you would like to resolve before making this decision?	<p>Follow up: What is some of the important information to have, but that you just can't get, that would make this decision easier?</p> <p>What would it take to get this information?</p>
19. Does the decision and process you just described illustrate the process you often use to make decisions, or is this situation unique?	<p>Follow up: How is this situation unique? Or, can you tell us about a time when you used a very different strategy to make a decision?</p>
General Questions	
20. Do you ever document your decision processes so that you may go back and review them later?	<p>Follow up: How do you document decisions that you make?</p> <p>Do you review them and learn from them later? Can you tell us about a time when you feel like you learned a lot about decision making and really changed your decision making strategies?</p>

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21. Are there some simple steps you try to always take in order to make sure you make informed decisions?	Follow up: When it comes to decision making about farming, what would you tell a new farmer to help them develop effective decision making strategies?
22. What types of decisions make you the most uneasy?	Follow up: What is it about these decisions that make them hard? Can you think of ways you could make these decisions more straightforward?
23. How confident are you in making decisions about:	Follow up: Financial and economic topics such as money, investments, major purchases? Growing/production techniques such as planting and harvesting, feeding and caring for livestock, preventing or minimizing crop damage or livestock illnesses? Marketing your products and reaching clients and customers? Managing employees; and balancing work and family life? Complying with agricultural regulations? Integrating growing/production into the ecology of the farm?

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<p>24. Would you like to learn about simple decision making tools or processes that might increase your confidence in decision making?</p>	
<p>25. We would like to host a couple of decision making workshops to help growers in the region increase their efficiency and confidence in decision making. Would you like to attend?</p>	<p>Follow up: When would be the best time of year for a workshop like this?</p> <p>Is weekend or weekday best?</p> <p>How far would you be willing to travel for a workshop?</p> <p>Would you be willing to pay? What's the right price?</p>