

Research	Methodology	Methodology Tasks	2015	2016	2017 (thru Oct)
Submit IRB application	Timeline Recruitment language for panel interviews, wholesalers/distributors, FM managers Instruments - panels, wholesale distributors, LFM event attendees Informed consent - panels, wholesale distributors Informed consent waiver - event attendees		May		
Identify how perceived challenges & opps are changing	Conduct interviews with panel participants	Submit 3 instruments for IRB approval (assuming these will be modifications to instruments submitted for original IRB approval)	October (beginning)		
		Conduct farmer outreach	November/December		
		Conduct farmer interviews		January - February	
		Conduct food industry outreach		February	
		Conduct food industry personnel interviews		March - April	
		Conduct DM outreach		April	
		Conduct DM interviews		May-June	
		Transcribe interviews		March - July	
		Analyze		August-October	
		Summarize findings		November-December	
Identify shifts from 2007 to 2012 in land, farms, sales, practices, etc using Census of Ag	Conduct analysis of 2012 Census of Ag for WNC	Conduct analysis			
		Summarize findings			
	Disseminate	Develop manuscript concept, identify publication venues	April		
		Develop manuscript	April-June		
		Submit manuscript to JAS	July		
Identify emerging and/or shifting infrastructure and distribution networks/models.	Conduct interviews with operators (e.g., Farm to Home Milk, Noble Cider, Mother Earth Produce, Leading Green, Ingles, New Sprout, local butchers, locally focused retailers, etc)	Submit instrument modification for IRB approval (if needed)	July		
		Define inclusion criteria	July		
		Identify participants	July/August		
		Conduct outreach	September		
		Conduct interviews	October-November		
		Transcribe interviews	December	January	
		Analyze		Feb-April	
	Disseminate findings	Develop manuscript concept, identify publication venues		May/June	
		Develop manuscript		July-Oct	
		Submit manuscript to TBD		TBD (Nov)	
Develop working framework of democratization indicators	Survey the literature to help - what would we expect to find in terms of individuals' perceptions and actions and knowledge?	Identify and read relevant articles and books.	Jan - June (but also ongoing)		
		Share summaries in weekly SARE LS research meeting and develop working list	Jan - June (but also ongoing)		

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	Develop a list of democratization indicators and measures		June		
Test indicators	Develop standard questions to test with attendees across local food/farm events (to integrate into existing instruments)	Identify events	April/May	April/May	April/May
	Test questions		End of May		
	Modify questions as needed		Beginning of June		
Survey event/activity attendees	Integrate questions into existing event evaluation instruments	High Country FT (Ashe)	June 27	June	June
		2nd High Country FT (Watauga)	July 18	July	July
		Far West FT	June 26-27	June	June
		Jackson County FT	July 25-26	July	July
		Polk County FT	Sept 19	Sept	Sept
		ASAP FT	Sept 19-20	Sept	Sept
		CSA Fairs (Asheville and High Country)		March	March
		F2S Conference	November 7	November	
		Direct market conference	November		
		Business of Farming Conference		February	February
		Others?			
		Mother Earth News Fair		April	April
	Analyze data		ongoing	ongoing	ongoing thru Sept
	Summarize findings		ongoing	ongoing	ongoing thru Sept
(For FMs)	Develop FM inclusion criteria				
	Identify FMs				
	Conduct FM outreach				
	Confirm market participants				
	W/ markets choose survey dates/times				
	Conduct surveying				
	Analyze data				
	Summarize findings				
	Disseminate findings	ASAP website/blog post/writings page?		Winter/spring	
		Develop manuscript concept, identify publication venues			Oct
		Develop manuscript			