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| --- | --- | --- | --- |
| Key informant | Round One | Round Two | Round Three |
| Farmer | Farm transect walk, talk and participatory photography with core farmer  In-depth farmer interview | Snowball interviews of key influencers identified in core farmer interview.  Snowball interviews of soil professionals in core farm county  Collation of text materials | Focus groups with 4-9 farmers from core farm counties |
| Soil | Farm transect walk and participatory photography  Soil sampling & analysis (Cornell Soil Health Test) | Web Soil Survey desk research of soil properties and land use |  |

Table 3: Data generation techniques and sequences