

INTERVIEW/STUDY QUESTIONS for LS18-302

INTRODUCTORY STATEMENT. Thank you for your time. Let us review the letter describing this study (review the letter of consent; with approval, proceed). We are very interested in how you are using cover crops on your farm and if not, why not? If you are a *service provider*, we would like to know what recommendations have the most consistent positive (or negative) outcomes. For all participants, we'd like to know how we can best design educational materials and programming that meet or exceed your criteria for use. We will happily define any term that are new you as we go through the questions. You may ask clarifying questions at any time during this interview. (*service provider versions are in italics*)

A. Questions about your current farm practices or recommendations to others

1. Tell us about your farming system. Which commodities do you produce? *Tell us about the farming systems you typically work with.*
2. What are your rotations? *Tell us about the rotations in those systems.*
3. When do you plant and harvest each commodity listed in #1? (same for both).
4. Do you currently use cover crops (define)? *Do you currently recommend the use of cover crops?*

IF NO, GO TO SECTION B. IF YES, PROCEED TO QUESTION 5.

5. Explain your cover crop management (species grown, planting and termination strategies). *Describe your recommendations.*
6. Of the practices listed in #5, which are the most consistently effective? Which are the least reliable? Why? (same for both).
7. What is the most significant benefit of cover crops in the farming system?

B. Questions about future cover crop adoption or management changes on your farm or that you would help you make confident recommendations to others.

8. What is the most significant barrier to cover crop adoption? (same for both).
9. Specifically, what is needed to overcome that barrier?
10. If you were to adopt or recommend cover crops, what system would you be willing to try first? (describe)

C. Questions about your educational support needs and preferences

11. Do you have a trusted source of information about cover crops? (describe)
12. Describe the format of educational programming that you believe most often meets or exceed your expectations for gaining new knowledge or skills?

13. When it comes to cover crop adoption or improvement, which form of media are you most likely to spend time with to learn something new? (prompt with suggestions of media formats such as webinars, videos, printed fact sheets, popular press articles, etc.)