

Attachment B
Local Food Marketing Practices Study
Draft Cognitive Interviewing Guide

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|--------------------|--|
| State: | |
| POID: | |
| PID: | |
| Type of Operation: | |
| Date: | |
| Starting Time: | |
| Ending Time: | |
| Interviewer Name: | |

Before we begin, I want to tell you a little more about the project and what we will be doing today. The National Agricultural Statistics Service, known as NASS, has recently acquired approval to conduct the Local Food Marketing Practices Study. The Local Food Marketing Practices Study will be conducted in 2016 and response will be voluntary.

Before NASS administers a survey, we want to ensure that everyone understands the questions and comprehends them in the same way. We are asking operators like you to review the questionnaire with us to see if the questions make sense to you and you are able to accurately answer the questions. During the interview today I am not as interested in collecting your exact answer to each question, but am more interested in understanding if it is possible for you to report the type of information at the level of detail we are asking about in each question.

First, I'll have you fill out the first page of the questionnaire on your own. Please fill it out as if you received it in the mail for your operation and as if you were filling it out without me here. After you complete the first page, we will go back over some of the questions you answered. I am also going to ask you some follow-up questions on why you answered the way you did and what certain things meant to you when you answered. This will help us make sure that everyone who receives this questionnaire understands the questions and that it is easy to complete. We will continue to do this for each page of the questionnaire one-by-one.

Also, it is important for you to tell me if something in a question doesn't make sense to you, a question seems hard to answer, the words in a question are hard to understand, or you have a hard time coming up with an answer. Again, all of your answers and everything we discuss today will be kept completely confidential.

This interview will take approximately 90 minutes. Do you have any questions on what we're going to be doing today before we start?

INTERVIEWER NOTE:

Ask emergent probes as necessary:

Example: I see you didn't answer this question. Why didn't you answer it? Did you have difficulty understanding this question?

Remember to follow up on any questions the respondent had difficulty answering:

Example: What did you think this question was asking? Why did you answer the way you did? What was confusing to you about this question? Why did you have difficulty answering this question?

FRONT PAGE (Page 1) – Item 2

7. In your own words, what is this question asking?

8. Please re-read the bullet point list under the 'Include' heading in Item 2. Are any of these places a market channel that you haven't heard of before or are not sure what it is? If so, which ones?

9. In your own words, where did your operation market the products it produced and sold in <year>?

FRONT PAGE (Page 1) – Item 3

10. You answered [insert "yes" or "no"] for Item 3. Why did you answer [insert "yes" or "no"]?

11. In your own words, what is this question asking?

12. Do the list of items in the bullet points under the 'Include' and 'Exclude' headings seem to belong in this item? Why or why not?

13. In your own words, what types of products did your operation produce and sell in <year>?

Next, please turn the page and let's look at Page 2. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 1 (Page 2) – Item 1

14. You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?
15. Looking at the bullet point list under the ‘Include’ heading, do you believe that all of the markets listed here belong in this item? If not, which ones and why?
16. For Item 1, we use the phrase “store or stand located **on** this operation.” What does this phrase mean to you?
17. For Item 1, we use the phrase “store or stand located **off** this operation.” What does this phrase mean to you?

(If respondent answered “no” to Item 1, skip to Section 2 on page 5 of the questionnaire)

SECTION 1 (Page 2) – Item 2

18. You answered [insert “yes” or “no”] for Item 2. Why did you answer [insert “yes” or “no”]?

SECTION 1 (Page 2) – Item 2

19. When we use the phrase “**food for humans to eat or drink,**” what does that mean to you?

(If respondent answered “no” to Item 2, skip to Section 2 on page 5 of the questionnaire)

SECTION 1 (Page 2) – Item 4

20. Can you tell me why you answered the way you did in Item 4?

21. Did you have any difficulty answering Item 4?

SECTION 1 (Page 2) – Item 5

22. Can you tell me why you answered the way you did in Item 5?

23. How did you decide which farmers market this operation received the largest gross value of food sales from in <year>?

24. Did you have any difficulty answering Item 5?

SECTION 1 (Page 2) – Item 6

25. Did you have any difficulty answering Item 6?

SECTION 1 (Page 2) – Item 7

26. You answered [insert “yes” or “no”] for Item 7. Why did you answer [insert “yes” or “no”]?

27. Did you understand what to ‘include’ and what to ‘exclude’ in Item 7?

SECTION 1 (Page 2) – Item 9

28. Can you tell me why you answered the way you did in Item 9?

SECTION 1 (Page 2) – Item 10

29. You answered [insert “yes” or “no”] for Item 10. Why did you answer [insert “yes” or “no”]?

30. Did you understand what to ‘include’ and what to ‘exclude’ in Item 10?

Next, please turn the page and let's look at Page 3. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 1 (Page 3) – Item 12

31. Can you tell me how you came up with your answer to Item 12?

32. How did you decide which store or stand this operation received the largest gross value of food sales from in <year>?

SECTION 1 (Page 3) – Item 13

33. Did you have any difficulty answering Item 13?

SECTION 1 (Page 3) – Item 17

34. Did you have any difficulty answering Item 17?

SECTION 1 (Page 3) – Item 18

35. How did you come up with your answer to Item 18?

SECTION 1 (Page 3) – Item 20

36. Can you tell me how you came up with your answer to Item 20?

37. How did you decide which CSA pick-up site this operation received the largest gross value of food sales from in <year>?

Next, please turn the page and let's look at Page 4. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 1 (Page 4) – Item 23

38. For Item 23, we use the phrase “**online marketplace**.” What does this phrase mean to you?

SECTION 1 (Page 4) – Item 24

39. Can you tell me how you came up with your answer to Item 24?

SECTION 1 (Page 4) – Item 25

40. Did you have any difficulty answering Item 25?

SECTION 1 (Page 4) – Item 26

41. For Item 26 we use the phrase “electronic benefit transactions (EBTs)”. What does this phrase mean to you?

SECTION 1 (Page 4) – Item 27

42. Can you tell me how you came up with your answer to Item 27?

SECTION 1 (Page 4) – Item 28

43. Can you tell me how you came up with your answer to Item 28?

SECTION 1 (Page 4) – Item 29

44. Can you tell me why you answered the way you did in Item 29?

45. Was it clear to you what should be reported in the column labeled “Crops Sales” and the column labeled “Livestock and Poultry Sales”?

SECTION 1 (Page 4) – Item 29

46. What are some examples of what you included in the [insert “Crop Sales” or “Livestock and Poultry Sales”] column in Item 29?
47. Does this operation keep records of the information in this table for the specific direct-to-consumer markets it sells to? If so, would you need to consult these records to answer this item?

Next, please turn the page and let’s look at Page 5. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 1 (Page 5) – Item 30

48. For Item 30, can you tell me what this question is asking in your own words?
49. For Item 30 we use the phrase “**processed or value added products**”. What does this phrase mean to you?
50. Please re-read the bullet point list under the ‘Include’ and ‘Exclude’ headings. Do the items that are listed there make sense to you?

SECTION 1 (Page 5) – Item 31

51. Did you have any difficulty filling in the table in Item 31?
52. Does this operation keep records of the type of sales information in this table for its processed or value added products, as compared to all of its other products?

SECTION 2 (Page 5) – Item 1

53. You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?
54. For Item 1, we use the phrase “**retail market.**” What does this phrase mean to you?
55. Looking at the bullet point list under the ‘Include’ heading, do you believe that these are all markets where a producer can sell directly to a retail market? If not, which ones and why?

(If respondent answered “no” to Item 1, skip to Section 3 on page 6 of the questionnaire)

SECTION 2 (Page 5) – Item 2

56. You answered [insert “yes” or “no”] for Item 2. Why did you answer [insert “yes” or “no”]?

57. When we use the phrase “**food for humans to eat or drink,**” what does that mean to you?

(If respondent answered “no” to Item 2, skip to Section 3 on page 6 of the questionnaire)

SECTION 2 (Page 5) – Item 4

58. Can you tell me why you answered the way you did in Item 4?

59. How did you decide which supermarket or supercenter this operation received the largest gross value of food sales from in <year>?

SECTION 2 (Page 5) – Item 5

60. Can you tell me why you answered the way you did in Item 5?

61. Did you have any difficulty answering Item 5?

Next, please turn the page and let’s look at Page 6. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 2 (Page 6) – Item 7

62. Can you tell me why you answered the way you did in Item 7?

63. How did you decide which restaurant or caterer this operation received the largest gross value of food sales from in <year>?

SECTION 2 (Page 6) – Item 8

64. Can you tell me why you answered the way you did in Item 8?

65. Did you have any difficulty answering Item 8?

SECTION 2 (Page 6) – Item 10

66. Can you tell me why you answered the way you did in Item 10?

SECTION 2 (Page 6) – Item 11

67. Can you tell me why you answered the way you did in Item 11?

SECTION 2 (Page 6) – Item 11

68. Was it clear to you what should be reported in the column labeled “Crops Sales” and the column labeled “Livestock and Poultry Sales”?
69. What are some examples of what you included in the [insert “Crop Sales” or “Livestock and Poultry Sales”] column in Item 11?
70. Does this operation keep records of the information in this table for the specific direct-to-retail markets it sells to? If so, would you need to consult these records to answer this item?

SECTION 3 (Page 6) – Item 1

71. You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?
72. For Item 1, we use the term “**institution.**” What does this term mean to you?

SECTION 3 (Page 6) – Item 1

73. Looking at the bullet point list under the ‘Include’ heading, do you believe that these are all markets where a producer can sell directly to an institution? If not, which ones and why?

(If respondent answered “no” to Item 1, skip to Section 4 on page 8 of the questionnaire)

SECTION 3 (Page 6) – Item 2

74. You answered [insert “yes” or “no”] for Item 2. Why did you answer [insert “yes” or “no”]?

75. When we use the phrase “**food for humans to eat or drink,**” what does that mean to you?

(If respondent answered “no” to Item 2, skip to Section 4 on page 8 of the questionnaire)

Next, please turn the page and let’s look at Page 7. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 3 (Page 7) – Item 4

76. Can you tell me why you answered the way you did in Item 4?

SECTION 3 (Page 7) – Item 4

77. How did you decide which K-12 school this operation received the largest gross value of food sales from in <year>?

SECTION 3 (Page 7) – Item 5

78. Can you tell me why you answered the way you did in Item 5?

79. Did you have any difficulty answering Item 5?

SECTION 3 (Page 7) – Item 7

80. Can you tell me why you answered the way you did in Item 7?

81. How did you decide which college or university this operation received the largest gross value of food sales from in <year>?

SECTION 3 (Page 7) – Item 8

82. Can you tell me why you answered the way you did in Item 8?

SECTION 3 (Page 7) – Item 8

83. Did you have any difficulty answering Item 8?

SECTION 3 (Page 7) – Item 10

84. Can you tell me why you answered the way you did in Item 10?

85. How did you decide which hospital this operation received the largest gross value of food sales from in <year>?

SECTION 3 (Page 7) – Item 11

86. Can you tell me why you answered the way you did in Item 11?

87. Did you have any difficulty answering Item 11?

SECTION 3 (Page 7) – Item 12

88. Can you tell me why you answered the way you did in Item 12?

Next, please turn the page and let's look at Page 8. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 3 (Page 8) – Item 13

89. Can you tell me why you answered the way you did in Item 13?
90. Was it clear to you what should be reported in the column labeled “Crops Sales” and the column labeled “Livestock and Poultry Sales”?
91. What are some examples of what you included in the [insert “Crop Sales” or “Livestock and Poultry Sales”] column in Item 13?
92. Does this operation keep records of the information in this table for the specific direct-to-institution markets it sells to? If so, would you need to consult these records to answer this item?

SECTION 4 (Page 8) – Item 1

93. You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?
94. Before Item 1 we include a definition for “**intermediate market**.” In your own words, what does the phrase “**intermediate market**” mean to you?

SECTION 4 (Page 8) – Item 1

95. For Item 1 we use the phrase “...**mostly locally- and/or regionally-branded products.**” What does this phrase mean to you?
96. Can you think of an example of an intermediate market which markets mostly locally- and/or regionally-branded products?
97. Looking at the bullet point list under the ‘Include’ heading, do you think all of these examples make sense in this question? If not, which ones and why?

(If respondent answered “no” to Item 1, skip to Section 5 on page 10 of the questionnaire)

SECTION 4 (Page 8) – Item 2

98. You answered [insert “yes” or “no”] for Item 2. Why did you answer [insert “yes” or “no”]?
99. When we use the phrase “**food for humans to eat or drink,**” what does that mean to you?

(If respondent answered “no” to Item 2, skip to Section 5 on page 10 of the questionnaire)

SECTION 4 (Page 8) – Item 4

100. Can you tell me why you answered the way you did in Item 4?

101. How did you decide which distributor, food hub, or broker this operation received the largest gross value of food sales from in <year>?

102. Did this distributor, food hub, or broker market mostly locally- and/or regionally- branded products?

SECTION 4 (Page 8) – Item 6

103. Can you tell me why you answered the way you did in Item 6?

104. Did you have any difficulty answering Item 6?

Next, please turn the page and let's look at Page 9. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 4 (Page 9) – Item 8

105. Can you tell me why you answered the way you did in Item 8?

106. How did you decide which auction house, wholesale market, or terminal market this operation received the largest gross value of food sales from in <year>?

107. Did this auction house, wholesale market, or terminal market, market mostly locally- and/or regionally-branded products?

SECTION 4 (Page 9) – Item 10

108. Can you tell me why you answered the way you did in Item 10?

109. Did you have any difficulty answering Item 10?

SECTION 4 (Page 9) – Item 12

110. Can you tell me why you answered the way you did in Item 12?

111. How did you decide which food processor or food maker this operation received the largest gross value of food sales from in <year>?

112. Did this food processor or food maker market mostly locally- and/or regionally-branded products?

SECTION 4 (Page 9) – Item 14

113. Can you tell me why you answered the way you did in Item 14?

114. Did you have any difficulty answering Item 14?

SECTION 4 (Page 9) – Item 15

115. Can you tell me why you answered the way you did in Item 15?

SECTION 4 (Page 9) – Item 16

116. Can you tell me why you answered the way you did in Item 16?
117. Was it clear to you what should be reported in the column labeled “Crops Sales” and the column labeled “Livestock and Poultry Sales”?
118. What are some examples of what you included in the [insert “Crop Sales” or “Livestock and Poultry Sales”] columns in Item 16?
119. Does this operation keep records of the information in this table for the specific direct-to-intermediate markets it sells to? If so, would you need to consult these records to answer this item?

Next, please turn the page and let’s look at Page 10. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 5 (Page 10) – Item 1

120. Can you tell me how you came up with your answer in Item 1?

SECTION 5 (Page 10) – Item 2

121. Can you tell me how you came up with your answer in Item 2?
122. Did you have any difficulty deciding what to include in Items 2a, 2b, and 2c?
123. Does this operation keep records on the information requested in Item 2? If so, would you need to consult these records to answer this item?

SECTION 5 (Page 10) – Item 3

124. For Item 3, can you tell me what this question is asking in your own words?
125. For Item 3, we use the phrase “**processed or value added products**”. What does this phrase mean to you?
126. Please re-read the bullet point list under the ‘Include’ and ‘Exclude’ headings. Do the items that are listed there make sense to you?

SECTION 5 (Page 10) – Item 4

127. Did you have any difficulty filling in the table in Item 4?
128. Does this operation keep records of the type of sales information in this table for its processed or value added products, as compared to all of its other products?

SECTION 5 (Page 10) – Item 5

129. For Item 5, can you tell me what this question is asking in your own words?
130. Please re-read the bullet point list under the ‘Include’ and ‘Exclude’ headings. Do the items that are listed there make sense to you?

SECTION 5 (Page 10) – Item 6

131. Can you tell me how you came up with your answer in Item 6?

Next, please turn the page and let's look at Page 11. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 5 (Page 11) – Item 8

132. Did you have any difficulty answering Item 8?

SECTION 5 (Page 11) – Item 10

133. Did you have any difficulty answering Item 10?

SECTION 5 (Page 11) – Item 11

134. Did you have any difficulty answering Item 11?

SECTION 5 (Page 11) – Item 14

135. In your own words, can you tell me what Item 14 is asking?

136. Can you tell me how you came up with your answer in Item 14?

SECTION 5 (Page 11) – Item 14

137. With 1 being not very confident, and 7 being very confident, how confident are you in the accuracy of your answers to Item 14?
- i. *(Circle one) not very confident 1 – 2 – 3 – 4 – 5 – 6 – 7 very confident*
 - ii. Can you tell me why you feel this way?

SECTION 5 (Page 11) – Item 15

138. In Item 15, we use the phrase “agricultural **production or marketing** work”. In your own words, what does this phrase mean to you?

SECTION 5 (Page 11) – Item 17

139. In your own words, can you tell me what Item 17 is asking?
140. Can you tell me how you came up with your answer to Item 17?

Next, please turn the page and let’s look at Page 12. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 5 (Page 12) – Item 18

141. Did you have any difficulty answering Item 18?

SECTION 5 (Page 12) – Item 19

142. In your own words, what are the three questions being asked in the table in Item 19?
143. Please tell me more about how you came up with the amount of your operation's gross value of sales in <year> for the crop and livestock items in Item 19a through 19p.
144. Please look at the categories of crops and livestock in Items 19a through 19p. Did you have any difficulty deciding what should be included in each Item? If so, which ones?

SECTION 5 (Page 12) – Item 20

145. Can you tell me how you came up with your answer in Item 20?

Next, please turn the page and let's look at Page 13. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 6 (Page 13) – Items 1-13

146. Did you have any difficulty reporting in Item 1 through Item 13?

Next, please turn the page and let's look at Page 14. Please complete this page and let me know when you are done. Once you are done I will have some questions for you.

SECTION 6 (Page 14) – Items 14-17

147. Did you have any difficulty reporting in Item 14 through Item 17?

SECTION 6 (Page 14) – Item 18

148. In your own words, what is Item 18 asking?

149. Can you tell me how you came up with your answers for Items 18a through 18f?

150. Does this operation keep records on the type of marketing expense information in the table in Item 18? If so, would you need to consult these records to answer these items?

151. Is it possible for you to report the types of marketing expense information just for the food this operation produced and sold directly to consumers, a retail market, an institution, or an intermediate market in <year>?

SECTION 7 (Page 14) – Item 1

152. In your own words, what is Item 1 asking?
153. Can you tell me why you answered the way you did in Item 1?

SECTION 8 (Page 15) – Item 1

154. In your own words, what is Item 1 asking?
155. Can you tell me why you answered the way you did in Item 1?

GENERAL QUESTIONS/COMMENTS