

Local Food Marketing Practices Study Draft Cognitive Interviewing Guide

Draft interview guide for confirmatory cognitive interviews

State:	
POID:	
PID:	
Type of Operation (size, acreage, commodities, etc.):	
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, will conduct the Local Food Marketing Practices Study in 2021. Response will be mandatory.

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.

Do you have any questions on what we're going to be doing today before we start?

[Hand the respondent the questionnaire and ask them to read the first page and only complete the first page as if they had received this questionnaire in the mail. Have them circle anything that they find confusing or have a hard time answering. Have them stop after they have finished with page 1.]

INTERVIEWER NOTE:

Ask emergent probes as necessary, for example:

How did you arrive at an answer for this question? Can you tell me more?

Would you need records to answer this question? If so, tell me about these records.

What does this [insert term] mean to you?

I see you didn't answer this question. Can you tell me why?

FRONT PAGE (Page 1)

Did you see the title of the survey?

In your own words, can you tell me what the title of this survey means to you?

Based on this title, do you feel like this survey applies to you and your operation?

Why or why not?

What does the term "local" mean to you in the title of this survey?

In your own words, what would be an example of "local food marketing practices"?

Item 1

You answered [insert "yes" or "no"] for Item 1. Why did you answer [insert "yes" or "no"]?

Item 2

In your own words, what is this question asking?

What does the term "consumer" mean to you?

What does the term "retail market" mean to you? What types of "retail markets" come to mind?

What does the term "institution" mean to you? What types of "institutions" come to mind?

What does the term "intermediate market" mean to you? What types of "intermediate markets" come to mind?

Item 3

How did you arrive at an answer for Question 3?
What do you think of this question?

Item 4

You answered [insert “yes” or “no”] for Item 4. Why did you answer [insert “yes” or “no”]?

In your own words, what is this question asking? Did you notice the phrase “food for humans to eat or drink?”

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? Did you use these to answer the question?

Next, please turn the page and let’s look at Pages 3, 4, and 5. Please complete these pages 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

You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?

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 do not and why? Did you use these when answering the questions?

For Item 1, we use the phrase “store or stand located **on** this operation.” What does this phrase mean to you?

For Item 1, we use the phrase “store or stand located **off** this operation.” What does this phrase mean to you?

<Interviewer> did the respondent notice the difference between the questions? (On vs. off)?

Item 2

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

Item 6

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

Item 14

Can you tell me how you came up with your answer to Item 13?

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

Item 18

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

Item 19

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

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

Item 22

For Item 22, we use the phrase “**online marketplace.**” What does this phrase mean to you?

Item 25

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

Item 28

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

Was it clear to you what should be reported in the column labeled “Fresh Fruit and Vegetable Sales?”

What about “Meat, Farmed Seafood and Egg Sales?”

What about “Milk and Dairy Product Sales?”

What about “Other Processed Food Product Sales?”

What are some examples of what you included in [probe for each column]?

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?

Did you produce any agricultural products that you did not include in this question? If so, why didn't you include them?

SECTION 2 (Page 5)

<Interviewer – you may need to paraphrase questions that were asked in previous sections>

Item 1

You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?

For Item 1, we use the phrase “**directly to a retail market.**” What does this phrase mean to you?

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 do not and why?

Item 2

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

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

Items 5 and 7

Can you tell me why you answered the way you did in Item 5/7?

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

How confident are you with the answer?

Item 9

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

Was it clear to you what should be reported in the column labeled “Fresh Fruit and Vegetable Sales?”

What about “Meat, Farmed Seafood and Egg Sales?”

What about “Milk and Dairy Product Sales?”

What about “Other Processed Food Product Sales?”

What are some examples of what you included in [probe for each column]?

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 3 (Page 7)

Item 1

You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?

For Item 1, we use the term “**direct-to-institution.**” What does this term mean to you?

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?

Item 2

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

When we use the phrase “**food for humans to eat or drink,**” what does that mean to you? What types of products were you thinking of?

Item 5

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

Item 7 and 9

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

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

Item 11

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

Was it clear to you what should be reported in the column labeled “Fresh Fruit and Vegetable Sales?”

What about “Meat, Farmed Seafood and Egg Sales?”

What about “Milk and Dairy Product Sales?”

What about “Other Processed Food Product Sales?”

What are some examples of what you included in [probe for each column]?

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

You answered [insert “yes” or “no”] for Item 1. Why did you answer [insert “yes” or “no”]?

Before Item 1 we include a definition for “**intermediate market.**” In your own words, what does the phrase “intermediate market mean to you? What does “sell **directly –to an-intermediate market**” mean to you?

For Item 1 we use the phrase “...**locally- and/or regionally-branded products.**”

What does this phrase mean to you?

Can you think of an example of an intermediate market which markets mostly locally- and/or regionally-branded products?

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?

Item 3

Are you unfamiliar with any of these intermediate markets? If so, which ones?

What does [insert term] mean to you?

Why did you answer yes/no/don’t know [for each intermediate market respondent says they sell too in the first column]?

Item 5

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

Item 7

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

Was it clear to you what should be reported in the column labeled “Fresh Fruit and Vegetable Sales?”

What about “Meat, Farmed Seafood and Egg Sales?”

What about “Milk and Dairy Product Sales?”

What about “Other Processed Food Product Sales?”

What are some examples of what you included in [probe for each column]?

Does this operation keep records of the information in this table for the specific “direct-to-intermediate market” it sells to? If so, would you need to consult these records to answer this item?

Did you produce and sell any products that you sold to an intermediate market that you did not include here? If so, what were they and why didn’t you include them?

Did you include any non-food items?

SECTION 5 (Page 10)

Item 1

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

Item 2

Can you tell me how you came up with your answer in Item 2?

Did you have any difficulty deciding what to include in Items 2a, 2b, and 2c?

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?

<Interviewer> did the respondent use percentages? Did the percentages add to 100%?

Item 4

How did you come up with your answer for item 4? What did you include? What did you exclude?

Item 8

Please tell me in your own words, the difference between the two columns.

Did you produce and sell any products that do not fit into one of these categories?

Item 9

What did you include in your answer to item 9?

Did you use gross or net value?

Did you produce any agricultural products that you did not sell? If so, what were they? Did you include those in your answer?

Did you receive any government payments in 2019? If so, did you include them?

Did you have production contracts in 2019? If so, did you include the value of those

products?

Did you have a landlord? Did they receive any share of the operation's government payments or products sold? If so, did you include that?

Item 10

<Interviewer> did the respondent follow the skip pattern correctly?

Item 11

<Interviewer> note any issues

SECTION 6 (Page 14)

Items 1-9

Was it easy or difficult to report items 1-7? If difficult, which one(s) and why?

SECTION 7 (Page 15)

Item 1

In your own words, what is Item 1 asking?

Can you tell me why you answered the way you did in Item 1?

Items 2, 3, and 4

In your own words, what is a "food safety plan"?

In your own words, what is a "third-party safety audit of produce"?

<Interviewer> note any issues.

SECTION 8 (Page 16)

Item 1

In your own words, what is Item 1 asking?

Can you tell me why you answered the way you did in Item 1?

Items 2-3

<Interviewer> note any issues.

GENERAL QUESTIONS/COMMENTS

Could you provide the breakdowns asked for throughout the questionnaire?

(If yes above) Are you willing to provide this information? How long do you think it would take you to do this?