

Interview Guide

Interviews and focus groups are semi-structured to ensure certain themes are targeted, but allow flexibility for various levels of aquaculture knowledge, awareness, and interest. All questions are example prompts and may change depending on the particular interview context and trajectory.

- 1) What do you think of when you hear the word aquaculture? In your own words, describe what aquaculture is.
 - a) Prompt re: different types of aquaculture if not mentioned – e.g., what do you know about [offshore/shellfish/etc.]?
 - b) (Based on initial responses) Does fish/shellfish farming mean something different to you?
- 2) What do you think about aquaculture? Is it an industry you support? Why/why not?
 - a) Does your support vary depending on the type of aquaculture?
 - b) Potentially ask for differences re: 1) finfish, shellfish, seaweed; 2) offshore, nearshore, land-based; 3) small-scale, large-scale)
- 3) What are your biggest concerns or worries about aquaculture?
 - a) What are these worries based on? (Lived experience, something read, etc.)
 - b) Are your concerns specific to certain types of aquaculture or farmed species?
 - c) What might ease your concern re: _____ ?
 - d) If not mentioned, ask about commonly cited concerns (e.g., HABs)
- 4) Can you discuss any benefits aquaculture has provided or could provide? What are those (potential) benefits?
 - a) Locally?
 - b) More broadly?
 - c) Are there any benefits that you think could be possible, but haven't been realized yet? Why do you think that is (or what would be needed to achieve those benefits)?
 - d) If not mentioned, ask about commonly cited benefits (e.g., jobs)
- 5) What can you tell me about any types of aquaculture that are happening in your region*?
 - a) How have you interacted with these farms/operations/businesses?
 - b) Do you see these farms as something positive, negative, neutral for the region? Why?
 - c) *If participants are not familiar with any aquaculture in the region, lead with local examples (e.g., Ocean Era's proposed project off Sarasota, new shellfish farm leases in TX, etc.)
- 6) Do you eat seafood? What kind of seafood do you buy?
 - a) What is it about that type of seafood that you like? (i.e., why do you choose to purchase A instead of B?)
 - b) Do you typically buy or prefer wild or farmed seafood? (Why or why not?)
- 7) Is there anything else about aquaculture in the region that you'd like to discuss or share?