

8a Text invitation

Hi [Name], I am reaching out about the farming practices survey by USDA and Michigan State University (OMB # 0536-0073, Exp 4/30/2025).

You are one of a handful of farmers in [state/region] we are contacting for input. We are looking for volunteers to take the survey and talk about it afterwards. This should last an hour or less, and your answers are kept strictly confidential. To thank you, we will send you \$50 by your choice of PayPal or check for participating.

If you have any questions, you can contact me at this number or email CropSurvey@usda.gov.

Is this something you are willing to participate in? - Frank Lupi

Message 2:

Thank you very much for your input on our study. We are available at [Dates/times]. Does one of these options work for you?

Message 3:

Thank you, we will schedule you for [Day/time]. Can you please share your email address so that we can send you a link to the video call?

8b Follow-up text invitation

Hi [Name], The other day I sent you a message requesting your help completing a test survey and short interview on your farming practices (OMB # 0536-0073, Exp 4/30/2025).

You are one of a handful of farmers we are contacting, and your input is vital to our study. The survey and interview will last an hour or less and is strictly confidential. As a way of thanking you for your help, we will send you \$50 by your choice of PayPal or check for participating.

If you have any questions about this study, please contact me at this number or email me at CropSurvey@usda.gov.

Is this something you are willing to participate in? - Frank Lupi