

6a First email invitation to the survey

Subject line: Crop management study by USDA and Michigan State University

OMB 0536-0073, Exp 4/30/2025

Dear [Name],

[Name of NRCS official] reached out to let me know that you may be interested in helping us test this MSU-USDA survey on farming practices.

You are one of a handful of farmers in [state] we are contacting for input. We are seeking volunteers to complete the survey and have a short conversation about it afterwards, and your feedback will help us ensure the survey works and makes sense. The survey and interview will be an hour or less, and your answers are kept strictly confidential. To thank you for your advice, we will send you \$50 after completing the interview by your choice of PayPal or check.

If you are willing to participate, what dates and times work for you for a video call?

Our availability is as follows:

- Dates/Times in local time zone

If you have any questions about this study, you can contact me at CropSurvey@usda.gov.

Thank you very much for your help.

Sincerely,

Professor Frank Lupi

6b Follow-up email invitation to the survey

Subject line: Study on your crop management by USDA and Michigan State University

OMB 0536-0073, Exp 4/30/2025

Dear [Name],

The other day I sent you an email requesting your input on a test survey and short interview on your crop management practices.

You are one of only a few farmers we are relying on for input in [state]. The survey and interview will be an hour or less, and your answers are kept strictly confidential. As a way of saying “thank you” for your help, we will send you \$50 after completing the interview by your choice of PayPal or check.

If you are able to participate, please respond to this email with dates and times that might work for you, and we will schedule a video call.

Our availability is as follows:

- Dates/Times in local time zone

If you have any questions about this study, feel free to contact me at CropSurvey@usda.gov.

Thank you very much for your help with this important study.

Sincerely,

Professor Frank Lupi