**Supplementary Material for:**

EXPLORING PRIVATE LAND CONSERVATION NON-ADOPTERS’ ATTENDANCE AT OUTREACH EVENTS IN THE CHESAPEAKE BAY WATERSHED, USA

**1. List of public directories used to create sampling frame**

Anne Arundel Economic Development Corp.

https://www.aaedc.org/agriculture/farm-business-profiles/

Baltimore County Farm Tour Map

https://marylandagriculture.org/wp-content/uploads/2016/04/Baltimore-County-Farm-Tour-Map-30-farms.pdf

Calvert County Agriculture

https://calvertag.com/185/Local-Products-Services

Carroll County Grown

https://carrollgrown.org/producer-list/

Cecil County Agriculture Directory

https://www.ccgov.org/government/economic-development/economic-development/agriculture/agriculture-directory

Charles County Agriculture Operating Farms Listings

http://www.charlescounty.org/webdocs/tourism/forms/agriculture.operating%20farms%20listing.pdf

Eastern Shore Harvest Directory

https://harvestdirectory.org/

Garrett County Local Food & Farm Guide

http://www.gcedonline.com/resources/garrettfarms/2017guide/mobile/index.html#p=1

Harford County Farm Finder

https://harfordgis.maps.arcgis.com/apps/webappviewer/index.html?id=d0dfc9c12bc447b8a049a0dbb2cf0ef2

Homegrown Frederick

http://www.homegrownfrederick.com/farm-directory

Howard County Economic Development Authority

http://www.hceda.org/farm-agriculture/locations/farm-search/

Maryland’s Best

https://marylandsbest.maryland.gov/

Maryland's Best 2020 Expo

https://marylandsbest.maryland.gov/wp-content/uploads/MBestExpoDirectory\_web3-20.pdf

Queen Anne’s County Resource Directory

https://www.qac.org/BusinessDirectoryII.aspx?lngBusinessCategoryID=35

Southern Maryland Agricultural Development Commission Farm Guide

https://smadc.com/wp-content/uploads/2019/07/FarmGuideWEB.pdf\

**2. Email and Phone Scripts**

***First Email Attempt***

Dear Ms. / Mr. \_\_\_\_\_\_\_\_\_\_,

My name is \_\_\_\_\_\_\_\_\_, I’m a researcher at the University of Maryland. I'm writing because I'd like to set up a phone interview with you as a part of a project I am working on to improve outreach and technical assistance to farmers regarding best management practices. I’d be interested to have about a half-hour conversation with you about any outreach events you’ve been to or any interactions you have had with technical assistance, in order to understand what you think is working and what needs to be improved.

If you’re interested in talking with me, let me know when you’d like to talk and how best to reach you. My schedule is generally flexible, and I can likely accommodate whatever works for you, including mornings, afternoons, or evenings. And if you have any questions, don't hesitate to ask.

Thanks in advance for your time, and I look forward to hearing from you soon.

Best,

\_\_\_\_\_\_

***Second Email Attempt***

Dear Ms. / Mr. \_\_\_\_\_\_\_,

I just wanted to follow-up on my email from last week and ask if you might be available for a phone interview to talk about your interactions with technical assistance regarding best management practices. See my previous email for more details. My schedule is generally flexible, and I can accommodate mornings, afternoons, or evenings. If you're interested in talking with me, I'd love to hear from you.

Thanks very much for your time.

Best,

\_\_\_\_\_\_\_\_\_

***First Phone Attempt***

*FOR ANSWERING MACHINE*

Hi, my name is \_\_\_\_\_\_\_\_. I’m a researcher at the University of Maryland calling for \_\_\_\_. I’m working on a project to improve outreach and technical assistance to farmers regarding best management practices, and I was wondering if you could help me out. I’d be interested to have about a half-hour conversation about events that you’ve been to or interactions with technical 58assistance that you’ve had to better understand what you think is working and what needs to improve. If you’re interested in participating in this sort of thing, feel free to call me back at 410-XXX-XXXX when you have the chance. Again, that’s 410-XXX-XXXX. Thanks very much. Bye.

*IF THEY ANSWER*

Hi, my name is \_\_\_\_\_\_\_\_. I’m a researcher at the University of Maryland calling for \_\_\_\_\_\_. I’m calling because I’m working on a project to improve outreach and technical assistance to farmers regarding best management practices. I’d be interested in talking to you about your experiences with outreach events or any interactions that you’ve had with technical assistance to better understand what you think is working and what needs to be improved. I anticipate that the conversation would be about a half an hour. Would this be something you’d be interested in?

***Second Phone Attempt***

*FOR ANSWERING MACHINE*

Hi, my name is \_\_\_\_\_\_\_\_. I’m a researcher at the University of Maryland calling for \_\_\_\_. I’m calling to follow-up on a message I left you last week. I’m working on a project to improve outreach and technical assistance to farmers regarding best management practices, and I was wondering if you could help me out. If you’d be interested in having a half-hour conversation about your experiences and thoughts on improvement, please feel free to call me back at 410-XXX-XXXX when you have the chance. Again, that’s 410-XXX-XXXX. Thanks very much. Bye.

*IF THEY ANSWER*

Same as above.

**3. Questionnaire with codebook**

*BMP = Best management practice, a more common term for agricultural conservation practice*

***SECTION 1: FARM/FARMER CHARACTERISTICS***

***1. Since this is our first time talking, it would be helpful for me to hear a little about your farming operation. How long have you worked this land, what do you produce, how many acres, and how much do you own vs. rent? And then we can get into some of the specifics.***

***1a. In production right now, or as part of a rotation (for animals, write in number and if known, whether pastured confined):***

\_\_ Beef cattle

\_\_ Dairy cattle

\_\_ Goats

\_\_ Sheep

\_\_ Pigs

\_\_ Poultry

\_\_ Eggs

\_\_ Vegetables

\_\_ Other grains

\_\_ Corn

\_\_ Soybeans

\_\_ Hay

\_\_ Other, explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***1b. Total acres either in production or fallow:***

\_\_

***1c. Years working this land?***

\_\_\_

***1d. Tenure:***

\_\_ Non-operating owner

\_\_ Operating owner

\_\_ Non-owner operator (leased land)

\_\_ Own some, rent some

***2. What kinds of best management practices do you use on the farm? [Follow up by asking about any others that are on the list below]***

ANIMALS

\_\_ Stream exclusion fencing

\_\_ Rotational grazing/pasture management

\_\_ Manure storage facility

CROPS

\_\_ No-till

\_\_ Cover crops

\_\_ Contour plowing

\_\_ Crop rotation

\_\_ Variable rate application

WATER

\_\_ Forested riparian buffers

\_\_ Grassed riparian buffers

\_\_ Filter strips

\_\_ Grassed waterways

\_\_ Other, explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***SECTION 2: OUTREACH EVENTS***

***3a. I am interested to know more about any outreach events focused on agricultural land management that you may have attended. Have you ever attended any outreach event that discusses agricultural land management?***

\_\_ Yes

\_\_ No

***3b. In 2019, about how often did you attend events that discussed agricultural land management?***

\_\_ More than once a month

\_\_ Once a month

\_\_ Once every few months

\_\_ Once in 2019

\_\_ Never in 2019

[If yes, ask following questions. If no, go to question 21]

***4. If any, how many of these discussed any of the best management practices listed above?***

\_\_\_

*[If they attended an event that discussed BMPs, include the language listed in the brackets]*

***5. Can you tell me about the most recent event you attended [that discussed one of the BMPs you mentioned]? When was it, what was it about, who organized it?***

***5a. When it was?***

\_\_ Don’t remember

\_\_\_\_\_ Month/season and year

***5b. Who organized it?***

\_\_ Don’t remember

\_\_ NRCS

\_\_ SWCD

\_\_\_\_\_\_\_\_\_ Non-profit (which one)

\_\_\_\_\_\_\_\_\_ Private group (which one)

\_\_ University extension

\_\_ County extension

\_\_\_\_\_\_ Other (what?)

***5c. What it was about:***

\_\_\_\_\_\_\_\_\_\_\_\_\_

***[5d. What BMP was discussed at the event]:***

\_\_\_\_\_\_\_\_\_\_\_\_\_ (select from list above, or write multiple if applicable)

***6a. Was this event your first time learning about the topic [or BMP]?***

\_\_ Don’t remember

\_\_ Yes

\_\_ No

***6b. If no, from where had you learned about this topic [BMP] before?***

\_\_ Already does this practice

\_\_ Knows of others who do it or have done it

\_\_ Searched for information about this practice

\_\_ Received information about this practice

\_\_ Don’t remember

***7. How did you first hear about the event? [If person was an organizer, check that box and then check boxes for how they advertised it]***

\_\_ Don’t remember

\_\_ Was an organizer

CHANNEL

\_\_ Email

\_\_ Social media

\_\_ Mail

\_\_ Flyer

SOURCE

\_\_ Another farmer

\_\_ A non-farming peer

\_\_ A family member

\_\_ NRCS

\_\_ SWCD

\_\_ Non-profit (which one)

\_\_ University Extension

\_\_ County Extension

\_\_ Private group (which one)

\_\_ Other, describe

\_\_ Don’t remember

***8. Among the event advertisements you see, how do you filter between what to put in the trash and what to consider attending?***

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

***9. What motivated you to attend the event?***

\_\_ Don’t remember

INCENTIVES

\_\_ Certification credits

\_\_ Food

LOGISTICS

\_\_ It was virtual

\_\_ It was nearby

\_\_ It didn’t cost too much

\_\_ It wasn’t too long

\_\_ I didn’t have anything better to do at the time

\_\_ I wanted to get out of the house/off the farm

SOCIAL INFLUENCE

\_\_ I know the organizers

\_\_ I didn’t feel pressured into doing anything

\_\_ I knew someone else going

\_\_ My family wanted me to go

\_\_ A trusted source told me it would be worthwhile

CONTENT

\_\_ The subject matter, describe

\_\_ An interesting guest speaker

\_\_ I was involved in organizing the event

\_\_ Other, describe

***10. What information did you have about the event prior to attending it?***

\_\_ Don’t remember

\_\_ Date, time, place

\_\_ Subject matter

\_\_ Who was organizing

\_\_ Who was going

\_\_ Other

***11. Did you know others who were planning to attend ahead of time?***

\_\_ No

\_\_ Knew the organizer

\_\_ Knew other farmers attending

\_\_ Was a presenter

\_\_ Don’t remember

***12. Did you have any questions about whether or not you should or could attend? If so, what were they?***

\_\_ No

\_\_ Don’t remember

LOGISTICS

\_\_ Inconvenient time/date

\_\_ Inconvenient place

\_\_ Event cost too much money

SOCIAL INFLUENCE

\_\_ Didn’t know others going

\_\_ Didn’t trust information being provided by this source

\_\_ Didn’t want to be pressured to change farm management

CONTENT

\_\_ Unsure if topic applied to me

\_\_ Other, describe

***13. What time of day was the event?***

\_\_ Early morning

\_\_ Late morning

\_\_ Early afternoon

\_\_ Late afternoon

\_\_ Early evening

\_\_ Late evening

\_\_ Don’t remember

***14. How long was the event?***

\_\_ < 1 hour

\_\_ 1-2 hours

\_\_ 2-4 hours

\_\_All day

\_\_ Multiple days

\_\_ Don’t remember

***15. Was the event on a weekend or weekday?***

\_\_ Weekend

\_\_ Weekday

\_\_ Don’t remember

***16. Was the event virtual or in-person?***

\_\_ Virtual

\_\_ In-person

***17. Did it cost money to attend the event? If so, how much?***

\_\_ No

\_\_ Yes, how much?

\_\_ Don’t remember

***18. Did you seek additional information about the practices discussed after the event? If so, who?***

\_\_ No

\_\_ Don’t remember

\_\_ Other attendees

\_\_ Farmers who didn’t attend

\_\_ The event organizers

\_\_ Other experts on the practice

\_\_ Other sources (internet, etc.)

***19. Did you share information about the practices discussed at the event with anyone after the event? If so, who?***

\_\_ No

\_\_ Don’t remember

\_\_ Farmers who didn’t attend

\_\_ Family

\_\_ Social media

\_\_ Other experts on the practice

***20. Any last questions for myself or anything that we didn’t touch on that you think I should know?***

Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[Questions for people who have not attended an outreach event]

***21. Ok, have you ever heard about any kind of agricultural land management outreach event being organized in your area? If so, for the most recent event you heard of, how did you hear about it?***

\_\_ No

\_\_ Don’t remember

CHANNELS

\_\_ Email

\_\_ Social media

\_\_ Mail

\_\_ Flyer

SOURCE

\_\_ Another farmer

\_\_ A non-farming peer

\_\_ A family member

\_\_ NRCS

\_\_ SWCD

\_\_ Non-profit (which one)

\_\_ University Extension

\_\_ County Extension

\_\_ Private group (which one)

\_\_ Other, describe

***22. Why did you decide not to attend that event?***

\_\_ Don’t remember

LOGISTICS

\_\_ Inconvenient time/date

\_\_ Inconvenient place

\_\_ Event cost too much money

SOCIAL INFLUENCE

\_\_ Didn’t know others going

\_\_ Didn’t trust information being provided by this source

\_\_ Didn’t want to be pressured to change farm management

CONTENT

\_\_ Unsure if topic applied to me

\_\_ Other, describe

***23. Do you plan to attend any outreach events on agricultural land management in the future?***

\_\_ Yes

\_\_ No

\_\_ Maybe

***24. What would motivate you to attend an outreach event on agricultural land management?***

\_\_ Don’t know

INCENTIVES

\_\_ Certification credits

\_\_ Food

LOGISTICS

\_\_ It was virtual

\_\_ It was nearby

\_\_ It didn’t cost too much

\_\_ It wasn’t too long

\_\_ I didn’t have anything better to do at the time

\_\_ I wanted to get out of the house/off the farm

SOCIAL INFLUENCE

\_\_ I know the organizers

\_\_ I didn’t feel pressured into doing anything

\_\_ I knew someone else going

\_\_ My family wanted me to go

\_\_ A trusted source told me it would be worthwhile

CONTENT

\_\_ The subject matter, describe

\_\_ An interesting guest speaker

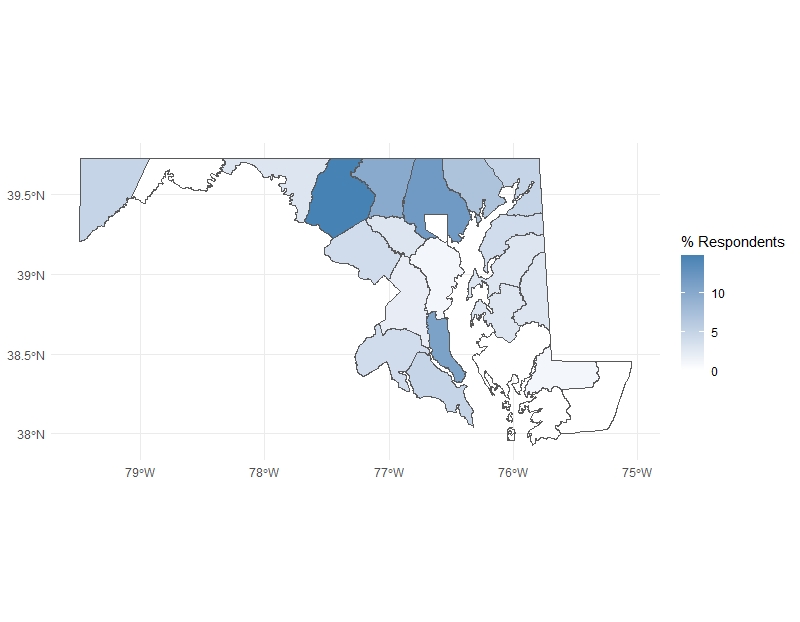
\_\_ I was involved in the event

\_\_ Other, describe

***25. Any last questions for myself or anything that we didn’t touch on that you think I should know?***

Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. Summary statistics about respondents**

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**Figure S1:** Map of Maryland showing percent of respondents per county

**Table S1:** Comparison of between 2017 Ag Census data and respondents from the phone interviews

|  |  |  |
| --- | --- | --- |
|  | 2017 Maryland Ag Census | Our sample |
| Size of farm (acres) | Percent of farms | Percent of farms |
| 1-9 | 18 | 14 |
| 10-49 | 37 | 26 |
| 50-179 | 27 | 30 |
| 180-499 | 11 | 19 |
| 500-999 | 4 | 7 |
| 1000-1999 | 2 | 5 |