

1. How did you get started in farming or ranching?
2. Some people see their farm or ranch mostly as a business. Others just like to farm. What are your main reasons for farming or ranching?
2. What are your main goals or objectives for your farm or ranch? For example, would you like to earn more money from farming? Do you want to be able to pass it on to your children?
3. Please describe your farming or ranching operation. What are the primary enterprises – crops or livestock that you produce?
 - 3a. Why do you raise (interviewer refers to crops/animals mentioned)? What led you to choose (interviewer refers to crops/animals mentioned) instead of something else?
 - 3b. Have you tried other crops or livestock?
 - 3c. Why did you stop raising (interviewer refers to crops/animals mentioned)?
 - 3d. Would you like to try raising something else?
 - 3d1. What keeps you from trying something else?
4. Please tell me about the main production problems that you face – things like pests, fertility or disease problems.

Interviewer should check items mentioned by farmer as farmer responds:

- Pest
 - Weed
 - Insects
 - Pathogens
 - Nematodes
 - Animal disease
- Fertility
- Water management (availability, cost, etc.)
 - Availability
 - Cost
 - Quality
 - Restrictions on use
- Land quality
 - Slope
 - Soil type
 - Degraded (salinated, eroded, etc.)
- Feed/forage production

4a. What else that comes to mind, like ...

Interviewer should mention items from list below that were NOT mentioned by farmer:

- Pest

- Weed
- Insects
- Pathogens
- Nematodes
- Animal disease
- Fertility
- Water management (availability, cost, etc.)
 - Availability
 - Cost
 - Quality
 - Restrictions on use
- Land quality
 - Slope
 - Soil type
 - Degraded (salinated, eroded, etc.)
- Feed/forage production

5. **What have you done to try to solve these problems?**

6. **Where have you gone to get help?**

If farmer does not mention any USDA agency or extension: **Have you ever worked with anyone from Extension or from the USDA on any of these problems?**

7. What could USDA or Extension do to help solve these problems? What would be really useful to you?

Interviewer moves to one of five sub-sections:

Resources

Marketing

Financial management

Access to information

Regulatory/policy

After completing sub-section, interviewer asks closure questions.

8.