**Appendix A: Survey Methodology and Questions**

1. **Survey Methodology**

The following criteria were the used to process responses for this analysis: 1) Producers farming outside the six-county DM-MSA study area were removed (n= 71); 2) Producers within the DM-MSA who did not provide information about the amount of land used to produce crops were removed (n= 14); 3) Producers with only fallow land were removed (n= 11); 4) Producers who did not indicate both present and/or future land use categories were removed (n= 8); and 5) Producers who indicated they farmed in two or more two counties inside and outside the DM-MSA were omitted (n= 23). For this analysis, producers who were farming in two counties within the study area (n=16) we allocated an equal amount of land to each county (e.g., 50-50). Based on this screening procedure, 316 commodity and 25 specialty producers remained in the sample. To avoid overestimating land use for table food production on a county basis due to oversampling, food crops by county were scaled based on the percent of total land area in table food production compared to total land area zoned as agricultural.

The survey contained questions about PUA producers’ attitudes and plans to produce table food for local markets based on the framework proposed by the theory of planned behavior (TPB) and a modified “willingness to pay” structured to measure “willingness to change” production to include local table food production (Ajzen, 1985, 1991; Fishbein & Ajzen, 1975). The survey questions we analyzed for this study had four foci: 1) The area in production (owned or leased) by county for commodity and specialty crop producers in the DM-MSA; 2) The percentage of land used for various categories of production (e.g., commodity, vegetable, fruit, grain, livestock, other) in 2019, before the Covid-19 pandemic; 3) Producers’ plans for changing land use for each production category in the next 3 to 5 years; and 4) A Likert-scale ranking of the influence of 9 factors on producers’ decisions to grow or lease land for table food for local markets, including an “other factor” category that producers could self-identify.

Producers were asked to indicate the percentage of current and future land in production for different categories of crops. Most producers listed their cropland as 100% of their land in production (e.g., land use across production categories added up to 100%). Other producers accounted for the land that their home occupied and other non-productive/fallow land uses (e.g., land use across production categories was less than 100%). This difference was normalized using the total of the production categories listed so that all percentages totaled 100%. Producers were also asked to estimate the amount of “other production” not captured in the categories present on the survey and to list what was produced on that land. Much of the “other production” was for growing livestock feed and was reallocated to the livestock category, or it was not food-system related (e.g., prairie or enrolled in the Farm Service Agency’s Conservation Reserve Program (CRP)) and then omitted. Only “other production” land growing table food was included in the analysis.

**References**

Ajzen, I. 1985. From intentions to actions: A theory of planned behavior. Action Control, Springer, Berlin, Heidelberg. pp. 11–39. https://doi.org/10.1007/978-3-642-69746-3\_2

Ajzen, I. 1991. The theory of planned behavior. Organizational Behavior and Human Decision Processes. https://doi.org/10.1016/0749-5978(91)90020-T

Fishbein, M., & Ajzen, I. 1975. Strategies of change: Active participation. Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research p. 411–450.

1. **Survey Questions**

**1. What county is your farm / operation located in?**

**2. How much land in your operation was in production in 2019?** (*Please provide the information that is appropriate to your farm / business below. If NONE, please enter “0”*.)

**2a. Acres**

**2b. Sq. ft. (garden plots)**

**2c. Sq. ft. (high tunnel/greenhouse)**

**3. Think of the land in your operation in 2019. What amount of that land, if any, was leased from another owner?** (*If NONE, please enter “0”*.)

**3a. Acres**

**3b. Sq. ft. (garden plots)**

**3c. Sq. ft. (high tunnel/greenhouse)**

**4. How much fallow land that you own (or that you could lease to others) could be put into production?** (*If NONE, please enter “0”*.)

**4a. Acres**

**4b. Sq. ft. (garden plots)**

**4c. Sq. ft. (high tunnel/greenhouse)**

**5. In 2019, approximately what percentage of your land was used to produce:**

**5a. Commodity crops (*e.g., corn, soybeans, grains & silage for animal feed*)?**

**5b. Fresh vegetables (*e.g., cabbage, cantaloupes, melons, peppers, pumpkins, sweet corn, potatoes, tomatoes*)?**

**5c. Grains (*e.g., wheat, oats for human consumption*)?**

**5d. Fruits and/or berries (*e.g., apples, blueberries, pears, grapes, strawberries*)?**

**5e. Livestock and livestock products (*e.g., beef, poultry, eggs, milk and dairy products*)?**

**5f. Other**

**5f\_Desc. Please describe “Other”:**

**6. When you think about your farm in the future (i.e., next 3-5 years), what percentage of your land would you estimate you will use for the categories below:**

**6a. Commodity crops (*e.g., corn, soybeans, grains & silage for animal feed*)?**

**6b. Fresh vegetables (*e.g., cabbage, cantaloupes, melons, peppers, pumpkins, sweet corn, potatoes, tomatoes*)?**

**6c. Grains (*e.g., wheat, oats for human consumption*)?**

**6d. Fruits and/or berries (*e.g., apples, blueberries, pears, grapes, strawberries*)?**

**6e. Livestock and livestock products (*e.g., beef, poultry, eggs, milk and dairy products*)?**

**Q13f. Other**

**6e\_Desc. Please describe “Other”:**

**7. If you were willing to use or lease a portion of your land to grow specialty crops for local markets, approximately how many acres would you be willing to use / lease for specialty crops?** (*If you would not be willing, please enter “0” below*.)

**8. Please rate how influential each of these factors would be in your decision to use or lease land you farm for specialty crops (assuming a guaranteed increase in sales over the next 3 years):**

1 = Not at all influential

2 = Barely influential

3 = Slightly influential

4 = Somewhat influential

5 = Moderately influential

6 = Very influential

7 = Extremely influential

**8a. Crop/food processing** *Examples: Affordable access to contracts with processors / facilities that flash freeze produce, USDA certified federally inspected lockers for meat and poultry processing*

**8b. Food safety regulations** *Examples: Simplification of food safety regulations, including assistance for compliance*

**8c. Zoning** *Examples: Changes in farm size requirements, permits for structures such as hoop houses*

**8d. Permits for on-farm events** *Examples: Improved permitting and procedures for hosting on-farm events such as open houses, U-pick operations, agritourism and community events*

**8e. Land access** *Examples: Long-term contracts for leasing or purchasing farmland*

**8f. Insurance** *Examples: Crop insurance programs designed to support production of specialty crops*

**8g. Off-Farm Employment**

**8h. Labor** *Examples: Small business assistance, workforce development, training, and education*

**8i. Capital access (loans)** *Examples: Increased access to loans for land, equipment, and infrastructure needs.*

**8j. Other factor**

**8j\_Spec. Please specify “Other”:**