**APPENDIX A: Semi-Structured Interview Guide**

**Location: Remote**  
**Time & Date:**

**Participant:**

**Overall Notes on Interviewee:**

**WELCOME/ PROCESS & PURPOSE**

**Moderator reads:** Hello [Participant’s Name]. Thank you for taking time to provide your insights to our research today. My name is Blake Colclasure and I am an assistant professor at Doane University. Also here today is [student researchers]. I will be conducting this interview with you today that will explore your decision to grow and experience in growing hemp thus far in Nebraska. We believe this research will provide important information that can improve hemp education and cultivation in Nebraska.

We appreciate your interest and willingness to complete this interview. My role here is to ask questions and listen. We welcome all opinions and will keep them confidential, so please feel free to say what you think. This session will be recorded so that we are better able to review your comments later. For the sake of clarity, please be sure to speak loudly and clearly so that our recorders can pick up your comments. We will be on a first-name basis during our interview, but in our later reports there will not be any real names or identifying information, such as your location other than state, shared. We will also use pseudonyms in later reports. You may be assured of confidentiality.

If at any time you wish not to answer a question, remove yourself from the interview, or drop out of the study, you may do so. There are no direct risks or benefits to you by participating in this research. If you feel that you have not been treated fairly or if your rights as a research participant have been violated, you may contact Doane University’s Institutional Review Board at [irb@doane.edu](mailto:irb@doane.edu) or by calling (402) 826-6736. Our session will last about 30-minutes. Before we begin, I need to collect your informed consent to participate in this study. If you voluntarily agree to participate, and are over 18 years of age, please state your name and confirm that you agree to participate.

Great, thank you, do you have any questions before we begin?

**Introduction (5 minutes)**

* Briefly, tell us a little about yourself and any background you have in crop production.
* What were you doing prior to growing hemp?
* What type of hemp (fiber, grain, oilseed, CBD, multipurpose) are you growing?
* What is the size of your hemp growing operation? (plants/acres/ft2)
* Growing indoor/controlled or outdoor/field

**Area 1: Source of Knowledge (5 minutes)**

For this first couple of questions in the interview, I am going to ask you about your source of knowledge when you first were beginning to explore hemp production.

* Where did you first learn about opportunities to grow hemp?
  + Year
  + Source (person, news outlet, etc.)
* Where did you seek information to learn more about hemp cultivation?
* How would you describe the ease of finding credible and sufficient information on hemp cultivation? Laws and regulation? Harvesting, processing, and transporting?

**Area 2: Motives (5 minutes)**

Next, we are going to discuss your motives for growing hemp.

* What motivated you to become interested in growing hemp?
* What influence, if any, did any of the following have on motivating you to grow hemp? [only list ones not initially mentioned above]
  + Economic incentive
  + Environmental benefit
  + Crop rotations, crop diversification
  + Hemp products, Etc.
* What advantages are there to growing hemp over other crops?

**Area 3: Decision (5 minutes)**

Now we are going to discuss your decision to grow hemp. Try to think back to when you first confirmed that you were going to grow hemp.

* What do you think were the major factors that confirmed your decision to grow hemp?
* Please describe your experience with the licensure application process.

**Area 4: Perceived Success and Barriers (10 minutes)**

Let’s transition to discuss some of your successes and challenges that you have had so far with hemp production. I’m going to list a few areas involving hemp production. For each area, please describe either challenges or successes that you have had.

* Seeking and obtaining licensure to grow hemp
* Resources and support for hemp cultivation
* Site selection for growing the crop
* Insuring the crop
* Crop selection (e.g. cultivar or variety)
* Propagating the crop
* Monitoring the crop
* Pests (insects, weeds, disease)
* Harvesting the crop
* Drying and processing the crop
* Compliance with laws and regulation (e.g. testing)
* Marketing or selling the crop

Please describe how your experience was consistent or inconsistent with your initial expectations to grow hemp.

How would you describe your growing results, to date?

**Area 5: Plans to Continue (5 minutes)**

Lastly, we’ll discuss your future plans to grow hemp.

* Please describe your future plans for growing hemp (e.g. continue to grow? more or less production?)
* What do you think are the leading factors that have influenced this decision?

**Concluding Questions (5 minutes)**

* After today’s discussion, how would you summarize your thoughts about your decision to grow hemp?

I am now going to try to summarize the main points from today’s discussion (key messages and big ideas that developed from the discussion). The main topics were … [describe from notes]

• Is this an adequate summary?

As was explained at the beginning of the session, the purpose of this interview was to further explore your decision to grow, and experience growing hemp. Your comments today will be useful informing the success of hemp as an agricultural crop in Nebraska.

• Have we missed anything or are there any other comments at this time?

Thank you for taking time out of your day to share your opinions. Your participation is greatly appreciated and has provided valuable insight into this topic. We wish you the best of luck with the rest of the growing season.

**APPENDIX B: Researcher Codebook**

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| Code | Definition |
| Initial Knowledge | Where the individual first learned about the opportunity to grow hemp; anything related to first knowledge; discussion of initial decision to grow hemp |
| Motives - Economic | Discussion on growing hemp to make money; crop rotations for crop diversification for stability in income |
| Motives - Environmental | Discussion on improving the quality of soil, air, etc. (on- farm) or creating sustainable products; crop rotations for improved environment |
| Motives - Internal Characteristic | Discussion of fun, interest, risk-taking, gambling, challenge, leader, etc., as a personal characteristic |
| Motives - Other | Discussion of health, knowledge, education, or other motives |
| Rules/Regulations | Discussion of rules or regulation regarding hemp licensing, cultivation, processing, or marketing |
| Location Selection | Discussion of selecting a location to grow hemp and similar driving factors |
| Insurance/Banking/Loans | Discussion on protection and liability services offered through banking or financial institutions |
| Resources/Knowledge | Discussion of resources, or lack thereof, available to them to guide hemp |
| Crop Selection | Discussion of selection of crop variety/cultivar with specific traits |
| Planting | Discussion about planting practices, processes, and outcomes |
| Monitoring | Discussion of crop monitoring practices and frequency of monitoring |
| Biotic Pests | Discussion of pest (insects, mites, fungi/disease, rodents, birds, weeds; hemp pollination) present and/or attacking the crop |
| Abiotic Challenges | Discussion of abiotic factors (weather, climate, rainfall, wind, hail, soil conditions, pH, N, P, K, sunlight) presenting challenges to hemp production |
| Labor/Cost | Discussion of manual human capital or personal economic capital required for hemp production |
| Harvesting/Marketing | Discussion of harvesting hemp and marketing the product |
| Future Plans/Intent | Discussion of further intent to grow hemp, expand production, or cease operations |
| Trialability | Trying out the crop on a small scale before increasing volume of production |
| Observability | Seeing others grow hemp or hearing about other farmers’ success |
| Compatibility | Extent hemp can be incorporated in farmers’ existing operations |