Appendix 1. Questions from the crop and forage weed management surveys pertaining to extension preferences.

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| 1. What is the primary source of weed management information for farmers? Choose only one. | |
|  | Co-op, supplier, or vendor |
|  | University extension or researcher |
|  | Crop consultant or advisor |
|  | Sales rep |
|  | Neighbor, friend, colleague, or family |
|  | Magazines or commercial publications |
|  | Internet |
|  | Other |
|  |  |
| 2. Who or what has the largest impact when making herbicide purchasing decisions? Choose only one. | |
|  | Co-op, supplier, or vendor |
|  | University extension or researcher |
|  | Crop consultant or advisor |
|  | Sales rep |
|  | Neighbor, friend, colleague, or family member |
|  | Magazines or commercial publications |
|  | Myself (no outside impacts) |
|  | Other |
|  |  |
| 3. What information is most likely to influence farmers to change how they manage weeds? Rank from 1 (most important) to 5 (least important). | |
|  | Yield data |
|  | Economic assessment (cost breakdown) |
|  | Weed control efficacy data |
|  | Weed population |
|  | Demonstrations on farm or at ARECs |
|  |  |
| 4. What is the best format to get information to you? Rank each from worst (1) to best (10). | |
|  | Extension presentations |
|  | Extension publications |
|  | Demonstrations on farm or at ARECs |
|  | Reference websites |
|  | YouTube videos |
|  | Posts on social media |
|  | Blog posts |
|  |  |
| 5A. Crop producer survey - What would you like Virginia Cooperative Extension to focus on? Rank each from 1 (least important) to 10 (most important). | |
|  | Managing herbicide resistant weeds |
| Evaluating new herbicides for weed control and crop safety |
| Evaluating new genetic technologies (e.g. Enlist/2,4-D tolerance or Roundup Xtend/dicamba tolerance) |
| Understanding how to effectively diversify herbicide modes of action |
| Assess weed escapes for herbicide resistance |
| Evaluate alternative weed control techniques |
| Proper use of tillage or cultivation to combat herbicide resistance |
| Use cover crops for weed control |
| Make a Pest Management Guide smartphone or web app |
|  | |
| 5B. Forage producer survey - What would you like Virginia Cooperative Extension to focus on? Rank each issue from 1 (least important) to 10 (most important). | |
|  | Weed identification |
|  | Weed control recommendations |
|  | Weed toxicity to livestock |
|  | Evaluating new herbicides for weed control and crop tolerance |
|  | Understanding how to effectively diversify herbicide modes of action |
|  | Assess weed escapes for herbicide resistance |
|  | Evaluating alternative weed control techniques (e.g. mowing) |
|  | Make a Pest Management Guide smartphone or web app |

a Abbreviation: ARECs, agricultural research and extension centers.