

Appendix B

Factor Loadings

Variables (A10) : Interactions with others in industry

Rotated Factor Pattern

	Factor1	Factor2
A10_1: Important to visit other farms	0.830	0.054
A10_2: Role Model to others	0.124	0.845
A10_3: Others Look to me for Advice	-0.022	0.864
A10_4: Ask Other Farmers about their Practices	0.844	-0.047
A10_5: Other Farmers Opinions of Me Matter	0.429	0.315

Variables (A11): Influences on decision-making

Rotated Factor Pattern

	Factor1	Factor2
A11_1: Family	0.135	0.319
A11_2: Other Farmers	0.090	0.598
A11_3: Landlord	0.590	0.104
A11_4: Crop Consultant Advisor	0.495	0.261
A11_5: Farm Input Dealer	0.349	0.477
A11_6: Lender, Insurance Agent, Lawyer	0.640	0.007
A11_7: Farm Organizations	0.787	0.039
A11_8: NRCS	0.721	0.214
A11_9: FSA	0.811	-0.059
A11_10: Organic Certifier	-0.226	0.797
A11_11: State University Extension	0.733	0.050
A11_12: Farmer-Based Nonprofits	0.043	0.718
A11_13: State Department of Agriculture	0.684	0.154

Variables (A12): Opinion of what makes a good farmer
Rotated Factor Pattern

	Factor1	Factor2
A12_1: Up-To-Date Equipment	-0.086	0.663
A12_2: Highest Yields Per Acre	-0.139	0.687
A12_3: Crops Planted First	-0.165	0.713
A12_4: Highest Net Profit	0.129	0.517
A12_5: Latest Seed & Chemical Tech	-0.128	0.719
A12_6: Thinks of Ecological Health of Watershed	0.691	0.007
A12_7: Profitability & Environmental Impact	0.766	0.034
A12_8: Long-Term Conservation Over Profit	0.648	0.005
A12_9: Minimize Runoff	0.765	0.070
A12_10: Minimize Soil Erosion	0.733	0.039
A12_11: Soil Organic Matter	0.640	-0.220
A12_12: Maintains Health of Streams	0.737	0.024
A12_13: Minimize Pesticide Use	0.468	-0.312
A12_14: Reduce Income Volatility	0.485	0.259
A12_15: Clean Fields	0.314	0.436
A12_16: Maintains Wildlife Habitat	0.581	0.045
A12_17: Cover Crops	0.544	-0.248
A12_18: Visually Resembles Other Farms	0.048	0.459
A12_19: Pest Control	0.382	0.306
A12_20: Health of People who Eat Grown Food	0.564	-0.127

Variables (A13): Priority in farm management
Rotated Factor Pattern

	Factor1	Factor2	Factor3
A13_1: Acquire Crop Insurance	0.864	0.073	-0.097
A13_2: Acquire Crop Payments	0.697	0.152	0.018
A13_3: Consumer Preferences	0.297	0.346	0.283
A13_4: Lease Farmland	0.533	0.311	-0.065
A13_5: Cost of Operating Inputs	0.132	0.754	0.217
A13_6: Cost of Capital Equipment	0.021	0.813	0.145
A13_7: Afford & Adapt New Tech	0.711	0.204	-0.107
A13_8: Acquire Loan Funds	0.381	0.535	-0.010
A13_9: Price Premiums	0.092	0.520	-0.174
A13_10: Law Regulations	0.371	0.386	0.261
A13_11: Government Program Payments	0.866	0.033	-0.090
A13_12: Tax Policy	0.717	0.126	0.096
A13_13: Health Situation	-0.036	0.104	0.831
A13_14: Family Involvement	-0.148	0.004	0.829

Variables (A14): Likelihood of engaging in....
Factor Pattern

	Factor1
A14_1: New Production Methods	0.732
A14_2: New Markets	0.781
A14_3: Alternative Finance Opportunities	0.671
A14_4: Diversify Products	0.763

Variables (A15): Perspectives on organic
Factor Pattern

	Factor1
A15_1: Has Higher Price Premium	0.474
A15_2: Growing Consumer Demand	0.586
A15_3: Reduces Input Costs	0.525
A15_4: Economic Viability	0.854
A15_5: Higher Quality Crops	0.874
A15_6: Enhance Ecological Resources	0.864
A15_7: Better for Environment	0.892
A15_8: Health of Self/Family	0.894
A15_9: Fits Philosophical, Spiritual, Ethical Beliefs	0.882
A15_10: Fits Community Values of Tradition	0.814
A15_11: Economically Supports Farming on Fewer Acres	0.813
A15_12: Interest, Challenging, Intellectually Appealing	0.857
A15_13: Manages Risk	0.754

Variables (A16 & A17): Obstacles to organic production
 Factor Pattern

	Factor1
A16_1: Production Loss due to Disease/Pests	0.708
A16_2: Production Loss due to Weed	0.728
A16_3: Production Loss due to Fertility	0.677
A16_4: High Cost of Inputs	0.567
A16_5: Availability of Organic Inputs	0.774
A16_6: High Labor Requirements	0.695
A16_7: Operating Loans	0.596
A16_8: Pesticide Drift Contamination	0.482
A16_9: Storage Facilities	0.677
A16_10: GMO Drift	0.467
A16_11: Limits of No-Till Management	0.616
A17_1: Reliable Buyers	0.764
A17_2: Markets Over-Supplied	0.669
A17_3: Lack of Price Info	0.810
A17_4: Obtaining Organic Price Premiums	0.794
A17_5: Uncertainty of Future Markets	0.716
A17_6: Price Uncertainty	0.756
A17_7: Distance To Market	0.783
A17_8: Transport Requirements	0.791
A17_9: Competition With Uncertified Products	0.642
A17_10: Competition With Organic Imports	0.442
A17_11: Competition With Non-GMO Products	0.563

Scale reliability measures (Cronbach alpha)

0.62	1-5 Scale	A10_1: Important to visit other farms A10_4: Ask Other Farmers about their Practices A11_2: Other Farmers (rescaled)
0.69	1-5 Scale	A10_2: Role Model to others A10_3: Others Look to me for Advice
0.84	1-4 Scale	A11_3: Landlord A11_4: Crop Consultant Advisor A11_5: Farm Input Dealer A11_6: Lender, Insurance Agent, Lawyer A11_7: Farm Organizations A11_8: NRCS A11_9: FSA A11_11: State University Extension A11_13: State Department of Agriculture
0.73	1-4 Scale	A11_10: Organic Certifier A11_12: Farmer-Based Nonprofits
0.87	1-5 Scale	A12_6: Thinks of Ecological Health of Watershed A12_7: Profitability & Environmental Impact A12_8: Long-Term Conservation Over Profit A12_9: Minimize Runoff A12_11: Soil Organic Matter A12_12: Maintains Health of Streams A12_13: Minimize Pesticide Use A12_14: Reduce Income Volatility A12_16: Maintains Wildlife Habitat A12_17: Cover Crops A12_20: Health of People who Eat Grown Food
0.72	1-5 Scale	A12_1: Up-To-Date Equipment A12_2: Highest Yields Per Acre A12_3: Crops Planted First A12_4: Highest Net Profit A12_5: Latest Seed & Chemical Tech A12_15: Clean Fields A12_18: Visually Resembles Other Farms A12_19: Pest Control
0.84	1-4 Scale	A13_1: Acquire Crop Insurance A13_2: Acquire Crop Payments A13_4: Lease Farmland A13_7: Afford & Adapt New Tech A13_10: Law Regulations A13_11: Government Program Payments A13_12: Tax Policy

0.65	1-4 Scale	A13_5: Cost of Operating Inputs A13_6: Cost of Capital Equipment A13_8: Acquire Loan Funds A13_9: Price Premiums
0.69	1-4 Scale	A13_13: Health Situation A13_14: Family Involvement
0.72	1-5 Scale	A14_1: New Production Methods A14_2: New Markets A14_3: Alternative Finance Opportunities A14_4: Diversify Products
0.95	1-5 Scale	A15_1: Has Higher Price Premium A15_2: Growing Consumer Demand A15_3: Reduces Input Costs A15_4: Economic Viability A15_5: Higher Quality Crops A15_6: Enhance Ecological Resources A15_7: Better for Environment A15_8: Health of Self/Family A15_9: Fits Philosophical, Spiritual, Ethical Beliefs A15_10: Fits Community Values of Tradition A15_11: Economically Supports Farming on Fewer Acres A15_12: Interest, Challenging, Intellectually Appealing A15_13: Manages Risk
0.94	1-4 Scale	A16_1: Production Loss due to Disease/Pests A16_2: Production Loss due to Weed A16_3: Production Loss due to Fertility A16_4: High Cost of Inputs A16_5: Availability of Organic Inputs A16_6: High Labor Requirements A16_7: Operating Loans A16_8: Pesticide Drift Contamination A16_9: Storage Facilities A16_10: GMO Drift A16_11: Limits of No-Till Management A17_1: Reliable Buyers A17_2: Markets Over-Supplied A17_3: Lack of Price Info A17_4: Obtaining Organic Price Premiums A17_5: Uncertainty of Future Markets A17_6: Price Uncertainty A17_7: Distance To Market A17_8: Transport Requirements A17_9: Competition With Uncertified Products A17_10: Competition With Organic Imports A17_11: Competition With Non-GMO Products