

Appendix

This design included 18 choice sets blocked into three groups of 6.

Group/Version 1

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDACS	FDACS	
Length of Contract (years)	10	15	
Annual Verification Process	On-farm visit	Self-reported	
Costs Included in Cost Share	Initial investment only	Initial investment + annual testing costs	
Percent of Costs Covered	70%	50%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDEP	FDACS	
Length of Contract (years)	10	10	
Annual Verification Process	On-farm visit	On-farm visit	
Costs Included in Cost Share	Initial investment only	Initial investment only	
Percent of Costs Covered	50%	30%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	USDA	USDA	
Length of Contract (years)	5	5	
Annual Verification Process	On-farm visit	On-farm visit	
Costs Included in Cost Share	Initial investment only	Initial investment only	
Percent of Costs Covered	70%	50%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDACS	FDACS	
Length of Contract (years)	5	5	
Annual Verification Process	Self-reported	On-farm visit	
Costs Included in Cost Share	Initial investment only	Initial investment only	
Percent of Costs Covered	50%	70%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDACS	USDA	
Length of Contract (years)	15	10	
Annual Verification Process	Self-reported	On-farm visit	
Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment + annual testing costs	
Percent of Costs Covered	50%	50%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDEP	USDA	
Length of Contract (years)	5	15	
Annual Verification Process	On-farm visit	Self-reported	
Costs Included in Cost Share	Initial investment only	Initial investment + annual testing costs	
Percent of Costs Covered	30%	70%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Group/Version 2

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDEP	FDEP	
Length of Contract (years)	10	5	
Annual Verification Process	Self-reported	On-farm visit	
Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment + annual testing costs	
Percent of Costs Covered	70%	70%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	USDA	FDEP	
Length of Contract (years)	10	10	
Annual Verification Process	Self-reported	On-farm visit	
Costs Included in Cost Share	Initial investment only	Initial investment only	
Percent of Costs Covered	30%	50%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	USDA	FDACS	
Length of Contract (years)	5	15	
Annual Verification Process	Self-reported	On-farm visit	
Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment + annual testing costs	
Percent of Costs Covered	30%	30%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDEP	USDA	
Length of Contract (years)	15	15	
Annual Verification Process	Self-reported	On-farm visit	
Costs Included in Cost Share	Initial investment only	Initial investment only	
Percent of Costs Covered	70%	30%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDACS	FDEP	
Length of Contract (years)	5	10	
Annual Verification Process	Self-reported	Self-reported	
Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment only	
Percent of Costs Covered	70%	30%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDEP	FDEP	
Length of Contract (years)	5	15	
Annual Verification Process	On-farm visit	On-farm visit	
Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment only	
Percent of Costs Covered	50%	50%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Group/Version 3

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	FDACS	USDA	
Length of Contract (years)	10	5	
Annual Verification Process	On-farm visit	On-farm visit	
Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment only	
Percent of Costs Covered	30%	30%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	USDA	FDACS	
Length of Contract (years)	15	10	
Annual Verification Process	On-farm visit	On-farm visit	
Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment only	
Percent of Costs Covered	70%	70%	
Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Characteristics	Plan A	Plan B	I would not enroll in either plan.
Contracting Agency	USDA	USDA	
Length of Contract (years)	10	15	
Annual Verification Process	Self-reported	Self-reported	
Costs Included in Cost Share	Initial investment + annual testing	Initial investment only	
Percent of Costs Covered	50%	70%	
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Costs Included in Cost Share	Initial investment + annual testing costs	Initial investment only	
Percent of Costs Covered	30%	50%	
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Preferred Option:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>