**Appendix B: In-depth Farmer Interview**

Introduction: The purpose of these interviews is to gather information from farmers in order to develop extension publications and workshops where we can share insights, lessons, and best practices that help both manufacturers and farmers locate supply chain partners, develop efficient supply systems, negotiate fair contracts, and leverage the relationship in marketing.

***Introduction/ History of your farm***

1. Can you please tell us a little about the history of your farm? We are interested in when the farm was first established and how it has changed over time.
2. Was your farms total revenues in 2015 above or below $1 million?
     IF BELOW $1 million, was it above or below $500,000?
     IF BELOW $500,000, was it above or below $100,000?

***Sales transactions/ obstacles/ status of being a direct supplier***

1. How much and what percentage of your production goes to SFMs, and do you anticipate that amount changing? How well does this fit with the rest of your operation (what advantages does it provide to your farm)?
2. When did you first sell to specialty food manufacturers (SFMs)? How did you “meet” the SFM(s) to which you sell? Who initiated the discussion about establishing a business relationship, you or the SFM?
3. How were the initial transactions with structured, and what has changed over time (formal contract, informal commitment, other)? Have you ever ended relationships? Why?
4. What were your main obstacles supplying to SFMs and how has this changed over time (For example, have you had to change production practices or outputs as a result of sales to SFMs?)
5. Has your farm grown along with your SFM customer(s)?
6. Has your SFM customer(s) grown to the point where you can no longer be the primary supplier?

If so, do you have any contact with other farms that supply this SFM customer(s)?

1. What outside assistance could help you to more effectively work with SFM customers?

***Marketing strategies***

1. Has your farm ever been part of a specialty food manufacturer’s marketing strategies? If so, how has this benefited you?
2. Have you developed a story about your farm with the final consumers in mind (the idea here is that farm produces ingredients that are transformed by another firm before they are purchased). If yes, describe.