

Revised Moderator's Guide

Introduction

Hello and welcome to today's meeting. Thank you for taking the time to participate in this online focus group. My name is _____ and I am with Penton Ag.

Before we begin our work together, there are just a few points to cover. First of all, there are no right or wrong answers here today. Instead, the important thing is to learn about each of your opinions concerning the production and safety-related topics we'll be discussing.

Our clients for this research session are observing our group today. I have been asked, however, to function as a totally independent moderator. As such, my only goal is to do what I can to help foster an open and lively discussion.

We are also recording this session, but it's just to be sure we accurately capture your opinions. Nothing you say will be used beyond the purpose of writing a report for the client. And that report will not attribute specific quotes to any names.

Warm Up (5 to 10 minutes)

What are some of the most pressing issues you are dealing with for your farming operation? Of these issues, which ones are keeping you up at night?

Awareness of the updated standards for worker safety, specifically with regard to pesticide handling and use (20 to 30 minutes)

Polling question: Are you aware that the EPA has issued a revised agricultural worker protection standard for field workers with regard to pesticides? (Yes/No)

What major changes are you aware of that will affect you and your farming operation?

Post five to seven of the key elements from the revised standards as a visual reference

Polling question: What do you think of this revised set of standards? (5 point scale very favorable to do not like at all)

What aspects of the revised standards do you think are a step in the right direction?

Are there aspects that you think are a hindrance to your operation?

Please indicate if you agree or disagree with the following statements:

*Polling question: These revised standards will keep your workers safer/healthier.
(Agree/Disagree)*

Polling question: These revised standards will increase overall productivity. (Agree/Disagree)

Polling question: These revised standards will lower your liabilities. (Agree/Disagree)

Polling question: These revised standards will increase your profits. (Agree/Disagree)

How prepared are you to implement these revised standards?

How are you preparing? Are you using any outside consultants or other advisors?

How do these revised national standards compare to your state's current standards?

Polling question: How do you currently view the EPA? (5 point scale very favorable to do not like at all)

Why do you perceive the EPA in that light?

Information sources utilized: (10 to 15 minutes)

What are the top information sources that you use for information concerning your farming operation? (Please provide a list of your top three sources)

Are there sources that you look to when considering state and federal rules and regulations that are different from those that you may refer to for the general operation of your farm? What are these?

How much do you rely on printed farm publication, farm magazines or farm newspapers, to keep informed for your farming operation? Are there types of information you find best suited for print?

How much do you rely on websites for your operation? What sites are these? What information is best suited to be conveyed through websites?

Do you attend in-person conferences or forums, smaller group meetings? What type of information are you looking for at these types of events?

Does TV or radio play a role in gathering information for your farm operation? How?

How helpful are your state or crop-specific farming associations in keeping you informed? What types of information are they good at providing?

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Do you refer to Extension Service personnel and their publications or newsletters to be better informed for your farming operation?

Ad evaluation (limit to 3 maybe 4 concepts): (15 to 25 minutes)

We are now going to present three advertising concepts to you and we'd like your feedback on each of the ads. Again, there are no wrong or right answers to this exercise. We are looking for your take on them.

For each ad concept

Polling question: How likely are you to stop and read this ad? (5 point scale very likely to not at all likely)

What is the message being conveyed by this ad?

Does this effectively convey the EPA's revised standards? What is missing or works best?

Does it speak to you?

What copy points are especially relevant?

How would you improve the ad?

Present all ad concepts

Which ad do you think is most effective? Why do you prefer this ad?

Close & Thank you.