AGRICULTURE AND FOOD SYSTEMS SUSTAINABILITY INNOVATIONS IN CALIFORNIA
Guide for Semi-Structured Interviews: Organizations

Part I: Introduction
1. Introductions
2. Brief summary of research project and objectives.
3. Explain verbal informed consent and obtain signatures for media release forms

Part II: Basic Information - org.

<table>
<thead>
<tr>
<th>Respondent number</th>
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<tbody>
<tr>
<td>Name of organization</td>
<td></td>
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<tr>
<td>Location of organization</td>
<td></td>
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<tr>
<td>Local, regional, state, nat'l</td>
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<tr>
<td>Principal goals of org.</td>
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<tr>
<td>Year founded</td>
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Part III: Basic Information - interviewee

<table>
<thead>
<tr>
<th>Professional title</th>
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<tr>
<td>Years working for org.</td>
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<td>Professional responsibilities</td>
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<tr>
<td>If manager or supervisor, how many people work for you</td>
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Part IV: Stakeholder Support and Services

<table>
<thead>
<tr>
<th>Describe the types of stakeholders your organization serves</th>
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<tbody>
<tr>
<td>Farmers/ranchers</td>
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<tr>
<td>Number, size of operations, land tenure, etc.</td>
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<td>Are there particular criteria for accessing services from your org.?</td>
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</tbody>
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| **Describe the types of support and services your organizations provides its stakeholders**

**Farmers/ranchers**
- Information/knowledge / training related to: on-farm practices, landscape management, ecosystem services, product processing and marketing.
- Marketing services, including branding, campaigns, farmer-consumer linkages.
- Organizing into associations or cooperatives for collective production, processing, transportation or marketing.
- Advocacy on their behalf with policy-makers (describe types)
- Incubator for new technologies
- Others:

**Rural Communities**
- Facilitation of community organizations and meetings.
- Advocacy on their behalf with policy-makers (describe types)
- Technical assistance (such as stakeholder analysis, landscape/community visioning exercises, SWOT analysis, business plans)
- Financing of community economic projects
- Social support with housing, health, nutrition, education
- Particular services or support for undocumented residents
- Employment services/training
- Others:

**(Urban) Consumers/Consumer Groups**
- Link consumers with farmers, facilitate direct marketing
- Food justice advocacy/food deserts
- Organization of farmers markets
- Support for urban and peri-urban agriculture linked to consumers
- Raise awareness/education on sustainable food systems (describe means)
- Others:

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**Part V: Sustainability Perspectives**

**Sustainability Perspectives**

What aspects of a sustainable agriculture and food system is your organization most concerned about?
Does your organization have a definition or perspective on what is ‘sustainable’ farming? Sustainable landscapes? Sustainable food system?

When supporting your stakeholders to achieve their own goals toward sustainable farming and communities, what are the critical barriers you face (that may impede your effectiveness)? These may be within your organization or at a policy or societal level.

What are some of the new ideas, strategies, practices that your organization has adopted to address these barriers?

Part V: Conclusion
- Is there anything else you would like to add before we conclude the interview?
- Express appreciation for his/her participation
- Confirm contact information for follow-up (possible invitation to Berkeley-based workshop in March)
- Review permissions for quotes, and any media taken during the interview
- Confirm whether the participant would like to have the results/outcomes of the study shared with them