

Annex A: Discussion Guide

Instructions for use

Each section contains the following elements in styles shown here.

Heading, time and	End time (ADJUST TO REAL TIME)
--------------------------	---------------------------------------

Some further explanations about the section

<p>Key questions: <i>This are the main question we want you to ask in any case. This version contains questions for producers.</i></p>

Our suggestions for:

“Text to be read out by the moderator”,

- **Additional topics to be explored (optional if no key question listed)**

Further questions and ideas for follow up and further probing

INSTRUCTIONS FOR THE MODERATOR WHAT TO DO AND WHAT TO LOOK OUT FOR

A box summarising with the objectives of each section:

Summary of the steps

1. Introduction (15 minutes)	End 0:15	2
2. Warm- up “Organic” (10 min)	End 0:25	3
3. The own ‘organic history’ (30 min)	End 0:55	4
4. Discussion of meaning of collected values (20 min)	End 1:20	5
5. Conflicting values and priorities (10 min)	End 1:30	6
6. Looking into the future (20 min)	End 1:50	7
7. Final (10 min)	End 2:00	8

1. Introduction (15 minutes)

End 0:15

- Introduction of moderator, institution, research project 'organic revision'
- Introduction of note-taking, audio and video taping
- Explanation of discussion outline and 'rules': no right or wrong answers, extensive collection of data/all opinions are allowed
- Introduction of respondents: first name, position; likes/dislikes about farming (ask reasons)

"Thank you for taking time to attend this discussion. The purpose of the meeting is to get your view on what values in organic agriculture are important to you. This is part of European funded research project in relation to the EU regulation 2092/91. If you would like to know more about the project, we can tell you some more afterwards.

My name is ... and I will be moderating the discussion. This is who will be taking notes.

My role as a moderator is to facilitate the discussion and direct it, when necessary, to address certain questions. However, I shall not be participating in the discussion. It is our aim to get to your views and for this it is important that every one has a chance to speak, there is no "right" opinion.

Before we start, I wanted to give a short outline of what we are going to do. We will be talking about values of organic production. After a short round of introduction, we would like you to share with us how you personally came to work with organic farming, before we move on to a more general discussion about values, potential conflicts and finally to what you think will be important values for organic farming in 10 years time.

As you see, we will be recording the session. This helps me to concentrate on what you say rather than taking notes. Although we have asked you for your name and some details about you and your farm, I can assure you that this is only to help us in the analysis process, but that your confidentiality will be fully protected."

Key question: "I would like to begin with a short round of introduction, with your first name. Could you also let us know what do you enjoy most about farming".

START YOURSELF TO GIVE AN EXAMPLE, INCLUDE SOMETHING PERSONAL, AND THAN THE NOTE TAKER OR CO-MODERATOR. GO ROUND THE TABLE OR USE SNOW BALLING (EACH PERSON FINISHING INVITES SOMEONE ELSE TO TALK). PROMPT EACH PERSON DIRECTLY WITH A SHORT PERSONAL QUESTION AND TAKE SHORT NOTES TO FORM A "MENTAL" PICTURE (EG. FIRST NAME AND TYPE OF FARM/ACTIVITY IN ORGANIC AGRICULTURE)

Objectives of this section:

- Participants get familiar with setting and context and know what to expect
- Icebreaker, barriers are reduced and setting a friendly atmosphere
- Moderator gets to know participants and gets some basic background information about the participant's;

2. Warm- up "Organic" (10 min)

End 0:25

PROVIDE PAPER AND PENS

Key question: "Please take a moment to write down the issues that first comes to your mind when you hear the term 'organic'?"
EACH PERSON TO WRITE DOWN SOME KEY WORDS
"Who would like to start telling us what they have written down"

- **Spontaneous reactions**
"What do you associate with organic farming"
"What feelings, images and ideas come up?"
COLLECT CATCHWORDS; ENCOURAGE EACH PERSON TO SPEAK, BUT KEEP TO TIME
- **Typical characteristics**
THIS IS A PROBE FOR ASSOCIATIONS AND CAN BE LEFT OUT
"What is typical for 'organic farming'?"
PROBE ON MENTIONED ELEMENTS OF THE 'ORGANIC WORLD':
"How would you describe the 'typical' organic farm? The 'typical' organic farmer? The 'typical' consumer of organic products? (Leaving aside all present persons)"
- **Personal meaning (CAN BE CUT)**
"What does 'organic' mean to you personally? What does it mean for your activities in organic agriculture? For your life?" THIS IS A GOOD PROBING QUESTION BUT NOT ESSENTIAL HERE
- **Likes/dislikes (CAN BE CUT)**
"What do you like about 'organic'?"
What do you dislike about it?"

Objectives of this section:

- Get an idea of the respondent's overall perception of the 'organic' world. Which aspects are mentioned first? Which further aspects are mentioned?
- Get a first idea of the personal relation to organic farming

3. The own 'organic history' (30 min)

End 0:55

Key questions producers " Now, I would like to ask you to look back over the past. I would like to hear from you, why you got interested in conversion to organic' farming."

Key questions other stakeholders:" Now, I would like to ask you to look back over the past. I would like to hear from you, why you got interested in organic' farming."

START ASKING 2 OR 3 RESPONDENTS TO TELL THEIR 'STORY.'

PROBE/ FOLLOW UP ON UNCLEAR POINTS.

PAY ATTENTION TO CONTEXT, DECISIONS, MOTIVES, PERSONS INVOLVED

UNDERSTAND: WHAT DID THE RESPONDENTS WANT TO REACH WHEN MAKING HIS/HER DECISIONS ABOUT ORGANIC FARMING

WRITE MOTIVES ON FLIP CHART/POST-ITS ETC

ASK OTHER RESPONDENTS WHETHER THEIR EXPERIENCES WERE SIMILAR AND IF THEY MADE SIMILAR DECISIONS;

ASK FOR DIFFERENCES AS WELL: WHAT DID THE OTHER RESPONDENTS HAVE TO DECIDE? WHAT DID THEY TRY TO REACH?

WRITE FURTHER MOTIVES ON FLIP CHART/POST-ITS, ETC.

POSSIBLE QUESTIONS TO GET DISCUSSION GOING BEYOND MERE ECONOMIC REASONS (to be possibly applied during whole discussion, if necessary)

- "Which other motives /reasons played a role in your decision making process?"
- "Which alternatives did you have? Which other options did you have in terms of financial economic aspects? Why did you prefer (organic farming) to other existing options?"
- "Why did other professionals like you make other decisions?"

"Some of you have had converted quite a long time ago, so I would like to know whether anything has changed for you."

Key question: "How do you feel about the present situation?"

- **What happened since you first got involved?**
 - "Why have things changed for you?"
 - "Is what you have said still relevant to you today?"
 - "Has farming organically fulfilled your expectations?"

WRITE 'NEW' MOTIVES AND REASONS ON FLIP-CHART, POST-ITS ETC.

Objectives of this section:

- Discussing personal decisions in order to identify underlying motives and values
- Collect motives and reasons for later discussion

SHORT BREAK TO GO TO THE TOILET AND OFFER DRINKS (max 5 min)

4. Discussion of meaning of collected values (20 min) End1:20

"Now I would like to move to the more abstract level of values of organic agriculture. When you talked about your personal experiences, I took some notes and wrote down a number of motives which were relevant to some of you at some point."

Key question: "If you take another look at this list, which motives you think represent personal values or values of organic farming?"

DISCUSS EACH RELEVANT MOTIVES AND MARK THOSE REPRESENTING VALUES, IF POSSIBLE WRITE DOWN ON SEPARATE BOARD

ASK FOR PERSONAL MEANING

"What does xxx mean to you? What do you mean when saying xx?"

ASK FOR EXAMPLES, ASK RESPONDENT TO DESCRIBE A SITUATION WHEN xx IS PUT INTO PRACTICE

"What do you associate with xx?" "How does that make you feel?"

"What is good about xx? Why is xx relevant to you? What do you get from xx?"

POSSIBLE FURTHER QUESTIONS:

"Is there anything missing? Anything we should add?"

"Are there some motives/aims that can be summarized?"

• **Central/most important values**

Key question: "Can you indicate the three most important values to you? Would you like to share them with us?"

ASK ONE PERSON TO READ OUT FIRST, OTHER TO FOLLOW; ALTERNATIVE, USE STICKY POINTS (EACH PERSON HAS THREE OR CAN MAKE THREE MARKS) TO "VOTE" ON THE FLIP CHART.

Objectives of this section:

- Understand the meaning and importance of the mentioned values/motives to the participants

5. Conflicting values and priorities (10 min) End 1:30

"We have talked quite in detail about a number of aims/motives/values in the area of organic farming. Now I would like to understand how you see these related to each other."

Key question: "Can all of these values be realised at the same time?"

FURTHER POSSIBLE QUESTIONS

"Are you aware of any value conflicts?"

"Which values do you think are conflicting?"

BE AWARE OF TWO AREAS OF VALUE CONFLICTS:

WITHIN ORGANIC FARMING AND OUTSIDE, WITH OTHER SOCIETAL VALUES (FREE TRADE)

- "Are these conflicts arising between organic values or in the relation to other societal values (e.g. free trade)?"

ASK OPEN AND AIM TO GET THE GROUP TO MENTION TWO TO THREE CONFLICTS AND VISUALISE WHICH VALUES ARE AFFECTED.

ONLY IF THE DISCUSSION IS NOT GOING AT ALL, YOU CAN INTRODUCE EXAMPLES, SUCH AS:

- I. The organic sector has grown considerable and is trading around the world. Do you see this conflicting with other values?
- II. You have a sick cow, you have tried all sorts, but now you have to decide whether to use of antibiotics to avoid her suffering (higher animal welfare) or not (which lead avoid residues in the milk), what would you do.
- III. You want to keep pigs and have to decide what housing system to choose. The alternatives are keeping outdoor or indoors. In the outdoor system the animals have freedom of movement at all times (higher animal welfare) but nutrients will leach into the groundwater. Which one would you choose?

YOU COULD ALSO ADD OTHER EXAMPLES FROM NATIONAL BACKGROUND/ OTHER ENTERPRISES OR PREVIOUS GROUPS.

- **Solutions to value conflicts (CAN BE CUT)**

"How would you decide?"

"Do you have any suggestions in relation to how a value conflict could be resolved?"

Objectives of this section:

Understand relevance /importance/ priorities of the discussed.
Get further examples of inherent conflicts for the work package.
Understand further the meaning of values to participants.

6. Looking into the future (20 min)

End 1:50

Importance of values in the future

"Finally, we would like to ask how important some of these values are likely to be in the future"

Key question: "What values will be important in relation to organic farming in 10 years time?"

PROBE FOR REASONS

- "Which value do you will be most important?"

PROBE FOR REASONS

- "Which value might have lost its relevance in 10 years?" PROBE FOR REASONS
- "What is your vision for the organic sector in 10 years time?" FOLLOW UP WITH
- "What do you like about it?"

- **Other questions about the future visions (can be cut)**

"What is your vision of an "ideal" organic farm in 10 years time?"
"What do you like about it?"

Objectives of this section:

- Explore which of the values discussed are seen as being of a more long-term nature

7. Final (10 min)

End 2:00

"Before we close, I would like you to give you a final opportunity to add anything important"

Key question: "Is there anything else we should have talked about, that you would like to add? Anything that we should have asked you?"

LEAVE TIME FOR EACH PERSON TO SAY SOMETHING,
MAYBE GO ROUND THE TABLE.

Objectives of this section:

- Give all participants (including the quiet ones) a final opportunity to add aspects that we might have forgotten to ask and to reflect again on what has been said.

Afterwards

- **Participants can ask questions about the project**
- If you have any questions about the project you would like to ask us, now is the time
- **Introduction of structured questionnaire**
- IFOAM currently has a task force about basic principles of organic production. We have copied the outcome of their first discussions, 7 guiding principles and would like you feedback on it in a short questionnaire. Before you go, could you please score how important you think each of the basic principles is using a scale of 1-5. (1 = not at all important, 5 = very important). There is also space for you to add any comments.

Thanks and Close