

Concept (n=56)	Occurrence	
	Frequency	Probability
Economic viability of farm	188	48.33%
Environmental responsibility	165	42.42%
Continue into future	128	32.90%
Stewardship of natural and other resources	67	17.22%
Practice adoption	67	17.22%
Reduce or eliminate agrochemical use	66	16.97%
Crop value	60	15.42%
Minimize negative impacts	58	14.91%
Water conservation and quality	56	14.40%
Soil fertility and health	51	13.11%
Employee well-being	51	13.11%
Social equity and responsibility	50	12.85%
Decision making and awareness	39	10.03%
Community well-being	36	9.25%
Reduce farm inputs	31	7.97%
Productivity	29	7.46%
IPM	23	5.91%
Learning and innovating	22	5.66%
Restore and maintain natural habitat	21	5.40%
Organic	21	5.40%
Crop health	21	5.40%
Balancing objectives	21	5.40%
Alternative energy and fuel	21	5.40%
Closed cycle system	15	3.86%
Reduce farm operation costs	13	3.34%
Agricultural way of life	13	3.34%
Biodiversity	13	3.34%
Public health and safety	12	3.08%
Cover crop	12	3.08%
BMP	12	3.08%
System perspective	11	2.83%
Pest and disease management general	11	2.83%
Three E's	10	2.57%
Adapting to change	10	2.57%
Geographic specificity	9	2.31%
Commodity chain	9	2.31%
Farm family well-being	8	2.06%
Erosion control	8	2.06%
Sustainability certification programs	7	1.80%
Regulation compliance	7	1.80%
Consumer well-being	7	1.80%
Moral or ethical imperative	6	1.54%
Develop farm management plan	6	1.54%
Science	5	1.29%
Regional and industry reputation	5	1.29%
Reduced tillage	5	1.29%
Recycle and reuse	5	1.29%
Meeting today's needs	5	1.29%
Biodynamic	5	1.29%
Natural farm inputs	4	1.03%
Institutions and policy	4	1.03%
Efficiency	4	1.03%
Conventional	3	0.77%
Food production	2	0.51%