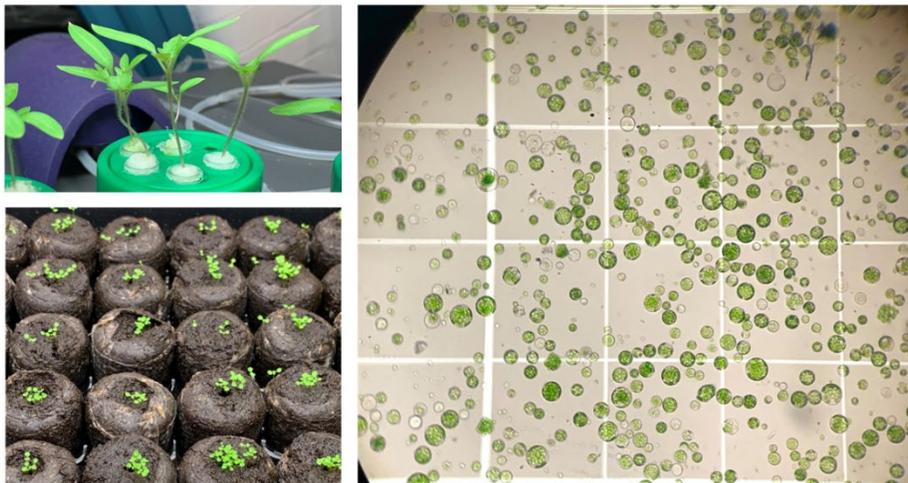


Growers Needed for Technology Adoption Survey



Carnegie Mellon University is seeking growers to participate in a survey about nanotechnology adoption. The project, titled "**Developing a Mental Model for Grower Agricultural Nanotechnology Adoption**", is focused on understanding how growers who produce food for human consumption would think about adopting nanotechnology for agriculture. The intent is to **understand how growers think about this emerging type of technology so that it can be developed with their concerns and needs in mind**. In brief, nanotechnology is being developed to deliver agrochemicals, like fertilizers and pesticides, more efficiently to reduce waste and protect the environment. There is **no preparation necessary to participate** in the interview, as it is about your initial reaction to learning about the technology and your expert knowledge as a grower.

This study involves a **40-minute interview** conducted remotely via phone or Zoom video call. All published **results will be de-identified to protect your privacy**. There is no compensation for participating in this study. However, the information gathered is critical to the development of this new technology and your responses will help direct research and communication efforts moving forward.

If you are interested, please complete this [contact form](#) or email **Ben Therrien** (btherrie@andrew.cmu.edu), a graduate student in the departments of Civil & Environmental Engineering and Engineering & Public Policy, with any questions or to schedule an interview. Interviews will take place until March 31st.

*Results of his research will be available through publication
Independent survey in cooperation with UCCE Kern County Soils & Irrigation Advisor*