

Table 1. Summary of respondent farmers' sustainable plants and animals enterprises, Sothern Region, 2004.

Pseudonym used in text	Plant enterprises	Animal enterprises
1. Stan	Row crops; certified organic production, compost	
2. Lewis		Beef cattle; grass finishing, rotational grazing, direct sales
3. Mike	Vegetables; organic methods, direct sales	
4. Tony	Vegetables; organic methods, direct sales, CSA	
5. Susan	Vegetables, grains; organic methods, direct sales, conservation tillage	
6. Maria	Vegetables, grains, herbs; organic and permaculture methods, value-added products, conservation tillage	
7. Jim	Vegetables, hay, organic methods (vegetables only)	Cattle
8. Steve		Poultry, hogs, cattle, eggs; grass-finished, free-range, direct sales
9. Rick		Beef cattle; rotational or intensive grazing
10. Ben		Beef cattle; rotational or intensive grazing
11. John		Beef cattle, eggs, compost; grass-finished, free-range, direct sales, compost
12. Matt		Dairy rotational or intensive grazing
13. Peter	Row crops; conservation tillage	

Data Analysis and Construction of Thematic Structure

Phenomenological analysis is conducted by examining words, phrases, and metaphors that seem to be particularly significant to the interviewee in describing their experience. Once these are extracted from the data, an overall thematic structure should emerge that describes the participants' experiences of the phenomenon.

Themes are defined as "patterns of description that repetitively recur as important aspects of a participant's description of his/her experience... Themes describe *experiential patterns exhibited in diverse situations*" (Thomas and Pollio, 2002: 37, emphasis in original). It is the job of the analyst to decipher how the participant is describing his or her experience, not to analyze the experience itself. Thus, it is important not to describe experience in abstract terms or invented titles, but rather to use the participants' own words to describe themes.