This kind of mind map (this is a simplified version for a better readability), drawn for each of the six questions, provided a useful initial overview of the main perspectives. The same person made the mind maps and decided how to organize the main ideas from transcripts of the interviews. The main ideas grouped farmers' discourses based on nearby lexical fields, and the outstanding quotes were selected for their ability to summarise the main ideas well. As some farmer responses during the interview corresponded to a previous question or were redundant, the entire corpus was encoded after this mind-mapping step using the categories that resulted from the pre-analysis phase.