~~Line 99: PFI was founded in 1985 (the on-farm research began in 1987).~~

~~Line 132: 2025 should be 2024, right?~~

~~Line 154: errant 's' after the hyphen~~

Lines 266-275, especially your new additions RE: self-aware, are really spot on.

Section 4.2 -- highlighting diversity as a strength acknowledged by PFI's membership from the Asprooth papers. This is really well-done; succinct and clear. Also, nice touch citing the memberships of PFI and ISA -- I had no idea PFI had more than ISA.

Line 297: 'xx' should be 'embrace' right?

S1 sources: Is there a reason you include the ProPublica link for the Iowa Organic Association? From what I can tell in the manuscript (Section 4.2) and in the supplementary document, you mean to only compare PFI and ISA (but not IOA).