INTERVIWER \_\_\_\_\_\_\_\_\_\_\_\_\_ Nº \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE \_\_\_\_\_\_\_\_\_

Intensive food production can provide environmental negative impacts. However, the current agricultural model can be improved through crop diversification and low input practices. Crop diversification allows an environmental risks reduction through an increase of biodiversity, erosion control, higher CO2 balance, and also provides a more heterogeneous landscape and the conservation of traditional knowledge and practices. In this framework, Diverfarming project analyses low input diversified farming and aims to create better understanding of crop diversification as well as developing an optimized diversification practice to be adopted by farmers.

**PREFERENCES ASSESSMENT**

As a part of Diverfarming project, it is aimed to ass social preferences about a reduction of farming impacts over environment and society. More specifically, we would like to know if you would assume an overrun in food expenditure if it would be produced through diversified cropping practices advantageous for environment (show different attributed and levels included within choice experiment).

At this point, we are going to show you different scenarios. Each scenario includes two different diversification alternatives which provide concrete social and environmental benefits, as well as the current situation (intensive mono-cropping). This situation implies intensification practices with an increasing biodiversity loss, low soil coverage, high erosion rates, a monotonous landscape and loss of cultural heritage. You are able to choose any of the diversification alternatives, assuming an overrun within food costs, or the current situation.

Taking into account cropping diversification advantages, such as an increase of monthly food expenditure, which option would you prefer to adopt? Figure out your monthly food expenditure first.

**1) Considering the different alternatives, which one would you prefer in each case?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Block (Q) Nº \_\_\_\_** | **ANSWER** | | |
| **Diversification 1** | **Diversification 2** | **STATUS QUO (0)** |
| **Scenario 1** | **** | **** | **** |
| **Scenario 2** | **** | **** | **** |
| **Scenario 3** | **** | **** | **** |
| **Scenario 4** | **** | **** | **** |
| **Scenario 5** | **** | **** | **** |

**P2) ONLY FOR THOSE WHOSE CHOICE IS ALWAYS *STATUS QUO*, could you point out the reasons of that decision?**

1 □ I do not think crop diversification provides significant benefits for the environment.

2 □ I think intensive cropping systems are the best option within this region.

3 □ I think that additional costs should be assumed by public administration.

4 □ I think that additional costs should be assumed by farmers.

5 □ I do not think that more sustainable practices carry higher costs for farmers.

6 □ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**INFORMACIÓN SOCIOECONÓMICA**

3.1) Are you or any of your relatives involved in agriculture? □ Yes (1), □ No (0)

3.2) How often do you visit agricultural environments? □ Never (0), □ Sometimes (1), □ A lot (2)

3.3) If so, what motivates you? □ Leisure (1), □ Economic Activities (2), □ Educational/Research activities (3)

**Age**\_\_\_ **Sex** □ Woman (1), □ Man (0)

**Education level**: □ Without studies (0) □ Primary education (1), □ Secondary education (2) □ Post-secondary education (3), □ Tertiary education (4)

**Monthly rent/family unit** □ No Incomes (0) □ < 600€ (1), □ 600-1.200€ (2), □ 1.200-2.000€ (3), □ 2.000-3.000€ (4), □ 3.000-5.000€ (5), □ > 5.000€ (6)