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### Supplementary material A - Protocol and questionnaire used in expert interviews

Dear Sir/ Madam, this guide illustrates the purpose of this interview, the context of the research and the proposed questions.

The objective is to conduct an interview about the adoption of Precision Agriculture in the context of Agriculture 4.0.

The resulting information will be included in the ongoing research in this project.

In the organization of the results, anonymity and confidentiality will be maintained, preserving the names of the people, organizations and companies consulted.

The following list collects the questions on the topic studied, which I kindly ask you to answer.

**Table S1.** Questionnaire used in expert interviews.

<b>Opening question</b>	What do you think about Agriculture 4.0?
<b>TPB Predictors</b>	<b>Questions</b>
Attitude	<p>What are the advantages of the adoption of precision agriculture for irrigation in the context of Agriculture 4.0?</p> <p>What are the disadvantages of the adoption of precision agriculture for irrigation in the context of Agriculture 4.0?</p> <p>What do you think of the changes a farmer needs to make to adopt the precision agriculture for irrigation in the context of Agriculture 4.0?</p>
Perceived Behavioral Control	<p>What factors would make it easy for a farmer to adopt the precision agriculture for irrigation in the context of Agriculture 4.0?</p> <p>What factors would make it difficult for a farmer to adopt the precision agriculture for irrigation in the context of Agriculture 4.0?</p> <p>What information do you think is needed for a farmer to adopt the precision agriculture for irrigation in the context of Agriculture 4.0?</p>
<b>Additional questions</b>	<p>Is the planning of agricultural operations an easy process for a farmer? If so, for what reason? If not, what are the difficulties?</p> <p>What information is needed for planning agricultural operations?</p> <p>Is control of agricultural operations an easy process for a farmer? If so, for what reason? If not, what are the difficulties?</p> <p>What information is needed for controlling agricultural operations?</p>