


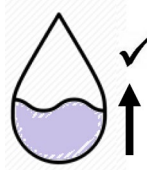




S4. Description of the attributes in the choice experiment.

Attribute	Pictogram	Description	Levels
Degree of automation of the technology		Degree to which the technology is automated or needs input from the farmer, e.g. in terms of own reasoning, data analysis, insertion of data into the board computer of the spreader.	Non-automated Partly automated Fully automated
Potential increase in yields		Increase in average annual crop yields that potentially comes with the adoption of the technology.	No change + 3 % + 5 %
Potential reduction in use of fertilizer		Reduction in average annual use of fertilizer that potentially comes with the adoption of the technology	No change - 5 % - 10 %
Potential improvement of groundwater quality		Improvement of groundwater quality that potentially comes with the adoption of the technology	No change Moderate Strong
Personal advice included		Free personal advice by independent farm advisor is included in the purchase of the technology	No advice Free advice
Cost of technology adoption		One-time upfront cost of adopting the technology. For the non-automated technology, the one-time cost cover a 5-years license for using the technology.	1.000 EUR 5.000 EUR 10.000 EUR 25.000 EUR 50.000 EUR 75.000 EUR