




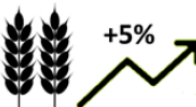
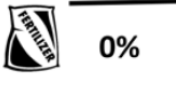
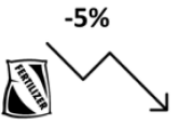


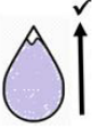
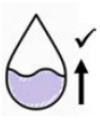








S3. Example choice card as shown to the respondents.

	Option A	Option B	Option C	None of the three options
Degree of automation of the new technology	Non-automated technology 	Partly automated technology 	Fully automated technology 	No technology
Potential increase in yields				No increase
Potential reduction in use of fertilizer				No reduction
Potential improvement of groundwater quality	No change 	Strong 	Moderate 	No change
Personal advice included				No advice
Cost of technology adoption	 1.000 EUR	 25.000 EUR	 75.000 EUR	No costs

If you could choose between these options, which option would you choose?

Option A ☐

Option B ☐

Option C ☐

None ☐