

Annex A: Choice Experiment Section of the Survey

Introduce the choice experiment

We would like to know what is important for you when you choose to grow a crop. We will again proceed with a series of choices to be made.

Each time, you will be presented 3 crops, your current crop (maize) and 2 other crops (it could be maize grown differently, but it could be another annual crop). Each crop is presented with 5 characteristics: income, the labor needed, the cash outflow needed, the impact on soil fertility and the risk of failure. We will present 6 scenarios and each time you will have to choose only one crop from the 3 proposed to you.

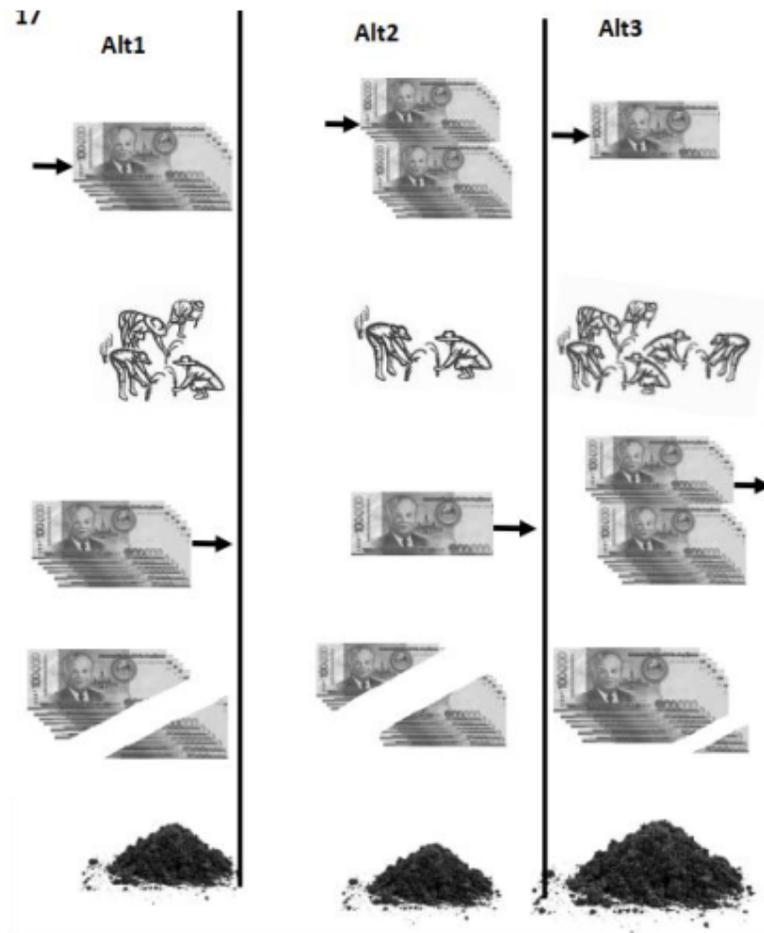
Think carefully about the consequences of introducing these new crops on your farm. How it would influence the organization and performance of your farm. As only one crop is possible, you need to remember that growing one crop would prevent you from growing the others proposed.

Please also note that, from our point of view, *there is no good or bad choice*. We are only interested in your point of view and your choices, since it would help to identify crops or cropping systems that would fit your needs and preferences.

Describe and discuss the crop attributes with the farmer (together with the sheet of drawings)

- 1) The “Income” parameter refers to the potential benefit that you can have once your income = total yield*price. The number 100 is taken to be the same benefit that you have with maize. 80 means that for every 100 LAK that you earn from maize, you will earn 80 from this crop. 150 means that for every 100 LAK that you earn from maize, you will earn 150 from this crop.
- 2) The “Labour” parameter refers to the total amount of time that you (or your family members) have to spend on this crop. The number 100 is taken to be the same amount of work that you have to do with maize. 80 means that for every 100 man-days that you spend for maize, you will only spend 80 for this crop. 150 means that for every 100 man-days that you usually spend for maize, you will spend 150 for this crop.
- 3) The “cash outflow” parameter refers to the money that you need to spend for a crop during the cropping season (for the inputs, land preparation, seeds etc.). The number 100 is taken to be the same amount that you have to spend for maize. 80 means that for every 100 LAK that you spend for maize, you will spend only 80 for this crop. 150 means that for every 100 LAK that you spend for maize, you will spend 150 for this crop.
- 4) The “risk” parameter means the risk of having to endure a large income loss (during a bad year). There are three possible risk scenarios: under the current crop, we estimated that you could lose a maximum of 400,000 LAK/ha during a bad year. Cultivating another crop could lead to the same loss risk (400,000 LAK/ha during a bad year), or higher (2M LAK/ha), or lower (200,000 LAK/ha)
- 5) The “fertility” parameter means the influence of the crop on soil fertility. Soil fertility could a) remain the same, i.e. the crop does not improve or degrade the soil, b) improve over time, or c) decrease over time (the crop degrades the soil)

Explain the relationship between the pictures and the attribute



Depending on the block, present the six choice sets successively (the cards are numbered with the no. of the set) and collect the choices

Post CE questions

- 1) Of all the attributes in the list, are there any that seem more important for you than the others?
- 2) Are there any attributes in the list that have never interested you? Which ones? Why?