



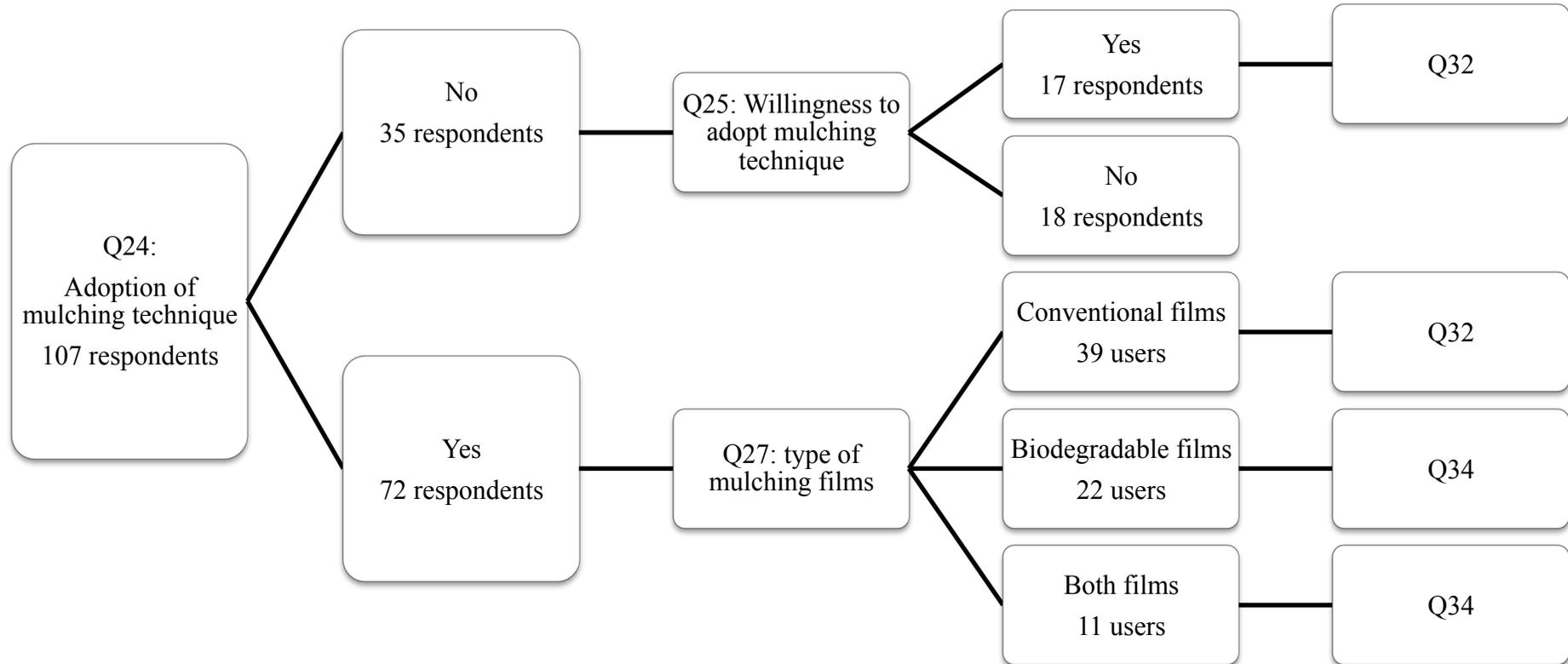
Appendix

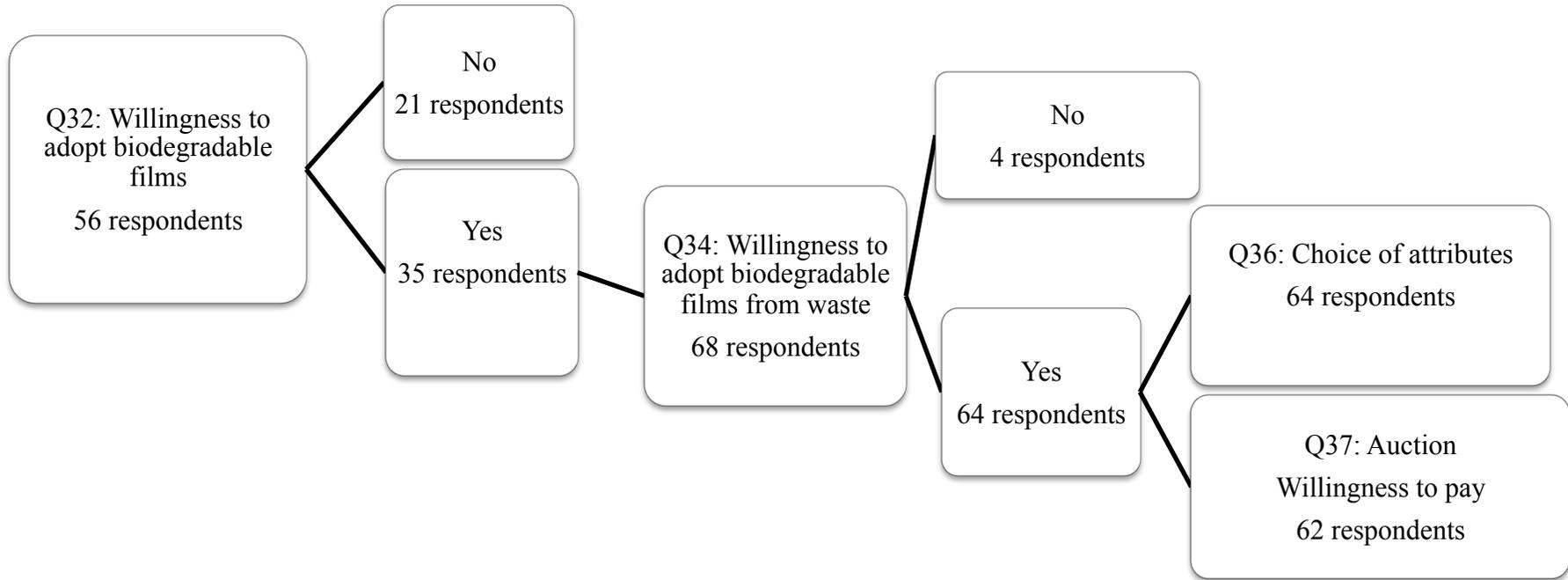
**Adoption of biodegradable mulching films in agriculture: is there a negative prejudice
towards materials derived from organic wastes?**

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Appendix Figure 1. Questionnaire structure.





Q37-SBO-derived films auction

Suppose the existence, on the market, of organic waste derived films, comparable with the current biodegradable films in terms of quality and price (final cost, also considering the subsidies, of 450 €/ha provided a 1.80 m file distanced system). How much would you be willing to pay for the same film with better performances (*i.e.*, improved with the attributes you identified in the previous question)?

37.4 Highest price at which you are willing to buy	(indicate) _____
37.3 Third bid: 540 €/ha (+20%)	<input type="checkbox"/> yes (go to the 37.4) <input type="checkbox"/> no
37.2 Second bid: 495 €/ha (+10%)	<input type="checkbox"/> yes (go to the 37.3) <input type="checkbox"/> no
37.1 First bid: 450 €/ha	<input type="checkbox"/> yes (go to the 37.2) <input type="checkbox"/> no (go to the 37.5)
37.5 Second bid: 405 €/ha (-10%)	<input type="checkbox"/> yes <input type="checkbox"/> no (go to the 37.6)
37.6 Third bid: 360 €/ha (-20%)	<input type="checkbox"/> yes <input type="checkbox"/> no (go to the 37.7)
37.7 Lowest price at which you are willing to buy	(indicate) _____