

1. Descriptive statistics of MO scores by type of farming and type of farming

Type of farming	Type of funding	Mean Score	Std. Dev.	N
Protected Agriculture	Fully Funded	2.27	0.35	35
	Partially Funded	3.43	0.31	40
Open-field Farming	Fully Funded	2.63	0.21	35
	Partially Funded	2.84	0.32	40

2. Two-Sample Wilcoxon Rank-Sum test results for Market Orientation in PAF

Type of Funding	Observation	Rank Sum	Expected Rank Sum
Fully Funded	35	646.5	1330
Partially Funded	40	2203.5	1520
Combined	75	2850	2850
Adjusted variance 8859.10			
Z= - 7.262			
Prob> Z = 0.0000			

3. Comparison of Production-Market Oriented Decisions in PAF

Production-Market Oriented Decisions	Fully Funded	Partially Funded
What to Produce?	2.21	3.10
When to Produce?	2.93	3.65
How should I best produce?	3.16	3.44
Time of Selling?	2.04	3.58
Quantity of Produce?	1.90	3.06
From of Selling?	1.03	1.38
Quality of Produce?	1.91	4.65
Method of Selling?	2.26	3.75

4. Comparison of market orientation decisions in OFF

Production-Market Oriented Decisions	Fully Funded	Partially Funded
What to Produce?	2.47	2.61
When to Produce?	3.59	4.01
How should I best produce?	3.33	3.87
Time of Selling?	2.53	2.2
Quantity of Produce?	2.52	2.07
Form of Selling?	1.69	1.13
Quality of Produce?	1.49	2.43
Method of Selling?	2.4	2.93

5. Clustering of farmers in PAF by degree of MO: For PAF:

For PAF:

MO Cluster	Fully Funded	Partially Funded	Total
High	0	19	19
Moderate	11	20	31
Low	24	1	25
Total	35	40	75