**A. Identifying variables and socio-demographic information**

A1. Respondent ID\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

District ID

A2. Sub-county\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ à predefined list

Parish ID

A3 Village Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ à predefined list

A3i Are you currently farming maize?

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No |

A3ii Have you farmed maize in the last three years?

***Enable if A3i = No***

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No |

***If A3ii = No, respondent is not eligible to participate, end the interview.***

A3iii I'd like to understand your relationship to household maize farming activities. Which of the following describes your role? ***Select all that apply.***

|  |  |
| --- | --- |
| 1 | Has influence or decision-making making power over the selection of maize seed variety |
| 2 | Manages or co-manages the farm |
| 3 | Plays an active role in selling the maize post-harvest |
| 4 | Has **no role** in the maize farming in my household |

***If A3iii = 4, respondent is not eligible to participate, end the interview.***

A4. Gender of the respondent

|  |  |
| --- | --- |
| 1 | Male |
| 2 | Female |

A5. Age of the respondent (Years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A6. Highest level of education

|  |  |
| --- | --- |
| 1 | No formal education |
| 2 | Primary |
| 3 | Secondary |
| 4 | Post-secondary |
| 5 | Adult education, literacy school or parish school |

A7. Marital status

|  |  |
| --- | --- |
| 1 | Single |
| 2 | Married |
| 3 | Divorced |
| 4 | Widow |

A8. Number of people who live in your household? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A9. Number of household members who are below 18 years of age? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**B. Presentation of three maize varieties**

***Enumerator****: In the next phase of the survey, I will show you a number of videos that will guide you through the first part of the survey. The first video will explain the goal of the exercise*

*B1. Male or female agrodealer randomly assigned to the participant*

|  |  |
| --- | --- |
| **Code** | **Preferred person** |
| 1 | Male agro-dealer |
| 2 | Female agro-dealer |

SHOW INTRODUCTION VIDEO

***Enumerator****: I will show you three productconcepts and for each concept there will be several questions.*

*B2. Enumerator confirm the video numbers and order shown*

|  |  |
| --- | --- |
| **Code** | **Video number** |
| Video 1 |  |
| Video 2 |  |
| Video 3 |  |

**(LOOP FOR THE THREE VIDEOS)**

SHOW THE FIRST PRODUCT CONCEPT

B3a. How different do you think is this maize variety from the variety(ies) that you grew on your farm in the last growing season? Use a 1-5 scale ranging from very different to very similar?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very different | Different | Neither similar nor different | Similar | Very similar |

B3b How does the description of this variety match or differ with your thoughts on the variety you are planning to use in the next growing season?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B4. thinking about the description of this variety, what in the description caught your attention in a positive way? What did you most like?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B5. How interested would you be in using this variety on at least on a small part of your farm if it were available to you for the next growing season – for the same price as you pay for your current variety?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Not interested at all | Somewhat uninterested | Neutral | Somewhat interested | Very interested |

B6. How interested would you be to replace the variety(ies) you currently grow with this if it were available to you for the next growing season – for the same price as you pay for your current variety?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Not interested at all | Somewhat uninterested | Neutral | Somewhat interested | Very interested |

**( SHOW VIDEO 2 AND 3, REPEAT THE QUESTIONS FOR PRODUCT DESCRIPTION 2 AND 3)**

***Enumerator****: The last video will inform you about the next steps*

SHOW FINAL VIDEO

B7a. As requested in by the agrodealer in the video, please select your most preferred variety – that is, the variety that you’d be most interested in obtaining and using if it were available at your local agrodealer shop?

|  |  |
| --- | --- |
| **Code** | **Video number** |
| Video 1 |  |
| Video 2 |  |
| Video 3 |  |

B7b. Please select your least preferred variety – that is, the variety that you would be least interesting in using if it were available in your local agrodealer shop?

|  |  |
| --- | --- |
| **Code** | **Video number** |
| Video 1 |  |
| Video 2 |  |
| Video 3 |  |

B8a. What is the reason for your most preferred choice?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B8b. What is the reason for your least preferred choice?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B10. We would also like to have your feedback on the videos you just saw and what you thought of the ranking exercise

B10a. What did you think of the information in the videos? Was it easy or difficult to understand?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very difficult to understand | Difficult to understand | Neutral | Easy to understand | Very easy to understand |

B10b. How trustworthy would did you consider the agro-dealer in the video to be?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Strongly untrustful | Untrustful | Neutral | Trustful | Strongly trustful |

B10c. How easy was it for you to rank the varieties based on the information provided in by the agrodealer in the video?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very Difficult to rank | Difficult to rank | Neutral | Easy to rank | Very Easy to rank |

B10d. Why was this an easy or difficult task?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B10e What information was missing that you would have considered important to know to make a choice between the product?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B11. **To be filled in by the enumerator**: How much attention did the participant pay to the videos on a 1 – 5 scale ranging from 1 “very little attention” to 5 “a lot of attention”.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very little attention | Little attention | Neutral | Attention | A lot of attention |

**C Overall farm questions**

C1. Total farming area of the household? \_\_\_\_\_\_\_\_\_\_\_\_ Acres

C2. Farming area of the household used for maize farming during the previous main growing season? \_\_\_\_\_\_\_\_\_\_\_\_ Acres

C3. Looking back over last year, what crops did your household grow?

***MULTIPLE RESPONSE, please tick all***

|  |  |
| --- | --- |
| 1 | Avocado |
| 2 | Banana |
| 3 | Beans |
| 4 | Cassava |
| 5 | Chick peas |
| 6 | Chili |
| 7 | Coconuts |
| 8 | Coffee |
| 9 | Cowpea |
| 10 | Ground nuts |
| 11 | Maize |
| 12 | Millet |
| 13 | Okra |
| 14 | Paprika |
| 15 | Peanuts |
| 16 | Plantain |
| 17 | Rice |
| 18 | Sorghum |
| 19 | Soybean |
| 20 | Sugarcane |
| 21 | Sunflower |
| 22 | Sweet potato |
| 23 | Tea |
| 24 | Tobacco |
| 25 | Tomato |
| 26 | Yam |
| 27 | Water Melon |
| 28 | Wheat |
| 29 | Other 1\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 30 | Other 2\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 31 | Other 3\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 99 | None |

C4. What types of livestock does your household keep in the last 12 months?

***MULTIPLE RESPONSE, please tick all***

|  |  |
| --- | --- |
| 1 | Bees |
| 2 | Cattle |
| 3 | Chicken |
| 4 | Goats |
| 5 | Pigs |
| 6 | Rabbits |
| 7 | Sheep |
| 8 | Other 1 |
| 9 | Other 2 |
| 10 | Other 3 |
| 99 | None |

C5. Which of the crops and livestock are most important for your household in the last 12 months?

|  |  |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |

C6. Thinking back over last year, how important was income earned off your farm (for example, by earning wages from work in town) for meeting the needs of the family?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Not important | Slightly Important | Moderately Important | important | Very important |

C7. Consider all the income that your family received last year from selling your crops and livestock AND from working off the farm. Did more money come from the sales of farm produce, or more from the off-farm income sources?

|  |  |
| --- | --- |
| 1 | Almost all from farm |
| 2 | Most from farm |
| 3 | Half from off-farm |
| 4 | Most from off-farm |
| 5 | All or almost all from off-farm |

**C Maize farming**

**Enumerator: The following questions are focused on maize grown under your management. This can be joint with your husband or grown by you alone.**

D1. How many maize seasons do you normally plant within a year?

|  |  |
| --- | --- |
| 1 | One |
| 2 | Two |
| 3 | Three |

D2. Did you or someone in your family purchase maize seed in the last 5 years for your plots?

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No |

D3. How often do you or someone in your family purchase maize seed for your plots?

|  |  |
| --- | --- |
| 1 | Every season |
| 2 | Once every year |
| 3 | Once every two years |
| 4 | Once every three years |
| 5 | Once every four years |
| 6 | Once every five years or less |

**Enumerator***: The following questions are focused on the main maize growing season under your management, meaning the season you planted most maize. If you had two or more seasons in the last 12 months and there is no difference in maize production, you can discuss the last season in which you planted maize.*

D4a. How did you grow maize in the main growing season?

|  |  |
| --- | --- |
| 1 | Monocropping (nothing else was planted between maize rows) |
| 2 | Intercropping with legumes (beans) |
| 3 | Intercropping with trees or other crops |
| 4 | Both intercropping and monocropping |

D4b. How many kgs of maize seed did you use in the main maize growing season (i.e. the season with the highest maize production) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

D4c How many different varieties of maize did you grow in the main maize growing season? \_\_\_\_\_\_\_\_\_?

D4d Which variety(ies) did you grow in the main maize growing season? \_\_\_\_\_\_\_\_\_?

D4e. How much of your farming land was used for growing maize in the main growing season? \_\_\_\_\_ Acres

*(Note in programming: This number cannot be higher than the response in C2)*

D5. How many 90kg bags of maize did you harvest in total during in the main season from your farm? \_\_\_\_\_\_\_\_

D6. Could you specify the use of your grain harvest?

* 1. Number of grain bags sold \_\_\_\_\_\_\_
  2. Number of grain bags stored for household food consumption \_\_\_\_\_\_\_
  3. Number of grain bags given to others (schools, church,…) \_\_\_\_\_\_\_
  4. Number of grain bags used for feeding animals \_\_\_\_\_\_\_\_\_\_\_
  5. Number of grain bags used for other (please specify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_):\_\_\_\_\_\_\_

D7. What did you do with the leftover plant material?

***MULTIPLE RESPONSE, please tick all***

|  |  |
| --- | --- |
| 1 | Left it on the field |
| 2 | Feed for livestock |
| 3 | Transported to other plots to use a mulch |
| 4 | Burned in field |
| 5 | Other |

**Suggestions:**

**At the end we need to collect contact information about the farmer including**

1. **Phone number**
2. **Location description**
3. **GPS**