



Participant Information Form

Project title: Coolcrowd: Investigating farmer interest in crowdfunding to support greenhouse gas reductions

Name of Researchers: Dr Marit E. Kragt and Ms Vandana Subroy

This research project is looking at the potential to use crowdfunding to finance on-farm greenhouse gas reduction measures (i.e. climate change mitigation practices). The project is carried out in Norway, Australia, and New Zealand.

The Australian component focusses on the willingness of Australian dairy farmers to engage in climate change mitigation practices through crowdfunding.

As an Australian dairy farmer, or manager of a dairy farm, we are inviting you to take part in the project.

Online survey

Your participation would involve completing an online survey. The survey should take no more than 12-15 minutes to complete. The survey will have three parts:

1. Questions about your farm's characteristics;
2. Questions about your familiarity and interest in crowdfunding;
3. Questions about what climate change mitigation practices could be adopted on your farm.

The answers will be analysed for the overall sample, to see the range of perspectives between Australian, Norwegian, and New Zealand dairy farmers.

Confidentiality

Your participation in this survey and any information you provide will be kept strictly confidential. The information will only be reported in aggregate and de-identified form. The data collected will be used only for the purpose of this research, and only the researchers involved will have access to your data.

Your help with this research is greatly appreciated. Your participation is completely voluntary and you are free to withdraw at any time from the survey. There are no foreseeable risks associated with this research.

Completing the survey that follows is taken as evidence of voluntary consent to take part in this study.

Publication of results

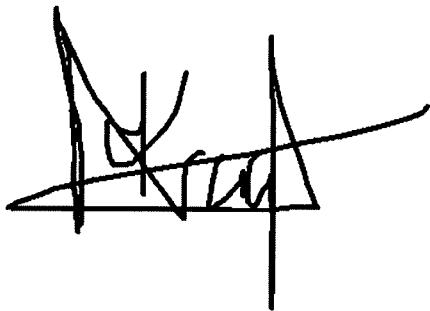
After analysis, the findings from this research will be written up into a report, and it will also be included in articles comparing findings from Australia, New Zealand, and Norway. In the report and research papers, no individual information will be revealed and only summary statistics from the whole survey will be reported.

Your help with this survey is greatly appreciated. Your participation will allow us to develop and recommend guidelines for implementing a local climate crowdfunding program.

You may keep this form. If you have any queries or concerns with any aspect of this focus group discussion, you can contact me directly. You can also contact the Human Research Ethics Office of the University of Western Australia by emailing humanethics@uwa.edu.au or by calling (08) 6488 3703.

Thank you very much for your time and participation in this research.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Kragt', with a long horizontal stroke extending to the right.

Dr Marit E. Kragt

Chief Investigator

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Approval to conduct this research has been provided by the University of Western Australia, in accordance with its ethics review and approval procedures. Any person considering participation in this research project, or agreeing to participate, may raise any questions or issues with the researchers at any time.

In addition, any person not satisfied with the response of researchers may raise ethics issues or concerns, and may make any complaints about this research project by contacting the Human Ethics office at UWA on (08) 6488 4703 or by emailing to humanethics@uwa.edu.au.

All research participants are entitled to retain a copy of this Participant Information Form and/or Participant Consent Form relating to this research project.

Project goal

Climate change –
Crowdfunding project

tinyurl.com/coolcrowdaus

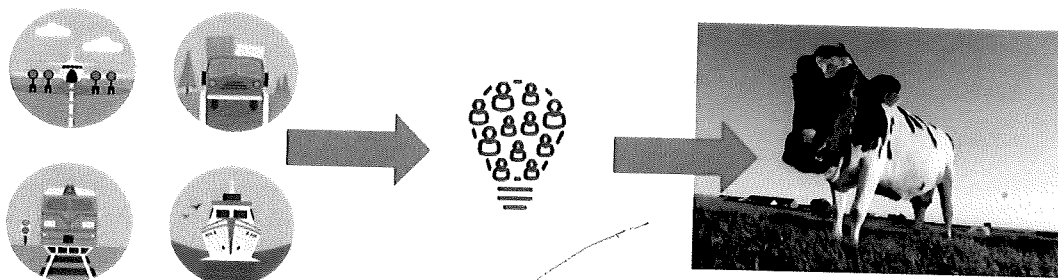
COOLCROWD: Local crowdfunding for a low-emission society: Investigating the concept of local climate crowdfunding in agriculture

The overall objective of COOLCROWD is to assess the potential for a locally crowdfunded system that enables farmers to install climate-friendly technologies on their land and the public to invest in local climate mitigation measures. A well designed crowdfunding program will increase the transparency, trust and overall delivery potential of greenhouse gas reduction schemes.

For this project, the focus will be on lowering emissions from agriculture through crowdfunding. By allowing people to fund investments and interact with local providers of climate change mitigation practices, crowdfunding offers a real possibility of making mitigation measures directly visible and relevant to their lives.

Secondary objectives include:

- i. To review existing crowdfunding approaches and analyse how these might be applied in a local context
- ii. To explore legal and socio-cultural issues that may facilitate or inhibit the application of a crowdfunding approach in agriculture
- iii. To develop alternative business models for a locally crowdfunded climate program
- iv. To explore the acceptability of the crowdfunding approach for farmers and investigate optimal design from the perspective of the farm
- v. To establish the likely response of the general public to the concept of locally crowdfunded climate measures and identify optimal measures
- vi. To develop and recommend measures for the implementation of a crowdfunded approach in collaboration with relevant stakeholders



Dr Marit Kragt
Ass/Prof Agricultural Economics
Uni of WA

Dairy farmers survey on climate change mitigation and crowdfunding

Part I. Background information about you and your farm

1. Please indicate your gender

- Female
- Male
- Prefer not to say

2. Please state your year of birth

— — — —

3. What is the highest level of education you have completed?

- Year 12 or below (includes Certificate I or II)
- Certificate III or IV
- Diploma or Advanced Diploma
- University Undergraduate or Bachelor Degree
- University Graduate Diploma, Certificate or Masters Degree
- Doctorate (PhD)
- Something else, namely _____

4. Do you have any children under the age of 18?

- Yes
- No

5. In what year did you first take over farm management responsibility? (four digits)

— — — —

6. Is this farm your main source of income?

- Yes, this is my only source of income
- Yes, but I also have some off-farm income
- No, my main source of income is off-farm income

7. What is the size of your milking herd?

- Less than 50 cows
- 50-199 cows
- 200-349 cows
- 350-499 cows
- 500-999 cows
- 1,000 cows or more

8. Does your farm run conventional or organic production?

- Conventional
- Organic
- Both / in transition
- Planning to shift in the next 5 years

9. On an average day how much time do you spend on social media (Facebook, Twitter etc.?)

- No time
- < 1 hour per day
- 1-2 hours per day
- > 2 hours per day

10. Which farming activities do you carry out on your farm?
 (Tick ONE primary production system, and any additional/side activities).

	Main activity	Additional/side activity
Dairy cattle	<input type="radio"/>	<input type="radio"/>
Beef cattle	<input type="radio"/>	<input type="radio"/>
Sheep	<input type="radio"/>	<input type="radio"/>
Other livestock	<input type="radio"/>	<input type="radio"/>
Cropping for supplementary feed	<input type="radio"/>	<input type="radio"/>
Arable / broadacre cropping	<input type="radio"/>	<input type="radio"/>
Irrigated cropping	<input type="radio"/>	<input type="radio"/>
Horticulture	<input type="radio"/>	<input type="radio"/>
Forestry	<input type="radio"/>	<input type="radio"/>
Other activities, namely	<input type="radio"/>	<input type="radio"/>
No other activities	<input type="radio"/>	<input type="radio"/>

11. Do you think the financial returns from your farm will increase or decrease over the next 5 years?

- Increase
- No change
- Decrease
- I do not know

12. How large do you estimate your total farm debt to be, relative to the turnover of your farm?

- Too big
- Big
- Medium
- Small
- I do not have debts

II. Crowdfunding

"Crowdfunding" means collecting money from different people (usually general public) to support a cause or project initiated by private people. Crowdfunding campaigns are usually set up through so-called crowdfunding platforms on the internet. Example of crowdfunding platforms include Indiegogo, GoFundMe, Pozible, and Kickstarter.

13. Had you heard of the concept of crowdfunding before?

Yes

No

14. Have you ever given money to a crowdfunding campaign, or conducted your own crowdfunding campaign?

Yes, I have previously given money to a crowdfunding campaign

Yes, I have previously conducted my own crowdfunding campaign

Neither of the above

Crowdfunding types

Crowdfunding can be a new or additional financing opportunity to support climate change mitigation practices in Australian agriculture. There exist four types of crowdfunding structures:

- 1) **Donation-based:** People give money to a project or business without the expectation of getting anything in return
- 2) **Reward-based:** People give money to a project or business, in exchange for a non-monetary reward (e.g. gift card, thank you card, farm produce)
- 3) **Loan-based:** People, instead of a bank, lend money to a project or a campaign, in exchange for financial return at a later date
- 4) **Equity-based:** People invest money in a project or business, in exchange for shares in the company

15. Imagine that you are going to conduct your own crowdfunding campaign on the farm. How likely or unlikely is it that you would use the following type of crowdfunding?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Don't know
Donation-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reward-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loan-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equity-based	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Imagine that you are conducting your own **reward-based** crowdfunding campaign. How likely or unlikely are you to offer the following rewards to people who contribute money to your campaign?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Don't know
Open farm day/ farm visits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm products collected at the farm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm products sent to contributors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thank you card or a Facebook post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Imagine that you are conducting your own crowdfunding campaign. Would you be willing to accept money from the following groups?

	Yes	No	Don't know
Private individuals (general public)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companies or other businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-profit organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. We would like your opinion on the following statements about crowdfunding. Please indicate to what extent you agree or disagree with each of the statements below:

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
1. Crowdfunding would be too time-consuming for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Crowdfunding sounds like an attractive solution for financing climate change mitigation practices on farms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I do not want to be presented publicly as a recipient of a crowdfunding campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would prefer to apply for financial support through a shared crowdfunding project rather than conducting my own campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Crowdfunding is most relevant to me if I can get help from an external organisation who can set up and run the campaign for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Crowdfunding of climate measures is only relevant to me if it does not lead to new farm regulations or inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. If I use crowdfunding, I think this would be considered negatively by people in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am willing to work with other farmers to initiate a crowdfunding campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Crowdfunding is a good opportunity to increase the relevance of, and support for, agriculture among the general public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback questions:

(a) On a scale from 1 (=very easy) to 5 (=very difficult), could you indicate whether the previous question (#18) was easy to answer?

Extremely easy <input type="radio"/>	Somewhat easy <input type="radio"/>	Neither easy nor difficult <input type="radio"/>	Somewhat difficult <input type="radio"/>	Extremely difficult <input type="radio"/>
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(b) Were the statements about crowdfunding above sufficiently different from each other?

- Yes
- No → Please also answer the next question

(c) Please indicate which statement numbers were not sufficiently different from each other.

19. The next statements are about crowdfunding and sources of finance for climate change mitigation practices. Please indicate **to what extent you agree or disagree** with each statement.

	Strongly agree	Agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I trust crowdfunding as a way of sourcing finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to apply for a <u>bank loan</u> to cover what is not covered by crowdfunding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to invest <u>my own funds</u> to cover what is not covered by crowdfunding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Co-financing from the <u>government</u> would increase the likelihood that I would participate in crowdfunding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. On a scale from 1 to 7, how much do you **trust** each of the following groups/organisations when it comes to setting up and running a crowdfunding platform for financing climate measures?

	1 (no trust at all)	2	3	4	5	6	7 (completely trust)	Don't know
Agricultural consultants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agricultural extension officers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmer organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crowdfunding platforms (e.g. GoFundMe, Kickstarter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research institutions (e.g. universities, CSIRO)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others, please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

III. Climate and climate change mitigation practices in agriculture

21. Which of the following options best describes your views about climate change?

- I don't think that climate change is happening
- I have no idea whether climate change is happening or not
- I think that climate change is happening, but it is a natural fluctuation in Earth's temperatures
- I think that climate change is happening, and that humans are largely causing it

22. How familiar are you with practices to reduce greenhouse gas emissions in farming?

- Very familiar
- Somewhat familiar
- A little bit familiar
- Not really familiar
- Not familiar at all

23. Below are some statements about climate change and agriculture. Please indicate **to what extent you agree or disagree** with each statement.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
It is more important to reduce greenhouse gases in other sectors than agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are too many greenhouse gas emissions from the Australian agriculture sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a farmer, it is primarily my responsibility to reduce greenhouse gas emissions from agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is primarily the government's responsibility to reduce greenhouse gas emissions from agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. How do you think the following factors will affect your production over the next 10 years?

	Very negatively	Somewhat negatively	No important impact	Somewhat positively	Very positively	Don't know
Climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal/ and plant diseases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requirements to reduce greenhouse gas emissions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased energy prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. To what extent do you think the following climate change mitigation practices **can reduce emissions from your farm?**

	To a very great extent	To a great extent	To a moderate extent	To some small extent	Not at all	Don't know	Not relevant
Planting trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feed or dietary management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covering effluent ponds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liquid manure injection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biogas production from livestock effluent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rotational grazing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solar panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind energy generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Precision agriculture e.g. GPS, automated steering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supplementing soils with biochar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Which of the following climate change mitigation practices have you **already implemented**?
(tick all that apply)

- Planting trees
- Feed or dietary management
- Covering effluent ponds
- Liquid manure injection
- Rotational grazing
- Biogas production from livestock manure
- Solar panels
- Wind energy
- Supplementing soils with biochar
- Precision agriculture e.g. GPS, automated steering.
- None of the above

27. How likely or unlikely is it that you will **invest in any of the following** climate change mitigation practices in the next 5 years?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Do not know	Not relevant
Planting trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feed or dietary management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covering effluent ponds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liquid manure injection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biogas production from livestock effluent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rotational grazing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solar panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Precision agriculture e.g. GPS, automated steering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supplementing soils with biochar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. If crowdfunding was available now, **how likely is it that you would use a crowdfunding campaign** to help invest in any of the following mitigation practices?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Don't know	Not relevant
Planting trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing feed or other dietary management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covering effluent ponds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liquid manure injection equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biogas production from livestock effluent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rotational grazing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installing solar panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind energy generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Precision agriculture equipment e.g. GPS, automated steering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supplementing soils with biochar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback questions:

Were the climate change mitigation practices we presented all clear to you?

Please tick any practices that were **not clear** or **confusing** to you below.

- None of the below, all options were clear
- Planting trees
- Feed or other dietary management
- Covering effluent ponds
- Liquid manure injection
- Biogas production from livestock effluent
- Rotational grazing
- Solar panels
- Wind energy
- Precision agriculture e.g. GPS, automated steering.
- Supplementing soils with biochar

Feedback 2) Did you have enough information about the climate change mitigation practices?

- Yes, there was enough information
- No, I needed more information about the following practices:

29. Imagine that you are going to introduce one or more climate change mitigation practices on your farm. **How important are the following factors to the implementation of new practices?**

	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important	Don't know	Will not consider mitigation measures anyway
1. That it fits in with the farm management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Low investment costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Accurate figures / numbers on how much the practice can reduce emissions on the farm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. That other farmers in the neighbourhood do the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. That the practice does not lead to increased work effort on the farm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. That the practice contributes to overall cost reductions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. That the practice contributes to increased productivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. That I have financial support from external sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. That I have the option to change my mind later if it does not work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. That I have someone to collaborate (or work) with to implement new practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback question:

On a scale from 1 (=very easy) to 5 (=very difficult), could you indicate whether the previous question about adopting climate change mitigation practices was easy to answer?

Extremely easy	Somewhat easy	Neither easy nor difficult	Somewhat difficult	Extremely difficult
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback (b)

Were the statements above sufficiently different from each other?

- Yes
- No → Please also answer the next question

Feedback (c)

Please indicate which statements about were similar to each other.

30. Thank you so much for your time and effort. Our final question is for statistical purposes only, to ensure that we have a representative sample. All responses are treated confidentially, and no results will be linked to individual respondents.

Over the past 5 years, what was your approximate **average annual net farm income**?
(*Net farm income = Gross income minus expenses minus depreciation*)

If you have more than one farm, just report for your primary farm.

- Negative
- \$0-\$24,999
- \$25,000-\$99,999
- \$100,000-\$199,999
- \$200,000-\$499,999
- \$500,000-\$999,999
- \$1 million or more
- Would rather not say

Part IV - Survey feedback

The next few questions relate to some general feedback about the survey. We appreciate your time to provide this feedback.

A) Was the length of the survey acceptable?

- Yes, the survey length was fine
- No, I found the survey a little bit long
- No, the survey was so long that I did not want to complete it

B) We provided the following information in the survey about crowdfunding:

"Crowdfunding" means collecting money from different people (usually general public) to support a cause or project initiated by private people. Crowdfunding campaigns are usually set up through so-called crowdfunding platforms on the internet. Example of crowdfunding platforms include Indiegogo, GoFundMe, Pozible, and Kickstarter.

What did you think about the information provided?

- The information was useful and accurate
- The information was inaccurate
- There was not enough information
- There was too much information
- The information was confusing
- Something else, namely _____

C) Were there any practices that you deem **impossible** for Australian dairy farms?

- Planting trees
- Feed or dietary management
- Covering effluent ponds
- Liquid manure injection
- Biogas production from livestock effluent
- Cell/strip grazing
- Solar panels
- Precision agriculture e.g. GPS, automated steering.
- Supplementing soils with biochar
- None of the above, all options are possible

D) Are there any practice(s) that could be feasibly implemented on dairy farms were not described in the options?

E) Was there anything that is relevant to your answers that should have been included as questions in the survey?

Part IV - Final

If you would like to enter a draw to win one of four \$50 shopping vouchers, please leave your name and email address in the fields below.

Your name and contact details will be treated confidentially. They will not be linked to the survey results, and will only be known to the primary investigators on this project.

If you are one of the winners, we will contact you via email, at which time you can choose your preferred shopping voucher (Coles, Myers, Woolworths, Bunnings).

Name _____

Email address _____

If you wish to stay informed about the results of this study, please provide your email address in the box below.

Yes, I want to receive the final results of this survey. Please send them to the following email address _____

Thank you very much for taking the time to complete this survey!

Should you have any comments or concerns about this survey or topic that has not yet been raised, please let us know in the box below, or contact the lead researcher at marit.kragt@uwa.edu.au.

For news and eventual results from the project, see www.coolcrowd.no

