**Supplementary material S2**

Description of the study population at the individual and company level at WCB and comparison vineyards.

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| --- | --- | --- |
| **Characteristics** | **WCBa** | **Comparison**  |
| **Individual level** | N=15b | N=10 |
|  Gender (% male) | 93.3 | 100 |
|  Age (mean, range) | 45 years (34-74) | 39 years (28-50) |
|  Educational level (*n*) | High school (1)Bachelor (12)Master (2) | Technician (3)Bachelor (5)Master (2) |
|  Position (*n*) | CEO (3)Agricultural manager (11)Farm administrator (1) | Commercial manager (1)Agricultural manager (6)Farm administrator (3) |
|  Viticulture experience (*n*) | <15 years (7)>15 years (8) | <15 years (6)>15 years (4) |
| **Company level** | N=13 | N=10 |
|  Exportation percentage (*n*) | <80% (5)>80% (8) | <80% (3)>80% (7) |
|  Exportation volume  (cases of 9 liters per year) (*n*) | <500000 (7)>500000 (6) | <500000 (4)>500000 (6) |
|  Size of vineyard (ha) (*n*) | <1000 (5)>1000 (8) | <1000 (4)>1000 (6) |
|  Number of farms (*n*) | <4 (7)>4 (6) | <4 (4)>4 (6) |

aWine, Climate Change and Biodiversity Programme’s vineyards

bWe interviewed two managers in two of the WCB’s vineyards, thus the total number of respondents equals 15