**Further detail on model choice:**

We attempted to estimate a random parameters (RPL) model as Tur-Cardona et al., but the flexible form of these models also makes them more computationally taxing for such a small sample as ours. A model which treated the ASC parameter and the two price dummies as fixed parameters and allowed preferences for form and distribution channel to vary randomly as a normal distribution did not converge.

**Further detail on calculations for results shown in Figure 2:**

These results can be calculated directly from the coefficients in column 2 using the multinomial logit formula, where the probability of choosing a bio-based fertilizer option i among k alternatives is:

To simulate the probability of choosing between the status quo option and a bio-based fertilizer option that is 50% of current costs and air-dried form (both variables formatted as dummies), the formula becomes:

The 95% confidence intervals in Figure 2 were created with a Monte Carlo simulation (using Oracle Crystal Ball). In each of 10,000 runs, the model drew estimates for each β from normal distributions based on the means and standard errors from column 2 of Table 1, and calculated each of the nine predicted probabilities in Figure 2. The standard deviation for each of the nine is calculated from the empirical distribution of these 10,000 predicted probabilities.