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Topic guide for qualitative interviews

Module A) General questions (internal factors, farm related)
Ownership
Farm enterprises
Size of farm
Quality of land
Successor

Module B) Questions regarding economic factors, external and internal (Is there a financial pressure for diversification in general and afforestation in specific?)
Economic situation of farming and the farm
Discussion about the targets for the farm
Economic outlook and expectations
Agricultural support payments (SFP, REPS etc)
Debts, investments in past years
Pension
Diversification in the past
Plans to diversify in the near future
Reasons for diversification
Forestry as diversification option

Module C) Questions regarding resources like knowledge, skills, land (internal, farm and farmer related factors)
Knowledge/awareness about diversification schemes, forestry scheme, FEPS, stacking of SFP
Questions regarding the land resources available, e.g. size of the farm and the quality of the land with regards to afforestation
Questions regarding information resources: which ones and how often are they used? Is there a lack of time to get informed?

Module D) Questions regarding values and beliefs with regards to farming and forestry (internal, farmer related factors)
Discussion about the value and meaning of farming and farm work

Discussion about land quality

**E) Discussion about reasons for planting/not planting**

Discussion about forestry premiums

Discussion about farm size and afforesting

Discussion about afforestation and personal situation (e.g. off-farm jobs, retirement, children…)

Discussion about farming values vs. forestry values

Discussion about afforestation and the environment

Discussion about farmers’ outlook for forestry and timber markets

Questions about the influence of family members, neighbours, other farmers, advisors, etc. on land-use decisions

**Module F) Personal information**

Name
Age
Gender
Family stage