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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