1. Producer's Information

1.1. Name: _____

1.2. Age: _____

1.3. Town where you live _____

2. Production Processes and Costs

2.1. How many plots did you sow in 2014? _____ plots

2.2. On average, how many hectares does each plot has? _____ average hectares per plot

2.3. How many hectares did you sow in 2014? _____ hectares in total

2.4. Which crops did you sow in 2014? _____

2.5. In a regular year, how many tons of maize do you produce per hectare? (good weather and no frosts) _____ Ton/ha

2.6. Do you usually sow in mechanically? ☐1. Yes ☐2. No → Go to 2.7

2.6.1. The seed drill is yours or rented? ☐1. Rented ☐2. Own → Go to 1.8 2.10

2.6.2. How much does it cost to rent the seed drill to sow a hectare? _____pesos/ha

2.6.3. Who do your rent it from? _____

2.7. Why do you not sow mechanically? _____

2.8. Do you usually harvest mechanically? _____

2.9. Do you usually use fertilizers on the sowing? ☐1. Yes ☐2. No → Go to 2.10

2.9.1. Why didn't you use fertilizer on the sowing? (If he/she uses fertilizers don't fill this section) _ _____

2.9.2. If you had the machinery, will you fertilize the sowing? _____

2.9.3. Can you obtain the machinery near your town? _____

2.9.4. How much does you need to pay to rent the seed drill? _____

2.10. From 1 to 5, how much do you agree with the next phrase "Without the machinery is impossible to fertilize the sowing"?

☐1. Strongly disagree ☐2. Disagree ☐3. Neither agree or disagree ☐4. Agree ☐3. Strongly agree

2.11. I will now ask you some questions about your BEST plot in which you plant maize

2.11.1. Name of the most productive plot. _____
2.11.2. Maize productivity in a good wheatear and frostless year: _____
2.11.3. Seed type: _____
2.11.4. Quantity of total seeds: _____
2.11.5. Total seeds cost: _____
2.11.6. Total sowed hectares: _____

	2.11.7. Which fertilizers do you use and how much do you use each one of them?	2.11.8. Fertilizers total costs	2.11.9. Labor total costs	2.11.10. Machinery rental costs	2.11.11. Fuel
Sowing	1 UREA _____kg 2 DAP_____kg 3 Potassium chloride _____kg 4 Ammonium sulphate_____kg 5 Organic _____kg				
1st fertilization after sowing	1 UREA _____kg 2 DAP_____kg 3 Potassium chloride _____kg 4 Ammonium sulphate_____kg 5 Organic _____kg				
2nd fertilization after sowing	1 UREA _____kg 2 DAP_____kg 3 Potassium chloride _____kg 4 Ammonium sulphate_____kg 5 Organic _____kg				
Harvest	N/A				

2.11.12. Approximate total cost: _____ (MAKE THE SUM FOR THE CREDIT QUISTIONS)

2.11.13. Why do you consider it your best maize plot?

_____
_____

2.11.14. If you could, which fertilizers or agrochemicals would you like to apply to your BEST plot to make it more productive, how much and when will you apply this fertilizers?

_____
_____

2.12. I will now ask you some questions about your WORST plot in which you plant maize

2.12.1. Name of the least productive plot _____
2.12.2. Maize productivity in a good weather and frostless year: _____
2.12.3. Seed type: _____
2.12.4. Quantity of total seeds: _____
2.12.5. Total seeds cost: _____
2.12.6. Total sowed hectares: _____

	2.12.7. Which fertilizers do you use and how much do you use each one of them?	2.12.8. Fertilizers total costs	2.12.9. Labor total costs	2.12.10. Machinery rental total costs	2.12.11. Fuel
Sowing	1 UREA _____kg 2 DAP_____kg 3 Potassium chloride _____kg 4 Ammonium sulphate_____kg 5 Organic _____kg				
1st fertilization after sowing	1 UREA _____kg 2 DAP_____kg 3 Potassium chloride _____kg 4 Ammonium sulphate_____kg 5 Organic _____kg				
2nd fertilization after sowing	1 UREA _____kg 2 DAP_____kg 3 Potassium chloride _____kg 4 Ammonium sulphate_____kg 5 Organic _____kg				
Harvest	N/A				

2.12.12. Approximate total cost :_____ (MAKE THE SUM FOR THE CREDIT QUESTIONS)
2.12.13. Why you consider it your worst maize plot?

_____
_____

2.12.14. If you could, which fertilizers or agrochemicals would you apply to your WORST plot to make it more productive, how much and when would you apply this fertilizers?

_____
_____

2.12. Where do you get the money from to pay for the plot's expenses? (fertilizers purchase, labor wages, machinery rental)

_____
_____

2.13. You recently told me that the cost of producing in your plots is between _____ (complete value of the best) y _____ (complete value of the worst) _____. How much do you take from your savings and how much do you borrow from a family member/friend/moneylender/finance company

_____MXN Savings y _____ MXN Borrowed

2.14. When do you borrow money, from whom and how much interests do you pay, how much do you have to give back and how much time do you haveto pay it?

_____
_____

3. Agricultural practices

3.1. How do you decide which fertilizers apply to your plot?

_____
_____

3.2. Do you apply the same fertilizer or fertilizers each year? ☐1. Yes ☐2. No
3.3. How do you learned to use them?

_____
_____

3.4. Would you like to get advice from an agricultural engineer about which fertilizers to apply in your plot? ☐1. Yes ☐2. No
3.5. Do you think that soil analysis would give you useful information? ☐1. Yes ☐2. No
3.6. Why? _____

3.7. If an agricultural engineer advised you about which fertilizers to apply in order to harvest 5 tons per hectare, would you apply them?

_____

According to the soil analysis that we did in more than 1500 plots in Tlaxcala, the technological bundle capable to produce 5 tons per hectre, if you buy it with the government discount it will cost between 1182 and 2300 pesos per hectare and it contains the following products

SHOW PRICES TABLE

If you buy it from a private distributor with certified products, you would spend between 1601 and 3200 pesos per hectatre and it contains the following products

SHOW PRICES TABLE

3.8. Which bundle would you choose? ☐1. Bundle bought from the government ☐2. Bundle bought from the distributor
And why? _____

3.9. If you decided to purchase it yourself, would you apply it to your best or your worst plot? ☐1. Best plot ☐2. Worst plot. Why? _____
_____

3.10. If you get the fertilizers for free, would you apply it in your best or your worst plot? ☐1. Best plot ☐2. Worst plot Why?
_____

3.11. Given the costs that I just told you, would you have enough money to buy the fertilizers or micronutrients that the agricultural engineer would recommend you in order to produce 5 tons per hectare or would you need to borrow money?
_____
_____

3.12. Would you be more interested in a bundle that would let you produce 7.5 tons per hectare? What's the maximum that you would pay for this fertilizers and micronutrients of the bundle?
_____
_____

3.13. Do you know where you could buy fertilizers and micronutrients? _____

3.14. In order for the bundle to be effective, the potassium chloride, the DAP, and the micronutrients need to be applied in the sowing. Do you have the machinery or would you need to rent it? _____

3.15. Are there available machineries in your town in order to rent the seed drill / spreader? _____

3.16. If you had to choose the way we could help you to test this bundle in a hectare, would you prefer to receive a subsidy for fertilizers or the machinery necessary for sowing and you would need to obtain the fertilizers? _____

4. Section 3 Uncertainty and Expectations

4.1. How much maize do you think you would harvest in 2015 (tons per hectare)? _____ ton/ha
4.2. Departing from your sowing date, in which month of the year would you know for sure how much tons you will harvest in your plot?_ _____

4.3. Which period of the agricultural cycle is the most dangerous and why?_____

4.4. How much do you think would be the maize price in December 2015 (pesos per ton)? _____ $/hectare