Script for Hypothetical Choice Experiment

[After Survey]

Thank you for filling out the questionnaire, now we will begin an exercise where we will ask you to choose between two seed types and two different prices. The questions will look like this (hold up the example Choice Scenario) in this you will choose if you want Coca Cola, Pepsi, or neither. Then (flip the page) we will ask you to choose which option you would like with different prices.

These will be the products you will be choosing between today (show them the three bags). These three bags contain the same variety of seed.

You will not be purchasing any these seeds today, but you should choose the option that best represents what you would choose if given the same choice in a market.

Any questions?

(answer any questions they may have)

[Begin showing them the options and record their responses]