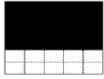
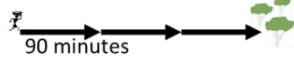
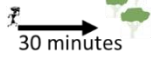
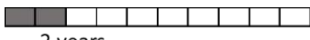
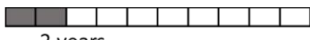


Farmers

Card 12	Option A	Option B	Option C	None of them
Collection Context	 Individually	 Individually	 In group	
Nb of days	20 days 	30 days 	30 days 	
Walking time to the forest	 90 minutes	 90 minutes	 30 minutes	
Contract	 2 years	 2 years	 5 years	
Compensation per year and collector	 300 Birr	 1200 Birr	 300 Birr	
Choice	☐	☐	☐	☐

Consumers

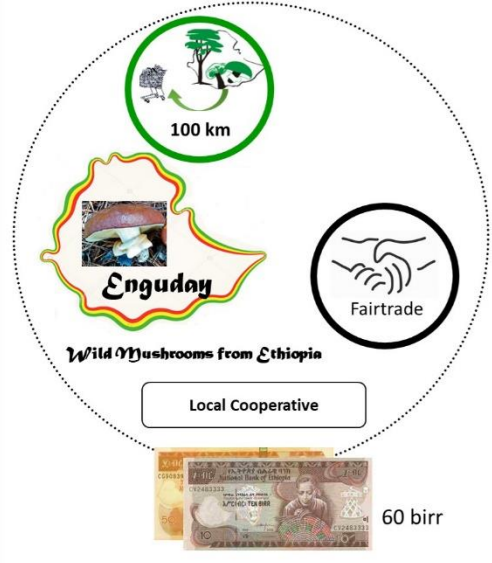
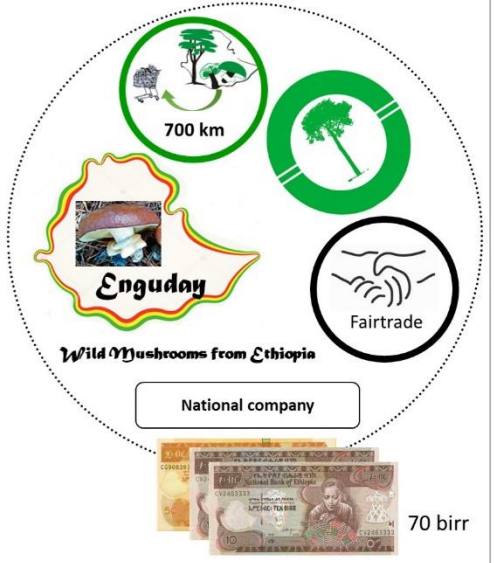
	Product A	Product B	None of them
Card 5			
Choice	☐	☐	☐

Figure S1. Example of the choice cards designed for the Farmer's and Consumers' choice experiment.