Table S1. Demographic breakdown of survey participants, which included a secondary school (CEG) class as one unit.

Age Class	Male	Female	School
Youth (13–19 yrs.)	20	16	1
Adult (19–55 yrs.)	69	56	0
Elderly (> 55 yrs.)	24	14	0
Total	113	86	1

Table S2. Likert scale questions and results, showing the average response score for each statement.

1	2 3		4	5
Strongly Agree	Agree Neither Agree nor Disagree		Disagree	Strongly Disagree
	Statement	Average Score	N	
I am satisfied with the dive	ersity of fruit I currently	4,8	197	
If new species or cultivars want to plant th		1,2	197	
If possible, I would plant n	nore fruit trees on my	1,1	198	

Table S3. Frequency of mentioning "transportation" motivations for preferring to sell the top six fruits preferred to plant. All mentions of transportation come from farmers far from roads.

Fruit	Transportation Reasons	N
Lychee	4,60%	87
Coffee	18,18%	88
Orange	12,16%	74
Mandarin	6,12%	49
Lemon	5,00%	20
Banana	15,58%	77

Table S4. Current fruit production in the two agroforestry nurseries established by FOM, in ranked order by number of seedlings produced.

Production Rank	Fruit	Total Num. Produced
1	Orange	540
2	Mandarin	476
3	Mango	261
4	Grumichama	157
5	Lemon	147
6	Papaya	108
7	Lychee	101
8	Coffee	98
9	Peach	50
10	Loquat	28

Table S5. Final ranked recommendations for agroforestry production priorities.

Production Priority	Fruit	Avg. Rank Overall
1	Lychee	4,03
2	Coffee	2,77
3	Orange	2,28
4	Mandarin	1,71
5	Lemon	0,94
6	Breadfruit	0,45
7	Mango	0,32
8	Apple	0,31
9	Papaya	0,28
10	Peach	0,17

Table S6. Survey questionnaire, in English and Malagasy, used to conduct guided interviews.

1. Does fruit grow on your family's land?	YES	NO	(If "NO", skip to	Question 10)
If "YES", which species grow on your fa	amily's land, how	did they get	there, and how old	are they?
***Are you willing to indicate where your fruit NO	t trees are located, th	ereby forfeit	ing confidentiality?	YES
				***(If "NO", do not ask for Distance or Compass Bearing)

Fruit	Variety	Total number	Number already there/ age?	Number self- propagated/ age?	Number purchased and planted/ age?	(Distance)	(Compass bearing)

(1: Continued) Fruit	Variety	Total number	Number already there/ age?	Number self- propagated/ age?	Number purchased and planted/ age?	(Distance)	(Compass bearing)

### 2. If fruit grows on your family's land, what is done with the fruit? Answer for the entire household.

Fruit	Variety	Kilos eaten	Kilos sold	Kilos for other purposes/ purpose?	Kilos left un- harvested	Why are these left un-harvested?

(Continued) Fruit	Variety	Kilos eaten	Kilos sold	Kilos for other purposes/ purpose?	Kilos left un- harvested	Why are these left un-harvested?

3.	Does your family grow crops o	ther than fruit?	YES	NO	(If "NO"	, skip to	Question 8
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If YES, which ones are grown? Also, indicate if there are any fruit trees that grow near these crops, how many there are, and how close they grow to the crops.

Сгор	Fruit planted nearby	Variety	How many fruits planted near other crops?	How close to crops?

(3: continued) Crop	Fruit planted nearby	Variety	How many fruits planted near other crops?	How close to crops?

4.	If fruit is grown on yo	our family's land, do yo	ou burn fields clos	se to your fruit trees?	
	YES	NO			
	If yes, how close?				
	How often?				
5.	If fruit is grown on yo	our family's land, does	your family ever	cut down fruit trees? YES	NO
	Why or why not?				
6.	Do your family raise	omby on its land?	YESNO_		
	How many?		<u>_</u>		

Downey, M.	G. and Richter	, D. deB.	2013. Farmer	preferences a	and the production	strategies of	agroforestry	nurseries in	n southeastern	Madagascar.
Madag	ascar Conserva	ation & Dev	velopment 8, 2	: 55-62. http://d	dx.doi.org.104314/ı	mcd.v8i2.2 S	upplementary	Material.		

'. Does your family eat fruit?	YES	NO	(If "NO", sk	kip to Question 2)
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If "YES", in terms of quantity, which 5 fruits on the list do you all EAT the most of? Rank your answers from "1-5", starting with "1" for the fruit you all eat the most of, and estimate the number of kilos eaten per year.

Rank	Fruit	Variety	Kilos eaten	Briefly explain this ranking
1				
2				
3				
4				
5				

Does you	r family sell fruit	?	YES	NO	(If "NO", skip to Question 3)
	· -	• /		•	u all SELL the most of? Rank your answers of, and estimate the number of kilos sold per
Rank	K Fruit	Varie	ty Kilos	s sold	Briefly explain this ranking
1					
2					
3					
4					
5					
•	r family use fruits	s for purp	oses other th	J	d selling? YESNO(If "NO", skip to Question
	Fruit	Variety	What other j	ourpose?	What qualities of the fruit make it desirable for these other purposes?

(Continued) Fruit	Variety	What other purpose?	What qualities of the fruit make it desirable for these other purposes?

10.Does your family BUY fruit? YF	ES( NO(	(If "NO", skip to Question 6)
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If "YES", which 5 fruits on the list do you all BUY the most of in terms of quantity? Rank your answers from "1-5", starting with "1" for the fruit you all buy the most of, and estimate the number of kilos bought.

Rank	Fruit	Variety	Kilos bought	Briefly explain this ranking
1				
2				
3				
4				
5				

**Directions**: Read the statement and have the respondent chose their level of agreement.

### **CIRCLE THE ANSWERS**

11. "I am satisfied with the varieties of fruit I currently grow."  Why did you answer this way?	Strongly agree Agree Nether agree nor disagree Disagree Strongly disagree	y ee
12. "If new varieties of fruit were available in the area, I would want to plant them."  Why did you answer this way?	Strongly agree Agree Nether agree Disagree Strongly disagree	y ee
13. "If possible, I would plant more fruit trees on my land."  Why did you answer this way?	Strongly   Nether agree   Disagree   Strongly agree   Agree   nor disagree   Disagree   disagree	y ee

# 14. If you had a choice, which 5 fruits on the list would you most PREFER to GROW, and why? Rank your choices 1-5, starting with "1" as most preferred.

Rank	Fruit	Variety	What qualities of the tree make it desirable to plant?
1			
2			
3			
4			
5			

15. If you were to be given fruit trees, rank the 5 types you would most like to RECEIVE, and a realistic quantity you would ask for. Rank your answers "1-5", starting with "1" as the most preferred.

Rank	Fruit	Variety	Quantity
1			
2			
3			
4			
5			

**Directions**: Read the statement and have the respondent chose their level of agreement.

#### **CIRCLE THE ANSWERS**

16. "If new varieties of fruit were available in the area, I would want to eat them."	Strongly Agree Agree	Nether agree nor disagree	Disagree	Strongly disagree
Why did you answer this way?				

17. If you had a choice, which 5 fruits on the list would you most PREFER to EAT, and why? Rank your choices 1-5, starting with "1" as most preferred.

Rank	Fruit	Variety	What qualities of the fruit make it desirable to eat?
1			
2			
3			
4			
5			

# 18.If you had a choice, which 5 fruits on the list would you most PREFER to SELL, and why? Rank your choices 1-5, starting with "1" as most preferred.

Rank	Fruit	Variety	What qualities of the fruit make it desirable to sell?
1			
2			
3			
4			
5			

**Directions**: Read the statement and have the respondent chose their level of agreement.

#### **CIRCLE THE ANSWERS**

19. "I am satisfied with the varieties of fruit available to buy in this area."	Strongly agree	Agree	Nether agree nor disagree	Disagree	Strongly disagree
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Why did you answer this way?

### 20. If you had a choice, which 5 fruits on the list would you most PREFER to BUY, and why? Rank your choices 1-5, starting with "1" as most preferred.

Rank	Fruit	Variety	What qualities of the fruit make it desirable to buy?
1			
2			
3			
4			
5			

Appendix D: Survey (Malagasy)

Date:	
Time:	
Interviewer:	
GPS waypoint:	
Commune:	
Village:	
Respondent's name:	
Number of people in the house:	
Age:	
Sex:	
Occupation:	

1.	Misy voankazo maniry ve amin'ny taninareo? ENY TSIA(Raha"TSIA", dia dinganina any amin'ny fanontaniana faha 3)
	Raha "ENY", Inona ny karazankazo mitsiry amin'ny taninareo, Ahoana no nampitsiry azy teo, Ary firy taona izy ireo no nitsira teo?
	***Azonao atoro ve aiza no misy ny tanimboan-kazonao ,miankina amin'ny fifampitokisana? ENY NO
	***(Raha "TSIA", Tsy manontany ny fahalavirany na ny Compass Bearing

Voankazo	Karazaana	Ny isan'ny fotorany	Ny isan'ny efa teo dia firitaona?	Ny isan'ny novolenanao teo,firy taona?	Ny isan'ny novidianao ary nambolenao, firy taona?	(Halavirana)	(Compass bearing)

(1:Tohiny) Voankazo	Karazany	Ny isan'ny fotorany	Ny isan'ny efa teo dia firitaona?	Ny isan'ny novolenanao teo,firy taona?	Ny isan'ny novidianao ary nambolenao, firy taona?	(Halavirana)	(Compass bearing)

2. Raha mitsiry eo amin'ny taninareo ny voan-kazo dia ataonareo inona? Afaka mamaly ny fanontaniana ny atsasaky ny olona ao antrano.

Voankazo	Karazana	Lanjan'ny nohanina	Lanjan'ny lafo	Lanjan'ny lany nampiasana @ny zavatra hafa	Lanjan'ny lo sy ny very.	Maninona no misy tavela eo ampotony?

2: Tohin yVoankazo	Karazana	Lanjan'ny nohanina	Lanjan'ny lafo	Lanjan'ny lany nampiasana @ny zavatra hafa	Lanjan'ny lo sy ny very.	Maninona no misy tavela eo ampotony?

3. Mamboly volyhafa akoatra ny voankazo ve ianareo? ENY	TSIA	(Raha "TSIA"
Dinganina ny fanontaniana ka mankany @ny fanontaniana faha 4)		

Raha ENY, Inona n o ambolenareo? Ary lazao raha misy hazofihinamboa akaikin'ireo voly hafa, Firy izany, hatraiza ihany koa ny halavirany avy amin'ny voly hafa.

Voly hafa	Ny voankazo mitsiry eo ankaikiny	Karazany	Firy ny isan'ny hazofihinamboa izay mitsiry akaikin'ny voly hafa.	Firy metetra miala ny voly hafa?

4.	Raha mitsiry eo amin'ny tanimbolinareo ny Hazofihinamboa, Doranao ve ny tany eo ankaikin'izany ho volenareo zavatra hafa? ENYTSIA
	Raha eny, Firy metatra avy eo?
	Impiry mandoro?
5.	Raha mitsiry eo amin'ny tanimbolinareo ny Hazofihinamboa, Manapaka izany ve anareo?
	ENYTSIA
	Nahoana no tapahina na tsy tapahina?
6.	Mandefa omby amin'ny taninareo ve ianareo? ENYTSIA
	Firy izy ireo?

Downe	y, M.	G.	and	Richter,	D.	deB.	2013.	Farmer	preferences	and	the	production	strategies	of	agroforestr	y nurseries in	southeastern
	/lada	gas	car. I	Madagas	car	Cons	ervatio	n & Deve	elopment 8,	2: 55	-62.	http://dx.do	i.org.1043 <sup>2</sup>	14/ı	ncd.v8i2.2	Supplementar	y Material.

7. Mihinana voan-kazo ve ianareo?	<b>Eny</b>	Tsia	(If "NO", skip to Question	8
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Raha "ENY", Amin'ny habetsaky ny laninao, Iza amireo voankazo laharana 5 ireo no tena hoaninao? Alaharo ny valin-teninareo "1-5", Atomboka amin'ny "1"ny voan-kazo hoaninareo betsaka, ary ny lanjan'ny laninao isan-taona.

Laharana	Voankazo	Karazany	Lanjan'ny lany	Fanazavana hafa
1				
2				
3				
4				
5				

8. Mivarotra voan-kazo ve ianareo?	ENY	TSIA	(If "NO", skip to Question 9
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Raha "ENY", Amin 'ny habetsahan'ny lafonao, Iza amin'ireto karazany 5 ireto no tena amidinareo betsaka? Alaharo ny valiny manomboka "1-5", Manomboka amin'ny "1" ny voan-kazo izay amidinareo betsaka ary omeo ny vinavinan-danja namidinareo mandritra ny taona iray.

Laharana	Voankazo	Karazana	Lanjan'ny lafo	Fanazavana hafa
1				
2				
3				
4				
5				

9. Mampiasa ny voan-kazo amin'ny zavatra hafa ve ianareo akoatry ny hoanina sy amidy?							
	ENY (RAHA"TSIA", skip to Question 10).						
	RAHA"ENY", Azafady omeo mazava tsara na vinavinao ny lanjan'ny voan-kazo izay ampiasainareo amin'ny zavatra hafa.						

Voankazo	Karazana	Inona ny zavatra hafa ?	Inona ny antony mahatonga anao hampiasa azy @zavatra hafa?

10.Mividy voankazo ve ianareo? ENY	TSIA	(Raha "TSIA", skip to Question 11)
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Raha "ENY", Iza amin'ireo voankazo amin'ny laharana ireo no vidianareo matetika? Alaharo ny valiny manomboka "1-5", Manomboka amin'ny "1" ny voankazo izay vidianareo matetika ary vinavinao ny lanjan'ny novidianareo.

Laharana	Voankazo	Karazana	Lanjan'ny novidinao	Fanazavana hafa
1				
2				
3				
4				
5				

**Torolalana**:. Vakio ny lahatsoratra etsy ambany dia avelao izy haneho ny heviny sy ny safidiny

11. "Izaho dia afa-po amin'ny karazana voankazo izay amboleko amin'izao."	Tena ekena	Ekena	Ekena na tsy ekena	Tsy Ekena	Tena tsy ekena
Fa nahoana ianao mamaly izany?	· ·	I I			
12. "Raha misy karazana voakazo vaovao aty amin'ny faritra dia tiako ny hamboly azy ireo.  Fa nahoana ianao mamaly izany?	Tena ekena	Ekena	Ekena na tsy ekena	Tsy ekena	Tena tsy ekena
13. "Raha mety dia mbola tiako ny hanatevina ny voly hazofihinamboa amin'ny taniko.	Tena ekena	Ekena	Ekene ne tsy ekena	Tsy ekena	Tena tsy ekena

Fa nahoana ianao mamaly izany?

14. Raha manana safidy ianao, Iza amin'ireo lisitra 5 no tena tianao ambolena? Ary nahoana? Alaharo ny safidinao 1-5, Manomboka amin'ny"1"izay tena tianao.

Lahara	Voakazo	Karazana	Karazana hazofihinamboa innona no mahasarika anao hovolene?
1			
2			
3			
4			
5			

15. Raha omena zana-kazofihinamboa ianareo, Alaharo amin'ny laharany 5 ireo tena tianao ho azo, ary ny habetsaky ny tena ho tadiavinao na angatahinao. Alaharo ny valiny"1-5", Manomboka amin'ny"1" amin'izay tena tianao..

Lahara	Voankazo	Karazany	Habeany
1			
2			
3			
4			
5			

Torolalana: Vakio ny lahatsoratra etsy ambany dia avelao izy haneho ny heviny sy ny safidiny.

### Ataovy anaty boribory ny valiny

16. "Raha misy karazana						
hazofihinamboa vaovao eto	Tena	Mana	Manaiky na	Tsy	Tena tsy	
amin'ny faritra, mba te hihinana	manaiky	iky	tsy manaiky	manaiky	manaiky	
an'izany aho."						

Fa nahoana ianao mamaly izany?

17. Raha nomena safidy ianao, Iza amin'ireo karazana voankazo 5 amin'ny lisitra ireo no tena tianao nohanina, Ary nahoana? Alaharo ny safidinao 1-5, Manomboka amin'ny "1" izay tianao indrindra.

Laharana	Voankazo	Karazana	Karazam-boakazo inona no tena mahasarika anao ho hanina?
1			
2			
3			
4			
5			

18. Raha nomena safidy ianao? Iza amin'ireokarazana voankazo5ireo no tena tianao amidy, Ary nahoana? Alaharo ny safidinao 1-5, manomboka amin'ny "1" izay tianao indrindra.

Laharana	Voankazo	Karazana	Karazamboakazo inona no mahaliana anao hamitdy
1			
2			
3			
4			
5			

Torolalana:. Vakio ny lahatsoratra etsy ambany dia avelao izy haneho ny heviny sy ny safidiny

(Ataovy anaty boribory ny valiny)

Fa nahoana ianao mamaly izany?

20. Raha manana safidy ianao, Iza amin'ireo karazamboa-kazo ireo no tena safidianao ho vidiana, Ary nahoana? Alaharo ny safidinao1-5, Manomboka amin'ny"1"izay tena safidinao.

Laharana	Voakazo	Karazana	Karazana voakazo inona no mahasarika anao hividy?
1			
2			
3			
4			
5			