**Supplementary Table S1 – Smallholder ADOPT question set and default responses (**[**https://adopt.csiro.au/**](https://adopt.csiro.au/)**)**

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| **Focus** | **Questions** | **Default responses (from Likert-scale in tool)**  |
| Relative advantage for population | 1 – Income/productivity orientation | About half have maximising income/productivity as a strong motivation |
| 2 – Local community benefit orientation | About half have benefits to their community/village as a strong motivation |
| **3 – Risk orientation** | **Almost none have minimising production risk as a strong motivation** |
| 4 – Enterprise scale | About half of the target households depend highly on the enterprise(s) |
| 5 – Management horizon | About half have a long-term management horizon |
| 6 – Short-term constraints | About half currently have a severe short-term financial constraint |
| Learnability of the innovation | 7 – Trialling ease | Moderately trialable |
| 8 – Innovation complexity | Moderately difficult to evaluate |
| 9 – Observability | Moderately observable |
| Population ability to learn about innovation | 10 – Advisory support | About half use a relevant adviser |
| 11 – Group involvement | About half are involved with a group that discusses new farming practices |
| 12 – Relative existing skills & knowledge | About half will need new skills and knowledge |
| 13 – Innovation awareness | About half are aware that it has been used or trialed in their local area |
| Relative advantage of the innovation | 14 – Relative upfront cost of innovation  | Moderate initial investment |
| 15 – Reversibility of innovation | Moderately easy to reverse |
| 16 – Income/productivity benefit in years that is used | Moderate income/productivity advantage in years that it is used |
| 17 – Future income/ productivity  | Moderate income/productivity advantage or disadvantage in the future |
| 18 – Time until profit/ prod. benefits are realised | 1 year |
| 19 – Village/community costs & benefits  | Moderate local community/village advantage |
| 20 – Time to local village/ community benefit  | 3-5 years |
| 21 – Risk exposure | Small increase in risk |
| 22 – Ease & convenience | Small increase in ease and convenience |