**Supplementary material S2**

Description of the study population at the individual and company level at WCB and comparison vineyards.

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| --- | --- | --- |
| **Characteristics** | **WCBa** | **Comparison** |
| **Individual level** | N=15b | N=10 |
| Gender (% male) | 93.3 | 100 |
| Age (mean, range) | 45 years (34-74) | 39 years (28-50) |
| Educational level (*n*) | High school (1)  Bachelor (12)  Master (2) | Technician (3)  Bachelor (5)  Master (2) |
| Position (*n*) | CEO (3)  Agricultural manager (11)  Farm administrator (1) | Commercial manager (1)  Agricultural manager (6)  Farm administrator (3) |
| Viticulture experience (*n*) | <15 years (7)  >15 years (8) | <15 years (6)  >15 years (4) |
| **Company level** | N=13 | N=10 |
| Exportation percentage (*n*) | <80% (5)  >80% (8) | <80% (3)  >80% (7) |
| Exportation volume  (cases of 9 liters per year) (*n*) | <500000 (7)  >500000 (6) | <500000 (4)  >500000 (6) |
| Size of vineyard (ha) (*n*) | <1000 (5)  >1000 (8) | <1000 (4)  >1000 (6) |
| Number of farms (*n*) | <4 (7)  >4 (6) | <4 (4)  >4 (6) |

aWine, Climate Change and Biodiversity Programme’s vineyards

bWe interviewed two managers in two of the WCB’s vineyards, thus the total number of respondents equals 15