**Supplementary material S3**

Mean rank, standard deviations and Pearson correlations between farm goals (n=25).

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Mean** | **SD** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** |
| 1 Biodiversity conservation | 3.32 | 1.70 |  |  |  |  |  |  |  |  |  |
| 2 Increase grape production per hectare | 7.48 | 2.47 | -0.26 |  |  |  |  |  |  |  |  |
| 3 Increase cultivated land | 8.36 | 1.87 | 0.13 | -0.12 |  |  |  |  |  |  |  |
| 4 Good relationships with local communities | 4.48 | 1.98 | 0.04 | -0.30 | -0.21 |  |  |  |  |  |  |
| 5 Improve wine quality | 2.80 | 1.94 | -0.65\*\* | -0.04 | -0.16 | -0.19 |  |  |  |  |  |
| 6 Improve efficiency of the productive process | 3.72 | 2.75 | -0.43\* | -0.15 | 0.5 | 0.01 | 0.28 |  |  |  |  |
| 7 Preserve vineyard’s tradition | 7.04 | 2.30 | 0.42\* | -0.10 | -0.07 | -0.23 | -0.13 | -0.37 |  |  |  |
| 8 Public recognition | 7.00 | 2.80 | -0.47\* | 0.13 | -0.38 | -0.37 | 0.35 | -0.04 | -0.09 |  |  |
| 9 Reduce water use | 4.44 | 2.26 | 0.27 | -0.26 | 0.00 | 0.04 | -0.31 | -0.39 | -0.22 | -0.03 |  |
| 10 Reduce green house gases emissions | 6.36 | 1.93 | 0.41\* | -0.15 | 0.02 | 0.46\* | -0.41\* | -0.24 | -0.09 | -0.61\*\* | 0.07 |

\* p < 0.05

\*\* p < 0.01