**Table S1 – Marginal effects from univariate probit analyses of plot-level adoption of CA practices including zero tillage (ZT), crop residue mulching (CR), and intercropping or rotation (IC). Regression standard errors are clustered at the farm level, with village-level controls included (not shown).**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Plots in treatment villages | | | | Plots in control villages | | | |
| VARIABLES | CA | ZT | CR | IC | CA | ZT | CR | IC |
|  |  |  |  |  |  |  |  |  |
| Received Extension - Crop Residue Mulching | 0.0424\* | 0.0183 | 0.0865\*\*\* | -0.0438 | -0.00841 | 0.0106 | 0.103\* | 0.00569 |
| Received Extension - Zero Tillage | -0.00569 | 0.0422 | -0.0155 | 0.00437 | 0.00264 | 0.0177 | 0.0463 | 0.0534 |
| Received Extension - Intercropping | -0.0298 | -0.0462\* | -0.0394 | -0.00954 | 0.0663 | 0.0524 | 0.0553 | -0.0423 |
| Received Extension - Conservation Agriculture | 0.0772\*\*\* | 0.0416\*\* | 0.0947\*\*\* | 0.0661\*\*\* | 0.0577\* | 0.00680 | 0.0644\* | 0.0144 |
| Perceived Risk Drop - Zero Tillage | 0.0731\*\*\* | 0.129\*\*\* | 0.0475\*\* | -0.0110 | 0.0624\*\* | 0.126\*\*\* | 0.0485 | 0.0661\* |
| Perceived Risk Drop - Intercropping | 0.0551\*\*\* | 0.0116 | 0.0679\*\*\* | -0.00193 | 0.0221 | -0.0938\* | 0.0508 | -0.0154 |
| Perceived Risk Drop - Crop Residue Mulching | 0.00280 | -0.0254 | 0.0715\*\*\* | -0.000559 | 0.0496\* | 0.0567 | 0.134\*\*\* | -0.0207 |
| Plot size | -0.00982 | -0.00910 | 0.00417 | 0.00826 | 0.00343 | -0.00104 | 0.0364\* | 0.0134 |
| Plot is sloped | 0.0239 | 0.0268 | 0.0324\* | 0.0189 | 0.0501 | 0.00338 | 0.0697\*\* | 0.0864\*\* |
| Plot is eroded | -0.0380\*\* | -0.0283 | -0.0329\* | -0.0278 | -0.0776\*\*\* | -0.0450 | -0.0307 | -0.0702\* |
| Plot soil quality is good | 0.0188 | 0.0435\*\*\* | 0.0292\* | -0.00659 | -0.0412 | -0.0541 | -0.00113 | 0.0199 |
| Plot soil is mostly clay | -0.0478\*\*\* | -0.0214 | -0.0221 | -0.0500\*\*\* | -0.0302 | 0.0272 | -0.0333 | -0.103\*\*\* |
| Number of crops planted | 0.0858\*\*\* | 0.0488\*\*\* | 0.0263\*\* | 0.281\*\*\* | 0.0402\*\* | 0.0141 | 0.000861 | 0.340\*\*\* |
| Plot cropped with local maize | 0.0818\*\*\* | 0.139\*\*\* | 0.152\*\*\* | -0.0627\*\* | 0.0736 | 0.0303 | 0.162\*\*\* | -0.0312 |
| Plot cropped with improved maize | 0.162\*\*\* | 0.199\*\*\* | 0.315\*\*\* | -0.0608\*\* | 0.101\*\* | 0.0854\* | 0.236\*\*\* | -0.119\*\* |
| Plot cropped with cotton | -0.0230 | -0.0642\* | -0.0256 | -0.113\*\*\* | -0.121 | -0.128\* | -0.165\*\* | -0.0476 |
| Plot cropped with groundnut | 0.0286 | 0.0326 | 0.00376 | -0.0395 | -0.0371 | 0.0129 | -0.0140 | -0.0935\* |
| Neighbors adopting CA | 0.0945\*\*\* | 0.110\*\*\* | 0.111\*\*\* | 8.91e-05 | 0.0462 | 0.0799\*\* | 0.130\*\*\* | -0.0110 |
| Offered an incentive | 0.0628\*\*\* | 0.0745\*\*\* | 0.0909\*\*\* | 0.00173 | 0.0134 | 0.0315 | 0.0708\* | -0.0695 |
| Observations | 2,709 | 2,812 | 2,832 | 2,832 | 545 | 611 | 658 | 663 |
| Standard errors in parentheses |  |  |  |  |  |  |  |  |
| \*\*\* p<0.01, \*\* p<0.05, \* p<0.1 |  |  |  |  |  |  |  |  |