

Dear tea farmers,

In order to promote the promotion of Tea's Ecological Pest Management (TEPM), it is necessary to make a simple investigation on the cultivation of tea and the pest management in your family in recent years. Our investigation results and analysis conclusions will be used for reference in the formulation of policies related to the TEPM. I hope you can fill in this questionnaire carefully according to the actual situation. Thank you very much for helping us to complete the investigation of this project.

Part 1

Part 1 comprehensively introduced the core of Tea Ecological Pest Management and the main tea pests by colorful pictures, collected information on the incidence of pests and the current approach to controlling them in recent year.

Part 2

Part 2 collected information on the tea farmers' socioeconomic characteristics.

Table1 Questions for the tea farmers' characteristics

Variables	Questions	Answering Items
Age	How old are you?	1.≤30; 2.31-40; 3.41-50; 4.51-60; 5.≥60
Education level	What is your education level?	0= primary school or below, 1=junior high school, 2=high school or technical secondary school, 3=college degree or above
Income (ten thousand RMB)	What's your average yearly income?	1.≤5; 2.5-10; 3.10-15; 4.15-20; 5.≥20
Size of plantation (mu)	What is the area of your tea plantation?	1.≤6; 2.6-12 3.12-15 4.15-22.5 5.≥22.5

Knowledge of environment conservation	Do you know that tea disease and insect control will affect the ecological environment?	1=barely understand; 2=slightly understand; 3=generally understand; 4=deeply understand; 5=completely understand.
Knowledge of health	Do you know that tea disease and insect control will harm farmers' health?	1=barely understand; 2=slightly understand; 3=generally understand; 4=deeply understand; 5=completely understand.

Table2 Games of risk measurement

	Reward A (RMB)		Reward B (RMB)	
	Yellow ball	White ball	Yellow ball	White ball
1	25	25	20	30
2	25	25	15	35
3	25	25	10	40
4	25	25	5	45
5	25	25	0	50

The game rule: 1) Place four white balls and four yellow ones into an open box. Each ball can be selected randomly and then be put back. 2) Each plan contained A and B two rewards. The farmer who selected each ball was given appropriate incentives according to the reward (A or B) chosen. 3) There were five chances to select one ball. In the reward A project without risk, farmers would get the same reward (RMB ¥25) every time regardless of the selected ball's color. On the contrary, in the Reward B project with risk, farmers would get a different reward every time due to the selected ball's color. The risk of rewards they got increased highly with the progressive times till 100%.

Part 3

Part 3 Selected the sample and asked the individual tea farmer's WTP for ecological management in two phases.

Table3 Questions for the sample selection and the WTP

Category	Questions	Answering Items
Sample selection questions	Are you willing to adopt TEPM ?	1.Yes, I am willing to adopt. 2.No, I am unwilling to adopt.
	If the answer of the sample selection question is "N0, I am unwilling to adopt",we will ask the reason.	1.unknown/couldn't use; 2.don't believe the effect; 3.the risk is posed by the new technology; 4.It's government's responsibility; 5.profit from planting tea is to low
The WTP elicitation questions	If the answer of the sample selection question is "Yes, I am willing to pay",we will ask double-bounded dichotomous choice(DBDC) questions to elicit the farmers' WTP.	
First choice	Are you willing to pay BID ⁰ for ecological management of tea production? (To those who answered 'Yes')	1.Yes. 2.No.
Second choice	Are you willing to pay BID ^u for ecological management of tea production? (To those who answered 'No') Are you willing to pay BID ^l for ecological management of tea production?	1.Yes. 2.No.

(BID^l ; BID^0 ; BID^u) are bidding values which were listed as follows:

Item	1	2	3	4	5	6	7
Bid^0 (Initial bid)							
(RMB/mu·year)	200	250	300	350	400	450	500
Bid^l (Lower bid)							
(RMB/mu·year)	150	200	250	300	350	400	450
Bid^u (Higher bid)							
(RMB/mu·year)	250	300	350	400	450	500	550

In order to carry out the research well, the area of tea garden is measured by mu in the survey. Than, the area unit will be converted into a hectare in the paper. Chinese unit of area mu equals 1/15 of a hectare.