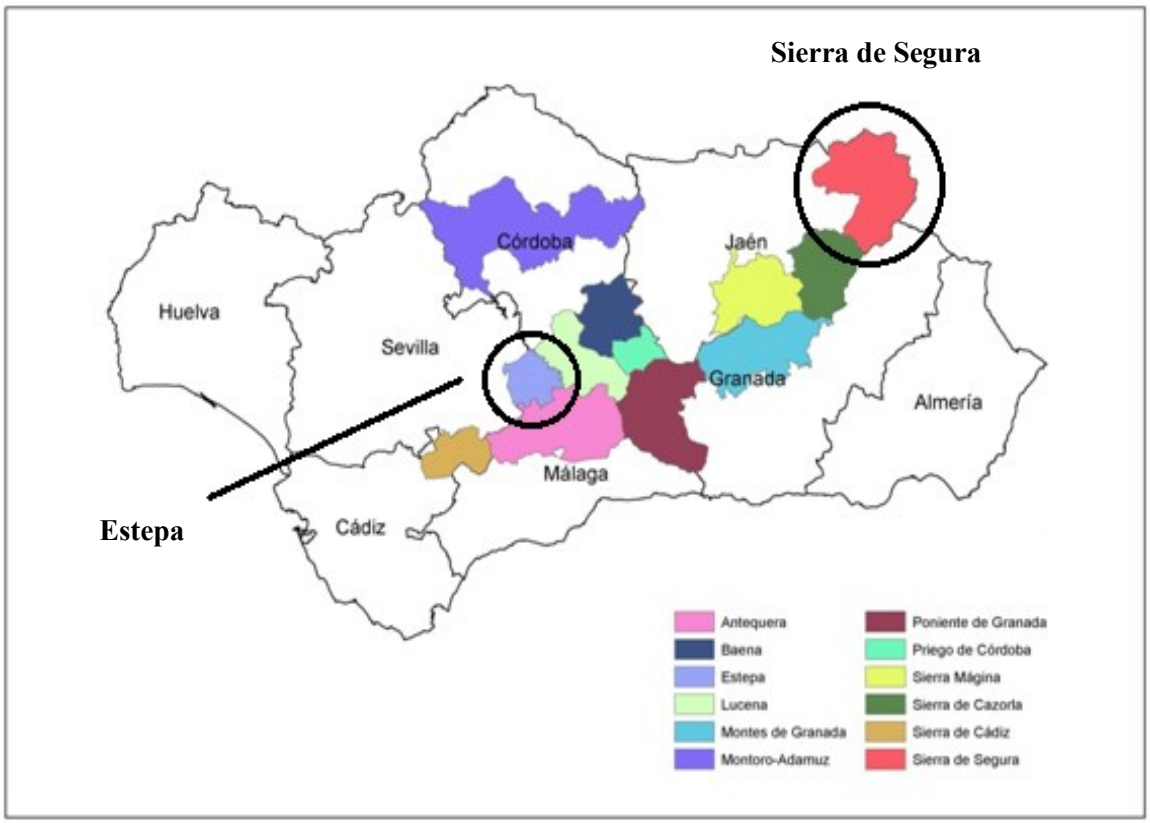

Supplementary Figure S1. Protected designations of olive oil in Andalusia.

Source: Government of Andalusia.

Supplementary Table S1. Relational indicators employed in the social network analysis

Description		Variables
Structure of the network	Size	- *Number of lines and nodes* forming the network - *Average degree*: average number of lines per node -*Diameter*: distance between the two most distant points in the network
	Connectivity	- *Average distance between reachable pairs*: mean of the shortest distances between all the elements of the network, taken one by one - *Strongly connected components*: subgroups in which, between each pair of nodes, at least one path from one node to another exists, taking into account the direction of lines - *Bi-components*: subgroups where between each pair of nodes more than one way of getting from one point to another exists
Relative position of the actors		- *Input degree:* number of direct links on giving-advice relationships that the node has. - *Weighted input degree*: number of direct links weighted by the interaction frequencies of every advice relationship. - *Closeness centrality*: ability of the actors to reach the whole network, as a measure of how long it will take to spread information and innovations (how many steps) to the whole network. - *Betweenness centrality*: evaluates the mean capacity of betweenness that a node has in the indirect relationships among all the others which go through it

Source: Own elaboration with indices taken from Wasserman & Faust (1994) and Molina & Avila (2011).