

**BLOCK 0 - INDICATE THE FUNCTIONS, COMPARED IN PAIRS, YOU CONSIDER IMPORTANT TO MAXIMISE THE HUERTA UTILITY AND TO WHAT EXTENT**

<b>Economic Function</b>	=	<b>Social Function</b>
<input type="radio"/> 9 <input type="radio"/> 8 <input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1		<input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9
<b>Economic Function</b>	=	<b>Environmental Function</b>
<input type="radio"/> 9 <input type="radio"/> 8 <input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1		<input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9
<b>Social Function</b>	=	<b>Environmental Function</b>
<input type="radio"/> 9 <input type="radio"/> 8 <input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1		<input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9

**BLOCK 1 - INDICATE WHICH ECONOMIC FUNCTIONS, COMPARED IN PAIRS, YOU CONSIDER IMPORTANT TO MAXIMISE HUERTA UTILITY AND TO WHAT EXTENT**

**ECONOMIC FUNCTION**

1- Guaranteeing agricultural income

- Agricultural activity generates income (gross margin, €/Ha) for production grown in the Huerta
- Primary plant production of foods, seeds, plants and fruits: citrus fruits and vegetables
- Production of energy crops and biomass

Promoting alternative income opportunities:

- 2- Permits tourism activities which offer visitors the chance to know aspects of local culture and to learn about traditional crop practices
- 3- Produces energy from the biomass obtained from crop remains, or crops for energy purposes



Function of guaranteeing agricultural income	=	Function of promoting alternative income opportunities: permits tourism activities
<input type="radio"/> 9 <input type="radio"/> 8 <input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1		<input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9
Function of guaranteeing agricultural income	=	Function of promoting alternative income opportunities: produces energy
<input type="radio"/> 9 <input type="radio"/> 8 <input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1		<input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9

Social preferences - Questionnaire\_R110725

**Supplementary Figure S1. Questionnaire: pair-wise comparisons**