

**Appendix 1.** Multinomial logistic regression of households' soil management strategies.

|                                    |         |              |      |
|------------------------------------|---------|--------------|------|
| Observations                       | 308     |              |      |
| Log likelihood                     | -339.47 |              |      |
|                                    | Coef.   | Std.<br>Err. | P>z  |
| Non-users                          |         |              |      |
| Internal links                     | 0.187   | 0.069        | 0.01 |
| External links                     | -0.369  | 0.185        | 0.05 |
| Reciprocated links                 | -0.281  | 0.184        | 0.13 |
| Finished primary school (1=yes)    | -1.111  | 0.534        | 0.04 |
| Area of cultivated land [hectares] | -0.881  | 0.426        | 0.04 |
| Constant                           | -0.244  | 0.603        | 0.69 |
| Chemical-only                      |         |              |      |
| Internal links                     | 0.026   | 0.063        | 0.68 |
| External links                     | 0.020   | 0.091        | 0.83 |
| Reciprocated links                 | -0.449  | 0.199        | 0.02 |
| Finished primary school (1=yes)    | 0.659   | 0.662        | 0.32 |
| Area of cultivated land [hectares] | 0.045   | 0.186        | 0.81 |
| Constant                           | -1.551  | 0.700        | 0.03 |
| Organic-only                       |         |              |      |
| Internal links                     | 0.062   | 0.061        | 0.31 |
| External links                     | 0.085   | 0.085        | 0.32 |
| Reciprocated links                 | -0.273  | 0.173        | 0.11 |
| Finished primary school (1=yes)    | 1.001   | 0.781        | 0.20 |
| Area of cultivated land [hectares] | -0.266  | 0.227        | 0.24 |
| Constant                           | -1.953  | 0.814        | 0.02 |
| Combined users                     | (base   | outcome)     |      |