

Appendix 2: Summary of focal group talking points and emphases in each subcategory across all five focus groups – Palmor, Plan de Las Ollas, San Javier, San Pedro, and Vista Nieve. Moderator observations from focus groups are included below in the final row.

Table A2.1 The community of Palmor (n=16) presented here.

Subcategories	Palmor
Biodiversity & Wildlife	Farms, pastures, forest, trees, animals – the variety of everything. Birds: toucans, macaws, turkey hen; mammals (pigs and deer; pumas eat armadillos) and frogs, reptiles (snakes).
Climate Change	More water 10 years ago. Need to move higher to be cooler. Previously, cool at 1200 - 1250 m now it is 1700 – 2000 m. Storms are more intense – all water falls in one week; rains are less common but stronger. Mules tire frequently.
Value of Land	Water. Coffee production. The sierra has everything (expressed gratitude).
Coffee Certifications	Organics do not contaminate water, very strict rules (no chemicals, fumigation, burning), Inspectors visit homes and coffee plantations (enforce that no one under 18 works), difficult to obtain organic certification. Farmers make their own decisions, independent of certifications "if want to have a good farm you shouldn't use chemicals". Complaints about low market prices.
Socio-economic limitations	Coffee prices too low, limited government support for farmers.
Infrastructure	Improve roads.
Moderator observations from focal groups discussions	Coffee farmers are not as interested in biodiversity as they are in improving coffee profitability. Farmers require economic support (to transition to organics). Some farmers choose not to be organic, even if they show the intention to be. Low income is the biggest hardship.

Table A2.2 The community of Plan de las Ollas (n=7) presented here.

Subcategories	Plan de las Ollas
Biodiversity & Wildlife	Biodiversity: everything in land/environment. Wildlife: Mammals (armadillos, monkeys, <i>tigrillo</i> eats armadillos), reptiles (snakes), birds (Crested oropendola), amphibians (Boana boans or <i>rana plantanero</i>). Farmers do not hunt wildlife. Avoid fumigating.
Climate Change	Temperatures have increased, precipitation levels have changed. There used to be snow in June in the peaks. 25 – 30 years ago it was another climate. Climate change affects their crops because they can't plant coffee.
Value of Land	Land: water, coffee, agriculture, and their home. Sierra: it's unique.
Coffee Certifications	Coffee certifications: Red Ecolsierra. Farmers join cooperatives because they provide income (higher prices and better markets) and assistance.
Socio-economic limitations	Low coffee prices. Sons leave for cities, over time they may sell their lands. Want alternative crops to coffee and also interested in ecotourism. Want to derive new economic strategies like incentives for farmers that participate in conservation programs.
Infrastructure	Improve roads.
Moderator observations from focal groups discussions	Farmers were happy to have the meeting stating its importance to learn about biodiversity and conservation. The farmers had lots of knowledge about animal behavior in birds and mammals.

Table A2.3 The community of San Javier (n=7) presented here.

Subcategories	San Javier
Biodiversity & Wildlife	Biodiversity is the ecosystem; species of flora and fauna. Wildlife: mammals (Agoutis, monkeys, deer, squirrel, guartinaja (lowland paca), jaguar, armadillos, foxes), birds (turkey hen), amphibians (frogs and toads)
Climate Change	Changes in precipitation and length of dry season (shorter). Coffee fruits cannot grow fully and fruits fall off early.
Value of Land	Small watersheds and taking care of the ecosystem, Sierra is important.
Coffee Certifications	Collective certificates ensure that the purchased coffee is high quality and organic. The minimum price is 15 thousand COP/kilogram (~ 5 USD/2.2 lbs). Organic requirements include no chemicals and no burning, government provides money (<i>prima organica</i>) which lasts past <i>cosecha</i> .
Socio-economic limitations	History of conflict and land displacement, many people were killed or left but eventually came back when it was safe. Farmers want higher coffee prices. Current coffee prices are so low that the money farmers gain doesn't outweigh the money farmers spend on processing their coffee. Thank FNC for regulating prices.
Infrastructure	Better access, previously kids would walk 4 -5 hours a day to get to school.
Moderator observations from focal groups discussions	<i>La junta de acción comunal</i> (community leadership, elected by the community that oversees communities needs and mediate between government entities), forbids people who own forest from hunting. Participants do a clean-up with kids every other day to teach the importance of landscape and sense of belonging. FNC gives security to farmers through guarantees of coffee purchases. Topics differed by age of participants: older were more interested in discussing history of conflict and coffee while the younger were more interested in biodiversity, clean water and air.

Table A2.4 The community of San Pedro (n=10) presented here.

Subcategories	San Pedro
Biodiversity & Wildlife	Biodiversity: plants, animals, and weather. Wildlife: mammals (deer, jaguar, <i>oncilla</i>); birds (black-chested jay, turkey hen, toucans eat coffee); reptiles (they kill venomous snakes but not others like boas), amphibians (listen to frogs & toads).
Climate Change	Coffee, plants, and animal ranges have shifted to higher elevations. Warmer temperatures and water. Farmers have had to change crops to cultivate avocado & mango; 90% of seeds are <i>roya</i> (coffee rust) resistant.
Value of Land	Conservation of the land and improve productivity of coffee landscapes.
Coffee Certifications	Most farmers have organic certifications/associations. Different associations have different rules. Can take up to three years of preparation to become organic. There are internal and external inspections. Red Ecolsierra does two visits/year, one in March and one in August, and also exports coffee. Organic associations receive better prices for the coffee, and a social bonus (<i>prima social</i>) to do improvements on their farms. Government gives coffee farmers credits in the bank but in general they don't provide support for cafeteros. Seem satisfied with prices of coffee for organics.
Socio-economic limitations	Previous projects on the landscape never returned results, farmers wanted recognition and knowledge of programs. Want other crops and express interest in ecotourism. Want to sell coffee directly to consumer avoiding filters of organizations or associations.
Infrastructure	Improve cellular network and roads. Better coffee technology, including filters for wastewater and transportation so that they don't harm the environment.
Moderator observations from focal groups discussions	Decisions farmers make are ultimately about coffee prices. Coffee farmers don't know what to do about jaguars – they want to conserve them but they are a nuisance that eat animals such as mules, dogs, and goats. Very interested in coffee filters for waste water and certifications. They would like to sell their coffee already processed and remove the middle man.

Table A2.5 The community of Vista Nieve (n=8) presented here.

Subcategories	Vista Nieve
Biodiversity & Wildlife	Biodiversity is several species of animals and diversity of crops. All animals are found here: mammals (monkeys, foxes, puma, jaguar), birds (parrot, Santa Marta Parakeet), snakes (endemics 2-3 spp), amphibians (streams are where frogs are, find them more at night; different varieties - glass frogs and a red frog). CorpaMag (the environmental authority) brought invasive species.
Climate Change	Changes in temperature (increase) and precipitation levels, new climate conditions favor damaging beetle borer (<i>broca</i>). Changes in species interactions (specifically with two birds, <i>chupahuevo</i> and bi-colored wren). Coffee cannot produce as well as previously.
Value of Land	Water, conservation, rivers and streams. Reforestation and desire for no contamination (trash has not been removed in one year).
Coffee Certifications	Certificates: rain forest alliance (bird-friendly). Trainings through certification organizations which teach farmers to take care of the soil and streams and management of sewage water. 4 organic farms in focus group. Organics - no chemicals, burning, or fumigating (use machetes to clear understory). Government: supports them but they can't do anything to get higher prices. The committee of cafeteros supports them a lot (specifically, <i>caficosta</i>). Organics: want to take care of the environment and also have income bonus for higher coffee prices; non-organics can produce more coffee/year. Negative to non-organic is the soil becomes infertile rapidly. Coffee prices are low.
Socio-economic limitations	Government doesn't support farmers with higher prices, but FNC and <i>caficosta</i> (cooperative) is supportive. Worry about coffee prices and kids interest in coffee (moto taxis vs coffee growing). Very mad with CorpaMag who has not cleared trash in > 1 year. Local-level corruption (bribes with community leaders). They want to increase entities with more sense of belonging, support for children's education. Want help to reforest including incentives.
Infrastructure Moderator observations from focal groups discussions	Better cellular network and schools. Many complaints about the local environmental authority (CorpaMag). Don't want to be taken advantage of; interested in differences between organics and non-organics.