Appendix 1

Table 1: Selection of variables based on semi-structured in-depth interviews

Growers (n = 11)	Cooperative (n = 5)	Wholesaler (n = 6)
Cultivation area		
(Non-)illuminated crops		
Week number	Week number	Week number
Temperature	Temperature	Temperature
Average sun hours / day	Average sun hours	
Weather forecast	Weather forecast	Weather forecast
Expected demand from market	Forecast expected demand wholesalers	Forecast expected demand retail
Expected supply in market	Expected supply week contracts	Expected supply week contracts
	Expected supply day contracts	Expected supply day contracts
Ratio demand/supply	Ratio demand/supply	Ratio demand/supply
		World market supply
Average production / last month		
Forecast production	Average forecast / grower	Average forecast / cooperative
Deviations from the forecast	Exact forecast grower	Exact forecast / cooperative
	Total forecast (supply)	Total forecast
Agreement freedom after prognosis	Agreed deviation on forecast production	
Supermarket price last week	Supermarket price last week	Supermarket price last week
	Established price last week	Established price last week
		World market price
Cost price / kg	Purchase price	Purchase price
	Expected purchase price	Expected purchase price
Expected income per kg		
	Transport costs	Transport costs
	Transaction costs	Transaction costs
	Stock	Stock
	Shelf life stock	Shelf life stock
Number of other growers	Number of market players	Number of market players
	Number of member who are growers	Number of affiliated cooperatives
		Strength bond with cooperatives
	Negotiations last week	Negotiations last week
Quality (class I / class II)	Quality	Quality
Percentage useless product		
19 variables	24 variables	25 variables

Table 2: Selection of variables by the advisory board

Advisory board			
Profile	min-max (sd)	Variable	min-max (sd)
Week number	10 - 45 (5 weeks)	Cultivation area	n.a.
Temperature	Displayed in figure 2	(Non-)illuminated	yes/no
Sun hours	n.a.	Annual production	1,500,000-5,000,000 kg
Total demand retail	1,8000,000-2,750,000 kg	Forcast production / week	$3 \cdot 10^5$, $4 \cdot 10^5$, $9 \cdot 10^5$, $2 \cdot 10^6$ kg
Total supply Netherlands	22,00,000	Free trade / penalty clause	yes/no
Ratio week/day contracts	n.a.	Cost price	0.55-0.65 / kg (0.05)
Supermarket price	0.90-1.50 / kg (0.05)	Expected income last year	n.a.
Purchase price world market	1.15-1.30 / kg (0.05)	Crop rotation	December
		Percentage class II	0%
8 variables		9 variables	