	Farmers	Farmers`Unions (national/ cantonal) (lobby-oriented)	Sector interest groups (production-oriented)	Government Agencies	Consultancy (AGRIDEA, cantonal)	Technical education	Higher Education (ETH, Poly-technics)	Research Institutes (Agroscope, FiBL)	Stakeholders in the value chain (processing, trade)	Agricultural suppliers	NGOs (Consumer groups and environmental groups)
Infrastructure	Structural framework = low degrees of freedom		Organised along the value chain Proximity of agricultural production and markets		System is overseeable (small country) Advice readily available (e.g. internet)	Good educational infrastructure (e.g. cantonal schools)	Well resourced				
Laws and Regulations	High entry & exit costs (few farmers from other backgrounds) Many regulations: high effort for compliance (no energy left for innovations) Possibilities for financing (e.g. high land prices)			Regulations: strict, sometimes contradictory Management promotes own agenda Support often ineffective (given in wrong project phases) Contradiction Government agencies support farming: Direct payments (e.g. to specific production systems such as organic) Coaching contributions, Federal-level financing (regional projects and resources)	Overregulation (due to federal system in Switzerland) High burden of legal and administrative tasks Consensus principle leaves little room for imagination Cantonal structures hinder cooperation Social politics support innovation and sustainability	Type of education not perfectly matched to social institutions Statutory requirement for education	Public financing for projects is not well focused Research not independent of agricultural politics Slow cycles of production and thus of research			
Social Institutions	Farmers`attitude: - Curious and like to experiment - High sustainability awareness Contradiction Money-motivated rather than sustainability-motivated	Stuck in traditions and habits	Defensive instead of proactive	Inflexible structures Low awareness of private industry	Influence of politics Political openness to competition Political system forces interaction and problem solving High political and social interest and activity with regard to farming and sustainability Consultants are money-motivated Too strong orientation towards profit	Influence of societal values	High work ethics and will to achieve Open to use examples from other sector Culture of innovation and cooperation (with other sectors and knowledge systems)		Lack of collaborative public and private sector finance for research		Large public interest with an echo in the media
Interactions	Lacking connectivity in the value chain Contradiction Good communication along the value chain Value chain A lot of farmers participate in interest groups Collaborative enterprises Collective projects need a lot of time Collaboration	Do not finance research	Too strongly focused A lot of farmers participate	Low willingness and little time for exchange between responsible agencies	- Institutions/stakeholders not open to interaction outside existing networks - Lack of incentives to join forces (Coordination inside the fragmented system is not acknowledged) -Limited international cooperation Lack of cooperation between research, education and advice Contradiction Numerous, active platforms (ADCF/Profilait/etc.) - Connection between science and practice - The actors know each other and have strong informal contacts	Lack of cooperative projects between institutions Insufficient communication between experience, knowledge and action	Lack of cooperation between resesarch, education and advice Projects limited to research (no money for dissemination) Culture of innovation and cooperation (with other sectors and knowledge systems) Strong interaction between technical colleges and Fenaco Most researchers interact with practice Forum for focused research (basis for cooperation with stakeholders)	Too little interaction between production and knowledge (e.g. failure in feedback system from stakeholders in the value chain to researchers)	Communication within the value chain works effectively	
Skills	Innovative (technical, diversification) Well trained Too specialised Not trained to be entrepreneurs Status of training				Good at training farmers Good educational system - High level of training (dual) - Teachers have practical experience Tendency to specialize too much Method competences difficult to sell		Motivated researchers with a high level of knowledge Contradiction - Too few agronomists with relation to practice - Researchers unable to speak with farmers (language and other communication issues) - Researchers do not to learn from farmers Missing link to practice			Active innovators Fenaco takes a strong position	
Market structure	Survival chances are higher with a risk averse and defensive attitude Due to money-orientation: Reluctant to enter new markets Unstable markets (e.g. Milk sector) Weak internal competition = less need for innovation Contradiction Open competition (price, quality)		Interventions from the groups not wanted by major retailers Open competition (price, quality)		Political will rather than market orientation is decisive Competition in education and advice to farmers Open competition (price, quality) Economic pressure, uncertainty and change force innovation and sustainability		Large number of well-trained specialists and generalists in every field	Limited supply and demand	Only few distributors for sustainably produced products The major supermarket chains promote demand for sustainably produced products		High public demand for sustainable products