

1 **Table 7 Results of the survey, in terms of the perception of external factors and willingness-to-convert to an alternative system of a**
2 **typical broiler farmer, and their representativeness at regional and national level according to expert opinion (estimates greater than the**
3 **upper bound of the confidence interval shown in bold, estimates smaller than the lower bound of the confidence interval shown in *italic*)**
4 **(see text for further explanation).**

Statements	Percentage of farmers	Farmer survey		Expert opinion					
		Lower bound 95% CI	Upper bound 95% CI	Percentage of farmers in the area of Noord-Brabant and Limburg			Percentage of the farmers in the Netherlands		
				Expert 1	Expert 2	Expert 3	Expert 1	Expert 2	Expert 3
<i>The typical broiler farmer</i>									
Perception of external factors									
thinks that the availability of land nearby the farm for farm expansion is low.	55	34	76	20	50	90	<i>10</i>	50	90
thinks that the length of land acquisition is long.	67	47	87	30	50	100	<i>10</i>	50	100
thinks that getting a price premium for products with higher animal welfare standards is uncertain.	76	58	94	90	90	80	70	90	80
expects that the price premium for products with higher animal welfare standards does not fully cover the extra costs.	75	56	94	90	80	80	70	80	80
thinks that the costs of transition to an alternative system are high.	81	64	98	90	100	80	70	100	80
Willingness-to-convert to an alternative system									
is willing to implement <i>small changes</i> with regard to animal welfare compared to the conventional system if his family income is not affected (eg a decreased stocking density of 38 kg/m ² , a longer growth period of 45 days).	47	22	72	50	90	70	80	90	70
is willing to implement <i>somewhat larger changes</i> (ie reversible changes) with regard to animal welfare compared to the conventional system if his family income is not affected (eg a decreased stocking density of 27.5 kg/m ² , a longer growth period of 63 days, but no free-range).	47	22	72	50	80	50	80	80	50

is willing to implement *large changes* (ie irreversible changes) with regard to animal welfare compared to the conventional system if his family income is not affected (eg covered veranda, outdoor access).

15 0 34 20 **50** 20 **60** **60** 20

5 **Table 8 Results of the survey, in terms of the perception of external factors and willingness-to-convert to an alternative system of a**
6 **typical fattening pig farmer, and their representativeness at regional and national level according to expert opinion (estimates greater**
7 **than the upper bound of the confidence interval shown in bold, estimates smaller than the lower bound of the confidence interval shown**
8 **in *italic*) (see text for further explanation).**

Statements	Farmer survey			Expert opinion								
	Percentage of farmers	Lower bound 95% CI	Upper bound 95% CI	Percentage of farmers in the area of Noord-Brabant and Limburg				Percentage of the farmers in the Netherlands				
				Expert 1	Expert 2	Expert 3	Expert 4	Expert1	Expert 2	Expert 3	Expert 4	
<i>The typical fattening pig farmer</i>												
Perception of external factors												
thinks that the availability of land nearby the farm for farm expansion is reasonable.	50	24	76	20	20	70	80	40	70	70	80	
thinks that length of land acquisition is long.	60	34	86	80	80	70	20	80	50	70	20	
thinks that getting a price premium for products with higher animal welfare standards is uncertain.	67	42	92	80	90	60	80	70	90	60	90	
expects that the price premium for products with higher animal welfare standards does not fully cover the extra costs.	71	47	95	90	90	20	80	90	90	20	90	
thinks that the costs of transaction to an alternative system are high.	67	41	93	70	90	40	90	60	90	40	90	

Willingness-to-convert to an alternative system

is willing to implement *small changes* with regard to animal welfare compared to the conventional system if his family income is not affected (eg a larger indoor space of 1.0 m², provision of wood and sturdy rope as enrichment material).

77 54 100 80 30 80 70 80 30 80 60

is willing to implement *somewhat larger changes* (ie reversible changes) with regard to animal welfare compared to the conventional system if his family income is not affected (eg provision of straw and roughage as enrichment material, large groups, but no free-range).

46 19 73 70 20 **80** 50 70 20 **80** 40

is willing to implement *large changes* (ie irreversible changes) with regard to animal welfare compared to the conventional system if his family income is not affected (eg free-range).

8 0 23 **60** 10 20 10 **40** 10 20 10

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