1 Table A1: Definition of variables

Participation Animal welfare programmes (AWPs)	Variable	Type	Definition		
CAWPs Programmes; = 0 if otherwise	Treatment Variable				
Factor Factor describing the economic success Factor Factor describing the economic success Factor Factor describing the economic success from farmer's point of view	Participation Animal welfare programmes	Dummy	=1 if participation in Animal welfare		
Economic success Factor Factor describing the economic success from farmer's point of view "I am satisfied with the overall operational 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree situation of my farm." "I can generate a satisfying profit through the work on my farm." "I can always meet my financial obligations on 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree time." "The long-term payment security of my farm is 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if fully disagree ensured." "I can earn equity capital from farming." (EC) 5 Point Likert Scale = +2 if fully agree - =-2 if	(AWPs)		programmes; = 0 if otherwise		
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Northern Germany Dummy =1 if farmer lives in Northern Germany	Farm characteristics				
	Place of residence				
Western Germany Dummy =1 if farmer lives in Western Germany	Northern Germany	Dummy	=1 if farmer lives in Northern Germany		
	Western Germany	Dummy	=1 if farmer lives in Western Germany		
Eastern Germany Dummy =1 if farmer lives in Eastern Germany	Eastern Germany	Dummy	=1 if farmer lives in Eastern Germany		

	Southern Germany	Dummy	=1 if farmer lives in Southern Germany	
Main source of income		Dummy	=1 if farm is main source of income	
Farm si	ze			
	0-49 hectares	Dummy	=1 if farm has 0-50 hectares	
	50-99 hectares	Dummy	=1 if farm has 51-100 hectares	
	100-199 hectares	Dummy	=1 if farm has 101-200 hectares	
	≥200 hectares	Dummy	=1 if farm has more than 200 hectares	
Type of	fanimals kept			
	Laying hens	Dummy	=1 if farm keeps laying hens	
	Broilers	Dummy	=1 if farm keeps broilers	
	Turkeys	Dummy	=1 if farm keeps turkeys	
	Dairy cows	Dummy	=1 if farm keeps dairy cows	
	Beef cattle	Dummy	=1 if farm keeps beef cattle	
	Sows and piglets	Dummy	=1 if farm keeps sows and piglets	
	Porkers	Dummy	=1 if farm keeps porkers	
	Other animals	Dummy	=1 if farm keeps other animals than named	
			above	
Farm continuation in next generation				
	Farm will be continued in next	Dummy	=1 if continuation of farm in next	
	generation		generation is ensured	
	Continuation of farm in next generation	Dummy	=1 if continuation of farm in next	
	unclear		generation remains unclear	
	Farm will not be continued in next	Dummy	=1 if farm will not be continued in next	
	generation		generation	