Appendix 2: Images of different calf-contact practices showed to respondents in the information treatment sample.









**Fig A1: Foster cow system**

[2–4 calves are kept together and suckle one cow]

**Fig A2: Early calf-dam separation**

[Calf is separated from dam within a few hours of birth]

**Fig A3: Free dam-calf contact**

[dam and her calf are kept together 24 h/d till weaning]

**Fig A4: Half day calf–dam contact**

[dam and calf are kept together for around 12 hours/day]



**Fig A5: Restricted suckling contact**

[calf is allowed to suckle its own dam during 1–2 short periods daily]