**Appendix 2**

Table 1. Willingness-to-pay Estimates, With and Without Position Control

|  |  |  |
| --- | --- | --- |
|   | Model I | Model II |
|   | Estimate  |   | Estimate  |   |
| Dam Calf Contact |   |   |  |  |
| Free Dam-Calf Contact | 4.487 | \*\*\* | 4.464 | \*\*\* |
|  | (0.404) |   | (0.401) |  |
| Restricted Suckling Contact | 1.793 | \*\*\* | 1.780 | \*\*\* |
|  | (0.258) |   | (0.257) |  |
| Half Day Calf–Cow Contact | 3.378 | \*\*\* | 3.374 | \*\*\* |
|  | (0.346) |   | (0.345) |  |
| Foster Cow System | 2.253 | \*\*\* | 2.216 | \*\*\* |
| Dehorned | (0.282) |   | (0.279) |  |
| Yes, Without Pain Reliever | -2.328 | \*\*\* | -2.323 | \*\*\* |
|  | (0.191) |   | (0.191) |  |
| No, Polled Calf | 0.015 |   | 0.021 |  |
| Position | (0.188) |   | (0.187) |  |
| Middle |   |   | -0.880 | \*\*\* |
|  |   |   | (0.175) |  |
| Bottom |   |   | -1.626 | \*\*\* |
|   |   |   | (0.240) |   |

Note: \* p < 0.1, \*\* p < 0.05, \*\*\* p < 0.01. Standard error in parentheses. Dam-calf contact attributes refer to Early Calf-Dam Separation as the reference. Dehorned attributes refer to “Yes, with pain reliever” as reference.

Table 2. Random Parameter Logit Coefficients, Marginal Utility as a Function of Information and Position

|  |  |  |
| --- | --- | --- |
|   | Estimate  |   |
| Price | -0.152 | \*\*\* |
|  | (0.018) |  |
| Dam Calf Contact |   |  |
| Free Dam-Calf Contact | 0.607 | \*\*\* |
|  | (0.079) |  |
| Restricted Suckling Contact | 0.333 | \*\*\* |
|  | (0.061) |  |
| Half Day Calf–Cow Contact | 0.457 | \*\*\* |
|  | (0.068) |  |
| Foster Cow System | 0.338 | \*\*\* |
| Dehorned | (0.070) |  |
| Yes, Without Pain Reliever | -0.232 | \*\*\* |
|  | (0.058) |  |
| No, Polled Calf | 0.005 |  |
|   | (0.054) |   |
| Free Dam-Calf\*Middle | -0.045 |   |
|  | (0.085) |  |
| Free Dam-Calf\*Bottom | -0.011 |  |
|  | (0.086) |  |
| Free Dam-Calf\*Information | 0.195 | \*\*\* |
|  | (0.074) |  |
| Restricted Suckling\*Middle | -0.163 | \*\* |
|  | (0.070) |  |
| Restricted Suckling\*Bottom | -0.214 | \*\*\* |
|  | (0.071) |  |
| Restricted Suckling\*Information | 0.128 | \*\* |
|  | (0.063) |  |
| Half Day Contact\*Middle | -0.087 |  |
|  | (0.074) |  |
| Half Day Contact\*Bottom | -0.008 |  |
|  | (0.075) |  |
| Half Day Contact\*Information | 0.179 | \*\*\* |
|  | (0.068) |  |
| Foster Cow System\*Middle | -0.117 |  |
|  | (0.079) |  |
| Foster Cow System\*Bottom | -0.107 |  |
|  | (0.079) |  |
| Foster Cow System\*Information | 0.155 | \*\* |
|  | (0.072) |  |
| Yes, Without Pain Reliever\*Middle | -0.112 |  |
|  | (0.072) |  |
| Yes, Without Pain Reliever\*Bottom | -0.280 | \*\*\* |
|  | (0.073) |  |
| Yes, Without Pain Reliever\*Information | 0.008 |  |
|  | (0.047) |  |
| No, Polled Calf\*Middle | -0.012 |  |
|  | (0.070) |  |
| No, Polled Calf\*Bottom | -0.221 | \*\*\* |
|  | (0.070) |  |
| No, Polled Calf\*Information | 0.137 | \*\*\* |
|   | (0.046) |   |
| sd. Price | 0.360 | \*\*\* |
|  | (0.017) |  |
| sd. Free Dam-Calf Contact | 0.581 | \*\*\* |
|  | (0.067) |  |
| sd. Restricted Suckling Contact | 0.157 |  |
|  | (0.104) |  |
| sd. Half Day Calf–Cow Contact | 0.379 | \*\*\* |
|  | (0.060) |  |
| sd. Foster Cow System | 0.293 | \*\*\* |
|  | (0.082) |  |
| sd. Yes, Without Pain Reliever | 0.616 | \*\*\* |
|  | (0.042) |  |
| sd. No, Polled Calf | 0.359 | \*\*\* |
|   | (0.050) |   |
| Log Likelihood | -10289 |  |
| AIC | 20641 |  |
| BIC | 20856 |  |

Note: \* p < 0.1, \*\* p < 0.05, \*\*\* p < 0.01. Standard error in parentheses. Dam-calf contact attributes refer to Early Calf-Dam Separation as the reference. Dehorned attributes refer to “Yes, with pain reliever” as reference.