Use and non-use values as motivational construct dimensions for farm animal welfare– impacts on the economic outcome for the farm

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Supplementary material

Table S1: Motivational attributes for farm animal welfare in dairy production (from Hansson H and Lagerkvist CJ 2016)

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| Attribute | Type of FAW value |
| 1. To make sure that my dairy cows are kept in such a way that they can produce as much as possible | Use |
| 1. To make sure that the production of my dairy cows is at such a level that my business is as profitable as possible | Use |
| 1. To make sure that my dairy cows are kept in such a way that I can continue my business | Use |
| 1. To make sure that my dairy cows are healthy, so that I have time available to do other things | Use |
| 1. To make sure that my dairy cows are kept in such a way that my work environment is good | Use |
| 1. To make sure that my dairy cows are kept in such a way that my milk production is adjusted to current producer prices for milk | Use |
| 1. To make sure that my dairy production is run in such a way that the current animal welfare law is satisfied, but not more. | Use |
| 1. To make sure that my dairy cows are kept in such a way that I can earn my living from my business | Use |
| 1. My interest is in good handling of animals, even though it is currently too expensive to keep the animals in as good a way as I would like | Pure non-use |
| 1. For the business to make enough profit for me to further improve the way my dairy cows are kept | Pure non-use |
| 1. To feel happy knowing that my dairy cows are well-kept | Existence |
| 1. To avoid feeling uncomfortable knowing that my dairy cows are not well-kept | Existence |
| 1. Dairy cows have a right to be treated well | Existence |
| 1. To make sure that my dairy production is ethical | Existence |
| 1. To feel that I keep my dairy production in the right way | Existence |
| 1. To make sure that my dairy cows have free access to water and that they have a balanced feed regime | Existence |
| 1. To make sure that my dairy cows have good housing that offers shelter and comfortable places for resting | Existence |
| 1. To make sure that disease, pain and injury among my dairy cows are prevented and that diagnosis and treatment are quickly established if needed | Existence |
| 1. To make sure that my dairy cows are able to practise their natural behaviours, for instance by offering enough space and the company of other dairy cows | Existence |
| 1. To prevent my dairy cows feeling fear or in other ways suffering mentally | Existence |
| 1. To make sure my dairy cows feel well even when this requires unprofitable actions | Pure non-use |
| 1. To contribute to future generations also being able to experience dairy cows outdoors in their natural environment | Bequest |
| 1. To contribute to dairy cows in Sweden being so well kept that Swedish dairy production can continue | Bequest |
| 1. To contribute to giving consumers the choice to purchase food products that have been produced under good animal husbandry, if they would like to do that | Option |
| 1. To make sure that consumers will continue to demand my production in the long run | Paternalistic altruism |
| 1. To feel proud that the way I keep my animals is acknowledged by the industry, market or consumers | Paternalistic altruism |
| 1. To contribute to consumers being offered high-quality food products | Paternalistic altruism |