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

Hansson, H., Lagerkvist, CJ and Azar, G.

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 |