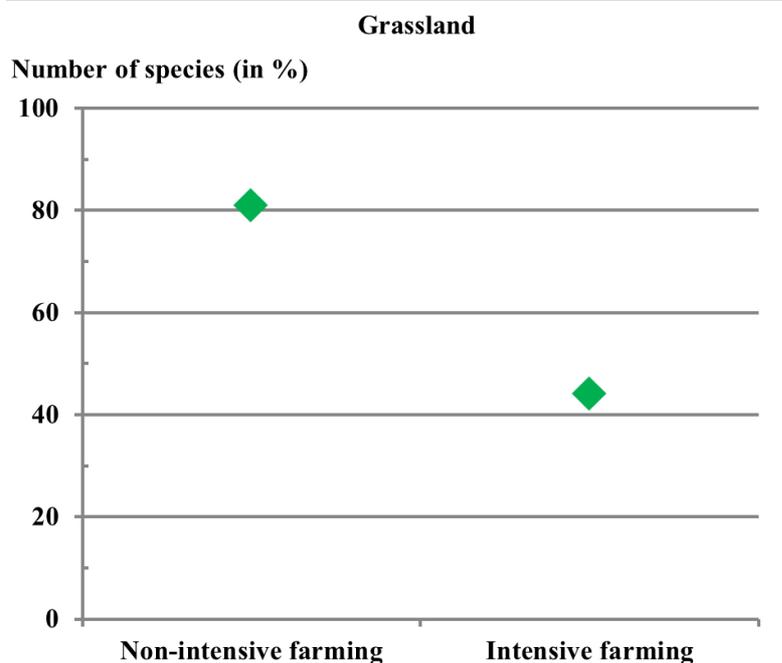


Appendix B: Contingent Valuation Question and Framing (Translated from Dutch)

Intensive farming is a type of farming in which fertilizers and pesticides are used. This has been and is an important cause for loss of biodiversity (number of plant and animal species) in the Netherlands and in Europe. For example, the figure below shows that because of intensive farming the number of animal species on grassland has decreased by almost a half.



Source: PBL (2011)

There are types of farming with less negative effects on the number of plant and animal species, like the ‘Farmers for Nature’ approach. With this approach farmers accept a higher level of groundwater at their lands, and they commit to not using fertilizer and pesticides. This approach has demonstrable positive effect on the number of plant and animal species (biodiversity), both for the agricultural land and for natural areas adjacent or nearby. Using this approach does lead

to a lower income; farmer revenues decrease by around 50%. For more information we refer to www.boerenvoornatuurtwente.nl.

Farmers who apply the Farmers for Nature approach are currently being compensated for their loss in income by the government. By doing so the government is in fact paying these farmers for their contribution to the recovery and protecting of biodiversity. But the government is cutting back on financing nature protection and development. For this reason we are interested in the extent to which you as a citizen are willing to contribute to a fund from which farmers who apply the Farmers for Nature approach will be compensated. Specifically, your contribution would be used to buy land for farmers, because non-intensive farming requires more land than intensive farming to obtain the same farming revenues.

Standard CV: Treatment 1

In this study we do not ask for an actual donation. But, when indicating willingness to donate to the fund, note that it concerns a one-time donation, which would be used to buy land for farmers in Twente who want to make the switch from intensive to non-intensive farming (Farmers for Nature approach).

For treatment 2 (Cheap talk script) the text below is added

The experience from previous similar surveys is that people often state a willingness to donate that is higher than their actual willingness to donate. A possible reason for this phenomenon is that people do not actually experience the financial consequences of merely stating a willingness to donate. Therefore please consider your household budget in stating your willingness to donate, and donate the amount you would be willing to donate in reality.

Donation request treatment: Treatment 3

In the first part of this study we are interested in your actual willingness to contribute, e.g. the study concerns a real donation request. This implies that we will send you a bill for the amount you are willing to contribute. We ask you to pay this bill by transferring the stated amount to the account number mentioned, within the next two weeks. Once you indicate you are willing to contribute we will send you an email after you have filled in the survey with the bill and the request to transfer the amount to the account of ‘Stichting Boeren voor Natuur Twente’. Your donation will thus go directly to the ‘Farming for Nature’ investment fund described in this study.

In order to be able to send you the bill and account number we need your email address. We will only use your e-mail address to send you the bill, and possibly a reminder. We will not share your email address with ‘Stichting Boeren voor Natuur Twente’ and after the survey we will remove your e-mail address from the database. Please fill in your email address below.

All treatments:

The fund will be operated by the *Stichting Boeren voor Natuur Twente*, a non-profit foundation with representatives of estates, farmer organizations and a nature association.

The figures below are a schematic representation of what the landscape looks like given current intensive farming practices (top) and given the Farmers for Nature approach (bottom).



The Farmers for Nature approach leads to a substantial increase in biodiversity on agricultural land and on adjacent and nearby nature areas, making it a cost-effective way of nature management.

Now we would like to ask you whether, and if yes how much, you would be willing to donate. Again, your donation will go a fund that is used for buying land for farmers in Twente who want to make the switch from intensive to non-intensive farming (Farmers for Nature approach).

Below is a list containing donation amounts. Select the donation you would like to make.

- 50 Euro
- 45 Euro
- 40 Euro
- 35 Euro
- 30 Euro
- 25 Euro
- 20 Euro
- 15 Euro
- 14 Euro
- 13 Euro
- 12 Euro
- 11 Euro
- 10 Euro
- 9 Euro
- 8 Euro
- 7 Euro
- 6 Euro
- 5 Euro
- 4 Euro
- 3 Euro
- 2 Euro
- 1 Euro
- Different amount, namely Euro
- No donation