

Appendix A for 'Which benefits would make farmers happier, and which would they choose?'

A. The six trade-off scenarios

Scenario 1: Environmental benefits vs pecuniary benefits

Suppose 25% of your land was previously in an agri-environment scheme (like the Countryside Stewardship). However, the scheme has now ended. You have two options:

Option A: Continue to develop the land for environmental conservation purposes.

Option B: Convert the land back to growing crops in order to generate 10% more farm income.

Scenario 2: Pecuniary benefits vs social / lifestyle

Imagine that you employ two farm hands to help with the work on your farm. You are given the opportunity to purchase a new machine that will be able to do both of their jobs in half the time. The machine costs less than employing them both and is likely to increase your profits by 10%. However, you cannot afford to keep the farm hands if you purchase the machine. You have two options:

Option A: Purchase the machine and increase your profits by 10%, but release the hands and work alone.

Option B: Don't purchase the machine and make no extra profit, but continue to work with other workers on the farm.

Scenario 3: Pecuniary benefits vs farm labour

Imagine you were offered a new automated farming drone for a discounted price. The drone would reduce the time you would have to spend working outdoors on the farm by 20%. You would have to control the drone from a computer indoors. Using the drone would improve your overall farm profits by 10%. You have two options:

Option A: Purchase the drone and increase profits by 10%, but operate it indoors in front of a computer.

Option B: Don't purchase the drone and make no extra profit, but continue working outdoors.

Scenario 4: Social / lifestyle vs farm labour

Imagine you were offered the option to buy a new automated farming machine for an affordable price. Once it is set up, you will need to spend less time working on the farm. You will also save 1 hour per day to achieve the same amount of work as before. You could spend this time, for example, with your family or in the local community. You have two options:

Option A: Purchase the machine and spend less time outdoors but save 1 hour per day.

Option B: Don't purchase the machine and don't save 1 hour per day but continue to work out on the farm.

Scenario 5: Environmental benefits vs social / lifestyle

Suppose a portion of your land was previously in an agri-environment scheme (like Countryside Stewardship). However, the scheme has now ended, and you are no longer receiving payment for this land. After your regular farm work has been completed, you find that you have one hour each day spare. Suppose you have two options for spending this spare hour:

Option A: Use the hour a day to keep maintaining the land that was previously in the AES for environmental conservation purposes.

Option B: Use the hour per day to spend time with your family or in the local community.

Scenario 6: Environmental benefits vs farm labour

Suppose you were given a new automated farming machine prototype to help the environment. The machine would be able to improve soil and water quality. However, you would need to operate it from indoors for an hour a day. Suppose you have two options:

Option A: Accept the machine in order to help the environment, but work indoors for an hour a day operating the machine

Option B: Reject the machine and continue to work outdoors on the farm yourself