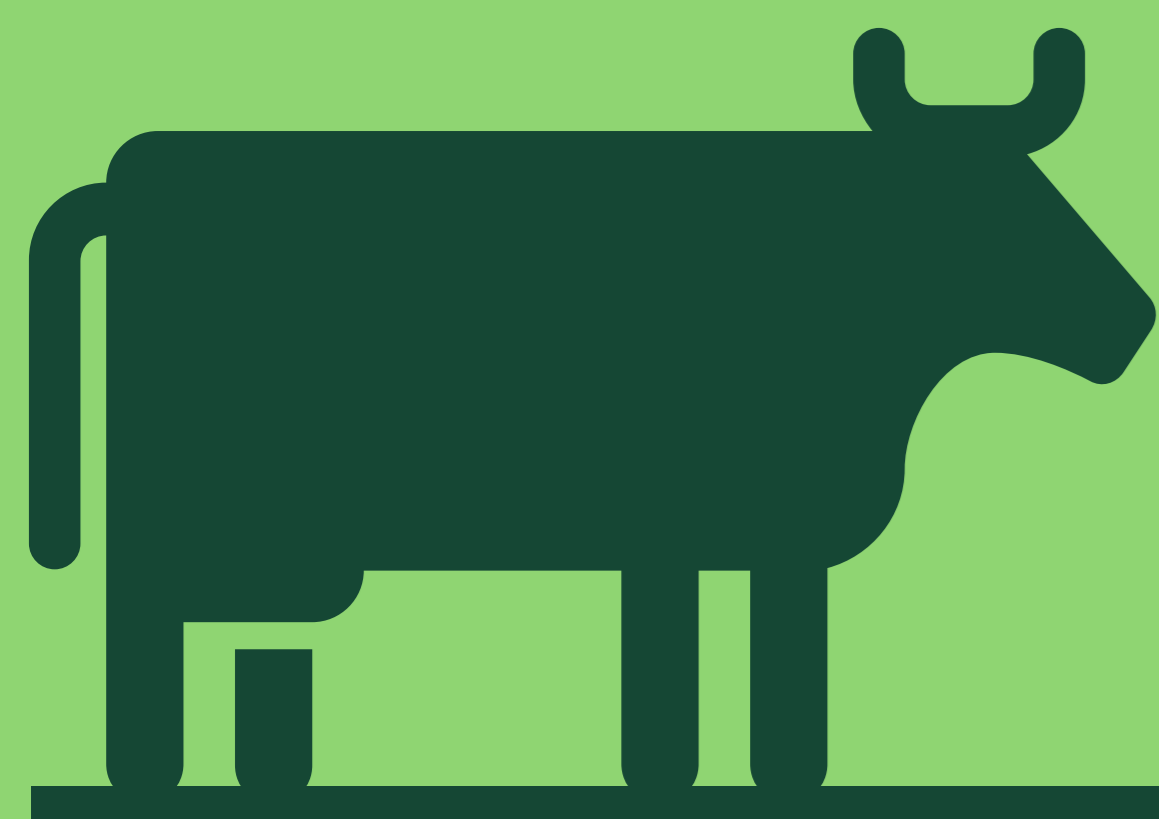




WORK IN PROGRESS

FARMER LOGICS

motivations and driving forces influencing a sustainable and resilient Swedish dairy production



HOW DO PREVIOUS FINDINGS ON FARMER LOGICS APPLY IN THE CONTEXT OF SWEDISH DAIRY FARMING?



- production vanguard
- environmental vanguard
- "good farmer"
- landscape steward
- strategic entrepreneur
- quality of life
- animal care and welfare

SURVEY - DIGITAL QUESTIONNAIRE
APRIL 2023

33 sets of **QUESTIONS** including
4 sets of **statements** on likert scale:

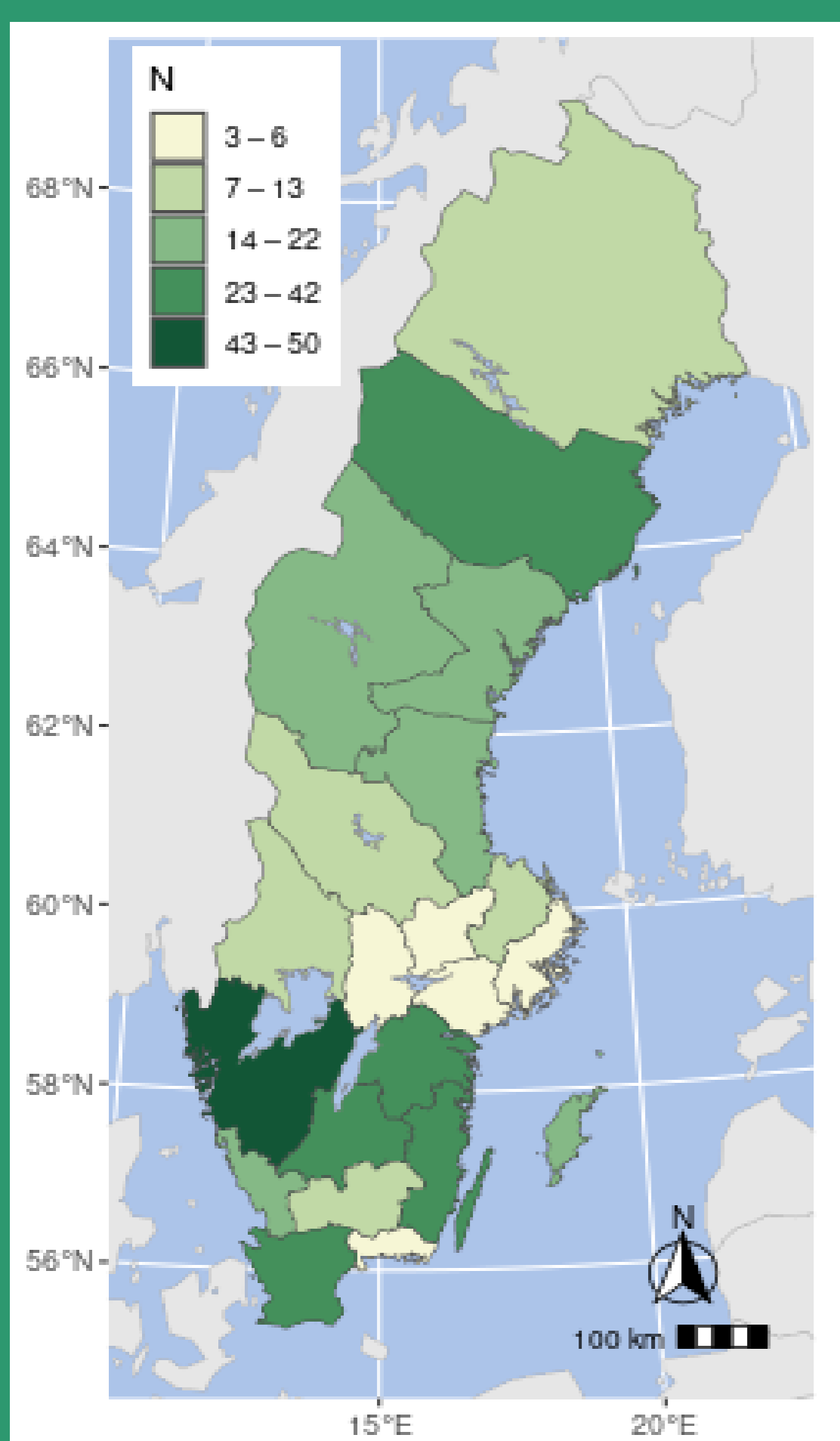
- attitudes on farmers life** - 13 statements
- farmers self-identification** - 2 statements
- views on future farming** - 14 statements

THE SURVEY

- Netigate link (e-mail) to ~9000 registered active/non-active Swedish cattle farmers
- Target group: **~2600 active dairy farmers**
- 362** (of 706) **respondents** in target group

THE RESPONDENTS

- 23 - 87 years old (median: 55, mean: 54)
- 234 male / 77 female / 2 other
- 1 - 2000 dairy cows (median: 75, mean: 116)
- all counties represented



Are there any detectable **patterns** within the collected survey data?

Is it possible to identify **groups of farmers** with similar motivation?

What motivations or driving forces could pose as farmer logics among Swedish dairy producers?



How do these findings influence the understanding of Swedish dairy production?



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