



**PRACTICE ABSTRACT No 24**

**Keywords**

Ecosystem Services; value chain; product labelling; stakeholder perspectives; consumer preferences; AECM label bundling

**Expert viewpoints on ecosystem services product label**

We conducted 43 structured in-depth interviews with representatives from the European food industry in four member states (Germany, Poland, Spain and Sweden) combined with a Q-method approach (Zabala et al., 2018) to research their subjective viewpoints regarding the role of information about environmental goods provision in processors, retailers, and labelling organizations contributions to an integrative food labelling framework within the European Unions' Farm to Fork Strategy. Participants had to rank statements regarding institutional design properties of a potential ecosystem services label on a grid as displayed in Figure 1. The results of the interviews served as a basis for the design of a Discrete Choice Experiment with consumers, on their preferences for labels of food products.

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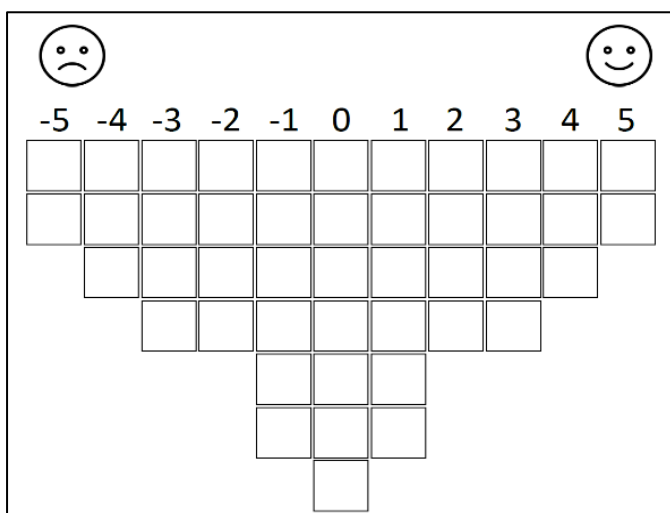


Figure 1. Task for experts in Q-method interviews: Q-grid was used to accommodate their opinion statements regarding 45 items related to labels of food products.

## ADDITIONAL INFORMATION

Building on the findings of the Q-study, we conducted a Discrete Choice Experiment in six European countries to learn about consumer preferences for biodiversity-friendly milk and flour. Based on a sample of more than 12,000 respondents from Germany, Hungary, Netherlands, Poland, Spain and Sweden we modelled preferences and willingness to pay for biodiversity-friendly products (milk and flour). The choice tasks resembled real shopping situations. Examples of choice cards are presented below.

Our findings suggest that consumers are willing to pay substantial premia for the new hypothetical biodiversity label, irrespective of whether a product is already labelled organic or not. This holds true across all involved countries, although specific willingness to pay measures varied and were thus country specific.

How much of each kind of milk would you buy? Please enter the number of litres you would purchase in each situation:



**0,80 Euro**

litres



**1,00 Euro**

litres

neither (other milk or no milk)

Figure 2. Example of a choice card – the choice of a biodiversity-friendly milk (translation)

## ABOUT CONTRACTS2.0

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Contracts2.0 aims to develop innovative contract-based solutions, which increase the motivation for farmers and land managers to produce more environmental public goods and allow them to reconcile the profitability of their farms with sustainability objectives. To do so, 28 research and practice partners closely cooperate to co-design and evaluate the novel contracts. Lessons learned from successfully tested contracts will also provide support for policy makers on local, national and EU-Level.

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### Research partners



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