

Understanding farmer motivations: Very Small and Small farms

Questionnaire

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Dr Dylan Bradley

Director, Agribusiness Consulting, IHS Markit

Professor Berkeley Hill

Emeritus Professor of Policy Analysis, Imperial College, London

Llorenc O'Prey

Senior Consultant, Wavehill

Endaf Griffiths

Director, Wavehill

Eirwen Williams

Director, Menter a Busnes

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Understanding farmer motivations

Draft Final Report - questionnaire

The Welsh Government contracted IHS Markit to help provide an understanding of individual motivations and decision-making processes taking place within those farming households economically defined as very small and small. This annex contains the questionnaire. The report authors are Dr Dylan Bradley (IHS Markit) and Professor Berkeley Hill (Imperial College London). Survey work was carried out by Wavehill (Llorenc O'Prey and Endaf Griffiths). Eirwen Williams (Menter a Busnes) provided helpful insights.

1 Questionnaire

Validation and filtering

1.1 Were your farming sales excluding subsidy more than £125,000 in the last year for which you have accounts?

If over £125,000, route to thank you message

Note to researcher: These questions are aimed at the head of household. If you are not speaking to the named individual, please ask whether the respondent is able to answer on behalf of the head of the household? If the answer is no, please try to speak to the named individual using a call back if necessary.

Section 1: The family holding

1.2 Geographical location (from contact details)

1.3 Holding total area (ha)

1.4 What is the tenure of your land: *All owned / Mostly owned / Mostly rented / All rented*

1.5 How long have you farmed this holding?

1.6 Do you have any previous experience: *Farming elsewhere as an independent farmer / As a farm manager / As a farm worker / Other, please specify?*

1.7 How did you come to farm this holding? *Please code all that apply: Bought land / Inherited farm / Rented the land / Share farmed / To run family farm / Other, please state*

1.8 Which of the following best describes your type of farm's main enterprise? *Beef / Sheep / Beef and sheep / Dairy / Poultry / Pigs / Horticulture / Mixed / Horses / Other (please state)*

1.9 Is your farm, or has it ever been, entered in an agri-environmental or conservation scheme? *Yes / No*

1.10 Which are you currently running? *Glastir Entry or Advanced / Glastir Commons (inc. Glastir Advanced on Commons) / Glastir Organic / Farm Woodland Scheme / Farm Woodland Premium Scheme / Glastir Woodland Creation Scheme / Improved Land Premium / Glastir Advanced Capital Works / Glastir Woodland Management Capital Works*

1.11 Are there any other non-agricultural activities run from your holding? *Code all that apply: Tourism (B&B, farm accommodation, camping, glamping) / Renewable energy / Renting buildings / Farm sales (farm shop, direct sales, box selling, etc.) / Contracting / Game keeping / Woodland / Other (please specify)*

Section 2: Self perception

2.1 Do you see your farm primarily as a business? *Yes / No*

2.2 How important do you think embracing environmental conservation is to the future of your farming household? *Very important / Important / No opinion / Not that important / Not at all important*

2.3 Do you see yourself as a member of the farming community? *Strongly / Moderately / Weakly / Not at all*

2.4 Do you see your household as part of the local rural community? *Strongly / Moderately / Weakly / Not at all*

2.5 Do you or members of your household actively take part in local social and farming organisations, such as young farmers club, voluntary groups, churches or clubs? *Many / Few / None*

Section 3: The household of the principal farmer/holder

The questions in this section will help us to understand the characteristics of different farms and households across Wales.

3.1 How many are there in your household that live under the same roof and share at least some meals (number of adults and number of children (under 18))?

3.2 For all those aged over 18, and starting with yourself, please tell me about their:

- Relationship to the respondent (*don't ask the respondent*)
- Age (*use ranges*)
- Gender
- Do they have any post-school education qualifications that are related to farming (*such as an HND, degree or NVQ*)
- Do they have any post-school education or professional qualifications that are unrelated to farming (*such as an HND, degree, postgraduate degree, or NVQ qualifications*)

3.3 How many children and young people live in the household?

3.4 Can you speak Welsh? *Yes / No*

3.5 If yes - Which of the following best describes your ability to speak Welsh? *I'm fluent in Welsh / I can speak a fair amount of Welsh / I can only speak a little Welsh / I can say just a few words*

3.6 How often do you speak Welsh? *Daily / Weekly / Less often / Never*

3.7 Where do you mainly speak Welsh? *Code as: In work/business / Within household / In community / Other*

3.8 Over the course of the last 12 months, how many of your adult household members have worked on the farm (either on a temporary or permanent basis) excluding yourself?

3.9 How many of your household adults (including yourself) are employed outside the farm business, that are in jobs of (a) 35 hours a week or more or (b) less than 35 hours a week?

3.10 How many of your household adults (including yourself) are self-employed outside the farm business, that take up (a) 35 hours a week or more or (b) less than 35 hours a week?

3.11 Have you thought about what you will do with your farm when you decide to stop farming? *Yes / No*

3.12 If you have thought about succession, which of the following applies to you (tick all that apply): *A willing successor for the holding been identified / A willing successor has not so far been identified / It is too early for a potential successor to express a serious intention*

3.13 If a successor has been identified, when is the transfer likely to take place: *Within 5 years / 5-10 years / In more than 10 years' time*

3.14 How will the transfer be made: *By gift / Sale / Mixture / Other (please specify)*

3.15 If no successor has been identified, what will happen to the holding: *It will be sold / It will be let / It is uncertain*

3.16 I'd like to ask you about your reasons for farming. How important or unimportant are the following factors to you? *Likert 5 Scale: Unimportant / Slightly Important / Important / Fairly Important / Very Important. Random ordering.*

Intrinsic

- Enjoyment of the work tasks of farming (e.g. sheep rearing)
- Preference for a healthy outdoor life
- Independence and being in control of the situation.
- Enjoyment of activities that conserve or improve the environment

Instrumental

- As a way to generate an income for living
- As a way of building a business
- As a way of providing attractive working conditions
- As a way of providing attractive housing and living conditions
- As a way of securing wealth and assets for the future
- As a way of minimising my tax burden

3.17 There may be other reasons why people chose to farm. How important or unimportant are the following factors to you? *Likert 5 Scale: Unimportant / Slightly Important / Important / Fairly Important / Very Important. Random ordering.*

Social

- To gain recognition and prestige as a farmer
- To belong to the farming community
- To belong to the wider rural community

- To carry on a family tradition
- To work with other members of the family

Expressive

- Feeling pride in managing the environment
- Gaining self-respect for doing a worthwhile job
- Expressing special personal abilities and aptitudes
- Chance to be creative and original
- Meeting a challenge, achieving an objective, personal growth and character

Section 4: Decision-making in the Welsh farm household-firm

Please explain how the following sorts of decisions are made in your household: *You alone / Your spouse/partner / You together with your spouse/partner / You together with your parents / You together with your children / You together with other family members (e.g. siblings) / Your parents / Other (please state)*

- 4.1 Who makes the decisions about how the holding is run if economic conditions get tough (e.g. control of costs, husbandry of animals, use of chemicals)?
- 4.2 Who makes the decisions concerning big changes that affect the holding's ability to exist if economic conditions get tough (e.g. selling or buying of land, diversification, shedding labour)?
- 4.3 Who makes the decisions concerning entry to agri-environment schemes and options taken up?
- 4.4 Who makes the decisions concerning off-farm employment or self-employment by household members? Add "Individuals" to the answer options.
- 4.5 Who makes the decisions concerning investment in off-farm businesses? Add "Individuals" to the answer options.

Section 5: Response to changes after Brexit

- 5.1 How do you think the UK leaving the EU will affect your total income from agricultural activities, basic payments and Glastir? *It will be broadly the same / It will increase / It will decrease*
- 5.2 Do you feel you have been adequately engaged in discussions about future farm support mechanisms for when the UK has left the EU? *Yes / No / Don't know*
- 5.3 Have you made any changes on your holding already as a result of the UK leaving the EU? *Do not prompt.*
 - Change my type of farming (change enterprises or major balance between them)
 - Expand output from existing agricultural operations
 - Lower the use of purchased variable inputs (such as animal feed or fertilizer)

- Lower the use of paid labour on the holding
- Lower other fixed costs (e.g. machinery)
- Expand existing on-farm diversification (e.g. tourism, letting property)
- Start new on-farm diversification activities
- Start new provisions of public goods (Glastir, woodland schemes, etc.)
- Increase farmed area (purchase or renting)
- Reduce farmed area (selling land or letting land)
- Other, please describe
- None of the above

5.4 Do you think that you will make any of the following changes on your holding as a result of the UK leaving the EU in the next five years? *Please use the following scale to indicate how likely you are to make these changes: Highly likely / Likely / Not likely / Highly unlikely*

- Change my type of farming (change enterprises or major balance between them)
- Expand output from existing agricultural operations
- Lower the use of purchased variable inputs (such as animal feed or fertilizer)
- Lower the use of paid labour on the holding
- Lower other fixed costs (e.g. machinery)
- Expand existing on-farm diversification (e.g. tourism, letting property)
- Start new on-farm diversification activities
- Start new provisions of public goods (Glastir, woodland schemes, etc.)
- Increase farmed area (purchase or renting)
- Reduce farmed area (selling land or letting land)
- Other, please describe
- Don't know
- I will choose to do nothing

5.5 If changes have been made already, have any of these changes been affected by COVID-19? *Yes / No*

- 5.6 If yes, please describe how COVID-19 has affected the change? *Do not prompt, likely answers include “I would not have made the change if COVID-19 had not happened”, “I would not have made the change at this point in time if COVID-19 had not happened)”*
- 5.7 Have any of the following changes taken place in your household already as a result of the UK leaving the EU (please exclude any changes in response to COVID-19)?
- Farmer took or expanded off-farm employment (working for another person or organisation)
 - Spouse took or expanded off-farm employment (working for another person or organisation)
 - Other household member(s) took or expanded off-farm employment (working for another person or organisation)
 - Farmer, spouse or other household member took or expanded off-farm self-employment in a business they own in total or in part
- 5.8 Do you think that any of the following changes will take place in your household as a result of the UK leaving the EU over the next five years? *Please use the scale to indicate how likely you think these changes are: Highly likely / Likely / Not likely / Highly unlikely*
- Farmer will take or expand off-farm employment (working for another person or organisation)
 - Spouse will take or expand off-farm employment (working for another person or organisation)
 - Other household member(s) will take or expand off-farm employment (working for another person or organisation)
 - Farmer, spouse or other household member will take or expand off-farm self-employment in a business they own in total or in part
 - The household will leave farming
 - A family member will take over the holding

Section 6: Segmentation questions

Please answer the following questions as you would normally, i.e. before or after COVID-19, on a scale of 1-5, where 1 is “Not at all important” and 5 is “Very important”.

6.1 How important is talking to other farmers as a source of information and advice for you personally?

6.2 How interested are you in accessing information or advice about farming on the internet?

To what extent do you agree or disagree with the following statements?

6.3 Achieving a good quality of life is more important to me than maximising income from my [farm/smallholding/hobby farm]

6.4 All [farm/smallholding/hobby farm] should strive to be as environmentally sustainable as possible

- 6.5 Collaborating with other farmers improves how I manage my [farm/smallholding/hobby farm]
- 6.6 I always make time to socialise with other farmers
- 6.7 I am always actively looking to learn new skills and knowledge that I can apply to my [farm/smallholding/hobby farm]
- 6.8 I am keen to adopt and apply new technology on my [farm/smallholding/hobby farm] as it becomes available
- 6.9 I am happy to take advice about managing the natural environment on my [farm/smallholding/hobby farm]
- 6.10 I have a firm plan to pass my [farm/smallholding/hobby farm] on to someone else
- 6.11 I consider my [farm/smallholding/hobby farm] to be more of a business than a lifestyle choice
- 6.12 It is important to me that the [farm/smallholding/hobby farm] stays in the possession of my family

Section 7: Household finances

Using a scale from “I do not have this type of income”, “not important”, “useful”, “important” or “essential”, please say how important the following sources of income are to your household’s income:

- 7.1 Trading surplus (sales minus production costs) from farm commodities (e.g. livestock, milk and crops) excluding Basic Payment Scheme)
- 7.2 Environmental scheme payments or grants, after costs of meeting the commitments to deliver the required services
- 7.3 Basic Payment Scheme
- 7.4 Surplus from activities on the farm unrelated to food production (e.g. tourism, renewable energy)
- 7.5 Contracting on other farms
- 7.6 Wages and salaries from employment away from the farm, or from other businesses /professions (other than contracting)
- 7.7 Return on investments (such as a rental property or dividends)
- 7.8 Pensions
- 7.9 Other (please specify)
- 7.10 Into which of the following ranges does the total income from all sources of the farmer and spouse fall (before any taxes have been deducted). Please give us your best estimate, it does not need to be exact: *Less than £10,000 / £10,000-£29,999 / £30,000-£49,999 / £50,000-£69,999 /£70,000-£89,999 / £90,000 or more / Don’t know / Refused*

Section 8: Any other comments?

- 8.1 Do you have any other comments or reflections? *Open answer field*

8.2 Would it be possible to recontact you in around six months to see if any of your views in this section have changed? *Yes/No*

Thank and close.

Contact

Dr Dylan Bradley

Director, Agribusiness Consulting

Dylan.Bradley@ihsmarkit.com

IHS Markit Customer Care

<mailto:CustomerCare@ihsmarkit.com>

Asia and the Pacific Rim

Japan: +81 3 6262 1887

Asia Pacific: +604 291 3600

Europe, Middle East, and Africa: +44 1344 328 300

Americas: +1 800 447-2273

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