

Socioeconomics in Agriculture

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Stefan Mann: Lecture 11 „Self-perception of farmers“

The Lecture in one sentence:

“Feeding your countrymen” is an attractive and culturally stable self-image which also succeeds to off-farm occupations and environmental and animal-welfare claims.

You should, at the end of the lecture

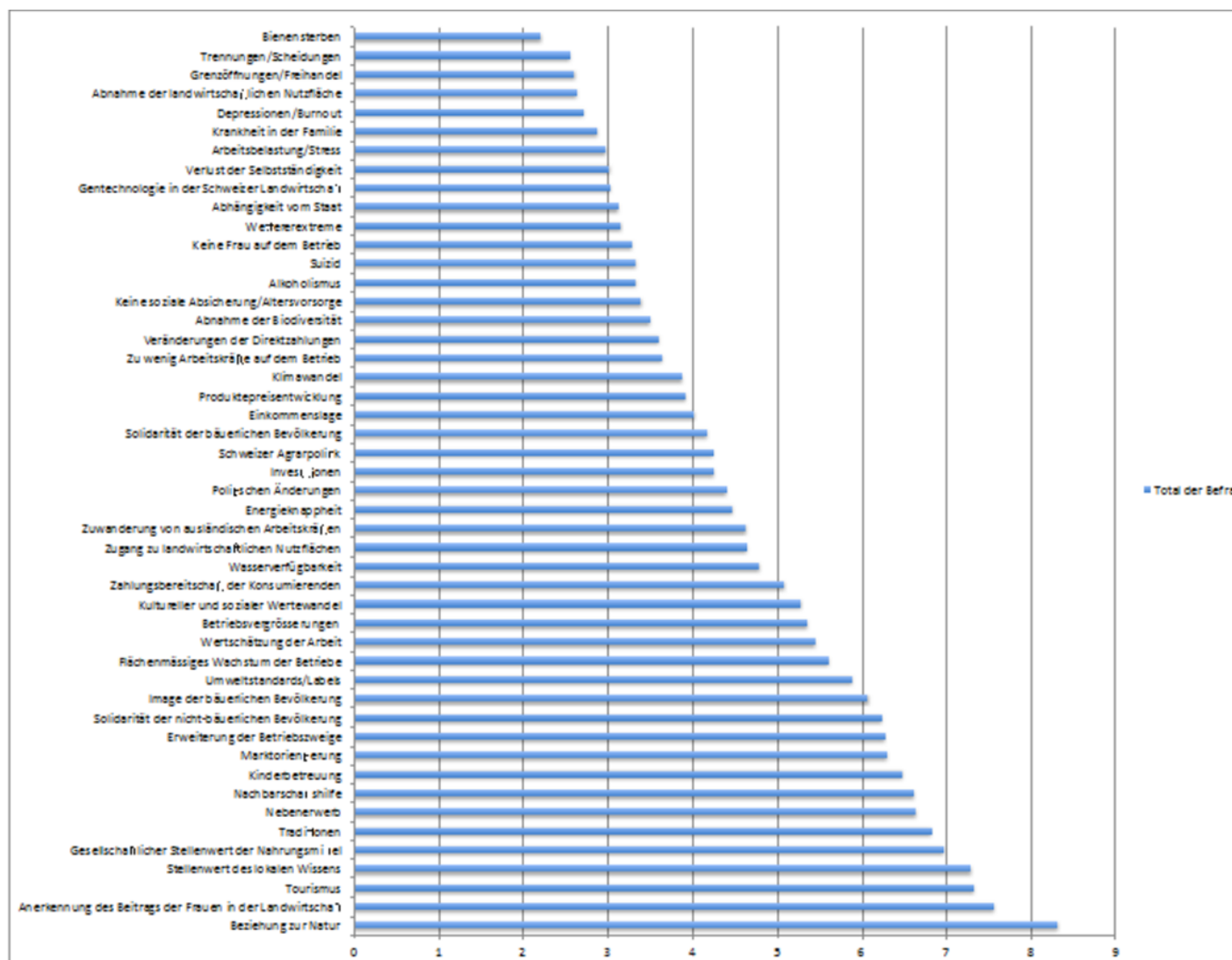
- understand the worldwide concentration of the agribusiness and its impact on the choices farmers can make.
- be able to distinguish between the productivist, the post-productivist and the multifunctional paradigm of farming.
- know about the stability of the self-perception of farmers as producers and the variation of farmers as entrepreneurs.
- know how an “ideal farm” looks like from an African viewpoint and how this fits into the self-image of farmers as producers.
- know about the risks Swiss and East German farmers are perceiving as dangerous.
- know about the “cowboy” segment among Swiss farmers.
- be able to summarize the most important perception about animal production among farmers and consumers.

Further reading:

Burton, R.J.F., G.A. Wilson (2006): Injecting social psychology theory into conceptualisations of agricultural agency: Towards a post-productivist farmer self-identity? *Journal of Rural Studies* 22 (1) 95-116

Mann, S., A. van Aken (2021): Identifying Wright’s ‘cowboys’ among Swiss farmers. *Journal of Rural Studies* 86 (8) 645-650

Waithaka, M.M., P.K. Thornton, M. Herrero, K.D. Sheperd (2006): Bio-economic evaluation of farmers’ perceptions of viable farms in Western Kenya. *Agricultural Systems* 90 (2) 243-271



	Work-load	No Woman	Farm-image	Gender	Out-solid	Work-appr	Farm-solid	State
Full-time	-CH	D/-CH	(CH)	CH	CH			-CH
Organic		(D)			D/CH	(CH)	-CH	CH
Size	D	D		-D	-D			
Size ²	-D	(-D)	(D)		D			(CH)
Age					D			-CH
Age ²					-D			
Education			(CH)		CH			

D/CH- strongly positively significant for North-East Germany and Switzerland ($p < 1\%$)

D/CH- positively significant for North-East Germany and Switzerland ($1\% < p < 5\%$)

(D)/(CH)- weakly positively significant for North-East Germany and Switzerland ($5\% < p < 10\%$)

"-" stands for a negative correlation

Table 2. Results of the probit analysis (n = 605).

Variable	Coefficient	p	Marginal effects (%)
Male	-0.573 (-2.81)	0.005	- 18.8
Age	0.0300 (4.61)	0.000	0.83
Organic	-0.379 (-2.05)	0.040	- 9.26
Main occ.	-0.226 (-1.32)	0.186	6.66
Farm size	-0.00308 (-0.76)	0.448	-0.085
Income	-0.143 (-2.65)	0.096	-2.42
Education	-0.107 (-2.34)	0.020	-2.95
Region	0.0156 (0.21)	0.831	0.431
Pseudo R2	0.099		

z-values in parenthesis.

“One more filth for stealing from us, increase the paperwork and in addition a loss of time and freedom!!!! One should know that all amounts that are ‘given’ to us are stolen elsewhere! In 30 years' time, there will be no more Swiss producers, people eat stuff imported and produced anyway, so for the time that is left to us stop inventing bullshit for creating jobs and annoying us.”