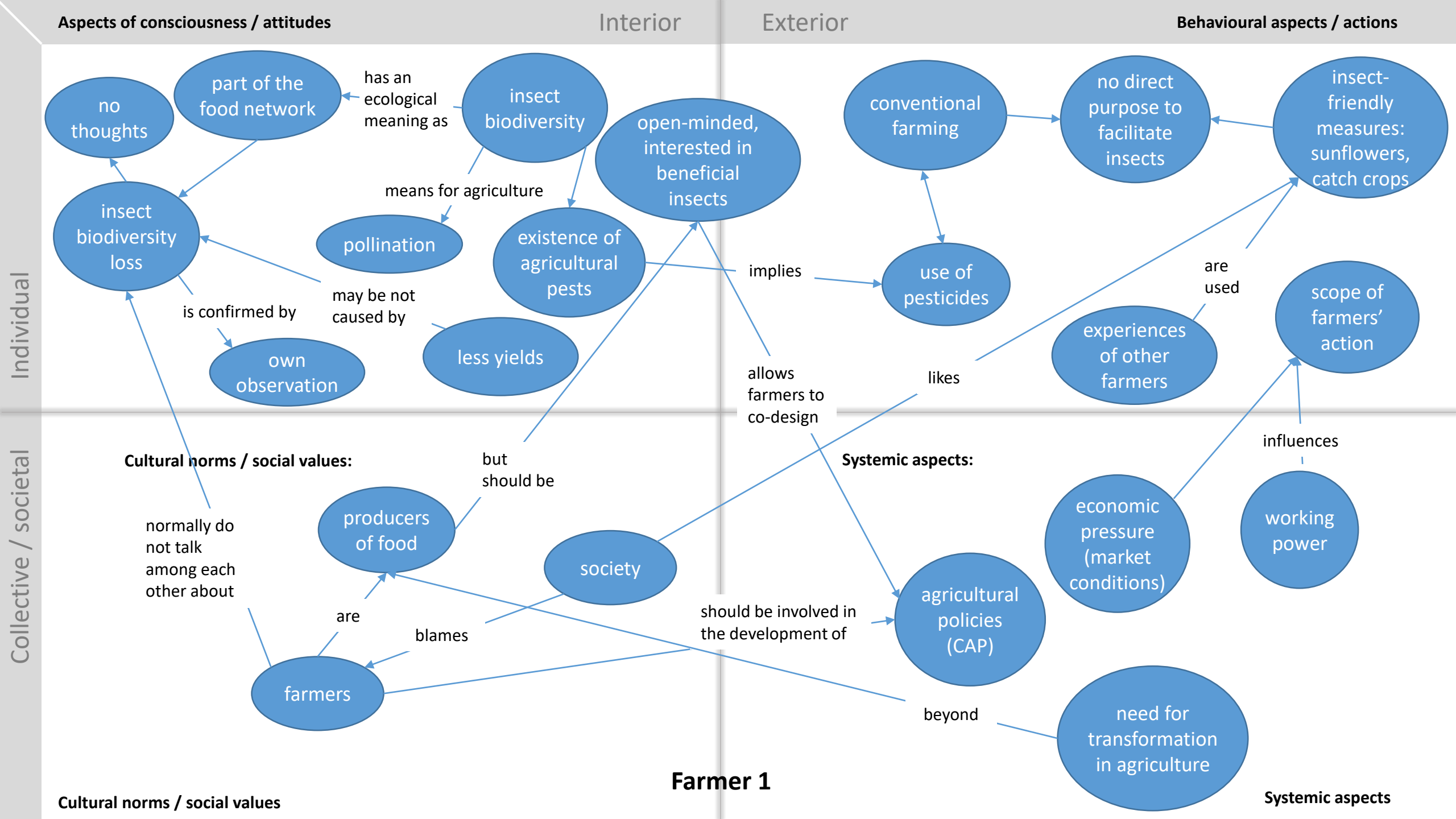
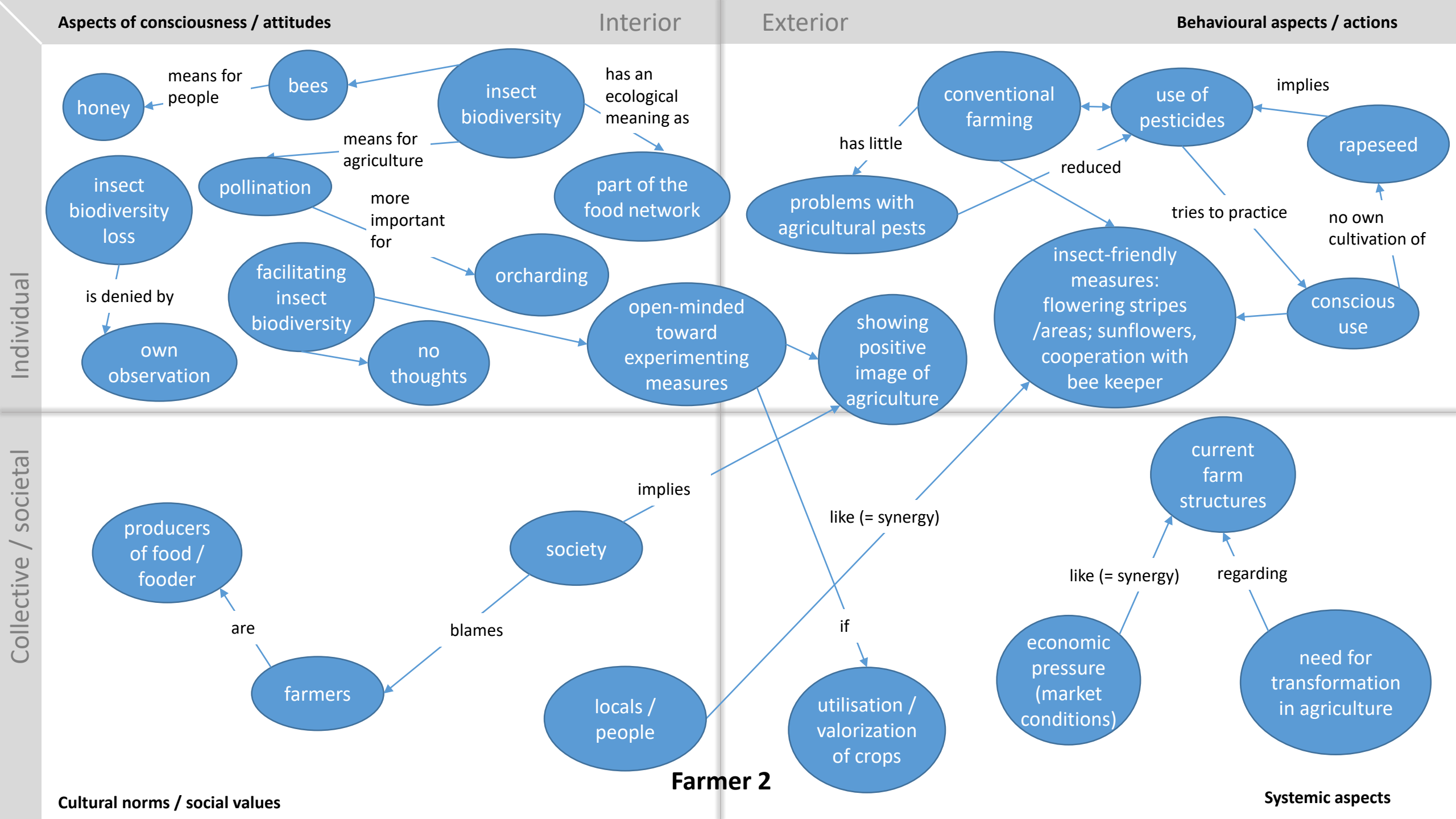
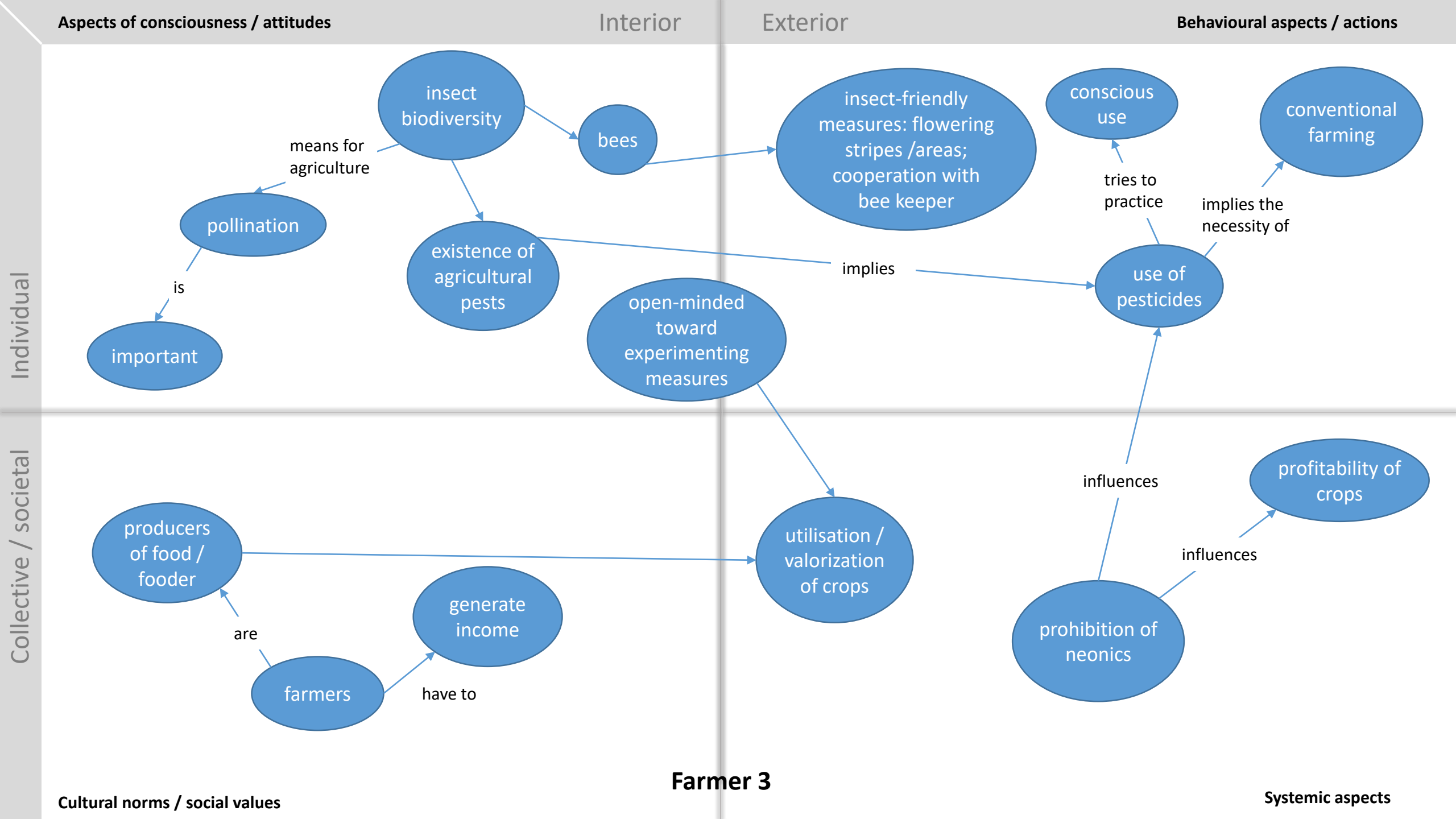
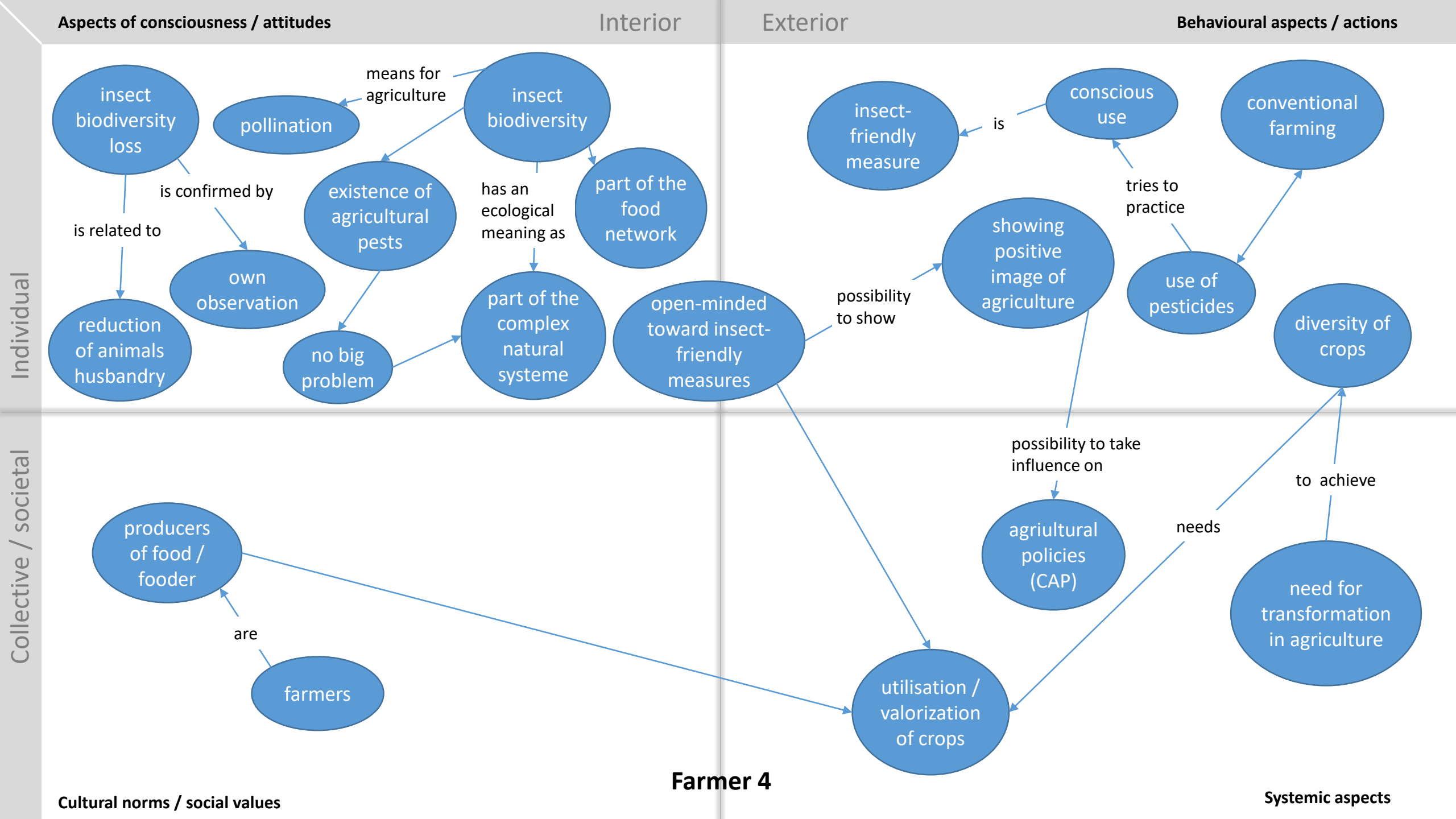
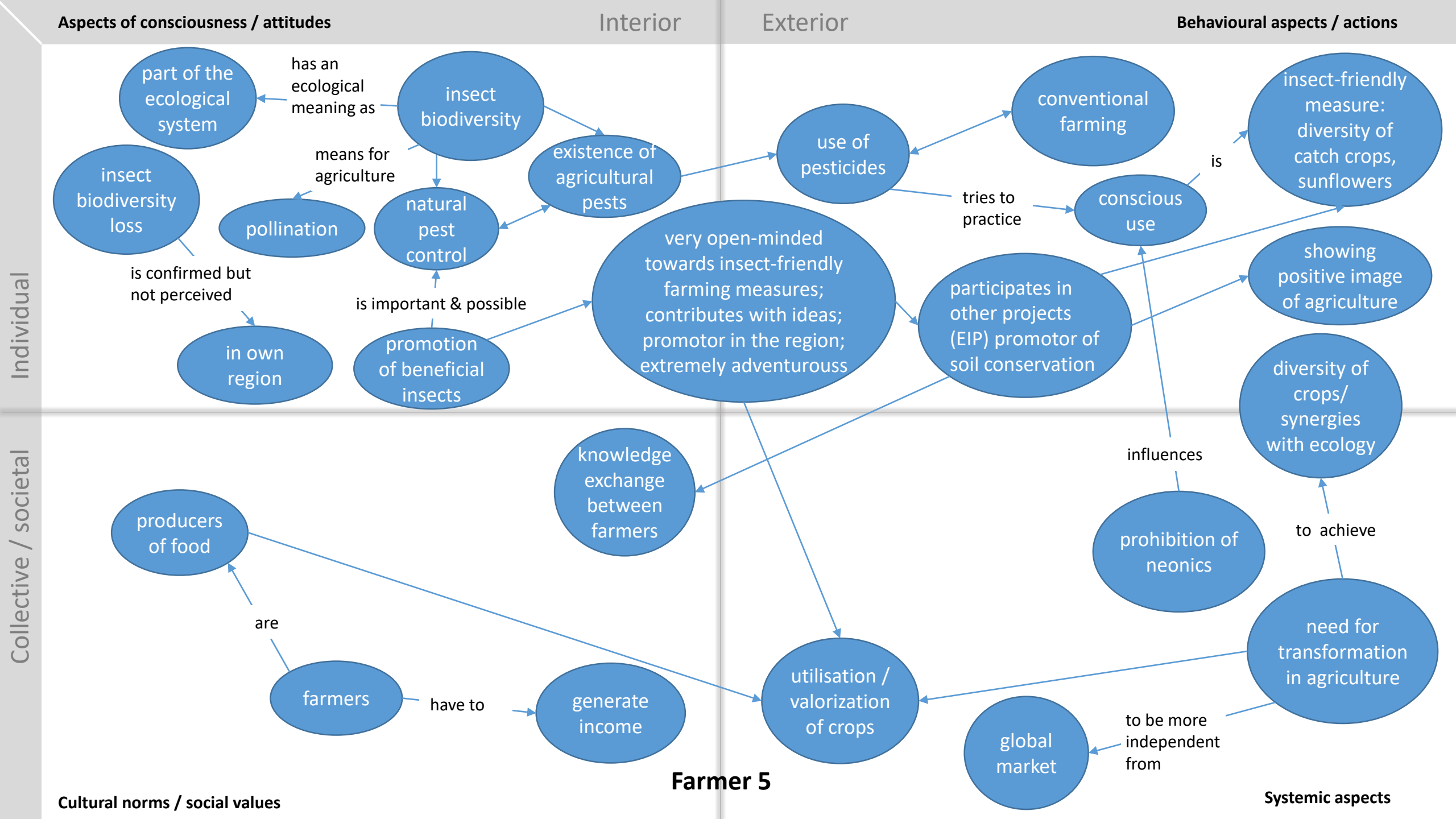

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
no thoughts
part of the food network
has an ecological meaning as
insect biodiversity
open-minded, interested in beneficial insects
conventional farming
no direct purpose to facilitate insects
insect-friendly measures: sunflowers, catch crops
insect biodiversity loss
means for agriculture
pollination
existence of agricultural pests
implies
use of pesticides
are used
scope of farmers' action
is confirmed by
may be not caused by
experiences of other farmers
own observation
less yields
allows farmers to co-design
likes
Cultural norms / social values:
but should be
Systemic aspects:
influences
normally do not talk among each other about
producers of food
society
economic pressure (market conditions)
working power
are
blames
should be involved in the development of
agricultural policies (CAP)
farmers
beyond
need for transformation in agriculture
Farmer 1
Cultural norms / social values
Systemic aspects

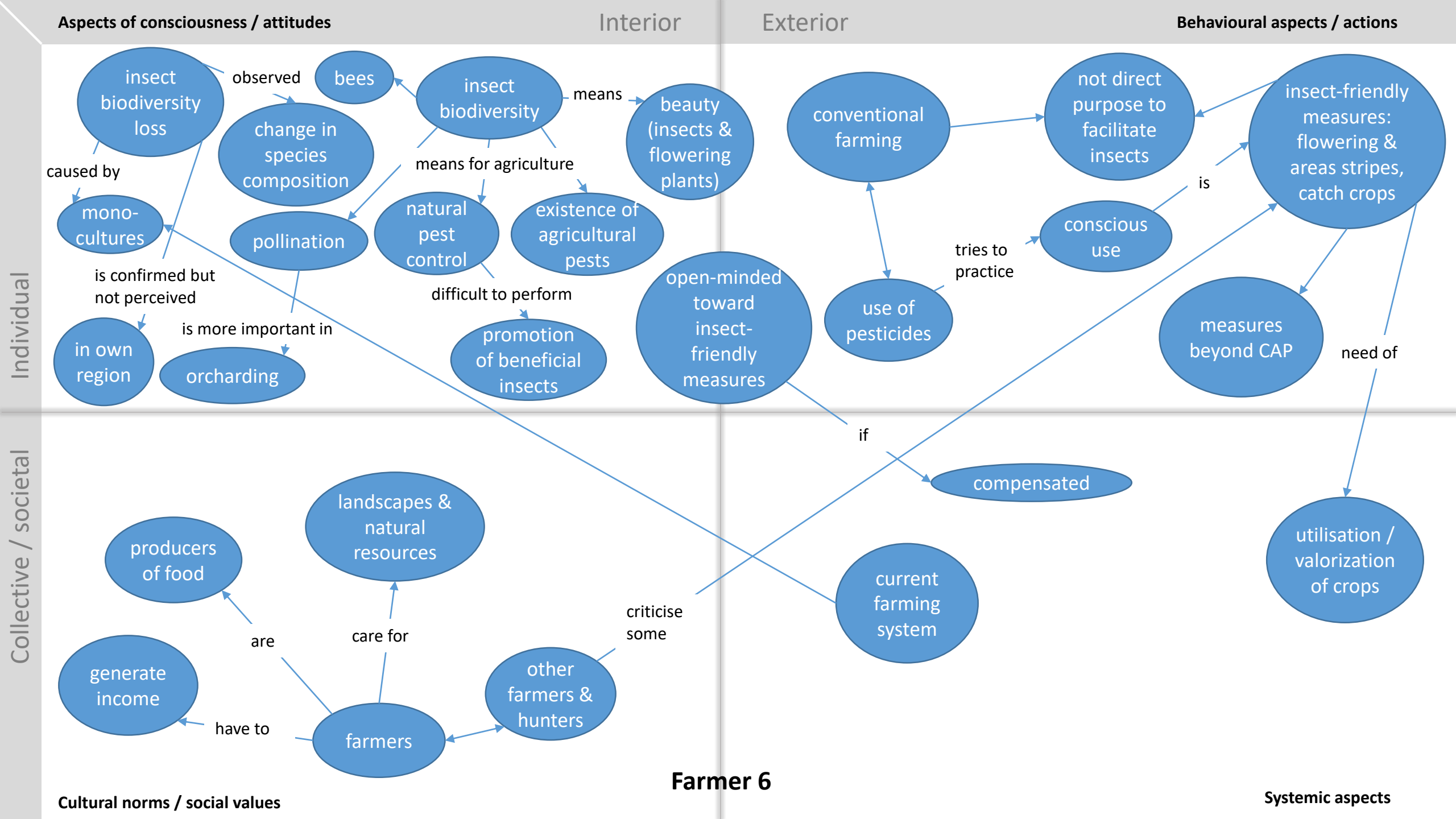

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
honey
means for people
bees
insect biodiversity
has an ecological meaning as
means for agriculture
pollination
part of the food network
insect biodiversity loss
more important for
orcharding
facilitating insect biodiversity
is denied by
own observation
no thoughts
open-minded toward experimenting measures
showing positive image of agriculture
conventional farming
use of pesticides
implies
rapeseed
has little
reduced
problems with agricultural pests
tries to practice
no own cultivation of
insect-friendly measures: flowering stripes /areas; sunflowers, cooperation with bee keeper
conscious use
implies
producers of food / fooder
society
like (= synergy)
current farm structures
like (= synergy)
regarding
are
blames
if
farmers
locals / people
utilisation / valorization of crops
economic pressure (market conditions)
need for transformation in agriculture
Farmer 2
Cultural norms / social values
Systemic aspects

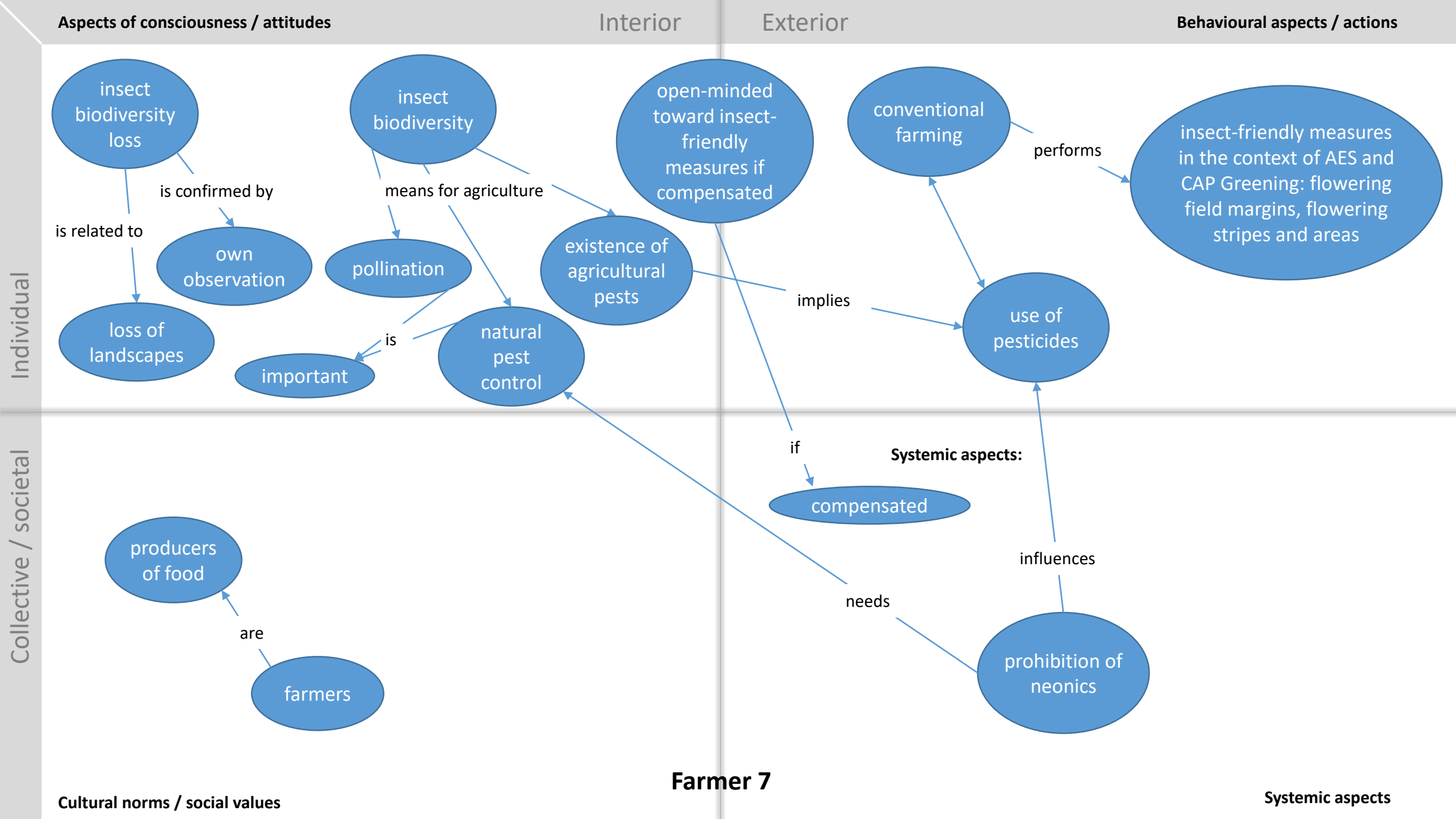

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity
bees
means for agriculture
pollination
is
important
existence of agricultural pests
open-minded toward experimenting measures
insect-friendly measures: flowering stripes /areas; cooperation with bee keeper
conscious use
conventional farming
tries to practice
implies the necessity of
implies
use of pesticides
influences
profitability of crops
influences
prohibition of neonics
utilisation / valorization of crops
producers of food / fooder
are
farmers
have to
generate income
Cultural norms / social values
Systemic aspects

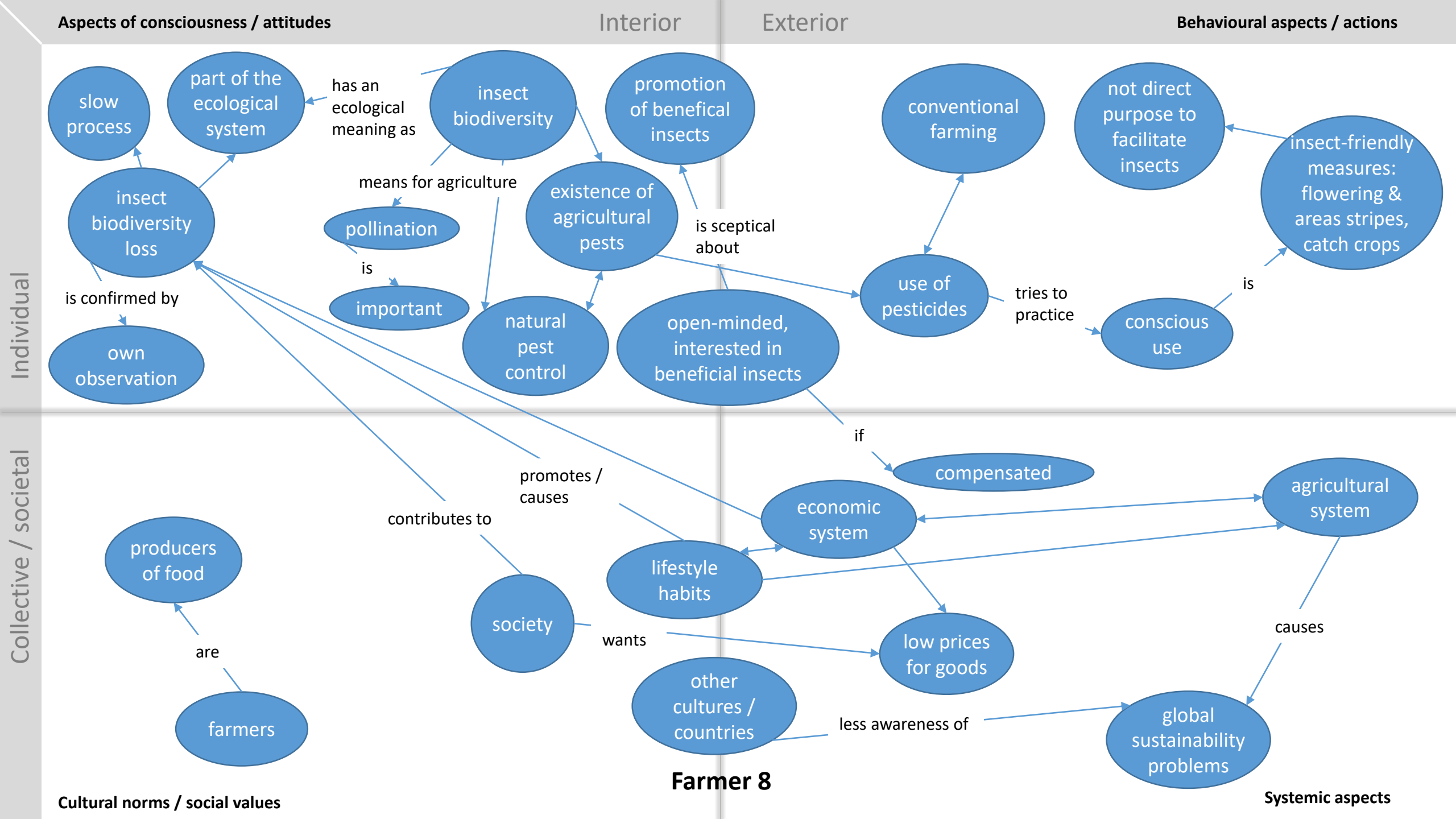
Farmer 3

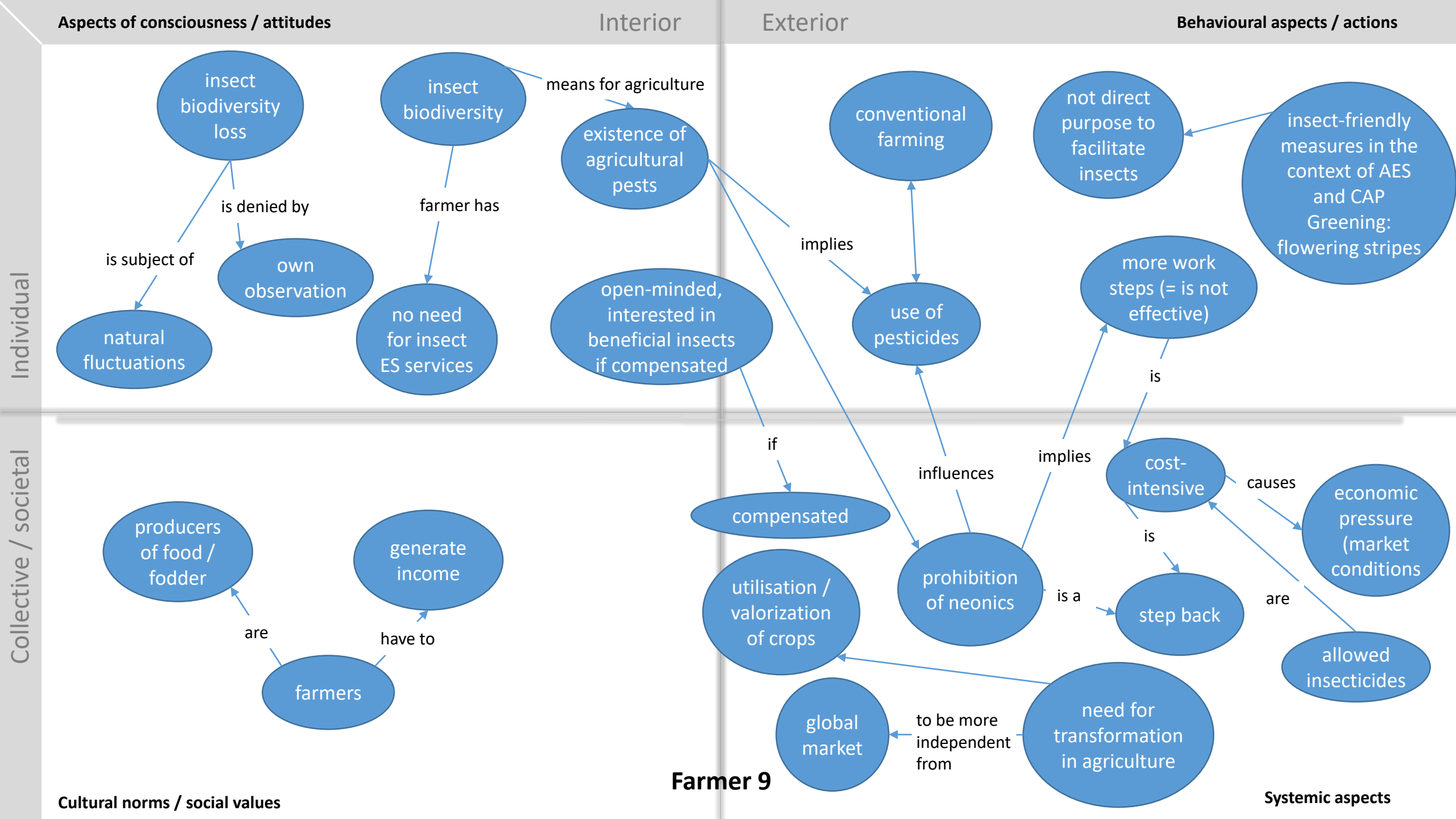

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
pollination
means for agriculture
insect biodiversity
is confirmed by
existence of agricultural pests
has an ecological meaning as
part of the food network
is related to
own observation
reduction of animals husbandry
no big problem
part of the complex natural systeme
open-minded toward insect-friendly measures
insect-friendly measure
is
conscious use
conventional farming
tries to practice
showing positive image of agriculture
use of pesticides
possibility to show
diversity of crops
possibility to take influence on
to achieve
needs
agriultural policies (CAP)
need for transformation in agriculture
producers of food / fooder
are
farmers
utilisation / valorization of crops
Farmer 4
Cultural norms / social values
Systemic aspects

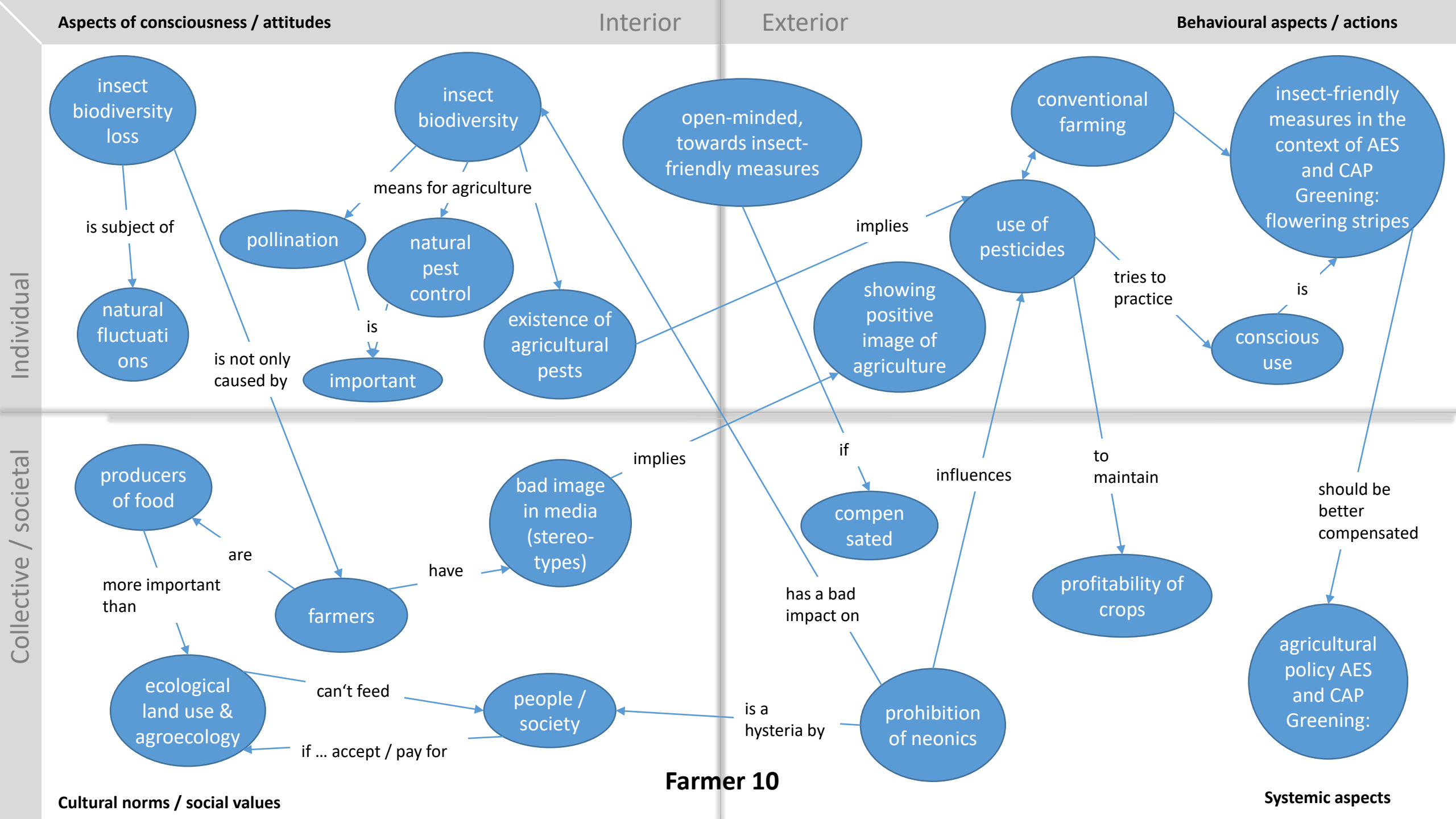

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
part of the ecological system
has an ecological meaning as
insect biodiversity
insect biodiversity loss
means for agriculture
pollination
natural pest control
existence of agricultural pests
is confirmed but not perceived
in own region
is important & possible
promotion of beneficial insects
very open-minded towards insect-friendly farming measures; contributes with ideas; promotor in the region; extremely adventurouss
use of pesticides
conventional farming
tries to practice
conscious use
is
insect-friendly measure: diversity of catch crops, sunflowers
participates in other projects (EIP) promotor of soil conservation
showing positive image of agriculture
diversity of crops/ synergies with ecology
influences
prohibition of neonics
to achieve
need for transformation in agriculture
knowledge exchange between farmers
producers of food
are
farmers
have to
generate income
utilisation / valorization of crops
global market
to be more independent from
Farmer 5
Cultural norms / social values
Systemic aspects

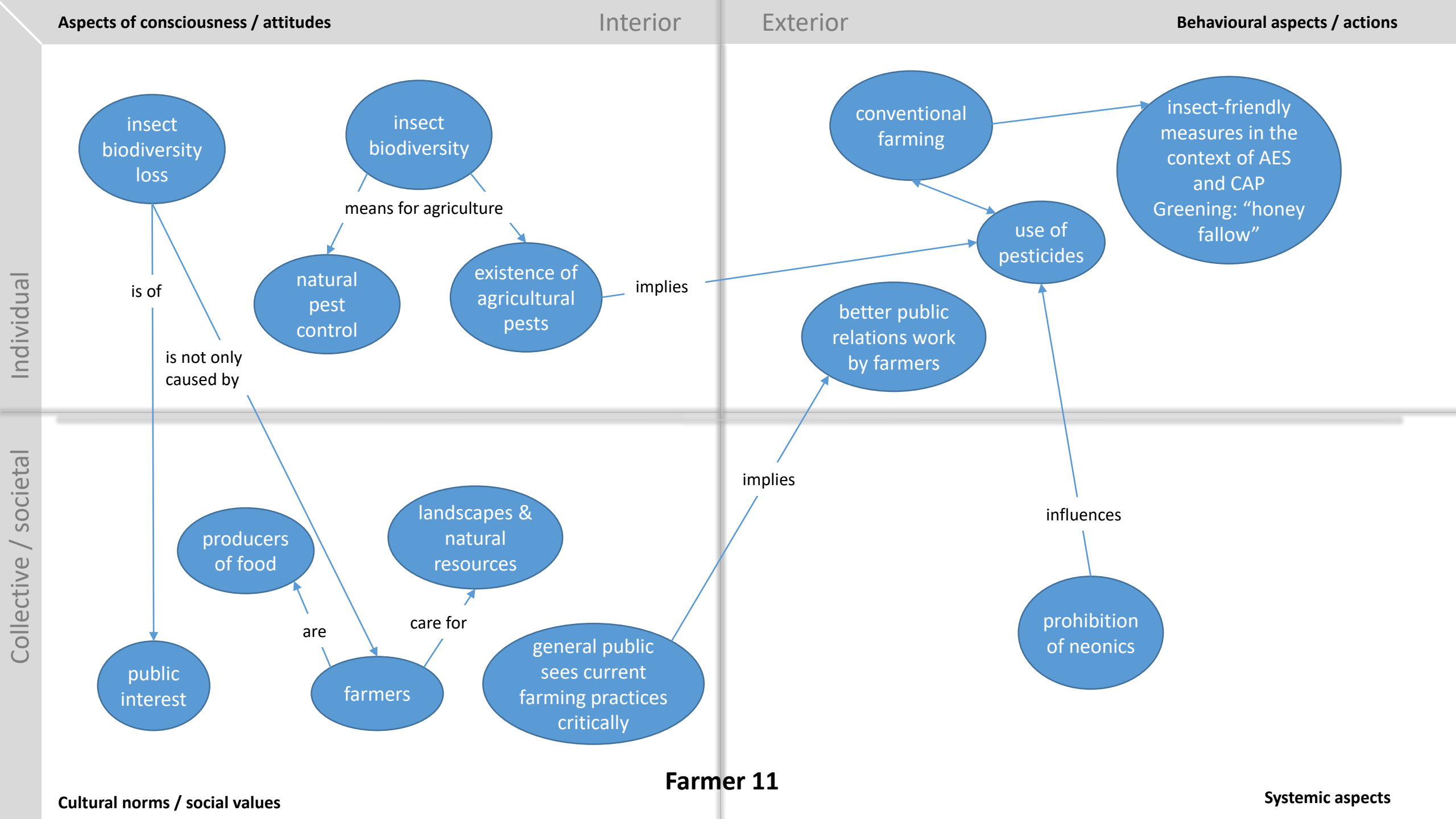

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
observed
bees
insect biodiversity
means
beauty (insects & flowering plants)
change in species composition
caused by
means for agriculture
mono-cultures
pollination
natural pest control
existence of agricultural pests
is confirmed but not perceived
difficult to perform
in own region
is more important in
orcharding
promotion of beneficial insects
open-minded toward insect-friendly measures
conventional farming
not direct purpose to facilitate insects
insect-friendly measures: flowering & areas stripes, catch crops
is
conscious use
tries to practice
use of pesticides
measures beyond CAP
need of
if
compensated
landscapes & natural resources
producers of food
current farming system
utilisation / valorization of crops
criticise some
are
care for
generate income
other farmers & hunters
have to
farmers
Farmer 6
Cultural norms / social values
Systemic aspects

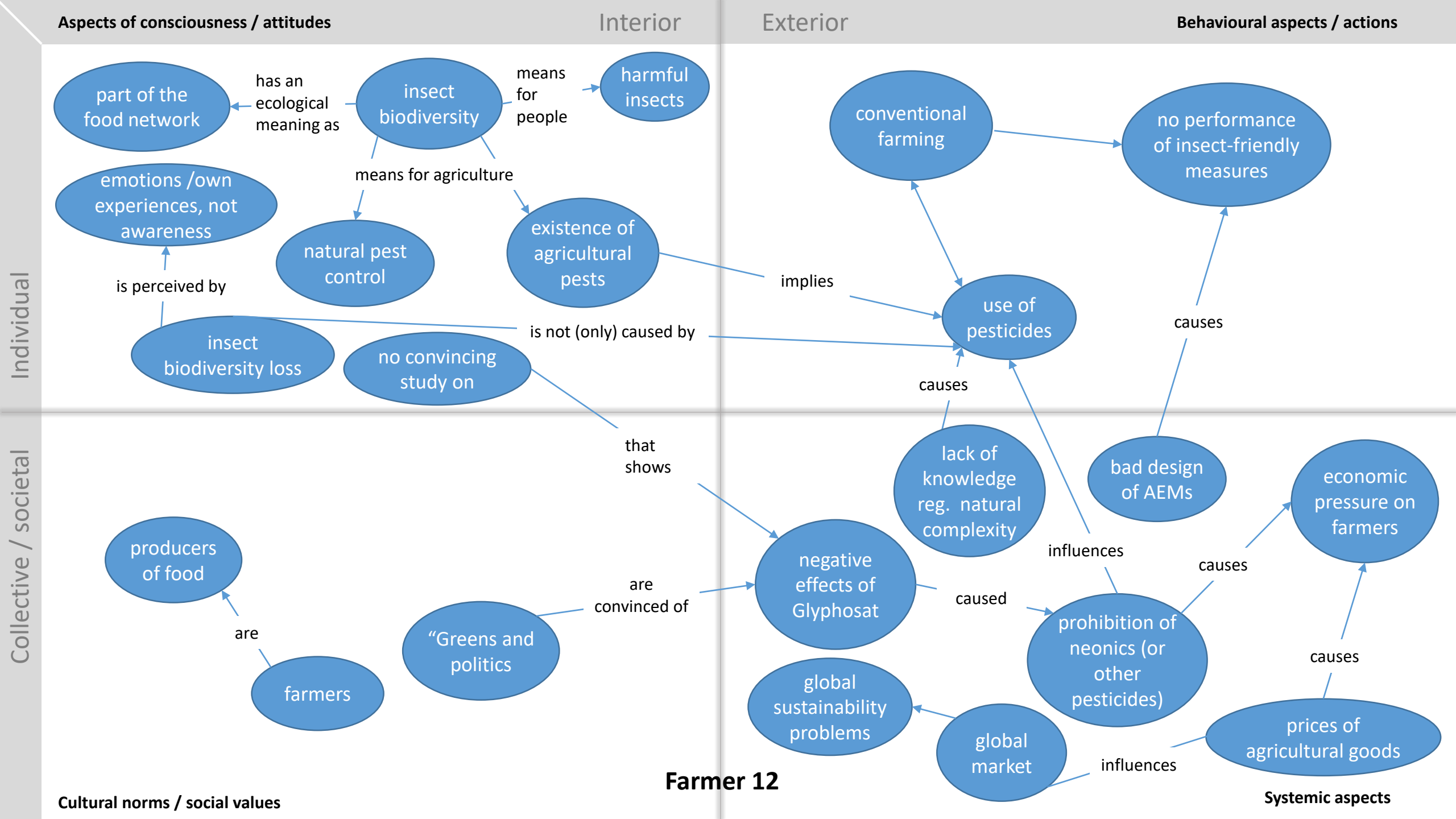

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
is confirmed by
own observation
is related to
loss of landscapes
insect biodiversity
means for agriculture
pollination
is
important
natural pest control
open-minded toward insect-friendly measures if compensated
existence of agricultural pests
implies
conventional farming
performs
insect-friendly measures in the context of AES and CAP Greening: flowering field margins, flowering stripes and areas
use of pesticides
if
compensated
Systemic aspects:
influences
needs
prohibition of neonics
producers of food
are
farmers
Farmer 7
Cultural norms / social values
Systemic aspects

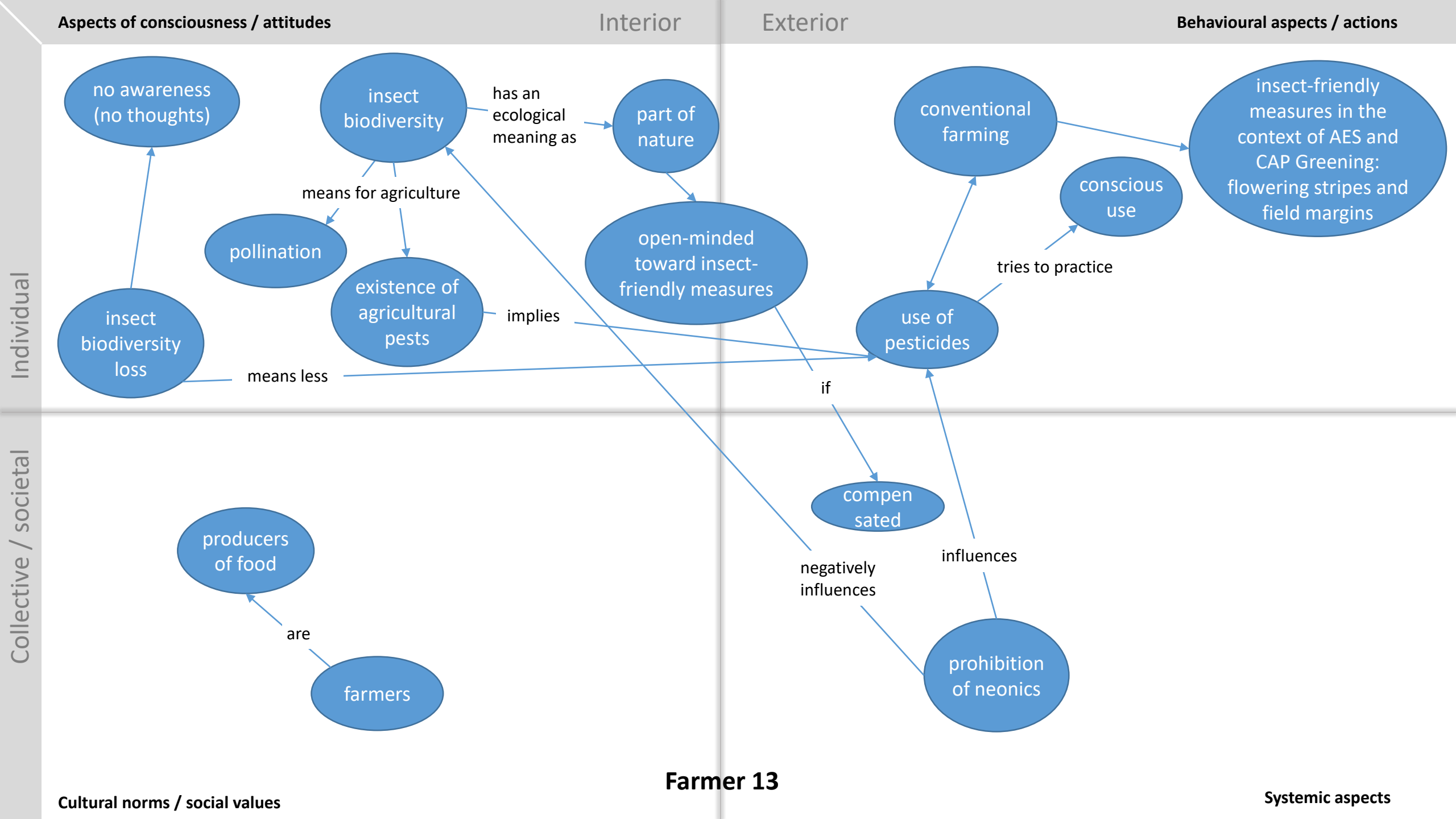

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
slow process
part of the ecological system
has an ecological meaning as
insect biodiversity
promotion of benefical insects
conventional farming
not direct purpose to facilitate insects
insect-friendly measures: flowering & areas stripes, catch crops
insect biodiversity loss
means for agriculture
existence of agricultural pests
is sceptical about
pollination
is
important
natural pest control
open-minded, interested in beneficial insects
use of pesticides
tries to practice
conscious use
is
is confirmed by
own observation
if
compensated
promotes / causes
contributes to
economic system
agricultural system
producers of food
lifestyle habits
society
wants
low prices for goods
causes
are
farmers
other cultures / countries
less awareness of
global sustainability problems
Farmer 8
Cultural norms / social values
Systemic aspects

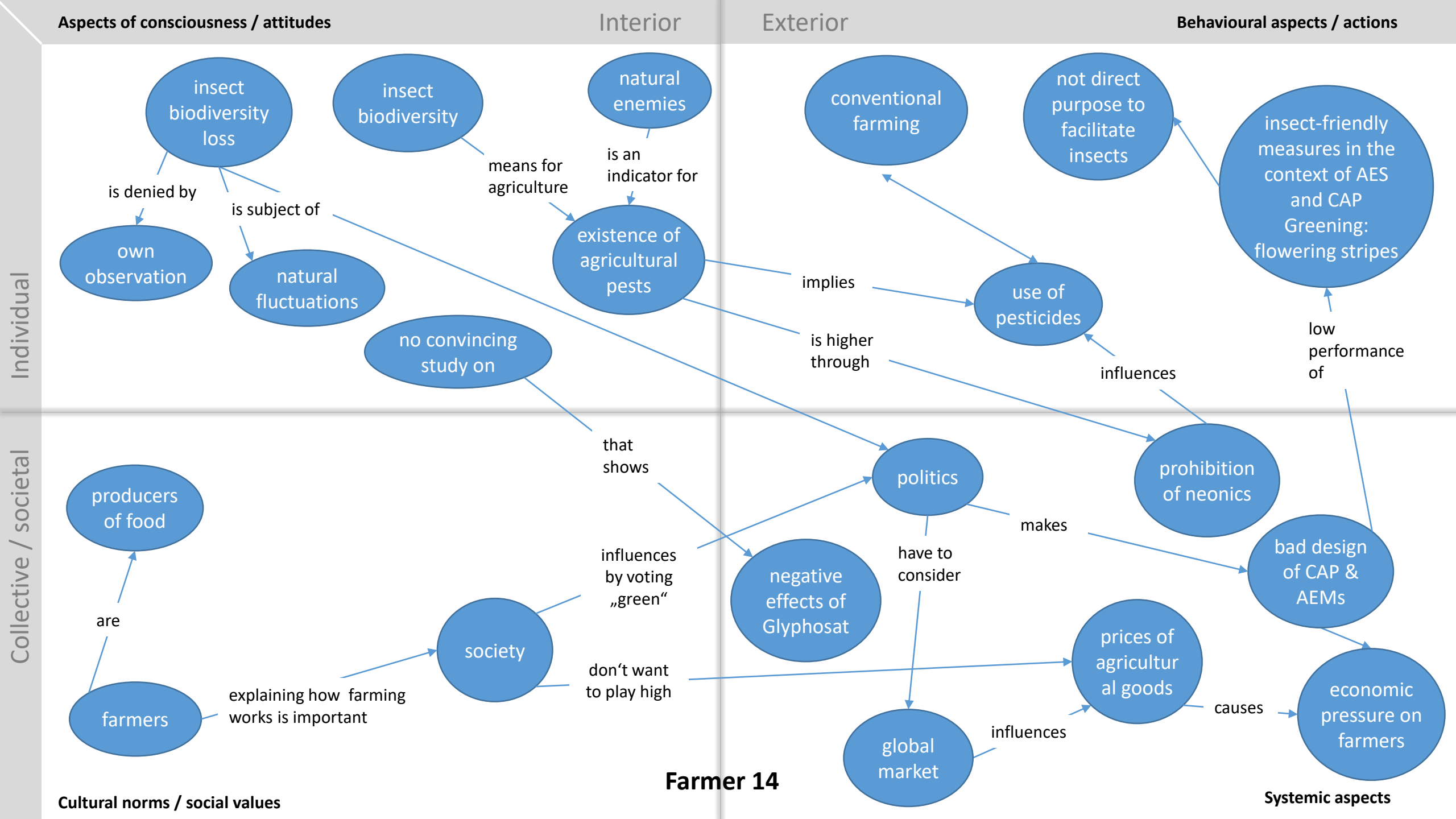

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
insect biodiversity
means for agriculture
existence of agricultural pests
conventional farming
not direct purpose to facilitate insects
insect-friendly measures in the context of AES and CAP Greening: flowering stripes
is denied by
farmer has
is subject of
own observation
natural fluctuations
no need for insect ES services
open-minded, interested in beneficial insects if compensated
implies
use of pesticides
more work steps (= is not effective)
is
if
compensated
influences
implies
cost-intensive
causes
economic pressure (market conditions
is
prohibition of neonics
is a
step back
are
allowed insecticides
utilisation / valorization of crops
producers of food / fodder
generate income
are
have to
farmers
global market
to be more independent from
need for transformation in agriculture
Farmer 9
Cultural norms / social values
Systemic aspects

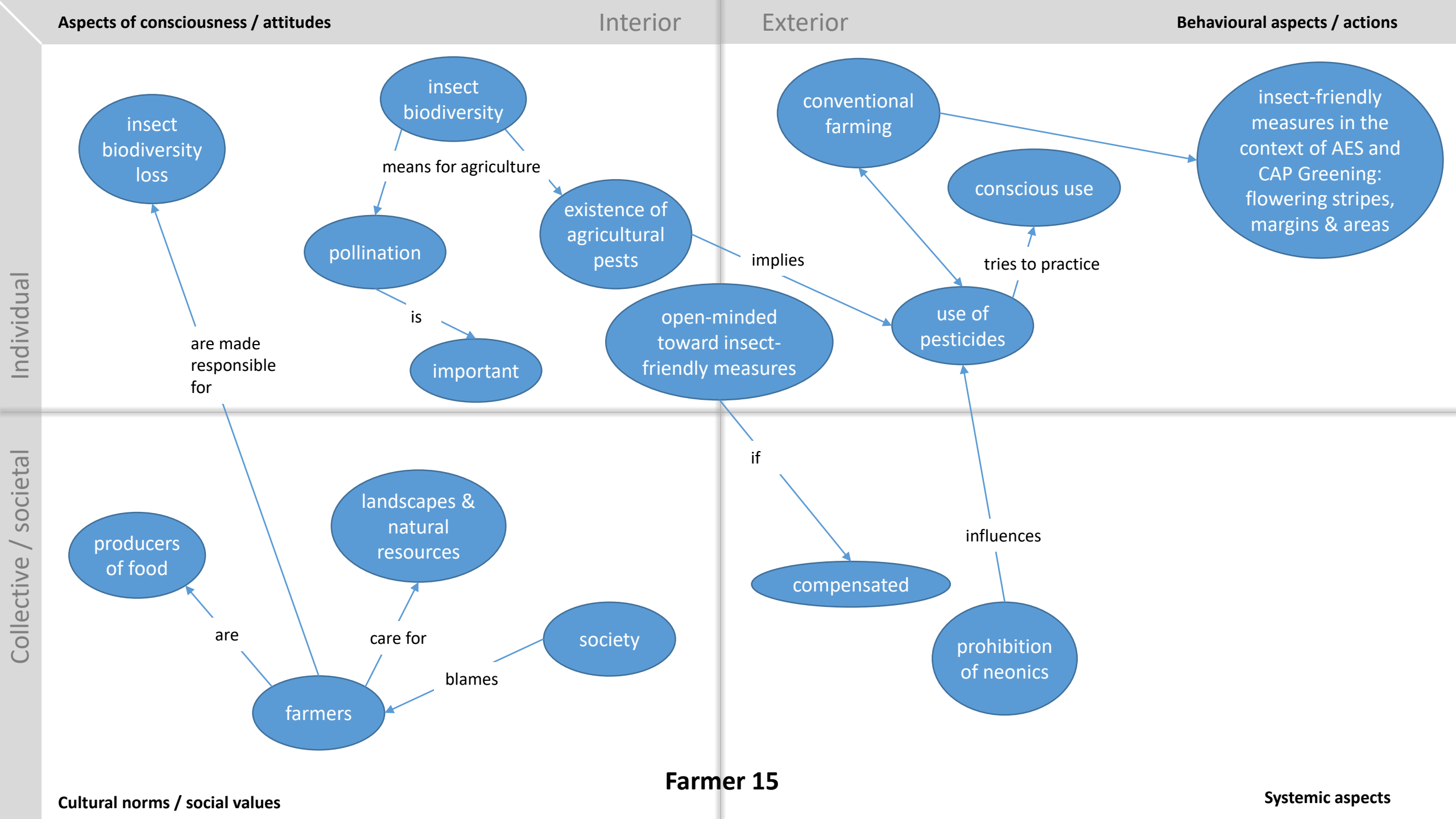

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
insect biodiversity
open-minded, towards insect-friendly measures
conventional farming
insect-friendly measures in the context of AES and CAP Greening: flowering stripes
means for agriculture
is subject of
pollination
natural pest control
implies
use of pesticides
natural fluctuati ons
is
existence of agricultural pests
showing positive image of agriculture
tries to practice
is
conscious use
is not only caused by
important
producers of food
implies
bad image in media (stereo-types)
if
influences
to maintain
should be better compensated
compen sated
are
have
more important than
farmers
has a bad impact on
profitability of crops
agricultural policy AES and CAP Greening:
ecological land use & agroecology
can't feed
people / society
is a hysteria by
prohibition of neonics
if … accept / pay for
Farmer 10
Cultural norms / social values
Systemic aspects


Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
insect biodiversity
means for agriculture
natural pest control
existence of agricultural pests
implies
is of
is not only caused by
conventional farming
insect-friendly measures in the context of AES and CAP Greening: "honey fallow"
use of pesticides
better public relations work by farmers
implies
influences
prohibition of neonics
producers of food
landscapes & natural resources
are
care for
public interest
farmers
general public sees current farming practices critically
Farmer 11
Cultural norms / social values
Systemic aspects

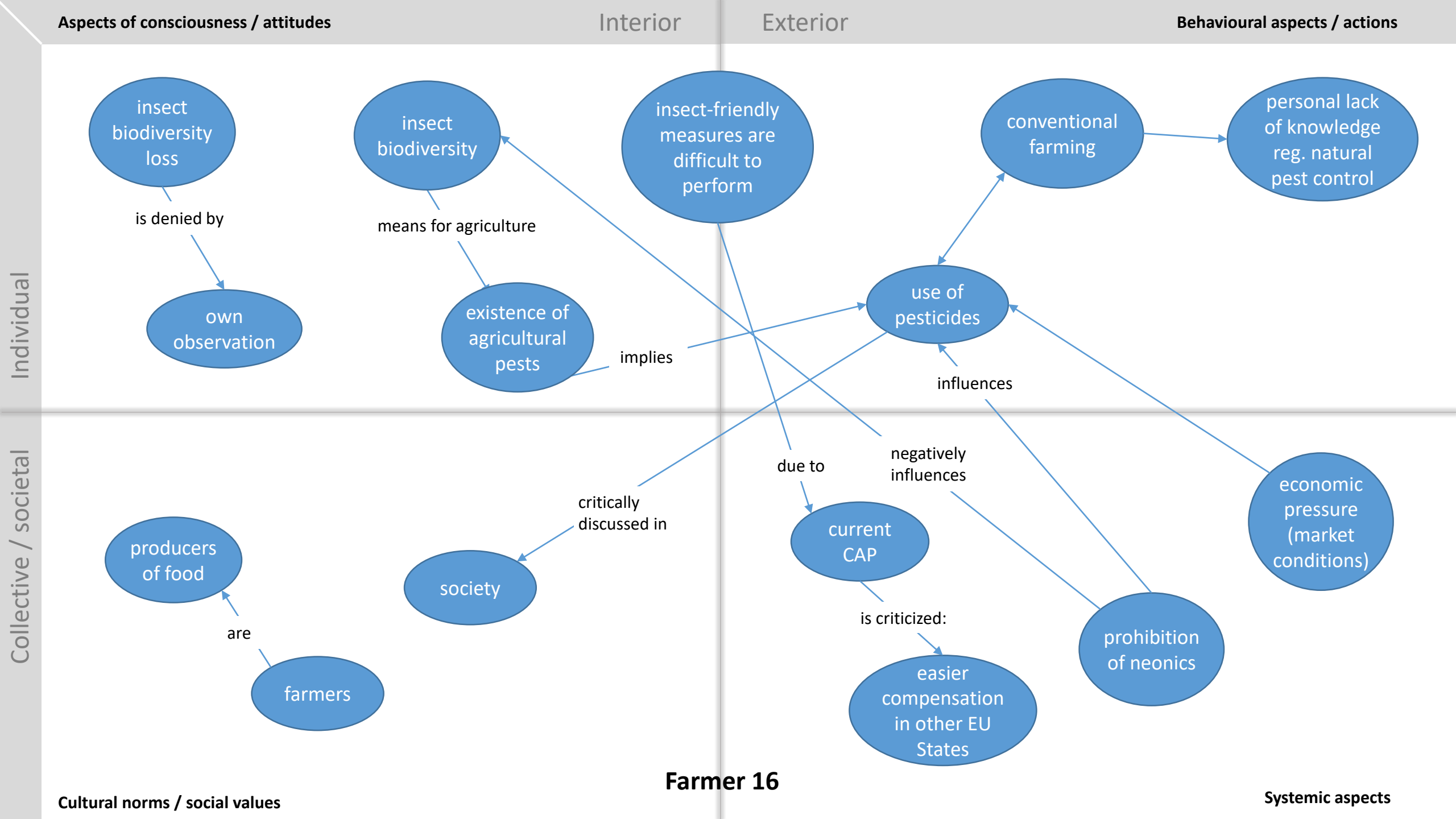

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
part of the food network
has an ecological meaning as
insect biodiversity
means for people
harmful insects
means for agriculture
emotions /own experiences, not awareness
natural pest control
existence of agricultural pests
is perceived by
insect biodiversity loss
no convincing study on
is not (only) caused by
implies
conventional farming
no performance of insect-friendly measures
use of pesticides
causes
causes
that shows
lack of knowledge reg. natural complexity
bad design of AEMs
economic pressure on farmers
influences
causes
producers of food
are
farmers
"Greens and politics
are convinced of
negative effects of Glyphosat
caused
prohibition of neonics (or other pesticides)
causes
global sustainability problems
global market
influences
prices of agricultural goods
Farmer 12
Cultural norms / social values
Systemic aspects

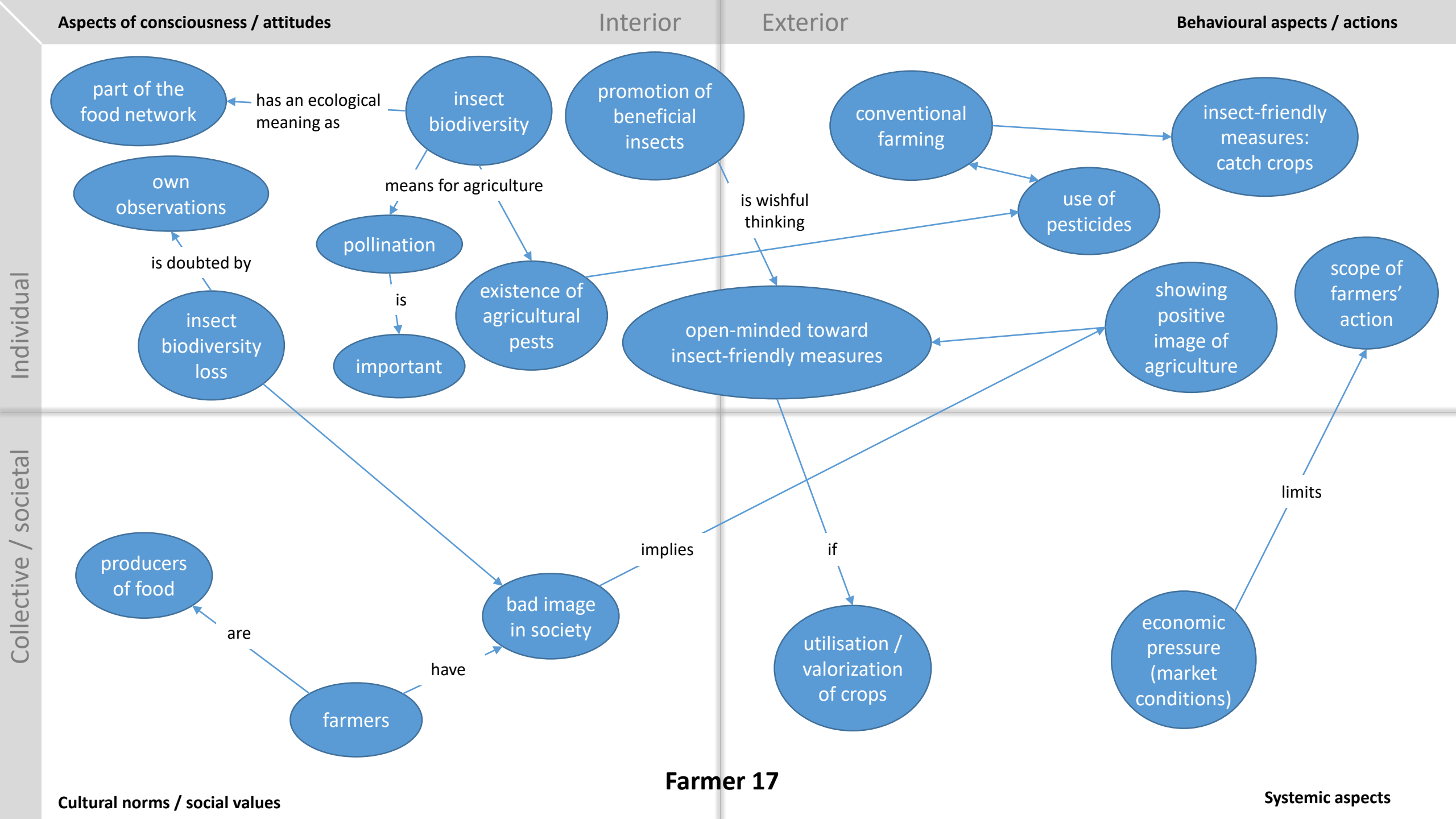

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
no awareness (no thoughts)
insect biodiversity
has an ecological meaning as
part of nature
means for agriculture
pollination
existence of agricultural pests
open-minded toward insect-friendly measures
implies
insect biodiversity loss
means less
conventional farming
insect-friendly measures in the context of AES and CAP Greening: flowering stripes and field margins
conscious use
tries to practice
use of pesticides
if
compen sated
negatively influences
influences
prohibition of neonics
producers of food
are
farmers
Farmer 13
Cultural norms / social values
Systemic aspects

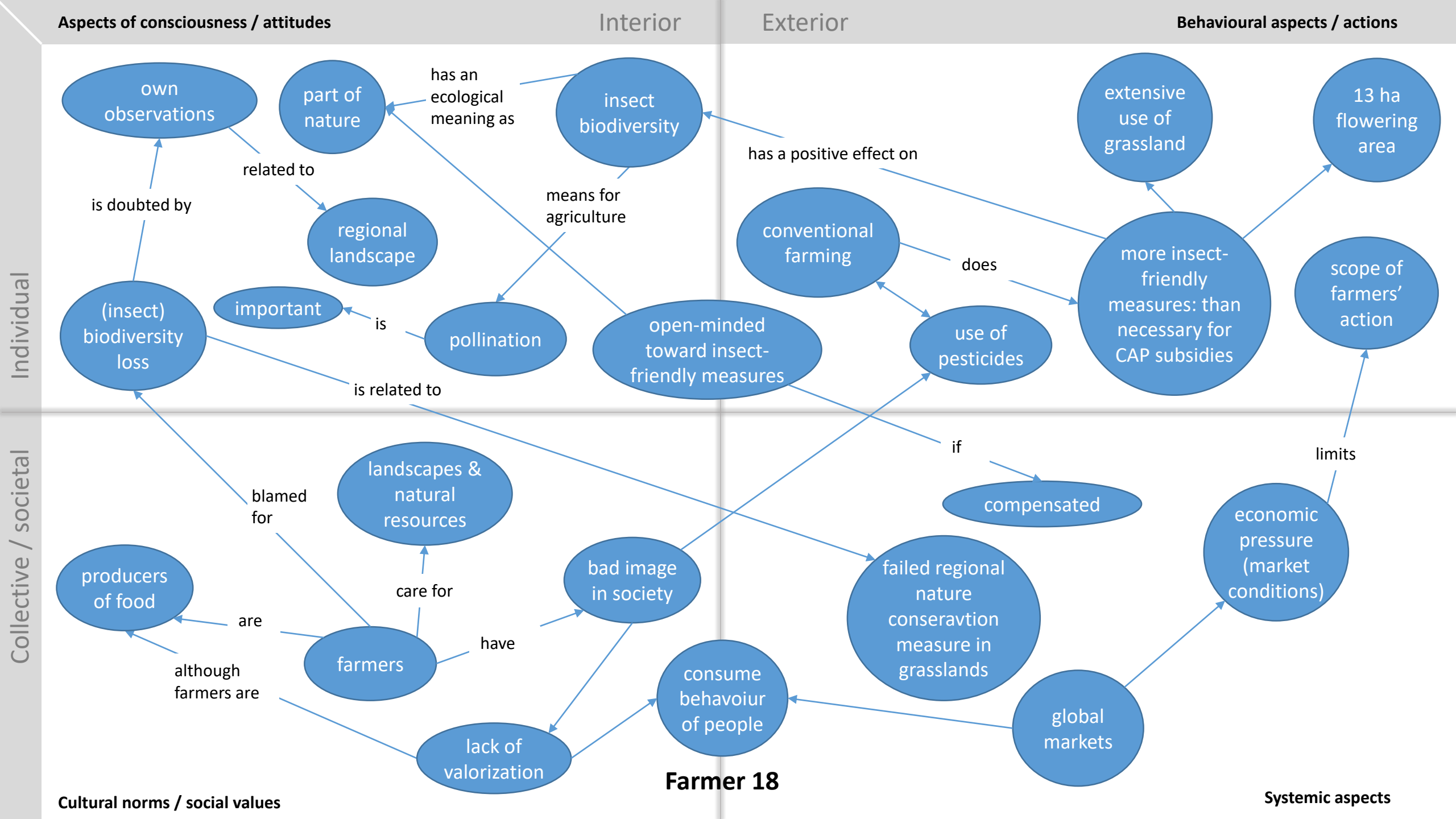

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
insect biodiversity
natural enemies
conventional farming
not direct purpose to facilitate insects
insect-friendly measures in the context of AES and CAP Greening: flowering stripes
is denied by
is subject of
means for agriculture
is an indicator for
own observation
natural fluctuations
existence of agricultural pests
implies
use of pesticides
is higher through
low performance of
influences
no convincing study on
that shows
prohibition of neonics
politics
makes
bad design of CAP & AEMs
producers of food
influences by voting „green“
negative effects of Glyphosat
have to consider
are
society
don‘t want to play high
prices of agricultural goods
causes
economic pressure on farmers
farmers
explaining how farming works is important
global market
influences
Farmer 14
Cultural norms / social values
Systemic aspects

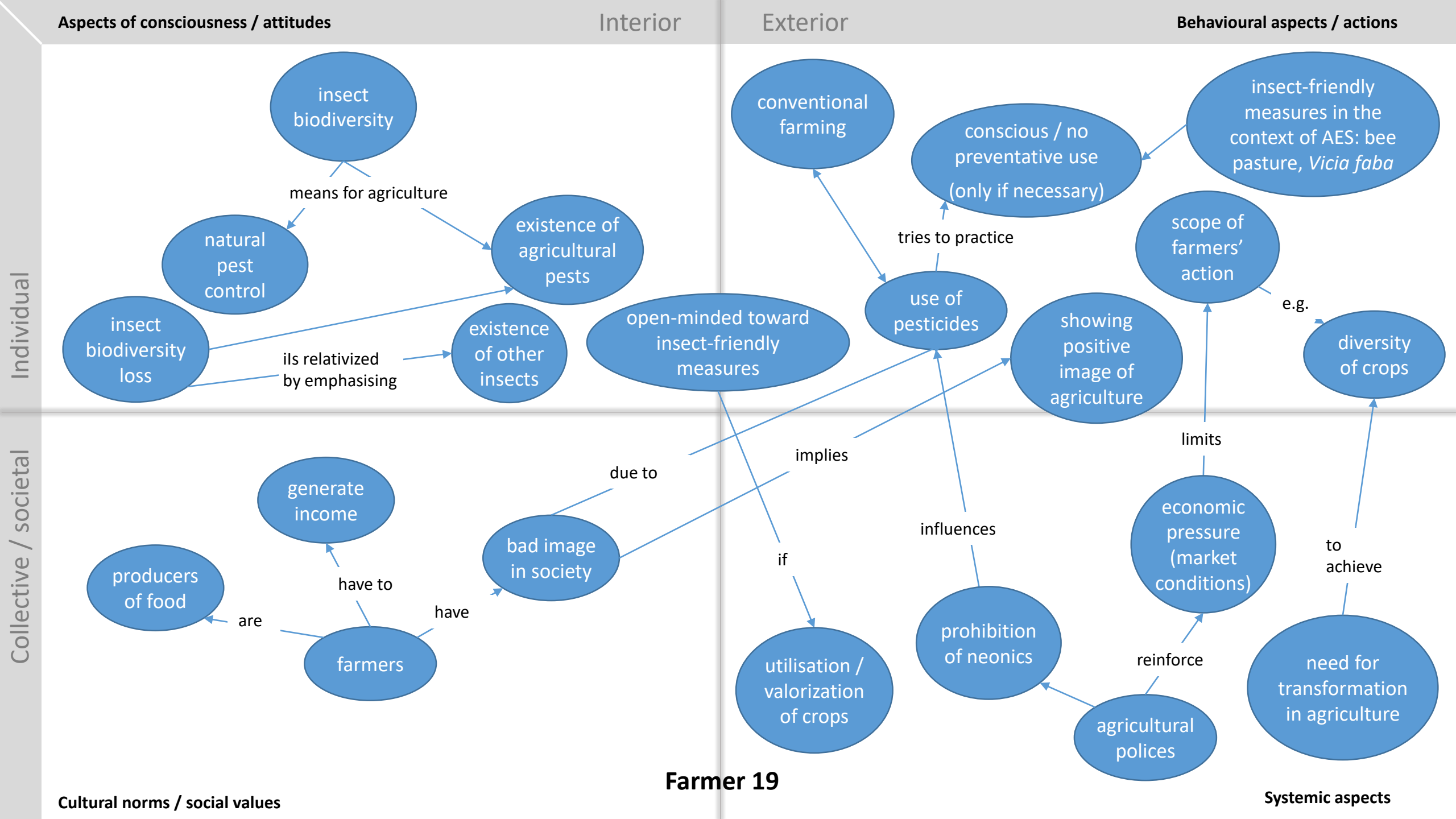

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
insect biodiversity
means for agriculture
pollination
existence of agricultural pests
is
important
are made responsible for
implies
open-minded toward insect-friendly measures
conventional farming
conscious use
tries to practice
use of pesticides
insect-friendly measures in the context of AES and CAP Greening: flowering stripes, margins & areas
if
compensated
influences
prohibition of neonics
producers of food
landscapes & natural resources
are
care for
society
blames
farmers
Cultural norms / social values
Systemic aspects

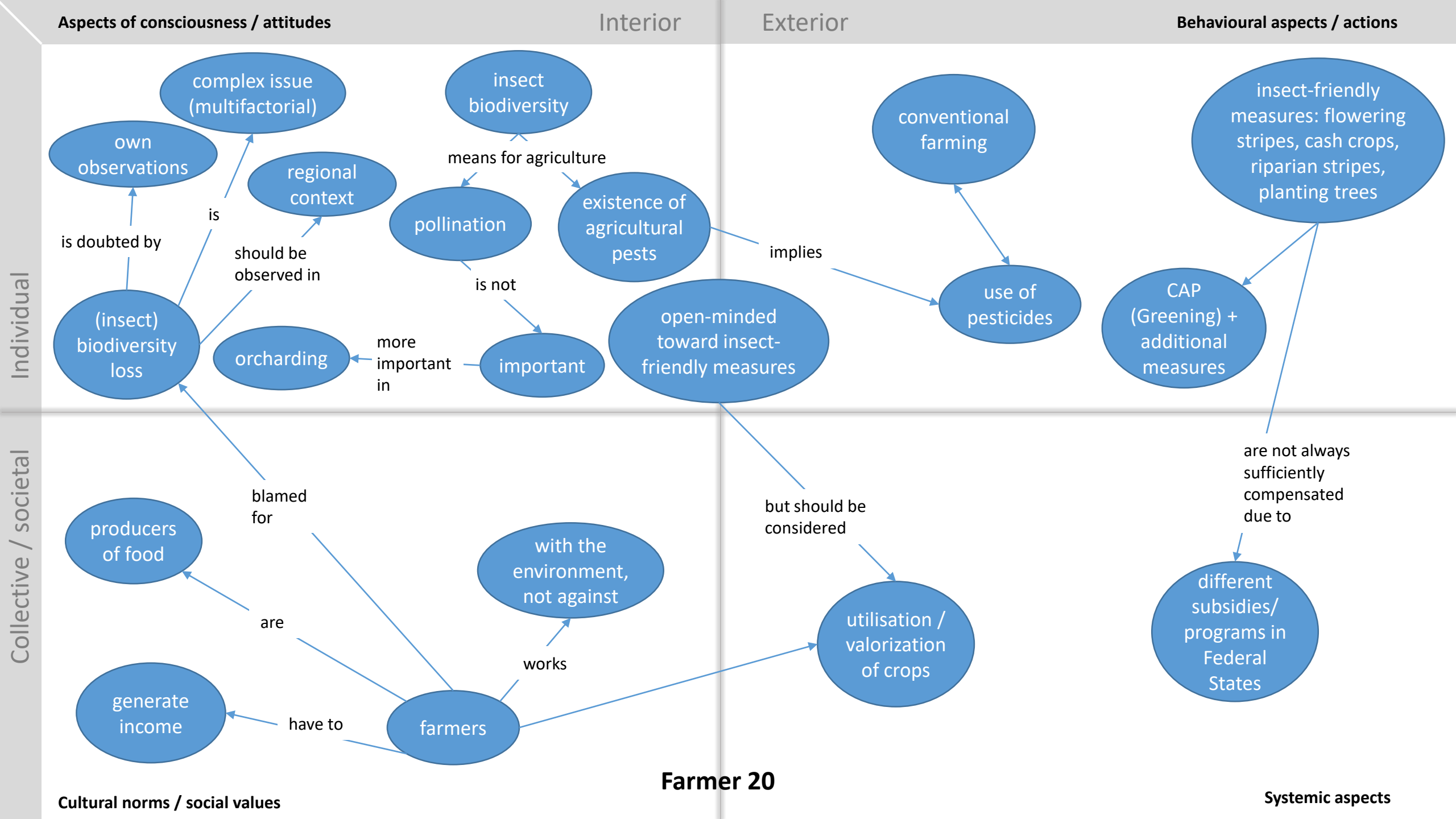
Farmer 15


Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity loss
is denied by
own observation
insect biodiversity
means for agriculture
existence of agricultural pests
implies
insect-friendly measures are difficult to perform
conventional farming
personal lack of knowledge reg. natural pest control
use of pesticides
influences
negatively influences
due to
current CAP
is criticized:
easier compensation in other EU States
critically discussed in
society
producers of food
are
farmers
economic pressure (market conditions)
prohibition of neonics
Farmer 16
Cultural norms / social values
Systemic aspects

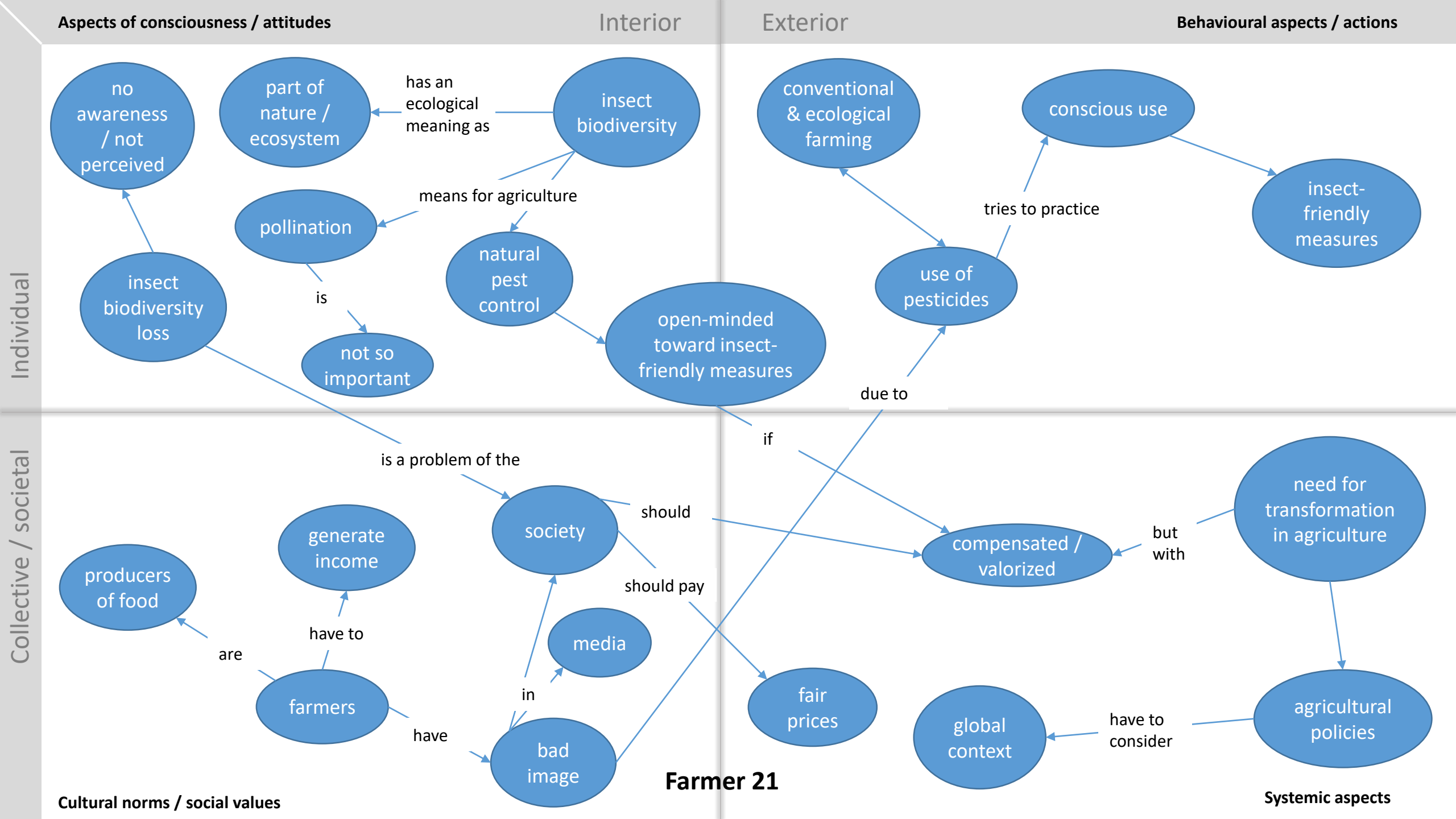

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
part of the food network
has an ecological meaning as
insect biodiversity
promotion of beneficial insects
conventional farming
insect-friendly measures: catch crops
own observations
means for agriculture
is wishful thinking
use of pesticides
pollination
is doubted by
is
existence of agricultural pests
open-minded toward insect-friendly measures
showing positive image of agriculture
scope of farmers' action
insect biodiversity loss
important
limits
implies
if
producers of food
bad image in society
are
have
utilisation / valorization of crops
economic pressure (market conditions)
farmers
Farmer 17
Cultural norms / social values
Systemic aspects

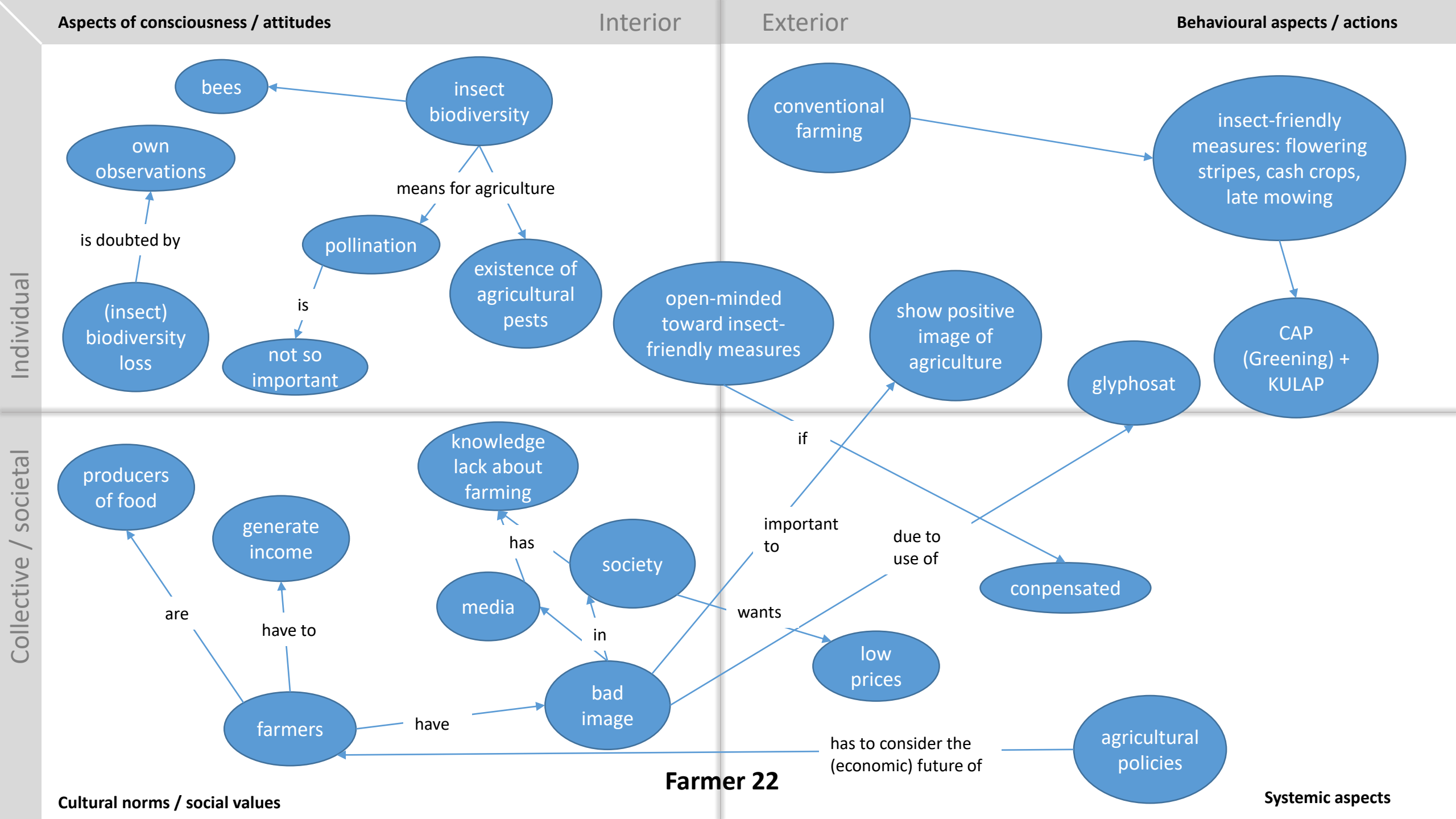

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
own observations
part of nature
has an ecological meaning as
insect biodiversity
extensive use of grassland
13 ha flowering area
related to
is doubted by
means for agriculture
has a positive effect on
regional landscape
conventional farming
does
more insect-friendly measures: than necessary for CAP subsidies
scope of farmers' action
(insect) biodiversity loss
important
is
pollination
open-minded toward insect-friendly measures
use of pesticides
is related to
if
limits
landscapes & natural resources
blamed for
compensated
economic pressure (market conditions)
producers of food
bad image in society
failed regional nature conseravtion measure in grasslands
care for
are
farmers
have
although farmers are
consume behavoiur of people
global markets
lack of valorization
Farmer 18
Cultural norms / social values
Systemic aspects

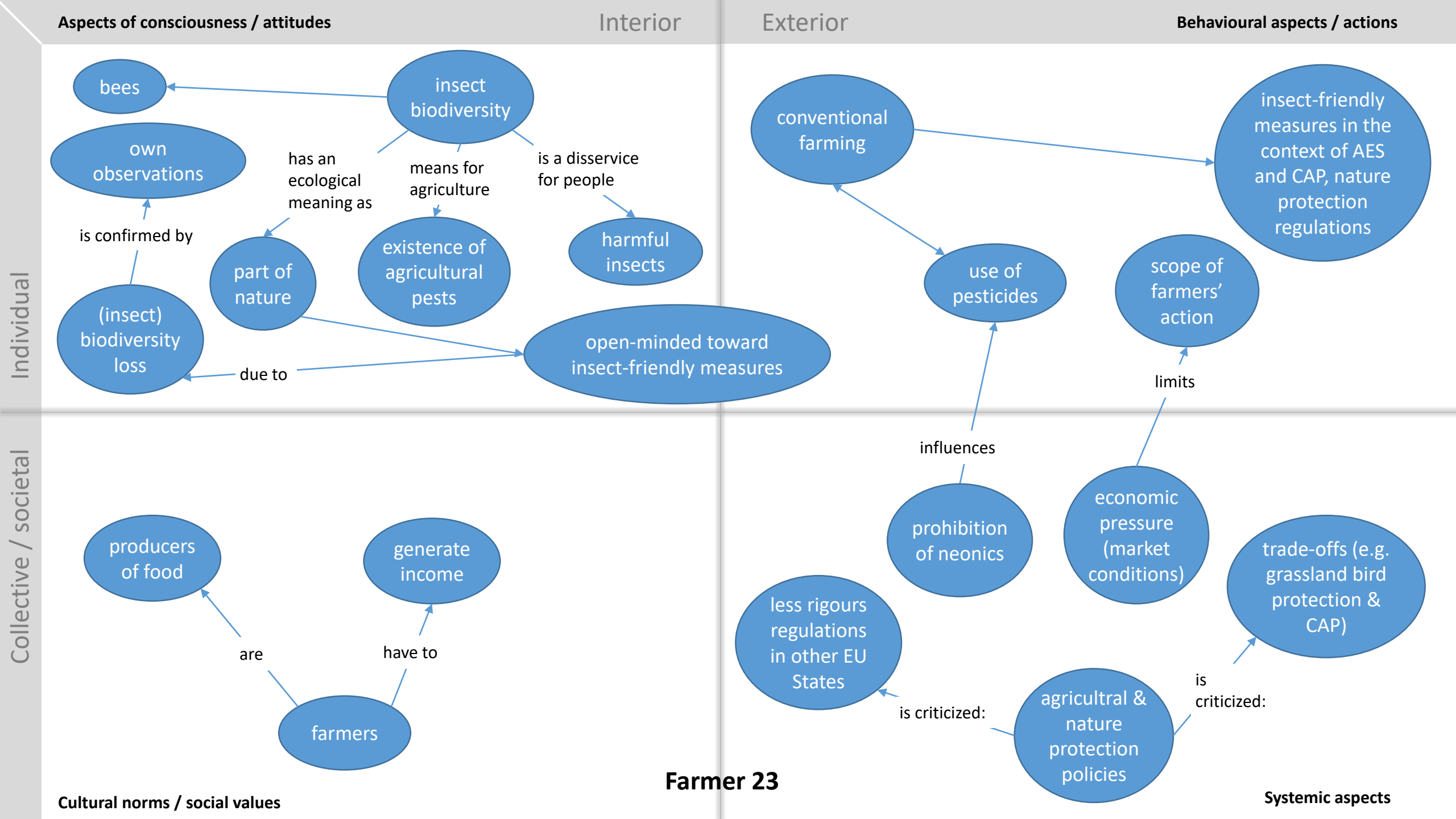

Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
insect biodiversity
means for agriculture
natural pest control
existence of agricultural pests
insect biodiversity loss
ils relativized by emphasising
existence of other insects
open-minded toward insect-friendly measures
conventional farming
conscious / no preventative use (only if necessary)
insect-friendly measures in the context of AES: bee pasture, Vicia faba
tries to practice
use of pesticides
scope of farmers' action
e.g.
showing positive image of agriculture
diversity of crops
generate income
due to
bad image in society
implies
limits
producers of food
have to
are
have
farmers
if
influences
economic pressure (market conditions)
to achieve
utilisation / valorization of crops
prohibition of neonics
reinforce
need for transformation in agriculture
agricultural polices
Farmer 19
Cultural norms / social values
Systemic aspects


Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
complex issue (multifactorial)
insect biodiversity
own observations
regional context
means for agriculture
pollination
existence of agricultural pests
is
is doubted by
should be observed in
is not
(insect) biodiversity loss
orcharding
more important in
important
open-minded toward insect-friendly measures
implies
conventional farming
use of pesticides
insect-friendly measures: flowering stripes, cash crops, riparian stripes, planting trees
CAP (Greening) + additional measures
blamed for
producers of food
are
with the environment, not against
works
generate income
have to
farmers
but should be considered
utilisation / valorization of crops
are not always sufficiently compensated due to
different subsidies/ programs in Federal States
Cultural norms / social values
Systemic aspects

Farmer 20


Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
no awareness / not perceived
part of nature / ecosystem
has an ecological meaning as
insect biodiversity
means for agriculture
pollination
natural pest control
insect biodiversity loss
is
not so important
open-minded toward insect-friendly measures
conventional & ecological farming
conscious use
tries to practice
insect-friendly measures
use of pesticides
due to
if
is a problem of the
society
should
should pay
generate income
producers of food
have to
are
farmers
have
bad image
in
media
compensated / valorized
but with
need for transformation in agriculture
fair prices
global context
have to consider
agricultural policies
Farmer 21
Cultural norms / social values
Systemic aspects


Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
bees
insect biodiversity
own observations
means for agriculture
is doubted by
pollination
existence of agricultural pests
(insect) biodiversity loss
is
not so important
conventional farming
insect-friendly measures: flowering stripes, cash crops, late mowing
open-minded toward insect-friendly measures
show positive image of agriculture
glyphosat
CAP (Greening) + KULAP
if
knowledge lack about farming
producers of food
generate income
has
society
important to
due to use of
conpensated
media
are
have to
in
wants
low prices
bad image
farmers
have
has to consider the (economic) future of
agricultural policies
Farmer 22
Cultural norms / social values
Systemic aspects


Aspects of consciousness / attitudes
Interior
Exterior
Behavioural aspects / actions
Individual
Collective / societal
bees
insect biodiversity
own observations
has an ecological meaning as
means for agriculture
is a disservice for people
is confirmed by
part of nature
existence of agricultural pests
harmful insects
(insect) biodiversity loss
due to
open-minded toward insect-friendly measures
conventional farming
insect-friendly measures in the context of AES and CAP, nature protection regulations
use of pesticides
scope of farmers' action
limits
influences
prohibition of neonics
economic pressure (market conditions)
trade-offs (e.g. grassland bird protection & CAP)
less rigours regulations in other EU States
is criticized:
agricultral & nature protection policies
is criticized:
producers of food
generate income
are
have to
farmers
Farmer 23
Cultural norms / social values
Systemic aspects