

**Value of ecosystem services provided by livestock systems in HNV farmland: a psychographic analysis***T. Rodríguez-Ortega<sup>1</sup>, A. Bernués<sup>1</sup> and F. Alfnes<sup>2</sup>**<sup>1</sup>Centro de Investigación y Tecnología Agroalimentaria (CITA), Avda. Montañana 930, 50059 Zaragoza, Spain, <sup>2</sup>Norwegian University of Life Sciences, School of Economics and Business, Universitetstunet 3, 1432 Ås, Norway; [trodriquezo@cita-aragon.es](mailto:trodriquezo@cita-aragon.es)*

High nature value (HNV) farming systems, such as grazing systems in Mediterranean mountains, are highly multifunctional. These functions underpin their capacity to provide a wide range of ecosystem services (ES) of which many are non-marketable. Agricultural policy needs to evaluate the desired levels of provision of ES according to societal demands and to motivate farmers to provide them. In this study, we aimed at uncovering how different societal attitudes influence the perception and willingness to pay (WTP) for ES provided by HNV agro-ecosystems. We combined psychographics (Likert-type statements) and economic analysis (choice experiment) to: (1) segment the general population (residents in nearby regions where the study area is located) and the local population (residents in the study area) in different psychographic profiles (based on worldviews on the environment, economy, agriculture, rural environment, food consumption, quality perception and agri-environmental policy); (2) calculate the WTP for several ES of the different profiles. In both populations, we found a 'conservationist' and a 'productivist' psychographic profile. These, together with location, had a strong influence on the WTP. Productivists stated a WTP (in €/person/year) of 88€ and 141€ in general and local populations, respectively. For conservationists, WTP was 152€ and 334€, respectively. In relation to the relative preference for ES provision, all profiles were highly concerned about forest wildfires, followed by the availability of quality products for the productivists, the biodiversity maintenance for the general conservationists and a more human-intervened landscape for the local conservationists. The value of ES for different societal profiles should be considered to increase the legitimacy of the EU agri-environmental policy.

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Beyond the provision of commodities such as milk or meat, the livestock farming systems (LFS) deliver multiple non-marketed outputs. Some of those outputs are recognized and they have values for human beings enjoying them. So they may be viewed as services provided by LFS at territory scale. But the various stakeholders of a territory do not have the same perception of those outputs and it is a necessity to build the convergence of the points of view to allow the development of LFS with valuable services. To support these assertions, the aim of this presentation is to get evidences from case studies. Two contrasted territories are chosen in French Mediterranean region. The first one is in the littoral area of Provence, characterized by urbanization, touristic attractiveness, decrease of crops and livestock and large areas of forest, with the journey of mobile pastoral herds and flocks coming from the Alps. The second case study is in the hinterland of Languedoc. The altitude plateaus (Causses) and mountains (Cévennes) are used by various sheep, goat and cattle LFS, building an agropastoral landscape recognized as a patrimony by UNESCO. Three surveys have been conducted, from 2011 to 2015, with 79 stakeholders (farmers, operators of commodities chains, farmer unions' representatives, land owners, territorial and environment managers, local communities' representatives, etc.). From the interviews, we identify the valuable outputs recognized by the stakeholders, through their practices and perceptions. Those outputs are then organized in a grid of services at territory scale from livestock systems, combining two frameworks: multifunctionality of agriculture and ecosystem services. Finally, we discuss the convergences and divergences about services between stakeholders and the actions that could support the LFS with valuable services in those two territories.