



*Annual Conference of the Agricultural Economics Society,  
KU Leuven, Belgium, 4th-6th April 2022  
LIFT Workshop - Grote Aula at 09.00-10.15 on Wednesday (6 April)*

## **Drivers of the transitions for more ecological farming across Europe: A selection of findings from the LIFT project**

The aim of this workshop is to discuss some of the drivers that could contribute to the transition of European agriculture to more ecological farming, based on original works carried out on several European case studies in the H2020 LIFT research project.



### **1. Introduction - The transitions in European farming towards more ecological approaches and the LIFT project (Laure Latruffe and Andrew Barnes)**

Andrew Barnes is a Professor in Rural Resource Economics at SRUC. He is also Head of the Department for Rural Economy, Environment and Society. He has around 25 years experience applying agricultural economic approaches to policy and societal issues. His main interests are around the role of farmer behaviours and uptake of sustainable agricultural technologies.



### **2. Do we like the look of agriculture? A choice experiment to determine the value of aesthetic services derived from agricultural landscapes in Belgium, Hungary and England (Kato Van Ruymbeke, Alberto Zanni, Alastair Bailey, Sophia Davidova, Zoltan Bakucs, Liesbet Vranken)**

Kato Van Ruymbeke has Bachelor's in Biology from the University of Sheffield, and a Master's in Climate Change from King's College London. She is currently completing her PhD in Bioeconomics at KU Leuven under the supervision of Liesbet Vranken. Her research focuses on European agroecosystems and the ecosystem services derived from these, evaluating both the supply of and demand for ecosystem services.



### **3. Employment outcomes of ecological farming: A comparison of EU Member States (Philip Kostov, Alastair Bailey, Sophia Davidova, Stuart Henderson)**

Alastair Bailey is Professor of Agricultural Economics at the School of Economics, The University of Kent and member of Centre of Agri-environment Studies (CEAS). He has been researching topics in agriculture for over 25 years focusing on issues as diverse as productivity, including labour productivity and labour markets, the economics of the biocontrol of pests through to water body protection and international trade.



### **4. Farmers' perceived values in organic and conventional farming: a comparison of French, Irish and Swedish farmers using the Means-end chain approach (Gaëlle Leduc, Helena Hansson, Ebba Engström, Larissa Billaudet, Mary Ryan)**

Gaëlle Leduc is a PhD candidate in agricultural economics at the Swedish University of Agricultural Sciences (SLU). Her thesis focuses on behavioural factors influencing farmers' adoption of ecological practices. She uses both quantitative and qualitative methods to study that topic. Gaëlle will defend her thesis in September.



### **5. Understanding the adoption of sustainable agricultural practices in Europe: farm and practice level insights (Bethan Thompson, Luiza Toma, Andrew Barnes)**

Bethan Thompson is a food and agriculture researcher with expertise in statistical analysis for the social sciences. Her work focuses on understanding, motivating and evaluating changes that can have positive social and environmental impacts including as changing diets, reducing food waste and adopting new technology



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