

Ethics and Innovation in Organic Dairy Farming: Exploring German Consumers' Perceptions and Expectations -A Focus Group Study
 Supplementary Material 2: Categories and subcategories of the coding-system and frequency of mentions by participants

Categories & subcodes	Perception IOB	Perception ROB	Expectation IOB	Expectation ROB	Total	Added after Slide-show
Barn and pasture	37	34	7	10	88	8
Raised area in barn and paddock	13	16	2	2	33	2
Pasture/outdoors	13	7	0	2	22	0
Species-appropriate/animal-friendly	2	6	1	2	11	2
Condition of floor and housing	5	0	1	1	7	1
Farmer-Animal Interaction	2	2	1	1	6	1
No Tethering	1	3	0	0	4	1
Barn cleanliness	1	0	0	1	2	0
Number of animals	0	0	2	0	2	1
Location of barn	0	0	0	1	1	0
Feeds	20	23	3	5	51	9
Pesticide-free feed	5	4	0	0	9	0
Green fodder/grass/fresh fodder	4	3	0	1	8	4
Natural feed	3	3	0	1	7	0
Healthy feed	3	2	1	0	6	1
Species-specific feed	2	2	0	1	5	0
Feed (not-specific)	1	3	0	1	5	0
Pasture-based feed	0	1	2	0	3	0
Hay	0	2	0	1	3	1
Cereals	1	1	0	0	2	2
Clean feed	1	1	0	0	2	0
Corn silage	0	1	0	0	1	1
Mother, calf, and young cattle	6	11	9	9	35	19
Maternity rearing	2	6	6	6	20	6
Early separation of cow and calf	1	1	0	0	2	2
On-farm/near-farm rearing	1	1	2	2	6	6
Sale & transport of calves	2	2	0	0	4	4
Longer calving interval	0	0	1	1	2	0
Nurse rearing	0	1	0	0	1	1
Health	13	11	7	2	33	0
No/fewer medications	2	4	2	0	8	0
No/fewer antibiotics	6	1	1	0	8	0
No hormones	2	2	1	0	5	0
Extra-gentle milking	2	2	0	1	5	0
Better care/medical attention	0	2	1	0	3	0
No dehorning	0	0	1	1	2	0
Regular inspections	1	0	1	0	2	0
Breeds and breeding	8	3	5	0	11	3
Sexed semen	2	2	0	0	4	4
No overbreeding	2	0	1	0	3	0
Pure milk breed	1	1	0	0	2	2
Artificial insemination	1	0	1	0	2	1
No artificial insemination	1	0	0	0	1	0
Dual-purpose breeds	1	0	1	0	2	1
Naturas service	0	0	1	0	1	0
Breeding for longevity	0	0	1	0	1	0
Slaughter/transport	0	2	6	3	11	3
Short transport	0	0	2	3	5	2
Retired dairy cow	0	1	3	0	4	0
Humane slaughter	0	1	1	0	2	1
Milking, technology, health monitoring	4	3	0	0	7	5
Automatic feeding & manure removal	1	2	0	0	3	1
Milking robots	1	1	0	0	2	2
Health-monitoring systems	2	0	0	0	2	2
Miscellaneous	1	2	1	2	6	1
fair payment farmers; Milk price pressure	0	2	0	1	3	0
Transparency/controls	1	0	1	0	2	1
Milk quality	0	0	0	1	1	0
Total	89	89	38	31	247	53

IOB= intensive organic buyers; ROB = regular organic buyers, The last column shows how many of the mentions (i.e., notes written on cards) were added after the slide-show.