

Exploring Farming Styles: Theory, Methods, Sources

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Step 1: From the ,rational farmer‘ to the ,farmer‘-, ,peasant‘-dichotomy



,(rational) farmer‘:

- profit-maximising
- market-oriented
- machinery
- etc.



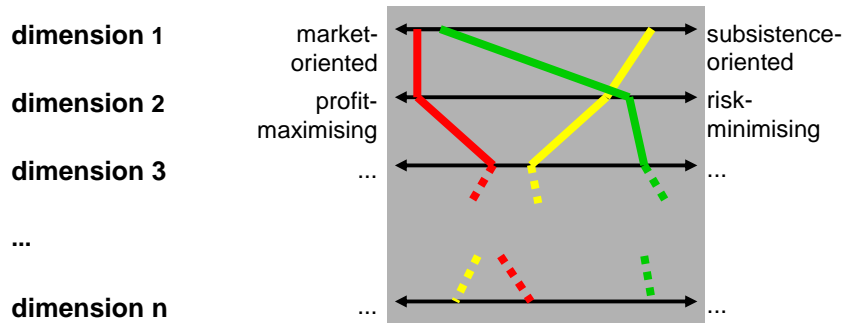
,peasant‘:

- risk-minimising
- subsistence-oriented
- manual work
- etc.

simplified ideal types versus complexity of real life

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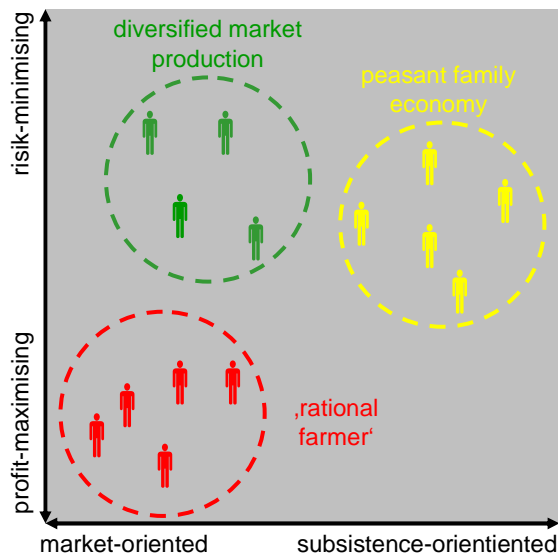
Step 2: From the 'farmer'-'peasant'-dichotomy to multiple dimensions



- profile (,style') 1: 'rational farmer' (Thünen)
- profile (,style') 2: peasant family economy (Chayanov)
- profile (,style') 3: diversified market production

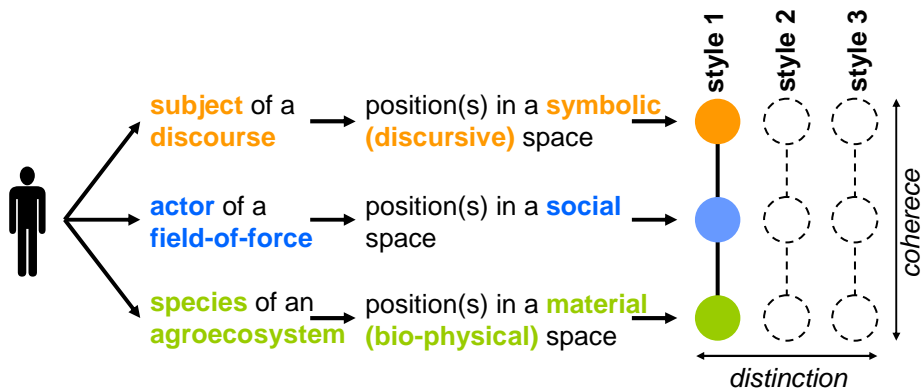
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Step 3: From multiple dimensions to a multi-dimensional space



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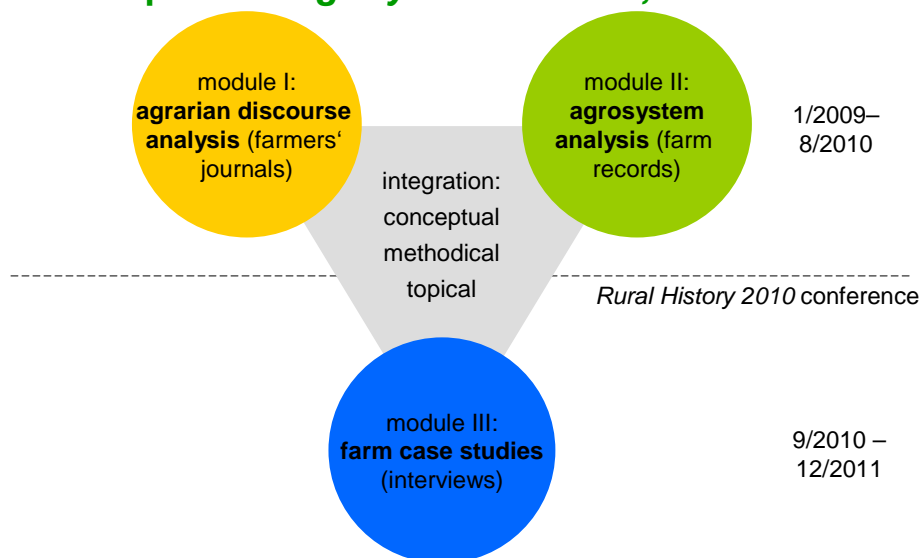
Step 4: From a multi-dimensional space to farming styles theory



- interconnections of the material, social and symbolic world
- **actor-network theory** (Bruno Latour)
- **farming styles** (Jan Douwe van der Ploeg)

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Step 5: From farming styles theory to the research concept *Farming Styles in Austria, 1945-1980s*



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