

Table 3: Ecosystem services and suggested monetary valuation techniques.

Ecosystem Service	Market-based	Surrogate Market	Stated Preference
Food	Market prices, producer & consumer surplus		
Water for Consumption	Market prices, producer & consumer surplus		
Building and Fibre	Market prices, producer & consumer surplus		
Genetic Resources	Market prices, producer & consumer surplus		
Biochemicals, Medicines and Pharmaceuticals	Market prices, producer and consumer surplus, noting probability of commercial success		
Ornamental Resources	Market prices, producer & consumer surplus		
Transport Infrastructure	Productivity gains, producer surplus, replacement cost		
Air Quality	Defensive-averse expenditures, reduction in cost of illness, replacement/repair costs, producer surplus	Hedonic pricing (property values)	Contingent valuation, Contingent choice
Habitable Climate	Defensive-averse expenditures, producer surplus	Hedonic pricing (property values)	Contingent valuation, Contingent choice
Water Quality	Defensive-averse expenditures, reduction in cost of illness, replacement/treatment costs, producer surplus	Hedonic pricing (property values), Travel cost (alternative sites or uses)	Contingent valuation, Contingent choice

Ecosystem Service	Market-based	Surrogate Market	Stated Preference
Arable Land	Productivity gains, producer surplus, replacement cost	Hedonic pricing (property values)	
Buffering Against Extremes	Damage cost avoided, including probability of occurrence	Hedonic pricing (property values)	Contingent valuation, Contingent choice
Pollination	Productivity gains, producer surplus	Hedonic pricing (property values)	
Reduce Pests and Diseases	Productivity gains, producer surplus, reduction in cost of illness	Hedonic pricing (property values)	Contingent valuation, Contingent choice
Productive Soils	Productivity gains, producer surplus, replacement cost	Hedonic pricing (property values)	
Noise Abatement	Defensive-averse expenditures, reduction in cost of illness, replacement/treatment costs, producer surplus	Hedonic pricing (property values)	Contingent valuation, Contingent choice
Iconic Species	Market values of similar items or substitutes, producer surplus in activities drawing on iconic species		Contingent valuation, Contingent choice
Cultural Diversity	Market values of similar items or substitutes, producer surplus in activities drawing on cultural diversity		Contingent valuation, Contingent choice
Spiritual and Religious Values	Market values of goods, services and dependent activities related to spiritual and religious values		Contingent valuation, Contingent choice

Ecosystem Service	Market-based	Surrogate Market	Stated Preference
Knowledge Systems	Market values of knowledge-based goods, services and dependent activities		Contingent valuation, Contingent choice
Inspiration	Market values of creatively based goods, services and dependent activities		Contingent valuation, Contingent choice
Aesthetic Values	Market values of aesthetically-based attributes or dependent activities		Contingent valuation, Contingent choice
Effect on Social Interactions	Reduction/avoidance of costs of social dysfunction		Contingent valuation, Contingent choice
Sense of Place	Market values of similar locations, environments or dependent activities	Travel cost, Hedonic pricing	Contingent valuation, Contingent choice
Iconic Landscapes	Market values of similar attributes or dependent activities	Travel cost, Hedonic pricing	Contingent valuation, Contingent choice
Recreational Opportunities	Market values of similar recreational activities	Travel cost, Hedonic pricing	Contingent valuation, Contingent choice
Therapeutic Landscapes	Market values of similar activities, reduction/avoidance of costs of illness and social dysfunction	Travel cost, Hedonic pricing	Contingent valuation, Contingent choice