

# Understanding the factors that influence the uptake of new approaches on farm

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# Basic, better, best?



Cabbage steam flea beetle



Slugs



Aphids



The impact of agricultural traffic and tillage on soil physical properties & crop yields



It's all about people

*“Technology is nothing. What’s important is that you  
have a faith in people”*

Steve Jobs



# Threats or opportunities?



Yes, but...?

What do adults do when it rains?



So what?

What do children do when it rains?



# Threats or opportunities?

Rea**c**tive: acting in response to a situation rather than creating or controlling it

*“No one succeeds by being reactive”*

Creative: relating to or involving the use of the imagination or original ideas to create something

*“Creativity is experiments, growing, taking risks, breaking rules, making mistakes and having fun”*

## Reactive language

- There's nothing we can do
- That's just the way it is
- That person frustrated me
- We don't allow that
- We have to do it
- We can't
- If only

## Proactive language

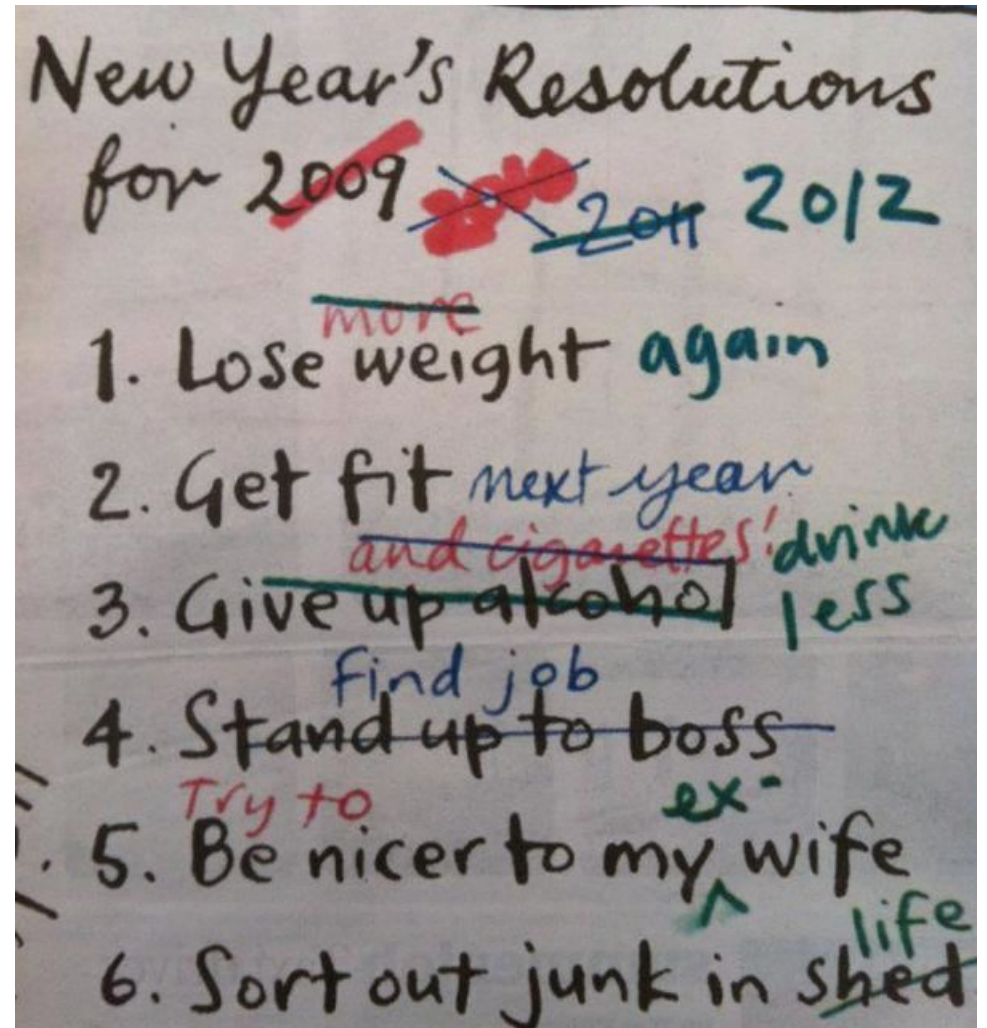
- Let's look at the alternatives
- We can take a different approach
- I control my feelings/reaction
- We choose an effective response
- We choose/ we prefer
- We will



# Time for change

*"People want progress,  
but they don't want to  
change"*

*"If you do what you did,  
you get what you got"*



**R**ules &  
regulations

**E**ducation

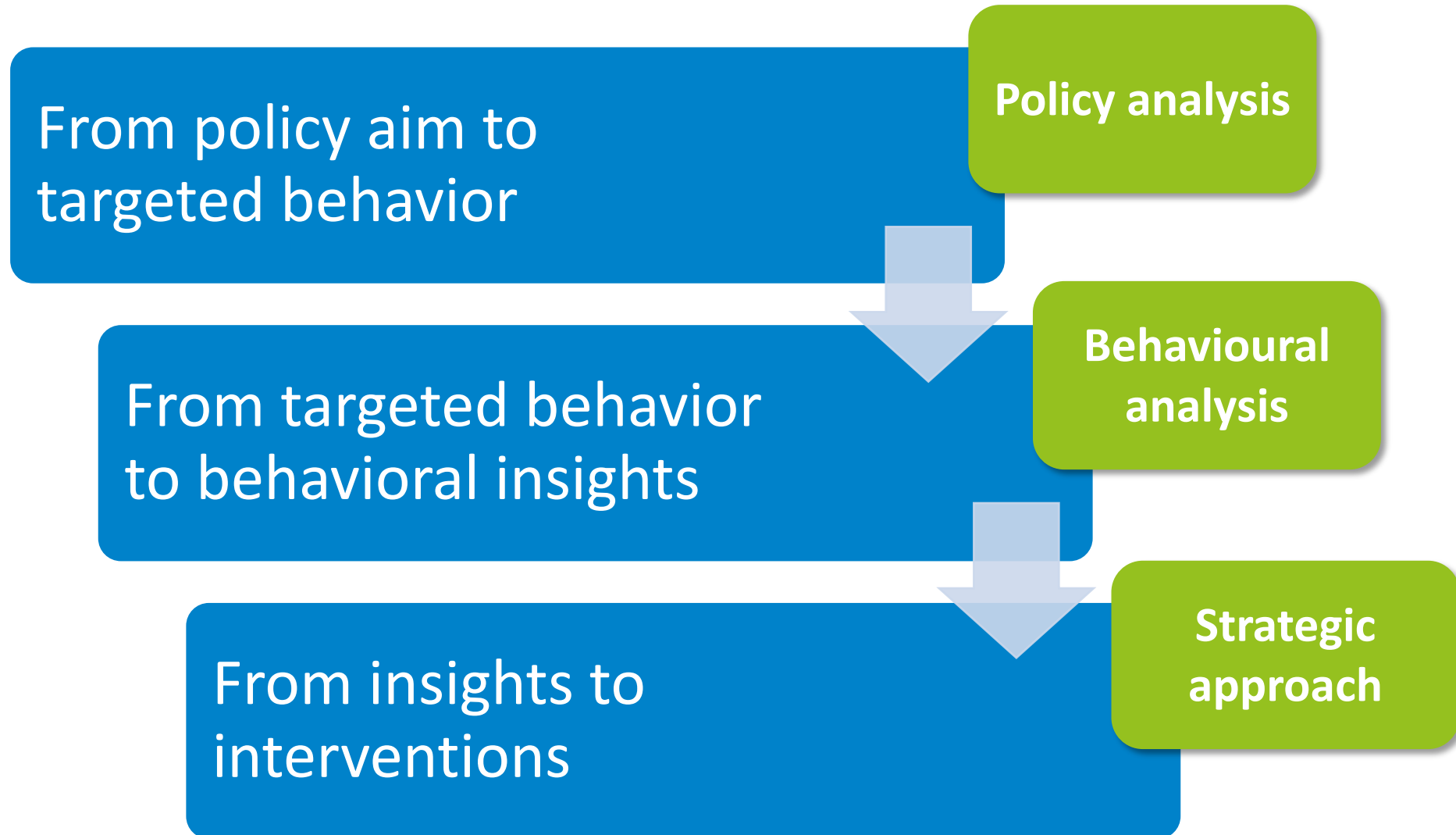
**S**ocial  
pressure

**E**conomic  
impulses

**T**ools



# We need to flip our thinking





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How do you source data to inform pesticide recommendations? [#agronomy](#)

17% In-field e.g. water traps

17% Alerts

33% Speaking with colleagues

33% Past experience

"Before I found out about the role model"

Use of messengers – role model

"a good agreement"

Identity

"Keep it simple"

Identity

"Spray when number of insects is high"

Stimulus nudge

"Need to use different techniques"

Stimulus nudge

"Most farmers are basic but the best are the ones who are the most 'mistake'"

Stimulus nudge

“There is an assumption that a farmer is an empty cup that needs to be filled

A farmer is a cup of tea full of knowledge than needs stirring”





A vibrant landscape of a green field at sunset. A path leads from the foreground towards the horizon where the sun is setting, casting a warm glow. The sky is filled with colorful clouds, and the field is lush and green. In the background, there are rolling hills and a few distant buildings.

**‘Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world’**