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?

What do adults do when it rains?

Yes, but...?

What do children do when it rains?

So what?
Threats or opportunities?

Reactive: 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"
We need to flip our thinking

From policy aim to targeted behavior

From targeted behavior to behavioral insights

From insights to interventions

Policy analysis

Behavioural analysis

Strategic approach

Adapted from Jansen (2018)
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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
"Spray when threshold of x number of beetles per plant reached"

"Need new, better, more proven monitoring techniques"

"Before I tried it and found nothing, but the seedlings around the trap were attacked"

"A good agronomist keeps a farmer happy"

"Keen young ones could use data"

"Most farmers will do for basic things, but the rest will just trust the agronomist"
“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”
‘Inspiring our farmers, growers and industry to succeed in a rapidly changing world’