Best Ways To Communicate With Farmers



The motivations and challenges faced by farmers in learning and adopting new beneficial management practices (BMPs) developed in AAFC-Living Labs are still not fully understood. These BMPs contribute to mitigating GHG emissions and sequestering carbon in the Canadian agricultural sector.













Background of Respondents



of them was involved with Living Labs.





Majority of them operated grain/oil



years had been farming.



All of them had heard at least a few times about new BMPs to try on their farms.



Most of them had experience with universities, private organizations, and government extension staff.

Agriculture and Agri-Food Canada

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i Sources of Information USE:

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TRUST:

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Solutions and Recommendations 1. More Communication, More Trust: Farmers trust the information sources more when more human factors are involved. 2. Demonstration of Techniques: Farmers trust results from research institutions, Adoption but they want to see if the techniques work in Complications their scenario. 3. Cost-Related Information: Cost assessment tools and funding support would help the farmers' business decisions.



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Solutions

Adoption Challenges

Cost		- 224
Long Payback Period		- 194
Lack of Info Access		- 174
Tech Complexity		- 16
Function Uncertainty		- 13
Lack of Time		- 12
No Interest		- 11
Support Concern		- 10
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	Other Factors	- 23

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