# **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.

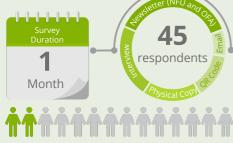












### **Background of Respondents**



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:

Training Courses and Seminars	227
Internet/Social Media	— 212
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Agricultural Suppliers and Services	174
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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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