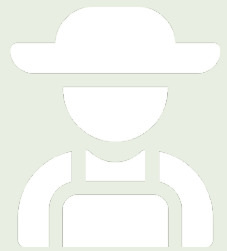
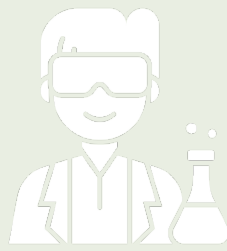


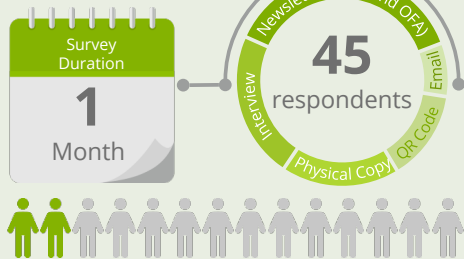
Best Ways To Communicate With Farmers



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.



Survey Data Collection



Background of Respondents

- 0 of them was involved with Living Labs.
- Majority of them operated grain/oil seeds/pulses farms.
- 2-40 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.

Sources of Information

USE:



TRUST:



Solutions and Recommendations

1. More Communication, More Trust:

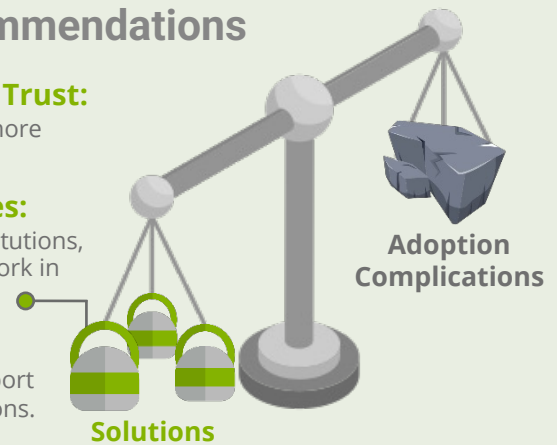
Farmers trust the information sources more when more human factors are involved.

2. Demonstration of Techniques:

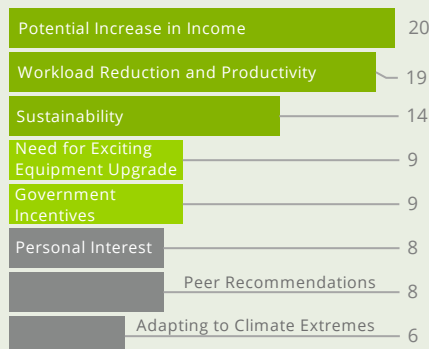
Farmers trust results from research institutions, but they want to see if the techniques work in their scenario.

3. Cost-Related Information:

Cost assessment tools and funding support would help the farmers' business decisions.



Adoption Motivations



Adoption Challenges

