

Factors influencing farmer adoption of diffuse pollution mitigation measures in England

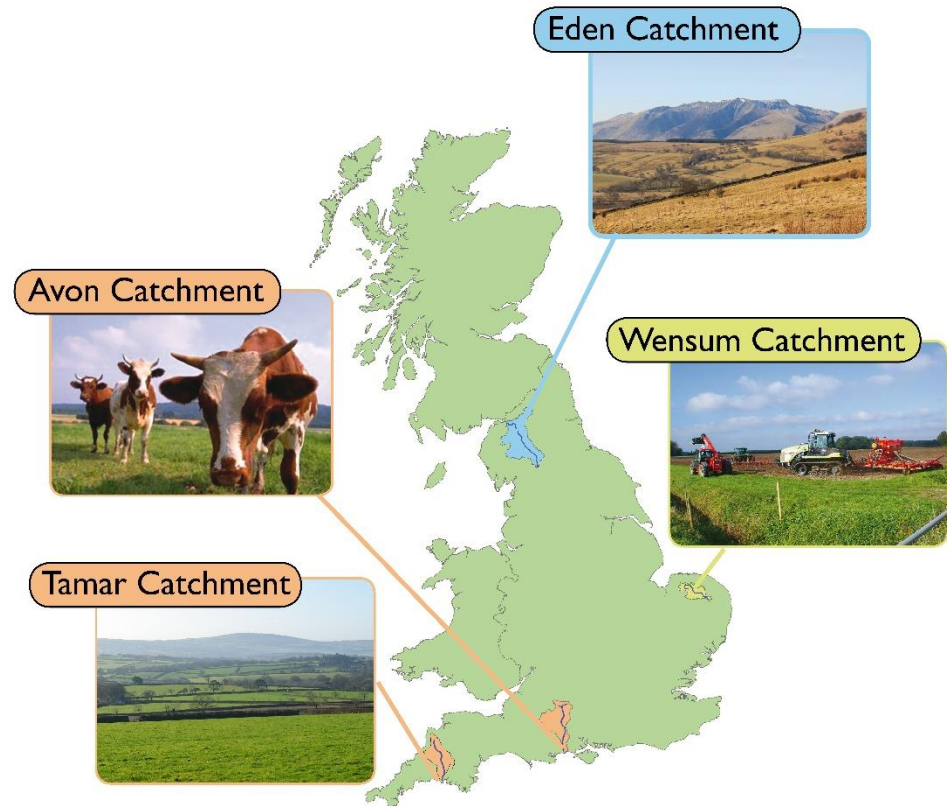
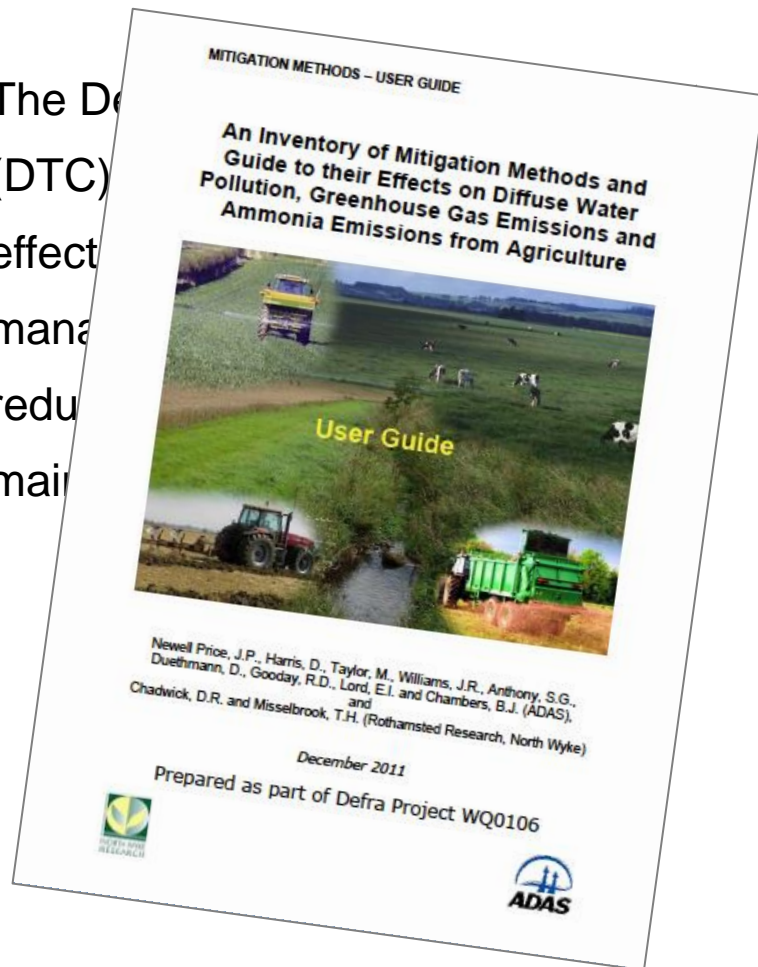


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Demonstration Test Catchment (DTC)

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<http://www.demonstratingcatchmentmanagement.net/>

Engaging stakeholders is key

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Current uptake of mitigation measures amongst farmers and their attitudes towards future adoption.



In-depth farmer motivations

SURVEY

1. What will it take to encourage adoption of specific mitigation measures?

- *What are the motivations? And what are the barriers?*

2. Which advisors are best placed to deliver advice / influence uptake?

- *Why farmers listen to certain organisations for advice on specific measures?*



In-depth farmer motivations survey

Mitigation measures investigated

Management

- Sub soiling/ grass aeration
- Reduced cultivation systems
- Tramline management
- Cover crops

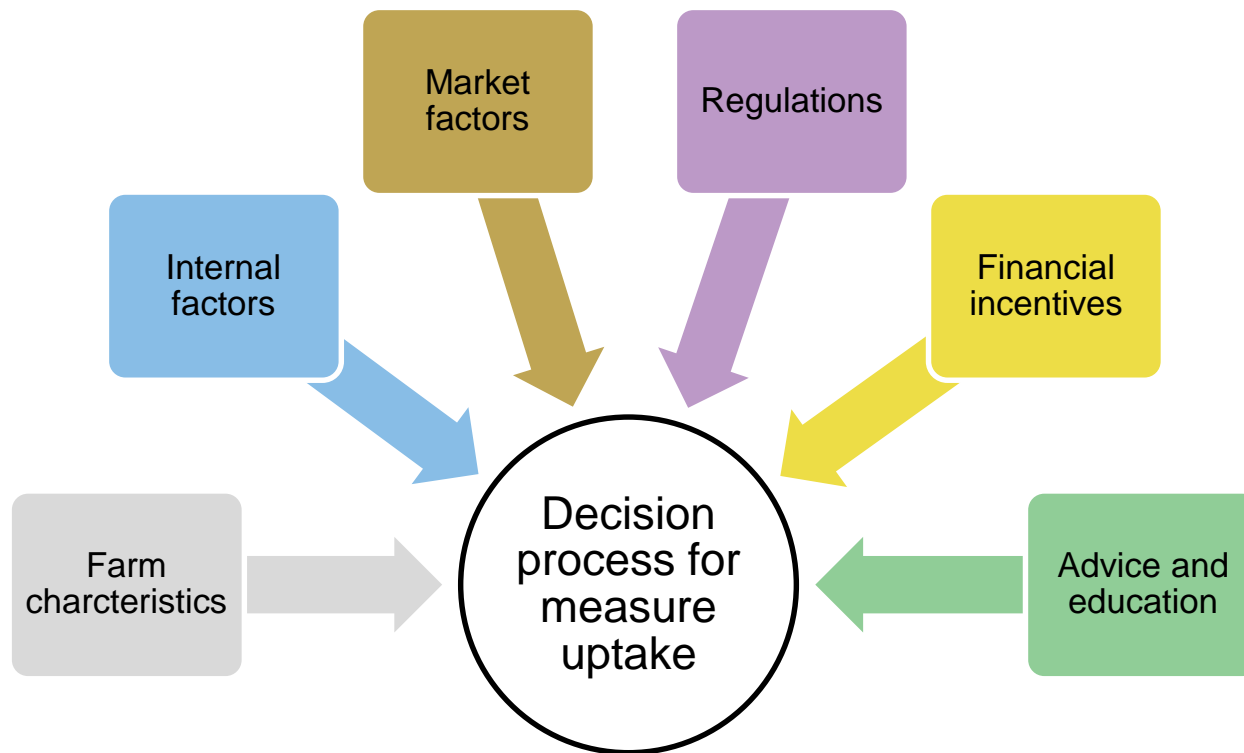
Infrastructure

- Track re-surfacing
- Roofing over yards
- Re-site gateways
- Biobeds

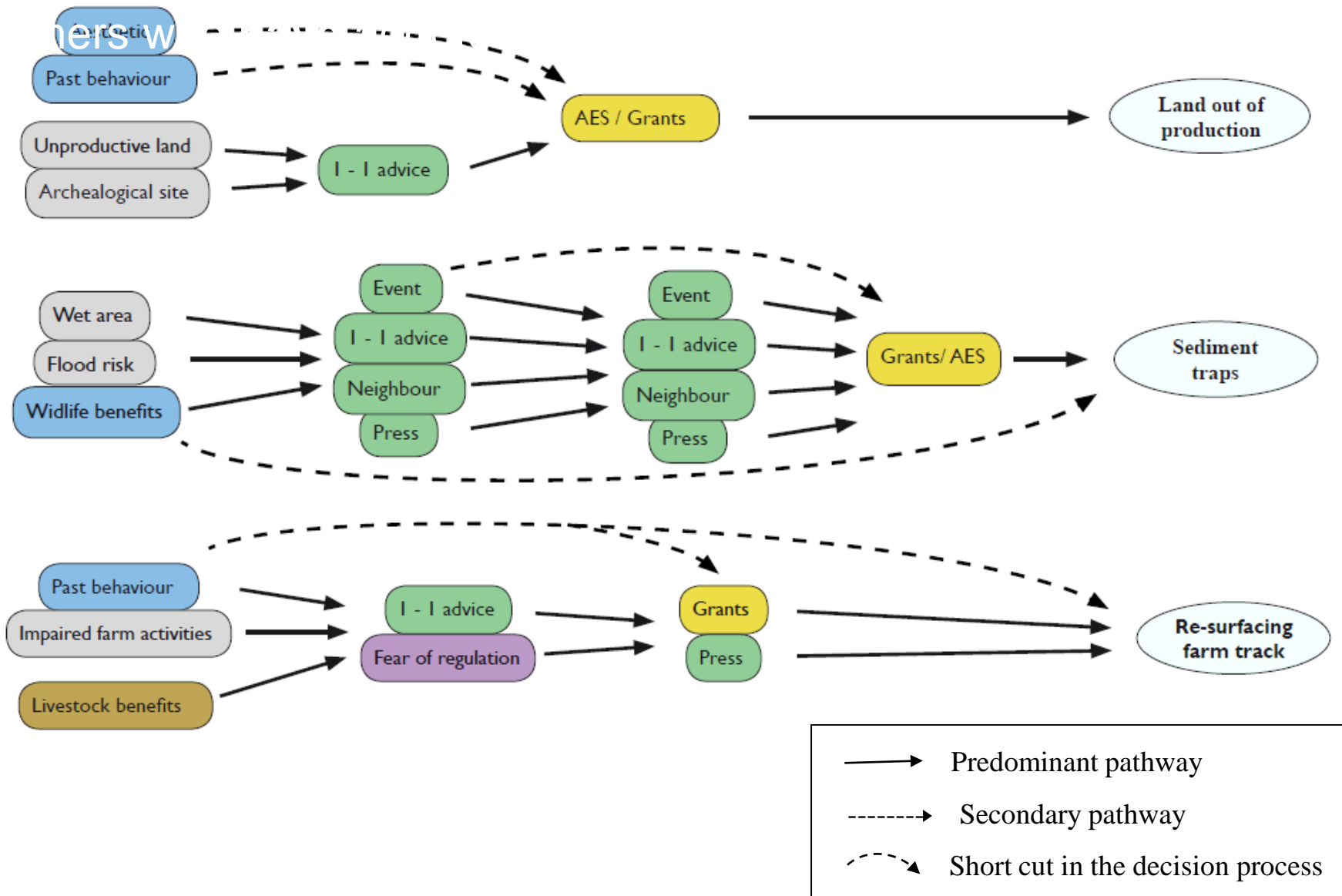
Land use change

- Take land out of production
- Tree planting
- Sediment traps

In-depth farmer motivations survey

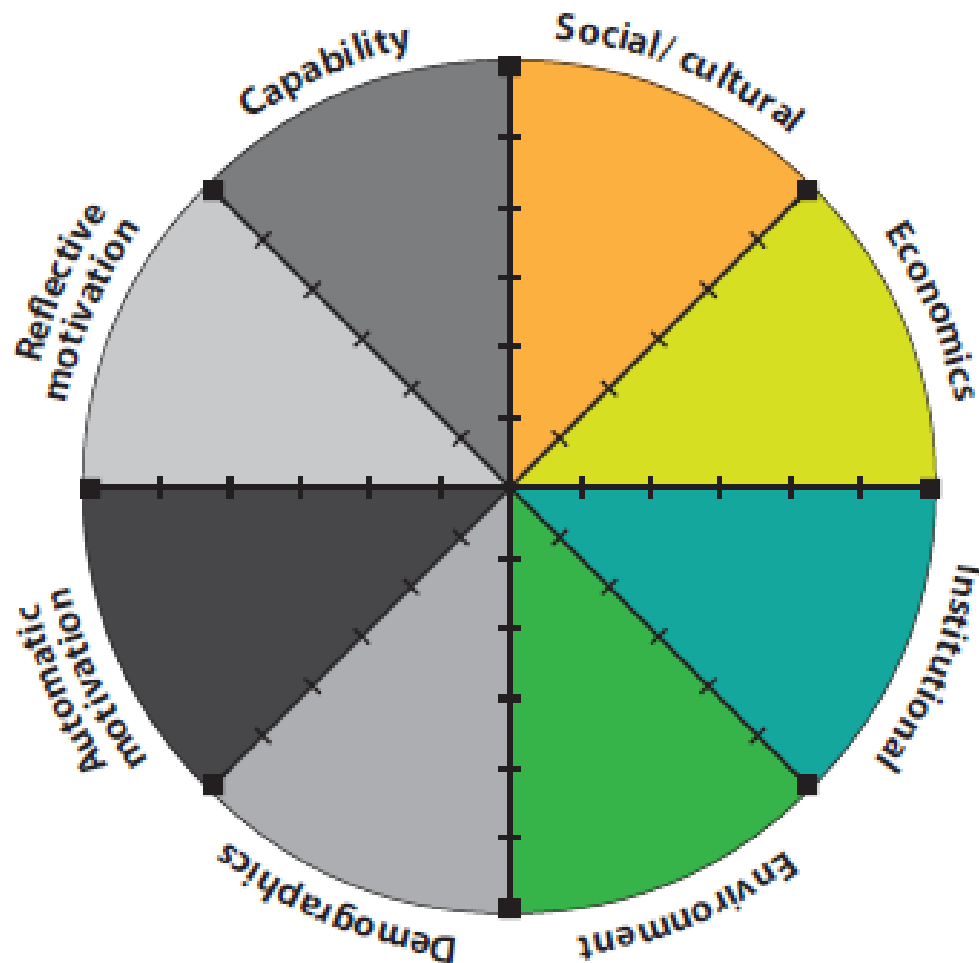


In-depth farmer motivations survey



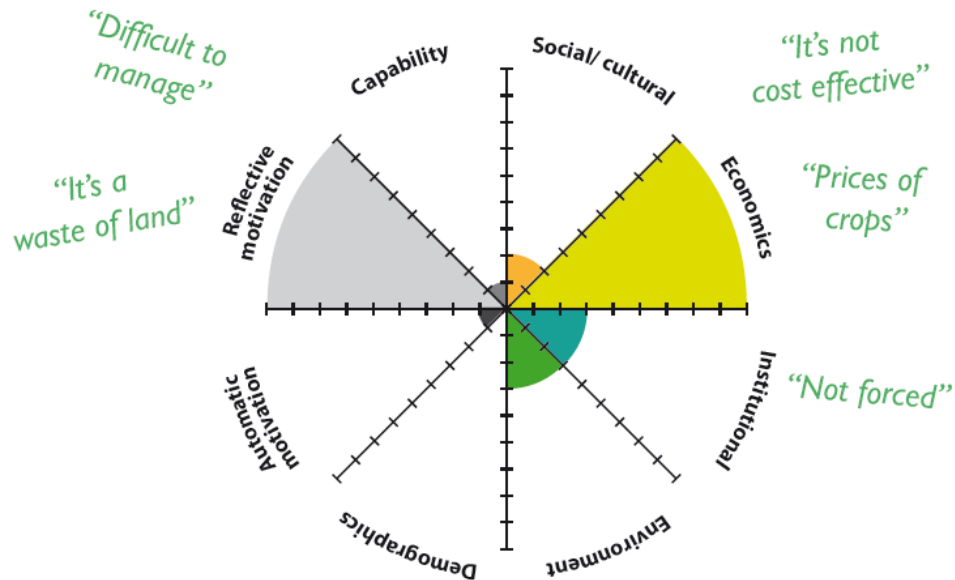
In-depth farmer motivations survey

Barriers to mitigation measure uptake

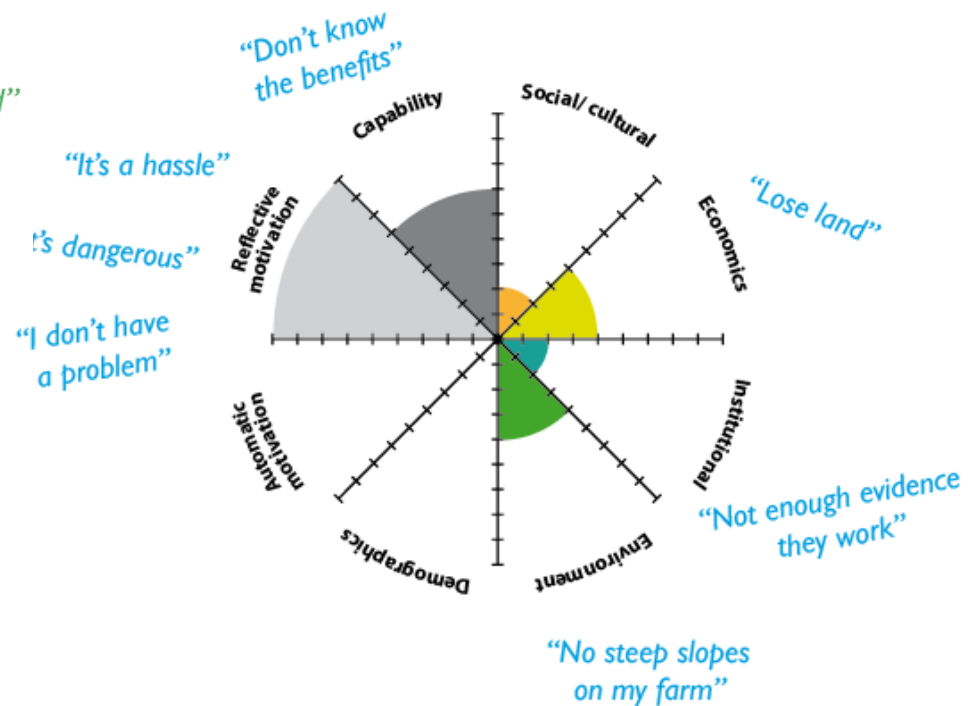


In-depth farmer motivations survey

Take land out of production

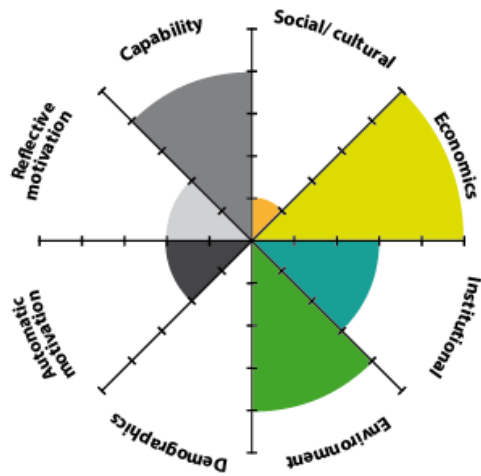


Sediment trap

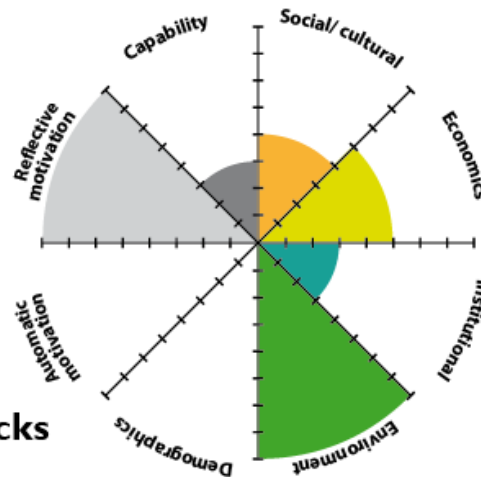


In-depth farmer motivations survey

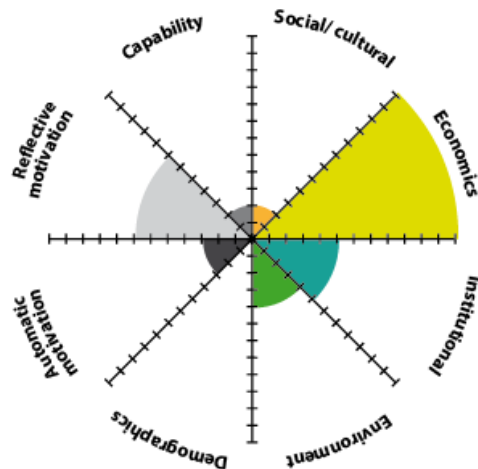
Cover crops



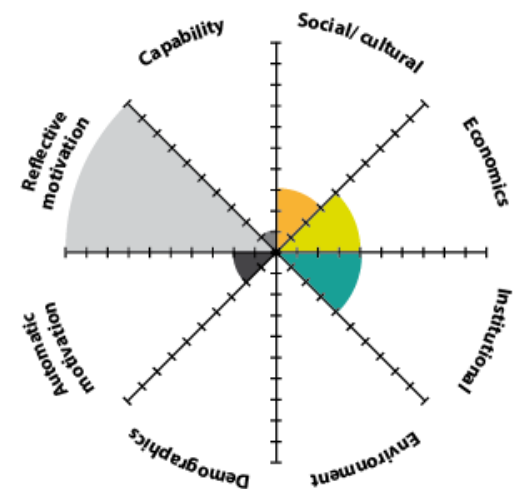
Subsoiling



Re-surfacing tracks



Re-siting gateways



Rivers Trust



In-depth farmer motivations survey



Independent advisor



Large agri company



Salesperson



Water company



Key messages

- **Engage** with farmers when designing policy, to understand your audience.
- Gain knowledge of the motivations and barriers to uptake for **specific measures**
- Discover the **role of advisors** and who farmers most listen to help influence uptake.

It is not only important to decide **what** to encourage but also **how** and **who** should do the encouraging!

Thank you for listening



Demonstration
Test
Catchments

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