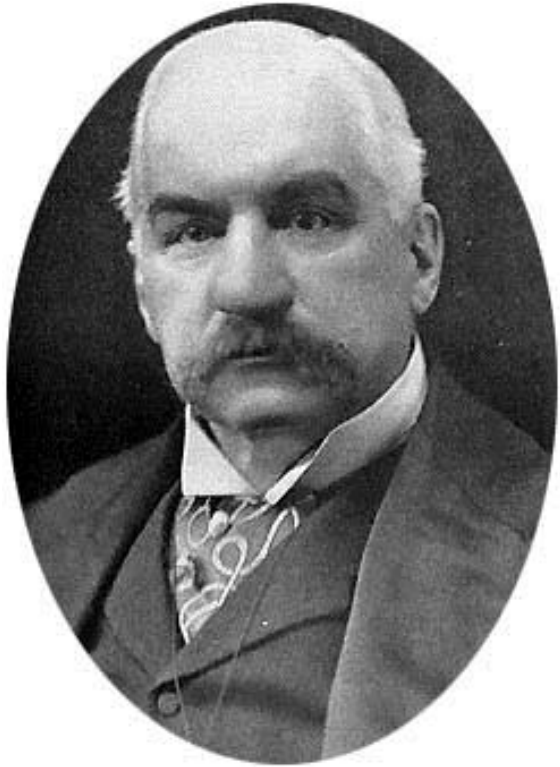


The Social Science of BMP Adoption

Melisa Luymes

Headlands Agri-Environmental Solutions



A man always has
two reasons for
doing anything:
a good reason,
and the *real reason*.

-J.P. Morgan

Farmers adopt BMPs when their motivations are stronger than barriers

Barriers

- Awareness
- Social norms
- Perceived cost
- Perceived risk
- Uncertainty of practice



Motivations

- Threats
- Cost savings
- Self-identity
- Peer pressure



MIXED MESSAGES ?

I'm not paid to conserve soil, I'm paid to grow corn.

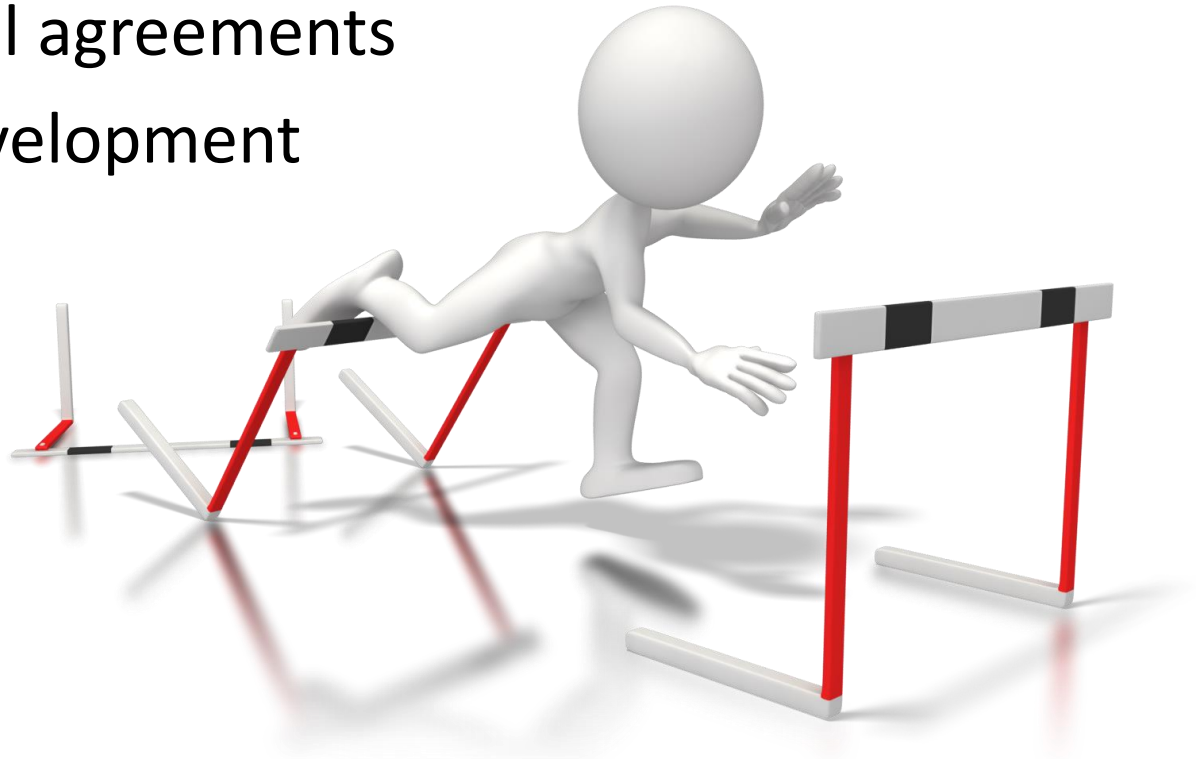


environmental farm plan



Decreasing barriers

- Clearer and consistent messaging
- Cost-share programs, financial incentives
- Crop insurance programs
- Farmland rental agreements
- Research & development



Increasing motivation

- Threat of regulation / erosion
- Saving money on inputs
- Self-identity
- Positive pressure from peers



We rarely know what actually motivates us

- California: comparing 4 reasons for energy conservation:
 - It is better for the environment
 - It will benefit future generations
 - It saves me money
 - Most of the people in my neighbourhood are doing it



Improving our messages



- Do financial incentives negate social normative messages/ intrinsic motivation?

Improving our messages on cover crops?

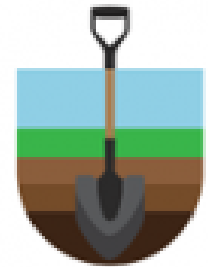


- Reframe cover crops as the answer to specific risks:
 - Soil erosion
 - Compaction
 - Drainage issues
 - Residue management
- Reduce premiums on crop insurance for farmers using cover crops
- **Cover crops reduce risk**

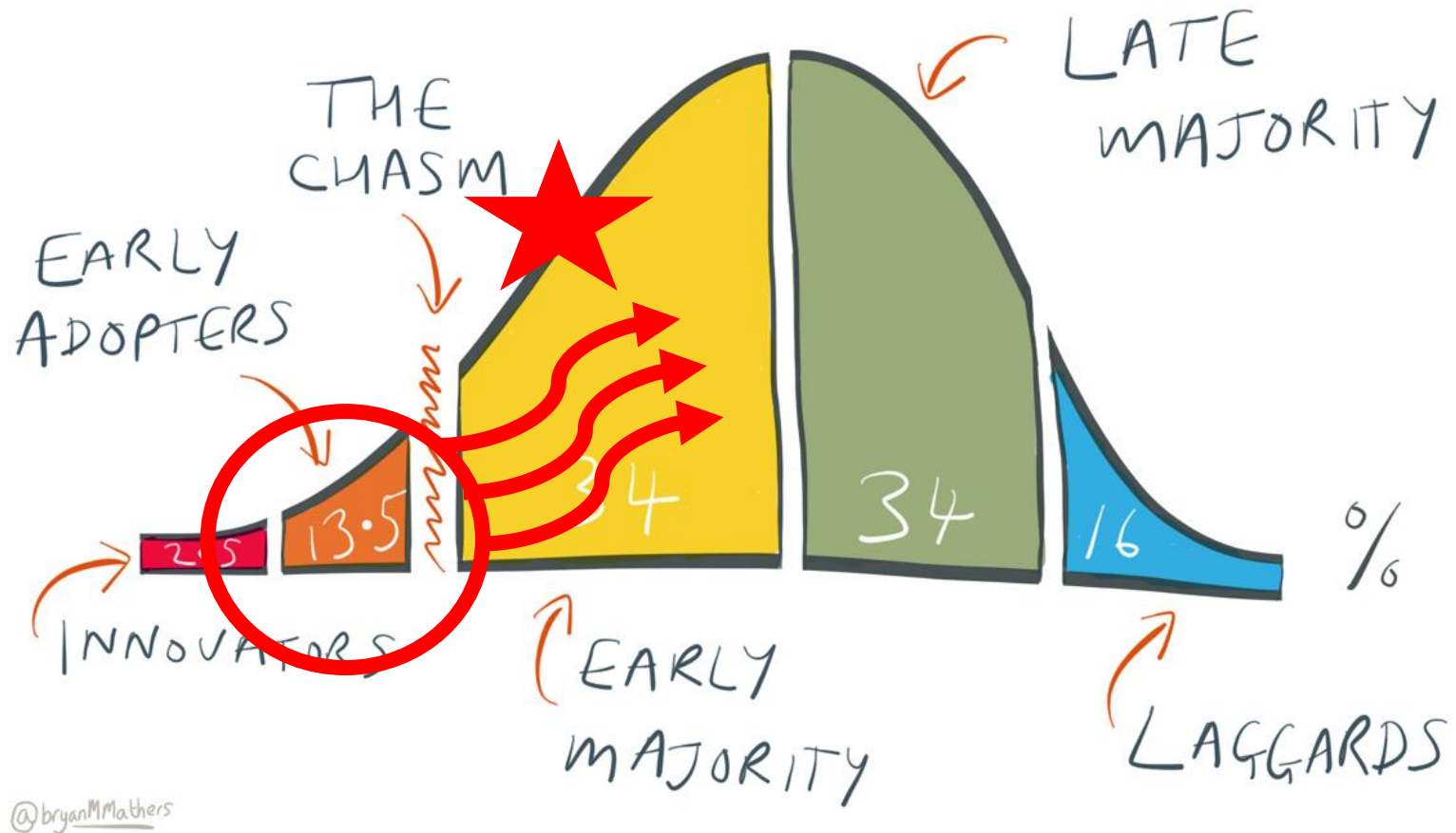
Evaluation and improvement



What's happening around the world?



Diffusion of Innovation theory



Incentivize the early adopters to reach out to their peers.

Pilot program

- Train early adopters
 - Communication
 - Leadership
 - Demonstration
- Support them to mentor, speak, start informal clubs
- Publicize them in farm media
- Evaluate and learn



FARM & FOOD
Care ONTARIO



We would love to hear from you!

Mel Luymes

Headlands Agri-Environmental Solutions

melisa.luymes@gmail.com

519 820 2358