Innovation On-Farm
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Our Stakeholders

The Themes

Project Design

- MAKAT – program logic
- Change in peak adoption (ADOPT)

Question Number
Sensitivity Analysis to Step Change of Response
Change In Peak Adoption Level
Step Down
Step Up

Medium/Low Rainfall: 70pc crop
High Rainfall: 50pc crop

Activities

- Market Research
- Decision Support Framework
- Workshops & Seminars
- Field Walks
- Information Packages
- Case Studies

Adoption
Innovation On-Farm

What Influences a Decision

The head - this is the logical, rational processing of information.

The heart – which captures the emotional aspects of a decision. They are ‘values based’ and include a farmer’s goals, beliefs and preferences. They guide our decision making and govern our behaviour.

The gut – its intuition, shaped through experiences and knowledge. Intuitive decisions usually ‘feel’ right.

Supporting On-Farm Innovation

On-farm innovation is more than just about the science.