



Innovation On-Farm

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Our Stakeholders




GRDC Grains Research & Development Corporation



The Themes



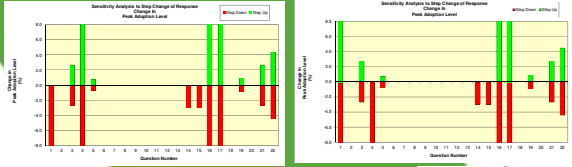


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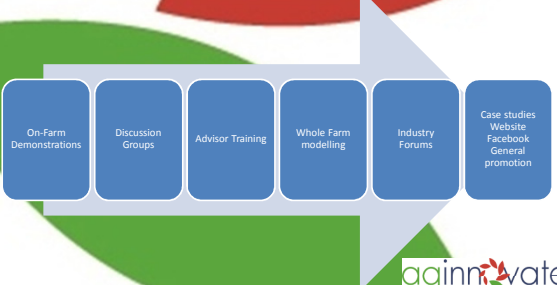

Project Design

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


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

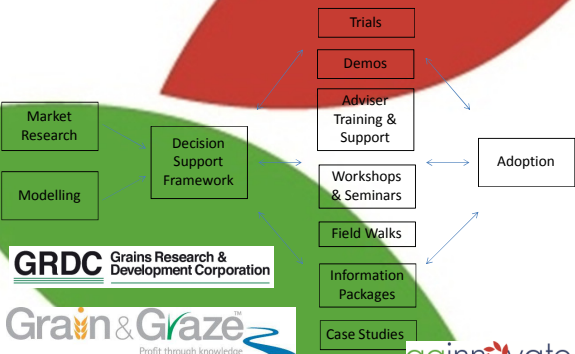
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On-Farm Demonstrations Discussion Groups Advisor Training Whole Farm modelling Industry Forums Case studies Website Facebook General promotion



Activities



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What Influences a Decision

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

The gut - its **intuition**, shaped through experiences and knowledge. Intuitive decisions usually 'feel' right.



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.

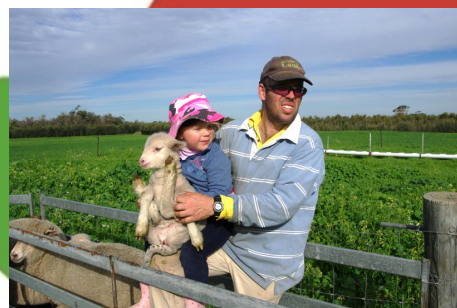
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Supporting On-Farm Innovation



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On-farm innovation is more than just about the science



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