

# Can we measure farmers' personal motivation to take up new practices on their farms?

Jim Hammond, Leo Gorman, Mark van Wijk, Tim Pagella



When farmers are offered new technologies or practices, uptake is often not as high as was hoped. There are many reasons for this, including biophysical obstacles (such as soil quality, weather, or water); practical obstacles (such as lack of funds, knowledge, time, or inputs); and also cultural obstacles (such as a lack of farmer participation in technology selection and design, or a low appetite for innovation).

This work attempts to create a rapid survey based method to predict the likelihood that a farming household will engage with newly promoted interventions. Over a landscape, this could refine estimates of the expected uptake and impact of interventions.

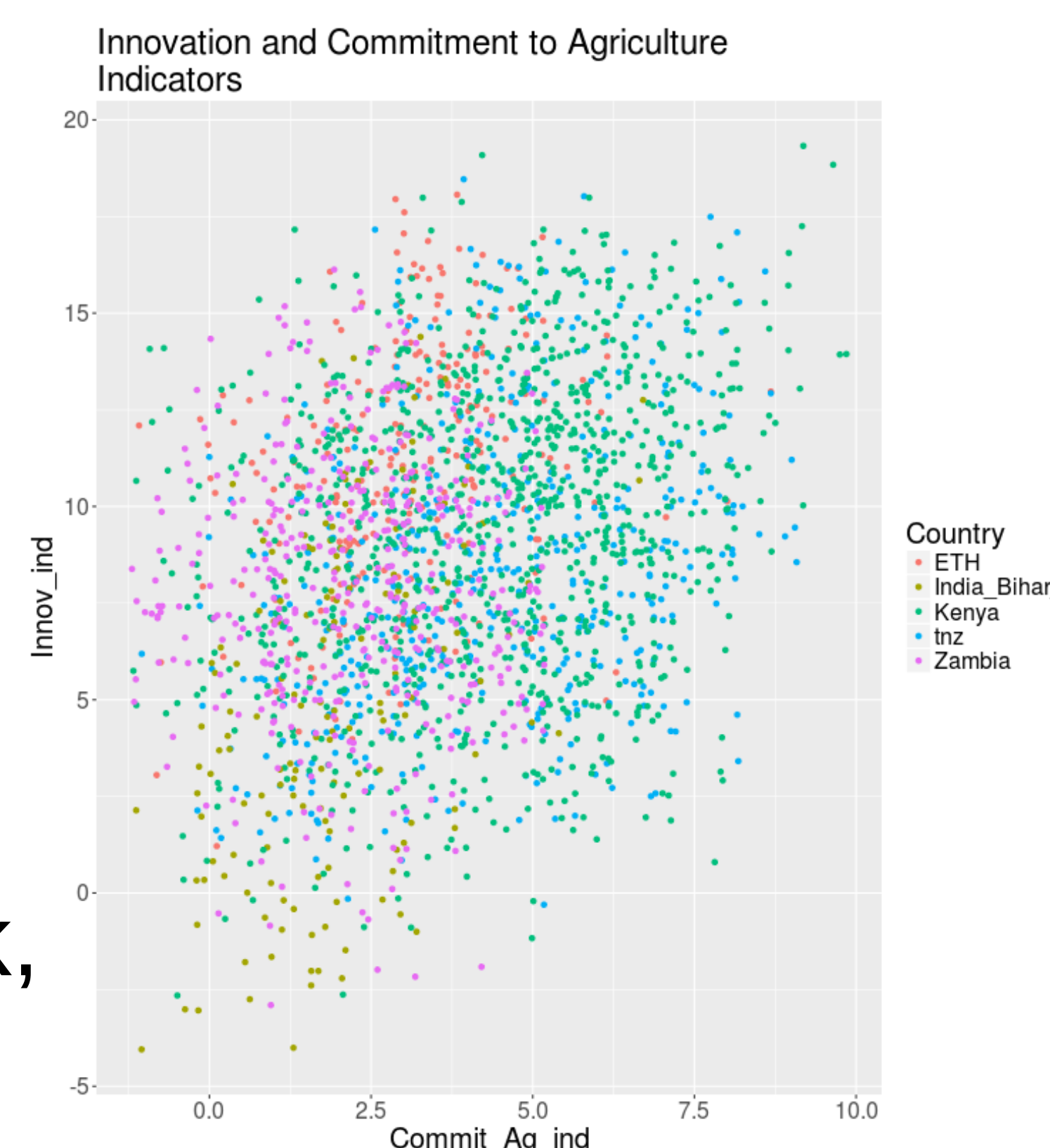
## Datasets Available:

Project	Country	Interviews	Recorded “uptake” of interventions?
CCAFS	Kenya	321	No
CCAFS	Uganda	135	No
CCAFS	India (Bihar)	156	No
CCAFS	Senegal	165	No
SCANS	Zambia	434	No
SCANS	Kenya	385	No
SAIRLA	Kenya	316	No (end-line planned)
SAIRLA	Ethiopia	253	No (end-line planned)
SAIRLA	Tanzania	523	No (end-line planned)
AfricaRISING	Ethiopia	779	Yes
CIALCA & 1AF	Rwanda	2713	Yes

## 1. Develop farmer typologies which take account of “motivations”

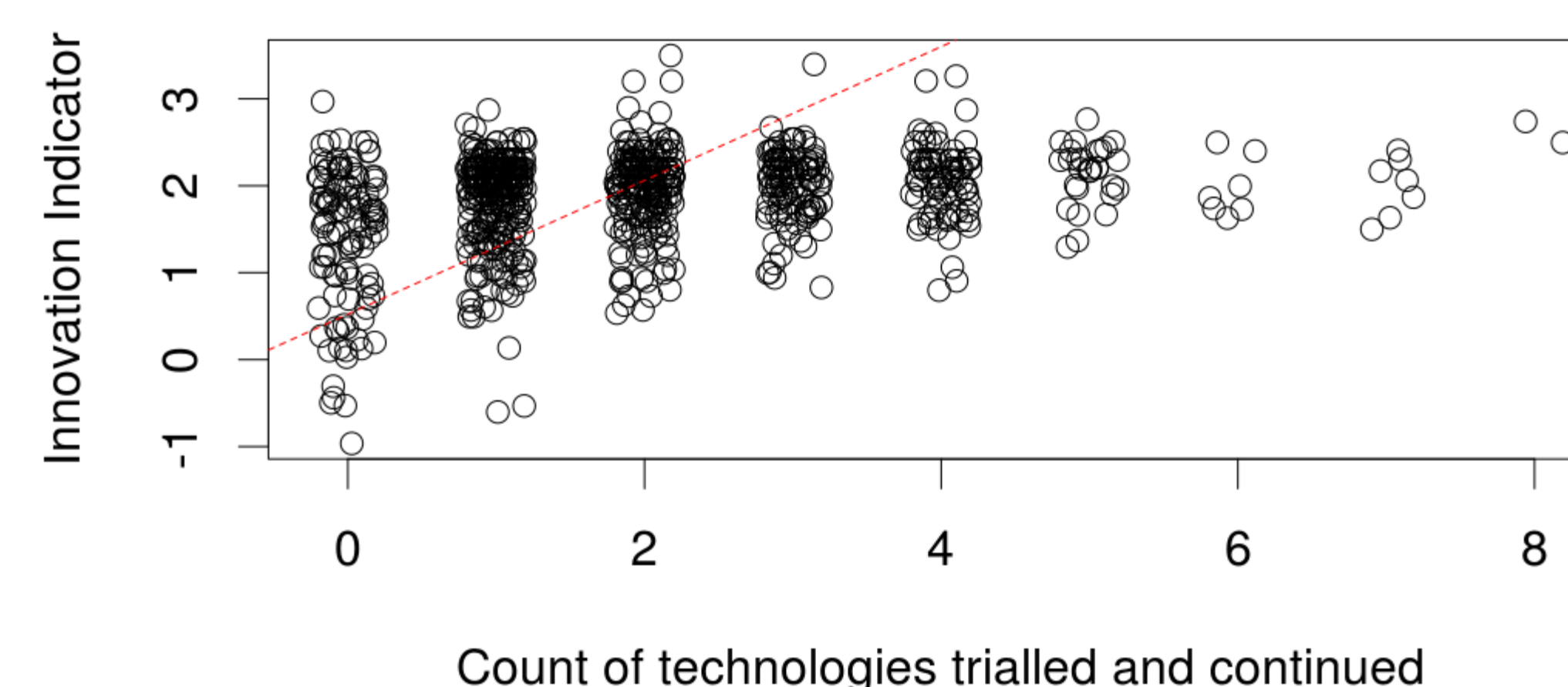
Novel variables: innovation score, personal values, commitment to agriculture.

Usual farm typology variables: land size, livestock, family size, incomes.



## 2. Validate motivational typologies against observed farmer behaviour

Some studies contained observations of households who trialled recent interventions. Households could decide for themselves what to test, and whether to continue with these



## 3. Apply validated typologies to all datasets, look for common patterns

Early work on this topic in South West China estimated that only about one third of households in the study location would be interested to test promoted interventions. Furthermore, the poorest households were predicted to be amongst the least likely to engage.

Similar findings, better validated and for a variety of contrasting sites, could be quite impactful.