

KIT 5.2

Understand grain grower decision-making and the drivers for adoption of new technology.



Impact	Growers and their advisers have the knowledge, tools and understanding of decision-making behaviours to make informed decisions and accelerate the rate of adoption of new knowledge, technology and practices to improve profit and manage risk.
Summary	<ul style="list-style-type: none">• Growers and their advisers have an enhanced understanding of the behaviours that influence decision-making and risk management.• The rate of adoption of new knowledge, technology and practices by growers is accelerated through improved knowledge of decision-making.

SCOPE

INVESTMENT OUTCOMES

Understanding of behaviours of growers and their influencers

Understanding of growers and their influencers is improved through knowledge of behavioural sciences.



- 5.2.1 Growers and their advisers have an improved understanding and knowledge of behavioural sciences and how they can be applied to accelerate the adoption of new technologies and knowledge.
- 5.2.2 GRDC understands who are the key influencers impacting growers' decision-making for specific types of management decisions.
- 5.2.3 GRDC has a comprehensive understanding of growers' and their advisers' behaviours and motivations, including beliefs, needs, risks, biases and appetites.

Understanding of the drivers of and barriers to adoption

The risks, driving forces and barriers to adoption of new knowledge, technology and practices are better understood.



- 5.2.4 Growers and their advisers understand the relative importance and whole-of-farm systems impacts of key decisions, and are able to identify the key profit-driving decisions.
- 5.2.5 GRDC has identified the risks, driving forces and barriers to adoption of key management decisions.
- 5.2.6 GRDC and its partners in research, development and extension (RD&E) delivery have identified and developed metrics to measure the impacts of behavioural interventions on the adoption of new knowledge, technology and practices.
- 5.2.7 GRDC and its RD&E delivery partners are using segmentation to more effectively influence decision-making and the adoption of new knowledge, technology and practices.

Acceleration and maximisation of the impact of adoption

An improved understanding of grower decision-making is applied to accelerate the adoption of new knowledge, technology and practices to improve profit and manage risk.



- 5.2.8 Growers and their advisers have access to information and knowledge presented in a manner based on behavioural science principles.
- 5.2.9 The grains industry has access to metrics to measure the rate of adoption and the variables that influence that rate of adoption.
- 5.2.10 All RD&E outcomes have an adoption pathway that includes an understanding of whole-of-farm systems and profit impacts, to accelerate the rate of adoption by growers.