The adoption of science on farms and behaviour change in agriculture can face various barriers and common challenges however, key is to understand these to put into place potential strategies to influence positive change.

Some barriers to the adoption of science on farms include limited access to the scientific information and lack of training and education. With this, it is important to increase communication and accessibility to scientific information in a tailored way to suit the needs of farmers such as workshops or practical hand-on learning. There may also be some financial or infrastructure resource constraints stopping farmers adopt science, which financial incentives, subsidies, or grants in providing access to the new scientific technology could make more affordable to the farmer.

Despite highlighting the most up-to-date scientific evidence and financially assisting the adoption of science on farm, there can still be resistance to change away from traditional practices. Showcasing real life practical stories by engaging early adopters can help to demonstrate the success of implementing new science. Key for agricultural workers and vets is the practical demonstration of new technologies on farm.

However, there is also the social science of behaviour change, where it is comfortable to continue to do what is always done. Lack of motivation, fear of failure, time constraints, resistance to external influence and ineffective communication all have an influence on behaviour change. On farms, some of the methods used are consistently repeating the same message so that farmers see the change actually as a normal practice, continuing to highlight the economic and time saving benefits of change and bringing farmers together to talk about the success of new technologies and how the work put into change has paid off with long term efficiency gains. This message must be consistent across all those that have an influence on farm.

In all cases, a collaborative approach involving farmers, researchers, policymakers, and local communities for the successful adoption of science on farms and behaviour change in agriculture.

This session touches on many of these points including sustainability, profitability and behaviour change. The talks investigate using data driven tools to enhance farm sustainability, examine farm profitability and impacts of seasonality, and look at behaviour change on farm through surveys and examining how vets and farmers can work better together.