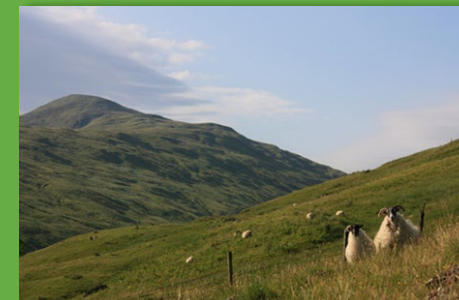


Assessing the future uptake of digital tools and technologies by sheep and goat farmers in the meat and dairy industries



Fiona Kenyon

A. McLaren, L. Grova, A. de Boer, T.W. Keady, B. McClearn, V. Giovanetti, M. Acciaro, L. Depuille,
R. Klein, A. Godo, P. Piirsalu, F. Kenyon, I. Halachmi, I. Llach & C. Morgan-Davies

EAAP Session 1 – 4th September 2024

Factors influencing uptake

Series of stakeholder groups, across the 8 Sm@RT countries

Assessed factors influencing the **rate** and **peak level** of uptake of tools and technologies available to small ruminant farmers.



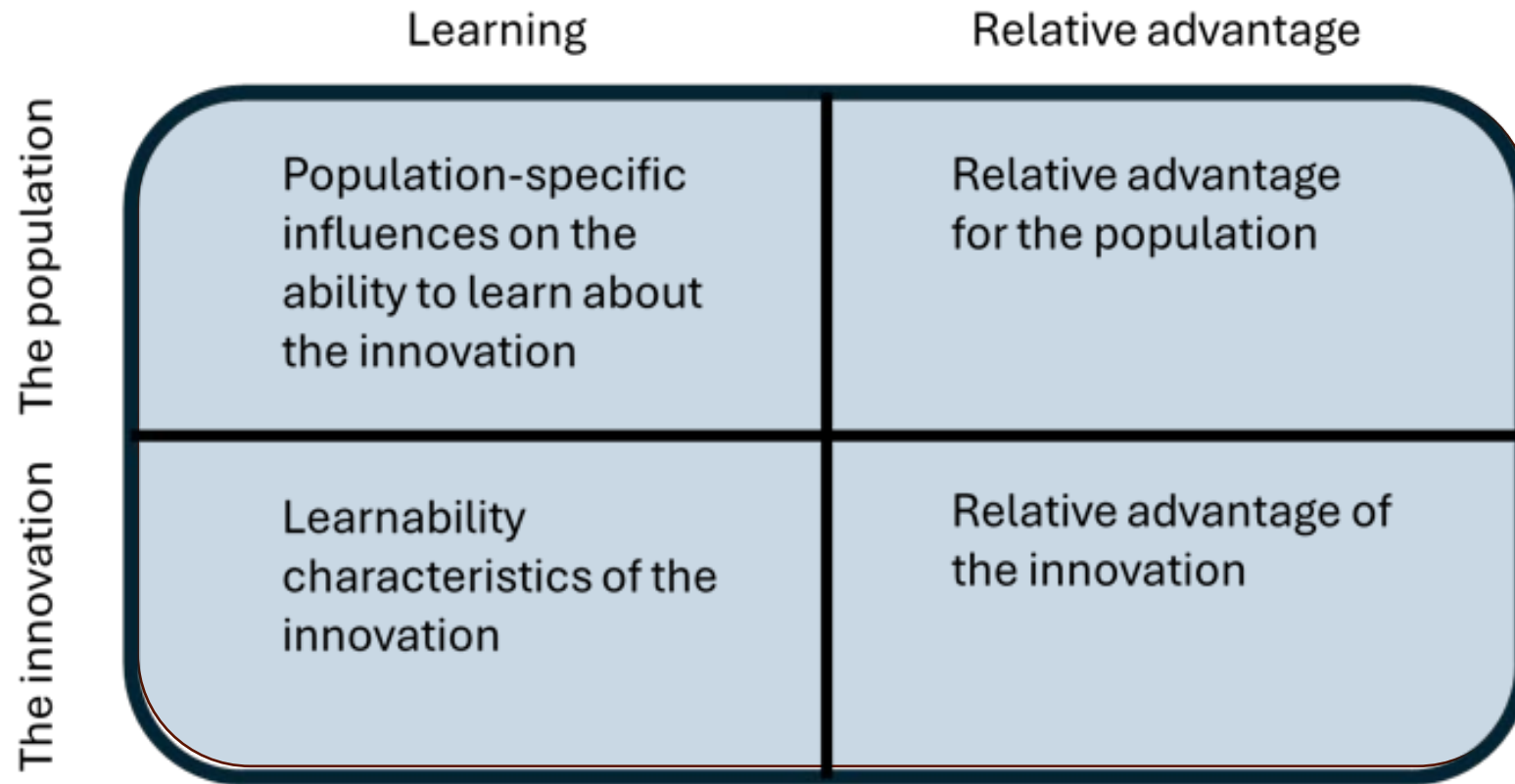
Using the Adoption and Diffusions Outcome Prediction Tool (**ADOPT**) *Kuehne et al. (2017)*

<https://adopt.csiro.au/home.aspx>



ADOPT process

22 questions



(Adapted from Kuehne et al. 2017)

- the **peak adoption level**
- the **time to near-peak adoption**

Data collection

Sessions were held around Sm@RT events in each country

Participants – mainly farmers & some stakeholders

All were provided with information on each tool / technology before they answered the ADOPT questions.

A selection of possible answers were provided.

If a range of different answers received from participants – the most popular answer selected for the final analyses.

Enterprise scale

4. On what proportion of the target farms is there a major enterprise that could benefit from the innovation?

- a) Almost none
- b) A minority
- c) About half
- d) A majority
- e) Almost all



Relevant existing skills & knowledge

12. What proportion of the target population will need to develop substantial new skills and knowledge to use the innovation?

- a) Almost all
- b) A majority
- c) About half
- d) A minority
- e) Almost none



Tools & Technologies

33 different tools & technologies have been assessed using ADOPT.

54 different ADOPT sessions have been carried out.

6 tools & technologies assessed by participants in more than one country



Questions influencing peak adoption level

The most influential over all sessions were those related to:

- the scale of the sheep/goat enterprise.
- potential profit benefit during the years the tool/technology were used.

Changing the peak adoption level

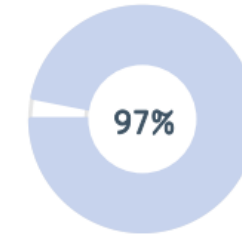
MOST SENSITIVE QUESTION

④ Enterprise scale

On what proportion of the target farms is there a major enterprise that could benefit from the innovation?

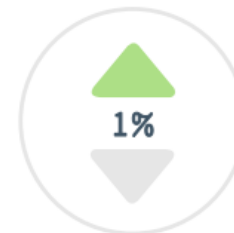
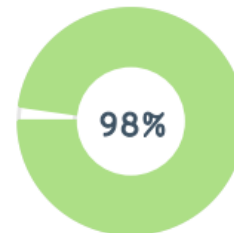
YOUR RESPONSE

A majority of the target farms have a major enterprise that could benefit



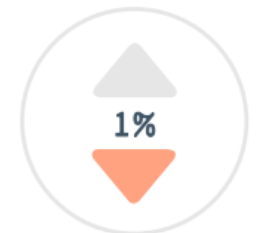
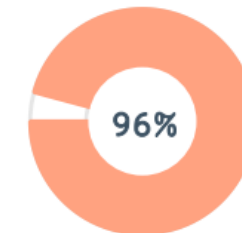
STEP UP RESPONSE

Almost all of the target farms have a major enterprise that could benefit



STEP DOWN RESPONSE

About half of the target farms have a major enterprise that could benefit



Questions influencing time to peak adoption

The most influential over all sessions were those related to:

- the proportion of farmers that would need to develop substantial new skills & knowledge to use the tool/technology.
- the learnability characteristics of the tool/technology.

Changing the time to peak adoption level

MOST SENSITIVE QUESTION

- 12 Relevant existing skills & knowledge

What proportion of the target population will need to develop substantial new skills and knowledge to use the innovation?

YOUR RESPONSE

A majority will need new skills and knowledge



STEP UP RESPONSE

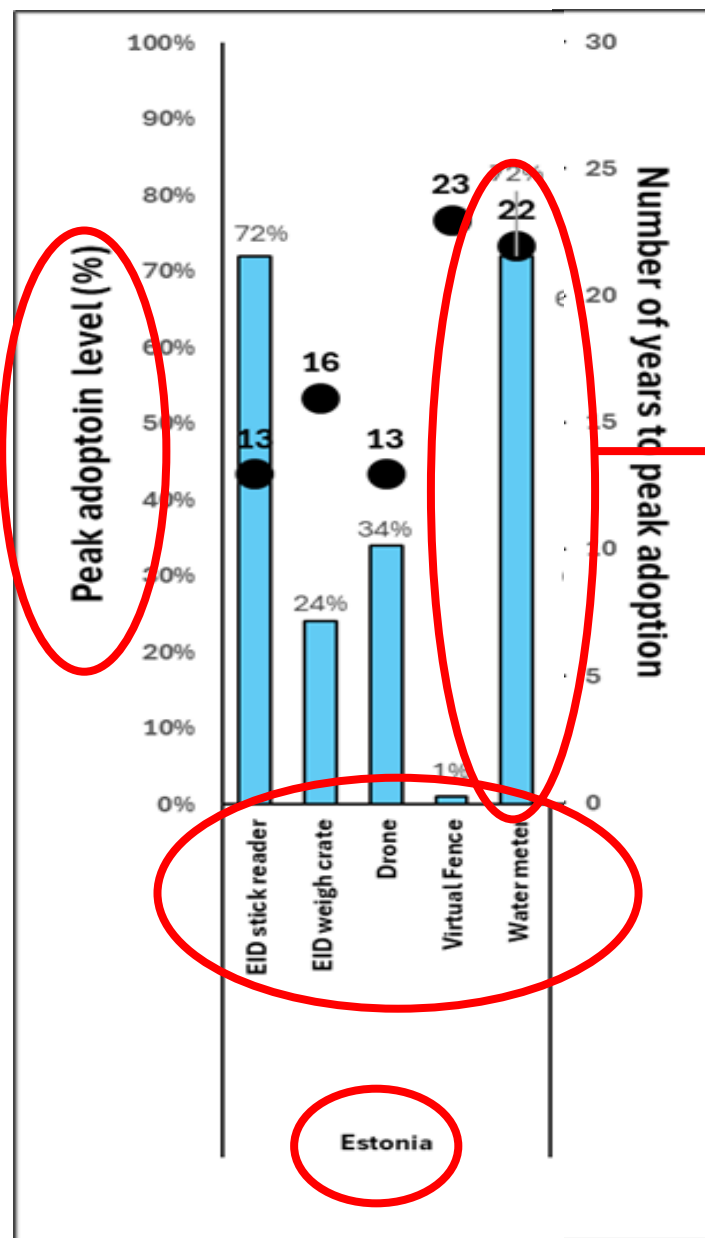
About half will need new skills and knowledge



STEP DOWN RESPONSE

Almost all need new skills and knowledge

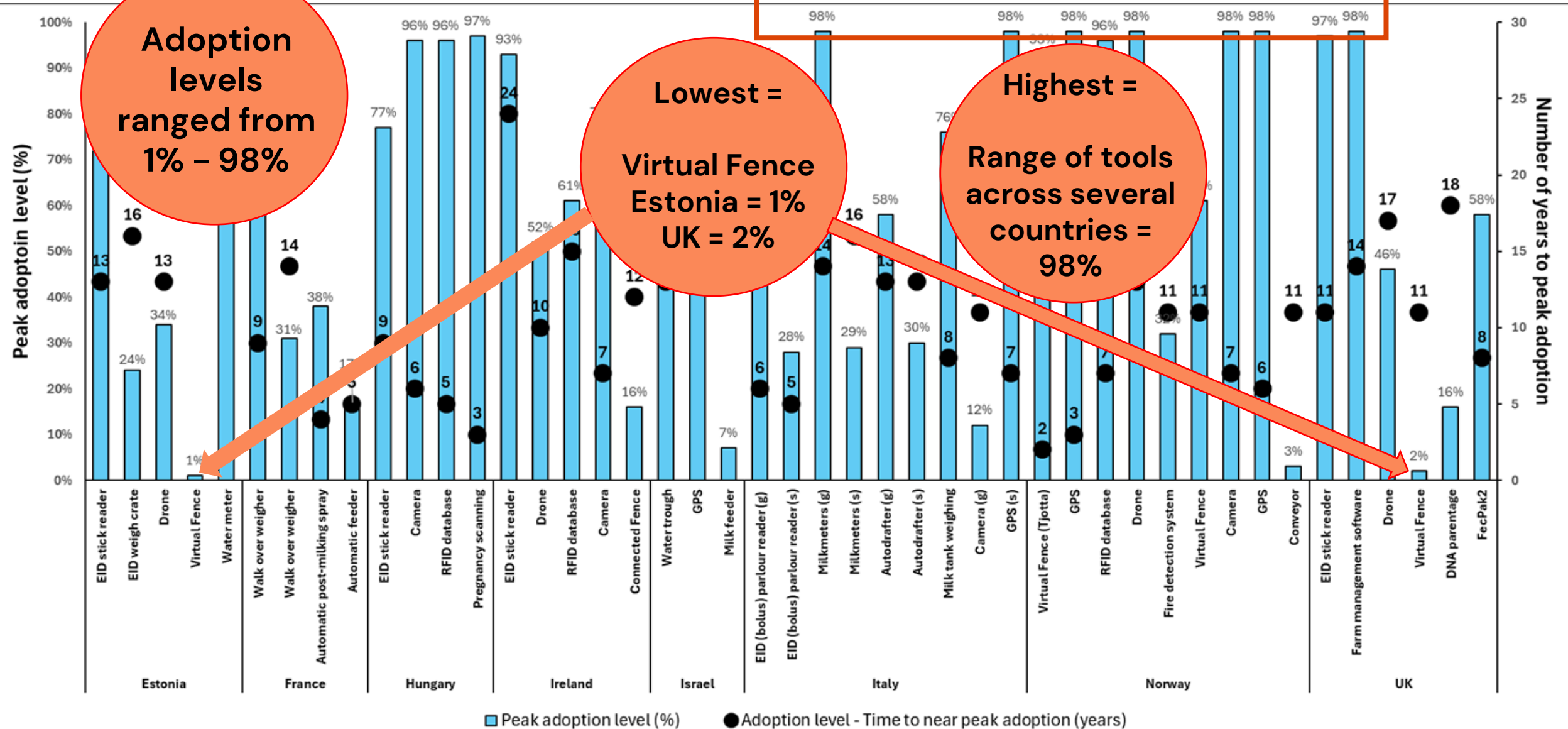




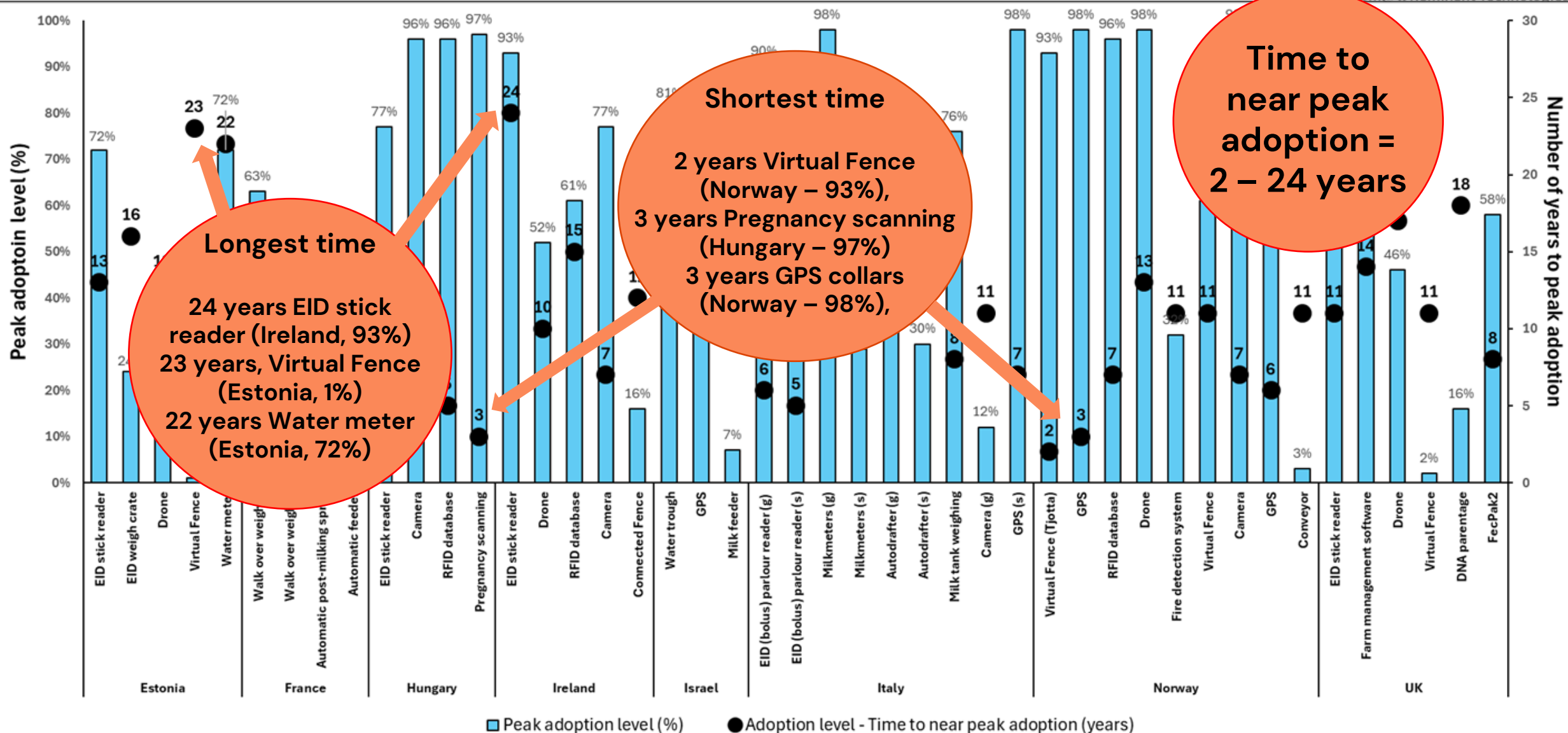
Blue bars indicate the peak adoption level, Higher is better!

Black circles indicate the number of years to peak adoption level, Lower is better!

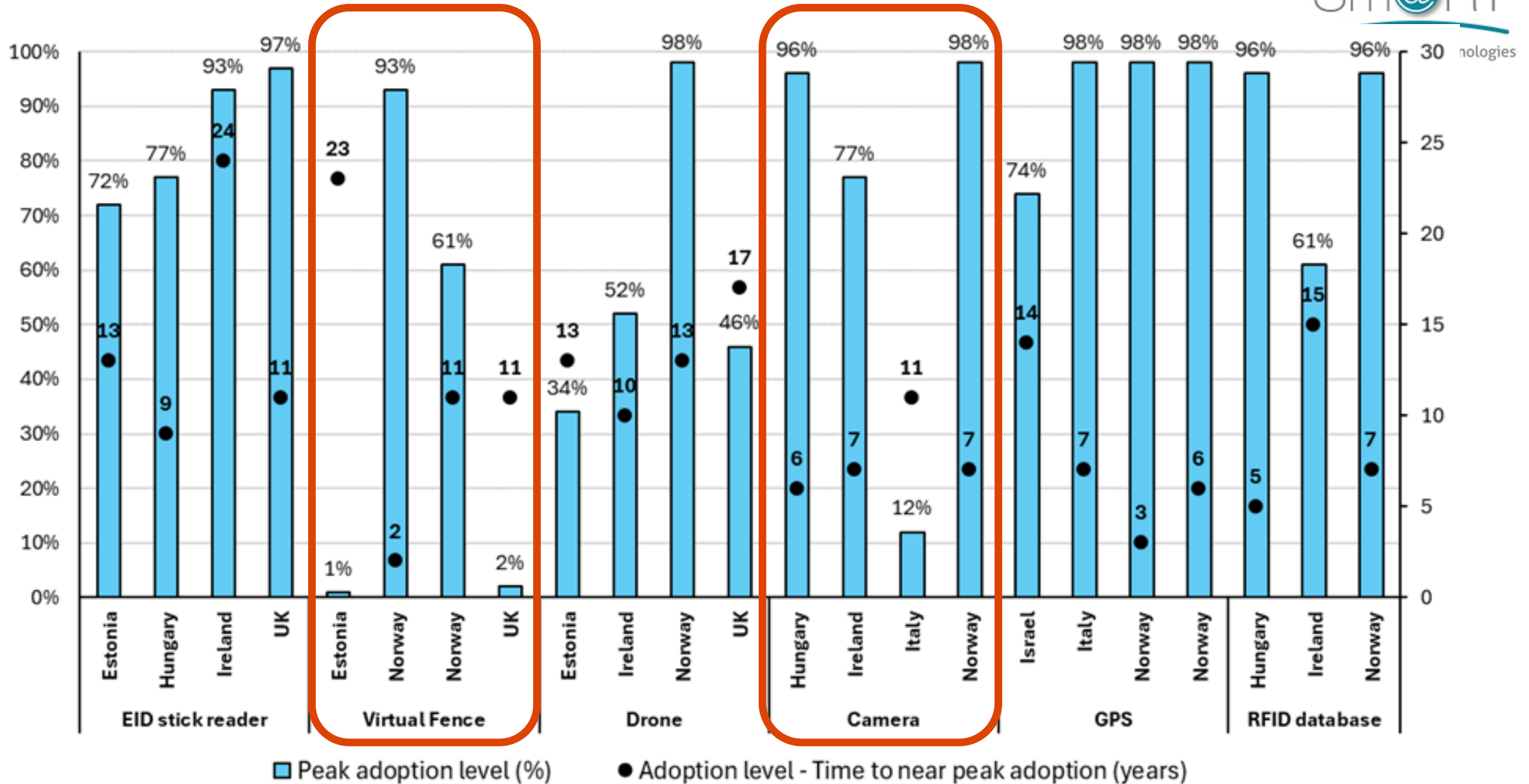
Adopt session overview across countries – Peak



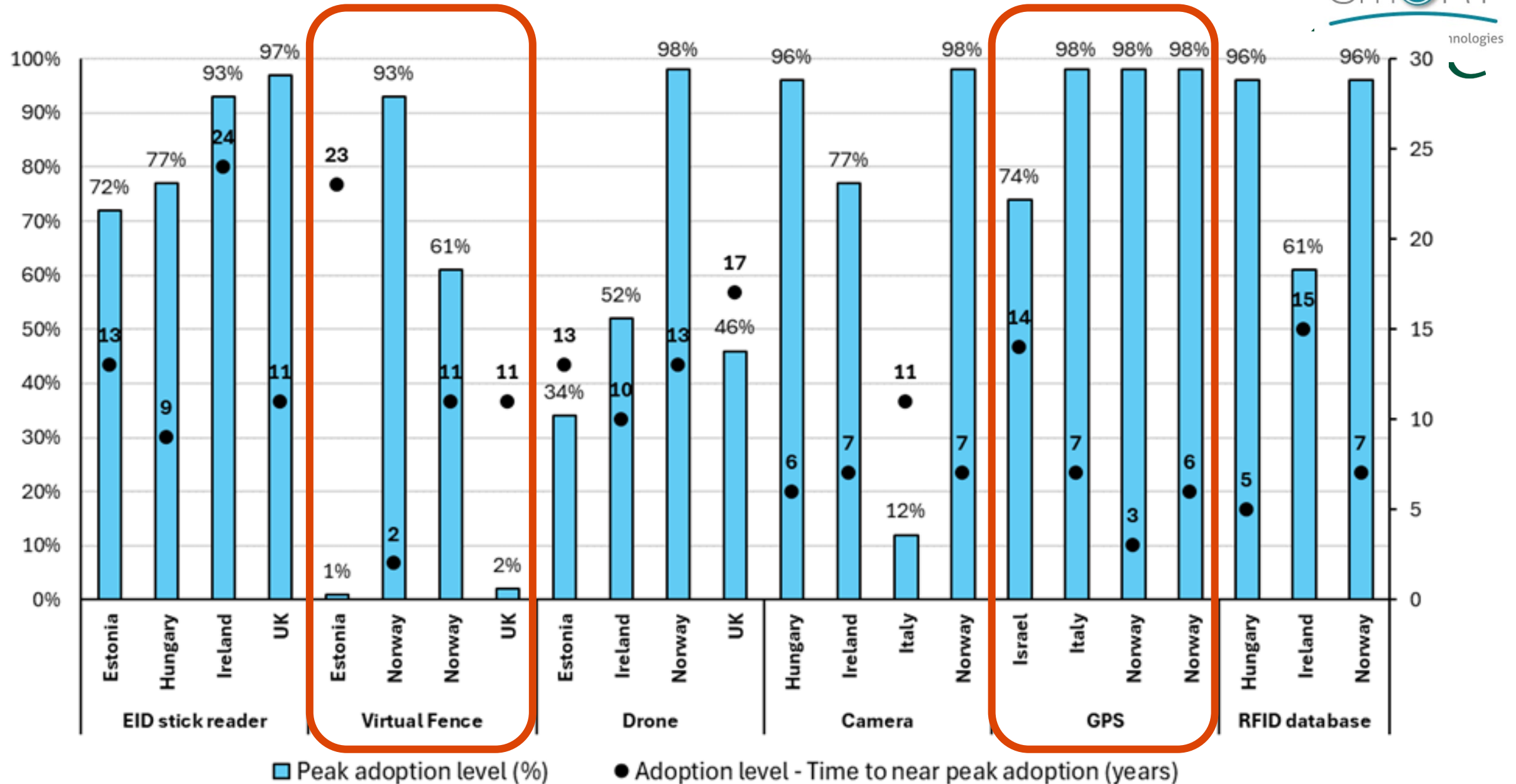
Adopt session overview across countries – Time



Differences between countries – Peak adoption



Differences between countries – Time to peak



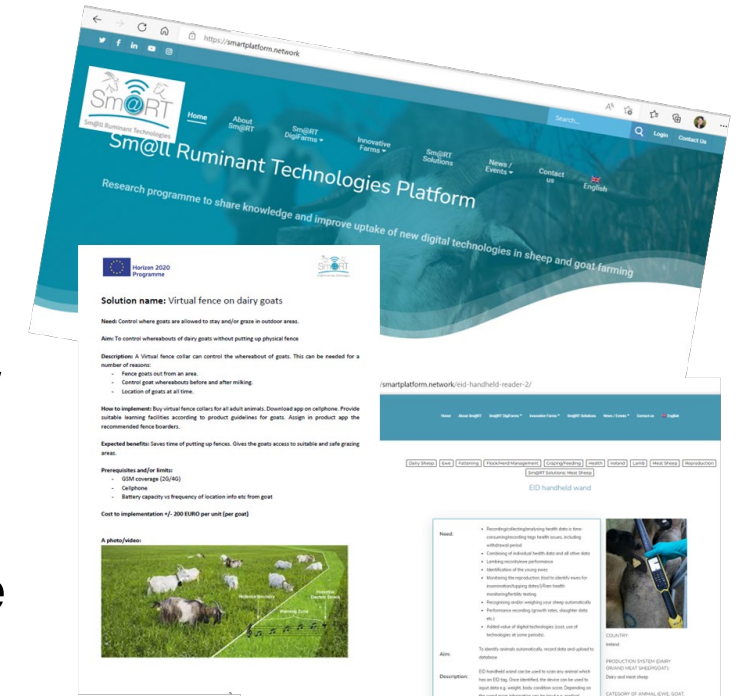
Summary

33 tools/technologies assessed using ADOPT

Influential areas influencing the rate and peak level of adoption are:

- the proportion of the population that will need new skills/knowledge
- the proportion of farms that could benefit from the tool / technology

Variation observed between countries for similar tools



Summary

Feedback from the ADOPT sessions

- provided valuable information in terms of the **predicted future uptake and acceptance** of tools/technologies available to small ruminant farmers.
- highlights the importance of knowledge exchange, training & after-sales support



Acknowledgements

All participants who took part in the ADOPT sessions



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