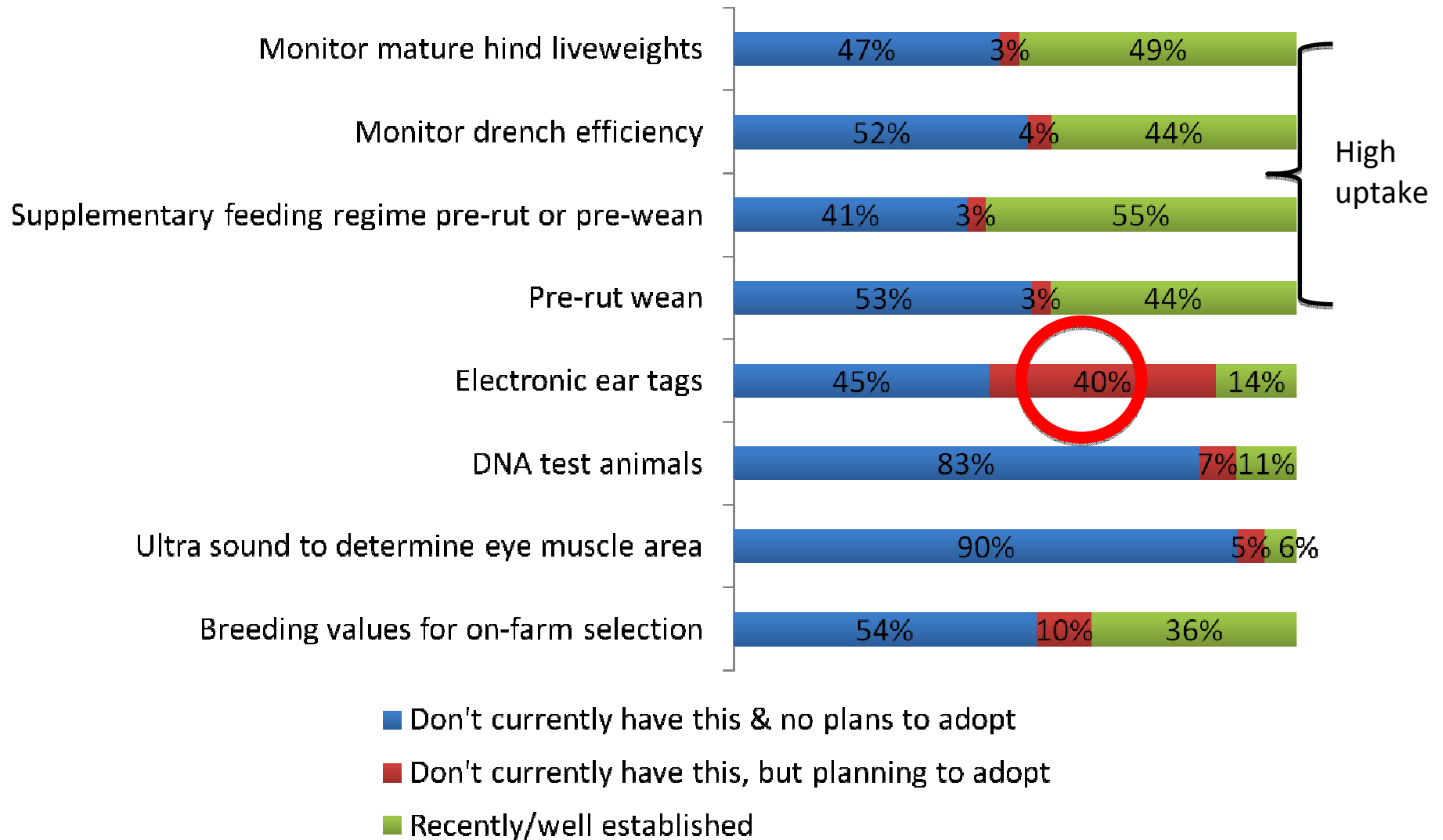


Dr Gavin Sheath, Consultant, Hamilton

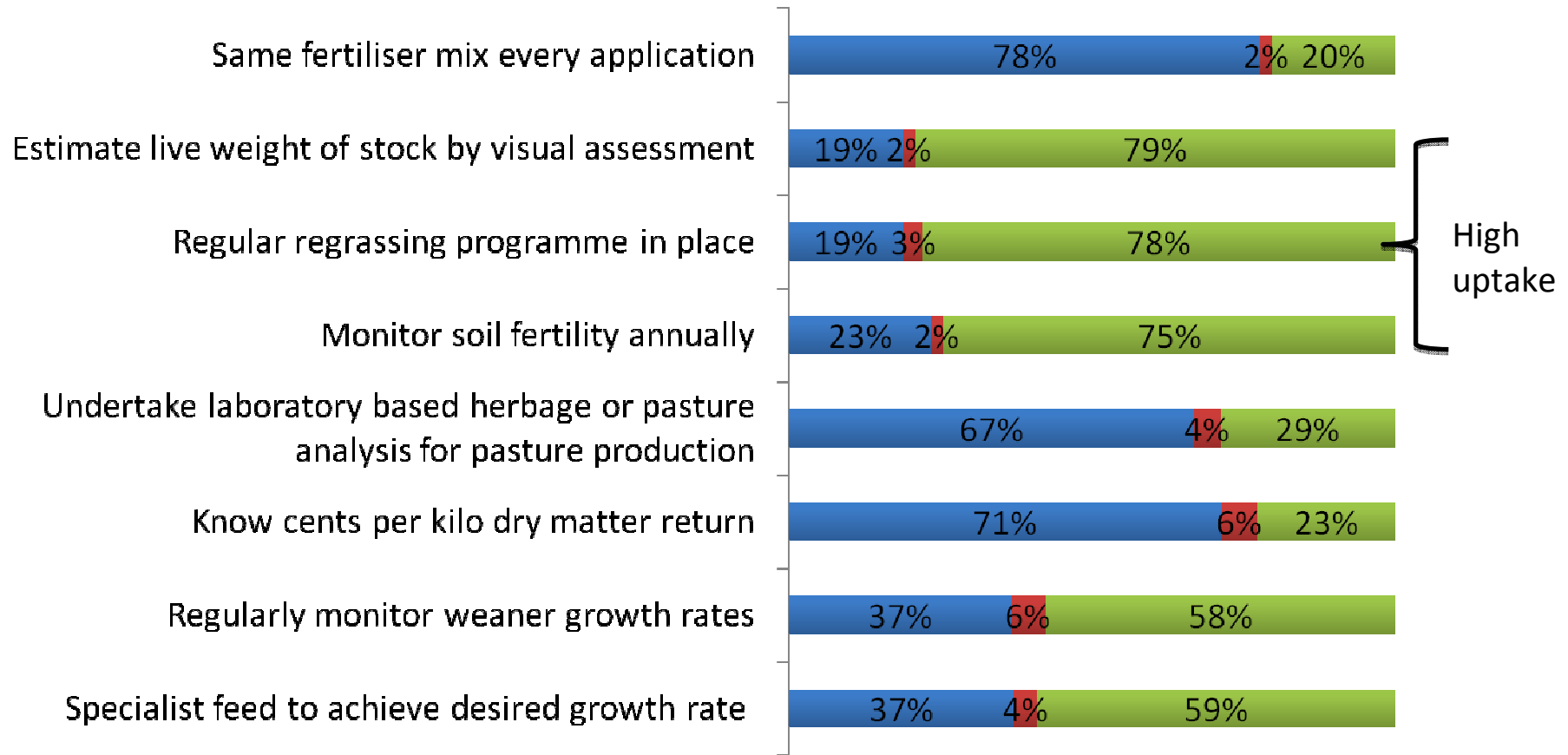
-Practice Change in the deer Industry

Adoption Rates for Breeders



Base = Breeders (504)

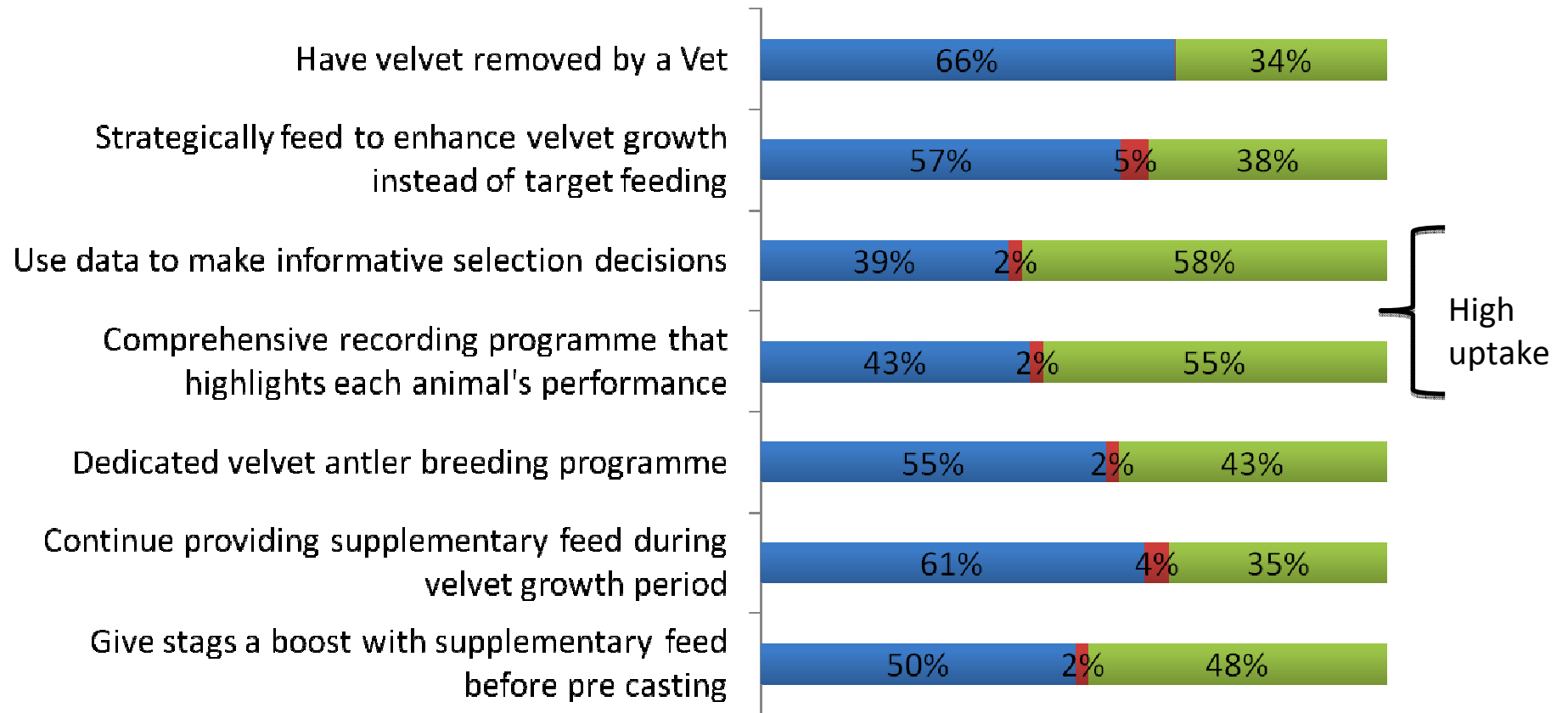
Adoption Rates for Finishers



- Don't currently have this & no plans to adopt
- Don't currently have this, but planning to adopt
- Recently/well established

Base = Finishers (453)

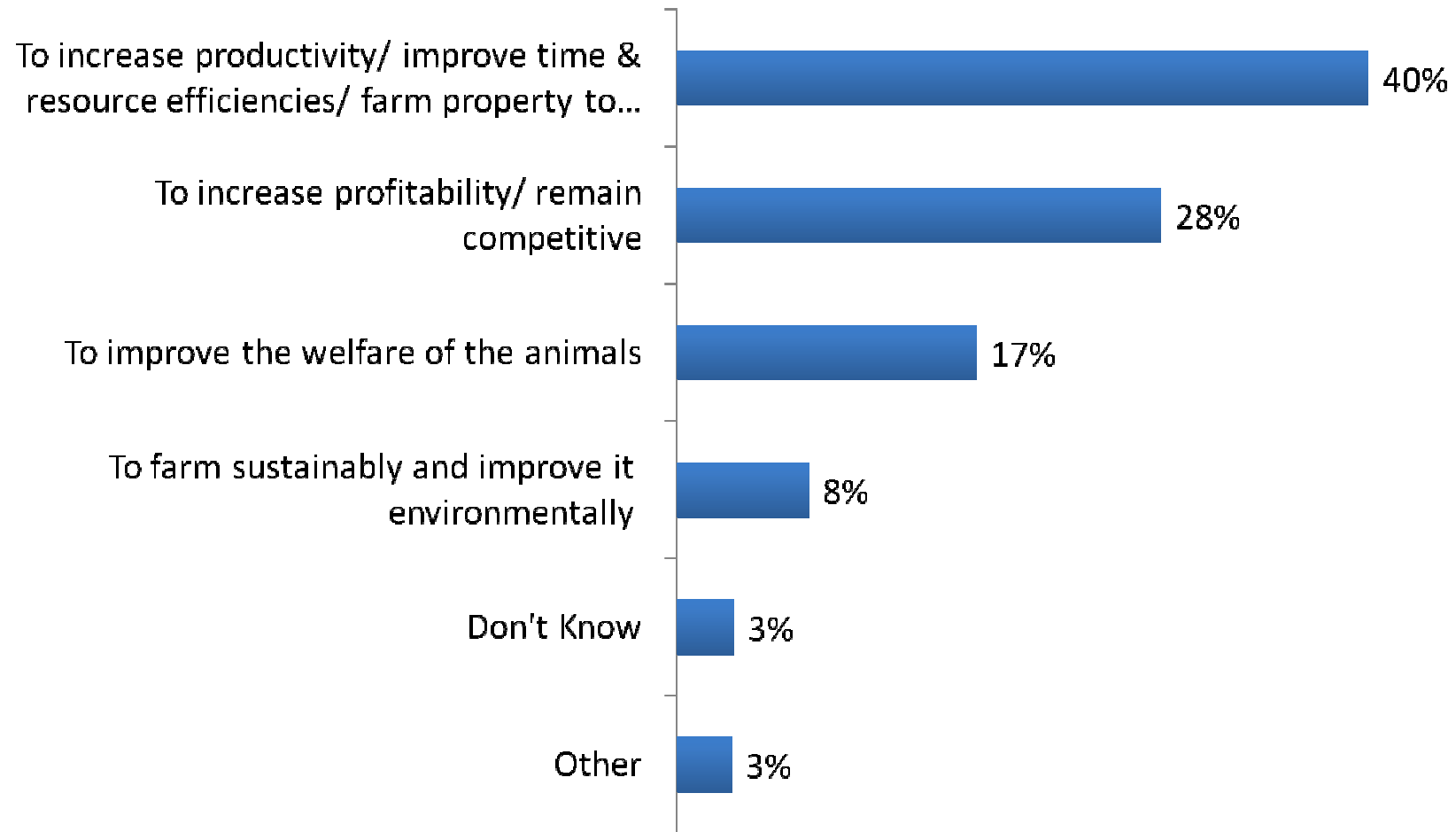
Adoption Rates for Velveters



- Don't currently have this & no plans to adopt
- Don't currently have this, but planning to adopt
- Recently/well established

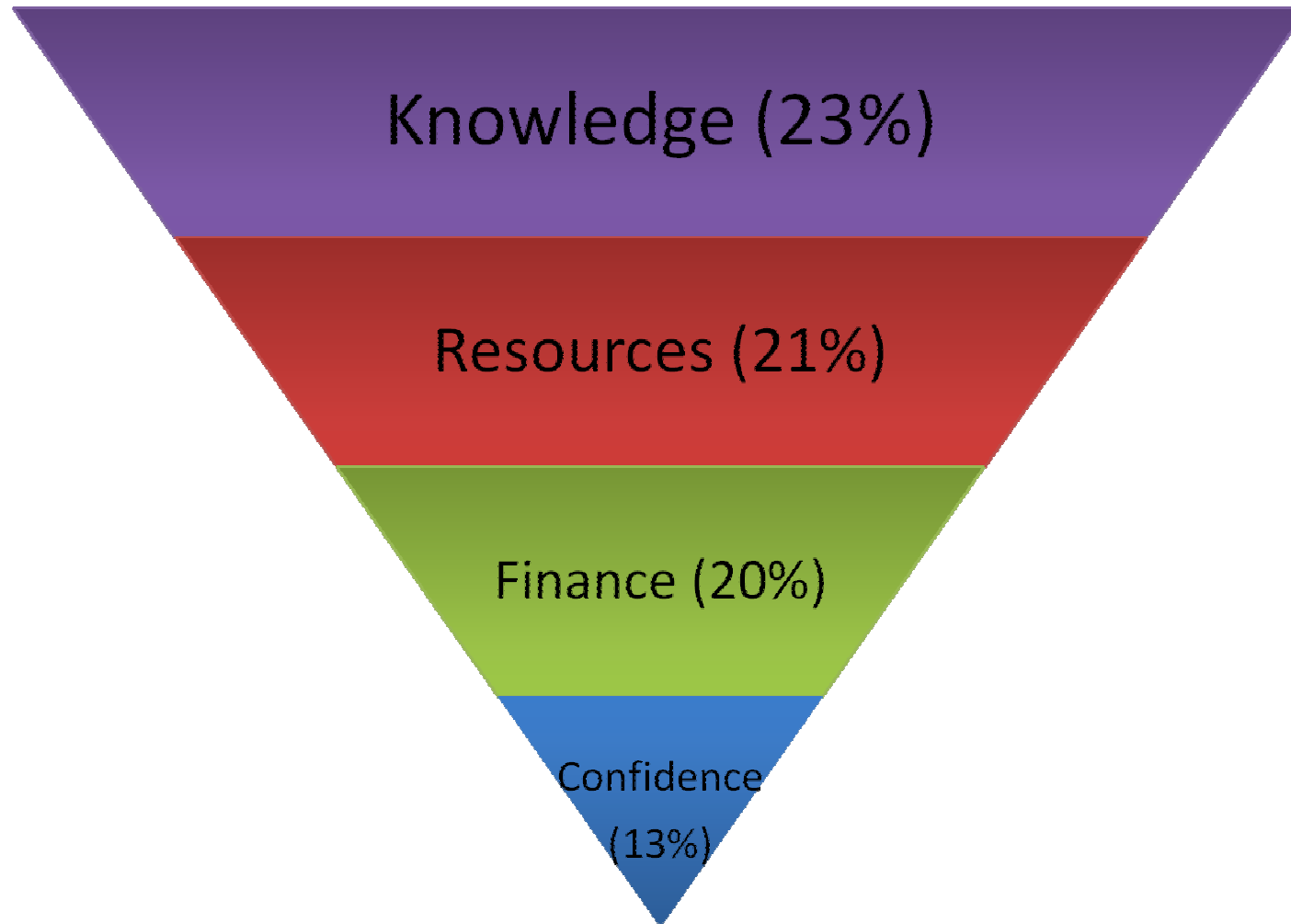
Base = Velveters (222)

Key reasons for making significant changes in farming practices or adopting a new technology



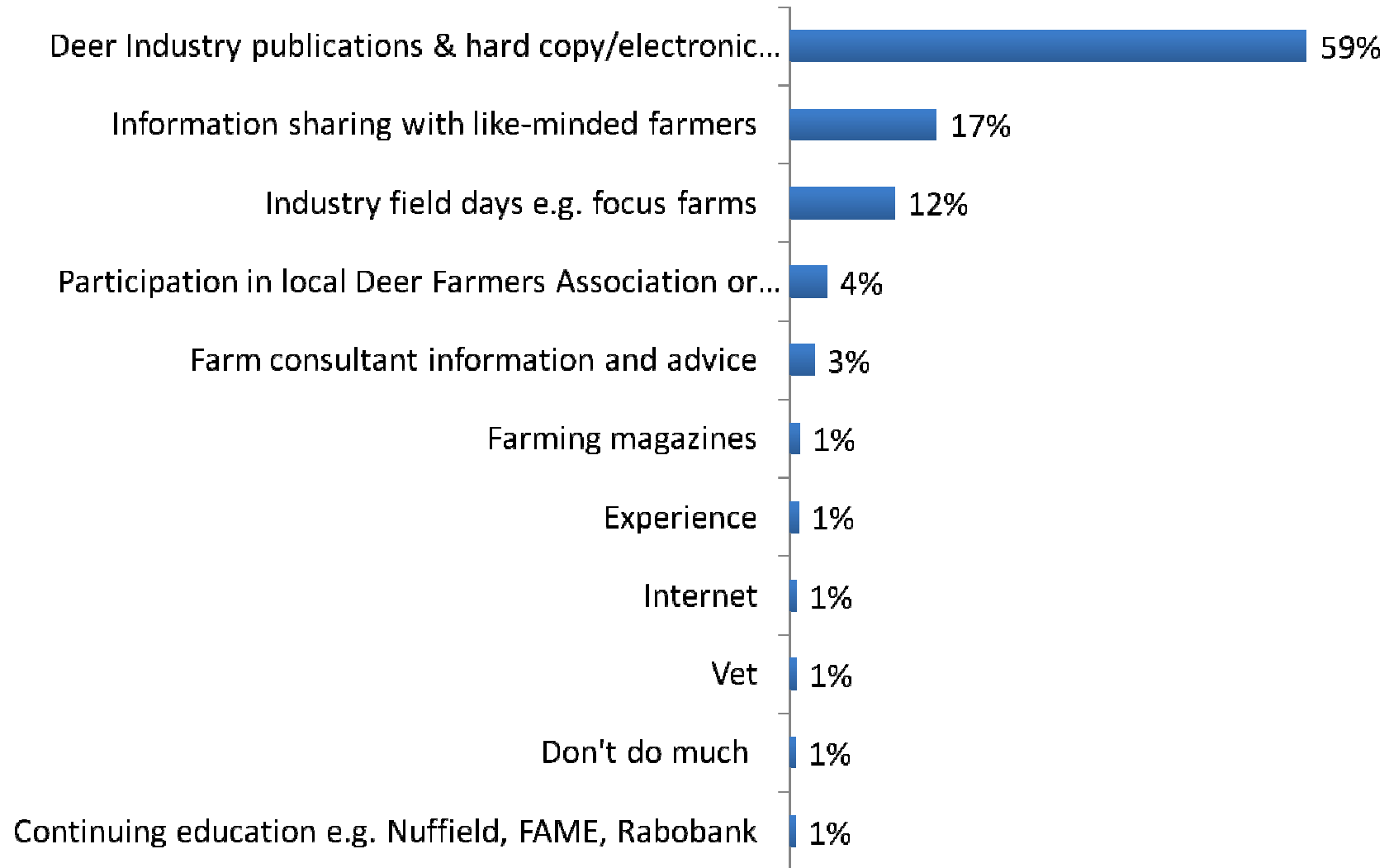
Base = All respondents (600)

Factors which would help producers to make changes if there was increased productivity and profitability to be gained



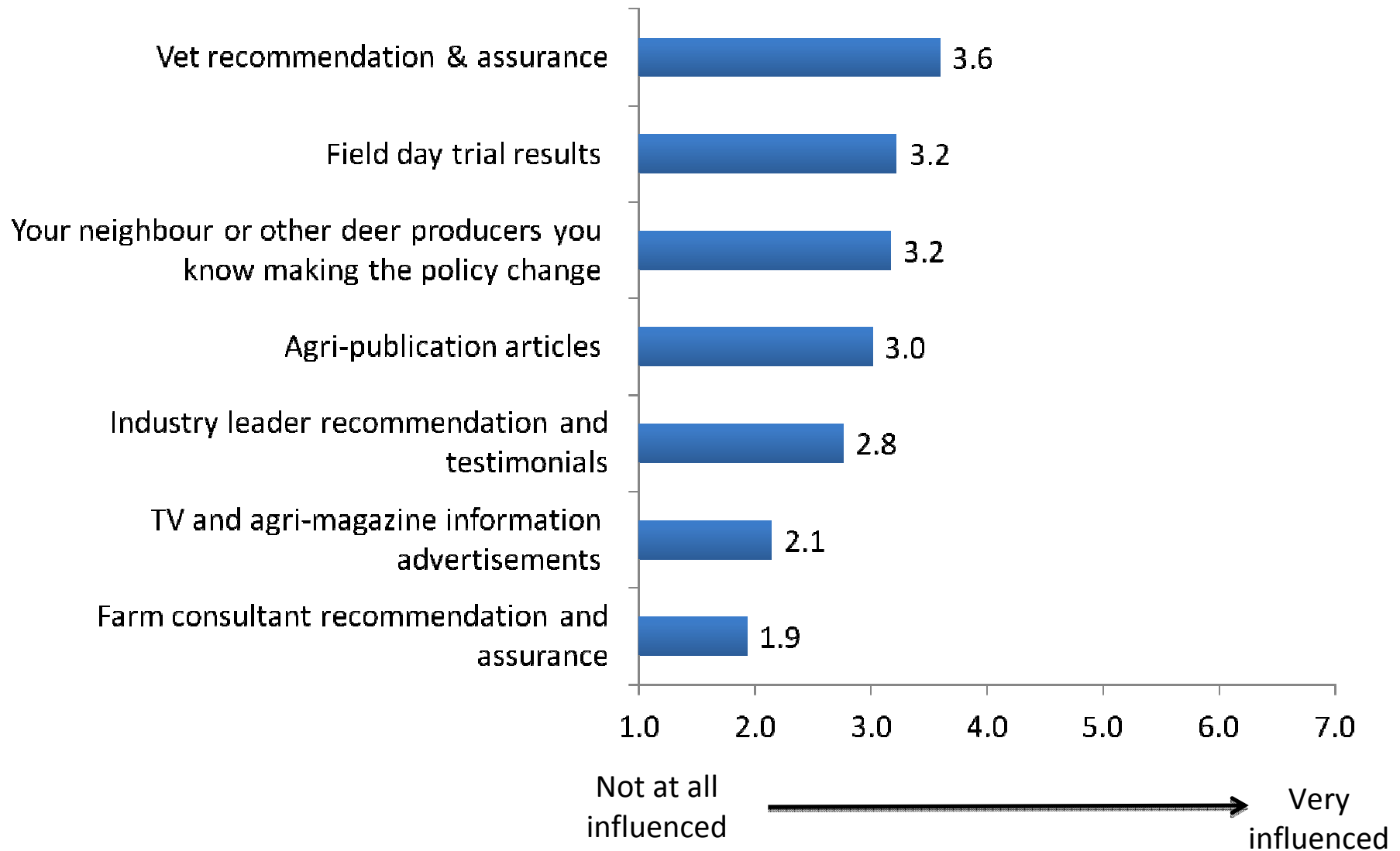
Base = All respondents (600)

Ways in which producers keep their farming knowledge and skills up to date



Base = All respondents (600)

Influencers of change



Base = All respondents (600)

Table 20: Influencers of Change by Producer Segment

	Laggard	Majority	Early Adopter	Innovator
Farm consultant recommendation and assurance	1.3	1.9	2.1	2.2
Vet recommendation & assurance	3.1	3.6	3.6	3.2
Industry leader recommendation and testimonials	1.6	2.7	3.1	3.3
Field day trial results	2.0	3.2	3.5	3.8
Your neighbour or other deer producers you know making the policy change	2.6	3.2	3.3	3.3
Agri-publication articles	2.3	3.0	3.2	3.1
TV and agri-magazine information advertisements	1.3	2.2	2.1	2.0

Base: Total Sample n=600

Conclusions

Incentives to Change

- Increased profitability
- Increased productivity
- Improved animal welfare
- Increased sustainability

Barriers to Change

- Financial constraints
- Resource constraints
- Lack of confidence in outcomes

Influencers of Change

- Informal networking
- Industry field days
- Industry publications
- Vet recommendation & assurance

Strategies for Change

- Help in acquiring necessary knowledge and skills
- Support in gaining/accessing resources
- Increased financial support/security
- Increasing producers' confidence in outcomes

Practice Change in the Deer Industry

- Should the emphasis of the Productivity Improvement initiatives be placed on those farmers that want to change or the deer industry as a whole?
- How can we influence the Early Adopter group to change, and will others follow?
- What input and support is required to provide sufficient information and confidence for farmers to change?
- Are there activities in other industries outside the deer industry that could complement the Practice Changes that the deer Industry needs to implement? And what are they?