

offer to farmers is the more effective **pest management**, for example the “*ability to manage pest by rotating crops.*”

### ***Education and Information***

Change agents stated in many ways that **on-farm demonstrations** are significant motivators for adoption of sustainable practices. There is a great need felt by farmers of a “*proven results of producing maximum economic yields.*” It was mentioned that this need leads to the need of demonstrations that will in turn help to “*proof [that] the agricultural practice works and is cost effective on the farm.*” Moreover one respondent explained, “*Most sustainable practices are profit-increasing, however, not always immediately [thus] ability of researchers to demonstrate such gains is critical to implementation*” and consequently to adoption.

Demonstrations also allow farmers to reduce the risk and uncertainty through experimentation of the adaptation of the new sustainable practice “*to each situation.*” A change agents stated that is “*important... the availability of a demonstration site that allows farmers to explore management alternatives through another's experience.*” Moreover, a change agent thinks that “*being an active part of the demonstration or adoption process*” can be a great motivator for farmers to adopt.

### **How Public Agencies Facilitate Adoption**

Change agents were questioned about: How public agencies (extension, NRCS, Universities) have been helpful in efforts to put sustainable agriculture in place? The results to the question are summarized in the following table into five categories that will be toughly explained in continuation to the table.

From the total responses received, only a 70 percent of the participants answered this specific question. Thus, a percent from the total survey responses and from the responses to this question are provided in the following table.

**Table 8. Main categories of public agency assistance perceived as helpful to the adoption of sustainable agriculture practices, regional change agents, 2004.**

Category	Number	Percent of responses to question (N=189)
Education and Information	151	80
Financial assistance	51	27
Research and Development of practices	28	15
Promoting sustainable practices	22	12
Encouraging farmer involvement and organization	9	5

### ***Education and Information***

The most frequent efforts from public agencies to put sustainable practices in place fall under the education and information category. Into this category the most frequently mentioned efforts are demonstrations or local trials, education and information; and were