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| Table 5: Rationale-audience-dissemination linkages |
| **Rationale** | **Audience** | **Dissemination Strategy** |
| Moving beyond narrow account, neoliberal ideology and economic arguments as ‘barrier’ to sustainable soil management  | POLICY/EXTPolicy makers, extension agents, soil scientists | Policy briefs made available through relevant policy/extension publications |
| Unpacking social, economic and environmental forces related to soils management decision making  | ACADEMIASociologists, science studies  | Academic presentation and publication in journals such as Journal of Soil and Water Conservation; Geoderma, Sociologica Ruralis and Agriculture and Human Values |
| Understanding how specific farm soils can be more economically, socially and environmentally sustainably managed in context  | PARTICIPANTSFarmer study- participant  | Case summary detailing the particular constraints to sustainable soil management and leverage points to make farm operation more economically, socially and environmentally sustainable |
| Linking management decisions to soil health and environmental/human health to motivate sustainable agriculture and environmental ethics | PUBLICFocus group participants andWider public  | Readable version of finished dissertation sent to all study participants (focus group, interviewees, and farmers)Non-fiction lay book [post dissertation] |