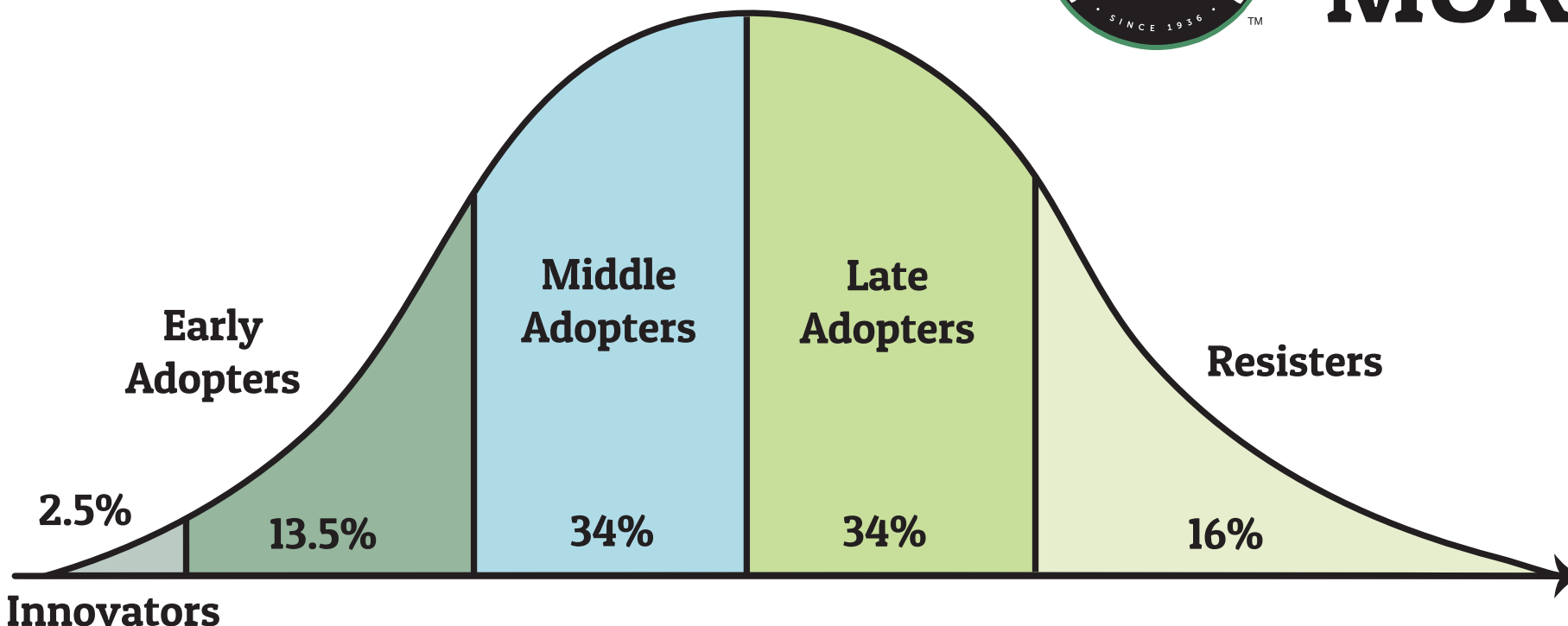


Messaging to Different Farmer Audiences



Messaging to Innovators & Early Adopters vs. Middle and Late Adopters

Innovators/Early Adopters	Middle/Late Adopters
Are more open to new or challenging ideas/more comfortable with uncertainty	Are uncomfortable with new ideas that challenge existing thinking
See failure as part of progress	See failure as a stain on their reputation
Use longer timeframes to evaluate options	Use strict short time-frames
Do not respond as readily to social pressure	Are concerned with what others are doing to define what they will do