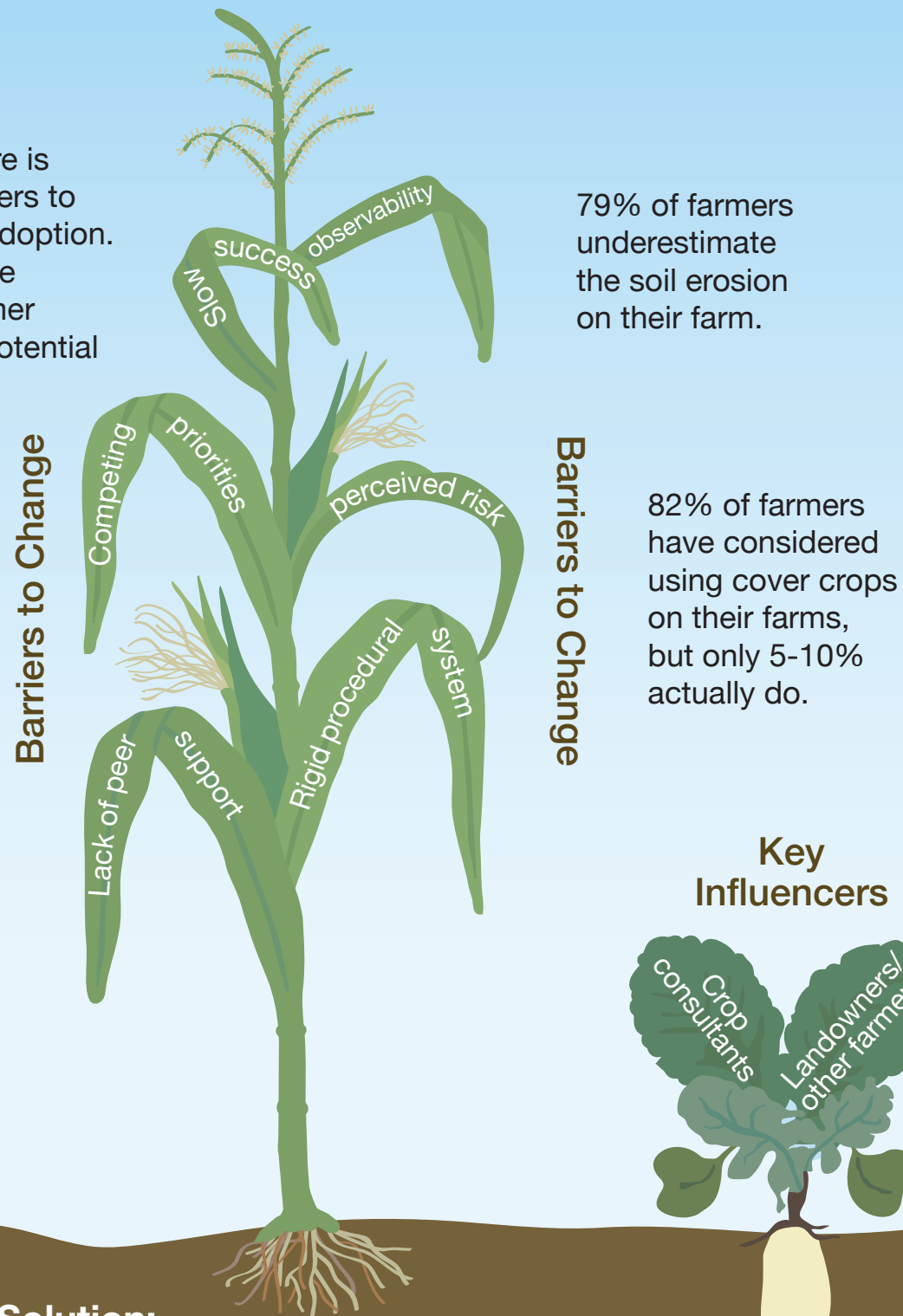


# Driving Forces of Culture Change

## The Power of Perception

### The Problem:

Traditional farmer culture is one of the biggest barriers to conservation practice adoption. Transforming this culture requires identifying farmer influencers as well as potential barriers to change.



79% of farmers underestimate the soil erosion on their farm.

82% of farmers have considered using cover crops on their farms, but only 5-10% actually do.

### The Solution:

This identification is the basis for messaging to better reach traditional farmers. The Great Lakes Protection Fund project focuses on understanding the farmer mental model to pinpoint the strengths of traditional farming and the areas which require transformation for a more sustainable agricultural future. We can change the traditional farmer mentality by adjusting how they talk about conservation, innovation, and identity.

# Driving Farmer Culture Change

## Visible and Invisible Motivations

Traditional farming culture is one of the largest barrier to sustainable agricultural practice adoption.

Farming culture is comprised of an interlocking set of traditions, goals and procedures. However these are not the only elements that influence farming.

Factors contributing to culture go much deeper than what we see. Much like a cover crop plant, the invisible factors (the roots) are more influential and powerful than the visible (the vegetation).

The goal of cultural transformation is to preserve strong aspects while adjusting anything that impedes agricultural growth and environmental quality.

### Visible Culture Change

### Invisible Culture Change

