

Adoption of an innovation

The example of soilless cultivation systems

25 October 2012, Suzanne van Dijk



Current outdoor horticulture



Faces challenges:

- Emission / sustainability;
- Soil borne diseases;
- Quality and shelf life;
- Labour;
- Production costs.



'Soilless cultivation of outdoor crops'

- European Water Framework Directive (EWFD);
- Innovation is needed!
- Develops cost effective soilless cultivation systems for nine different crops (food and non-food).
- Requires change in behaviour.



Some pictures: food

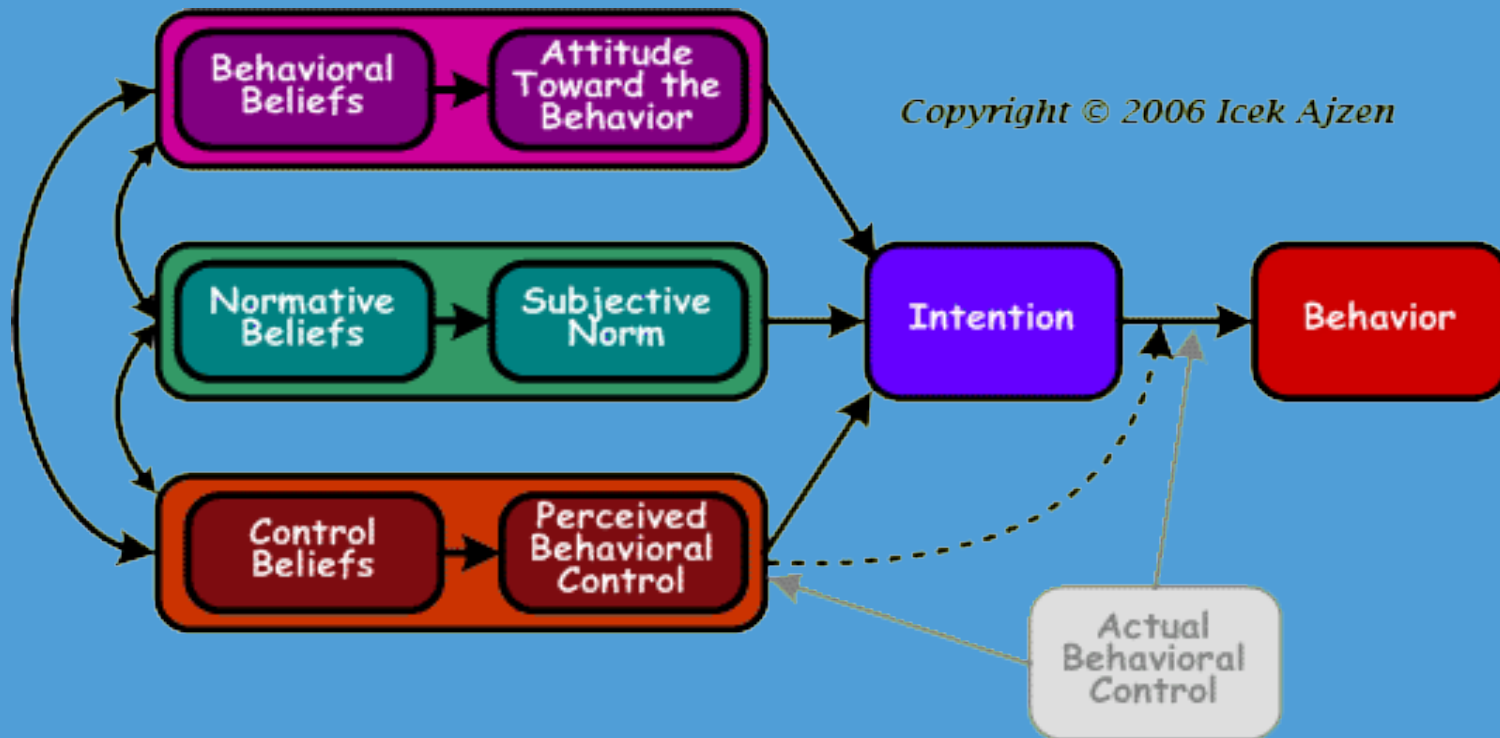


Some pictures: non-food



Theory of planned behaviour (Ajzen)

- Extension from the theory of reasoned action (TRA)



Our study

- Questionnaire, based on Theory of planned behaviour (TPB);
- Example: “how realistic would it be for you to switch to a soilless cultivation system?”
- 289 growers (tree, apple, leek, and lettuce) interviewed by telephone;
- TPB useful, interventions possible.



Results

- All growers showed negative intention...
- Tree growers think they have the skills and knowledge;
- Apple growers: more risk and uncertainty, less growers in their environment will switch;
- Apple growers: lowest scores for financial performance;
- However: only 4.3% was known with the project (34,3% tree, 20% leek and 25% lettuce growers)



Possible interventions

- More information!
- Increase knowledge;
- Reduce perceived risk and uncertainty.



Thank you for
your attention

Any questions?



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For quality of life