

Figure E-2 Obstacles to Adoption of Innovation

Farmers may not be aware of or understand	<ul style="list-style-type: none"> • On-site and off-site causes and consequences of erosion and other natural resource problems. • The short and long term benefits of conservation. • The types and sources of available assistance. • The nature of conservation plans, that is, voluntary implementation. • That alternative practices/systems can be custom designed to meet the producer's needs and conditions.
Farmers may not have technical information on	<ul style="list-style-type: none"> • The economic, agronomic and environmental costs and benefits of alternative practices • Assistance for or knowledge of agency programs.
Community constraints include	<ul style="list-style-type: none"> • The absence of support from leaders, family, friends and neighbors. • Absence of active community support structures such as districts, salespeople or local USDA offices. • Unequal access to information, financial and technical assistance and support.
Social psychological characteristics include	<ul style="list-style-type: none"> • Aversion to risk. • Lack of appropriate management skills.
Organizational barriers include	<ul style="list-style-type: none"> • Conflicting messages from different sources. • Confusion over the roles and responsibilities among the various agencies. • Lack of coordination between and among agencies.
Economic obstacles include	<ul style="list-style-type: none"> • Lack of cash or credit for producers share of cost. • Limited cash flow while waiting for government reimbursement.
Landlord-tenant relationships	<ul style="list-style-type: none"> • Short term leases may serve as obstacles to installation and maintenance of practices/systems. • Program sign ups may require long term commitments.