



ADOPT
PREDICT. INFORM. ENGAGE.

The adoption and diffusion outcome prediction tool

Adoption report for:
EID reader and software - Norway

Report Authors:
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For more information about ADOPT contact adopt@csiro.au



Project Details

MODEL

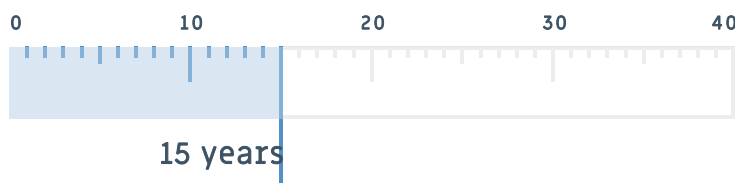
Standard agriculture

YOUR INNOVATION

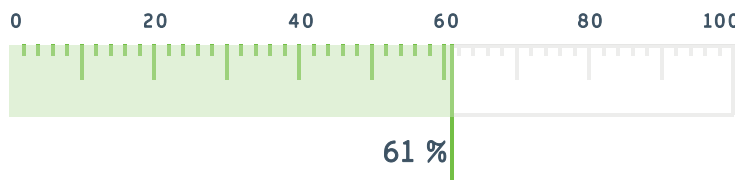
YOUR POPULATION

Adoption Level

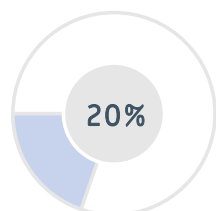
TIME TO NEAR-PEAK
ADOPTION LEVEL
(years)



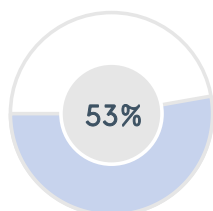
PEAK ADOPTION LEVEL
(percent %)



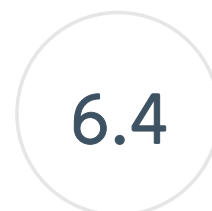
Predicted adoption levels



IN 5 YEARS FROM START



IN 10 YEARS FROM START

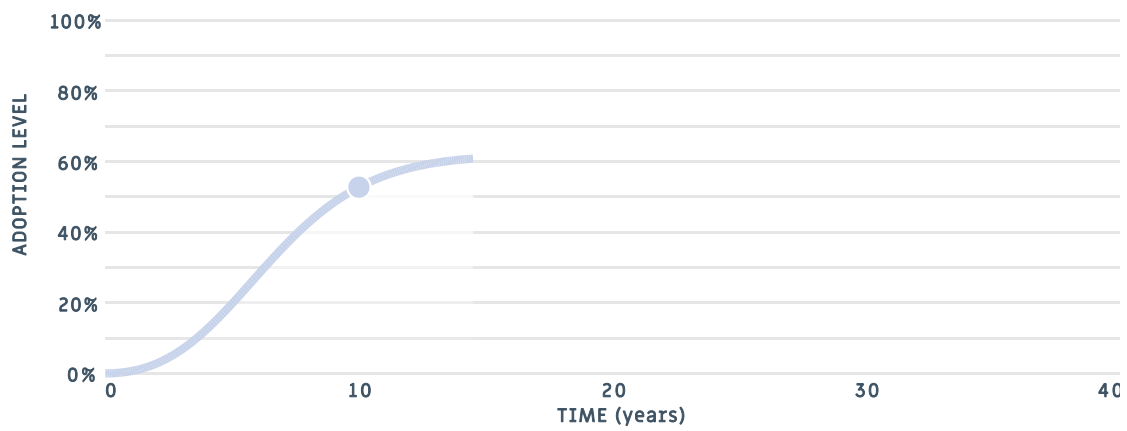


TIME TO 50% OF PEAK ADOPTION
(years)

NOTES: The predictions of Peak Adoption Level and Time to Peak Adoption Level are numeric outputs that are provided to assist with insight and understanding and like any forecasts should be used with caution. Time to Near Peak Adoption represents the time to 99% of the maximum predicted adoption level.

Adoption level S-Curve

The following chart shows how the level of adoption in the relevant population of farmers changes over time.



Yearly Adoption Levels

Year	Adoption %
1	1
2	3
3	7
4	13
5	20
6	28
7	36
8	43
9	48
10	53
11	56
12	58
13	60
14	61
15	61

(Peak Adoption)

Changing the adoption levels

Many of the factors can be changed by activities such as extension. Based on the data entered, the ADOPT model suggests that changing the following factors would have the biggest effect on adoption.

Changing the peak adoption level

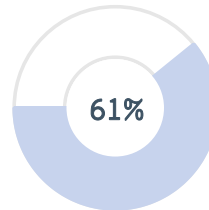
MOST SENSITIVE QUESTION

- 16 Profit benefit in years that it is used

To what extent is the use of the innovation likely to affect the profitability of the farm business in the years that it is used?

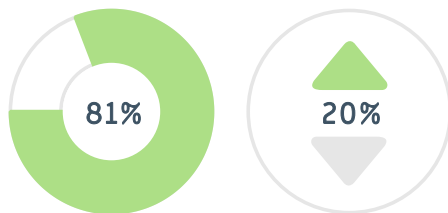
YOUR RESPONSE

Small profit advantage in years that it is used



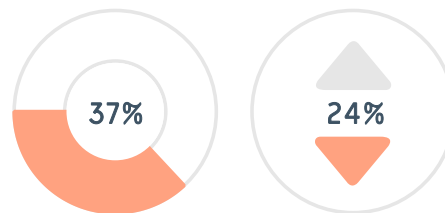
STEP UP RESPONSE

Moderate profit advantage in years that it is used



STEP DOWN RESPONSE

No profit advantage or disadvantage in years that it is used



Changing the time to peak adoption level

MOST SENSITIVE QUESTION

- 10 Advisory support

What proportion of the target population uses paid advisors capable of providing advice relevant to the project?

YOUR RESPONSE

About half use a relevant advisor



STEP UP RESPONSE

A majority use a relevant advisor



STEP DOWN RESPONSE

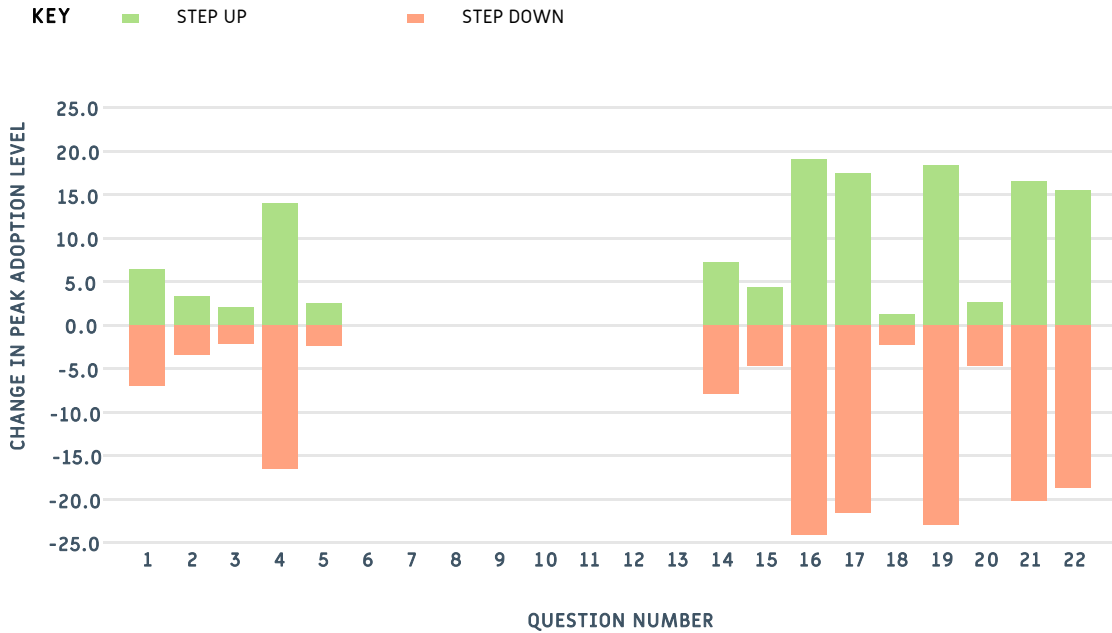
A minority use a relevant advisor



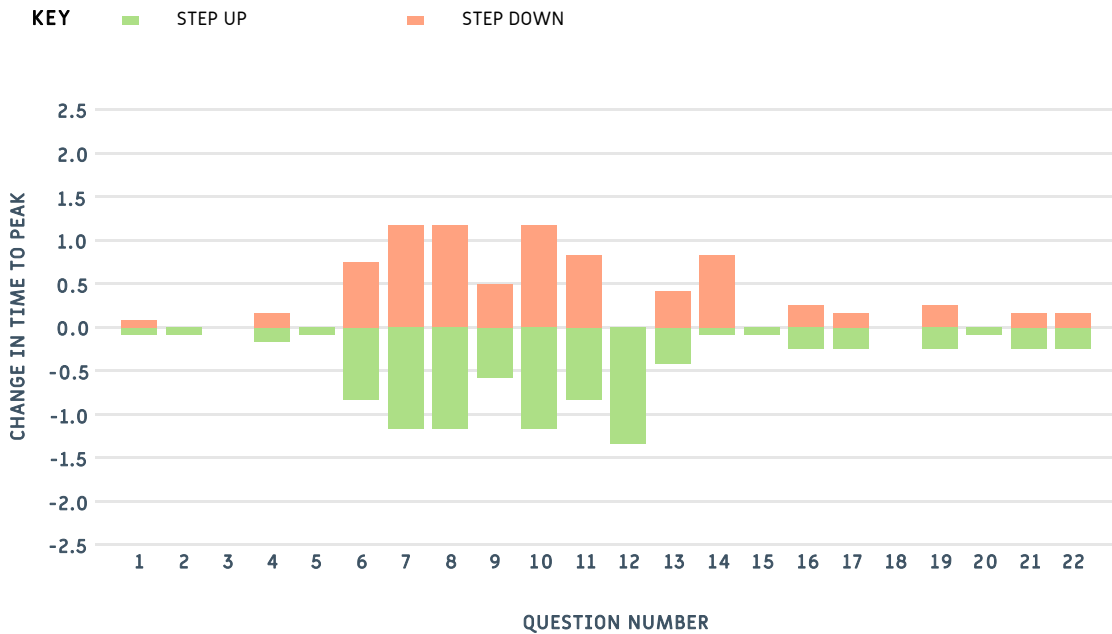
Sensitivity Analysis

The following charts show the effects on Peak Adoption Level and Time to Peak Adoption of single step changes up and down for all questions.

Peak level, sensitivity analysis

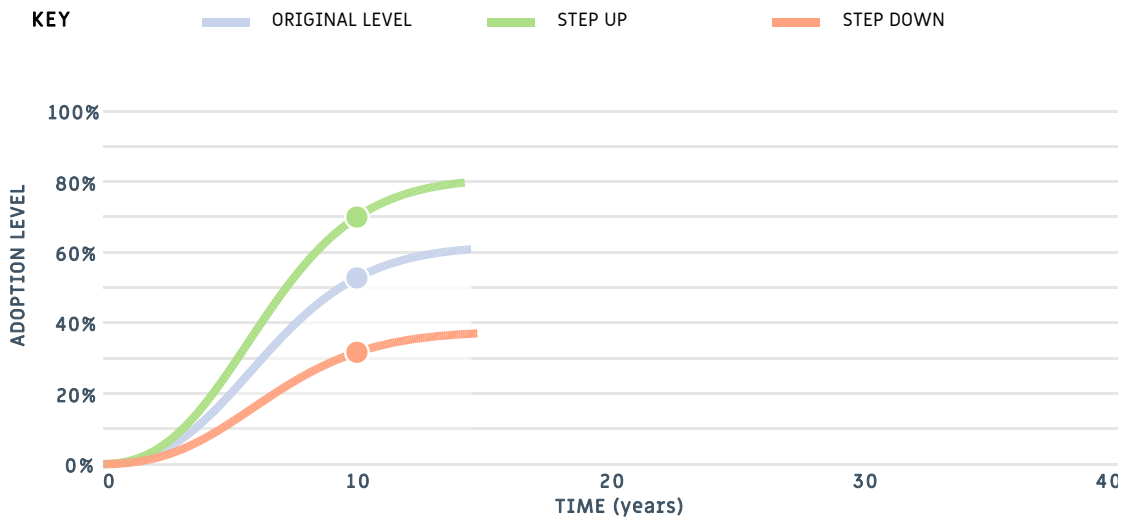


Time to peak, sensitivity analysis

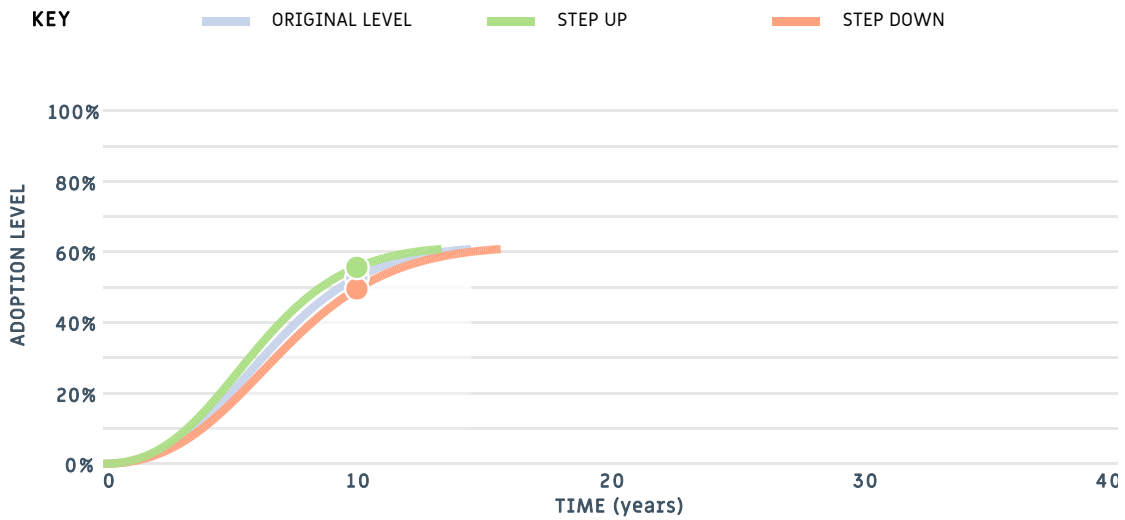


S-Curve Sensitivity

The following chart shows how the S-Curve is predicted to change when a single step change is made to the most sensitive question(s) with respect to Peak Adoption Level



The following chart shows how the S-Curve is predicted to change when a single step change is made to the most sensitive question(s) with respect to Time to Near Peak Adoption.



Responses

Question	Response	Reasoning
Relative Advantage for the Population		
1. Profit orientation	A majority have maximising profit as a strong motivation	
2. Environmental orientation	A majority have protection of the environment as a strong motivation	
3. Risk orientation	A majority have risk minimisation as a strong motivation	
4. Enterprise scale	A majority of the target farms have a major enterprise that could benefit	
5. Management horizon	About half have a long-term management horizon	
6. Short term constraints	About half currently have a severe short-term financial constraint	
Learnability Characteristics of the Innovation		
7. Trialable	Moderately trialable	
8. Innovation complexity	Slightly difficult to evaluate effects of use due to complexity	
9. Observability	Moderately observable	
Learnability of Population		
10. Advisory support	About half use a relevant advisor	
11. Group involvement	A minority are involved with a group that discusses farming	
12. Relevant existing skills & knowledge	Almost all need new skills and knowledge	
13. Innovation awareness	A minority are aware that it has been used or trialed in their district	

Relative Advantage of the Innovation

14. Relative upfront cost of the project	Moderate initial investment
15. Reversibility of the innovation	Easily reversed
16. Profit benefit in years that it is used	Small profit advantage in years that it is used
17. Future profit benefit	Small profit advantage in the future
18. Time until any future profit benefits are likely to be realised	1 - 2 years
19. Environmental costs & benefits	Small environmental advantage
20. Time to environmental benefit	3 - 5 years
21. Risk exposure	Small reduction in risk
22. Ease and convenience	Small increase in ease and convenience

ADOPT can be cited as: Kuehne G, Llewellyn R, Pannell D, Wilkinson R, Dolling P, Ouzman J, Ewing M (2017) Predicting farmer uptake of new agricultural practices: A tool for research, extension and policy, *Agricultural Systems* 156:115-125
<https://doi.org/10.1016/j.agsy.2017.06.007>

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