INTRODUCTION

In the process of stimulating the adoption of innovations in grassland-based farming systems in Poland, it is important to determine the drivers for their promotion and to define the barriers to overcome problems by their implementation. The objective of this paper was to analyse the attitude of farmers towards innovations in the management of grasslands in Poland.

MATERIALS and METHODS

An on-line questionnaire on innovations on grassland was developed using SurveyMonkey. The questionnaire studied the attitude of grassland farmers towards innovations, e.g. their importance, factors influencing decisions of their adaption, barriers and drivers. The questionnaire was spread either via direct mail or via social media and was available from winter 2017/2018 onwards and closed at the end of June 2018. Only respondents that had grasslands in farm were considered. At the time of closing the questionnaire, 157 valid responses were obtained. In the study, the majority of respondents were young and had relatively well-developed farms.

RESULTS

CONCLUSIONS

The majority of grassland farmers (ca. 90%), managing mostly dairy or beef farms, indicated that innovations are important or very important. The most important influencing factors on farmer’s decisions with respect to grasslands (>60%) were own values and norms, image of the farm/the sector, family, consumers and advisors. Farmers pointed out that the most important driver for innovation is money/profit/better income (17%), followed by time saving/improved labour conditions (14%) and animal health (12%). The main barriers to innovations in grasslands are money/costs too high/benefits too low (24%), too little technology on farm (15%) and risk (14%).