

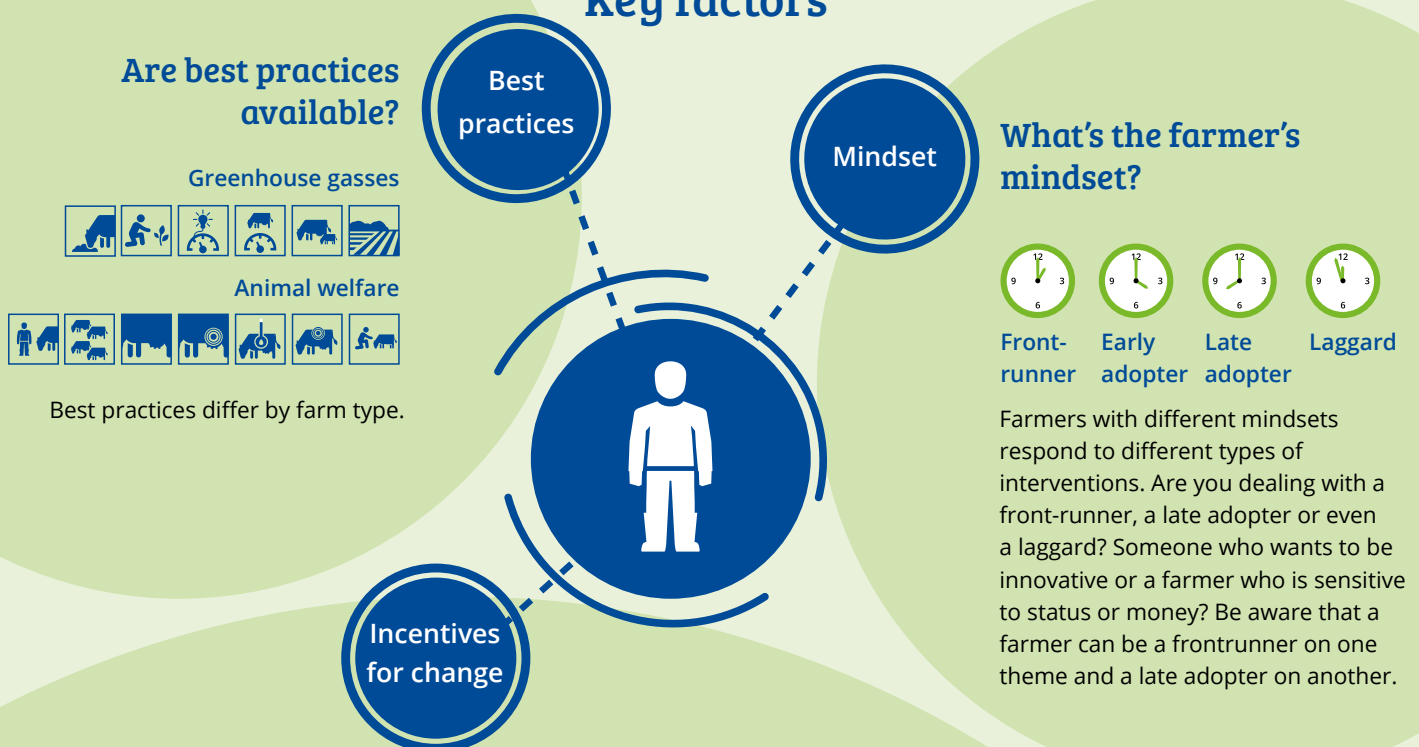
Organising change: interventions



A number of interventions are available to help you achieve a more sustainable dairy chain. First of all, you can provide knowledge. This can be done in several ways: demonstrations, expositions, assessment tools and benchmarking can all help in this respect. Another possibility is to put minimum standards in contracts or to pay for a certain performance.

Each type of intervention requires specific skills within the organisation and requires a certain budget. Different types of farmers will be addressed by different types of interventions. The interventions differ in their degree of impact and in the time needed before impact will actually show.

Key factors



Which incentives encourage farmers to change?

Type of incentive	R	E	S	E	T
	Regulations	Education	Social pressure*	Economic incentives	Tools**
Mindset of farmer	Applies to all farmers, is appreciated by farmers that look for clear guidelines and often needed for laggards.	Good fit for information seekers, independent farmers who want to understand the background to sustainability measures and who make the final decision for their own farms. Suitable to early adopters.	Fits with status seekers, important for a large group of farmers, especially for late adopters.	Farmers who focus on return on investment, price-conscious farmers.	Farmers that are looking for convenience, suitable for late adopters.

*Social pressure (related to what is considered 'normal' by your peers) is an important contributor to change of behaviour. It can also be an important blockade for changing behaviour.

**Tools make the desired behaviour easier to execute, for instance easy-to-use turnkey solutions.

[Learn more about 8 key interventions >>](#)

Eight key interventions to improve sustainability on dairy farms

Intervention	Description	Target group	Impact	Requirements
Innovation	Individual farmers or farmer networks working on new solutions.	Frontrunners	New best practices.	Access to knowledge and funding.
Learning by seeing E S	Open days, excursions, showcase farms.	Early adopters	Connection to other farmers, buyers and society at large.	Showcase farm which has good results but is also considered 'normal'.
Individual learning by farm-specific assessment E	Assessment tools, audits, individual data analysis, benchmarking and measures at farm-level.	Early adopters	Individual plan for improvement based on farm-specific data and analysis.	Good quality of farm-specific data. Knowledge needs to be provided through tools, experts, advisers or colleagues.
Group learning with expert input E S	Group with facilitators, experts, workshops and discussion.	Early adopters	Workshops to create awareness and motivation. Discussion groups (minimum 3 meetings) using data from participants to compare and learn from each other.	Workshops are best carried out on-site at an exemplary farm, showing best practices. Discussion groups thrive when data and a good facilitator are available, and when farmers are willing to share data and practices.
Communication & network E S	Meetings, magazines, newsletters, competitions, including communication with vets and farm advisers.	Early and late adopters	Creates awareness and sets the standard.	Communication plan with clear focus on relevant target groups and aimed at shifting habits and norms.
Financial incentives E	Financial reward for participating in activities, implementing best practices or achieving a certain performance.	Early and late adopters	Payments can be made for specific measures or actions at farms. Alternatively, a scoring system can be set up where measures or a specific performance can lead to a premium.	Reliable way to quantify best practices and / or performance of individual farmers.
Making it easy E T	Tools such as turnkey solutions or (free) access to experts.	Late adopters	Adoption of standard best practices by larger group of farmers.	Easy access to turnkey solutions and tools. Provide access to individual advice, using quality advisers that abide by buyer's strategy.
Change by contract R S	Minimum standards, contract terms, audits, regulations.	Laggards	Minimum standards are met, this intervention may put pressure on relationship with farmers.	Exit strategy needed in case farmers do not comply.

