01 The Problem.
02 Research Question & Relevance
03 Data Collection
04 Initial Thoughts
05 Plan of Analysis
06 Real World Impact
An Environmental Problem.

The Netherlands

UNFCCC, 2012
Also a Social Problem.

"Suddenly everyone is worried. We're getting blamed and badly represented in the media, everyone is blaming us for climate change but planes are worse than farmers and no-one is talking about them," Vincent, a 17-year-old dairy farmer told me. BBC News
Science on GHGs from Dutch Ag Soils is clear...
BUT on farm adoption is termed ‘unrealistic’ by farmers
Research Question: What are the opportunities to scaling up on-farm practices which reduce GHGs from agricultural soils in the Netherlands?

- Cover Cropping
- Reduced Tillage
- Fertilizer Reduction
Agricultural Treadmill Theory

Consolidation
Tech Investment
Bankruptcy
Debt
Degraded Soils

Willard Cochrane’s Theory, 1958
STRATEGY

Step 1: Partner with Local Experts
Step 2: Interview Researchers
Step 3: Map out Stakeholders
Step 4: Create Questionnaire
Step 5: Visit Farmers & Policy-Makers
Step 6: Analyze Data
Method: Interviews

Mercury is the closest planet to the Sun and also the smallest one in our Solar System.

Neptune is the farthest planet from the Sun and the fourth-largest in our Solar System.

Mars, despite being red, is actually a cold place, not a hot one. The planet is full of iron oxide dust.

Jupiter is the biggest planet in our Solar System. It's also the fourth-brightest object in the sky.

June & July, 2019
Proposed Framework

Political Influences?

Economic Influences?

Framework, Farmer Adoption of GHG Mitigating Soil Management Practices
Illustration adapted from ALM Intelligence
Possible Discussion Questions

Is sustainable agricultural intensification possible in the Netherlands?

How could the revised EU CAP policy work with farmer needs?

Can mitigation of GHG emissions be paired with adaptation?
Preliminary Results

Role of Media

Future Farmers

Farmers Feeling Blamed

Trade-offs between N2O and NO3

“Not For Me” Claim

Soil Management Advisory Services
Tack så mycket!

Does anyone have any questions or comments?

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