

Master thesis topic

The role of the agricultural advisor: responsibilities if and how they can drive sustainable innovations among farmers - qualitative research

Language: German (for empirical research)

Background

Technologies in the field of food production are constantly evolving and allow the farmer to produce using different innovations and technologies. Agricultural advisors can play an important role in the diffusion of such agricultural innovations. Their perspective on how they can drive sustainable innovations will be at the centre of this master thesis by conducting interviews or focus group discussions with agricultural advisors (in Germany).

Objectives

Therefore, the objective of this master thesis is to evaluate the role of agricultural advisors in the adoption of sustainable innovations of food production.

A qualitative research approach via interviews or focus group discussions is recommended.

Approach / method

- Semi-structured interviews
- Focus group discussions
(disclaimer: consider corona restriction, possibly via online means)

Starting references

Blanc, J., Noe, E., Burma, J., Burnett, M. L., Compagnone, C., & Marraccini, E. (2010, July). The role and attitudes of agricultural advisors in implementing sustainable pest management in European agriculture—a cross national case study in NL, FR; UK and DK. In IFSA congress, Vienna.

Ingram, J. (2008). Agronomist–farmer knowledge encounters: an analysis of knowledge exchange in the context of best management practices in England. *Agriculture and Human Values*, 25(3), 405–418.
<https://doi.org/10.1007/S10460-008-9134-0>

Wuepper, D., Roleff, N., & Finger, R. (2020). Does it matter who advises farmers? Pest management choices with public and private extension. *Food Policy*, 101995. <https://doi.org/10.1016/j.foodpol.2020.101995>

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