



VOICES

True listening, better choices

**ENVIRONMENTAL BEST PRACTICE:
MOTIVATING FRUIT FARMERS TO TRULY EMBRACE IT**

THE ISSUE

‘The environment’ & the ‘Great Barrier Reef’ is language that can be as big of a hot potato as ‘climate change’

- * A peak industry body found that consultation with farmers about adopting environmental best practice in relation to the Great Barrier Reef was often tense. Misunderstandings were common.
- * Farmers perceived that they were partly blamed for the state of the reef because of runoff, despite their already having adopted many best practices, mostly at their own effort and expense.
- * Yet even having done thus much, still more needed to be done. But asking farmers for even more was difficult in such a politically charged environment.
- * **Core question: How to motivate farmers to adopt even more environmental best practices, after they had already done so much, within a highly charged environment?**



THE CORE CHALLENGE

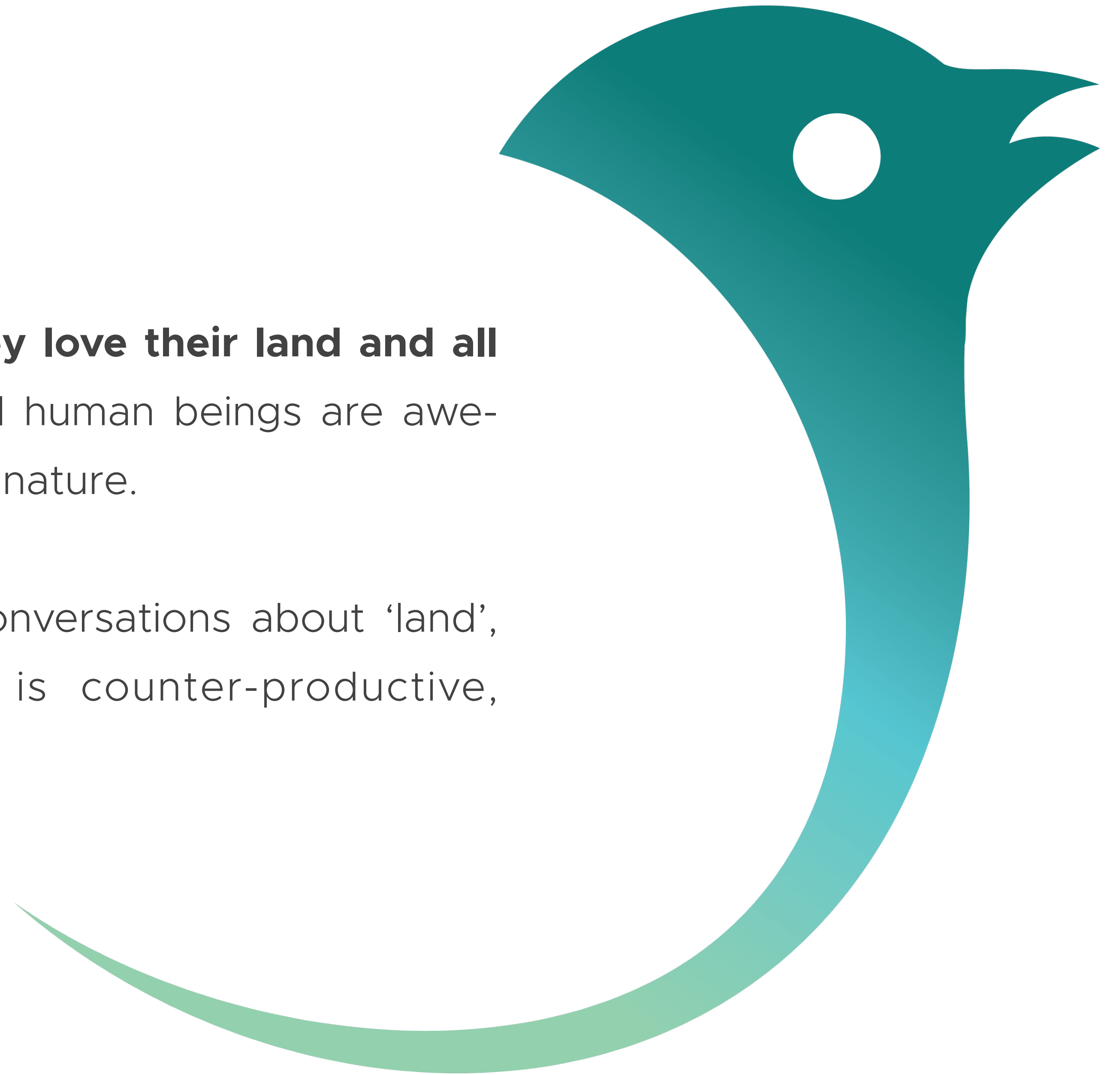
Farmers are too often seen as being opposed to environmental solutions. This is because 'the conversation' around environmental issues is framed in a certain way - with farmers in one camp and environmentalists in the opposing camp. A new way of framing the conversation needed to happen.



THE INSIGHT

Farmers are, not surprisingly, land lovers. **They love their land and all the life and creatures it harbours**, just as all human beings are awe-inspired by the immense beauty and power of nature.

To place farmers on the opposing side in conversations about 'land', whatever those conversations may be, is counter-productive, unnecessary **and fundamentally not true.**



THE SOLUTION - REFRAME THE CONVERSATION & CHANGE THE LANGUAGE

By using language in both consultations and other marketing communications that referenced nourishing the innate life on their land, like ‘creating ecosystems’, ‘building biodiversity’, ‘nourishing their soil’, ‘building resilience’ & ‘protecting their land for generations to come’, farmers became excited and engaged in conversations about environmental best practice. By showing them lots of videos and snippets of what others were doing, they became inspired.

There are many ways encourage farmers to adopt more environmental best practice. Just don't position them on the wrong side of the discussion and don't mention the ‘Great Barrier Reef’.