



INTERVENING TO MOTIVATE: Understanding Policy Interventions and Farmer Attraction and Retention in Newfoundland and Labrador

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07/08/2018

2018 International Geographical Union (IGU) Regional Conference - Canadian Association of Geographers (CAG) Annual Meeting - National Council for Geographic Education (NCGE) Annual Conference to be held in Canada from August 6 to 10, 2018.¹

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Introduction

Argument: Farmer attraction and retention are issues that lend credence to human characteristics (e.g., motivation); government has and can play an important role, through deliberate policy efforts, in motivating people to farm.

- 1) What kind of efforts are being employed to attract and retain people in agriculture?
- 2) Are there aspects that require support and/or could enhance existing interventions?

The Motivation Problem in Agriculture

CBC (2017, July 16). Aging farmers with no succession plans put future of Canadian family farms at risk.

<https://www.cbc.ca/news/canada/toronto/family-farm-aging-farmers-canada-1.4207609>

Forest International.org (2018). How can we grow more farmers in Atlantic Canada?
<https://forestsinternational.org/innovation/post/how-can-we-grow-farmers-in-atlantic-canada>

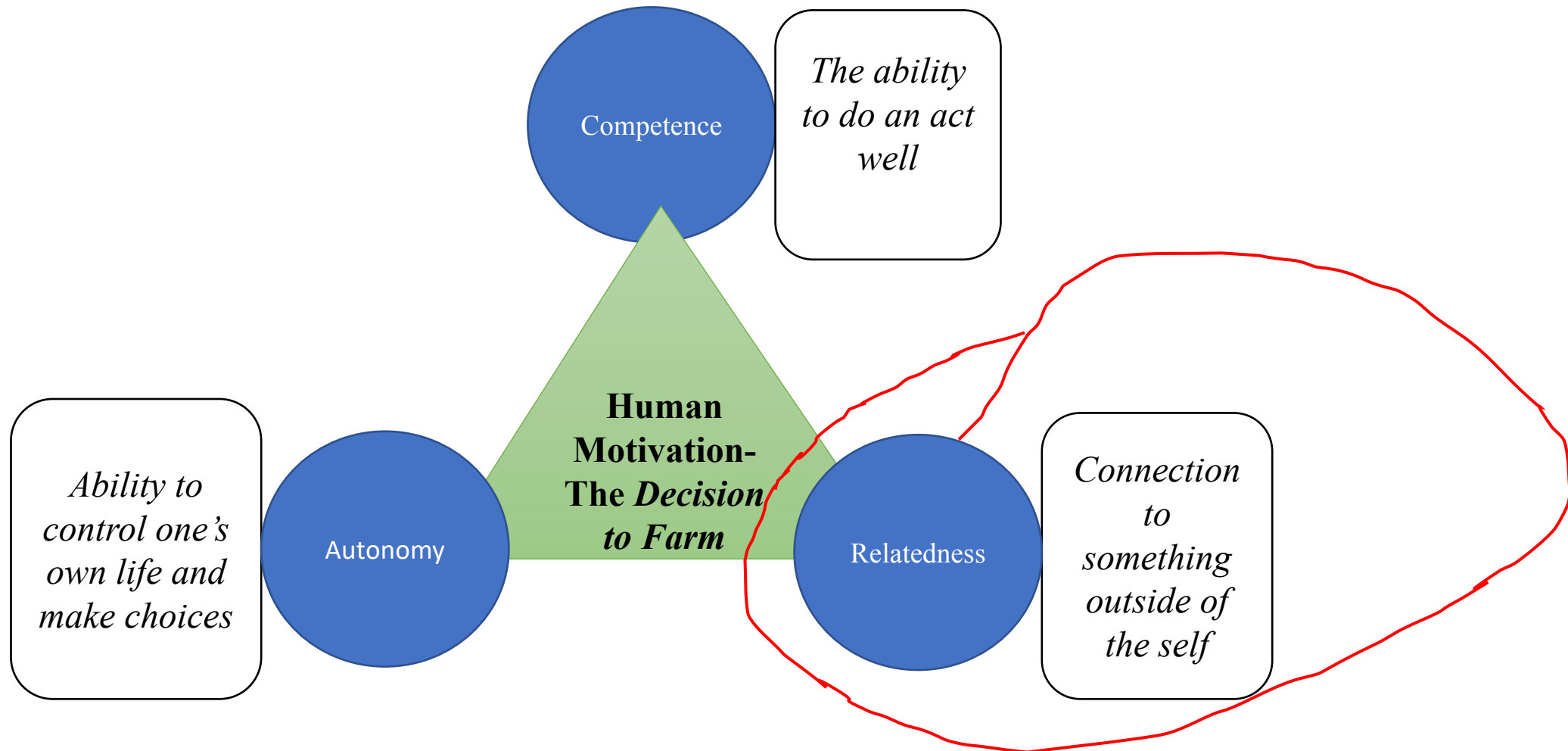
CBC (2015). Farmers looking to grow interest among young people

<https://www.cbc.ca/news/canada/newfoundland-labrador/farming-agriculture-newfoundland-labrador-1.3345349>



Theoretical Lens

Psychological components of attracting and retaining farmers
(Motivation of farmers)----*Self-determination theory*



Interventions in NL: An Overview

Interventions: Government Stimulus to get people into agriculture---

- Financial Incentivization
 - Education and Training
 - Operational Changes
 - Land Reforms
 - Informational Support
 - Institutional Support
 - General Planning
- (provincial or regional agricultural plans)*



*In terms of getting a new farmer, we will love to have new farmers [...] ever since February this year when the government announced all these areas of interest and extra 10,000 hectares of agricultural land and you know that was available to apply for, I got a lot lot of calls. **Official 02***

Interventions and Motivation of Farmers

Farmers are motivated by social, economic, cultural, and political factors. An important element of motivating farmers is the external environment, with the role of government being central in the process:

The government support system was instrumental at the start...because we saw an opportunity through the training [the government training programs] to enter farming...they helped us. (Farm 03)

[..] I think the motivation was already there. They [government] just kept our interest up and then the knowledge that somebody else is interested in what you are doing is something that keeps you going. And they did a lot of information session on you know your soils and all that sort of things. Your soils, and your pesticides and all that kind of stuff. That's a lot of information that is personalized Newfoundland farming, and they teach us and that kind of kept us going. (Farm 07)

Connecting the Dots: Interventions and Motivation in NL

- Government interventions partly contribute to determining who farms or not in NL;
- However, in NL, there are structural issues in the current interventions that must be addressed to adequately position interventions as a motivator (to farmer attraction and retention) (MUN thesis Repository---<https://collections.mun.ca/>)

Contribution- Theory and Practice

Practice

- Policy must be sensitive to human characteristics and values---The study has provided a reason for incorporating psychological elements into policy efforts.

Theory

- People's need for relatedness transverse the immediate social environment (family and friends), to include political elements (government actions).
- Policy research that explore human characteristics.

END OF PRESENTATION

Thank you,

For your audience

Appreciation



Dr. Roza Tchoukaleyska
Dr. Gabriela Sabau
Dr. Daniel Nadolny
Faculty at Memorial University of
Newfoundland-Grenfell Campus



I am also grateful to supervisor- Dr. Roza Tchoukaleyska-, CAG, and the Atlantic Chapter of CAG, the School of Graduate Studies, MUN, for their respective roles in making my participation in this conference possible.

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