



From farmer adoption to consumer acceptance: findings from circular agronomics

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Circular Agronomics: project background



- To find **effective solutions to improve nutrient efficiency** in agro-ecosystems, reducing Greenhouse Gas (GHG) emissions and protecting soil carbon stocks, **while at the same time addressing the social, economic and political** dimensions that will make changes in the field possible.
- Objective of Circular Agronomics is to **facilitate a development towards smart, sustainable, resilient and inclusive economies that are part of circular and zero-waste societies.**
- <https://www.circularagronomics.eu/>



Background and Objectives



- Aspects of food and agriculture are considered unsustainable due to their negative impacts on human health and the global environment. **European Green Deal** is promoting the transition to more **sustainable farming and diets** with a wider implementation of circular economy, based on the principles of recyclability of resources and minimization of waste: hence need to **understand factors affecting acceptance** of sustainable behaviours by European consumers and adoption of **sustainable farming technologies** by farmers.

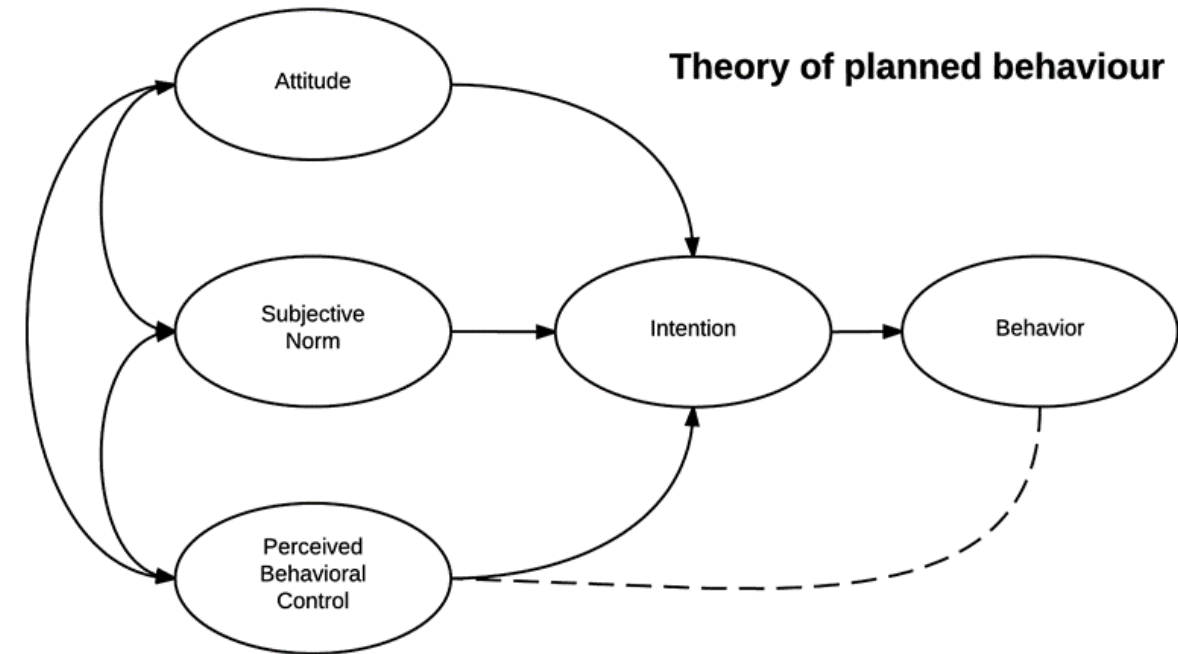
Therefore the aim of this research was:

- to have an understanding of factors influencing both **adoption of sustainability measures** at farm level and subsequent acceptance by consumers,
- translating the CA research outcomes into **evidence based policies** underpinned with an understanding of farmer and consumer preferences.



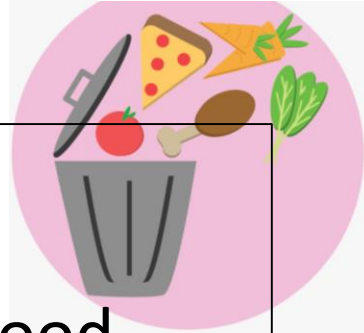
Questionnaire design

- TPB – attitudes – intentions – behaviours for
 - organic,
 - sustainability,
 - food waste



- Willingness to pay for production food methods, location and certification
- Five countries (GER, IT, ES, NL, CZ) 1000 consumers in each country – data collection completed Q1-2022

Pilot study conducted in Ireland on 400 consumers in August 2021



• Organic Purchase Behaviour

- attitudes regarding organic food importance
- social norms
- behavioural control

- age, gender education and income were non-significant

• Food Waste Behaviour

- social norms
- behavioural control (food waste reduction knowledge)
- storage capacity
- food surplus
- age

- gender education and income were non-significant



• **Organic Purchase Behaviour**

- Segment specific campaigns targeting demographics not recommended.
- Attention to focus attitudes, societal norms, and (perceived) behavioral control.
 - formation of positive attitudes towards organic food among peers might result in more people choosing to purchase this food.
- Emphasize the visibility and presence of organic food in the retail sector to increase the opportunity for organic consumption behavior.



• **Food Waste Behaviour**

- Focus on age and food waste
- Reduce food surplus with meal planning and shopping lists.
- Identify positive peer groups to increase social norms regarding food waste.
- Promote positive behaviour control to minimise food waste.



Thank you



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