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Factors That Influence Grower Adoption and Implementation of the ENZA Integrated Fruit Production Programme

A thesis presented in partial fulfillment of the requirements for the degree on Masters of Applied Science in Agriculture - Horticulture Systems and Management at Massey University.

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ABSTRACT

To maintain market access to the key pipfruit export markets of Europe and the UK ENZAFRUIT New Zealand LTD has set a target of 100 percent grower adoption of the ENZA Integrated Fruit Production programme (ENZA-IFP) by the year 2001. In 1996 eighty eight growers had adopted the programme out of a total of 1650 growers nationally, hence the adoption rate required to met this target is very steep. However, little is known about New Zealand growers' attitudes towards the ENZA-IFP programme, or the factors that may influence the programme's adoption.

Interviews of randomly selected IFP and non-IFP growers were held in Hawke's Bay and Nelson during August 1997. The purpose of the interviews was to determine the factors that influence the adoption of the ENZA-IFP programme, identify differences between IFP and non IFP growers, and identify themes of technology transfer methods that may encourage grower adoption of the ENZA-IFP programme. The results of the IFP and non-IFP case study research were cross compared, then compared and contrasted with the factors identified in the reviewed literature.

The key reasons the IFP growers had adopted the ENZA-IFP programme were for philosophical and environmental factors. Market access was also a key motivating factor. Financial factors, perceived risk, and poor communication were the key factors hindering adoption for the non-IFP growers. The main financial factors were loss of the USA supply programme incentive and a lack of financial incentives to adopt IFP. Perceived risk was in the form of a perceived increase in pest and disease damage and resulting financial loss.

To reach ENZA's target of 100 percent grower adoption by 2001, growers need both clear guidelines on how this is going to be met and financial incentives over the transition period to motivate adoption.

IFP technologies that bring direct financial benefits to growers, have a participatory technology transfer system, have a low level of complexity and perceived risk, and fit with a growers current production system and resources are likely to be adopted more readily.

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