

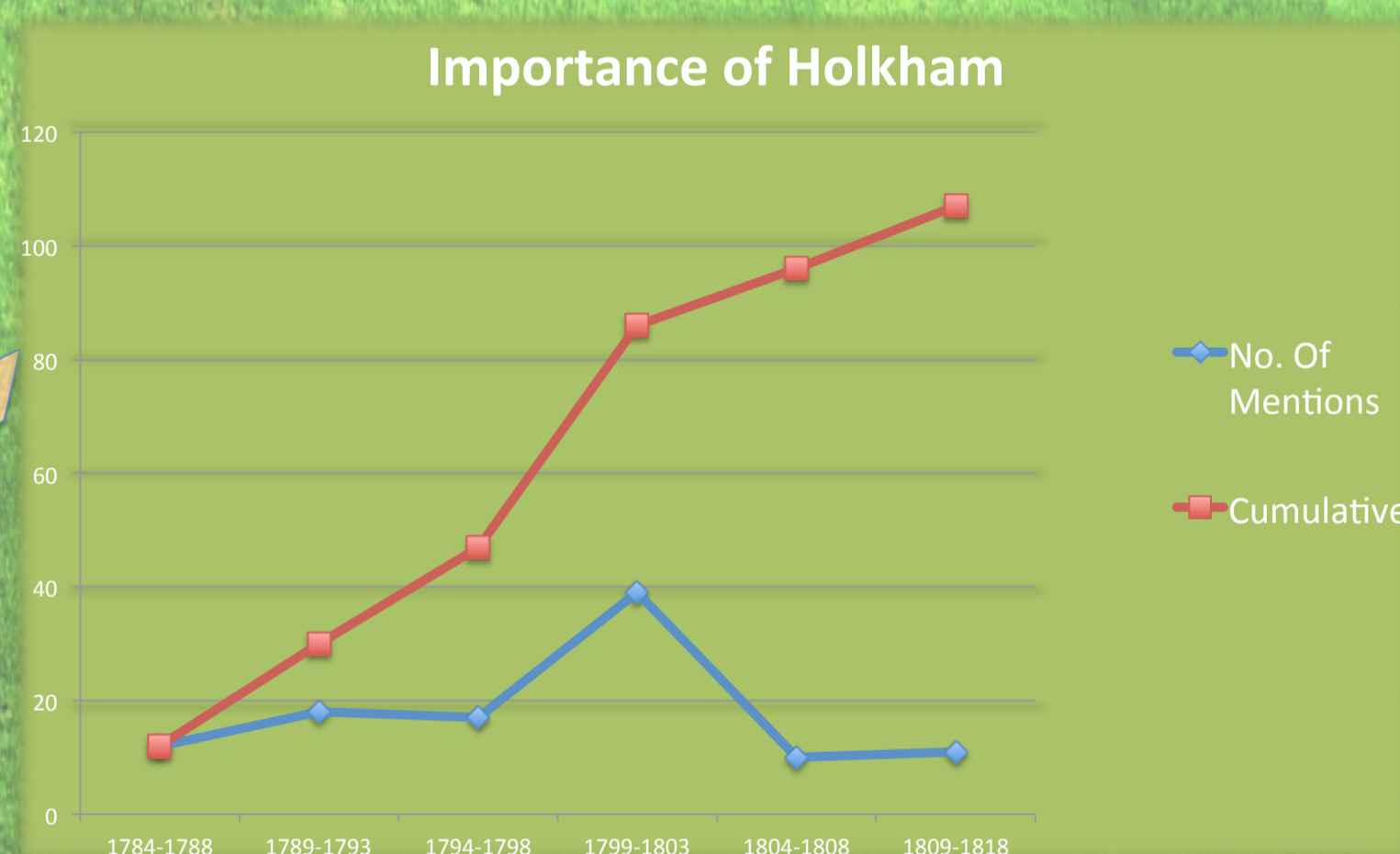
## Creation of Social Capital

The annual sheep-shearing meetings at Holkham Estate in Norfolk drew agriculturalists from far and wide. There, new practices and ideas were showcased, and advice on how best to increase production was freely given.



Source: www.austenonly.com

## Social Capital in Norfolk: Building Bridges, 1778-1821

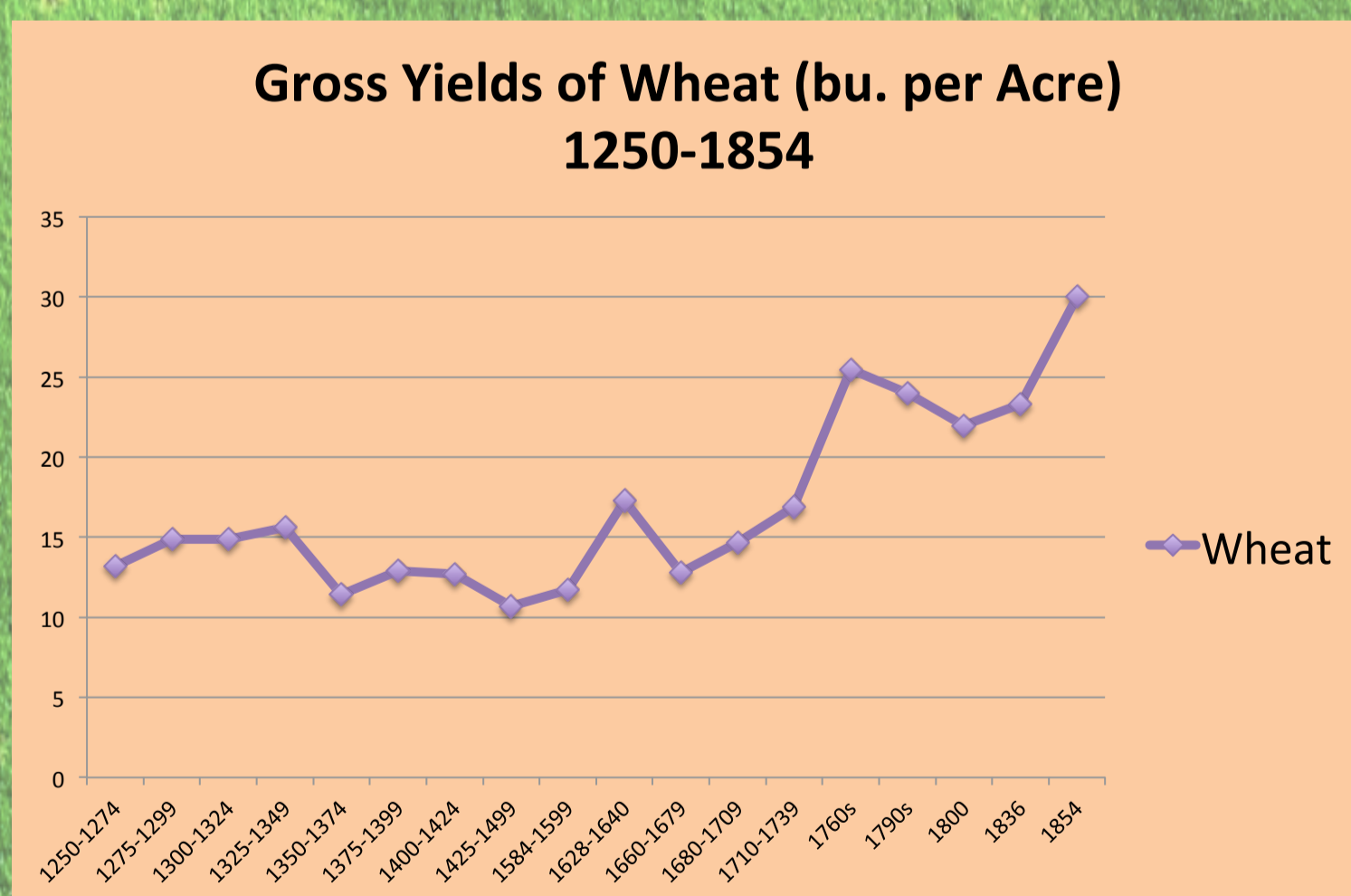


## How Ideas Travel

Reports of the meetings and their findings were increasingly found in prominent publications during the period: the *Annals of Agriculture* and the *Farmers' Magazine*. Landowners then spread this information to their tenants.

## Widespread Adoption

Soil-saving measures, such as the use of turnips and new fertilizers, became common practice throughout the county. It is noteworthy, however, that this adoption could not be termed 'widespread' until the meetings at Holkham commenced.



Source: Campbell & Overton (1993)

## Improved Productivity

As a result of the widespread adoption, gross yields of wheat, and other crops, increased dramatically across the county. A large part of this success was owed to the social capital created at Holkham.