

Why farmers act for the climate ?

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Promises and willingness



Kantar survey
"Environment-sonde"
09/2019

KANTAR

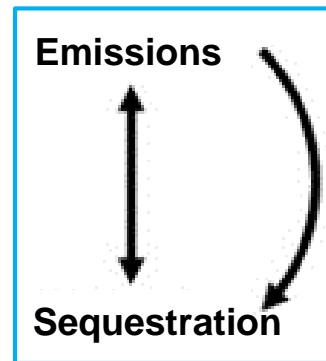


Agriculture and forestry sectors have solutions to combat climate change and they need to

Farmers need to combat climate change: mitigate and adapt

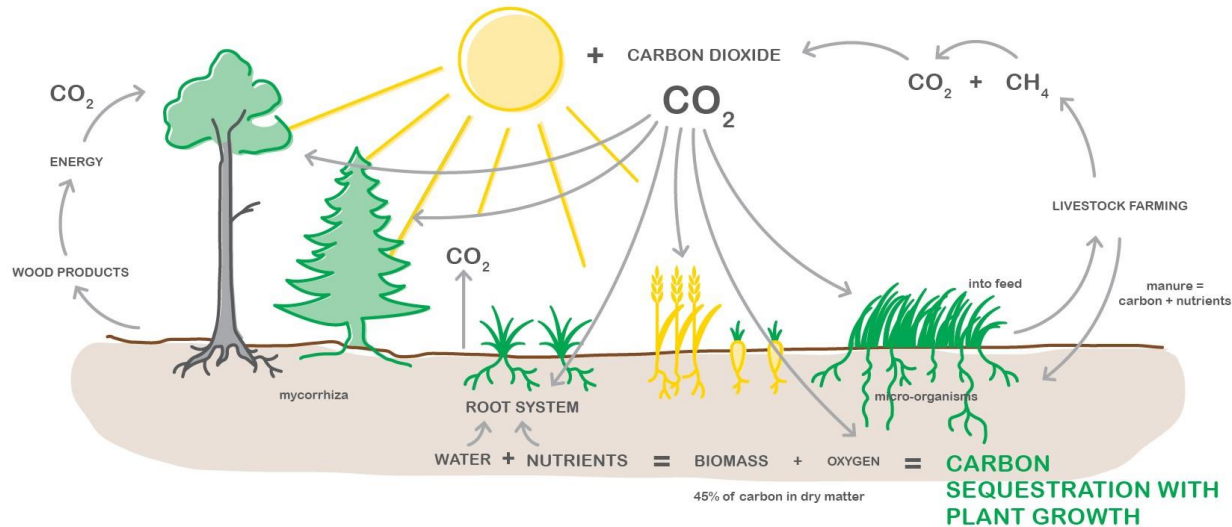
→prerequisite to produce food and wood in future

1. Emissions down
2. Sequestration up
3. Replaced by renewables
4. Adaptation is the key



Active photosynthesis by active management

Agriculture and forestry only industries that sequester carbon emissions





1. Emissions down

More attention to
research on soils
under field and
forestry ecosystems.
Focus on energy
efficiency.
Profitability.

#carbonbinders





2. Sequestration up

Good yield in forests and croplands sequester carbon to biomass above and below ground and to soil storage.

Profitability.

#carbonbinders



3. Replaced by renewables

Possibilities to
distributed energy
production.

Profitability.

#carbonbinders





4. Adaptation is key

Controlling excess water
and drought - for air and
water supply for roots.

Profitability.

#carbonbinders

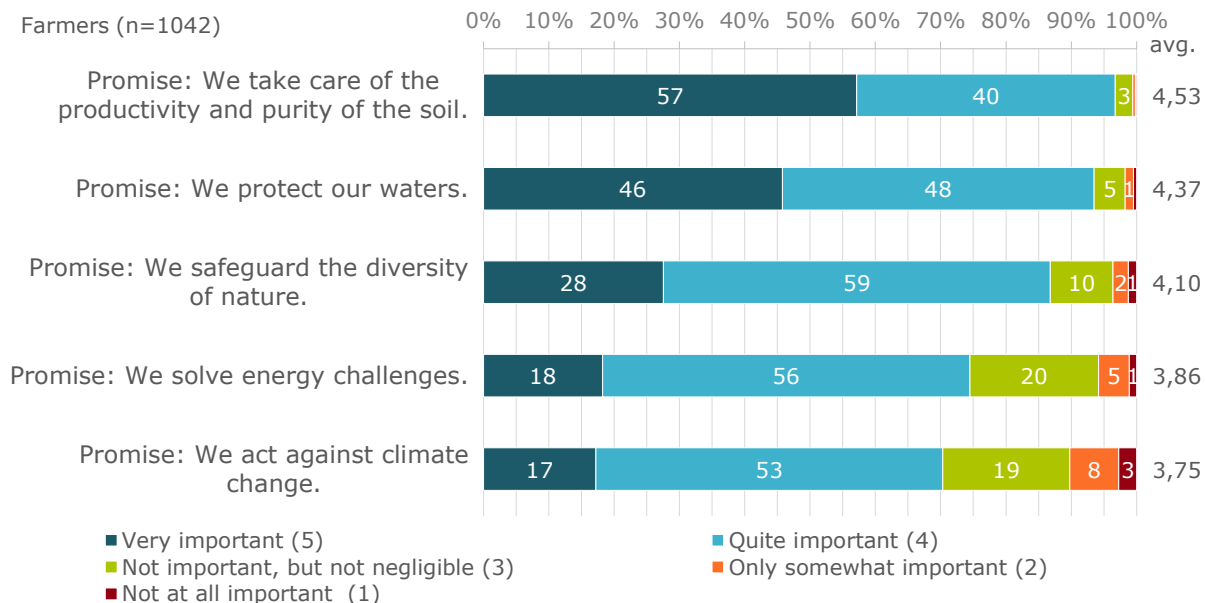


Importance of climate actions

The importance of different promises; farmers

How important is this promise in your own work?

Farmers (n=1042)

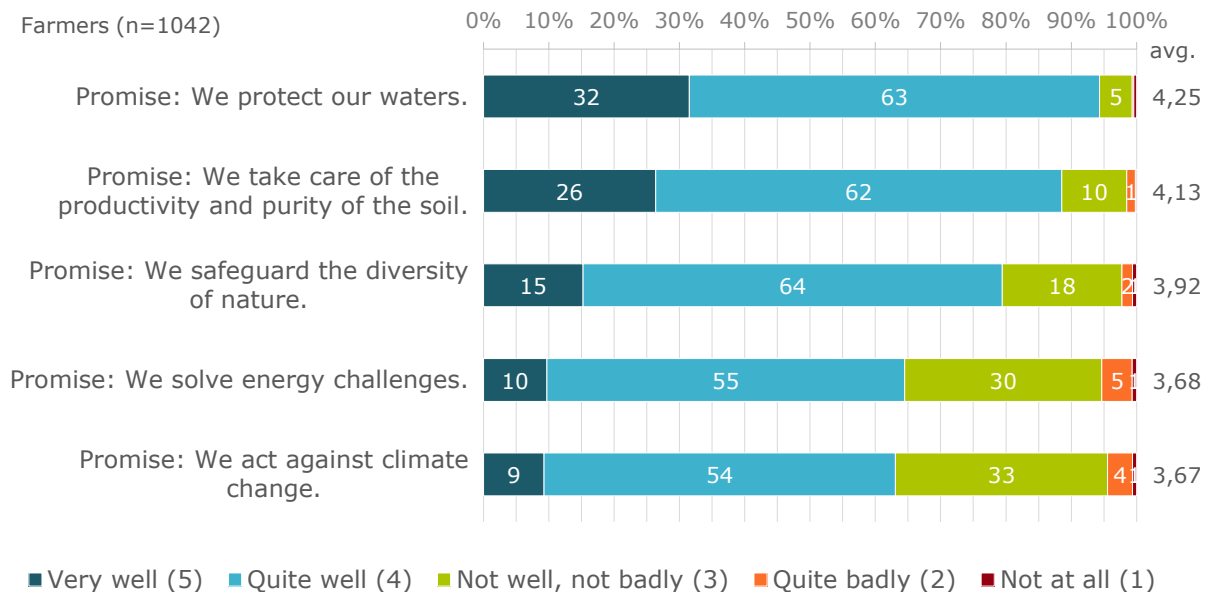


How well the promises have fulfilled?

Keeping promises; farmers

How well do you currently keep this promise in your activities?

Farmers (n=1042)

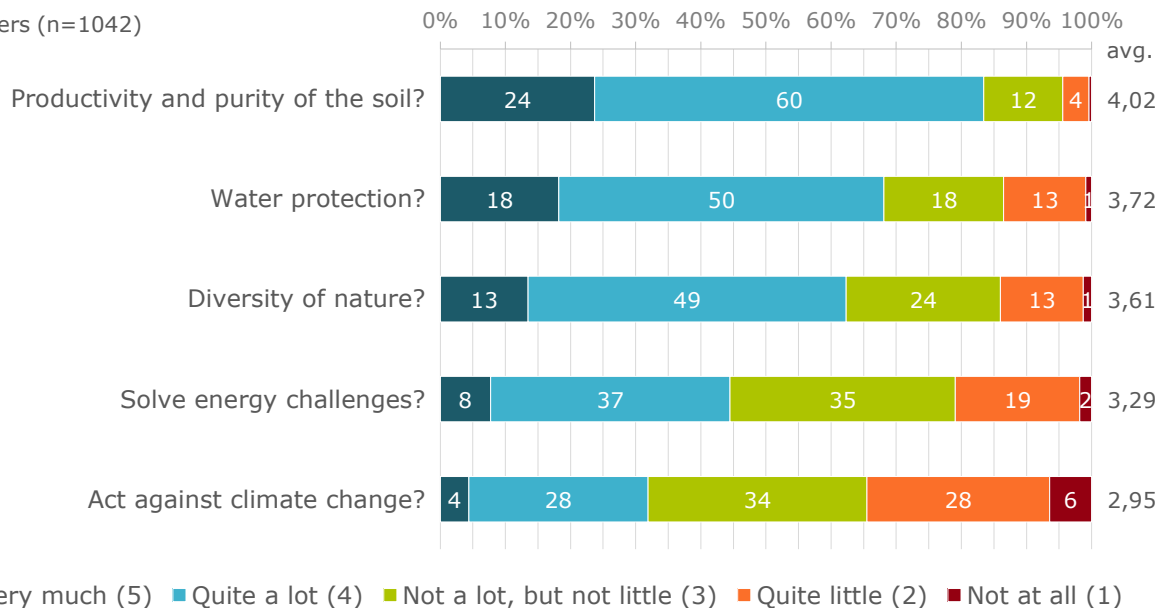


How much farmers can contribute?

Own actions and different promises; farmers

With your own actions and choices, how much do you think you can influence ...?

Farmers (n=1042)



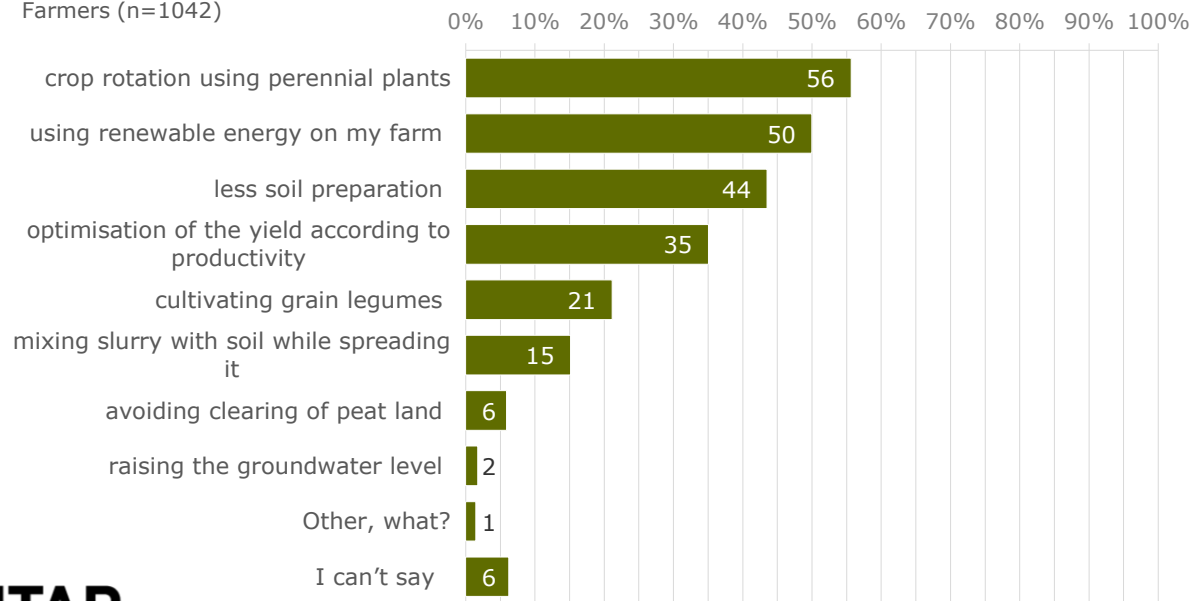
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By what actions my farm can contribute?

Which actions against the climate change do you find are the most effective on your own farm? Choose max. the three most important actions.

Farmers (n=1042)





CONCLUSION:

- Crop rotation: grasses
- Renewable energy
- Reduced tillage
- Productivity – good yields
- Manure management



Appendix: Data behind provided by Kantar TNS Finland

Methodology	The research was conducted as CAWI survey in weeks 39-43/2018. The sample used was from MTK's members, altogether 7000 farmers and 2000 forest owners. In addition, 2000 (1500 farmers and 500 forest owners) letters were sent to respondents not having e-mail address in MTK's CRM. These respondents were given a possibility to answer in a web-survey.
Target group	Respondents were MTK's members, and questionnaire was in Finnish. Data consisted of 1619 responses of which 1042 were farmers, and 577 forest owners. Response rate was 17 %, when invalid and bad e-mail addresses as well as refusals were not included in the base sample.
Data handling	Data of farmer responses was weighted by region and main production line, according to base data of 2018 received from MTK. In addition, weighting was used by size of field area (administrational data 2018 from the Ministry of Agriculture and Forestry). Data from forest owners was not weighted.
Quality procedures	Data collection and handling were conducted according to SFS-ISO 20252 standard. Respondents were given incentives by randomized lottery.

