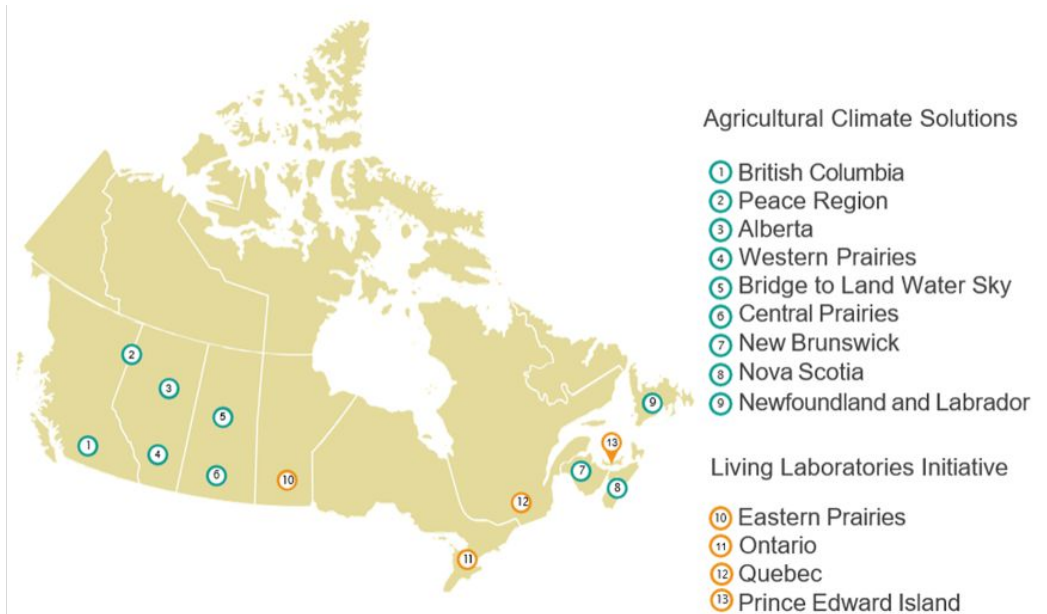


# ACS Living Labs Strategy for Socio-Economics

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# Analyzing barriers & incentives to adoption in Canadian agricultural sectors

## On-farm level enterprise analysis

- Working with core producers to collect detailed cost of production data about innovative BMPs that are the focus of the Living Labs projects
- **Examples** – adapting existing cost of production calculators to incorporate specifics of BMPs like cover/inter cropping, crop-livestock integration, manure management, winter feeding (e.g. [Enterprise budgets - Province of British Columbia \(gov.bc.ca\)](#))

## Whole farm analysis to identify synergies and trade-offs with BMPs for climate change mitigation

- Partial budget analysis of some BMPs in isolation may indicate higher costs, but whole farm benefits from increased carbon sequestration/soil health can offset this for whole farm picture
- Tracking dynamics by looking at cost of production changes over time for core producers
- Highlight short run vs long run economic impacts of BMPs

# Analyzing barriers & incentives to adoption in Canadian agricultural sectors

## Regional/industry level analysis of diffusion of innovation

Working with project leads to survey broader periphery stakeholder communities on BMP adoption

**Year 1:** ACS Living Labs are fielding a baseline survey of existing use of BMPs in stakeholder producer communities beyond the core participants in the Living Labs themselves

- Some groups are using existing producer events to gather this information to get data from an appropriate peer group beyond the core participants

**Year 5:** ACS Living Labs will field a final survey of the periphery on BMP implementation levels

- Compare adoption rates over the lifespan of the ACS Living Lab to study how innovative BMPs studied during the project might diffuse into the broader industry

# Additional socioeconomic questions

ACS Living Labs projects may have additional socio-economic research objectives and variety of methods to achieve them

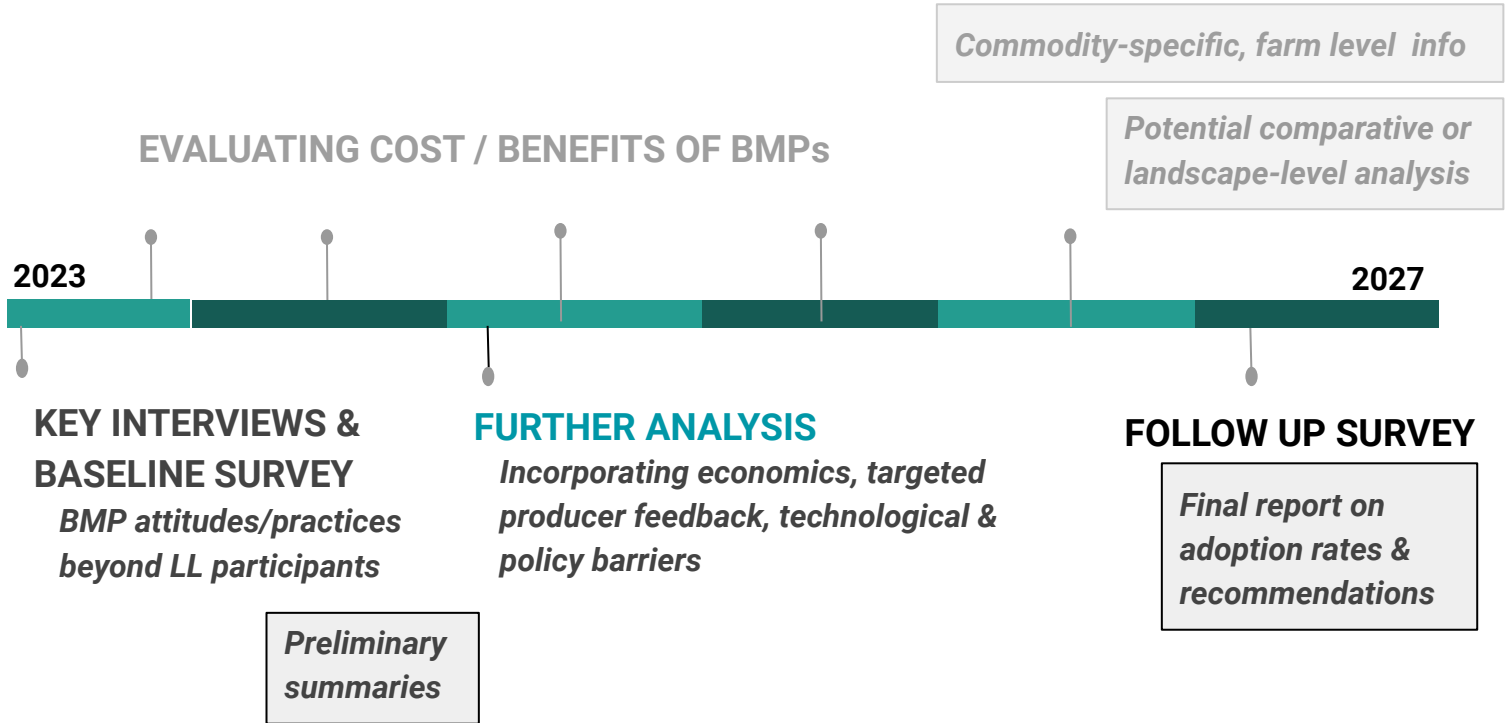
- Additional qualitative interviews with key informants and core producers on experiences/challenges with BMPs
- Workshops and focus group sessions on additional socio-economic challenges in different project regions
  - **Example:** marketing challenges, stress and mental health associated with farm management and innovation, building new social support systems for different agricultural regions to facilitate agricultural innovation

## Economic Analysis



## Economic Analysis

### EVALUATING COST / BENEFITS OF BMPs



## BMP Adoption