



Calling All Farmers - We Need Your Help

FARMERS: Would you like to be involved in this exciting project?

The Environment Agency is working on a new and exciting behaviour change project focussed on how we can support farmers to correctly dispose of agricultural plastics. They are working together with Defra's Strategic Behavioural Insights Team, the Environment Agency's Plastics and Sustainability Team, and the independent social research agency, Kantar Public.

The specific project aims are:

1. To understand the system which enables/prevents farmers from correctly disposing of agri-plastics;
2. To develop intervention ideas (such as a good waste management guide) aimed at increasing recycling rates;
3. To prove the effectiveness of the intervention ideas.

The team are working in collaboration with stakeholders in the sector including waste collectors, manufacturers, reprocessors, farm assurance schemes, NFU and CLA. And, of course, farmers, who are key stakeholders in the context of this research.

Kantar would like to interview farmers on a one-on-one basis to understand their current practices, perceptions and behaviours relating to agri-plastic waste collection and disposal, to identify the full range of barriers and motivators to them correctly disposing of waste. This will inform the development of potential interventions. These interviews will use a mix of online, telephone and farm visits in October and November. Dates and times to best suit the farmer.

If you or any farming colleagues/friends would like to be involved please could you contact:

Fiona Tovey at Fiona.tovey@environment-agency.gov.uk

Fiona would then share this with Kantar so they can arrange the

interview.

It must be stressed that this is a collaborative project. The EA and Defra will not be using any information to take regulatory or enforcement action. They are striving to better understand the challenges and opportunities, helping farmers to do the right thing and dispose of waste correctly.

Thank you in advance.

Message Sent By

Kerry Whitting (Police, Rural Crime PC, Devon)
