

Social barriers and facilitators for area wide management of QLD fruit fly

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SITplus

INTRODUCTION

A coordinated approach to area wide management of QLD fruit fly requires an understanding of human motivation, behaviours, and institutional contexts.

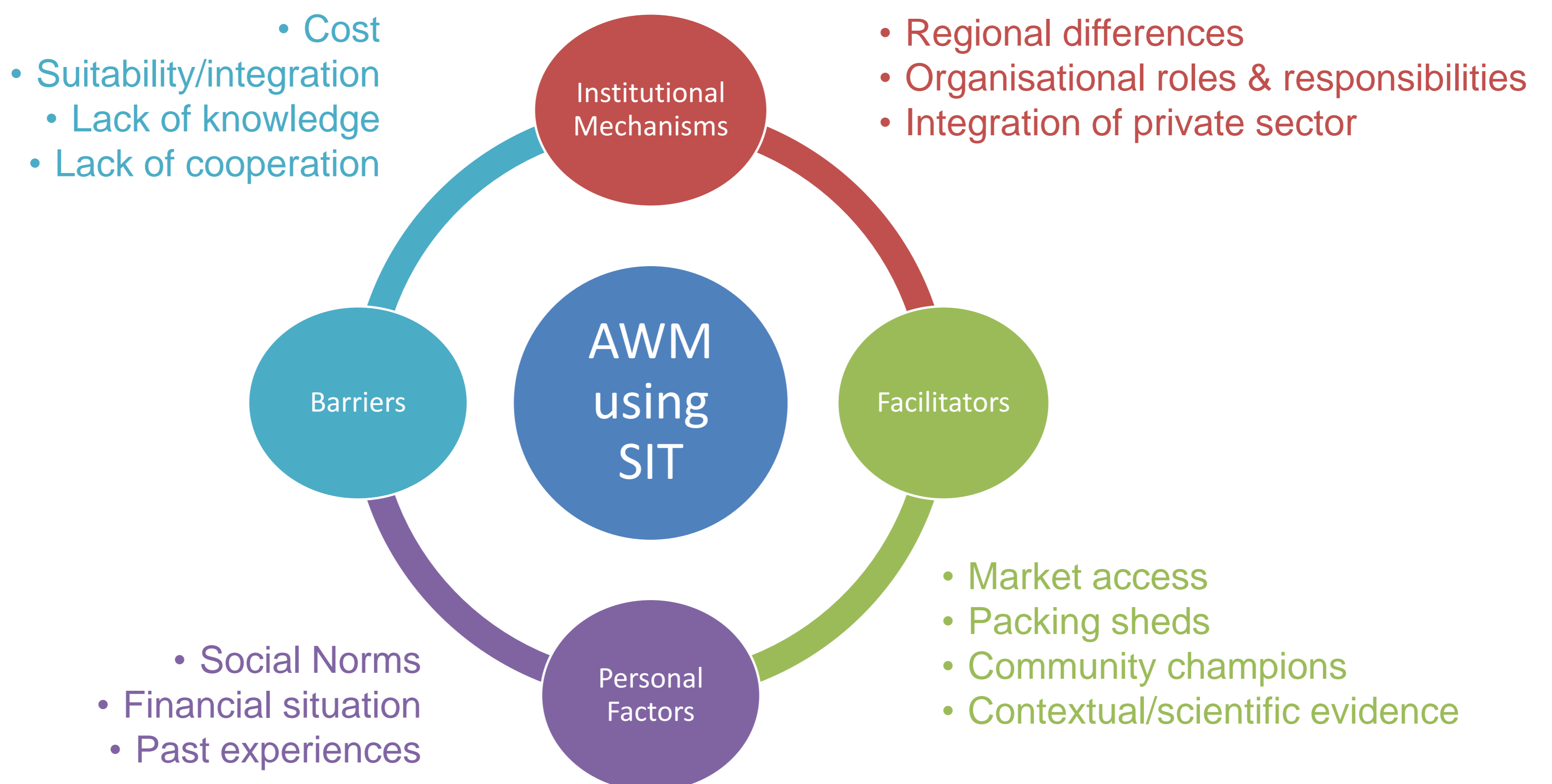


PRESENT STUDY

- Explore perceived barriers and facilitators to the uptake of area wide management of QLD fruit fly, among fruit growers and industry stakeholders
- Explore attitudes and intentional acceptance towards the use of sterile insect technology (SIT) as a novel agricultural innovation for managing QLD fruit fly, to complement AWM approach

METHODS

- Telephone interviews with 35 farm owners/managers, farm employees, industry stakeholders and government representatives across the three target regions: Riverlands, Sunraysia, and Murray/Goulburn Valley
- Regions varied with respect to QLD fruit fly population intensities; this ensured the capture of a wide range of social and institutional themes.
- Interviews were audio recorded and transcribed verbatim for data analysis.



CONCLUSIONS

- Four emergent themes influence uptake of AWM using SIT: barriers, facilitators, institutions, personal factors
- Participants reported high overall acceptance for area wide management of QLD fruit fly
- Many growers felt they were already carrying out the required activities to some extent, but understanding of AWM principles varied significantly among growers and stakeholders
- Acceptance for SIT was high but knowledge was limited; general belief that SIT could be a very valuable PM tool



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