Contents

Contributors vii
Preface ix

1 Changing land management: multiple perspectives on a multifaceted issue 1
David J Pannell and Frank M Vanclay

2 Understanding and promoting adoption of conservation practices by rural landholders 11
David J Pannell, Graham R Marshall, Neil Barr, Allan Curtis, Frank Vanclay and Roger Wilkinson

3 The many meanings of adoption 39
Roger Wilkinson

4 Social principles for agricultural extension in facilitating the adoption of new practices 51
Frank Vanclay

5 Identifying potential adopters of an agricultural innovation 69
Geoff Kaine, Vic Wright, Ray Cooksey and Denise Bewsell

6 Identifying and targeting adoption drivers 87
Rick S Llewellyn

7 Enabling change in family farm businesses 95
Amabel Fulton and Frank Vanclay

8 What ‘community’ means for farmer adoption of conservation practices 107
Graham R Marshall

9 I hope you are feeling uncomfortable now: role conflict and the natural resources extension officer 129
Neil Barr
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Women in agriculture</td>
<td>Cathy McGowan</td>
<td>141</td>
</tr>
<tr>
<td>11</td>
<td>Bridging the gap between policy and management of natural resources</td>
<td>Allan Curtis and Emily Mendham</td>
<td>153</td>
</tr>
<tr>
<td>12</td>
<td>Policy perspectives on changing land management</td>
<td>David J Pannell</td>
<td>177</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>189</td>
</tr>
<tr>
<td></td>
<td>Index</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>