

Conservation Agriculture (CA) provides many answers to the world's food and agriculture production and environment issues. While the uptake of CA in the Americas and Australia has been remarkable, in Africa, Asia and Europe uptake needs to be accelerated through greater policy and institutional support. The question is how?

Communication as framework for action

CA stresses the importance of system thinking but why should this philosophy stop at the farm gate? It should be communicated to all three groups of interconnected stakeholders -- farmers, institutions and policymakers.

A simultaneous, three-layered approach focusing on the farmer at the grassroots, on the institutional level and also on policy and governance can cut through at all levels, to reveal how CA represents a food system to which all global stakeholders can subscribe for a sustainable future.



The opportunity

Thinking about how to communicate CA is an opportunity to provide a framework for action which allows all participants to reconsider their roles in developing a food and agriculture system to which all global stakeholders can subscribe for a sustainable and profitable future.

¹Amir Kassam, Theodor Friedrich, Francis Shaxson, Herbert Bartz, Ivo Mello, Josef Kienzle and Jules Pretty, « The spread of Conservation Agriculture: policy and institutional support for adoption and uptake », Field Actions Science Reports [Online], Vol. 7 | 2014, p.2. URL : <http://journals.openedition.org/factsreports/3720>