UNDERSTANDING
DECISION MAKERS

Peter Hildebrand
Farmers

- Respond to climate forecasts using their own indicators.
And constantly make decisions about what to produce, where, how and when.
In addition to climate, they must also factor in market conditions,
policies,
household composition,
and their own susceptibility . . .
to shocks.
All of these factors, and more, add up to very complex and diverse livelihood systems across levels . . .
and within levels.
Why Are We Concerned With Small Farms?
Environmental Quality

Lower

Higher

No. of Farmers

More Resources

Less
Agricultural Population in 2000 as Percent of 1970
(For All Countries is 143%)
We assume that you are interested in how to get farmers to respond to your climate predictions.
• How do those of you in this course GET INFORMATION TO FARMERS

• How do you UNDERSTAND FARMERS’ SUBSEQUENT RESPONSES?
To reach this goal it is necessary to understand why decision makers make the decisions they do.
IF your forecasts are better than the farmers' AND your suggested responses (technology innovations) are better than the farmers', then you need to know . . .

• How best to deliver the information:
  • To whom?
  • When?
• Relevant Questions

• Theory of Livelihood Systems, Activity Portfolios, and Vulnerability

• Exploratory Methods, Survey Design & Interpretation

• Eliciting Decision Responses to Forecasts

• Farmer Participatory Technology Evaluation
Questions?