

## **Adoption of desirable nutrient management practices by farmers.**

### **Abstract**

The agricultural sector has a major challenge to curtail diffuse pollution losses in order to reach the target of good ecological status in all surface waters by 2015 as set down in the EU Water Framework Directive. Source reduction and source interception are the two principle strategies used to reduce diffuse pollution from agriculture. Source reduction approaches involve altering the way nutrients are managed at farm level. This paper examines the attitudinal, subjective norm and farm structural variables that influence farmers' nutrient management practices. Principal component analysis is used to extract a range of latent environmental, productivity, health and governance attitudinal factors as well as subjective norm peer and information factors. These factors are used in conjunction with farm structural variables to investigate the drivers behind the adoption of a number of desirable nutrient management practices.