

# **FACILITATING ADOPTION OF WATER USE EFFICIENT MANAGEMENT PRACTICES IN THE QUEENSLAND DAIRY AND FODDER INDUSTRIES**

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Dairy and Forage farmers are under the most pressure in recorded history to remain viable in the extremely dry conditions of recent times. The Queensland Rural Water Use Efficiency team (Dairy Water for Profit) is delivering an extension program to facilitate change and management of limited water resources for both industries. Varying program delivery methods have been employed to cater for the different learning preferences of adult learners, Dairy and Fodder producers in this case.

Written material, one to one interaction with advisers, workshops, field days and conference presentations are methods that have been used to disseminate information. Each of these techniques has been effective in increasing water use efficiency across the industries concerned. The adoption of improved practices may be attributable to many factors, including the Financial Assistance Scheme associated with the program. The literature supports that if an adults experience indicates that the rewards will be greater than the perceived costs or effort, adoption of the technology will occur (Burns, 1995).

Investment in efficient irrigation systems and correctional maintenance of existing hardware has contributed to rapid advancement. Additionally, perhaps most importantly, increased knowledge of water use efficient farming practices has led to informed decision making. Continued adoption and practice change, in water use efficiency, is essential to ensure viability into the future.