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CORRIGENDUM

USING A SOCIO-PSYCHOLOGICAL MODEL TO IDENTIFY AND UNDERSTAND FACTORS INFLUENCING THE USE AND ADOPTION OF A SUCCESSFUL INNOVATION BY SMALL-SCALE DAIRY FARMERS OF CENTRAL MEXICO – CORRIGENDUM

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In the above mentioned article, the authors apologise for the following error:

On page 2, in the second paragraph, there are two sentences missing immediately after the sentence starting 'However, the cognitive and social psychological factors associated with farmers' intention to adopt improved grassland were not addressed.' The paragraph should read:

Alliance for the Countryside has also promoted the use of improved grassland. Martinez-Garcia *et al.* (2015) pointed out that the adoption of this innovation among non-users was associated significantly with the farmer's experience, total number of hectares and the number of technological level. This implies that the higher the framer's experience, number of hectares and technological level on farm, the higher the probability to adopt improved grassland. However, the cognitive and social psychological factors associated with farmers' intention to adopt improved grassland were not addressed. In another study Martinez-Garcia *et al.* (2013), using the same data set as in this paper, observed that intention to use improved grassland was weaker with less experience. However given the broad aims of the paper it was not possible to explore farmers' experience and intention in detail, and further analysis is warranted and undertaken here. For the purposes of this research, improved grassland is defined as a combination of a perennial variety of westerwolds ryegrass (*Lolium multiforum*) and white clover (*Trifolium repens*), which small-scale dairy farmers normally cut and carry to stall to feed their herds. In contrast to several other crop-related technologies promoted by the government, this innovation has been widely used and adopted by farmers, who can be characterised as established users (farmers with an experience of 10 or more years using the innovation) and recent users (farmers with

less than 5 years of experience) based on how long they have been using the innovation (Martinez-Garcia, 2011). Thus, one question emerges: What are the factors driving the use and adoption of improved grassland among established and recent users? Previous studies have used econometric techniques to analyse the motivation for collective action and adoption of organic farming (Gyau *et al.*, 2012; Läpple and Van Rensburg, 2011); however, there is a lack of information and understanding of attitudes, beliefs and social pressure underpinning farmers' intentions to adopt agricultural innovations in Mexico and other developing countries (Martinez-Garcia *et al.*, 2013).

REFERENCE

Martínez-García, C.G., Arriaga-Jordán, C.M., Dorward, P., Rehman, T. and Rayas-Amor, A.A. (2016). 'Using a socio-psychological model to identify and understand factors influencing the use and adoption of a successful innovation by small-scale dairy farmers of central Mexico', *Experimental Agriculture*, pp. 1–18. doi:10.1017/S0014479716000703.