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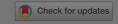
Articles

Factors Influencing New Entrant Dairy Farmer's Decision-making Process around **Technology Adoption**

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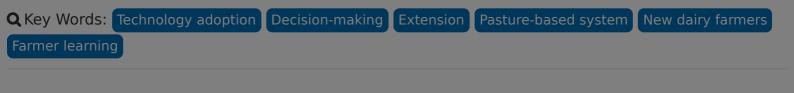
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(AI) and financial management technology adoption among NE dairy farmers whose

technology decisions are primarily motivated by financial considerations and are closely related to the PU and PEOU scores of the technology. Grassland measurement had the lowest adoption rate (51%) compared to AI (86%) and farm financial management (84%).

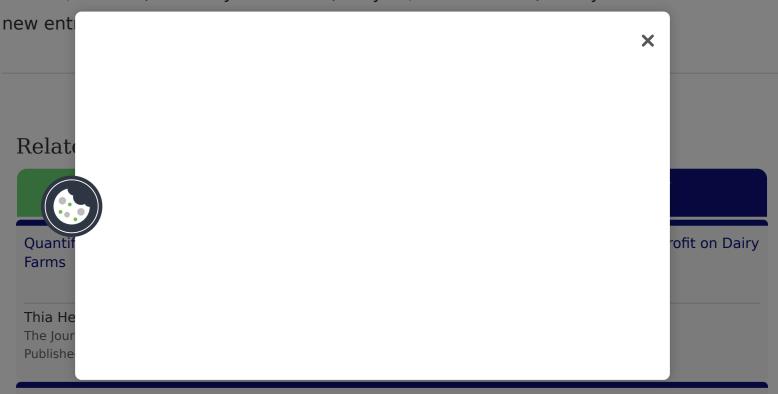
Practical Implications: The substantial importance of PU and PEOU to technology adoption decisions indicates that future research, extension and education programmes should place increased emphasis on the benefits and usability of key technologies in addition to evaluating their scientific merit.

Originality/Value: For the first time information assessing technology adoption amongst new dairy farmers is available. This has the potential to improve and increase extension and education for new dairy farmers in a future post-quota environment.



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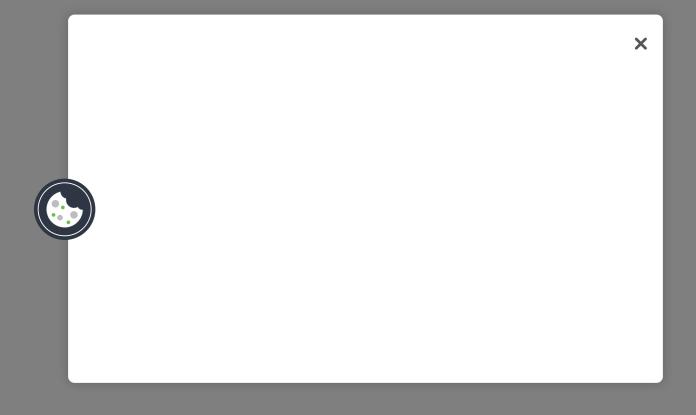
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