

South Nation WEBs Agri-Environmental Behaviour Change Study - Graduate Student Advertisement -

Are you interested in sustainable agriculture, watershed management and agri-environmental behaviour change? Do you have a passion for interdisciplinary study combining novel and applied research?

A collaborative partnership between Agriculture and Agri-Food Canada (AAFC) and Eastern Ontario's South Nation Conservation Authority (SNCA) is seeking to partner with a graduate student to further understanding of agri-environmental behaviour change and test approaches to promote adoption of sustainable practices to address tangible agricultural and watershed issues.

The position is for a one-year period (with likelihood of extension upon satisfactory performance) ideally beginning September 2011. Your office will be located in Ottawa, Ontario with fieldwork in nearby watersheds in Eastern Ontario and Southern Quebec.

Details:

AAFC and SNCA are working together under the national WEBs program (Watershed Evaluation of Beneficial Management Practices) to evaluate beneficial management practices (BMPs) that provide both economic and environmental returns in the South Nation watershed in Eastern Ontario. One of the BMPs, controlled tile drainage, has been found to offer multiple benefits to farmers and the broader public.

Previous research has sought to understand the barriers and motivators that influence adoption of this BMP among farmers in South Nation. The next phase aims to generate additional case studies of motivators and barriers. Using this knowledge of barriers and motivators, the researcher will design and test an intervention to enhance uptake and awareness of this BMP among farmers in the region.

The main responsibilities of the successful candidate will involve (i) conducting qualitative research on BMP adoption with farmers in southern Quebec who have already adopted controlled drainage and (ii) designing and testing a behavioural intervention with SNCA to increase awareness and adoption of the BMP among farmers in the South Nation watershed using techniques such as social marketing. Deliverables will include 1-2 peer-reviewed publications produced in collaboration with project partners.

Master's and PhD students are welcome to integrate this project into their dissertation.

As a minimum, candidates should:

- Be enrolled (or plan to enrol) in a graduate program (Master's or PhD) in a relevant academic discipline (e.g. environmental or agricultural studies/science; human

geography; natural resource management; agricultural extension; environmental psychology; planning; etc.)

- Have expertise in qualitative research methods
- Have expertise OR clearly-defined interest in exploring social marketing principles and techniques
- Have excellent oral and written communication skills
- Be fluent in English and French
- Possess a valid driver's licence

It is an asset if candidates:

- Have experience working with the agricultural sector
- Have experience in environmental sciences, in particular water quality impacts from agriculture
- Have experience designing a social marketing intervention
- Have experience working as part of a multi-disciplinary research team
- Have experience conducting applied research with community organizations and stakeholders

The candidate will receive a salary commensurate with their experience and education level. An office will be provided and all research and fieldwork expenses covered.

For more information on the project and instructions on how to apply please contact Gemma Boag (gemma.boag@agr.gc.ca) with a copy of your CV by **August 19th, 2011**.