

Increasing Adoption of CROPS by Farmers and Manufacturers

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This project will identify barriers from and approaches for stimulating farmers to retrofit their tractors with Cost-Effective Roll-Over Protection Structures (CROPS) using stakeholder input. With the assistance of partners, the initial phase of the project will identify the study population—farmers in two selected states who use tractors for which a CROPS prototype has been developed and tested by NIOSH. New York and Virginia were selected because of their high number of tractor roll over fatalities and well established relationships with NIOSH, its' partners, and their states' farm population.

The project employs approaches from multiple disciplines and is aimed at different populations to identify the complex set of barriers to the adoption of CROPS. In Phase I-Demonstration, a subset of farmers from the study population will be selected to receive a CROPS at no charge. Each farmer will be asked to install the CROPS and provide an initial assessment of their perception of the utility and value of the device. Additionally, this aspect of the study will provide user feedback to NIOSH and partner researchers on assembly issues for a CROPS design in field conditions. Farmers, potential manufacturers, and local influential community leaders will be invited to observe installation in the field and queried for their perception of the utility and value of the design after the demonstration and one year later.