



2016-109: Factors Affecting the adoption and exploitation of data management systems in the Canadian beef industry

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The purpose of this project is to better understand the reasons behind the adoption of herd data management tools as well as the factors that influence greater utilization and effectiveness of these tools on certain farms and ranches. In order to note adoption of innovations and its uses, the researchers have proposed to examine factors that separate tech adopters from non-adopters, and then those factors that allow producers to fully exploit the data they have available.