

75% farmers impacted by climate change, reveals 2024 Farmer Voice survey

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About 75 per cent of farmers are impacted by climate change or are worried about its impact, and 71 per cent of them report reduced yields as a major concern, according to the 2024 Farmer Voice survey.

The survey was conducted by global market research firm Kynetec on behalf of Bayer, among 2,000 farmers across countries such as Australia, Brazil, China, Germany, India, Kenya, Ukraine and the US.

The survey reveals that six out of 10 have already experienced significant revenue loss to weather events out of the norm recently.

As part of the solution, farmers count on innovation, with 75 per cent open to implementing new technologies to better cope with cli-

mate change. A desire for better yields, resilient farms, and protected livelihoods are driving interest and adoption of more regenerative and technological approaches to farming.

Specific to India, the survey revealed that pest attack leading to crop loss was the primary concern of Indian farmers, with 41 per cent of those surveyed reporting threat of crop damage from pests, leading to higher spends for the farmer.

Increase in crop protection costs with rise in prices of herbicides, insecticides and fungicides was the top challenge faced by 36 per cent of those surveyed, while 32 per cent felt the pinch of rising costs and inavailability of labour.

Among other top challenges faced by farmers in India include price income volatility, fertilizer costs, energy and seed costs, access to



information and education about new techniques.

Negative public perception of farmers, access to new technologies and market access were among the other challenges.

HIGH COST BARRIER

A majority of the farmers associate it with increased pest pressure resulting in reduced yields and lower crop quality. Eight out of 10 farmers are willing to change farming practices and adapt new technologies to mitigate the negative impact of it.

Despite current low uptake of digital technologies, most farmers have shown strong interest in adopting it. Key drivers are increased profits and reduced costs, though investment requirements and accessibility remain significant barriers.

Rodrigo Santos, Member of the Board of Management of Bayer AG and President of the Crop Science Division, said, “The Farmer Voice study underlines that farmers continue to face accelerating economic and environmental challenges in their important work — providing food to the world.

“They want innovation to help them do their jobs better, and an environment in which they can increasingly turn towards regenerative practices making food systems more resilient — to the benefit of the planet, food security, and their livelihoods alike.”