



## Communicating with Micro Businesses in the Agricultural Sector

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The Health & Safety Authority commissioned market research in 2005 to identify the best ways to assist micro-businesses improve their compliance with health and safety regulations. Specific results relating to micro-businesses in the Agricultural sector are presented below.

### Communication Tools

Most helpful communication tools	Least helpful communication tools
Local safety training course	Training modules on the internet
Safety statement template – paper copy	Safety statement template - electronic
List of independent safety consultants	HSA media campaigns

### Access to Communications Technology

Most accessible technologies	Least accessible technologies
Video player (95%)	Broadband internet (35%)
DVD player (86%)	
Computer (83%)	

### Conditions that Facilitate Compliance: (i.e. where investment has most impact)

1. Increased awareness of health and safety as a priority issue
2. Publications must be simple
3. Availability of adequate information
4. Availability of training
5. Compliance must be time efficient

**Trade Association:** 31% of all respondents were members of IFA

**Risk Assessments:** 62% of respondents (with >5 years experience in the sector) state that they can conduct a risk assessment

**Risk Perception:** Respondents in the agricultural sector perceive a high level of risk in their work - "likely to get hurt at work"

*Based on 120 responses from agricultural micro-businesses during market research conducted for the Health and Safety Authority by Delve Research (2005) [www.delve-research.com](http://www.delve-research.com).*

*Note that the guidance relates to micro-businesses such as agricultural contractors, and not small family farms.*