



ASSESSING THE CHALLENGES OF ADOPTING DIGITAL PLATFORMS FOR LOCALIZED RESOURCE SHARING IN AGRICULTURE

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Abstracts

The adoption of digital platforms for localized resource sharing (DPLRS) in North Africa's agricultural sector is becoming increasingly crucial, particularly as climate crises intensify and market volatility poses persistent challenges [1]. These digital tools are not just an avenue for modernization; they are essential mechanisms for ensuring the survival, stability, and long-term sustainability of agricultural systems in the region [2]. By integrating digital platforms into agricultural practices, farmers and stakeholders can enhance resilience, improve efficiency & adaptability [3]; three key pillars necessary to mitigate vulnerabilities and capitalize on emerging opportunities in the agri-food sector. This research provides an in-depth analysis of agricultural stakeholders' attitudes towards digital resource-sharing mechanisms in both normal and crisis conditions. Between March and June 2023, we conducted an exploratory survey among agricultural stakeholders in the Rabat-Salé-Kénitra region. Using a semi-structured interview approach, we designed a questionnaire as part of the PRIMA RESILINK project. After processing the collected data, we applied descriptive statistical analyses and developed a binary logistic regression model to examine farmers' choices. This analysis explored how various socio-economic characteristics influenced decision-making within the agricultural sector. The main results are summarized as follows. While some farmers view these platforms as valuable tools for optimizing agricultural workflows, accessing wider markets, and enhancing collaboration, others remain hesitant due to factors such as lack of trust, insufficient knowledge, and concerns about affordability and usability. Additionally, technical barriers such as operational complexity and inconsistent internet connectivity further limit the practical integration of these technologies in daily farming activities. The study also identifies specific demographic and professional characteristics that influence the likelihood of adoption. Farmers with a general education and those affiliated with professional agricultural associations exhibit a higher inclination to embrace digital resource-sharing tools. Furthermore, younger farmers are more receptive to these innovations, indicating a generational shift in the willingness to adopt new technologies. The size of the farm also plays a role, as larger farms often have better access to the infrastructure and financial resources needed for implementation. These findings highlight the pressing need for targeted awareness campaigns, structured training programs, and strong institutional backing to drive the successful adoption of DPLRS in agriculture. To ensure a broad and effective uptake, policymakers and agricultural organizations must develop integrated strategies that address both technological and socioeconomic barriers. In conclusion, this study underscores the complex interplay of factors shaping the adoption of digital platforms and emphasizes the importance of supportive policies and innovative approaches to accelerate their integration for a more resilient and prosperous farming landscape.

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