



## Exploring the drivers of Tunisian farmers' pro-environmental behaviors

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Abstract: Three decades after the Brundtland report which popularized the concept of sustainable development, pro-environmental behaviors in agriculture are still undeveloped. Findings from the analysis of in-depth interviews with organic and conventional Tunisian farmers distinguish various motivations and strategies for reducing cognitive dissonance for both types of farmers. After a gap analysis of their motivations, external justifications for the adopted behaviors are identified.

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