

Data-display and Climate Communication with Key Decision-makers: Crop Consultants

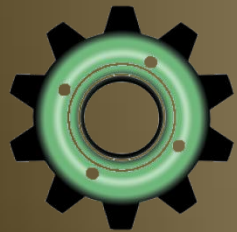
REACCH Mini-grant presentation
Annual Meeting 2015



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NKN

Northwest
Knowledge
Network

Funded through Award #2011-68002-30191 from USDA National Institute of Food and Agriculture.

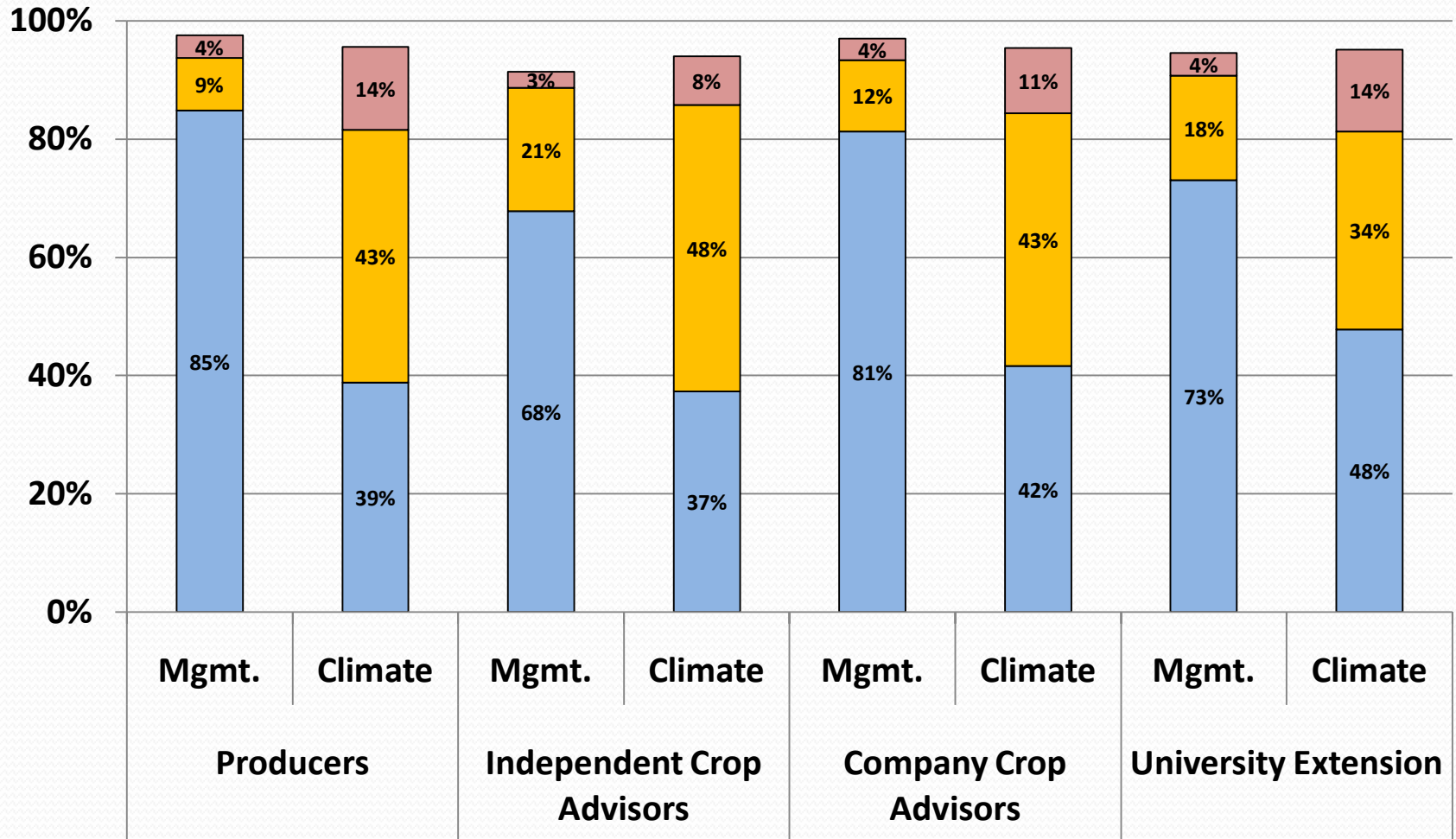
REACCH Social Science Research

- 2012: General Public Survey
 - ID, OR, WA residents, rural-urban strata (n=1300, 25% response rate, 40% cooperation rate)
- 2012-2013: Agricultural Producer Survey
 - Survey of Wheat Producers in REACCH region (n=900, 45% response rate)
 - Climate change perceptions, farming practices, location
- 2013-2014: Crop Consultant qualitative research based on mini-grant
 - n=8, mostly eastern half of reacch, includes crop insurance specialist and one chem manufacturer, independent and company
- 2014: mapping, weighting, analyses
- 2015: analyses, data-display and integration



Producer Trust of Information Sources

Trustworthy Neither Untrustworthy



Crop Consultants in the Region



CERTIFIED
CROP ADVISER



Crop Consultants

KNOWLEDGE BASE

- Often grew up on farms
- Trained in science and farm management
- Maintain certifications, attend field days

EFFECT ON REGION

- Manage 15-40 accounts in-depth, thousands of acres
- Influence: applications, crop protection, soil fertility, crop rotation, financial options.
- Do not influence/recommend: varieties, crop insurance

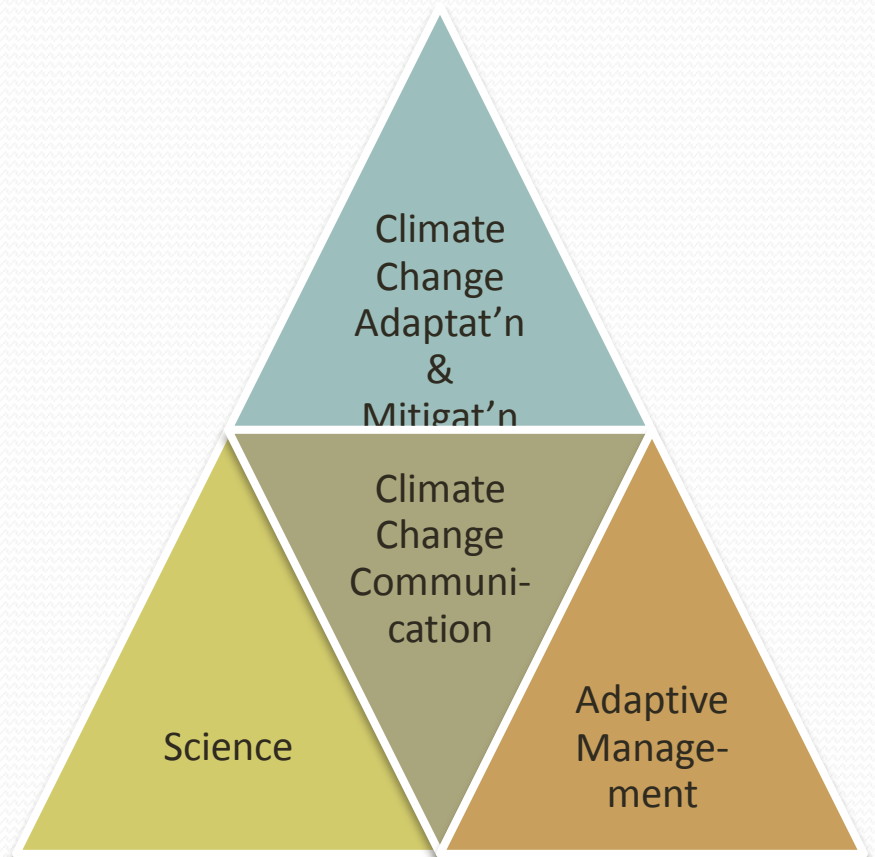
Climate Communication to address Climate Change

- Provide trustworthy information to trustworthy sources
- Contextualize the perceptions of weather and climate at multiple scales
- Quick, consumable, short synthesis of literature, data and praxis: here's how I would talk about climate if I were you.
- Connect with in-depth resources (multiple-levels of information, nuance and complexity)

Tool Design & Demo

Data-display

- Share locale specific survey results in simplified form
- Provide communication strategies
- Encourage testing across spatial scales



Future additions to this tool

- Crops—changing crops in new regions (as requested by respondent)
- Basic demographics based on our data and NASS statistics
- Merge this tool with other REACCH tools
- Open source the survey web app background

Communicating with Consultants

- They like their data in Shape Files.
 - Several companies have their own resources on current weather, weather predictions, and research. How could we break into the market on better serving them?
- They are the busiest people. There's no down season, maybe at Christmas. Never turn off their phones. Working more than 100 hrs/wk.



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- Resources are housed on an NKN server and available through the future REACCH website.
- Journal of Extension paper is currently under internal review. Email Leigh for copy.
- Beta-testers?
- Thank you to the Extension team for the opportunity.