

REACCH Stakeholder Advisory Committee Interests in Climate Change Information Needs

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Members of the REACCH Stakeholder Advisory Committee (SAC) were polled regarding information access and interest in climate change topics in February 2012. Polling took place in person at the REACCH Annual Meeting in Pendleton, OR and online several weeks following the meeting. The combined response rate of 17 represents 49% of the total SAC membership. The range of reported affiliations include: ag industry (6), carbon market/finance (1), conservation district/NRCS (2), environmental group (1), farmer (3), government agency (1), grower organization (1), teacher (1), and tribe (1).

Information Access and Timing

Responses indicate that the types of outputs stakeholder organizations are most likely to use are fact sheets, ag media stories (e.g. radio, newspaper), newsletters (i.e. general project updates), followed by project progress reports, journal articles, popular media stories, technical reports, and extension bulletins/manuals (in that order). Participants indicated that the top three modes of information delivery they find most useful are web-based documents, print publications, webinars and list serves. Low on their lists were blogs, discussion list serves, social media, video, and Spanish language materials. It should be noted that the survey did not ask about other modes of delivery such as field days or in person workshops.

A majority (13) indicated that peer reviewed information was *very* important to them. Preferred document length varied with most (7) stating a preference for brief (2-3 pages) documents, but some (4) preferred shorter (less than one page) and some (5) moderately long documents (4-10 pages). One person indicated a preference for in-depth documents (>10 pages). None of the participants use dial up modem to access the internet. All use moderate to high speed internet. As many as 41% (12) said they use a smart phone or mobile device to access the internet. A clear preference for monthly to quarterly contact regarding REACCH results was stated by a majority. However, some indicated a preference for weekly contact (2) and some expressed no preference at all (2). For one person contact twice a year was sufficient contact and for another once a year was enough.

Climate Change Topics

A majority of stakeholders (11) indicated interest in both mitigation and adaptation aspects of climate change. A few (3) expressed stronger interest in impacts and adaptation and a couple (2) showed stronger interest in mitigation. The top three mitigation topics of interest to stakeholders were precision fertilizer application (13), conservation tillage (12), and soil carbon sequestration (11). The topic of alternative crops follows closely behind these three topics (9). However, carbon credits (6), carbon policy/regulation (6), green payments (5), carbon footprints/life cycle assessment (5), energy use efficiency (5), and organically-derived soil amendments (e.g. manure, biosolids) (5) were of interest but did not rank as high. The top two specific projected climate change impacts of most interest to stakeholders were crop yield (14)

and water supply for dryland cropping systems (11). In the middle range, were diseases (8), regulatory environment (8), weeds (7), water supply for irrigation (7), and insect pests (6), beneficial organisms (5) and Agroecological Zone shifts (5). Of least interest was crop insurance (3).