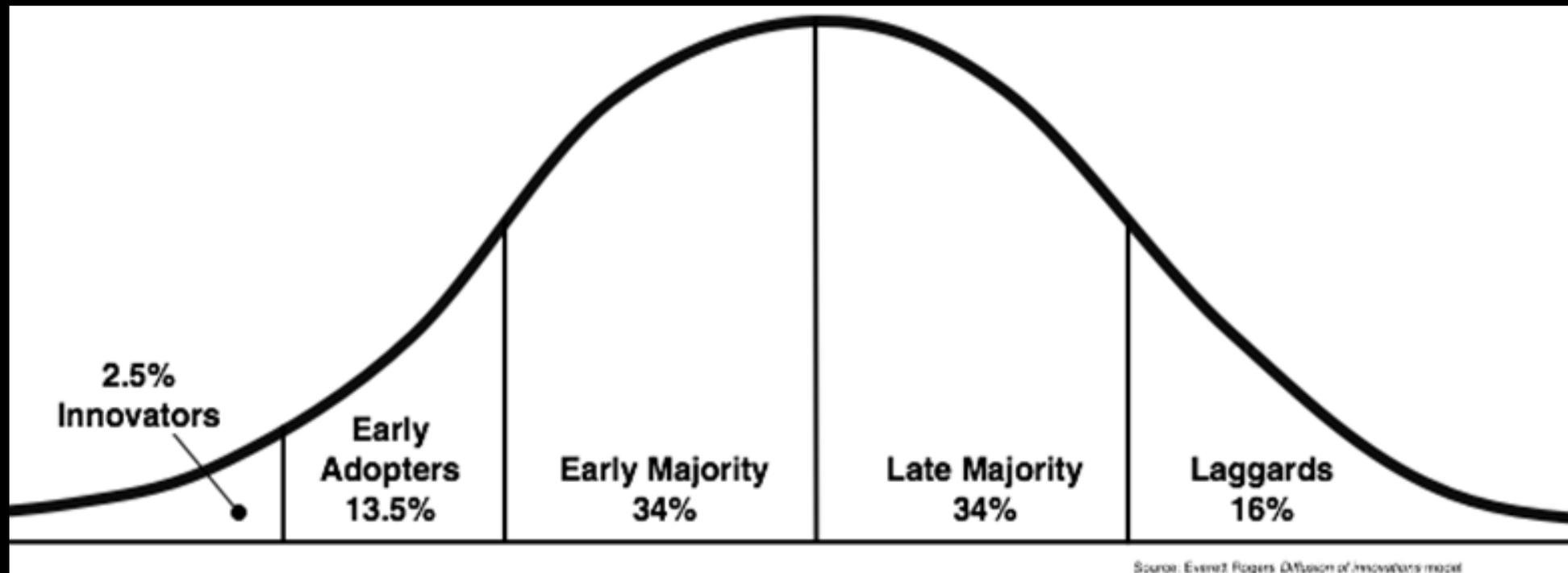
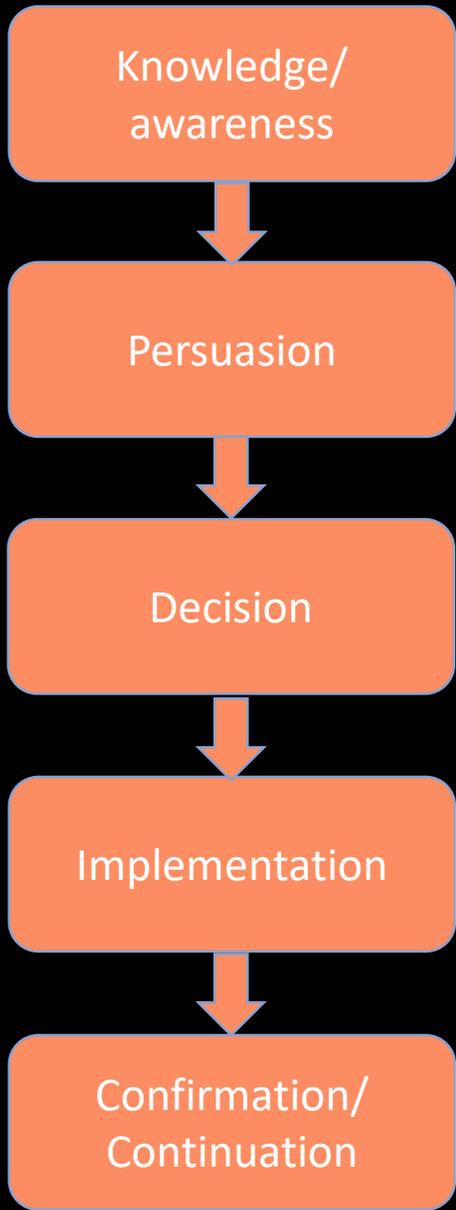


Communicating Conservation

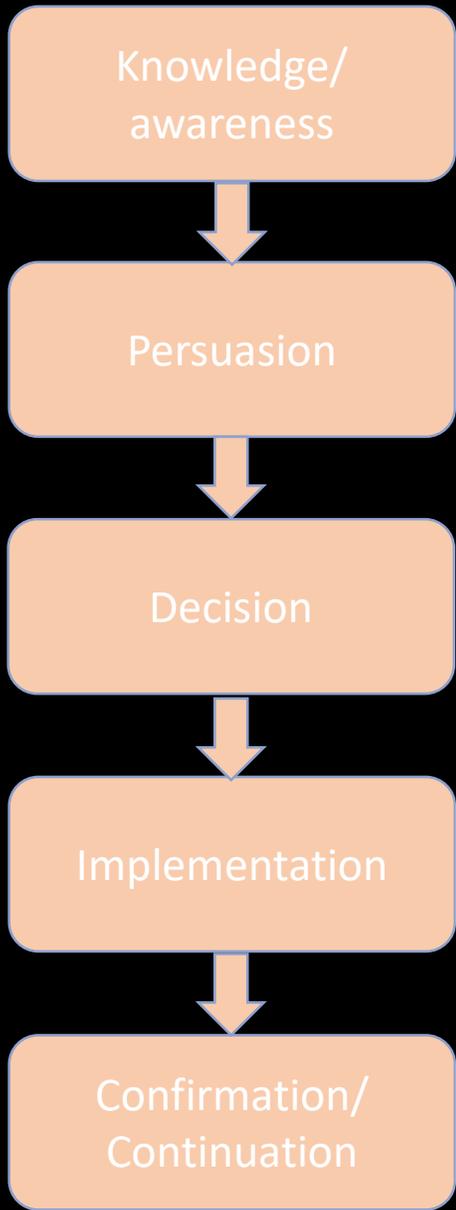
Dr. Linda Prokopy
Department of Forestry and Natural Resources
Purdue University
Twitter: @lprokopy

Rogers' Diffusion of Innovations Curve

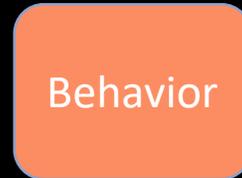
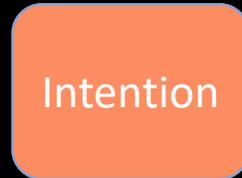
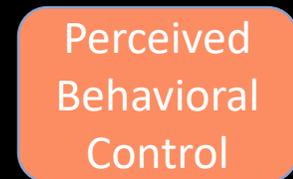
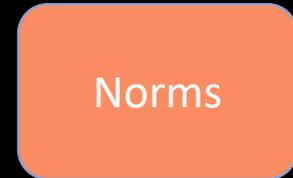
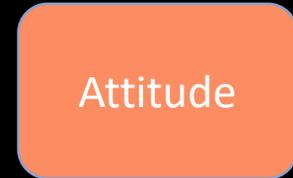




Rogers



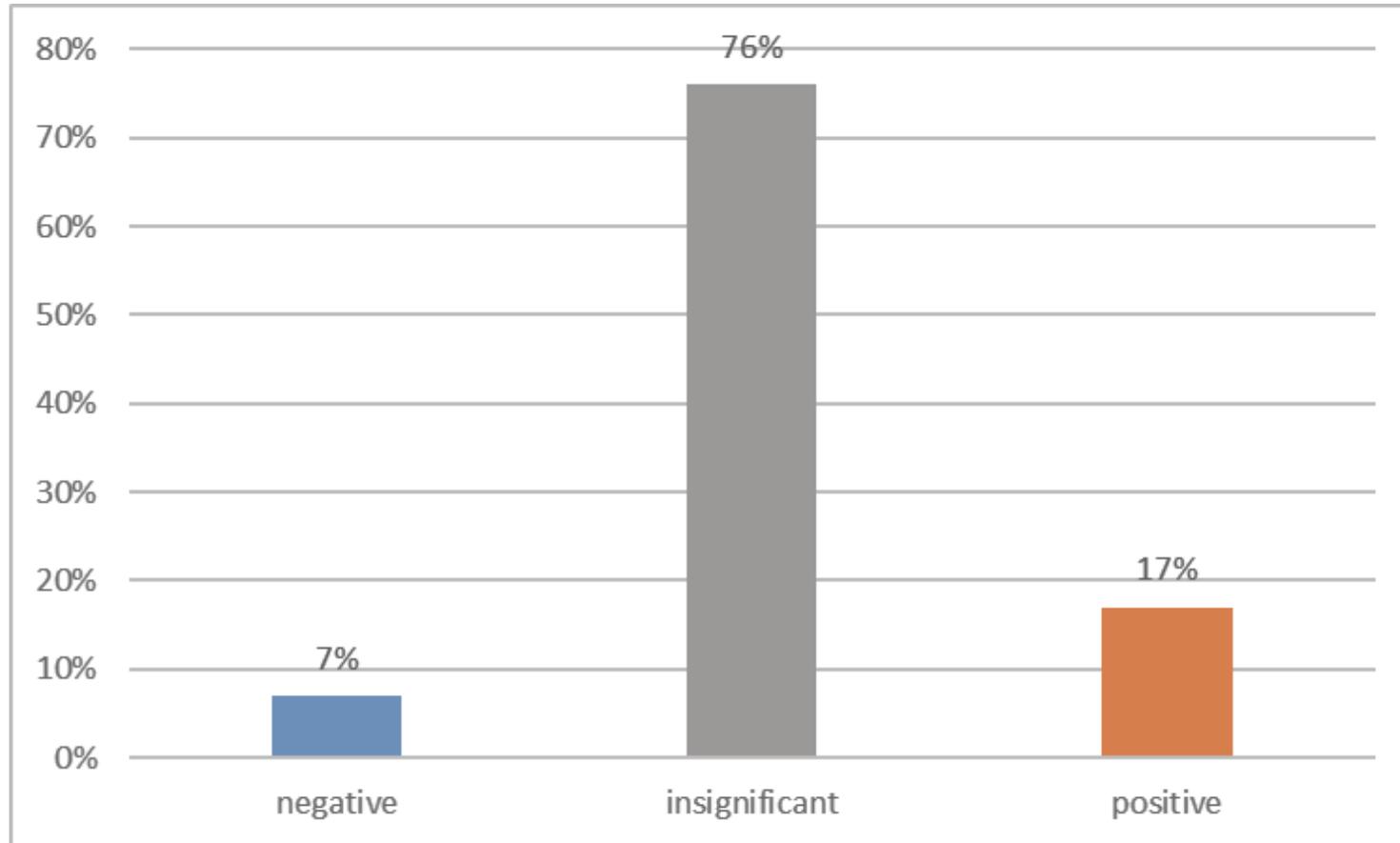
Rogers



Reimer et al., 2012
 Arbuckle and Roesch-McNally, 2015
 Rogers 2003
 Fishbein and Ajzen, 2010

Statistical Significance of Independent Variables

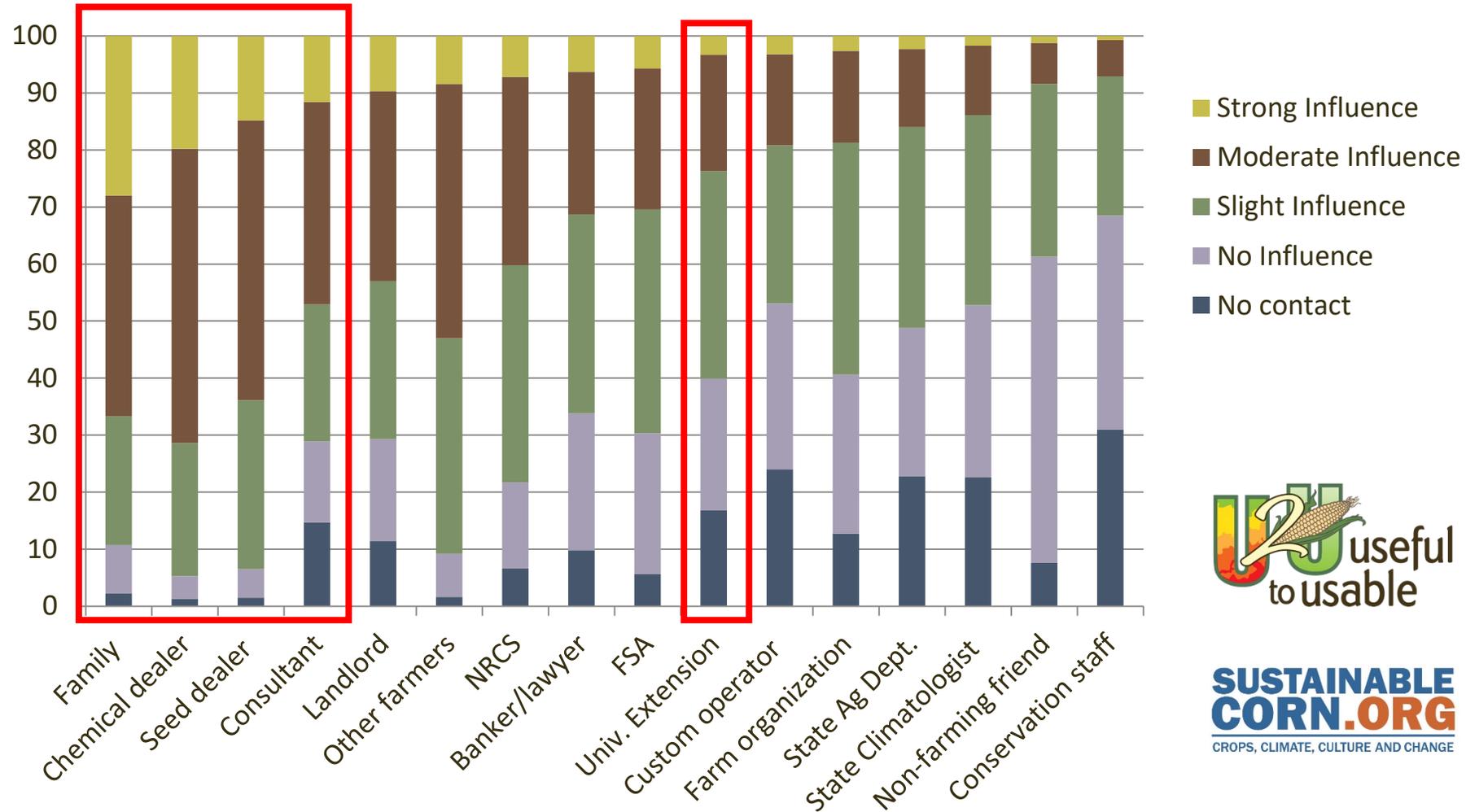
All Models, 5417 rows of data, 92 Studies, 1982-2017



Prokopy et al., 2019, *Journal of Soil and Water Conservation*

Networks: Who Do Farmers Talk To?

Q: Please indicate how influential the following groups and individuals are when you make decisions about agricultural practices and strategies



Results from a 2012 survey of Midwestern corn producers conducted by Useful to Usable (U2U) and SustainableCorn.org

Networks: Who Do Farmers Talk To?

Private Sector

Findings from Saginaw Bay, Michigan

1. Farmers are open to and interested in receiving conservation advice/recommendations from CAs, but are unwilling to pay for it
2. Farmers have not yet formed strong attitudes towards CAs as conservation partners
3. Uncertainty about whether/how CAs should be compensated for supporting conservation practices & programs
4. Considerable agreement that more public-private collaboration is needed, but acknowledgement that significant barriers to collaboration remain.
5. Working with crop advisors worked to increase adoption.

Eanes, Francis, et al., 2017, *Environmental management*
Eanes, Francis, et al. 2019, *Land Use Policy*
Samanta, Aritree, 2019, *Society and Natural Resources*

Networks:
Who Do Non-Adopting
Farmers Trust?

Other Farmers!

Seeking/Using Information

Field Days
Consistent Messages
Broadening Networks

Farmer Identity

Steward

Innovator

Not Financially Motivated

Systems Thinker

Are we messaging the right way to late adopters?

Land Tenure

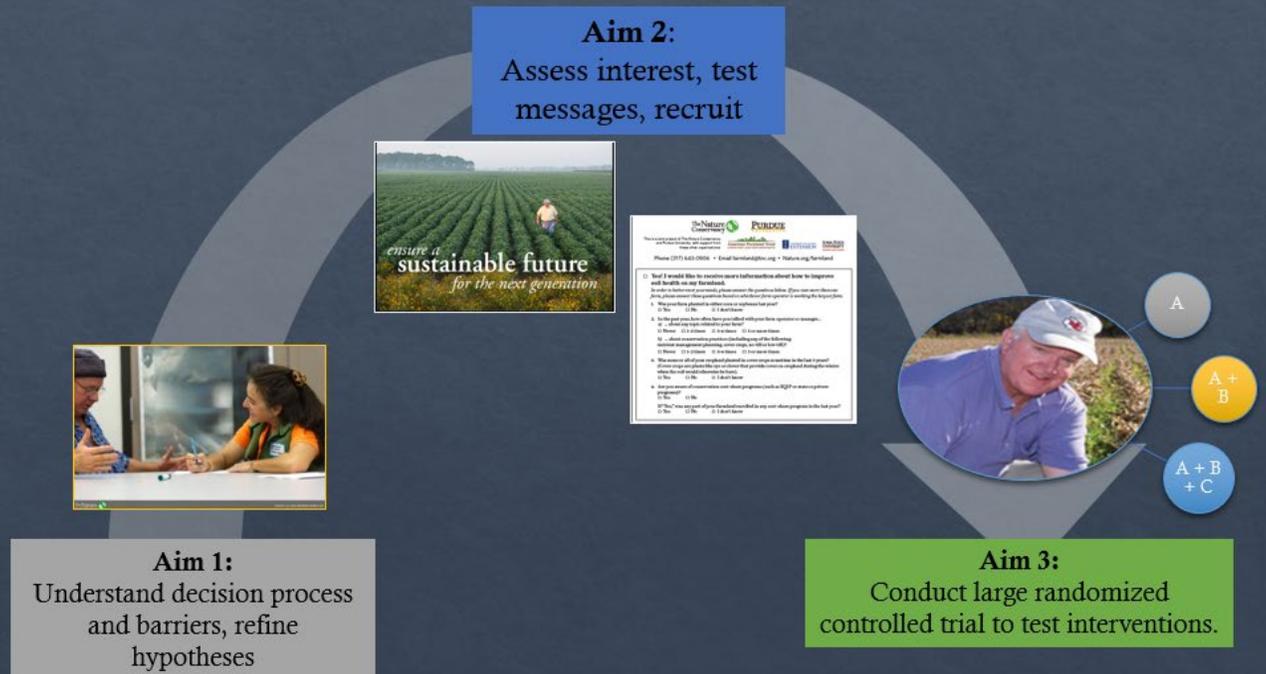
Barriers on Rented Land

Cash rent lease terms
Rental market dynamics
Information deficits/assymetries
Cognitive/interpersonal
Financial motivations

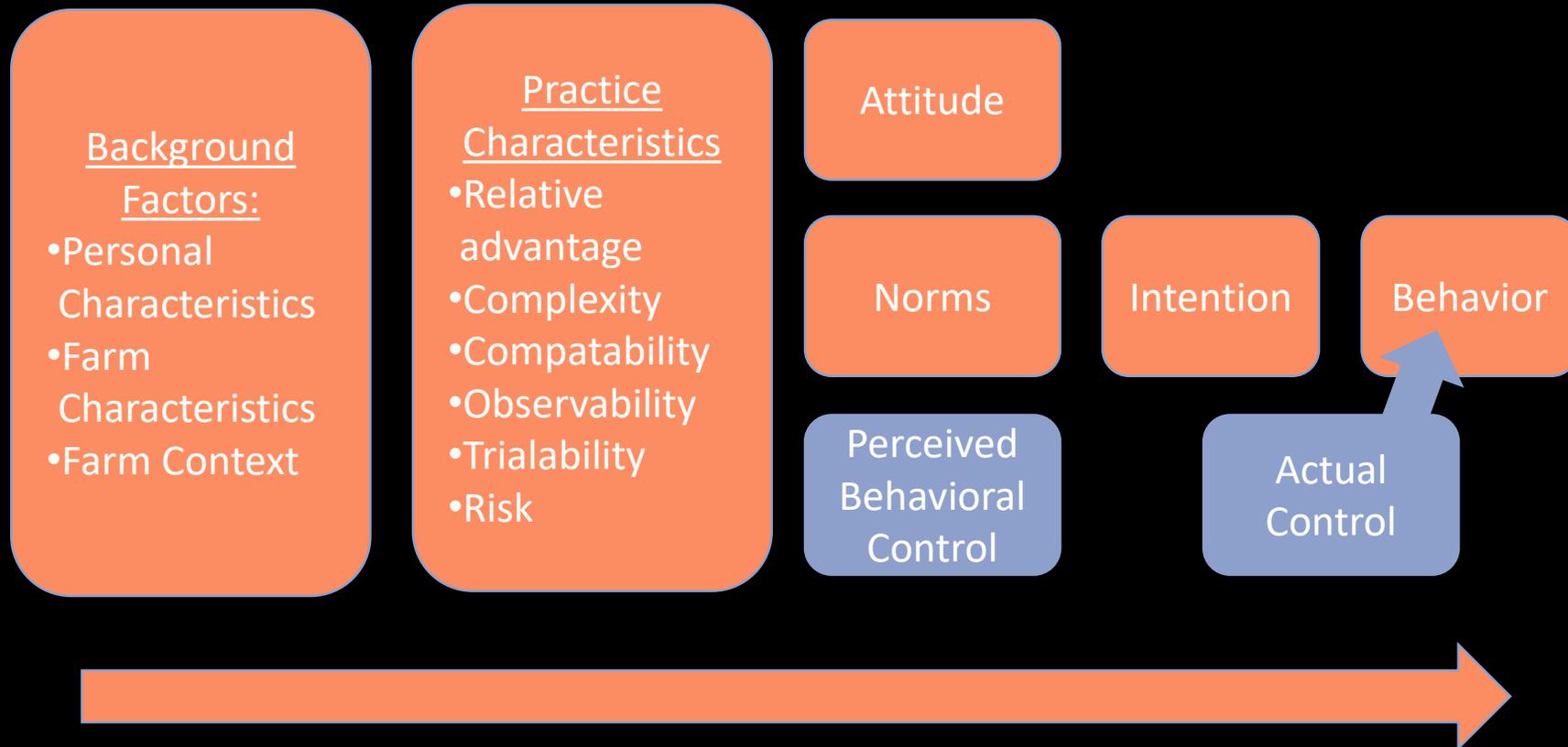
Reaching Landowners

- AFT, WFAN learning circles
- TNC/Purdue/Johns Hopkins experiments

Testing behavioral and financial interventions to promote cover crops on rented lands



Structural Barriers



Reimer et al., 2012

Arbuckle and Roesch-McNally, 2015

Rogers 2003

Fishbein and Ajzen, 2010

Communicating Conservation

Farmer Identity
Systems Thinking
Seeking/Using Information
Networks
Land Tenure
Structural Barriers