

The Human Dimension Production Science Is Not Enough

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Reasons and Barriers That Keep People From Participating

- I am getting too old to invest money in these practices
- I don't want to look stupid
- Nobody ever told me it was a problem
- It cost too much to do this
- Are they sure it's coming from my place
- I own the land and pay the taxes on it, I will do what I please with it.
- Others

What we need to understand about landowners

- They are intelligent
- They have long-term memory of what works and what doesn't work
- What they are doing may not be wrong but there might be a better way they haven't tried.
- They want to have input in developing or identifying ways of improving their situation
- If something is mandated - they may not have commitment to doing it and may not want to participate

What not to do when going to talk to the landowner

- Don't accuse them of creating the problem.
- Don't attack them and tell them they are to blame.
- Don't attack them with statistics that explains what you want to tell them.
- Do forget that they are independent, can be resistant and can become defensive if you push them
- Hi, I'm from the government and I'm here to help you.

What to do when approaching the Landowner

- Explain why you are there to see them
- Explain the importance to doing a practice
- Have a map of the area readily available
- What watershed/water quality data is telling us
- Explain what BMPs might be effective
- Explain what cost-share is available through other agencies.

What to do when approaching the Landowner

- Ask them what they would be willing to do
- Ask if they would be willing to work on a watershed management plan for the area
- Show how pollutant loading is estimated and how lack of practices contribute to the pollutant load
- Show them what is available on the web (if they are interested) and how they can use these as management

What to do when Approaching the Landowner

- Get them involved in the decision making process.
- Build on their experience to help them understand the concepts.
- They want to know what is going on, how it affects them and why it is important.





Have Options for BMP Assistance

- Have a "toolbox" of available practices and assistance that you can offer.
 - BMPs
 - Financial
 - Technical
 - Educational
 - If what they want to do isn't on your list, try to figure a way to get it on the list (if within reason)

Demonstration or Field Day Site

- Provide the farmer with a chance to be part of a field day or have his field as a demonstration site.
- Ask the farmer if he/she wants to be part of the presentation



Provide signage showing this farm is part of the conservation / water quality project

Get Them Involved

- For success in working with producers in critical areas and environmentally sensitive areas, you need to:
 - Understand what barriers they may be facing
 - Help identify strategies to overcome or work with those barriers
 - Get them involved in the decision making process
 - Get them involved in the discussion of what could be done
 - Listen to what the landowners are willing to do and work with them to get it accomplished



- **In one study farmers were asked what which of these common practices were good for the environment and good for profitability**
 - Grass filters - good for the environment and profitable
 - Soil testing - good for the environment and profitable
 - Round Up Ready seed - good for profit and may help environment
 - Set Backs - good for the environment not profitable

How do you know what should work?

- Ask yourself the question
 - If I were the one in this situation, what would I want to know or what would persuade me to do something that I haven't done before?
- What is important
 - We want to feel that we are making an important contribution
 - We want to do what is right and we want to make a living.
 - We need to figure how to make it all work together

Questions?