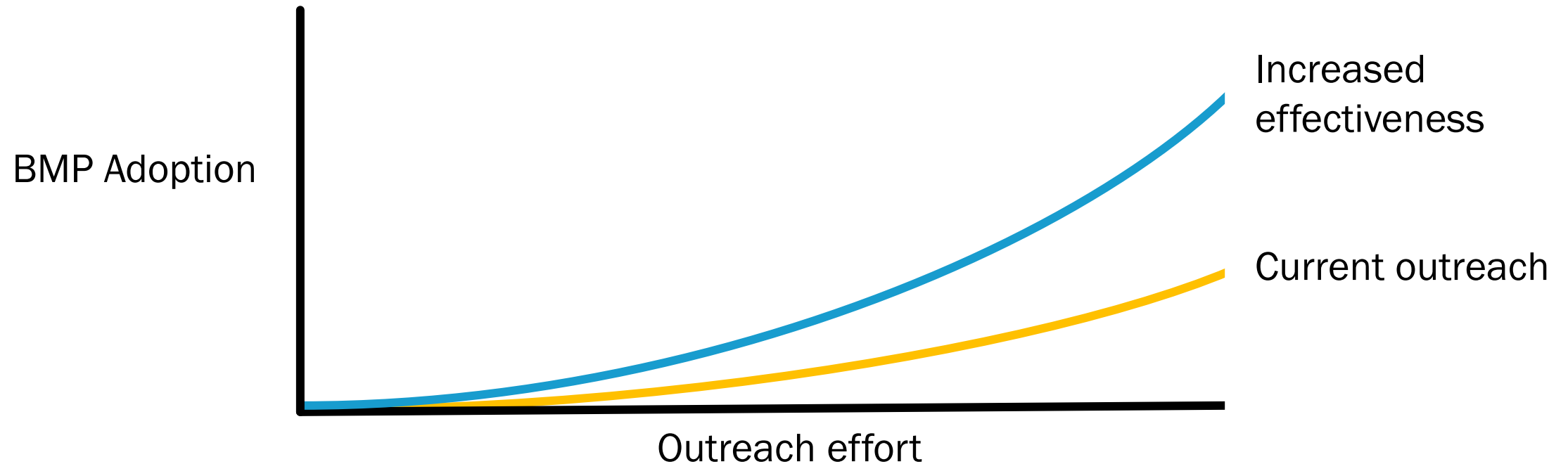

COLLABORATING FOR EFFECTIVE AGRICULTURAL TECHNICAL ASSISTANCE

DANIEL READ AND LISA WAINGER | CBP AGRICULTURAL WORKGROUP | JUNE 18TH, 2020



GOAL

- To understand what agricultural technical assistance practices are most effective and to expand their use throughout the Chesapeake watershed



HOW

- Interviews with technical assistance providers and farmers
- Co-design research agenda

- Analyze results
- Share findings with practitioners, policy-makers, funders



- Continued engagement with assistance providers to collect data
- Trials of alternative outreach techniques

STAGES OF ADOPTION

- Does technical assistance approach change by stage?





FIELD TESTING

- Practitioner's ideas
 - “Hey, look. I work for the government, I don't necessarily trust the government.”
- Behavioral nudges
 - Social norms (X number of farmers do Y practice)
 - Framing (benefits versus losses)

FIELD TESTING - CHOPTANK



ENVISION_{THE}CHOPTANK

FIELD TESTING - CHOPTANK

“In the last five years, in the Choptank area, nearly 2 in 5 agricultural landowners who use BMPs either installed or re-enrolled their land in riparian buffers or wetland restoration helping them to address a resource concern, make use of unproductive acreage or increase game or other habitat on their land.”

HOW

- Interviews with technical assistance providers and farmers
- Co-design research agenda

- Analyze results
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- Continued engagement with assistance providers to collect data
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OUTPUTS

- Evidence-based recommendations on
 - Effective technical assistance strategies
 - Their context dependency
 - Complementary policies (funding, coordination, incentives, etc.)
- Materials suitable for sharing, training, and updating the technical assistance community

FURTHER INTERDISCIPLINARY WORK

- Integrate our models with nutrient movement and economic models to create and evaluate different policy scenarios
- These scenarios will be used to understand how best to achieve stakeholders' 25-year vision for sustainable agriculture in the Chesapeake



FOR MORE INFORMATION

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