



2018 Wisconsin Lakes Partnership Convention & Wisconsin Action Volunteers Symposium

LOWER FOX DEMONSTRATION FARMS NETWORK



Fox Demo Farms: Executing a Comprehensive Outreach Plan

April 20, 2018
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Natural Resource Educator



Fox Demo Farms



Fox Demo Farms

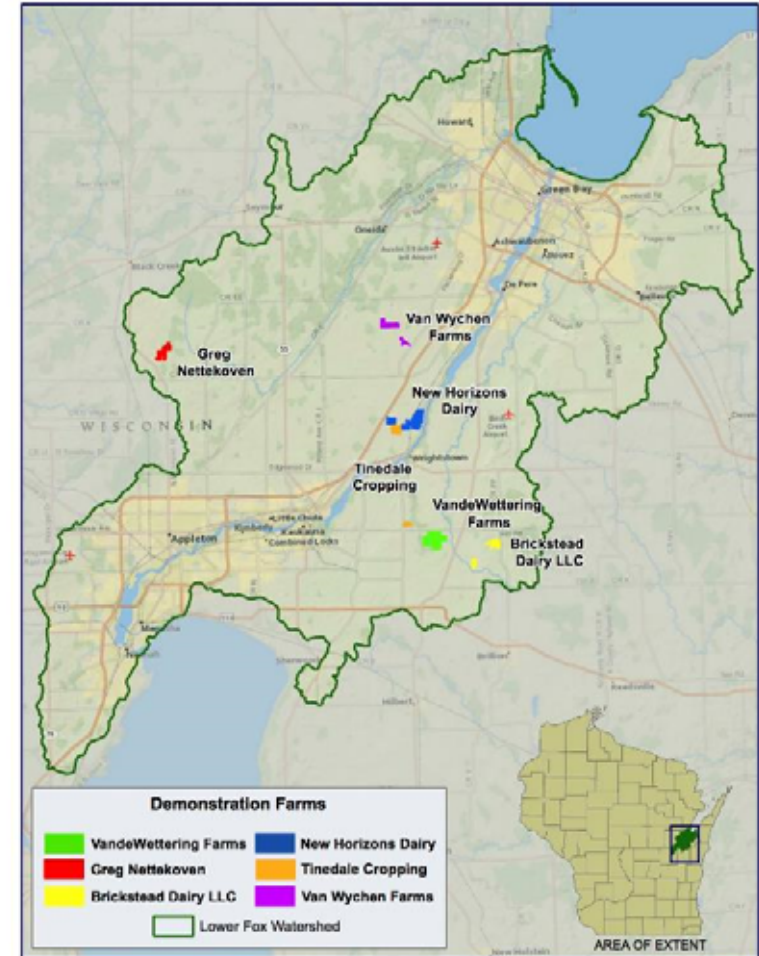
[Fox Demo Farms Video](#)

Mission: Demonstrate the effectiveness and adaptability of conservation practices to reduce erosion and sedimentation, control phosphorus runoff, and address other non-point pollution sources.

Objectives:

1. Monitor effectiveness of practices
2. Establish an efficient mechanism to communicate to producers & other agricultural professionals
3. Create research opportunities
4. Share lessons learned locally and regionally

Lower Fox Demonstration Farms Network



Data sets: ESRI Topographic Base map

March 2017

What are the issues?

Total Phosphorus



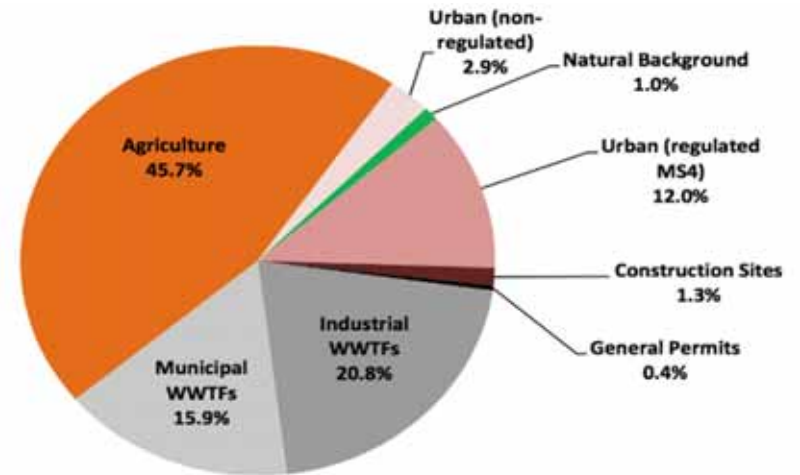
Total Suspended Solids



NEW Non-Point Pollution Sources

- Total Phosphorus: 2012 Lower Fox TMDL

Source	Total Phosphorus (lbs/yr)
Natural Background	5,609
Agriculture 🌾	251,382
Urban (non-regulated)	15,960
Urban (regulated MS4)	65,829
Construction Sites	7,296
General Permits	2,041
Industrial WWTFs	114,426
Municipal WWTFs	87,160
TOTAL (in-basin)	549,703
Lake Winnebago	716,954
TOTAL (in-basin + Lake Winnebago)	1,266,657



NEW Non-Point Pollution Sources

- Total Phosphorus: 2012 Lower Fox TMDL



The good news!
Conservation agriculture can:

- 1) Restore soil health
- 2) Reduce runoff pollution
- 3) Improve water quality

- Total

Natural Background	127,397,076	57,786
Agriculture	303,831,863	137,816
Urban (non-regulated)		
Urban (regulated)		
Construction		
General Permits		
Industrial WWTs		
Municipal WWTs		
Biotic Solids		
Lake Winnebago	127,397,076	57,786
TOTAL (in-basin + Lake Winnebago)	303,831,863	137,816

Conservation Agriculture

Goals:

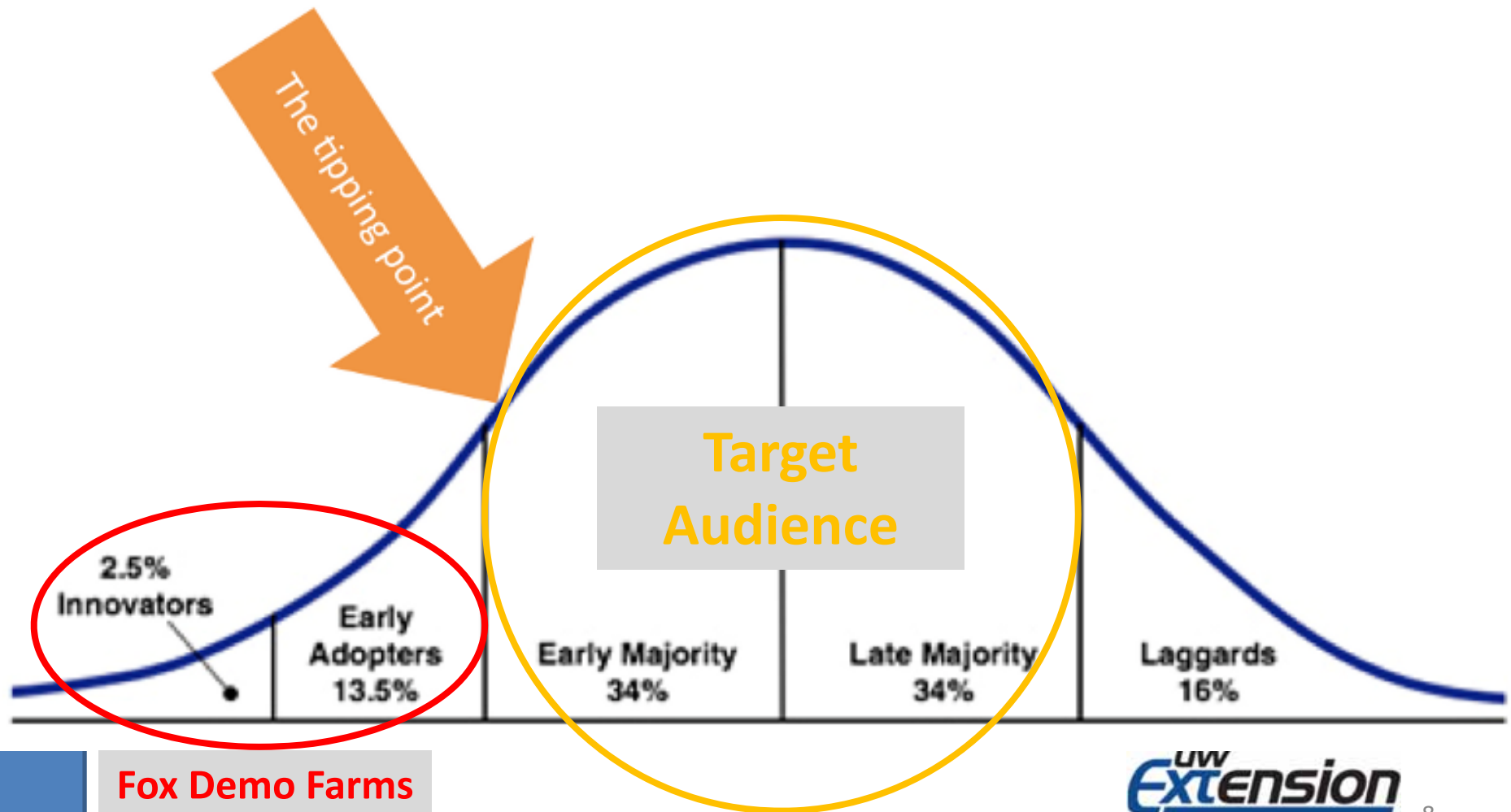
1. Minimal soil disturbance: No-till/Minimal-tillage practices
2. Permanent soil cover: Cover crops
3. Crop rotations
4. Low-disturbance manure application



Outreach Plan

Target audiences:

The law of diffusion of innovation



Fox Demo Farms

Outreach Plan

Target audiences:

- **Producers/Crop consultants** (i.e., middle and late-adopters)
 - Message that resonates
 - Promote positive image for conservation practices
 - Create opportunities to engage with content
 - Media outlet
- **General public/Non-agricultural land owners**
 - Message that resonates
 - Promote positive image for agriculture
 - Create opportunities to engage with content
 - Media outlet

Outreach Plan: Traditional Media

Radio: “Lessons Learned on the Fox Demo Farms”

- **Audience:** Primarily producer/crop consultants
- Semi-monthly segment with WTAQ’s Mike Austin
- Timely topics throughout growing season
- Share on website and social media

Newsletters: Fox-Wolf Watershed Alliance, “Basin Buzz”

- **Audience:** Primarily producer/crop consultants
- Semi-annually newsletter
- Feature stories promoting conservation practices

Television: Story promoting conservation practices – cover crops and no-till

- **Audience:** Both producers and general public

Outreach Plan: Web Presence

Website: www.foxdemofarms.org

- **Audience:** Both producers and general public
- Background on water quality and soil health
- Positive outlook for conservation agriculture

Social Media: Facebook, Twitter, & YouTube

- **Audience:** Both producers and general public
- Reached thousands with educational material and video content

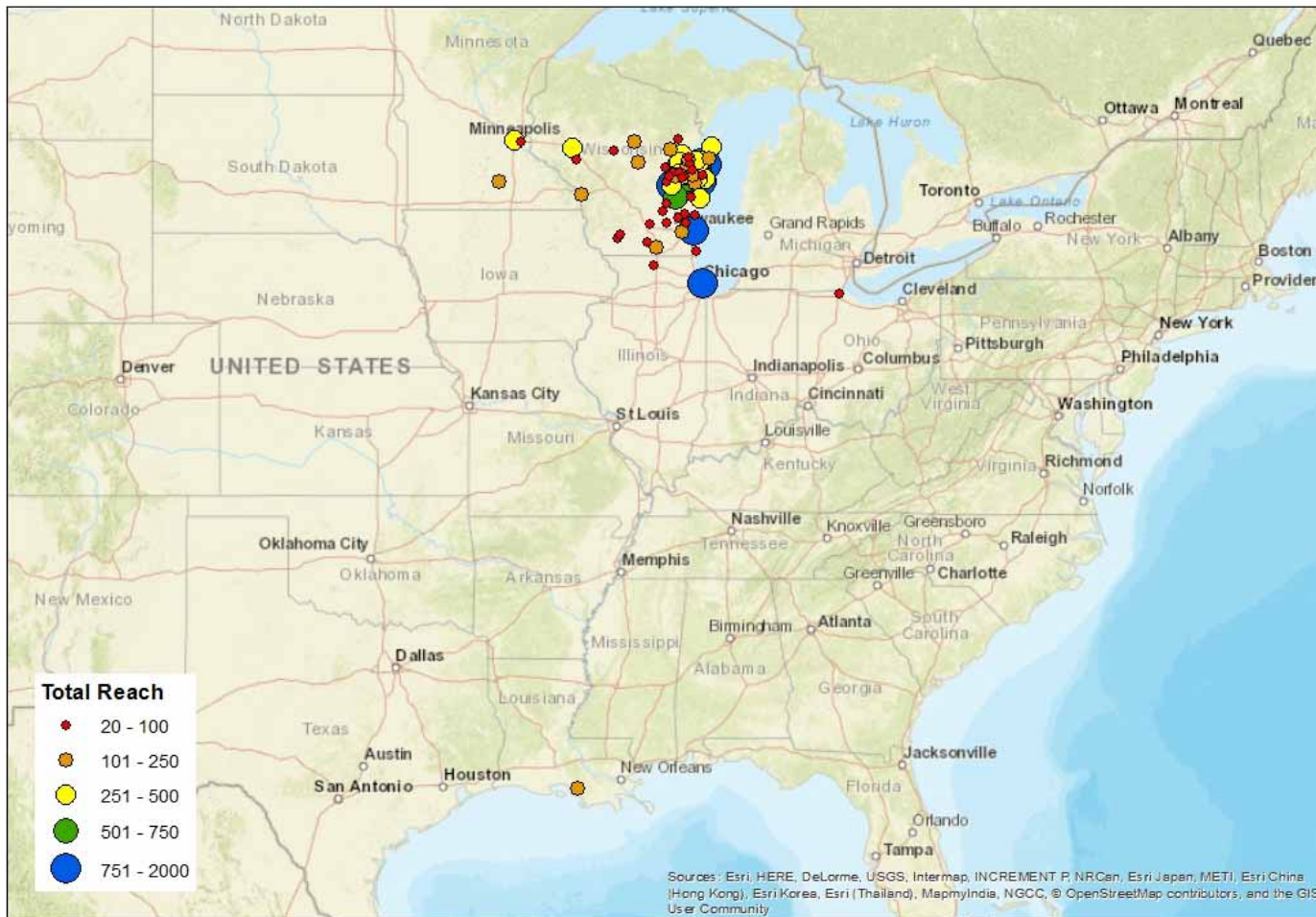
Facebook Analytics:

- **Reach:** The number of people who see a post
- **Engagement:** Likes, comments, and shares

Outreach Plan: Facebook Reach

Fox Demo Farms Facebook Reach
April 6, 2018

3/1/17 – 4/6/18



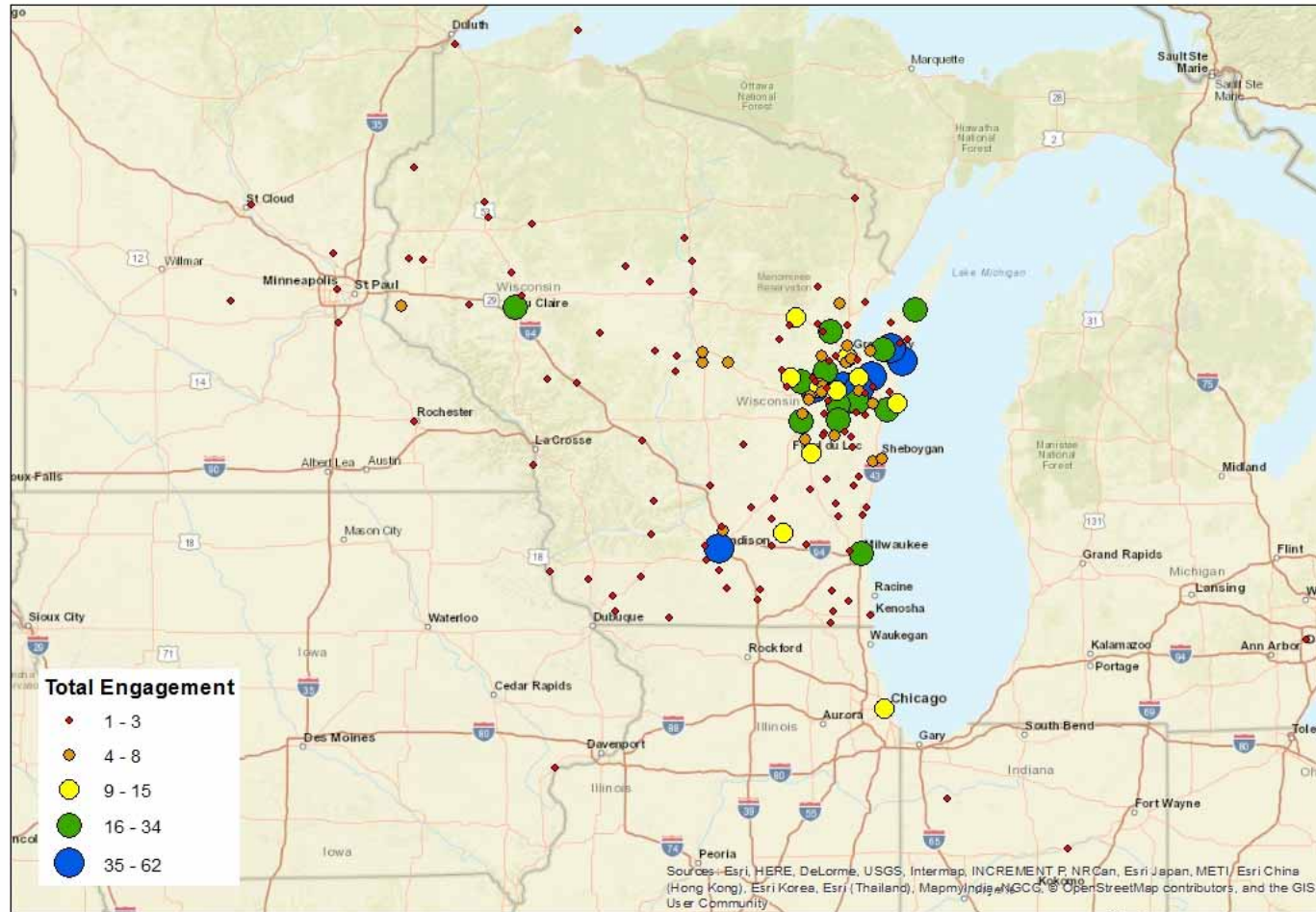
Total Reach:
41,035

- Location Reach:**
10 Out-of-state cities
- Minneapolis, MN
 - Chicago, IL
 - Calumet, LA
 - Memphis, TN
 - Toledo, OH
 - Rockford, IL
 - Saint Paul, MN
 - Faribault, MN
 - Janesville, MN
 - Rochester, MN

Outreach Plan: Facebook Engagement

Fox Demo Farms Facebook Engaged
April 6, 2018

3/1/17 – 4/6/18

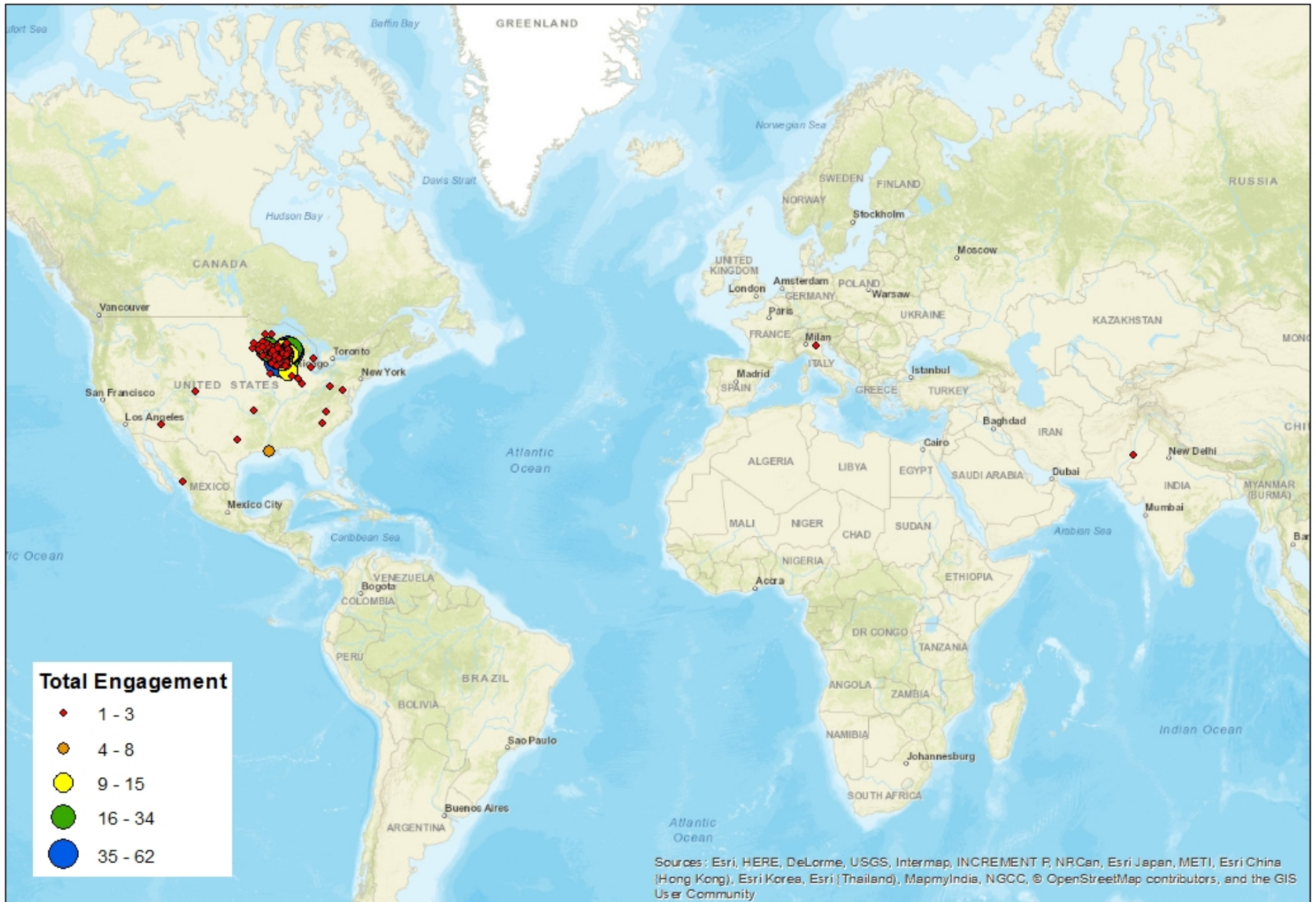


**Wisconsin
Engagement:**
1,493

**Location
Engagement:**
148 Wisconsin cities

Fox Demo Farms Facebook Engagement

April 6, 2018



Outreach Plan: Field Days

Field Days:

- Producer focused



Outreach Plan: Field Days

Field Days:

- Producer focused
- Agency, researcher focused: Partnered with Green Bay Conservation Partners



Outreach Plan: Field Days

Field Days:

- Producer focused
- Agency, researcher focused: Partnered with Green Bay Conservation Partners
- Community focused: Sunset on the Farm



Outreach Plan: Field Days



SUNSET ON THE FARM

BRICKSTEAD DAIRY

Outreach Plan: Field Days

Field Days:

- Producer focused
- Agency, researcher focused: Partnered with Green Bay Conservation Partners
- Community focused: Sunset on the Farm
- **“Field Days on the Fly”** - Mass text messaging service



Outreach Plan: Field Signs

Field Signs: Producers who have implemented conservation practices given signs to display

- Positive reinforcement
- Social norming
- Public education
 - [News story](#)
 - Education
 - Relationship building



Outreach Plan: Field Sign Distribution

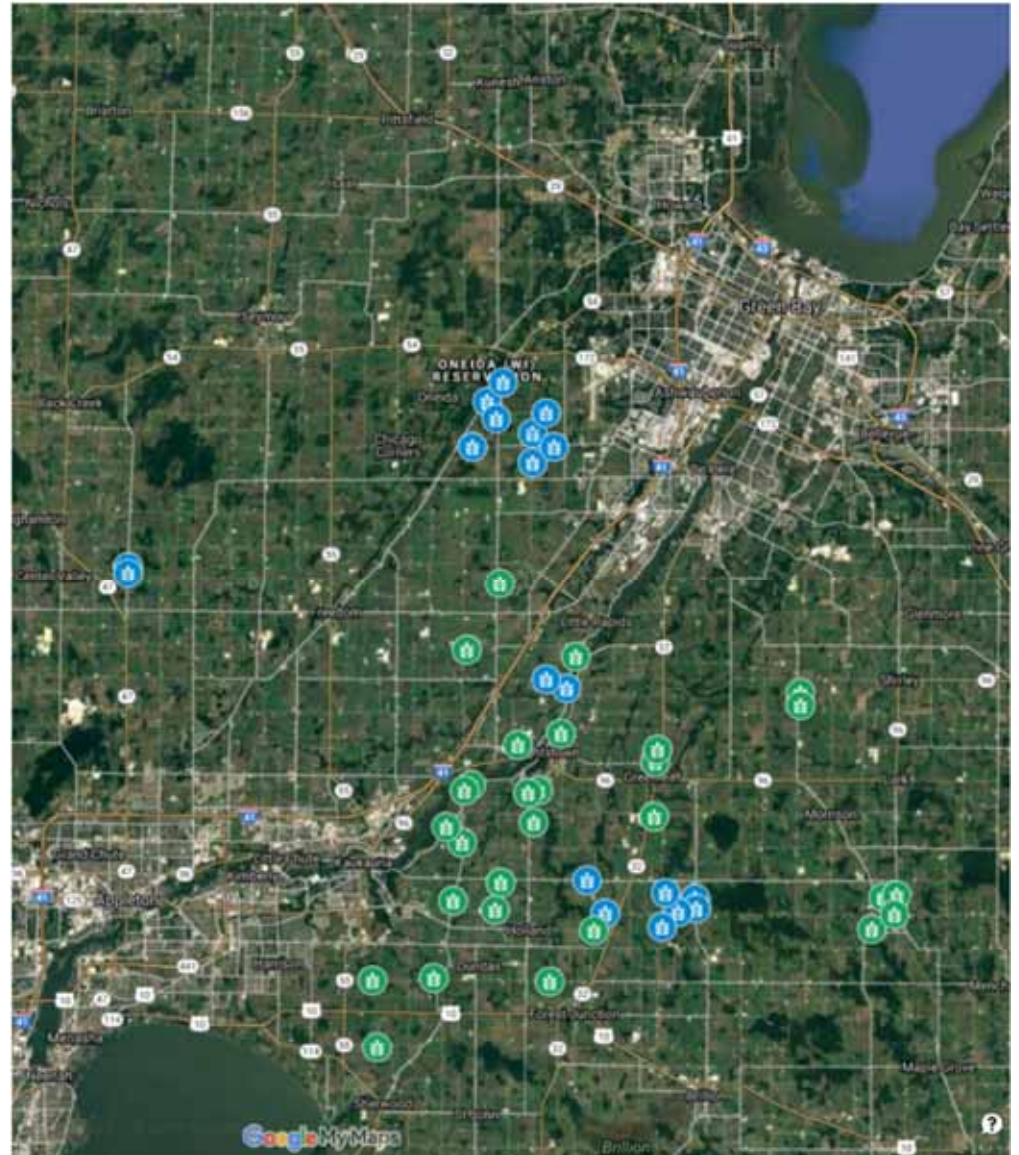
December, 2017

Total: 55 signs

Fox Demo Farms: 17 signs

Cover crops only: 30 signs

Cover crops & No-till: 22 signs



Outreach Plan: Clean Water Farm Certification

- Brown County-wide certification
- Immediate advantage: competitive land rental application?
- Brown County Landowner Survey
 - 330 surveys sent
 - 215 returned (65% return rate)
 - 75% land rented, 25% land farmed
- Developing a high standard for certification



Brown County Landowner Survey



March 26, 2018

This survey is being conducted by University of Wisconsin-Extension (UW-Extension) and Brown County Land and Water Conservation Department (LWCD). Brown County LWCD is looking to build a certification program for farmers who implement conservation practices. This survey is designed to identify how a "Clean Water Farm" certification might impact cropland rental practices in the county. Survey responses from landowners, like yourself, will help inform the development of the certification program. Even if you do not rent cropland in Brown County, we are interested in your perspective and encourage you to complete the survey to the best of your ability.

Participation in this survey is voluntary and your responses are confidential. The serial number listed above is strictly for mailing purposes and your responses **will not** impact the services you receive from Brown County LWCD or UW-Extension. The survey should take roughly 10 minutes to complete. Thank you for your participation; your insight is greatly appreciated!

Please return survey in pre-paid envelope by **March 1, 2018.**

Questions? Please contact: Whitney Passint, UW-Extension, (920) 391-4663 or whitney.passint@uwex.edu

1. Do you currently rent cropland located in Brown County to farmers?
 - a. Yes (if yes, please continue to question 2)
 - b. No (if no, please skip to question 10)
2. In Brown County, approximately how many acres of cropland do you currently rent to farmers? (Please write your response in the blank)
_____ acres
3. According to the map of Brown County (see page 5 of survey), where is the cropland you rent located? If you rent land in multiple areas, please circle all that apply.
 - a. Area 1
 - b. Area 2
 - c. Area 3
 - d. Area 4
 - e. Area 5
4. Below is a list of potential factors that may influence your decision to rent your cropland. Please rank the following factors from most to least important (1 – most important; 6 – least important) by writing your responses in the blanks provided.
 - _____ I have an existing relationship with the farmer.
 - _____ The farmer submits the highest bid for rent.
 - _____ The farmer uses farming practices that I believe improve my soil health.
 - _____ The farmer uses farming practices that I believe benefit water quality.
 - _____ The farmer has a good reputation within the community.
 - _____ The farmer lives near me.
5. Please list any other factors that impact your decision to rent cropland to a particular farmer.

Questions?



Whitney Passint

UW-Extension, Natural Resources Educator:
whitney.passint@uwex.edu

Outreach Plan

Goal: Develop an outreach plan that addresses the Theory of Planned Behavior by using a diversified strategies that reach “middle” and “late-adopters”

Theory of Planned Behavior:

- **Behavioral attitude:** Assessment of behavior
- **Subjective norms:** Social pressure
- **Perceived behavior control:** Ability to perform behavior

