



Designing and Delivering an Effective Agroforestry Outreach/Extension Program

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UNIVERSITY OF MINNESOTA EXTENSION

ST. PAUL. MN

AGROFORESTRY ACADEMY

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WHAT DO WE KNOW ABOUT AGROFORESTRY?

- Key concepts, benefits and challenges
- Significant advances made in the science and practice of agroforestry over the past 25 years.
- However, on-the-ground application of agroforestry practices has lagged.
- Exception: USDA government subsidized windbreaks and riparian buffers.
- Information and demonstrations are very localized
- Creating greater awareness of agroforestry's benefits (financial and ecological) will lead to:
 - Increased acceptance and adoption,
 - Increased financial security,
 - Enhanced environmental protection for farmers, ranchers, forest owners, and communities.



WHAT STANDS IN THE WAY OF AGROFORESTRY ADOPTION?

TAKING AGROFORESTRY TO THE NEXT LEVEL – FIVE ACTIONS

- Eliminate agroforestry illiteracy
- Significant expansion of agroforestry research, education, extension at universities
- Peer to Peer Learning!
- National Inventory of agroforestry plantings and producers who are practicing agroforestry
- Agroforestry defined and explicitly authorized in the next farm bill.

LAND GRANT UNIVERSITY – EXTENSION

Mission

To develop and deliver research-based education and information that is relevant, practical and valued that will lead toward improving economic, social and environmental conditions.



Public Values

CARBON SEQUESTRATION

BIODIVERSITY CONSERVATION

SOIL ENRICHMENT

AIR AND WATER QUALITY

WILDLIFE HABITAT IMPROVEMENT

RURAL DEVELOPMENT

APPROACHES FOR DESIGNING AND EFFECTIVE AF EXTENSION PROGRAM

- **Conduct needs assessment** to discover what is already in place, what is perceived as most important and what specific tools will be most helpful.
 - Audience
 - Barriers
 - Partners
 - How/when to deliver information

APPROACHES (CONT'D)

- **Develop “home-grown” information** through establishment of Research and Demonstration Trials
 - Farmer-managed vs. Research-managed
- **Peer-to-Peer sharing of information**
 - Demonstration Trials
 - eXtension
- **Engage with grassroots organizations**
 - Examples:
 - Leader Lions Forage Council
 - Sustainable Farming Association
 - Central Region Sustainable Development Partnerships

APPROACHES (CONT'D)

- **Work with landowners on a one-on-one basis**
- **Employ “Targeted Approach”**
 - Online Living Snow Fence Payment Calculator
 - Decision Support Tool to Restore Impaired Waters
 - Decision Support Tool for Agroforestry Biomass Production
- **Tie Agroforestry with local programs**
 - “Plant Trees” program of Southwestern MN (SWCD)

APPROACHES (CONT'D)

- **Work with Ag Professionals**
- **Work with other extension programs (i.e., organic agriculture, horticulture, agronomy, livestock, water, bioenergy)**
- **Develop NRCS standards for other agroforestry practices**



APPROACHES (CONT'D)

- **Develop Partnerships and collaborations**
 - University of Missouri Center for Agroforestry
 - Lincoln University
 - National Agroforestry Center
 - Iowa State University Agroecology Issue Team and Leopold Center
 - University of Nebraska-Lincoln Extension Forestry
 - CINRAM, Green Lands Blue Waters – University of Minnesota
 - NRCS - FSA
 - Land Grant University Outreach and Extension
 - University Research Farms (a few)
 - State Departments of Conservation
- **Deliver information through field days, factsheets, growing meetings, webinars, websites, etc.)**
- **Connect with other initiatives promoting Continuous Living Cover (e.g., GLBW)**
- **“Certified Agroforester Program”**

IN A NUT SHELL...

- Equip NR through trainings (Certified Agroforester Program, AF Academy)
- Conduct needs assessment
- Develop/strengthen partnerships/collaborations
- Develop communication channel and materials
 - What are the best ways to reach these audiences?
 - What activities and materials will work best?
 - What tone and style of material is appropriate for the target audience
- Set your communication objective – what is your big picture goal for landowner outreach?
 - What landowner behavior you are seeking → target action → what specifically do you want landowners to do?
 - Research-based programming
 - Demonstrations
- Understand your target audience to tailor your extension program
 - Practices
 - Interests



How can we move agroforestry into the mainstream of adoption by farmers? What are the roles each of our organizations should play? How can we utilize your agency's existing outreach programs to increase Agroforestry adoption?

What is needed to promote agroforestry adoption in your region? What are some of the specific environmental/economic/social issues in your region that agroforestry systems may alleviate?

What are the strengths (and weaknesses) of agroforestry as they relate to your outreach programs? How does agroforestry might fit into some of your existing programs?

Which groups benefit from Agroforestry system implementation? What approaches best support delivery of an agroforestry outreach program?

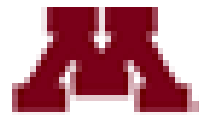
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Thank You!



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