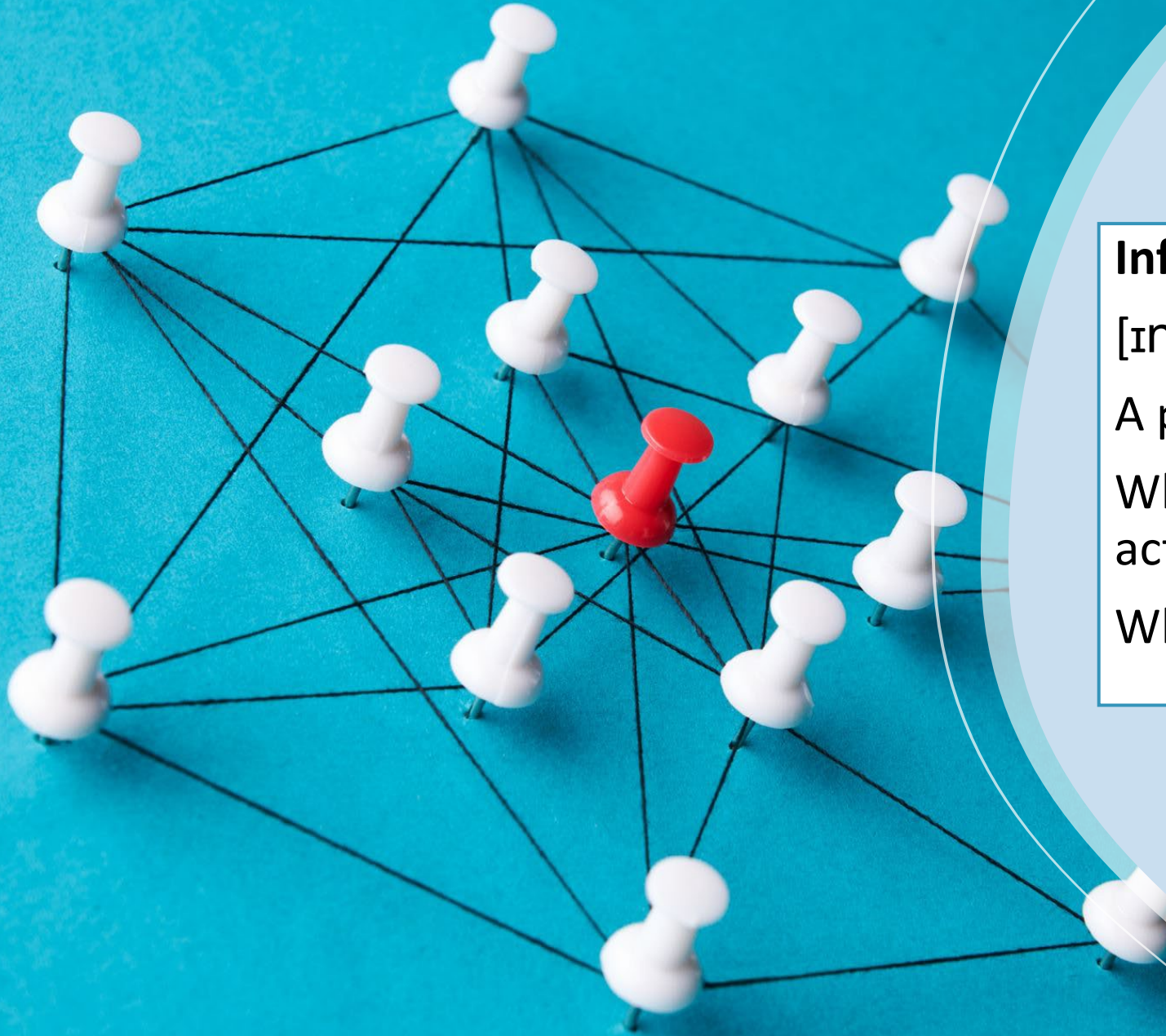




# Mindfulness, Knowing the Audience, and Supporting KTT

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## **Influencer**

[ɪn.flu.ə.n.sər]

A person who exerts influence.

Who inspires or guides the actions of others.

Who is able to generate interest.



## Disclaimer

These case studies presented today are for educational purposes only. The inclusion of any program does not imply endorsement or advocacy. Views expressed are solely those of the author

# Informing decisions

- Producers often look to several groups when making decisions and gathering knowledge
  - Neighbours and family
  - Farmer educators in the community or online
  - Farm industry suppliers and retailers (e.g., fertilizer and seed dealers)
  - Extension
  - Agronomists/consultants
  - Farm associations and events (publications, magazines, demonstrations)
- Agronomists play an influential role in **supporting and hindering** the adoption of various practices, products, or technologies

# Case: N fertilizer application in US corn (Stuart, 2021)

Despite interest in encouraging N-use efficiency

- Adoption rates were low
- Overapplication was occurring



## Influential groups

Fertilizer reps

Seed reps

Env-organizations

High trust  
Long relationships  
Cutting edge

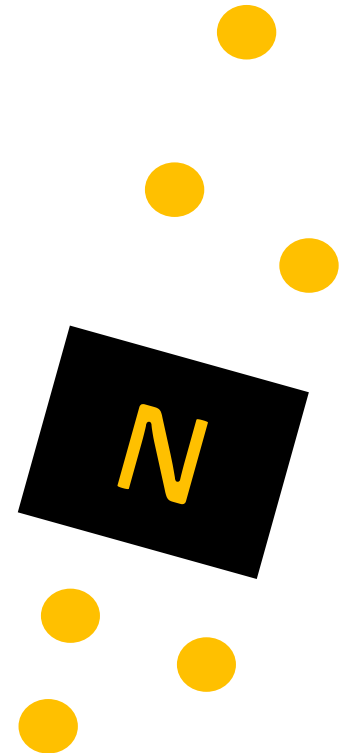
Control access  
Short product lifecycle  
Control knowledge  
Competitive contracts

Less impactful

# N fertilizer application and EEFs

- Innovations provide new opportunities and incentives for industry representatives to work with farmers
- The 2024-2029 forecast by Mordor Intelligence predicts a compound annual growth rate of 3.5% for the fertilizer additive market


“Support for innovation in fertilizer product development is critical in helping Canada reduce fertilizer emissions by 2030 and beyond. The fertilizer industry understands the value innovation brings and invests in research and development to help farmers grow their crops while reducing their GHG emissions.”  
– Fertilizer Canada



# Case: Cover crop adoption in IN (Tyndal et al., 2021)

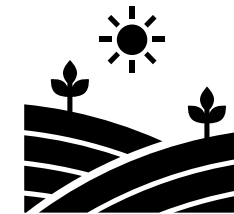
“Cover crops are another example of the seed industry providing solutions for the modern producer. From farms big to small, cover crops provide economic and environmental benefits to farmers, while empowering them to be stewards of the land through its sustainable practice,” *Andy LaVigne, ASTA President & CEO*



Cover crop sales will 




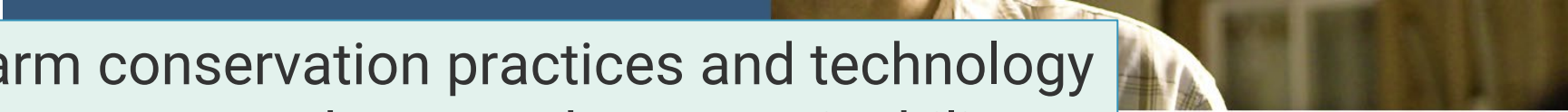
Interest in KTT for cover crop benefits



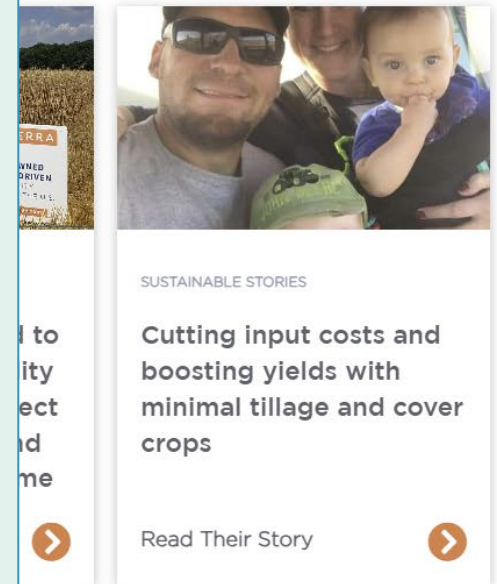
Interest in inclusion in events

# Case: Conservation in industry

Land O'Lakes – One of the largest farmer-owned cooperatives in the USA, operates in 50 states in more than 60 countries.



“Our on-farm conservation practices and technology support a two-pronged approach to sustainability – **helping protect natural resources while improving farmer livelihoods**,” Carstens said. “Consumers care deeply about how their food is produced. Land O'Lakes SUSTAIN can aid in implementing specific conservation practices to achieve broader sustainability goals for food companies like Tate & Lyle – and help them demonstrate the results in clear terms.” – Sustainable brands





# Case: Conservation and industry



Now more than ever, consumers are interested in where their food comes from and whether it was produced in a sustainable manner. In response, domestic and global markets are increasingly considering environmental sustainability, social responsibility and economic viability when sourcing product - CRSC

Conservation  
together for a  
Future

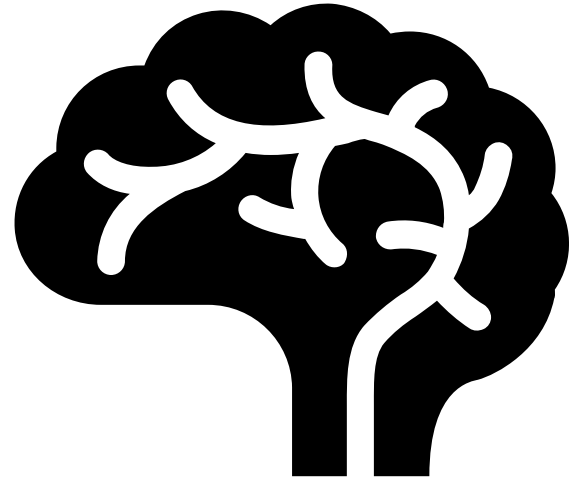
# Being an effective influencer

- Making a plan
- Consider farmer needs and goals
- Build on ecological foundations
- Consider win-win opportunities for your clients
- Understand the root of their problem/needs
- Engage in person when possible
- Have a strong network
- Be aware of opportunities for professional knowledge growth

**Translates to three important skills:**

- **Mindfulness**
- **Audience awareness**
- **Communication**

Mindfulness



A small green seedling with several leaves is growing out of a crack in a dark, textured surface, possibly asphalt or concrete. The background is a bright, hazy sky with a warm, golden light source, likely the sun, creating a soft glow. The overall scene is a metaphor for growth and resilience.

# Mindfulness

Act of being aware in  
the present moment –  
includes awareness of  
your emotions and  
reactions

# Why does mindfulness matter?

1

Helps to pay attention in the moment

2

Helps us communicate more effectively

3

Can help navigate difficult interactions

4


Can create a positive space for others to approach you

5

Can slow us down when we need to

6

Can strengthen your relationship with farmers

A hand is shown in the lower-left corner, holding a glowing, translucent orb. The background is a soft, warm sunset or sunrise with a blurred horizon. The overall mood is peaceful and contemplative.

# How can you practice mindfulness?

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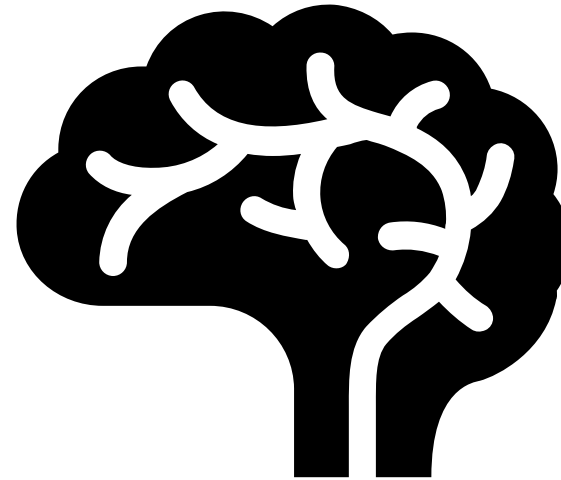
- Pay attention to your surroundings using all your senses
- Try to live in the moment – focus on the present
- Focus on your breathing
- Techniques:
  - Body scan meditation
  - Mindful stretching
  - Walking meditation

# Mindfulness in practice



1. Step away from the situation
2. Acknowledge your feelings
3. Mindful/active listening
4. Avoid judgement

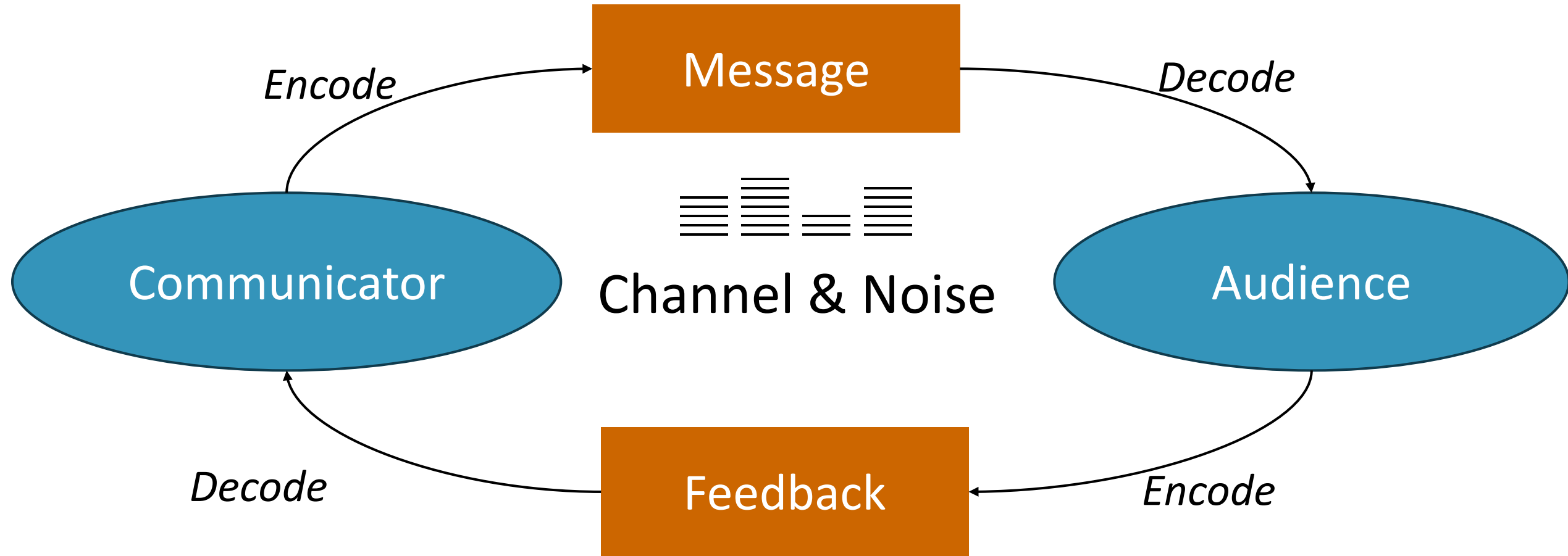
Communication  
and audience  
awareness





# Elements of communication

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Westley and Mclean Model of Communication (1957)

# Barriers to communication

Language

Psychological

Physiological

Infrastructure

Attitudinal



# Addressing barriers

Language

Psychological

Physiological

Infrastructure

Attitudinal

- Active listening
- Using appropriate language
- Be mindful of your responses
- Understanding your audience

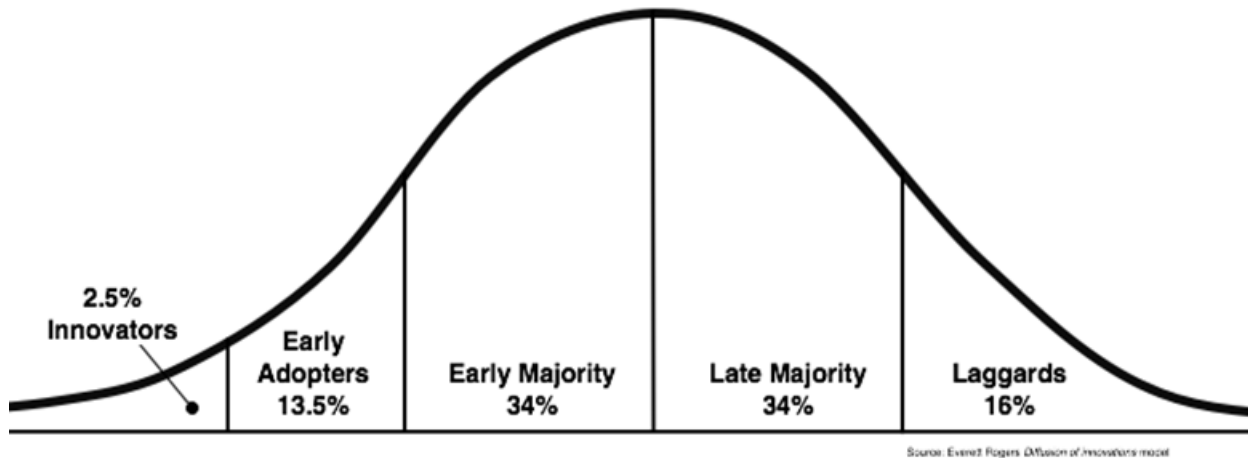
# Audience awareness

- Research on barriers to adoption have identified several factors influencing adoption (and potential barriers to communication)
  - Attitudes about BMPs
  - Trust in your or your organization
  - Personal values and convictions
  - Aesthetic concerns
  - Neighbor/community perceptions
  - Prior experiences
  - Economic interests/anxieties
  - Regulatory concerns
  - Social capital / social networks

May be moderated by:

- What stage of adoption they are at
- Type of production they engage with

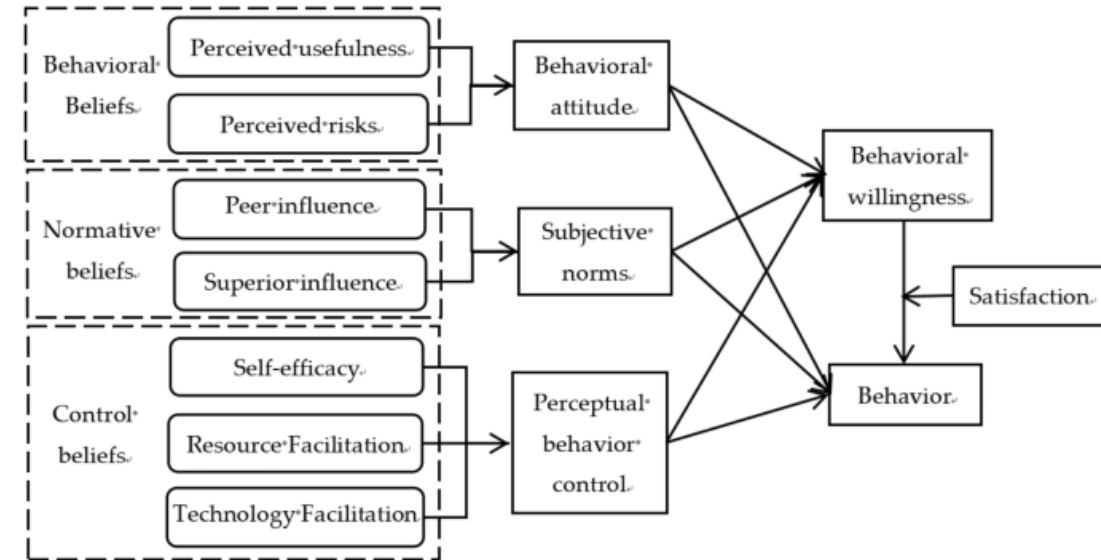
# Models for reference



Diffusion of Innovation

Llewellyn, R. S., & Brown, B. (2020). Predicting adoption of innovations by farmers: What is different in smallholder agriculture?. *Applied Economic Perspectives and Policy*, 42(1), 100-112.

## Theory of Planned Behavior



Li, J., Liu, G., Chen, Y. *et al.* Study on the influence mechanism of adoption of smart agriculture technology behavior. *Sci Rep* **13**, 8554 (2023).  
<https://doi.org/10.1038/s41598-023-35091-x>

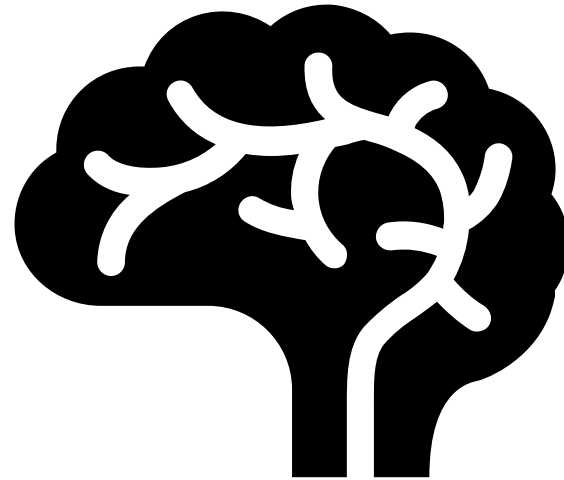
What are aspects of today's workshop that you feel your target audience would value?

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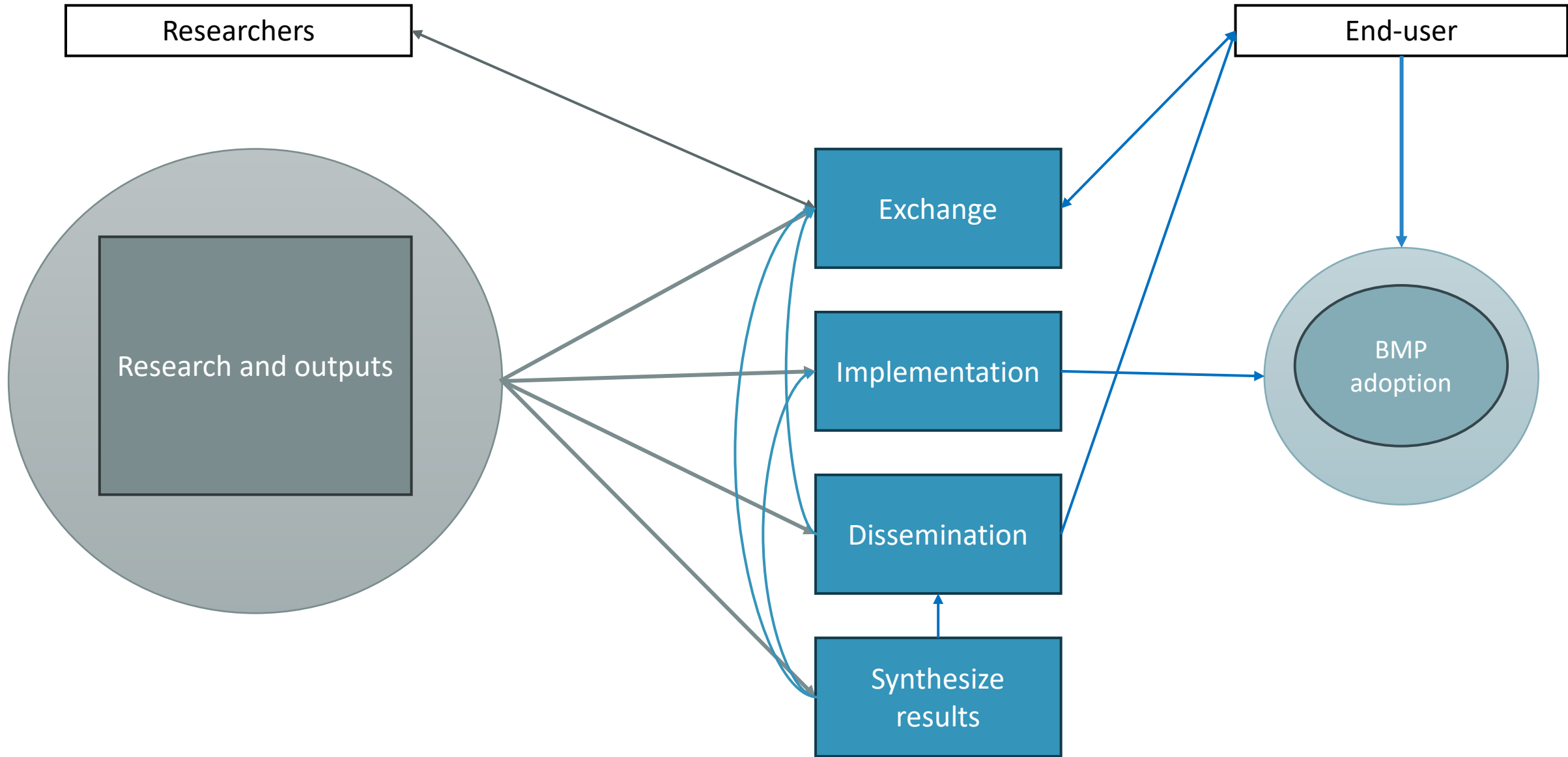
What are the challenges that you would face with your audience in communicating about the practices discussed today?

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How can the  
Living Labs  
support you?







# Role of KTT

- “Getting research off the shelf” | “Getting research into practice”
- Other terms - Extension, knowledge mobilization
- KTT aims to:
  - Share knowledge in an accessible, useful, and utilized way
  - Engage with diverse stakeholders
  - Developing multiple avenues for knowledge mobilization
- Assessing KTT can consider
  - Are you reaching your intended audience?
  - Is your work relevant and of interest to that audience? Is it useful and used?
  - What type of engagement are you getting or aiming for?
  - Does your KTT activity result in what you intended? To what extent?



What are resources that you could use or would like to see to support your work?

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