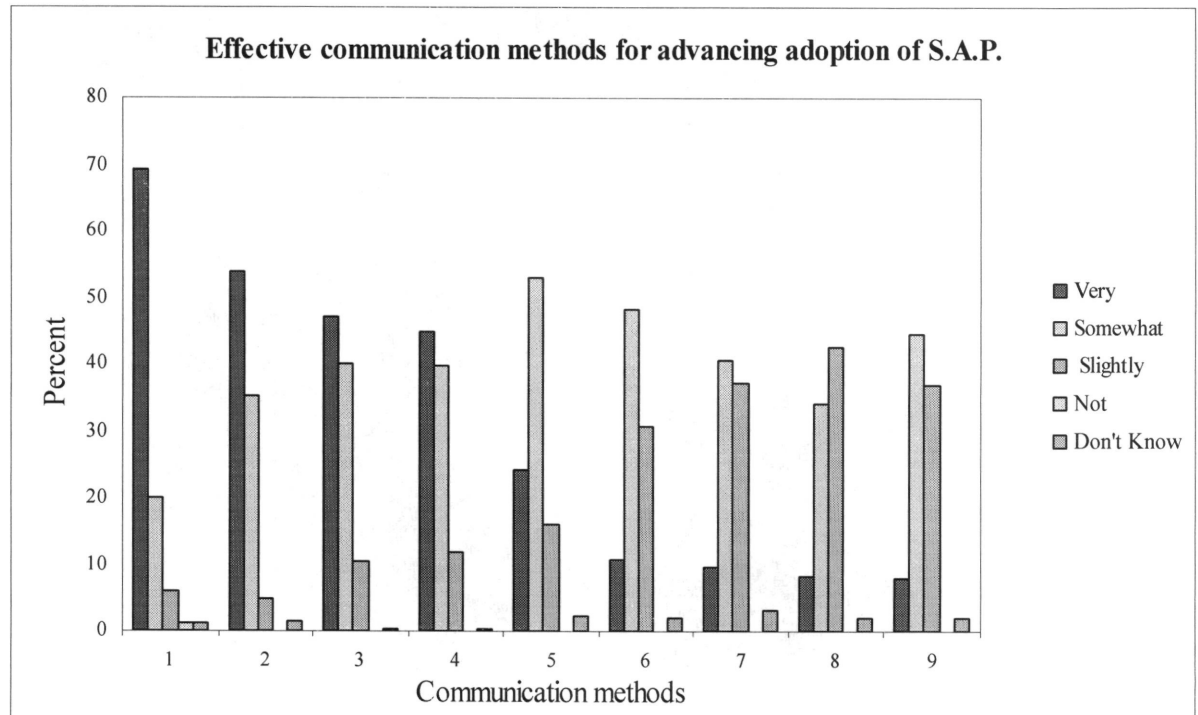


conservation districts have funneled effort and funding into programs that assist, and have publicized them well.” One of them specify help in the form of equipment provision for sustainable farmers; “Conservation organizations like the USDA SWCD have helped farmers by buying and having for lease, equipment needed to implement conservation practice.” Three respondents mentioned **farmers’ organizations** are providing economic help; “Farm B. has been helpful in developing BMP programs, financial assistance.”

### Communication Methods for Promoting Sustainable Practices

Change agents were asked to rate the effectiveness for of eight communication methods for the advancing adoption of sustainable agriculture practices. The four categories of the effectiveness scale used are not, slightly, somewhat, and very. The following bar graph summarizes the results, ordering communication methods from those that received the highest effectiveness ratings to the lowest (in terms of percent rating the method “very effective.”

**Figure 3. Communication methods effectiveness as rated by regional change agents, 2004.**



Listed in effectiveness descending order, according to change agents’ opinions, the communication methods are the following:

1. Farmer to farmer support
2. One-on-one extension
3. Field days
4. Word of mouth

5. Group meetings
6. How-to-leaflets
7. Web based information
8. Mass media
9. Books and manuals

It is important to note that change agents think that those methods that emphasize farmer-to-farmer contact and change agents to farmer contact are considered the most effective for advancing adoption of sustainable agriculture practices. Methods such as farmer-to-farmer support, one-on-one extension, field days, word of mouth and group meetings are the most effective according to respondents' opinion. It is also important to note that good percent of respondents consider how to leaflets and web based information to be to some extent effective.

Change agents were also asked: what other methods would be effective for promoting the adoption of sustainable agricultural practices? Their responses to this question are summarized in the nine categories of responses presented in the following table.

**Table 13. Main categories of other suggested methods perceived as effective for advancing adoption of sustainable agriculture practices, regional change agents, 2004.**

Category	Number	Percent of responses to question (N=120)
Education and Information Methods	48	18
Funding Strategies for Providing Incentives	18	7
Increasing the Impact of Farmer Contacts with Change Agents	14	5
Recommendations for Extension	9	3
Using Mass Media to Promote Sustainable Practices	7	3
Support for Farmers Decision and Implementation of SAP	6	2
Supporting Research	5	2
Supporting Infrastructure	5	2
Other comments	8	3

#### ***Education and Information Methods***

Respondents cited different types of education or information strategies that they consider could be helpful in promoting sustainable practices. The suggested education and information strategies are: demonstrations, educating the public, educate about benefits, One-on-one mentoring, promotion of organic farming, and extension specialist promoting in growers meetings (See Appendix C10).