

Infographic Development: Audience

Primary Audiences

Livestock
Farmer
Organization

Farmers
served by
Livestock
farmer orgs

General
farmer/Ag
organizations

Farmers
served by
general ag
orgs

Farm Media

Crop Farmer
organizations

Farmers
served by Crop
farmer orgs

Seed companies
(especially those
that sell cover
crops)

Pick
these and
start typing!

Farm advisors
(Extension,
NRCS, lenders,
Agronomists, etc)

Farmers
served by
farm advisors

Secondary Audiences

Key Messages: What we want to say



Why consider livestock integration (what are the benefits)?

Focus goal on highlighting benefits

The goal is covered land more months of the year is beneficial to farmers and society

What is livestock integration?

Having a plan for inclement weather

How to do livestock integration?

as a crop farmer if you focus on integrating crops & livestock you would immediately lose me. To get me interested, I'd talk about the soil benefits

Should I integrate livestock and crops?

Nothing stands out as a hard no. the logistics of how I'd partner with crop farmers

Why participate in the survey (why should I care)?

Themes



Why consider livestock integration (what are the benefits)?

Soil Health
Benefits

Increasing
soil biology

Labor savings (Manure
and feed hauling)

Cost reduction:
Manure = nutrients
Grazing = not hauling
feed, not hauling manure

Putting the
nutrients where
I need them

Extending the
grazing
season

Amount of
beef produced
per acre.

Have to
acknowledge
the costs, risks,
barriers

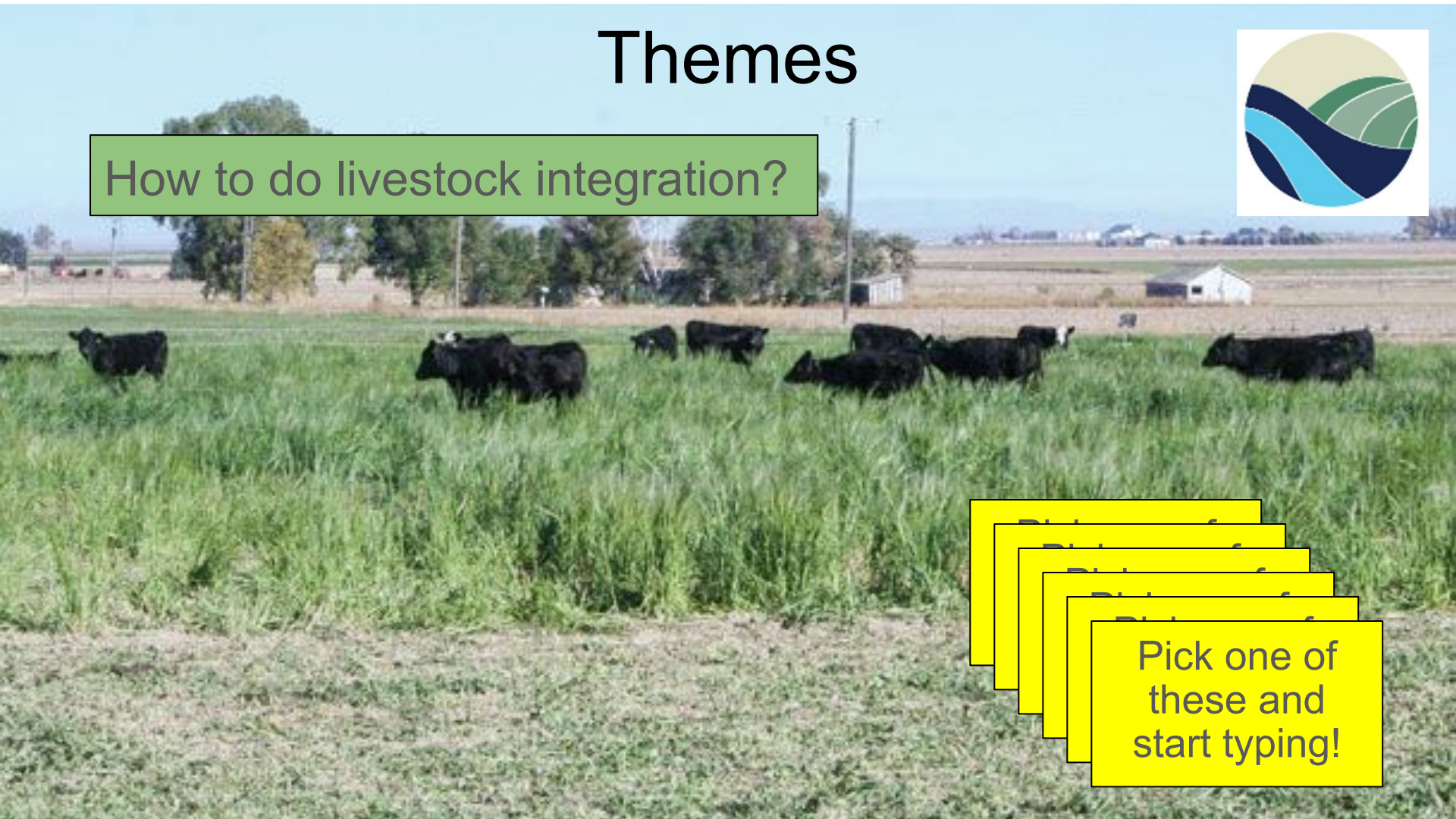
There is a
learning curve



Themes



How to do livestock integration?



Pick one of these and start typing!

Themes



Economics

Social/Quality
of Life

Environmental

Pick one of
these and
start typing!

Existing resources & Information needs

Getting started

*More resources, budgets, management ideas for backgrounding cattle

*Need an ongoing list of creative ways to “do” this, small scale and bigger. Ex Josh Payne’s summer annuals, Jared’s cattle/pasture sharing, Ron S’s custom grazing...a survey question could capture others.

*What is a bare bones, starter pack of supplies would be needed for a crop farmer to start from scratch (eg polyreels, step in posts, or others)

Environmental

*Simple ways to measure and put a value on environmental benefits to cover and grazing.

*Comparison of environmental benefits of annual forages vs perennial forages

Pick one of these and start typing!

Economic

*Lease language to share the risk, costs

*It could be helpful to have a database similar to FINBIN to understand what costs will be, to provide some comfort to making adjustments to an enterprise. Such as feeling your price on certain breed of animals or supplemental mineral is reasonable and not overly high because you are inexperienced.

*Cost share opportunities

*More resources, budgets, management ideas for backgrounding cattle

Existing

*UW Extension Crops and Soils program have developed several workgroups focusing on issues related to this project.

*Clean River Partners (Northfield, MN) released a Kernza grazing/grain study through SARE in 2021:
https://cleanriverpartners.org/wp-content/uploads/2021/10/clean-river-partners-crwp_final-sadg-progress-report-section-i_fy18_kernza-dual-use_final-10-6-21.pdf

*UMN WCROC had focus groups a few years ago and asked farmers about crop-livestock integration. See <https://www.mdpi.com/2071-1050/10/12/4606>

*SFA has a set of soil health case studies, some of which include livestock/crop farmers. Ask Jared Luhman, look for Kaleb Anderson’s case study

Benefits of integration

Production

*Improved soil fertility and function with or without livestock ownership

*Reduce weed, disease & insect pressure due to long term crop rotations including forages

*Soil Health

*Livestock is a powerful tool for soil management incl erosion control, free fertility, water infiltration, and layered income.

Economic

*Diverse income streams to reduce risk

*Creating multiple income streams for farmers

Community

*Bringing livestock back on the land. Rejuvenates local communities

*Opportunity to work with a neighbor

*Bring next generation into a farm

Other

*If you are borrowing livestock, what a lovely way to get to know if you want some of your own! And what that would look like, infrastructure-wise.

*Changing climate (severe storms) demands the buffers of continuous living cover - livestock helps pay for and pave that road

Pick one of these and start typing!

Obstacles and Barriers

Attitudes and perceptions

*Out of sight out of mind if it's your land and someone else's animals. Those benefits only go so far to compensate for well-meaning but absent livestock owners.

* Livestock owners who basically want to off-farm the expenses of managing their animals on your pasture or cropland.

*Fear of what the neighbors will think

*Public perception: What are the neighbors going to say at the coffee shop

*Farmers' desire for fall tillage

*If you don't want to or can't farm more than a few months each year.

Lack of infrastructure, labor

*No livestock infrastructure left in croplands (fence, water, ect...)

*Lack of equipment to handle livestock

*Short on labor to handle added work

*Time and Labor requirement for integrating livestock and crops

Logistics and skills

*Logistics of when croplands are available and when livestock need additional feed

*Interest in and knowledge of livestock

***It's hard to be creative even when the status quo isn't working**

Economics

*Very narrow profit margins in livestock production and large expenses to get started

*Lease agreements that don't share the risks and/or hog the benefits

*Access to funding, whether that's actual pools of \$\$ or just visibility and navigating that process

*Farm subsidies and related cost share opportunities

Pick one of these and start typing!