

PNW Webinar Series Evaluation (Feb 16 – Mar 16, 2021)

Pre-webinar survey

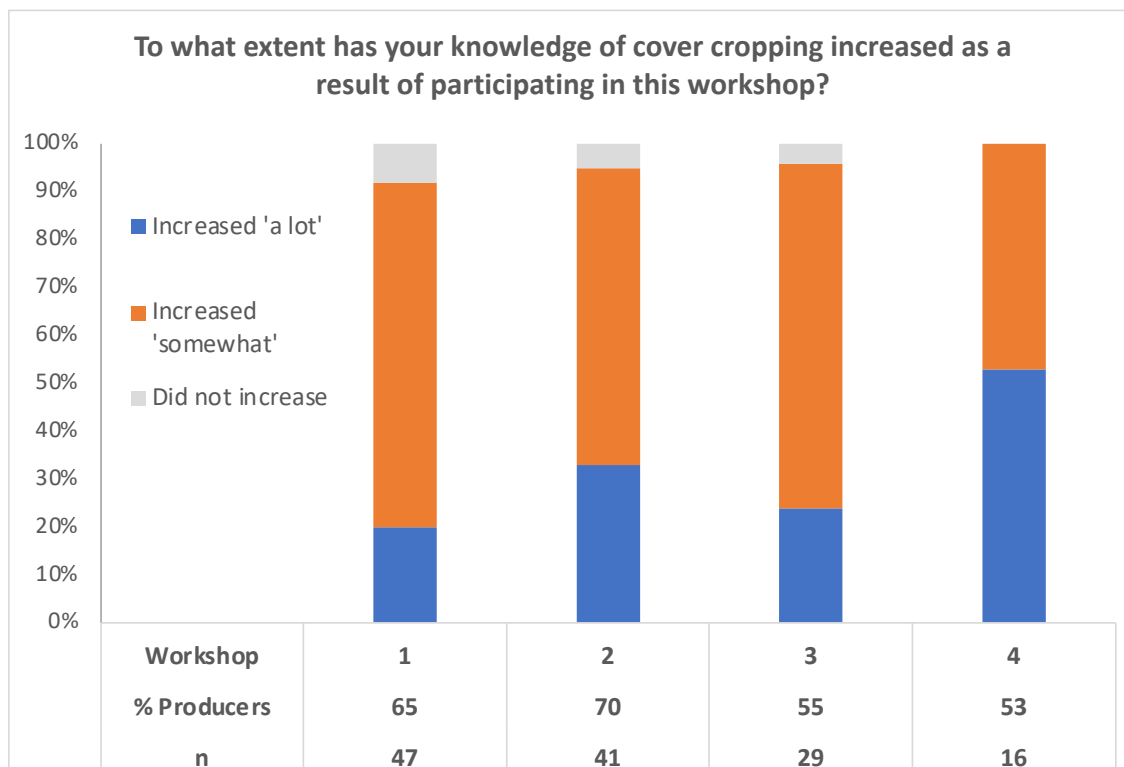
200 respondents, 50% producer/farmer

- **>70%** had **No knowledge** or **Basic knowledge** of the 7 learning targets asked about in the survey
- **42%** had **No knowledge** of incentives to use cover crops in the PNW
- Most participants were attending the webinars to **gain specific cover crop management information based on their location and cropping system**

Aggregated results from all four post-workshop surveys

~135 respondents total, 55-70% producer/farmer

- **92-100%** said their knowledge of cover cropping increased **somewhat** or **a lot** (graph)
- **58-79%** said they were **very likely** to seek out more information about something they learned in the webinar
- **64-100%** said they were **somewhat likely** or **very likely** to start using a new cover cropping strategy based on what they learned in the webinar
- **56-88%** said they planned to increase the number of acres they cover crop
- **68-100%** rated the workshop as **good** or **very good**



Participant motivation for using cover crops

In each survey, participants were asked, “From your perspective, how important are the following potential impacts of using cover crops?”

- Increased economic returns, decreased inputs, increased soil biology, nitrogen fixation, improved soil water retention, carbon sequestration, weed control, and human health

Increased soil biology, Weed control and Improved soil water retention ranked the highest.

Table 1. Means and percent distributions of survey respondents views of the importance of potential impacts of cover crop use. Data represents responses from all four post-webinar surveys. Mean based on score from 0 (Not at all important) to 3 (Very important).

	Mean	n	Not at all important (%)	Slightly important (%)	Moderately important (%)	Very important (%)
Potential impact	2.47					
Increased soil biology	2.76	129	0	5	15	81
Weed control	2.74	128	0	2	21	77
Improved soil water retention	2.66	128	2	5	20	74
Nitrogen fixation	2.57	129	0	6	31	63
Reduced inputs	2.48	129	2	10	25	63
Carbon sequestration	2.25	128	5	14	33	48
Increased economic returns	2.20	129	1	22	33	44
Human health benefits	2.06	127	6	24	30	41

Participants’ reported main takeaways and future interest

W1: looking into NRCS programs (specifically EQIP); joining the WCCC mailing list

W2: learning more about cover cropping logistics (varieties, timing of planting, terminating, etc.); suggestion to have Q&A groups for farmers to teach each other or continue farm tours throughout the year with virtual access

W3: cover crop mixes and integration of livestock; joining a working group for “optimizing cover crops for grazing”

W4: inter-seeding cereal grains with other cover crops and working with seed companies; joining a working group for “cover crop variety trials”

Common Themes Throughout all Evaluations (including Intermountain series & Field Days)

- Importance of producer experience/perspective/knowledge sharing
- Cost/benefit analyses of cover cropping in various Ag systems
- Need help with cover crop species selection that is very specific to situation
- Logistics of cover cropping: access to seed, seeding, equipment, termination, timing, etc.
- Many interested in alternative ways to incorporate cover crops into their system: interseeding, overseeding, dual-purpose cover crops, grazing, etc.
- Better explanation of how to access incentives, who qualifies/who does not
- How to measure cover crop management effects on soil health
- Interest in joining specific working groups to tackle topics of interest



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