World Café Discussions

Kansas City, August 2013
If you were in charge of directing federal agency research dollars (including the full range of basic and applied research) how would you prioritize them among the topics that you’ve heard about yesterday and today?

Top 3

1. Long term multi-disciplinary research including the integration of agronomics, economics, social and environmental impacts

2. Effective research on communications with the Ag industry, Co-Ops, dealers etc.

3. Monitor offsite impacts and their associated costs (to human health, water quality)
4. Education research dollars needed to fortify effective extension – “educate the educator”

5. Fundamental agronomic research – including rate, timing, form, water management, regional coordination of research.

6. Basic N cycle research (e.g., soil mineralization / SOM)

7. Database development research and data mining techniques (e.g., Information Sciences)

8. Designing, developing and supporting on-farm research networks

9. High risk – high payoff research (e.g., perennial grains, N fixing crops)

10. Climate modeling and weather forecasting
To the extent that farmers are not currently using several of the technical tools currently at their disposal for improving NUE, what are the most important reasons to explain this?

Top 3

1. Lack of local demonstrations that work

2. Lack of consequences, accountability from N loss, visibility or disconnect from the issue

3. Logistics time, labor, equipment and farm size
4. Do anything that may lead to under application “loss of yield” ($$$)

5. Decision making based on industry and dealers

6. Lack of trust, confusion in N recommendations and credits
What are the most promising opportunities for using existing technologies, policy instruments, and outreach efforts to improve NUE?

Top 4

1. Localized policy to exemplify the success of BMP’s through on-farm examples

2. Watershed level data collection / management to provide on-farm recommendations

3. Purchaser / consumer driven compliance to provide better management practices

4. Better communication between extension & industry to coordinate management practices
How would you explain to your brother-in-law or sister-in-law or the aide to your Congressional representative why they should care about devoting human and financial resources to improving NUE in agriculture?

**Top 4**

1. NUE leads to clean water for all and more money for farmer
2. Your grandkids will have safe drinking water
3. NUE will reduce impact of climate change
4. If you fund NUE research, you can create stronger/more sustainable NUE practices and solutions
Challenges to communicating about NUE
--Need to overcome ignorance about ag
--We're not talking to elected reps or others and we need to communicate more
--We don’t know how much we can improve NUE
--We need to be talking to fertilizer industry reps- not just our families
--We need more visuals: farm visits and images of ag solutions to get the message across
Top 3 Vote Tally for Each Question

Q1:
- Long term multi-disciplinary research including the integration of agronomics, economics, social and environmental impacts - **53 votes**
- Designing, developing and supporting on-farm research networks – **35 votes**
- Monitor offsite impacts and their associated costs (to human health, water quality) - **13 votes**

Q2:
- Lack of consequences, accountability from N loss, visibility or disconnect from the issue – **49 votes**
- Lack of trust, confusion in N recommendations and credits – **33 votes**
- Logistics time, labor, equipment and farm size – **17 votes**
Q3:
• Localized policy to exemplify the success of BMP’s through on-farm examples – **55 votes**
• Watershed level data collection / management to provide on-farm recommendations – **39 votes**
• Better communication between extension & industry to coordinate management practices – **24 votes**

Q4: Part 1:
• Your grandkids will have safe drinking water – **33 votes**
• If you fund NUE research, you can create stronger/more sustainable NUE practices and solutions – **19 votes**

Q4 Part 2: Challenges to communicating about NUE
• Need to overcome ignorance about ag – **32 votes**
• We need more visuals: farm visits and images of ag solutions to get the message across – **11 votes**