



Western Washington University
Western CEDAR

Salish Sea Ecosystem Conference

2018 Salish Sea Ecosystem Conference
(Seattle, Wash.)

Apr 6th, 9:45 AM - 10:00 AM

Inspiring farm conservation stewardship: adaptations to incentive-based campaigns

Aneka Sweeney

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<https://cedar.wvu.edu/ssec/2018ssec/allsessions/490>

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INSPIRING FARM CONSERVATION STEWARDSHIP:

Adaptations to Incentive-based Campaigns

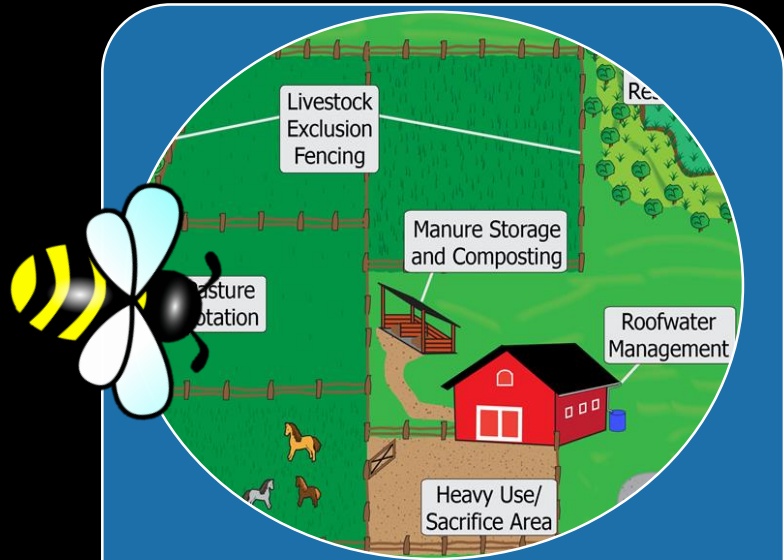


Whatcom
CONSERVATION DISTRICT

Salish Sea Ecosystem Conference
April 6, 2018

Aneka Sweeney, M.Ed.
Whatcom Conservation District

TRADITIONAL VOLUNTARY INCENTIVE-BASED PROGRAMMING



Knowledge
&
Awareness



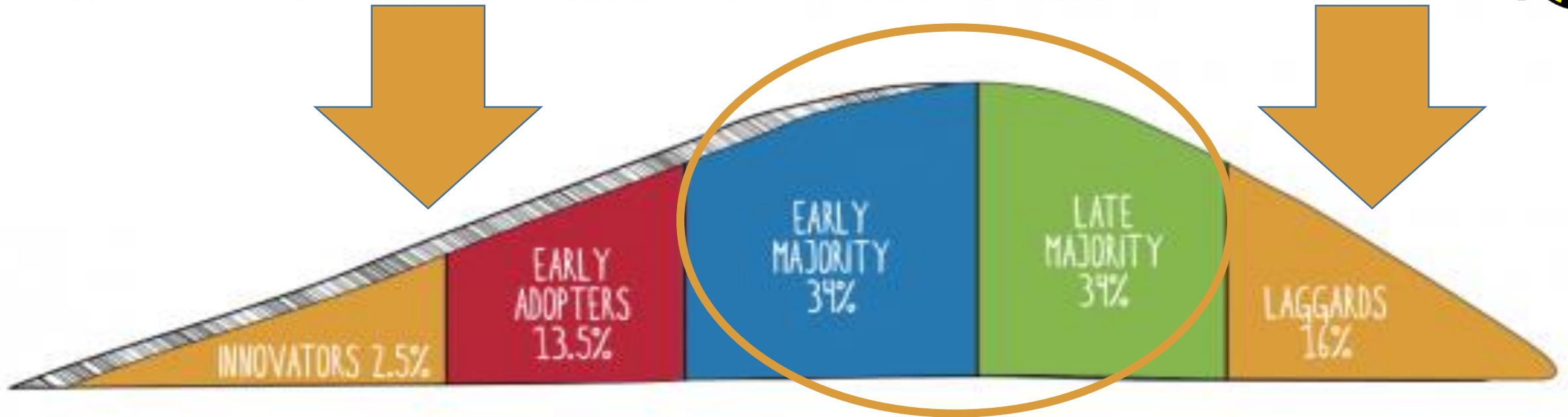
Financial
Incentives



Regulatory
Backstop

Target Action: Develop a Conservation Farm Plan

DIFFUSION OF INNOVATION MODEL



Information approaches:
awareness,
education
(SHOW ME)

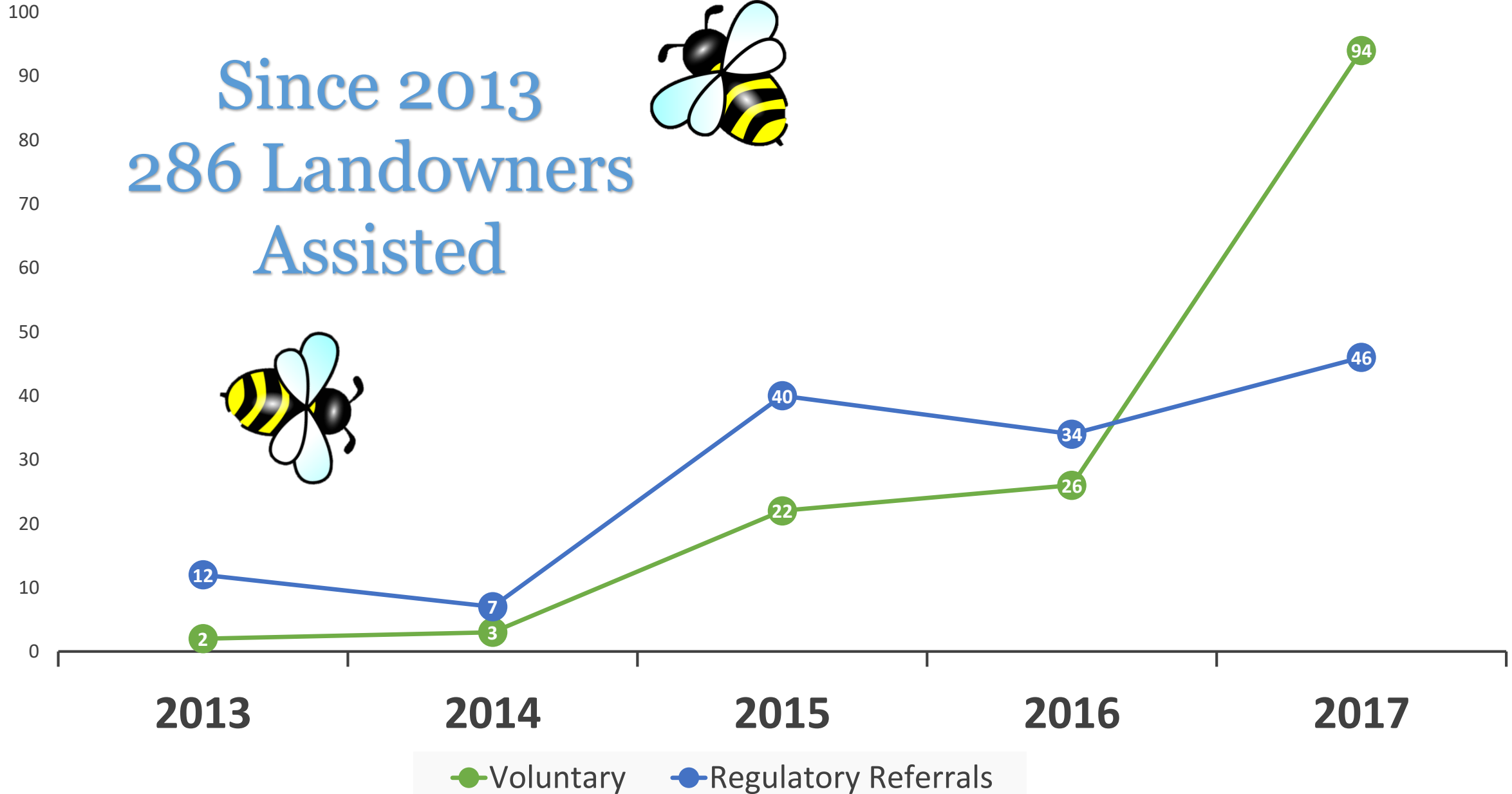
Exchange approaches:
incentives,
social marketing,
behavioral economics
(HELP ME)

Regulatory approaches:
law,
enforcement
(MAKE ME)

Since 2013
286 Landowners
Assisted



Landowners Assisted



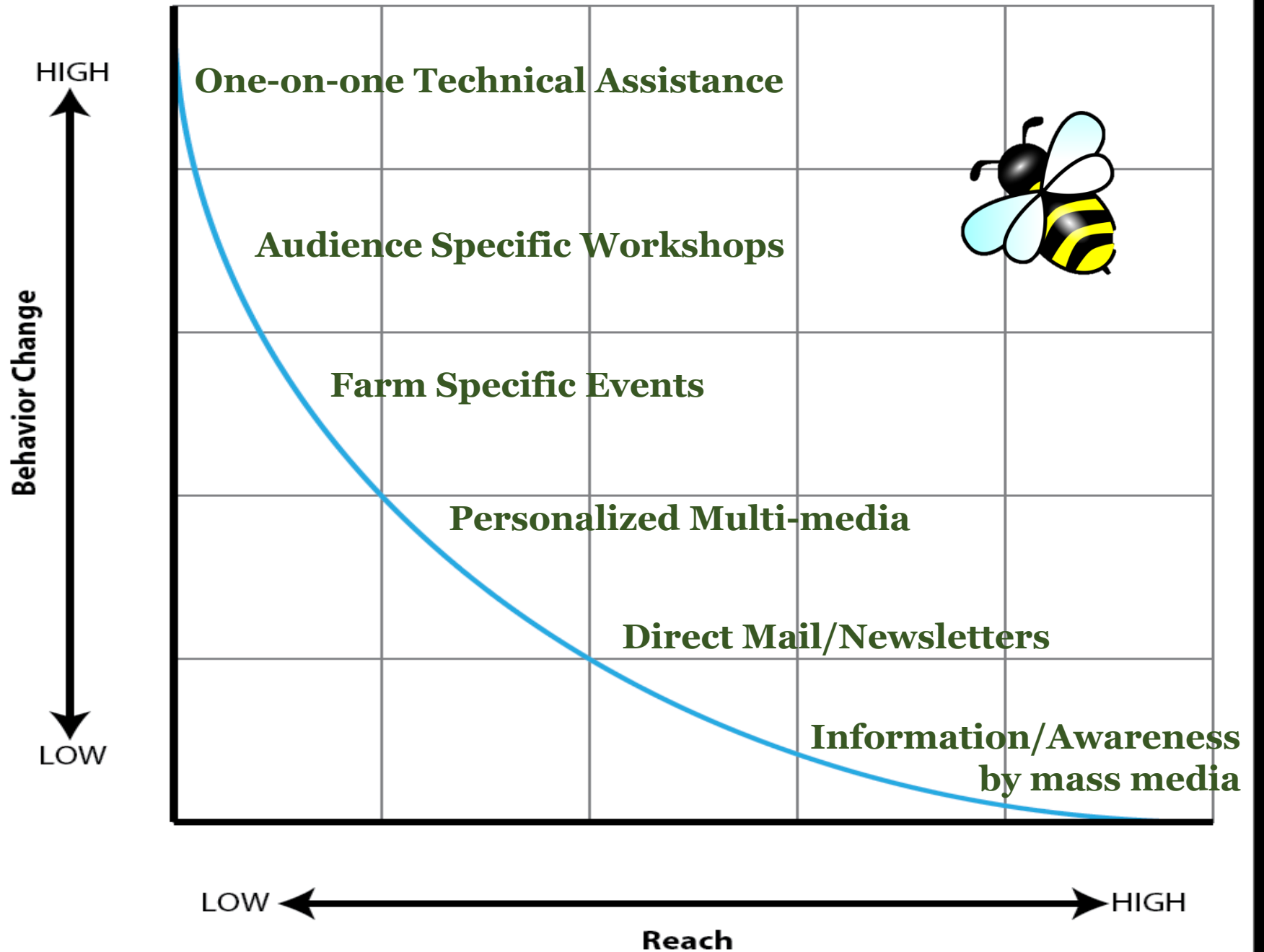
Barriers to Developing a Farm Plan

Trust in the Science

Trust in the Practices

Trust in the Messenger







Encourage individual actions

Personalize government

Use Incentives Specific to target behavior



Normalize Conservation Behaviors

Celebrate community successes

Goal:
Develop a Farm Plan

Build trust through relationships

Demonstrate Efficacy of Behavior

Use Trusted Sources of Information

Reach online audiences

Build trust through transparency

Build off Existing Values

Whatcom Farm Speaker Series

Whatcom Farm Speaker Series Discover Mud Management and Winterize Your Farm

People's Place Sept. 21, 6-8pm
1775 Front St Lynden, WA 98264

Dr Michael Anderson of Kulshan Veterinary Hospital and a panel of livestock producers will discuss livestock health, production & nutrition issues that arise from the additive effect of mud and other elements of the cold and wet seasons. Learn about Conservation District grants for farm improvements.



Refreshments Provided
www.whatcomcd.org
(360) 526-2381 x105

Use Trusted Sources of Information

Personalize Government

Normalizing Conservation Behavior

Whatcom Farm Speaker Series: Recipe for Success



Invite Audience Specific Expert



**Build connection to
Conservation Practices**



Support a Panel of Cooperators



Provide a relaxed atmosphere

**Use Trusted
Sources of
Information**

**Personalize
Government**

**Normalizing
Conservation
Behavior**

Small Farm Expo

Saturday, Feb 24th 9am - 2pm

Join us at the stage for talks every 30 minutes!

9:30 am *Energy Conscious Farming— financial resources for renewable energy and efficiency technologies*
Mia Devine, Project Manager, Spark Northwest

10:00 am *From Hobby to Business— making the transition*
Jamie Imus, Insurance & Financial Advisor, Country Financial

10:30 am *Animal Disease Traceability— cow pies happen*
Dr. Amber Itle, Regional Field Veterinarian, Washington State Dept. of Agriculture

11:00 am *Low Stress Animal Handling— for a healthy herd and happy farmer*
Dr. Sandra Matheson, Retired Veterinarian, owner Matheson Farms LLC

11:30 am *Mud and Stress Free Farming— farm planning 101*
Katie Pencke, WCD Farm Planner, owner Alluvial Farms

12:00 pm *Growing a Revolution: Bringing Our Soil Back to Life*
Dr. David Montgomery, Author and Professor, University of Washington

1:00 pm *Orchard and Pruning Basics— winter tree care for improved production*
Tom Thornton, Founder, Cloud Mountain Farm Center

1:30 pm *Common Ailments of Sheep and Goats— prevention, diagnosis and treatment*
Dr. Gale DeJong, Large Animal Veterinarian, Kulshan Veterinary Hospital



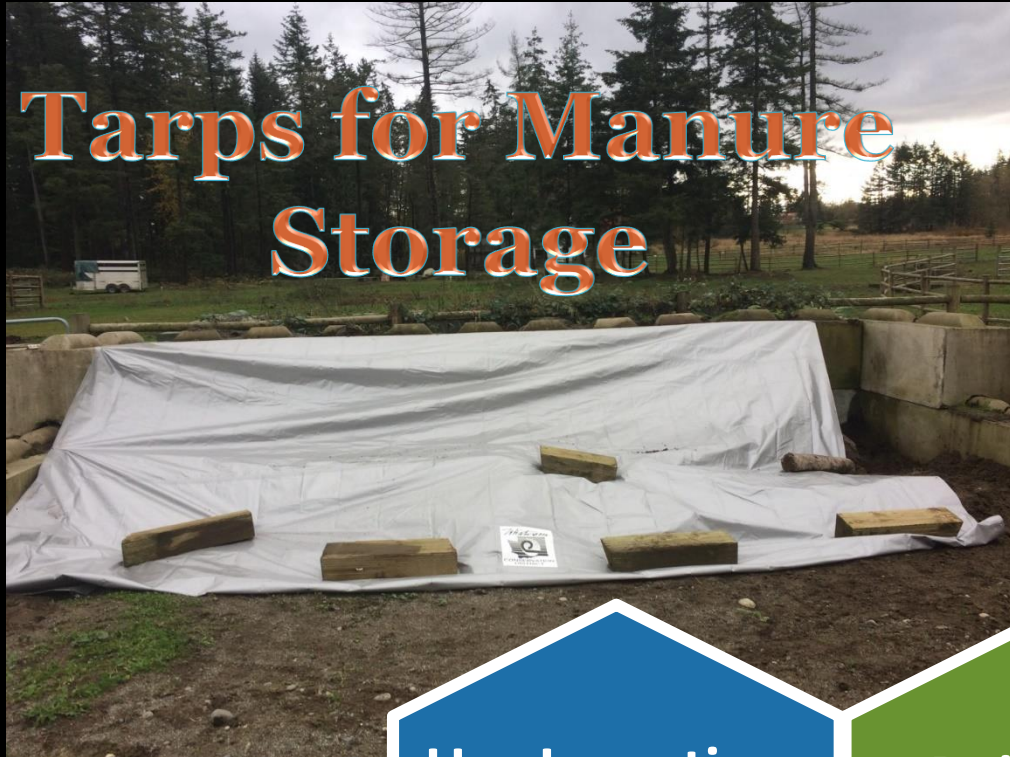
Personalize
Government

Build trust
through
relationships

Normalizing
Conservation
Behavior

FREE Gateway Incentives

Tarps for Manure Storage



Use Incentives
Specific to
target
behavior

Build trust
through
relationships



**Soil Testing
for Pasture
Health**

REBATES for Gateway Incentive

**Heavy Use Area
Footing
Material**



**Up to \$200
per parcel!**

**Use Incentives
Specific to
target
behavior**

**Build trust
through
relationships**



**Barn Gutters
and/or Outlet**

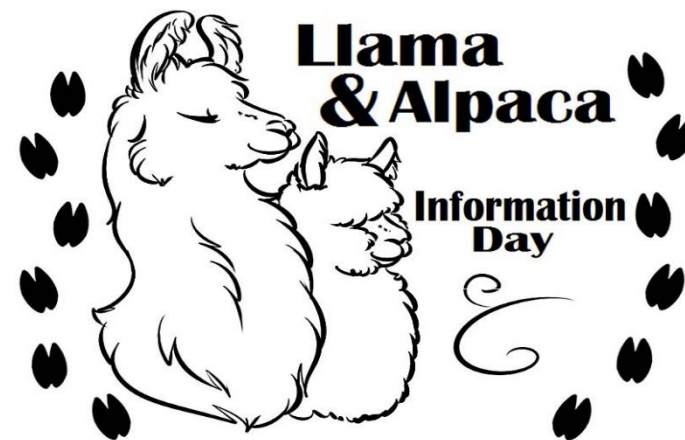


Guest Speakers for Livestock Groups

Demonstrate
Efficacy of
Behavior

Build trust
through
relationships

Use Trusted
Sources of
Information



Visibility at Community Events

Build off
Existing Values

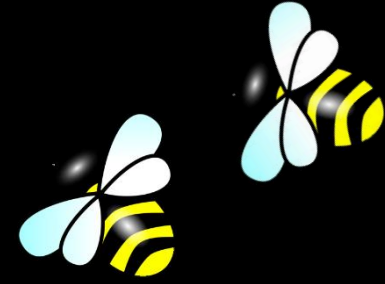
Build trust
through
transparency

CUSTER DAYS

LIVE BAND & STREET DANCE

Custer WA

Takeaways for success



Know your audience: The Who and the Where

Peer-to-peer communication build social norms

Build relationships with trusted sources of information

Find gateway incentives

Multiple & diverse opportunities to engage



Thank you!

Aneka Sweeney M.Ed.
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Whatcom Conservation District

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Whatcom County ♦ Whatcom Conservation District
Pollution Identification and Correction Program



Whatcom
CONSERVATION DISTRICT



10

Windshield surveys

246

Site assessments

100

Farm plans

113

**Best management
practices**

27

Outreach events



12

Landowners

Manure Storage

Access Lane

Underground Outlet

Exclusion Fencing

Heavy Use Area

Gutters on Barns