Iowa Learning Farms Webinar: Motivational Barriers to Implementing Conservation

July 17 presentation by Robyn Wilson from The Ohio State University will provide insights into farmers’ conservation adoption motivations, behaviors and barriers

Ames, Iowa – The Iowa Learning Farms (ILF) conservation webinar taking place July 17 at noon CDT will feature Robyn Wilson, Ph.D., professor of risk analysis and decision science, The Ohio State University. Wilson is a behavioral decision scientist studying individual decisions under risk. Her current research focuses on adaptation to climate-exacerbated hazards, and what motivates and constrains different land use and land management decisions on private and public lands.

In the webinar, “Motivational Barriers to Implementing Conservation,” Wilson will discuss foundational barriers that have contributed to fairly stagnant conservation practice adoption rates among farmers. She will discuss the gap between good intentions and behavior, offering insights on what may be required of programs to overcome these barriers. Wilson will also discuss identified barriers that may hinder motivation to adopt practices and fail to create opportunities for action.

“There are underappreciated motivations and barriers among farmers that relate to taking conservation actions,” said Wilson. “I hope that participants in this webinar will improve their understanding of the broad range of behavioral challenges facing farmers considering conservation practice adoption, and methods to design better programs that support farmers by addressing the barriers and promoting conservation practices.”

Participants are encouraged to ask questions of the presenters. People from all backgrounds and areas of interest are encouraged to join.

Don't miss this webinar!
DATE: Wednesday, July 17, 2024
TIME: Noon CDT
HOW TO PARTICIPATE:
Shortly before noon CDT, click the link below or type this web address into your internet browser: https://iastate.zoom.us/webinar/register/WN_xtAwWXycQZW8iwtNLz34GA#/?registration
Or, go to https://iastate.zoom.us/join and enter webinar ID: 999 3709 5398

Or, join via phone:
   Dial: 646-876-9923
   Webinar ID: 999 3709 5398

The webinar will also be recorded and archived. All archived webinars are available on the ILF website, so that they can be watched at any time.

ILF has applied for a Certified Crop Adviser board-approved continuing education unit (CEU) for attending this webinar. Those who participate in the live webinar are eligible. Information about how to apply to receive the credit will be provided at the end of the live webinar.

**Upcoming Webinars in the Series:**

**Up Next:** Wednesday, July 24, with Justin Glisan, Iowa Department of Agriculture and Land Stewardship.

**About Iowa Learning Farms:**
Established in 2004, Iowa Learning Farms (ILF) is building a Culture of Conservation by encouraging adoption of conservation practices. Farmers, researchers and ILF team members are working together to identify and implement the best management practices that improve water quality and soil health while remaining profitable. Partners of Iowa Learning Farms include the Iowa Department of Agriculture and Land Stewardship, Iowa State University Extension and Outreach, Leopold Center for Sustainable Agriculture, USDA Natural Resources Conservation Service, and Iowa Department of Natural Resources, EPA Section 319 Grant Program and GROWMARK, Inc.

**Additional Publications:**

**Related Links:**

https://www.iowalearningfarms.org/

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Robyn Wilson