



IOWA LEARNING FARMS
BUILDING A CULTURE OF CONSERVATION - FARMER TO FARMER: IOWAN TO IOWAN

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May 1, 2024

Iowa Learning Farms Webinar: Understanding and Improving Farmers' Edge-of-Field Perceptions

May 8 presentation by Cornell University's Wendong Zhang will share data and results from an EOF report highlighting some influences on practice knowledge and adoption in Iowa

Ames, Iowa – The [Iowa Learning Farms](#) (ILF) conservation webinar taking place May 8 at noon CDT will feature [Wendong Zhang, Ph.D., extension economist and assistant professor in the Dyson School of Applied Economics and Management at Cornell University](#). Zhang's research focuses on issues related to the interplay between agriculture and the environment, the U.S. farmland market, as well as the global trade implications of Chinese food and agricultural demand.

In the webinar, "Decoding Iowa Farmers' Understanding of Edge-of-Field Practices," Zhang will draw on the outcomes from a recent [report](#) assessing edge-of-field (EOF) practice knowledge and adoption to illustrate current EOF practice adoption rates and adoption willingness, perceived environmental benefits, and barriers to adoption among Iowa farmers. He will also offer suggestions on effective education strategies which were shown to be embraced by landowners and farmers—and improved effectiveness of communication and message comprehension.

"When educators and advocates first understand the barriers and benefits of environmental practice adoption, it allows better formation of materials, resources and messages that will be best received and acted upon by farmers—who are not only cultivators of our food, but also stewards of our land," said Zhang. "Gaining insights into landowners' and farmers' perceptions of EOF practices, understanding their perceived environmental benefits and identifying obstacles hindering adoption, should help inform strategic and tactical actions to increase EOF practice effects."

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, May 8, 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, May 15, "Using Delta Sediments and Pool Levels to Increase Nitrate-Nitrogen Load Reductions at Lake Red Rock," with Matthew Streeter, University of Iowa, Iowa Geological Survey

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:

[Decoding Iowa Farmers' Understanding of Edge-of-Field Conservation Practices](#), <https://www.iowalearningfarms.org/eof-project>

Related Links:

<https://www.iowalearningfarms.org/>

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Images:
EOF in Practice



Cleaner Water Begins with You!

Edge-of-field Conservation Practices Benefit Water Quality and Wildlife
