

Research on the Values and Opinions of the Mississippi River Basin Farming Community



November 15, 2012

1:00 – 2:00 PM CST

Webinar for Mississippi River
Network members

Goals for this webinar:

- Share results of public opinion research collected this summer and fall on conservation practices, Farm Bill
- Provide insight into the attitudes held by farmers in the Mississippi River watershed



Common Ground:

Research on the Values and Opinions of the Mississippi River Basin Farming Community

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The Project

A photograph of a large red barn with a gabled roof, partially obscured by a large green tree on the right side. The barn is the central focus of the background image.

- Inspiration

- *1 Mississippi* Project
- Farmers as a target audience

- Goals

- Outreach to farming community
- Increased engagement in conservation
- Building trust between farmers and conservationists

Methodology

A photograph of a red barn with a white roof and a chimney, partially obscured by bare trees in the foreground. The barn is the central focus of the image, with its red corrugated metal siding and white roof contrasting against the overcast sky. The foreground is filled with the intricate, brown branches of leafless trees, creating a textured, somewhat abstract pattern. The overall scene is rural and somewhat desolate, suggesting a late autumn or winter setting.

- Literature Reviews
- Interviews
- Outreach Analysis
- Surveying

Results: Different Values

A large red barn with a white base and a grey roof, situated in a green field. The barn is the central focus of the background image, with a smaller red building visible in the distance to the right.

- Conservation interests:
 - Natural landscapes
 - Biodiversity
- Farmer Interests:
 - Value of Hard Work
 - Economic Realities
 - Nature Not Always Friendly

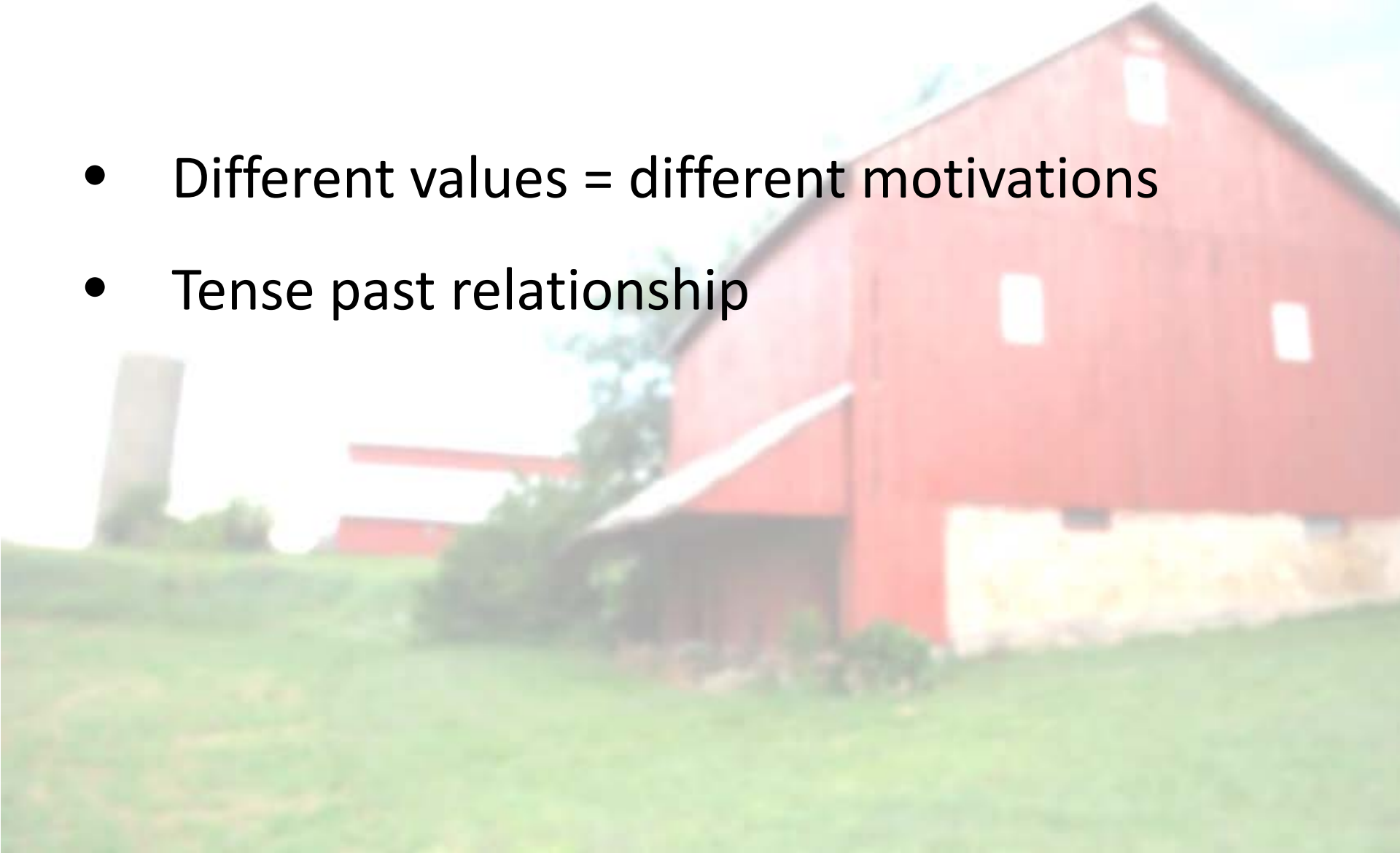
Results: Intersecting Goals



- Sustainable land management
- Environmental stewardship
- Policies that support conservation practices

Results: Issues with Trust

- Different values = different motivations
- Tense past relationship



Recommendations: Reevaluating Relationships

- Current relationship is strained
- Determine how farmers fit into current objectives
- Reframing goals to match common ones

Recommendations: Reframing Conservation Goals

- Focusing on issues
- Less focus on conflicting values
- Make building trust a mutual goal

Recommendations: Reprioritizing Current Objectives

- Finding conservation measures that work with farmers
- Focusing on common causes

Questions?

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