

Targeting the Right Audiences with Fertilizer Education: Knowing Who is Influencing Decision Makers

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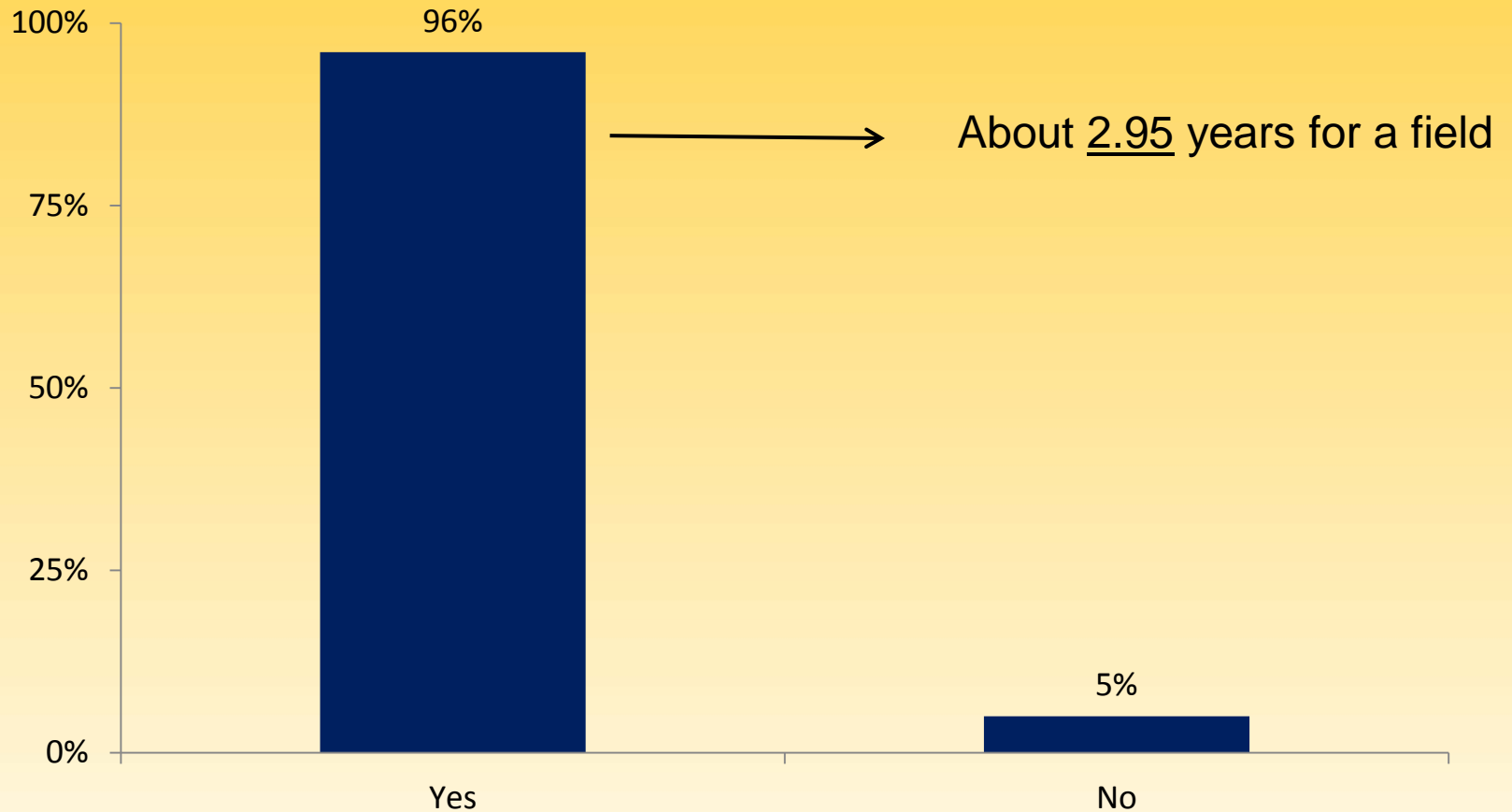
Driven to DiscoverSM

Goals

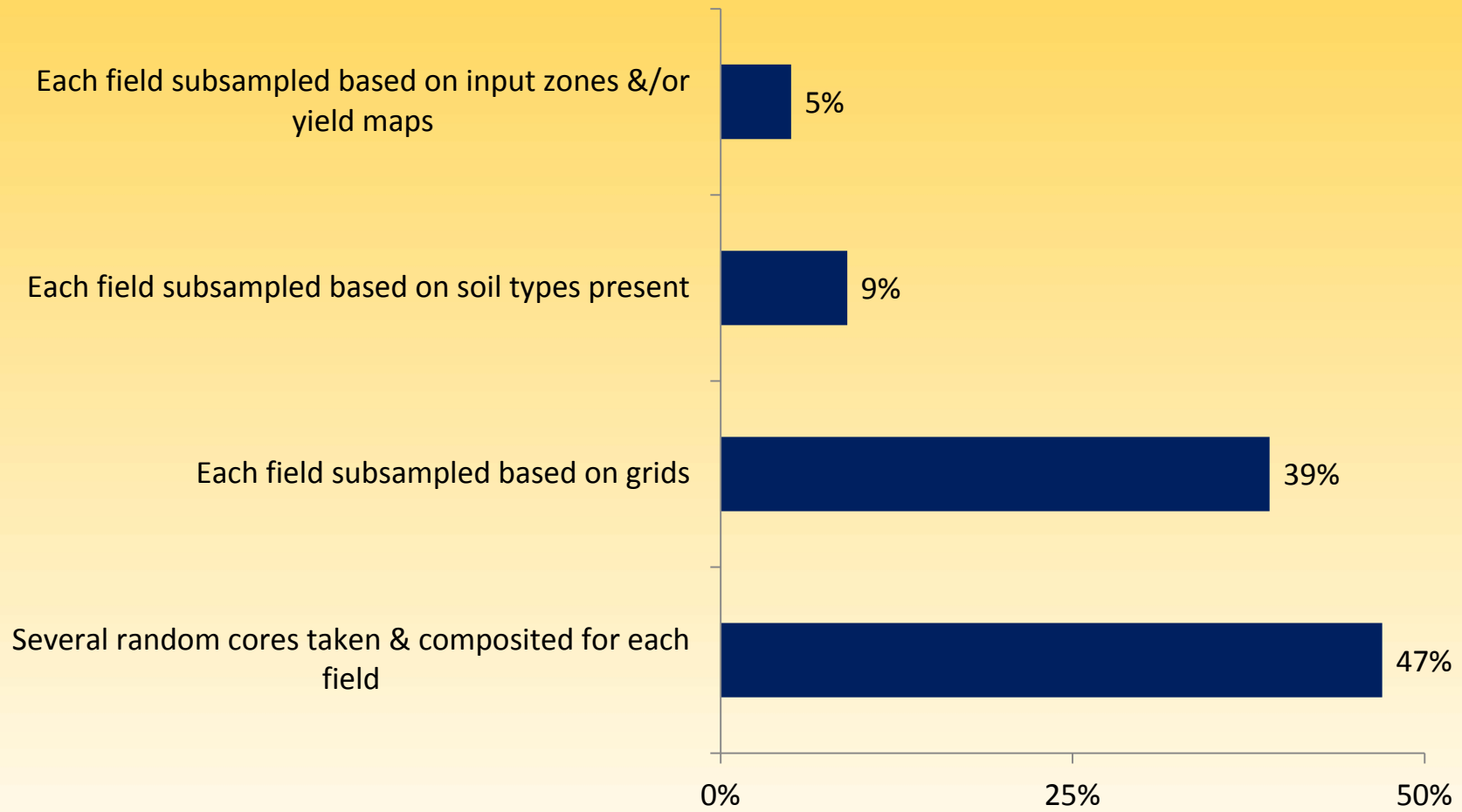
1. Identify key **decision makers** and **decision influencers** in fertilizer management
2. Identify **how, where,** and **when** these decision influencers acquire fertilizer management information
3. Attempt to understand why recommendations are not implemented **more**



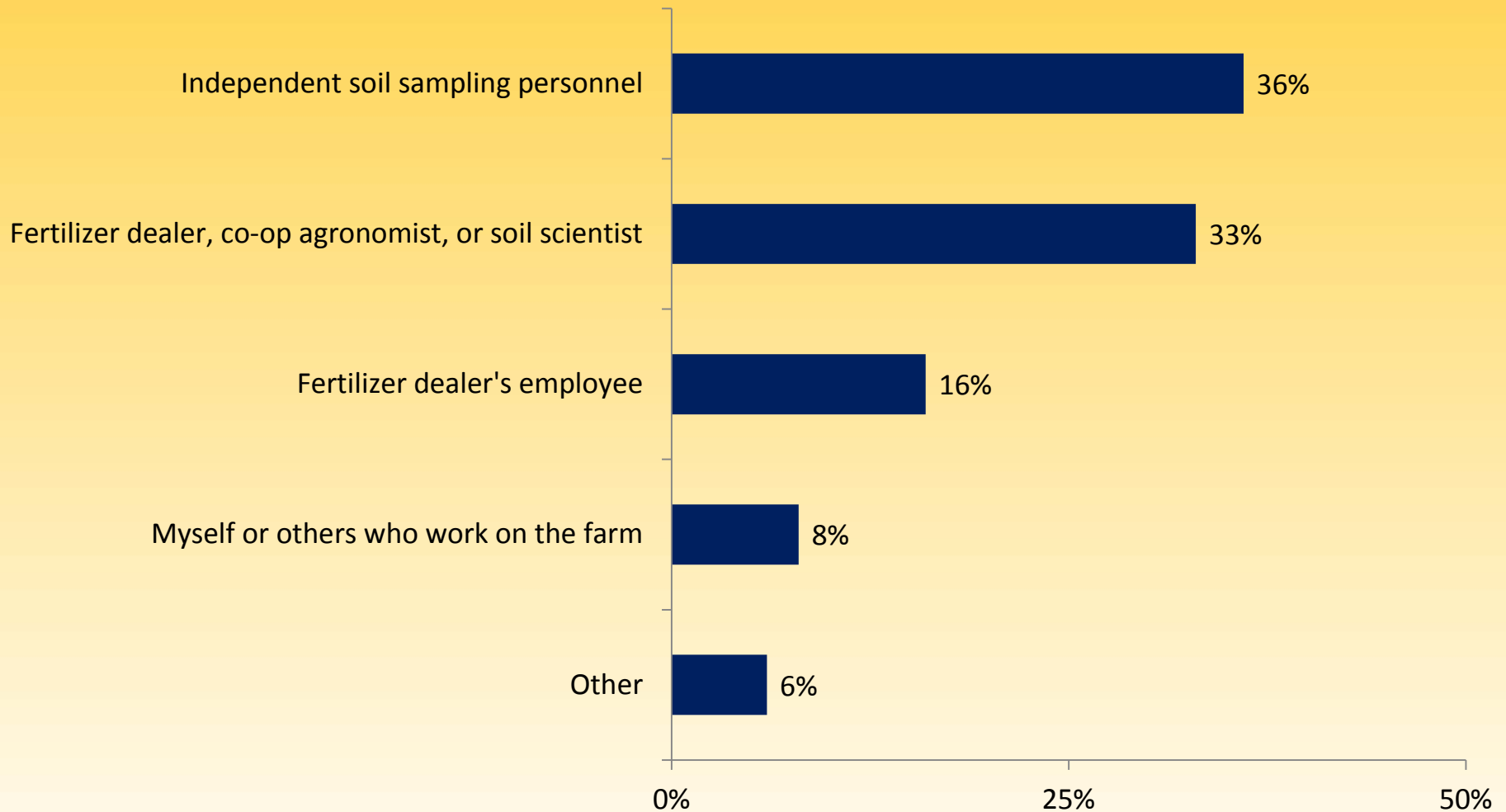
Q1. Do you soil test on a regular basis?



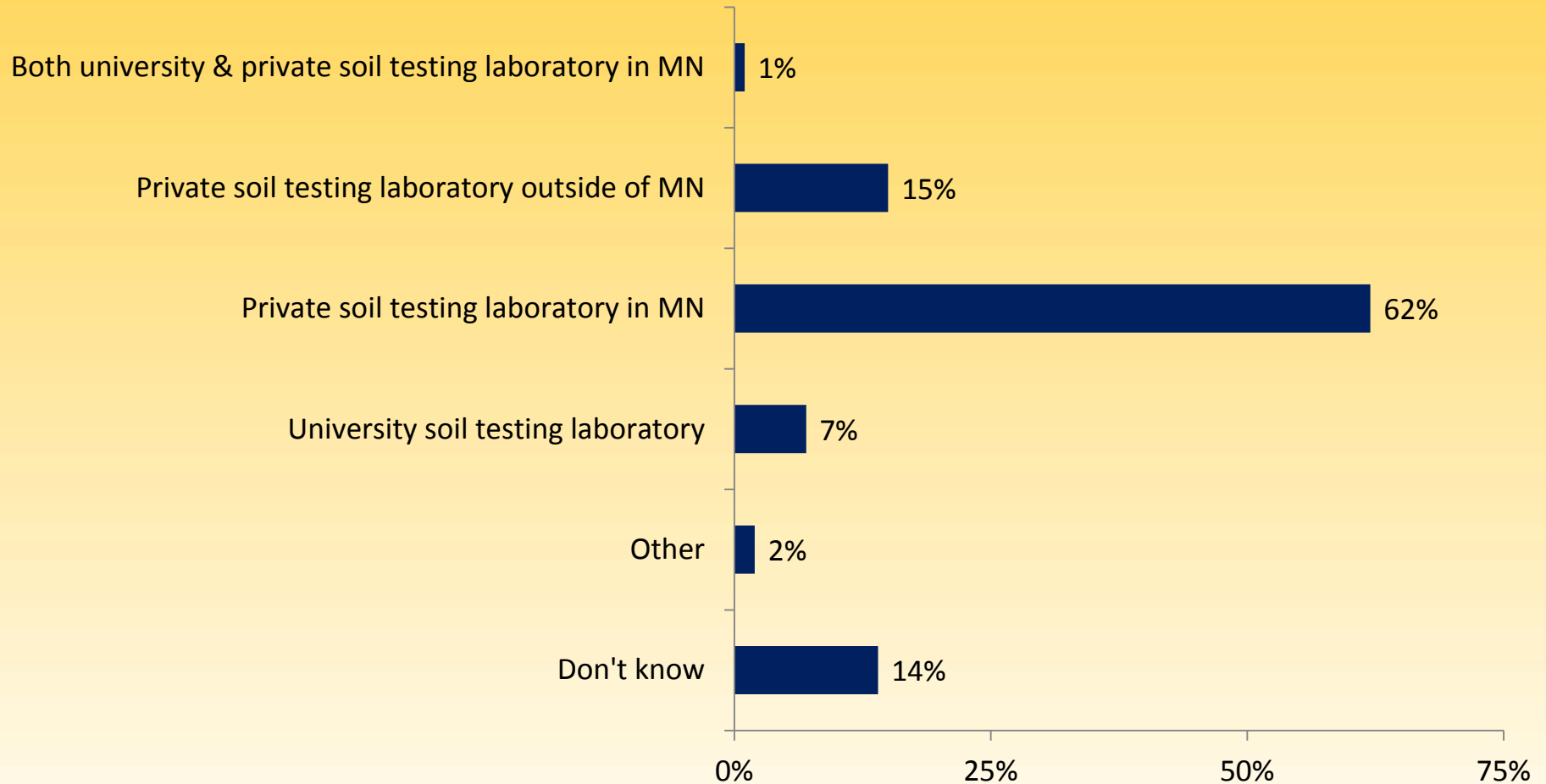
Q2. Which of the following best describes the soil sampling system that you use when you soil test?



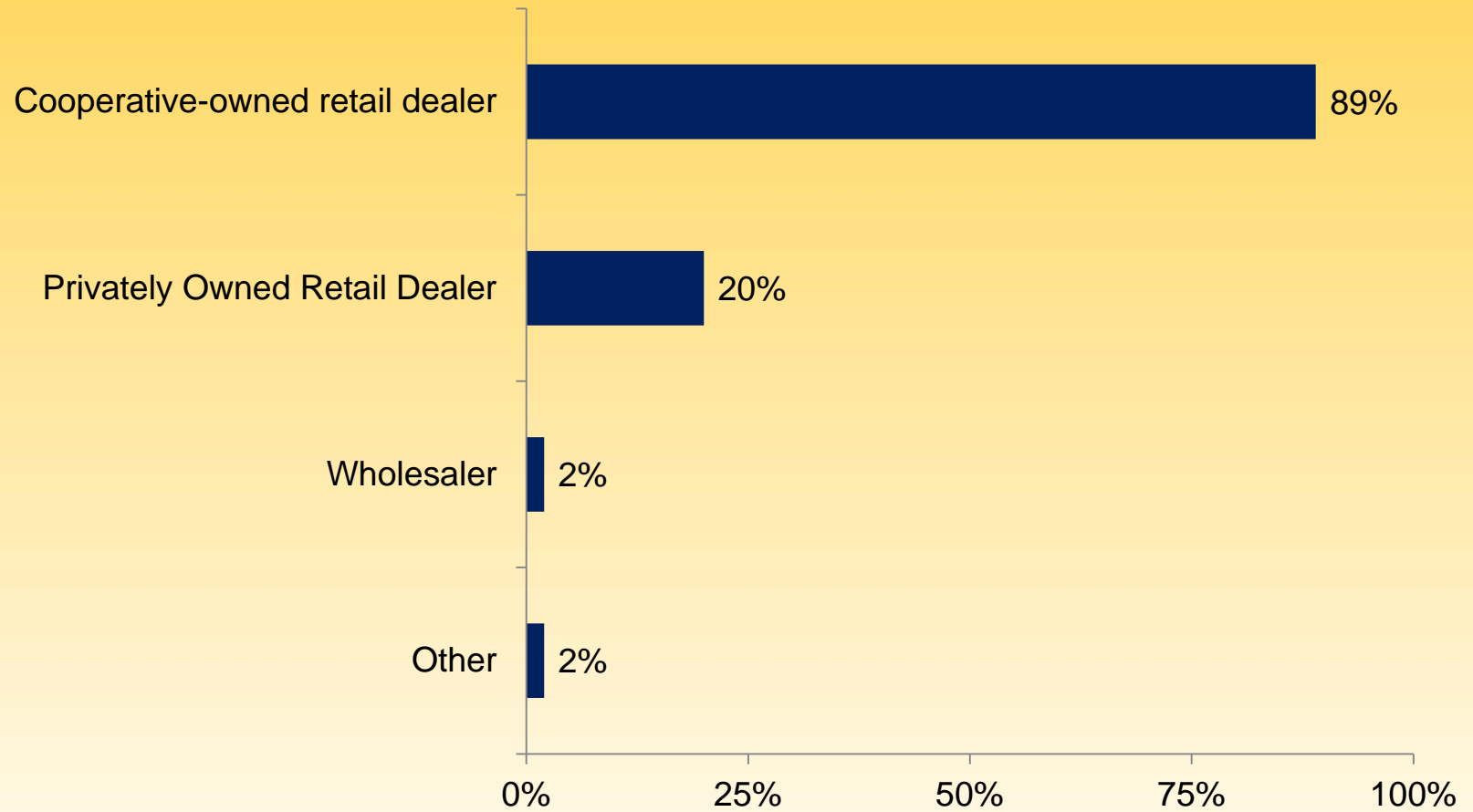
Q3. When you soil test, who PRIMARILY collects/takes your soil samples?



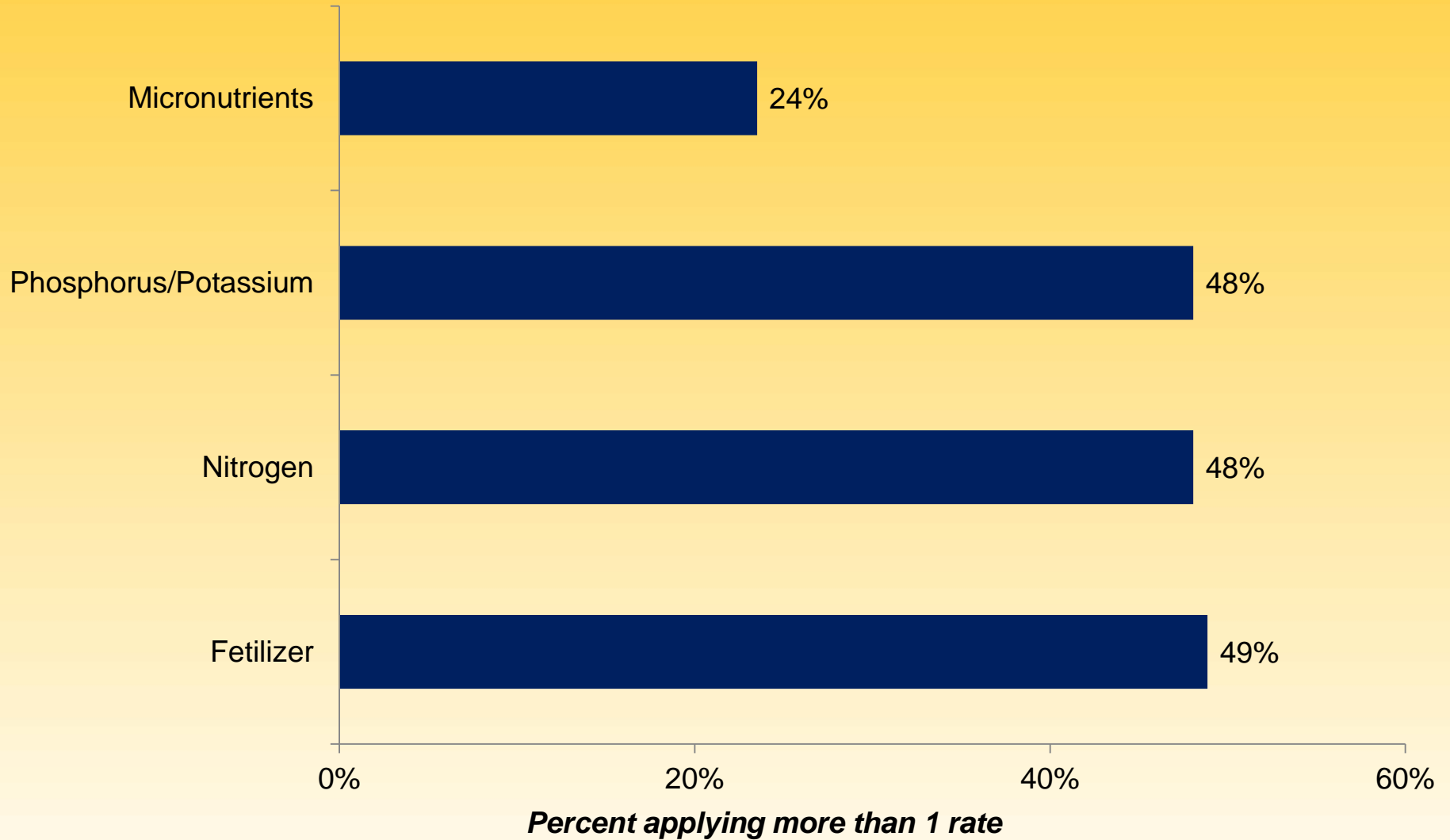
Q4. When you soil test, what laboratory does the soil analysis?



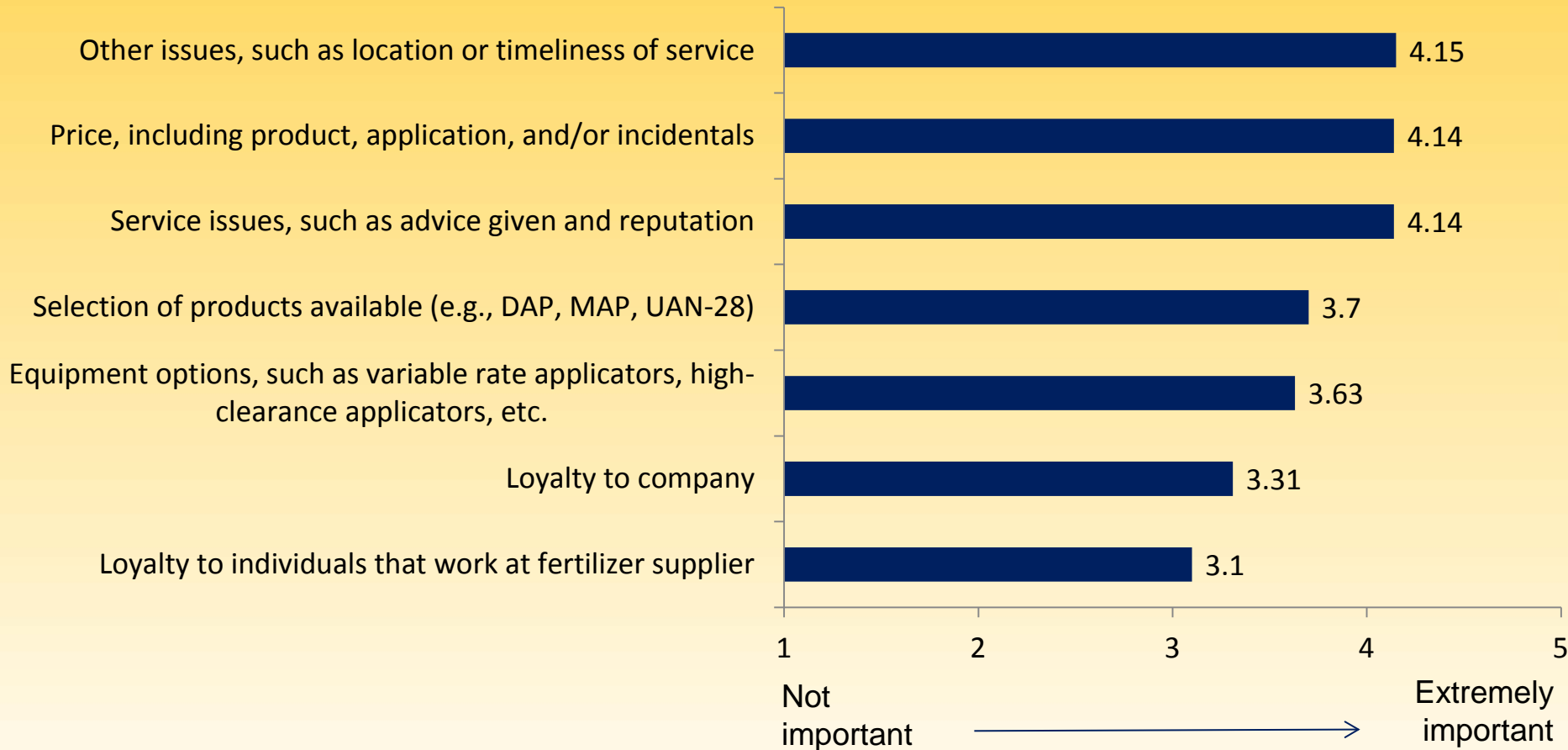
Q5. Where do you purchase fertilizer for your farm?



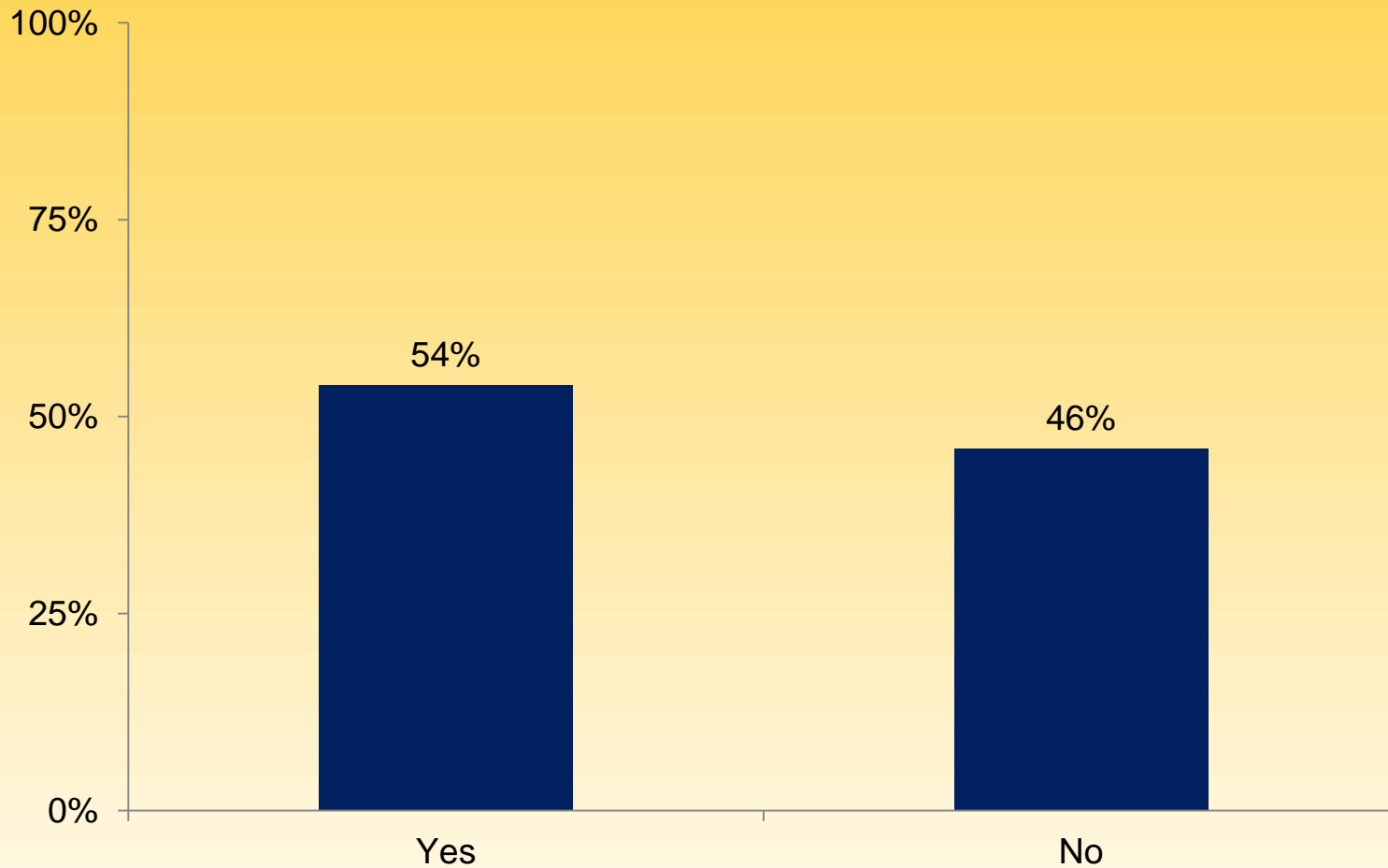
Q6. How many rates of fertilizer do you regularly apply within a field?



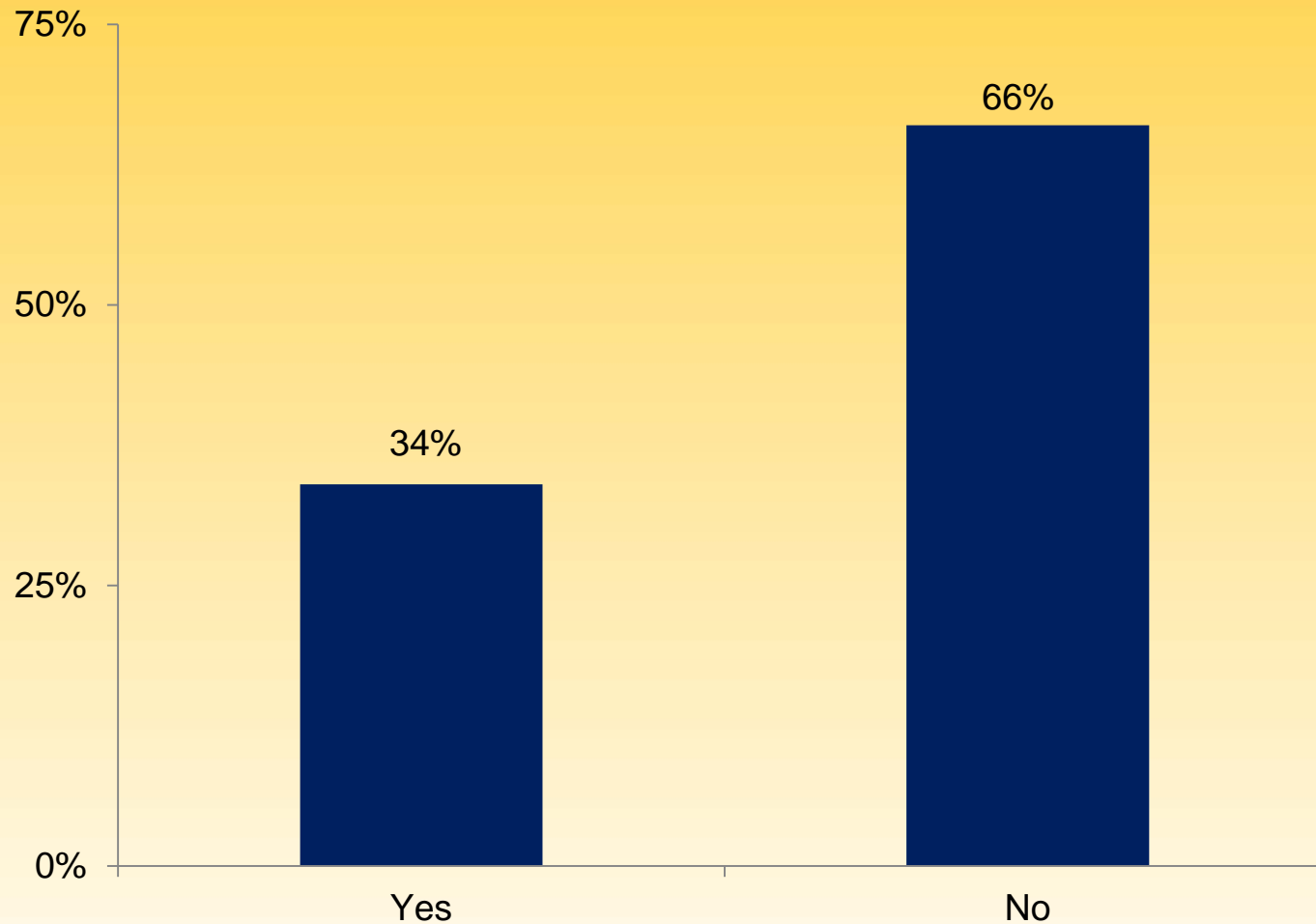
Q7. How important is each of the following to your decision to purchase your fertilizer from your current supplier?



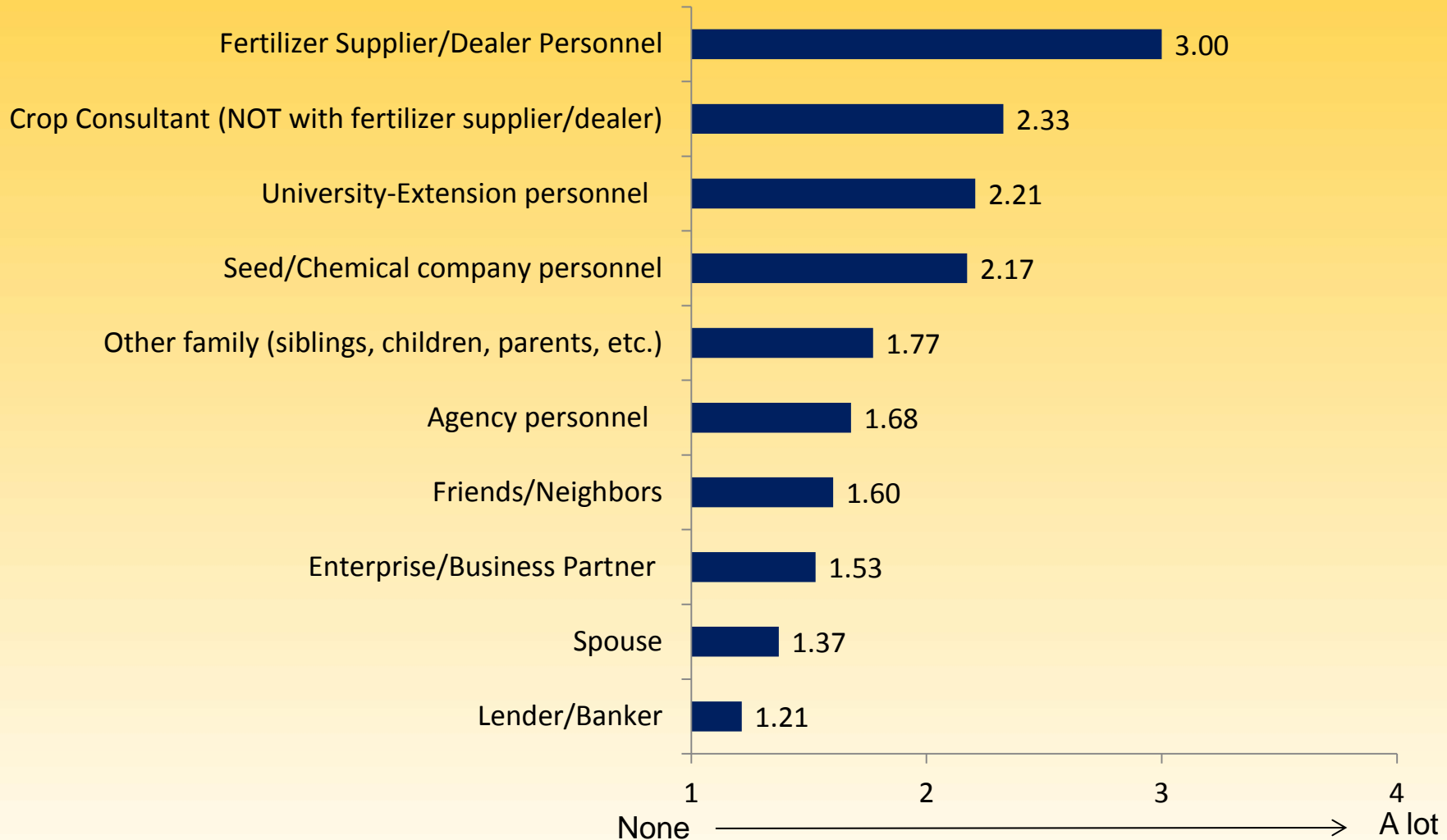
Q8. Does your fertilizer supplier develop a comprehensive nutrient management plan for your farm?



Q9. Do you hire a crop/agronomy consultant (NOT associated with your fertilizer dealer/company) to help with fertilizer decisions?



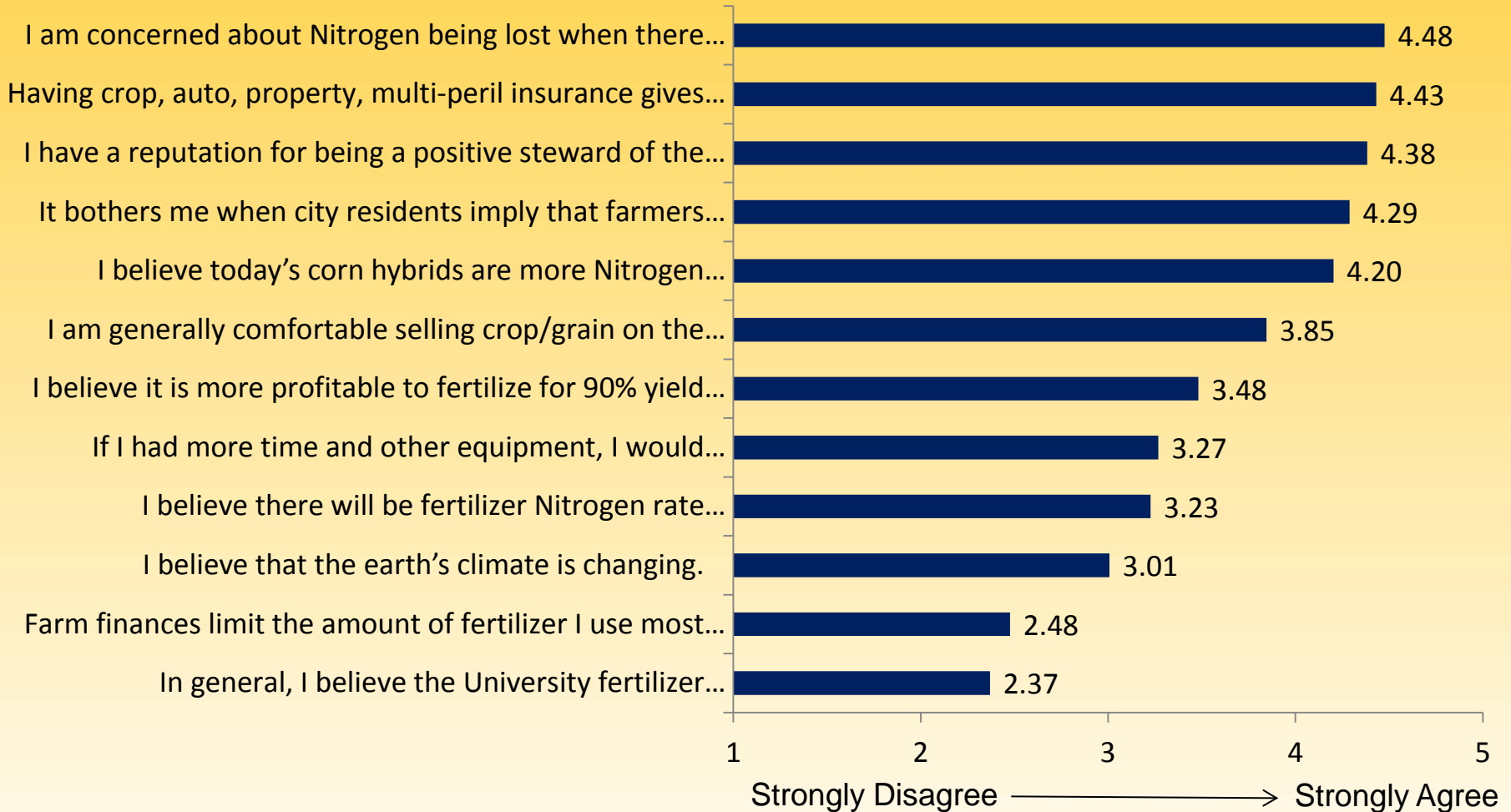
Q10. How much influence does each of the following **people** have on your decisions about NITROGEN fertilizer management (rate, timing, placement, or form)?



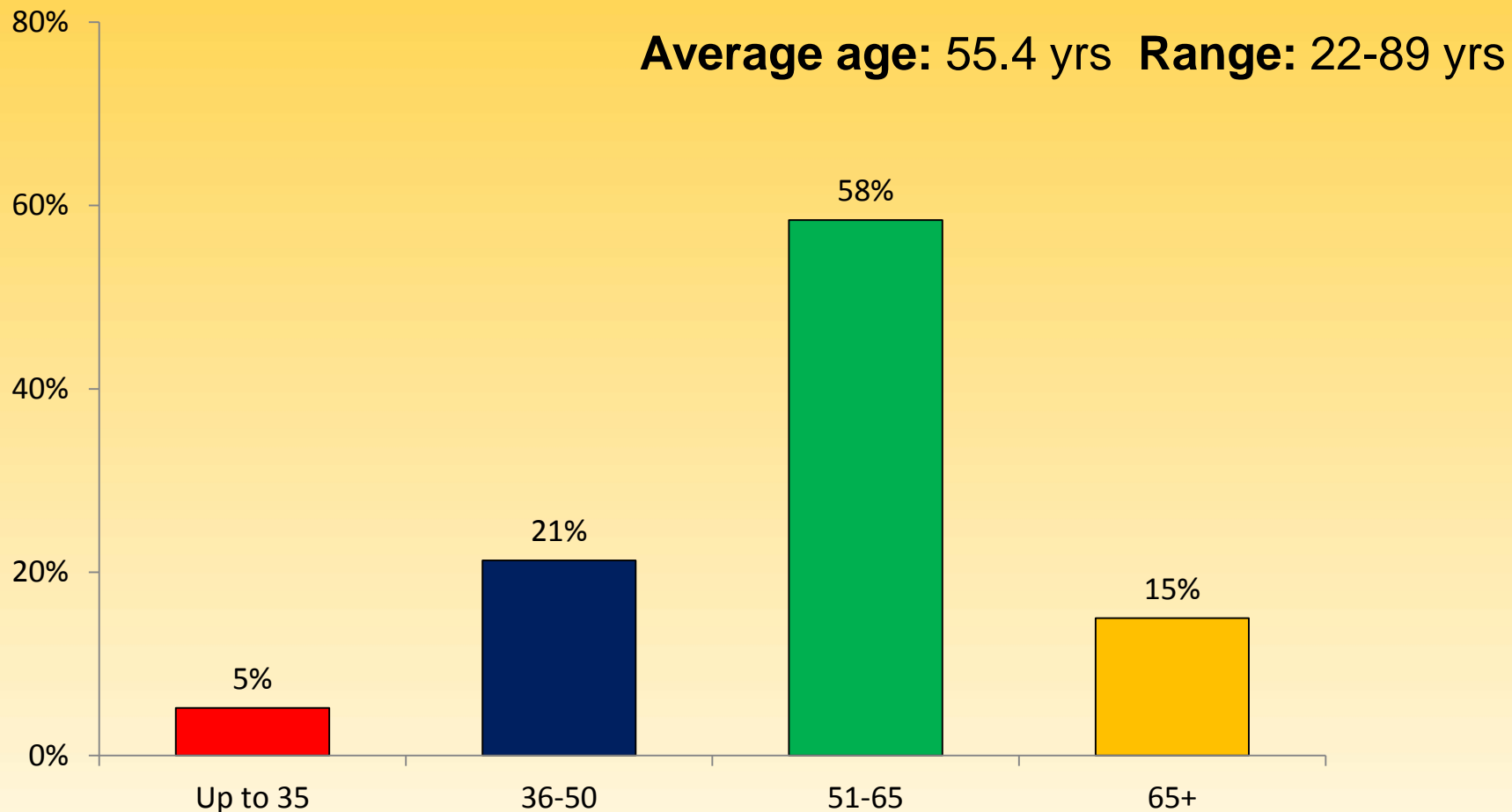
Q11. How important are each of the following factors in your final decisions about NITROGEN fertilizer management?



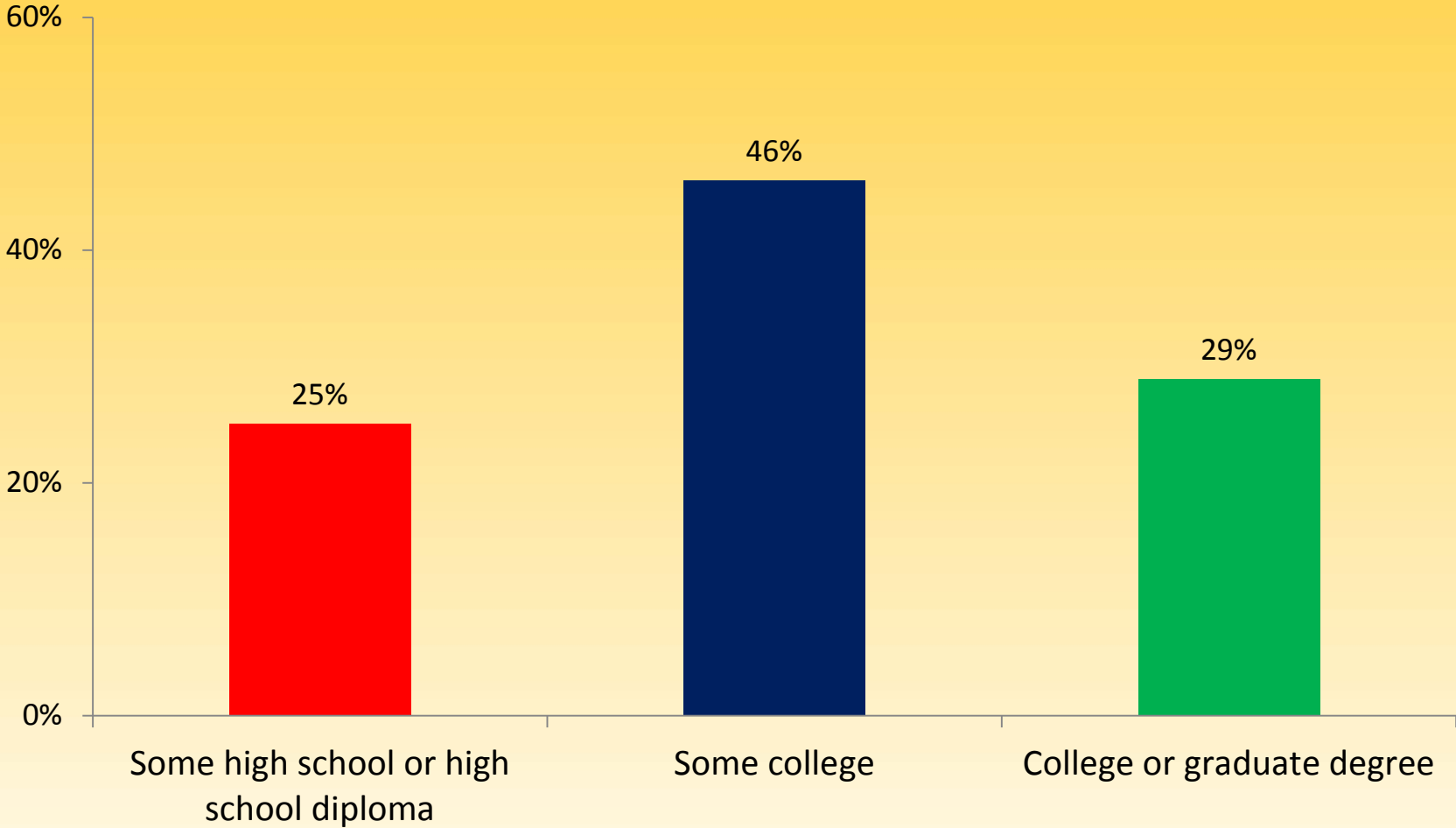
Q12. The following statements are mostly about NITROGEN fertilizer. What is your level of agreement with each statement?



Q13. What year were you born (age)?



Q14. What is the highest level of education you have completed?



Q15. How many acres do you currently farm/manage (including any acres you rent/lease)?

Less than 5000 acres	16%
501-1000 acres	31%
1001-2000 acres	37%
Over 2000 acres	15%

Q16. What percentage of this acreage is planted to corn or soybeans?

86%



Preliminary Summary Statements

Greatest decision **influencers** (Q12) are:

- Fertilizer dealer (dealership) personnel
- Crop consultants (when used)

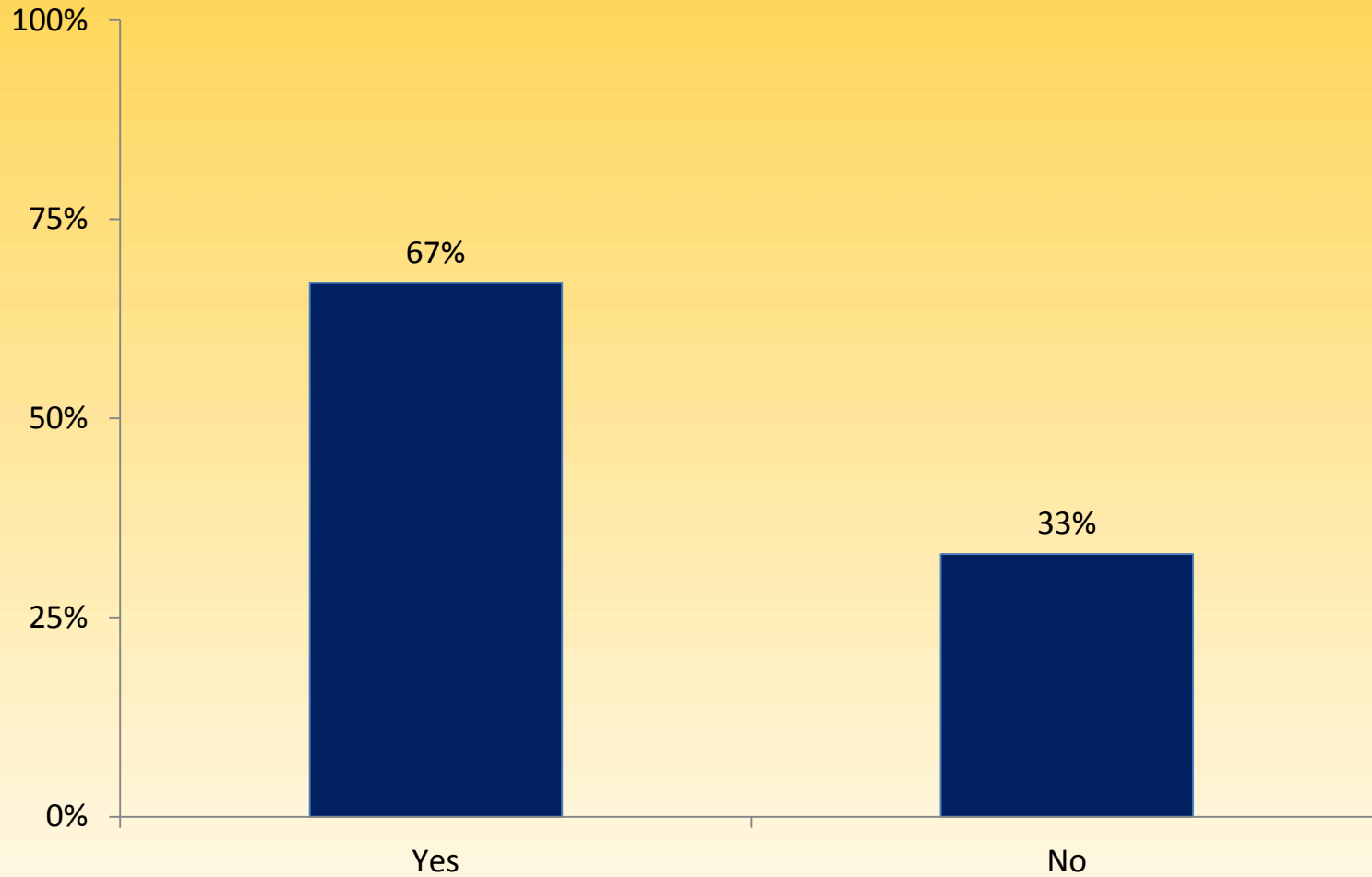


Next Survey

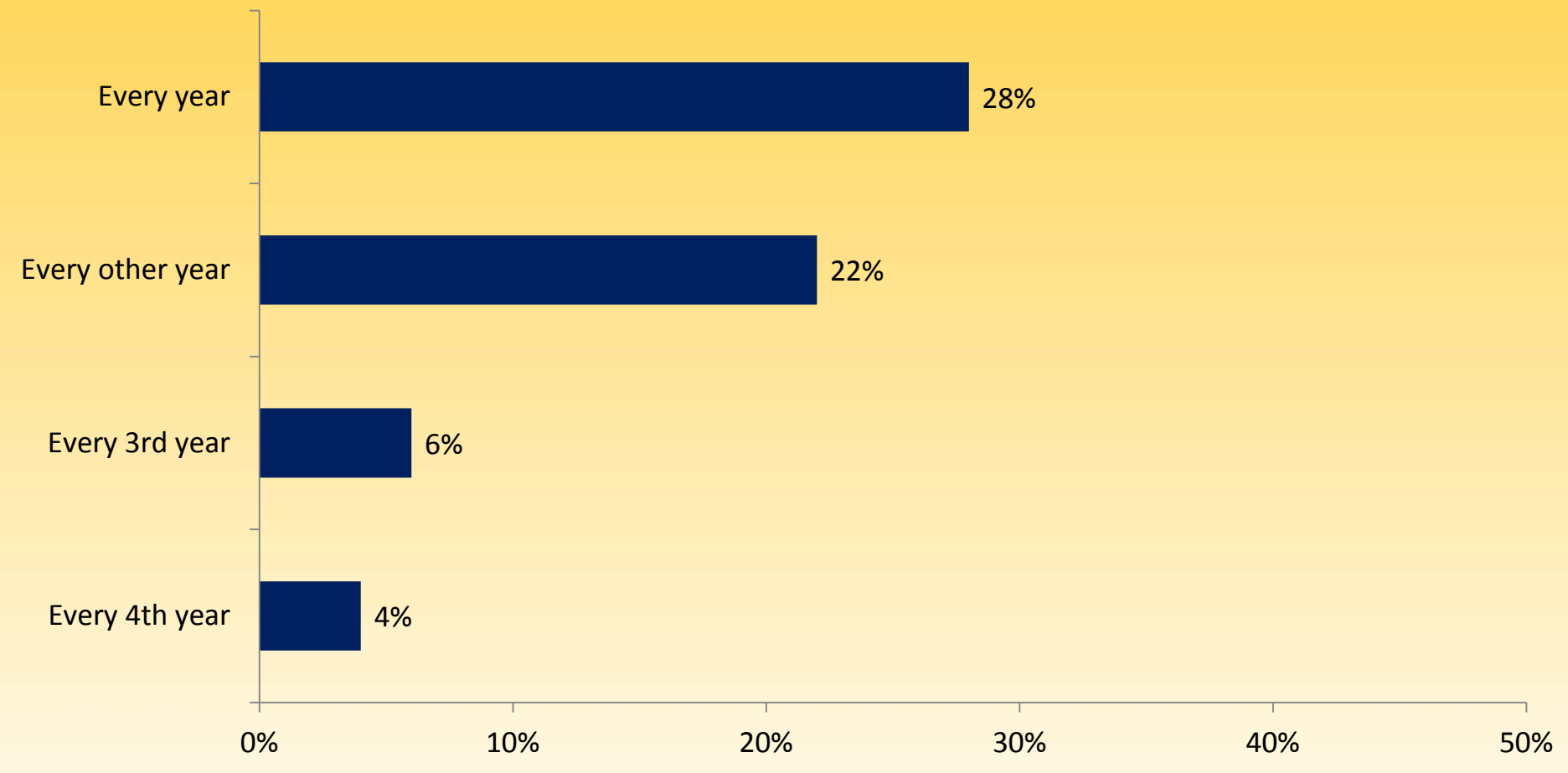
- Partnered with MN Crop Production Retailers
- Surveyed ALL 284 member dealerships
 - Mainly general managers
- Hard copy survey
- Mailed March 5, 2013
- Reminder mailing at one week and three weeks
- Final response rate: 63%



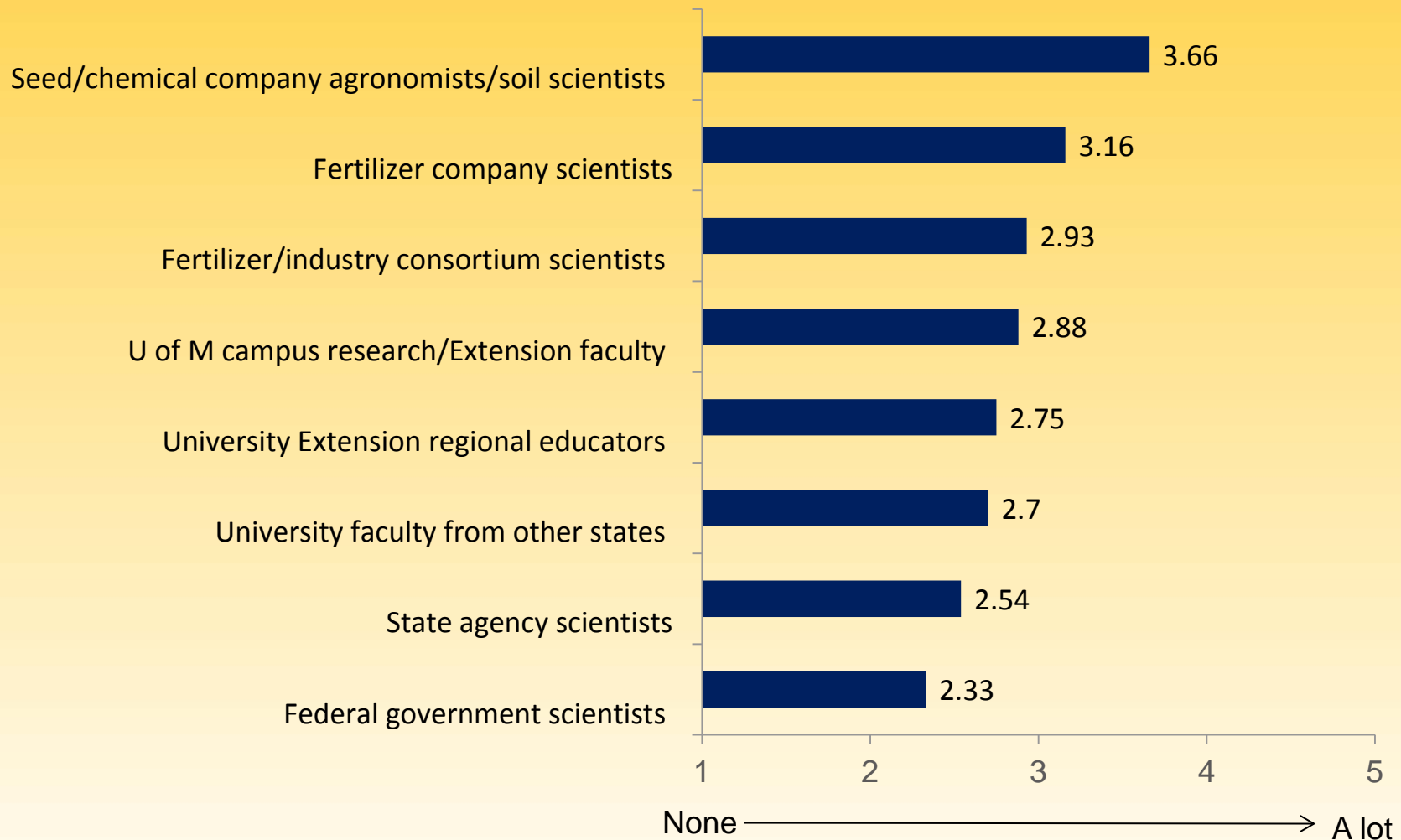
Q1-a. Do you normally develop a comprehensive nutrient management plan for each of your customers?



Q1-b. Approximately how often do you develop a comprehensive nutrient management plan for a farm?



Q2. How much influence does each of the following **people** have on your decisions about NITROGEN fertilizer management?

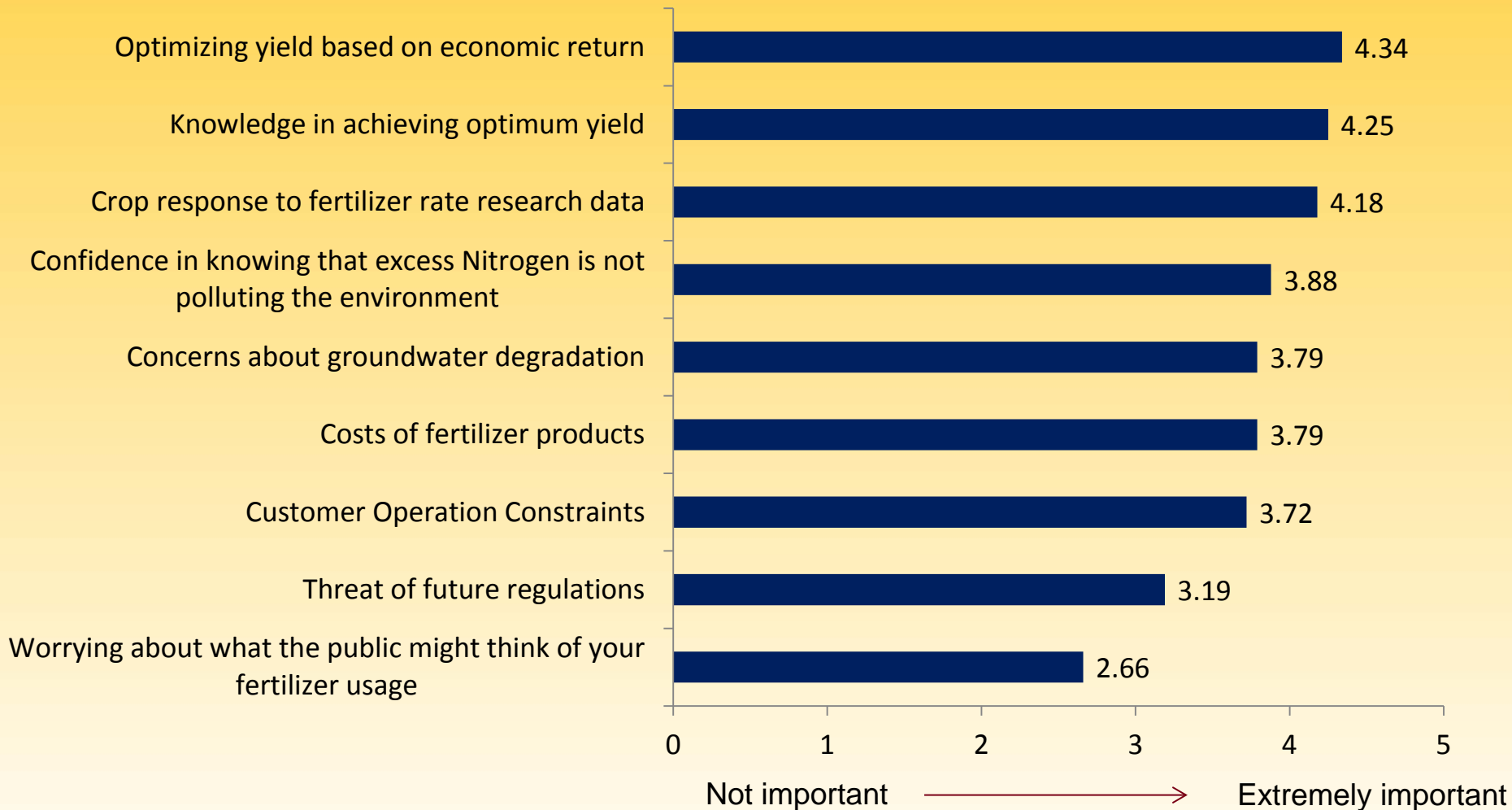


Q3. How much influence do the following sources have on your fertilizer management recommendations? (1=*not influential*, 5=*extremely influential*)

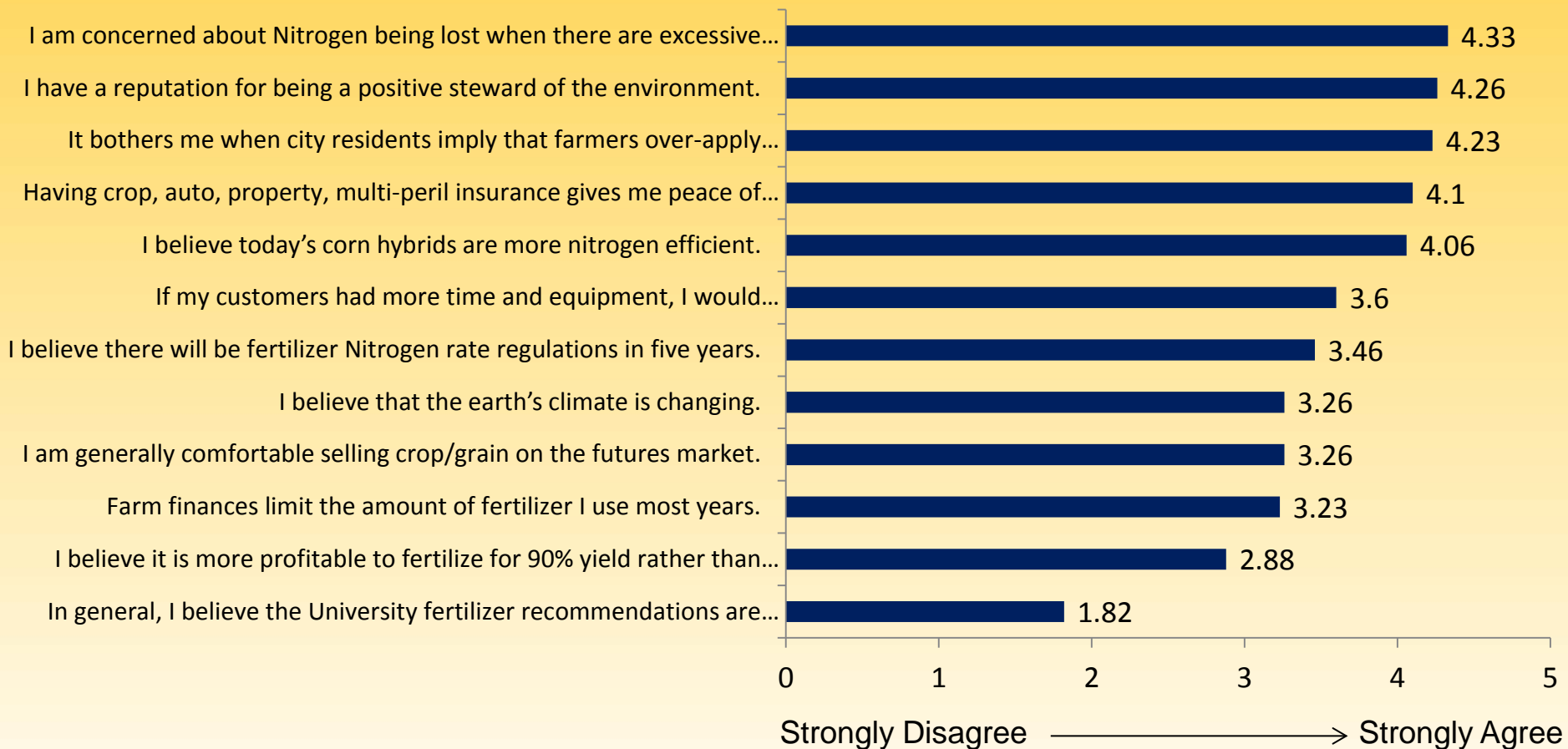
Websites	3.41
Newsletters	2.8
Trade journals and magazines	2.69
American Society of Agronomy/Soil Science of American Science publications	2.56
Webinars	2.13
Television/radio programs	1.95
Social media	1.45



Q4. How important are each of the following **factors** in your final decisions about NITROGEN fertilizer management?



Q5. The following statements are mostly about NITROGEN fertilizer. What is your level of agreement with each statement?



Q6. How likely is it that you would use the following to find information on fertilizer management? (1=*not at all likely*, 5=*extremely likely*)

Attend a lecture by an expert	3.69
Talk with a friend or neighbor	3.35
Work on a hands-on activity in a small group	3.31
Online video of an on-site scenario/demonstration	3.09
Complete an online course	3.07
3-5 minute online video of a lecture by an expert	2.98
Browse websites	2.96
Take part in a webinar on fertilizer management	2.89
Watch or listen to podcasts	2.57
Social media	1.78

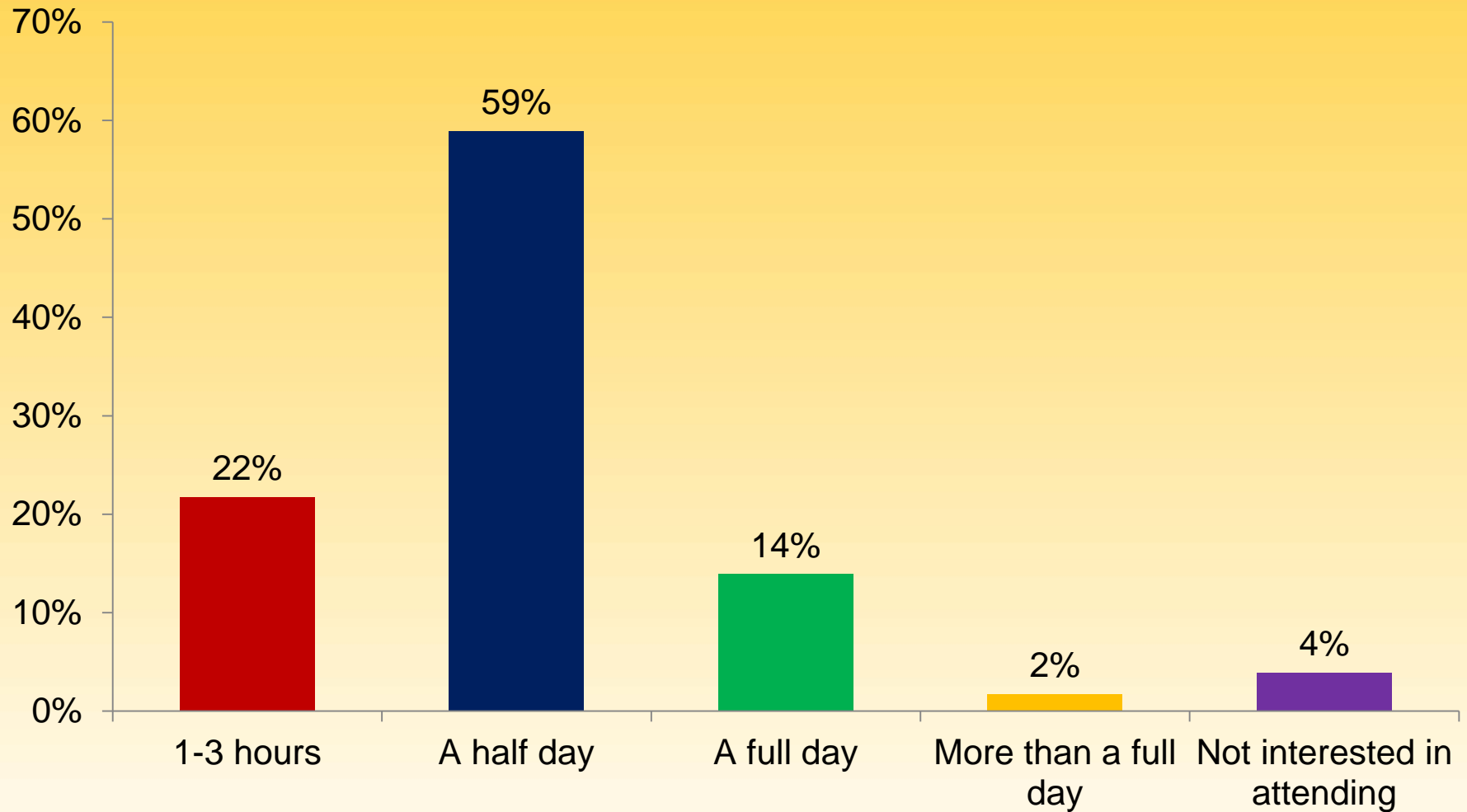


Q7. When using a website to learn about fertilizer, how important are the following factors? (1=*not at all important*, 5=*extremely important*)

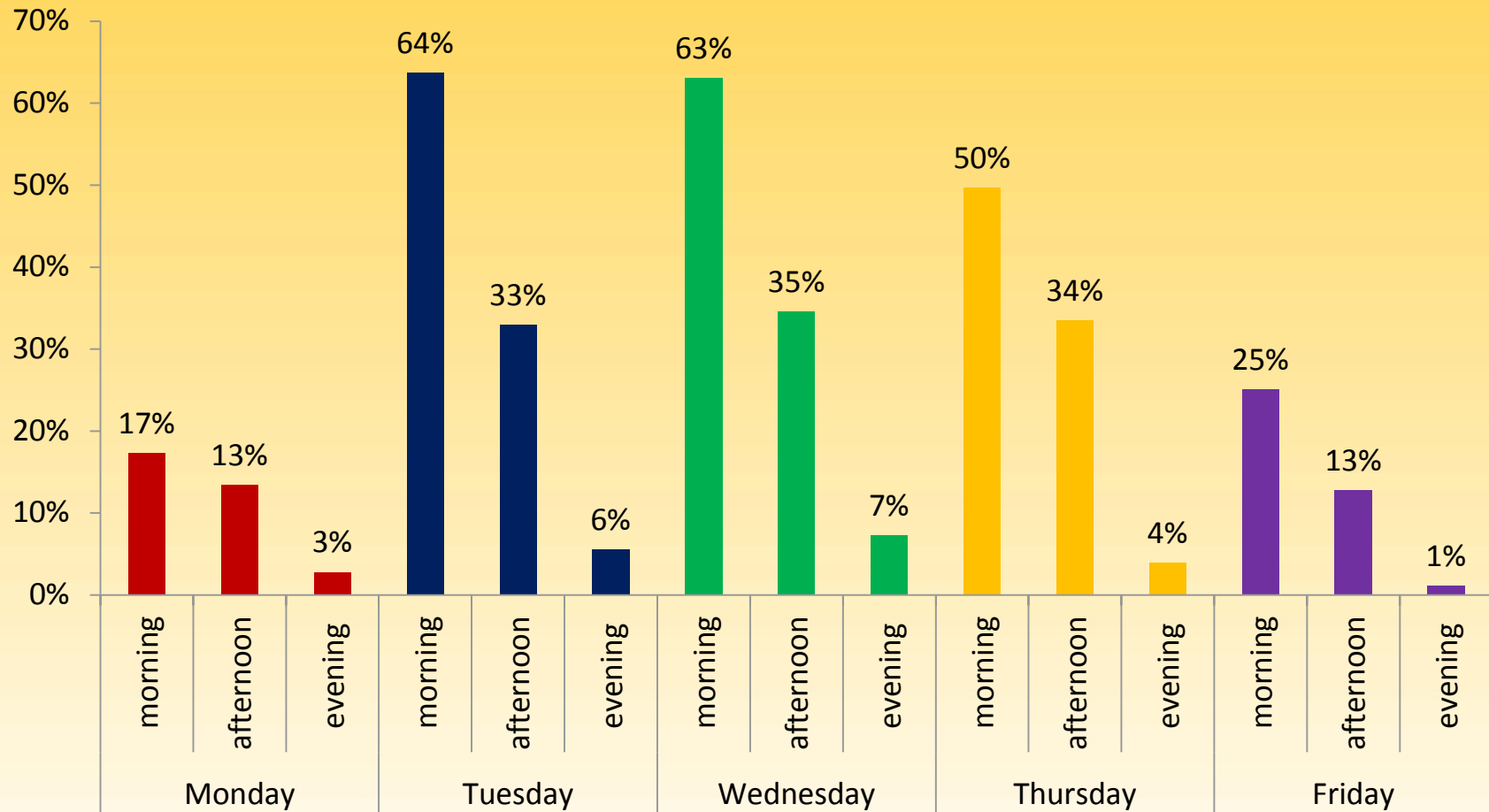
Source of information	4.5
Informative text	4.11
Opportunities to ask an expert/ FAQs	3.67
Diagrams	3.54
Video Demonstrations	3.45
Links to other resources	3.44
Color photographs	3.42



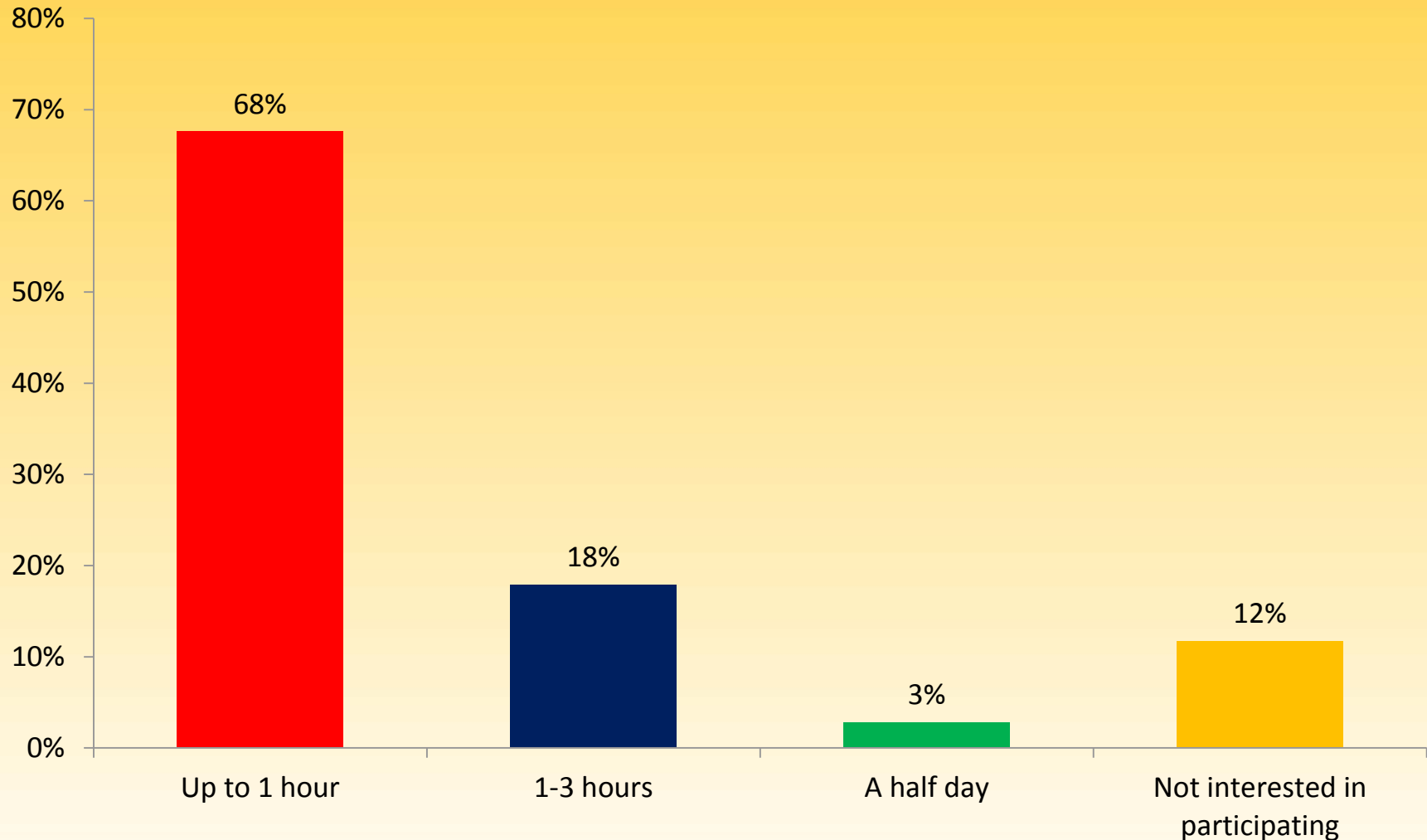
Q8. What is your preferred time frame for attending an **in-person** fertilizer education program?



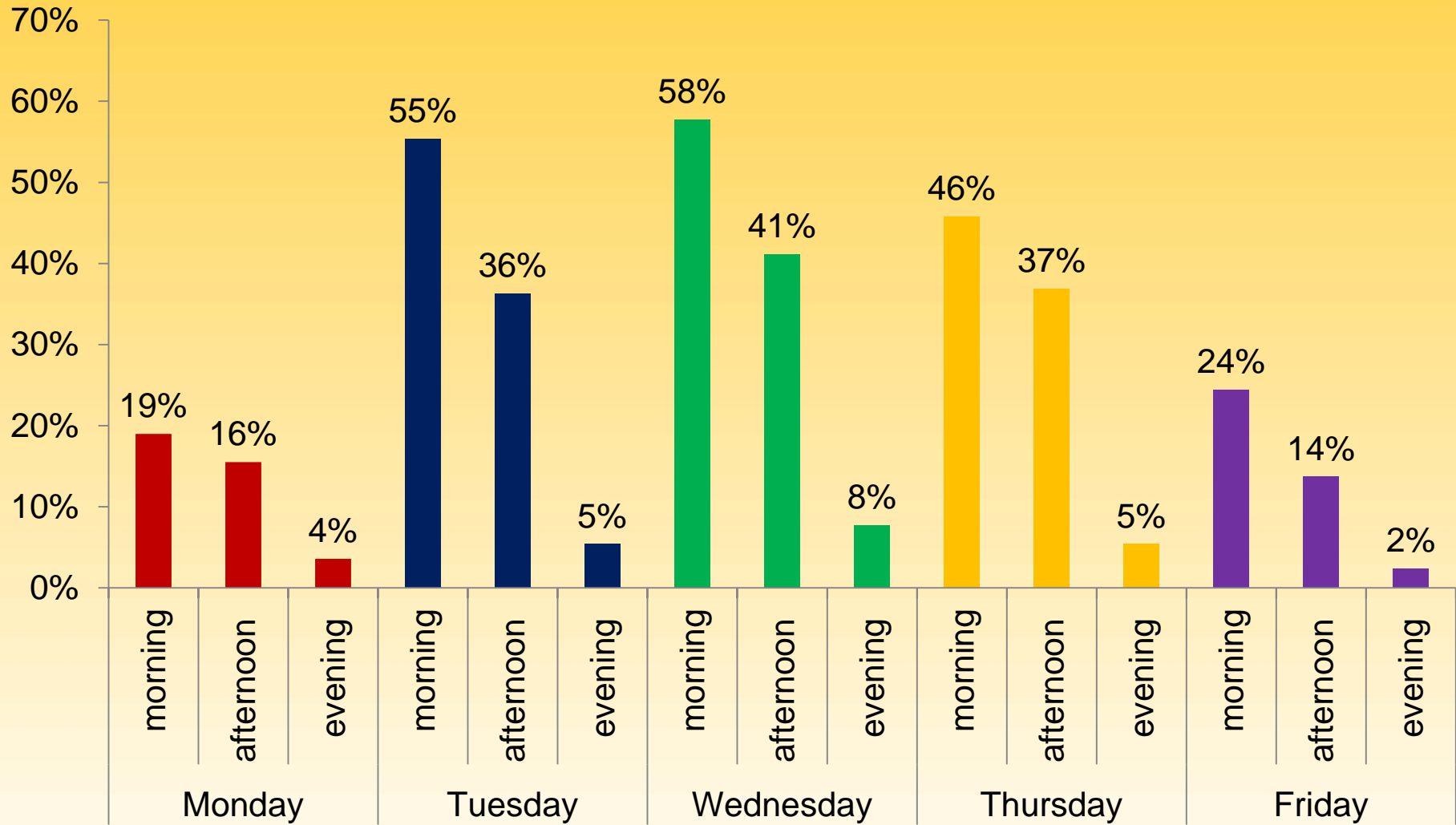
Q9. What is your preferred day/time for attending an **in-person** fertilizer education program?



Q10. What is your preferred time frame for attending an **online** fertilizer education program?



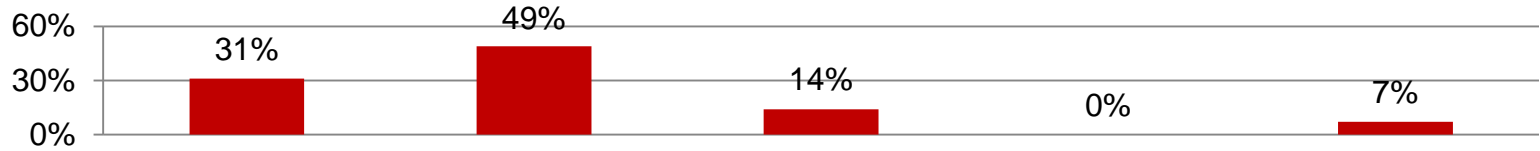
Q11. What is your preferred day/time for attending an **online** fertilizer education program?



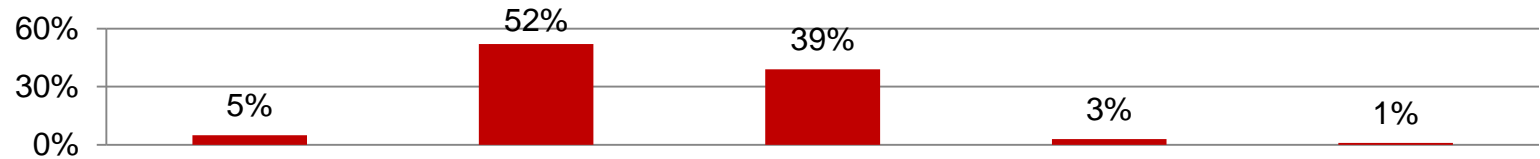
Q12. What is the maximum amount of time you are willing to travel for an **in-person** fertilizer education program lasting _____?

Program Time:

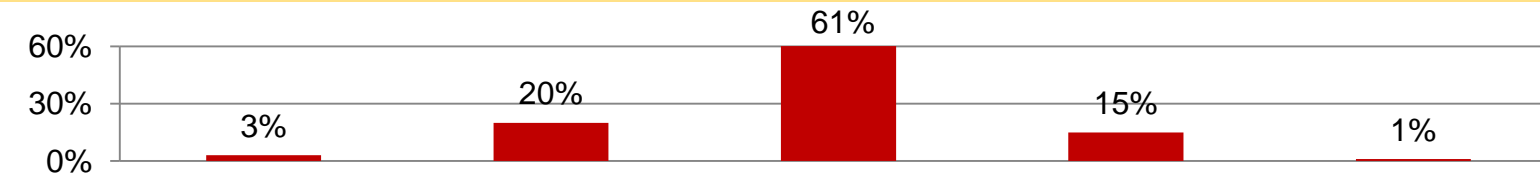
Less than 1 hour



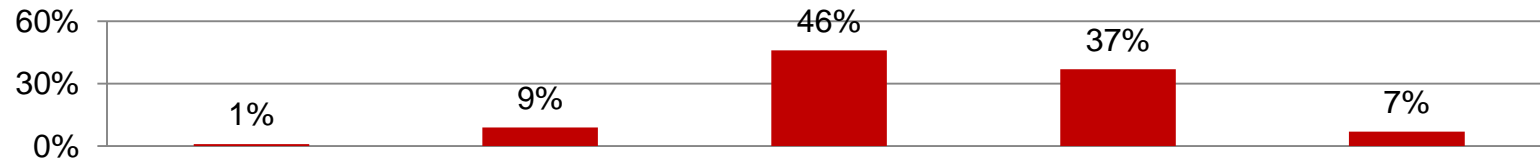
1-3 hours



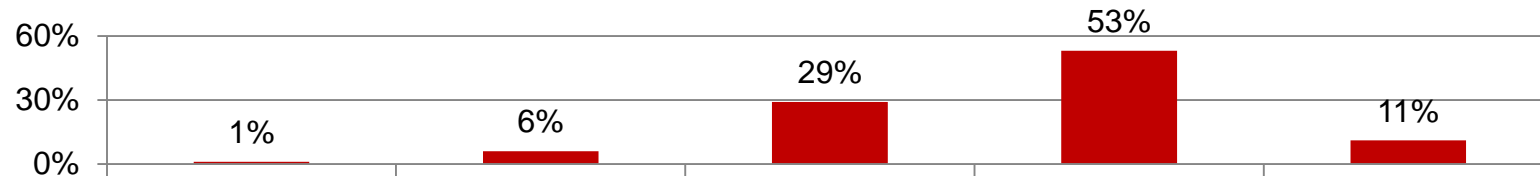
A half day



A full day



More than a full day



<0.5 Hr

0.5-1.0 Hr

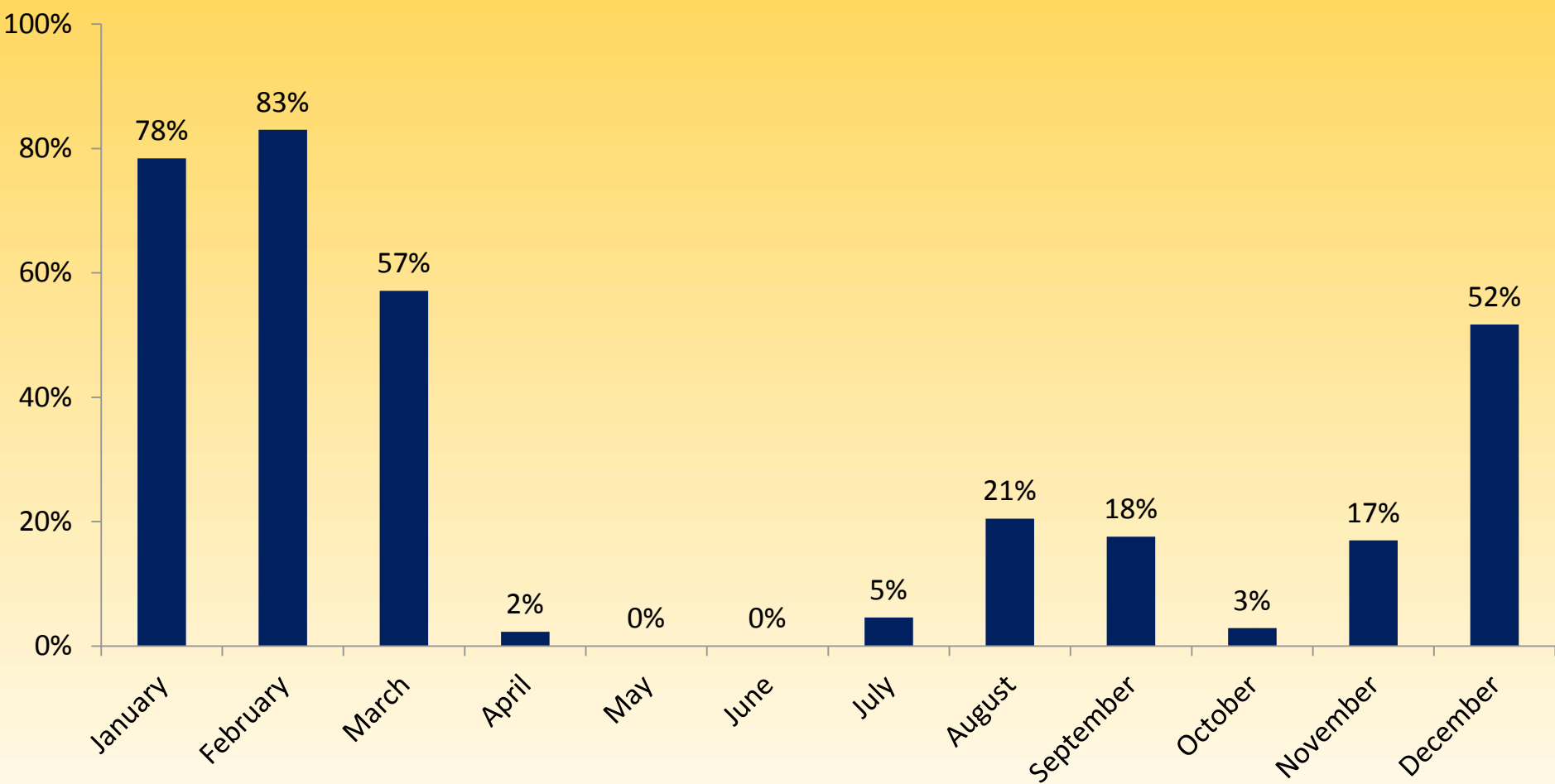
1.0-2.0 Hr

>2.0 Hr

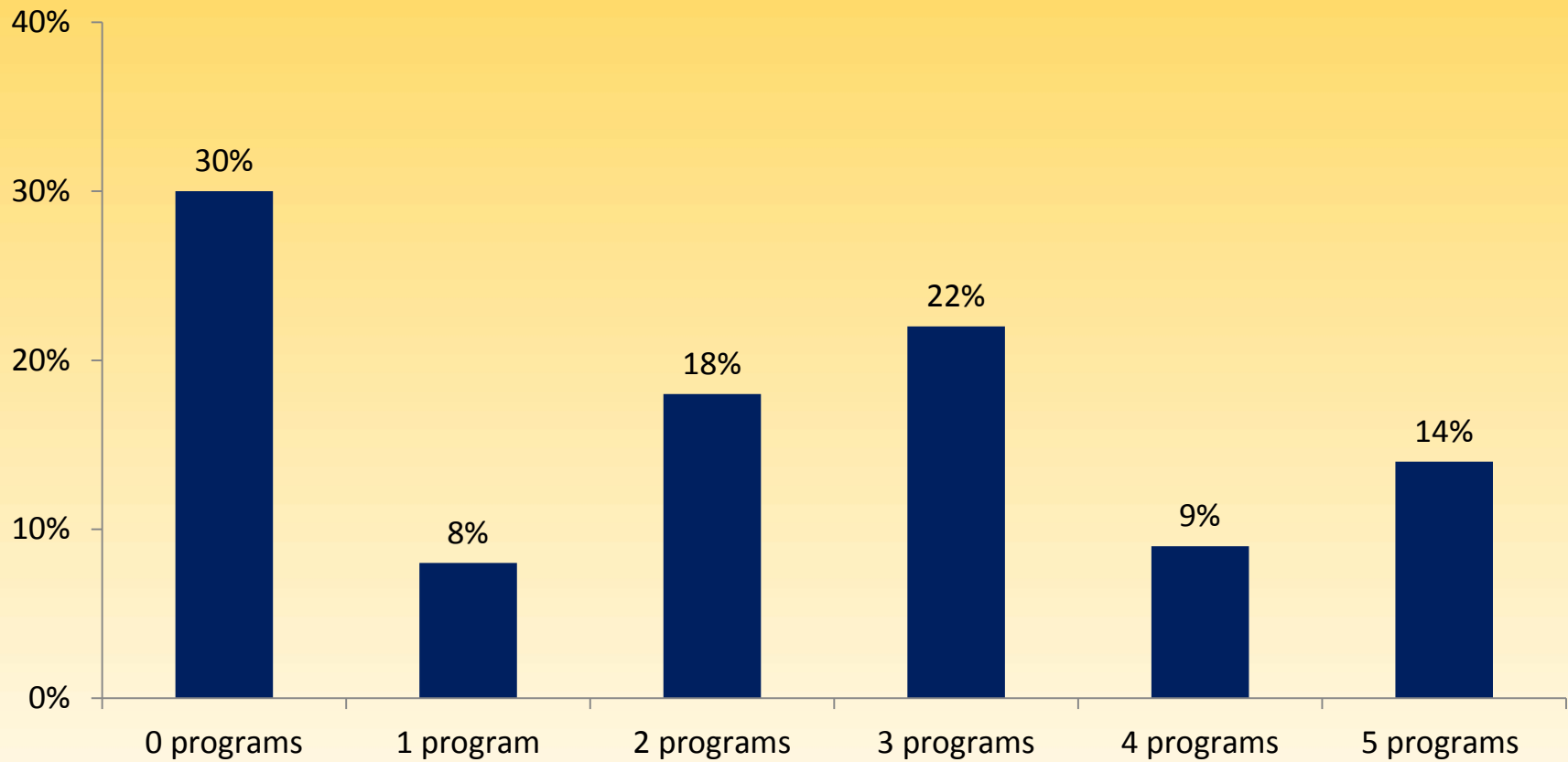
Unwilling

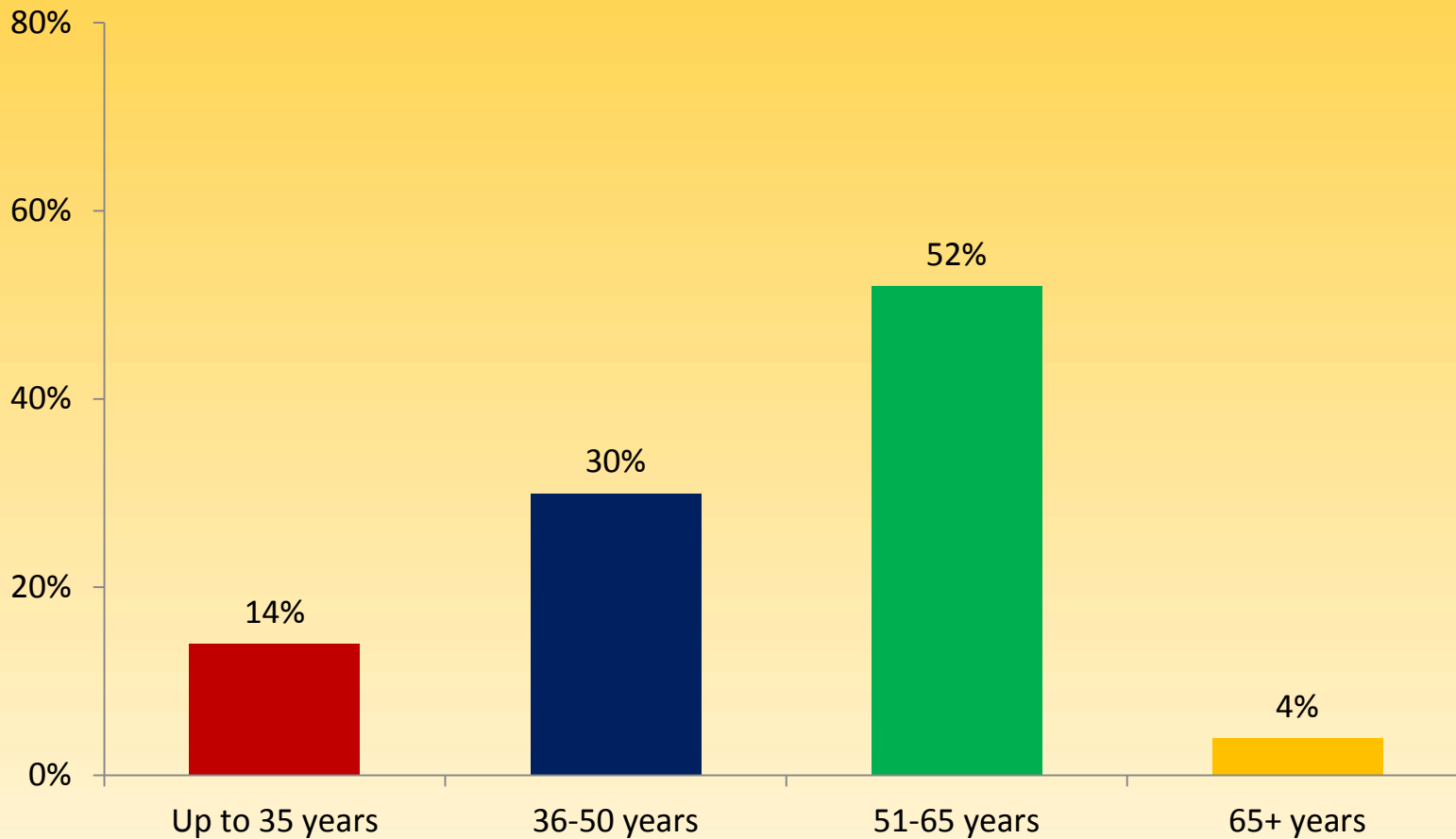


Q13. How likely are you to participate in an in-person or online fertilizer event in the following months?



Q14. How many fertilizer education programs have you attended in the last two years?

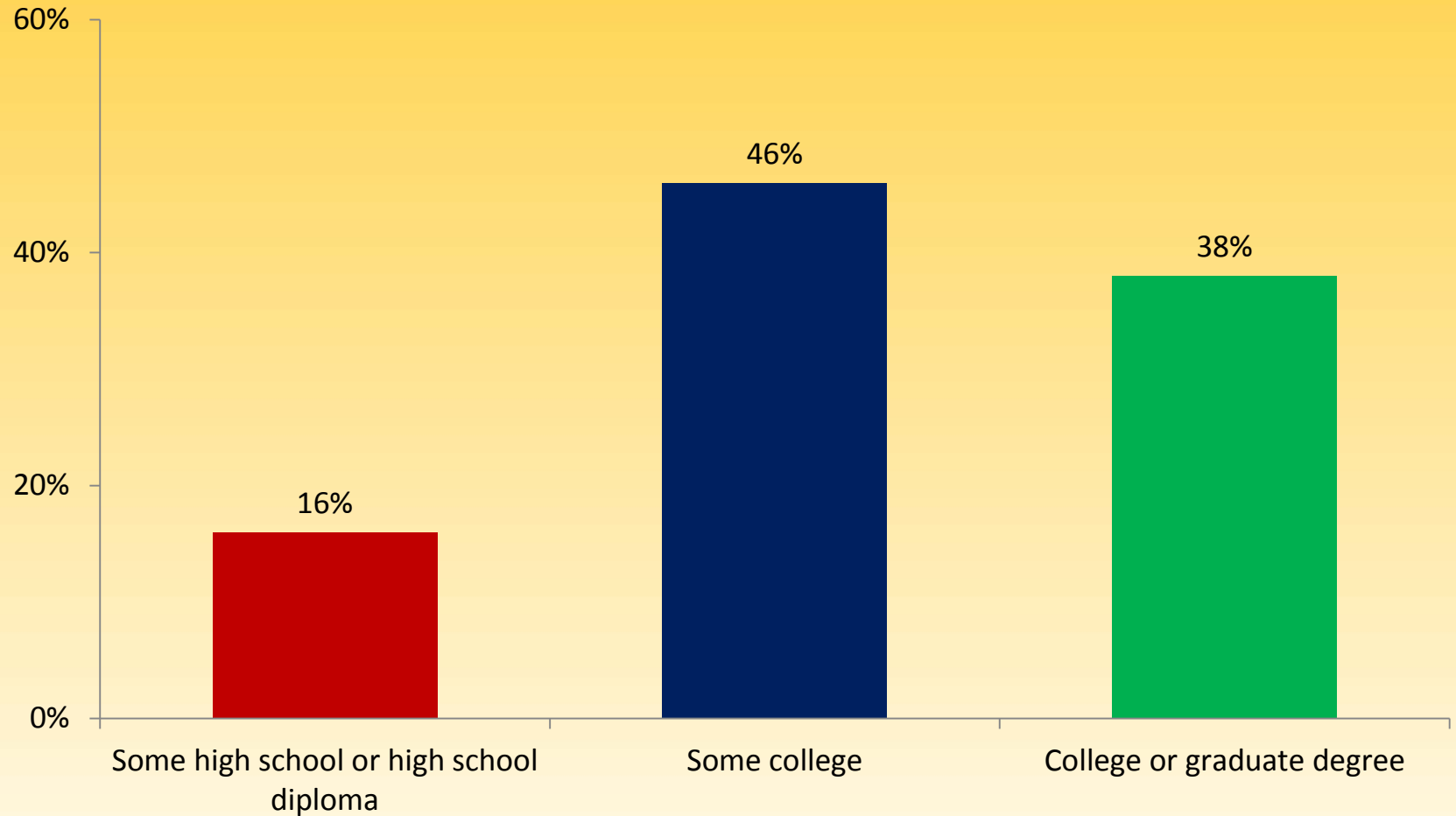


Q15. What year were you born?

Average age: 50 years Range: 23-77 years



Q16. What is the highest level of education you have completed?



Summary Statements

- Conduct educational program:
 - In-person
 - One-half day
 - Tuesday or Wednesday mornings
 - January or February
 - Industry speakers



Thank you!

QUESTIONS?

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