We are grateful to our sponsors: The McKnight Foundation; and the National Fish and Wildlife Foundation through the Iowa Agriculture Water Alliance.

Communication Piece Descriptions
(2) Business Webpage
(2) Business Brochure
Cost-Share Informational Flier
On-farm Interview Video
Online Learning Module (M.S. Creative Component)
Radio Interview
Conference Presentation and Survey

Part 1: Attend a Workshop Event
Part 2: Create a Communications Piece
Part 3: Partner with Iowa State University to assist a client install prairie strips

Consultants were encouraged to apply knowledge accrued during the workshop to create a promotional piece for their business either individually or as a team.

2017 Needs Assessment
419 publicly available Midwestern advisor contacts received an electronic survey asking their knowledge and communication regarding prairie strips and workshop preferences. 98 responses were collected. Target groups included (a-i):

(a) Cooperative Extension
(b) Certified Crop Advisors (CCA's)/ Certified Professional Agronomists (CPAg's)
(c) Technical Service Providers (TSP's)
(d) Registered Independent Crop Consultants
(e) Prairie Seed Production and Sales Professionals
(g) 4R Nutrient Management Specialists (4RMS's)
(h) Watershed management groups
(i) Non-profit conservation staff

84% Indicated medium-low knowledge and skills related to prairie strips
82% Declared medium-low confidence in ability to provide high quality consult
76% Perceived having medium-high access to potential adopters

5 Full-day Workshop Events
62 Advisors Trained in Prairie Strip Design & Management
9 Communication Pieces Submitted and Approved
12 Completion Certificates Issued
2 Successful Prairie Strip Installations

*Participants complete a siting skills application activity

5
15
25
35
45
0
10
20
30
40
Skills Improvement
Siting Ability
Ability to Assess Age of Planting

**Based on a retrospective pre-post question format**

Perceived Adoption Potential
95% See prairie strips as compatible with other BMP's
83% Would recommend precision agriculture applications
95% Feel the practice is ready to take off

Participant Location/Occupation Distribution
Iowa, 46
Wisconsin, 13
Nebraska, 2
Illinois, 1

52% (215) Advisors Trained in Prairie Strip Design & Management
28% (117) Communication Pieces Submitted and Approved
9% (37) Completion Certificates Issued
2% (8) Successful Prairie Strip Installations

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