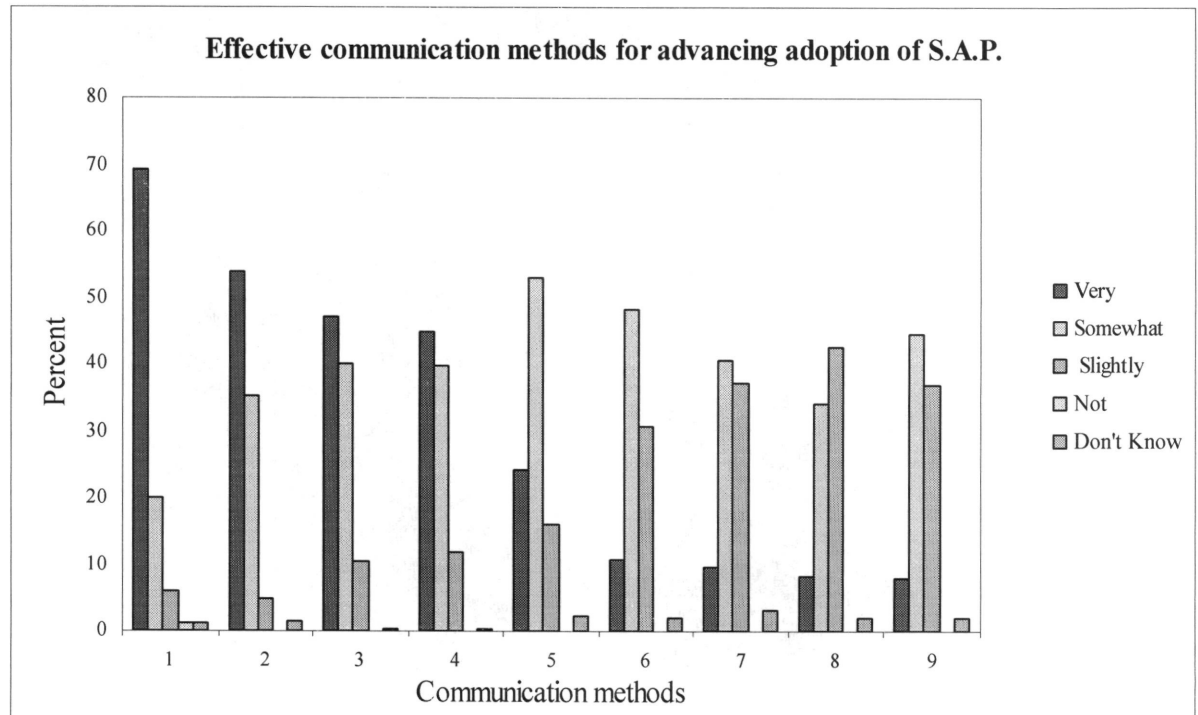


conservation districts have funneled effort and funding into programs that assist, and have publicized them well.” One of them specify help in the form of equipment provision for sustainable farmers; *“Conservation organizations like the USDA SWCD have helped farmers by buying and having for lease, equipment needed to implement conservation practice.”* Three respondents mentioned **farmers’ organizations** are providing economic help; *“Farm B. has been helpful in developing BMP programs, financial assistance.”*

Communication Methods for Promoting Sustainable Practices

Change agents were asked to rate the effectiveness for of eight communication methods for the advancing adoption of sustainable agriculture practices. The four categories of the effectiveness scale used are not, slightly, somewhat, and very. The following bar graph summarizes the results, ordering communication methods from those that received the highest effectiveness ratings to the lowest (in terms of percent rating the method “very effective.”

Figure 3. Communication methods effectiveness as rated by regional change agents, 2004.



Listed in effectiveness descending order, according to change agents’ opinions, the communication methods are the following:

1. Farmer to farmer support
2. One-on-one extension
3. Field days
4. Word of mouth

