

Nutrient Management Outreach Strategies



Question & Answer

Q: What motivates people to reduce their nutrient impacts?

- Understanding the impact of nutrients on water quality
- Saving money as a result of using less fertilizer
- Preventing undesirable HAB effects (color, taste, odor)

Q: What are some effective rural nutrient management approaches that could be expanded to other areas?

- Targeting specific audiences for educational purposes
- Discuss farm management approaches and economic aspects of nutrient control



Q: What are some effective urban nutrient management approaches?

- “Caloric” recommendations for urban lawns (i.e., it takes “X” amount of nutrients to sustain an urban lawn)
- Smaller fertilizer packaging for 1-year supply

Q: Who are the partners that should be engaged in these efforts and / or programs?

- Commodity groups
- Elected officials
- Farmers / farmer’s markets
- Kentucky Department of Agriculture
- “Foodies” / consumers
- Retailers
- Stockyards
- University farms

Recommendations

Cost Share Programs

- Work towards developing new programs that help communities bear the cost of BMPs (e.g., riparian buffers)

Observe Other Communities

- Observe and mirror the well-designed aspects of programs in other communities (e.g., HAB education in Toledo)

Use Tech to Your Advantage

- Apps like “Nextdoor” can help communities learn about nutrient management efforts and educational events close to home



Image from pixabay