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