SHELTERBELTS, BEEF PRODUCERS & BEHAVIOURS: INVESTIGATING AN ALTERNATIVE APPROACH USING SOCIAL MARKETING

Great Plains Windbreak Renovation and Innovation Conference

International Peace Garden

July 26, 2012

Ryan Canart, Ian Shanghvi, William Ashton & Blair English
About the project

• April 1, 2011 – March 31, 2015
• Funded by AGGP/AAFC
• Major goal: GHGs
• Implemented by UARCD & RDI
• Two objectives:
  – Objective 1: Model SB
  – Objective 2: More SBs
Objective 1 – Model Shelterbelt

- Maintaining 2500 trees.
- Monitoring soil attributes.
- Tracking costs & benefits.
Objective 2 – More Shelterbelts

- Plant new & rejuvenate old SBs
- Understand BP attitudes towards SBs
- Southern MB
- How: social marketing approach
  - A systematic application of commercial marketing concepts and techniques, along with other concepts and techniques, to achieve specific behavioural goals for a social good (Hawke, G., 1999; Christmas, S. et al, 2009).
  - E.g. health, safety, environment, etc.
  - E.g. Health Canada vs. smoking and obesity.
Our Approach

• 5 stage model:

- Assessment
- Acceptance
- Awareness
- Appraisal
- Action
• Know about SBs
  ➢ Website
  ➢ Partnership with MBP (e.g. Cattle Country)
  ➢ Conservation Districts
  ➢ Other media e.g. MB Cooperator etc.
  ➢ Baseline survey i.e. intercept, factsheets
  ➢ Field visits
  ➢ Workshops (detailed info)

http://prairieshelterbelts.ca/
Assessment

- BPs assess willingness
  - Negotiations
  - Costs & benefits
  - Identifying barriers & opportunities
  - SB workshops (worksheets)
  - Field visits
Acceptance

• Yes or *no* or *maybe*

• Each answer is important
  ➢ *Yes* - accept SB (what’s needed to take action)
  ➢ *No* - for now (re-work), for ever
  ➢ *Maybe* – how to get BP to decision (*yes*)
Action

• Establishing & maintaining SBs
• Actively learning from others
  ➢ SB experts
  ➢ Fellow BPs e.g. field trips
### Appraisal

- Measuring success
- Justifies continuation and adjustments
- Sharing knowledge and experiences

<table>
<thead>
<tr>
<th>Appraisal by BPs</th>
<th>Appraisal by RDI</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Trees growing fine (e.g. time, healthy, etc.)</td>
<td>• Follow-up on the 40 (acceptance, action &amp; appraisal)</td>
</tr>
<tr>
<td>• Soil characteristics &amp; other env. factors (e.g. wind velocity, diseases, etc.)</td>
<td>• Feedback from field visits (all 5 stages)</td>
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<tr>
<td>• Field visits to learn</td>
<td>• Reports and discussions</td>
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<tr>
<td>• Inputs vs. outputs</td>
<td></td>
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<td>• Timely response</td>
<td></td>
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</tbody>
</table>
## 5 Stage Model vs. Project Components

<table>
<thead>
<tr>
<th>Stage</th>
<th>Model site</th>
<th>Additional sites</th>
<th>Baseline survey</th>
<th>Workshops</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Visit</td>
<td>Visit</td>
<td>Face-to-face</td>
<td>Detailed</td>
<td>Cattle country</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Factsheets</td>
<td>info</td>
<td>Website</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Media release</td>
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<td>Conferences</td>
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<td></td>
<td>Calling for clarifications</td>
</tr>
<tr>
<td>Assessment</td>
<td>Visit</td>
<td>Visit</td>
<td></td>
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<tr>
<td>Acceptance</td>
<td>Visit</td>
<td>Visit</td>
<td></td>
<td>Follow-up</td>
<td></td>
</tr>
<tr>
<td>Action</td>
<td>Visit</td>
<td>Visit</td>
<td></td>
<td>Follow-up</td>
<td>Calling for help (e.g. trees, labour)</td>
</tr>
<tr>
<td>Appraisal</td>
<td>Visit</td>
<td>Visit</td>
<td></td>
<td>Follow-up</td>
<td></td>
</tr>
</tbody>
</table>
Achievements in 2011/2012
Model SB & Additional SBs

• Model SB established
• Videos (16) and pictures
  ➢ Uploaded onto project website
  ➢ BPs welcoming visitors to learn
  ➢ Delivered provide feedback surveys
Achievements in 2011/2012
Baseline survey

• Interest in and awareness of SBs
  ➢ 383 vs. 9000 BPs
  ➢ Intercept & tel. interviews
  ➢ 231 surveys completed
Achievements in 2011/2012
Baseline survey - Interest in SBs

• BPs highly value SBs
  – 87% own SBs
  – 99% keep (n=199)
  – 50% enlarge and improve (n=100)
• 13% not have SBs (most never had)
• BPs generally use SBs as windbreaks for BP
Achievements in 2011/2012
Baseline survey - Interest in SBs

- Reconsideration is chiefly for BP
  - 57% had SB / 73% never had

Factors for reconsideration

- [Bar chart showing factors and corresponding counts and percentages]
Achievements in 2011/2012
Baseline survey – Awareness of SBs

- Strong perception of multiple uses
  - Having SBs (87% / n = 201)

<table>
<thead>
<tr>
<th>Role of SB</th>
<th>Agree (%)</th>
<th>Neutral (%)</th>
<th>Disagree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livestock protection</td>
<td>95</td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td>Wildlife habitat</td>
<td>94</td>
<td>4.5</td>
<td>1.5</td>
</tr>
<tr>
<td>Drifting snow</td>
<td>94</td>
<td>2.5</td>
<td>3.5</td>
</tr>
<tr>
<td>Soil erosion</td>
<td>90</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Animals vs. crops</td>
<td>32</td>
<td>35</td>
<td>33</td>
</tr>
<tr>
<td>Soil nutrients</td>
<td>20</td>
<td>32</td>
<td>48</td>
</tr>
<tr>
<td>Trouble to maintain</td>
<td>11</td>
<td>18</td>
<td>71</td>
</tr>
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Achievements in 2011/2012
Baseline survey – Awareness of SBs

– Not having SBs (13% / n = 29)

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<td>Livestock protection</td>
<td>90</td>
<td>7</td>
<td>3</td>
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<td>Wildlife habitat</td>
<td>92</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Drifting snow</td>
<td>83</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
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<td>17</td>
<td>7</td>
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<td>25</td>
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<td>14</td>
<td>27</td>
<td>59</td>
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<td>Trouble to maintain</td>
<td>13</td>
<td>28</td>
<td>59</td>
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</tbody>
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Achievements in 2011/2012

Website

- Website designed & developed
- A designated tool for:
  - Tours & feedback surveys
  - Interaction btn BPs
  - Info sharing
  - Linking BPs to relevant orgs
- To be launched in Fall 2012
- 136 visits in May & June 2012

http://prairieshelterbelts.ca/
Achievements in 2011/2012
Adaptation & attitudinal change (workshops)

- Unable to deliver (wrong timing)
- Collaborated with AESB for 2012/2013
- Continuing to work with MBP & MCDs
Achievements in 2011/2012
Knowledge transfer/sharing

- Lit. review & draft paper on RDI’s 5 Stage SM Model
- Presentations
  - AGGP TIC Workshop in Saskatoon, Mar. 2012
  - At announcement of the project funding, Feb. 2012
  - CRRF, Feb. 2012
  - Rural Team in Winnipeg, Sept. 2011
  - Rural Research Network in Ottawa, May 2011
Achievements in 2011/2012
Knowledge transfer/sharing

• Over 230 project factsheets delivered
  ➢ Provincial Exhibition of MB, Nov. 2011
  ➢ MCDA's Annual Conservation Conference, Dec. 2011
  ➢ MB Ag Days, Jan. 2012
  ➢ BPs Meeting in Holland (MB), Jan. 2012

• News articles in media
  ➢ Manitoba Co-operator, Feb. 2012
  ➢ Virden Empire-Advance, Feb. 2012
Next steps (2012/2013)

• Project continues (2012/2013)
• Model SB
• 25 additional SBs
• Baseline surveys (target 383 BPs)
• Workshops (40 BPs this year)
• Knowledge transfer/sharing
  ➢ SM model / campaign paper
  ➢ Presentations
    ➢ GPWRIC (today)
    ➢ MB Livestock Expo
    ➢ SM Global Conference etc.
References


Thank you.

William (Bill) Ashton, Ph.D.
Director, Rural Development Institute
Brandon University
270 18th Street
Brandon, Manitoba R7A 6A9
Phone: 204-571-8513
Fax: 204-725-0364
Email: ashtonw@brandonu.ca

Ryan Canart, P.Ag
General Manager
Upper Assiniboine River Conservation District
Box 223 Miniota, Manitoba
Phone: 204-567-3554
Fax: 204-567-3587
Email: uarcd@mts.net