

**INVENTORY OF ENVIRONMENTAL TECHNOLOGIES
FOR THE HOG INDUSTRY**

APPENDIX D: Information Dissemination Survey Responses

SUBMITTED BY:

CETAC-WEST



MARCH 31, 1999

Information Dissemination Survey Responses

Australia

i. Party involved with Dissemination:

Contact Name: Sarah Connors ID#: C-16
Company/Organization: Queensland Department of Primary Industries (DPI)
Address: Intensive Livestock Environmental Management Services
PO Box 102 (203 Tor Street)
Toowoomb Qld 4350
Phone: 07-4688-1096
Fax: 07-4688-1192
Email: connors@dpi.qld.gov.au Respondant Name

ii. Dissemination Mechanisms used:

- DPI Notes (Fact Sheets) - Producers
- Display at Ag Show (Agricultural Trade Show) - Producers and general public
- Web Site: <http://www.dpi.qld.gov.au/ilems> - Producers, researchers, general public, consultants
- Brochure - ILEMS (Intensive Livestock Environmental Management Services) - Producers
- "Environmental Awareness" workshops/seminars - Producers
- "Preparing an environmental management plan" workshops - Producers
- Partake in National Pig Environmental Conference - Researchers, producers and consultants
- Joint API (Australasian Pig Institute) display at Pan Pacific Pork Expo - general public, researchers, producers.

iii. Primary Recipients:

noted above

iv. Most Effective Mechanisms used:

The Environmental Awareness / Environmental Management Plans workshops/seminars. We find this is most effective because producers explained and clarified. Visual stimuli/footage and interactive activities help to drive home the key messages. It enables producers to interact with each other and to learn from each other. Group work provides a much better learning environment.

v. Most Ineffective Mechanisms used:

The web-site appears to be the least effective form of reaching producers due to the low percentage of producers that currently have internet access. The high costs of connecting to the internet in rural areas has meant that many producers cannot make use of this technology. However, the web-site also targets researchers, community and consultants. With most people within these target groups now on the web, the information is right at their fingertips and easily accessible.

vi. Other Effective Mechanisms known:

I believe that field days/demonstrations are an effective form of dissemination. They work well because they show the technology first hand, it is interactive, producers have contact with researchers, and it makes the first step from a theoretical situation to real-life situation. These appear to work better where such days are held on a producers farm rather than at a research facility.

vii. Other Ineffective Mechanisms known:

The production of books on manure management is not effective when your target audience is producers. Producers seem to find little time for reading and seem to respond more to visual stimulus. Short, easy-to-read brochures/booklets/fact sheets seem much more effective (especially when they are free). Such books may very well suit the needs of other audience target groups such as researchers, consultants, etc. However, our main focus/target audience is the primary producer.

viii. Other Comments:

Canada

i. Party involved with Dissemination:

Contact Name: Karen Bolton

ID#: C-01

Company/Organization: Pork Central

Address: Saskatchewan Agriculture & Food
Rm. 101 - 3085 Albert S

Regina SK S4S 0B1

Phone: 306-787-9183 ext 4591

Fax: 306-787-9297

Email: kbolton@agr.gov.sk.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Pork Symposium
- Pork Expo
- Manure Management workshops, tours, and conferences
- SAF internet site
- Published guidelines and fact sheets
- Farm and Food Report
- Ag bits (media information)
- "Innovation Report"
- "ADF/AFIF progress reports"

iii. Primary Recipients:

Producers, consultants, other agencies

iv. Most Effective Mechanisms used:

Published material is effective, exposing the general public to concepts, ideas and information. Direct delivery extension efforts tend to be the most effective mechanisms - for example - Workshops, tours, and conferences provide the best opportunities to present research information, new technologies and so on.

v. Most Ineffective Mechanisms used:

I don't believe that we would regard any media as ineffective but is very actively distributed and this often presents a challenge.

vi. Other Effective Mechanisms known:

Direct product marketing is often effective. As a department we are more often involved in demonstration that may involve a particular product(s), but we do not actively support one company or product over another.

vii. Other Ineffective Mechanisms known:

Direct product marketing that deliberately misleads the target audience by only providing the information that they want to hear.

viii. Other Comments:

Much of the work we do is in cooperation with other groups and agencies and is published jointly.

i. Party involved with Dissemination:

Contact Name: John Boucher

ID#: C-02

Company/Organization: Ritchie-Smith Farms Ltd.

Address: 33777 Enterprise Ave
Box 366

Abbotsford BC V2S 4N9

Phone: 604-859-7128

Fax: 604-864-9931

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- Prairie Swine Centre Satellite Service
- BC Hog Producer workshops
- BC Agricultural, Fraser Valley Manure Madness Days
- BC Pacific Agricultural Show
- Dairy Producers Conservative Group Newsletter
- BC Environmental Guidelines for Hog Producers, Draft #6, 1997

iii. Primary Recipients:

BC Hog & Dairy Producers
Contract Manure Haulers

iv. Most Effective Mechanisms used:

Dairy Producers Conservation Group - newsletter - information in the newsletter pulls technology from all over the world and points out useful applications in the Fraser Valley.

v. Most Ineffective Mechanisms used:

BC Pacific Agricultural Show - very little was offered for such a large audience, when manure management will be one of the most crucial elements in achieving sustainability on North American farms.

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Bryan Armstrong

ID#: C-03

Company/Organization: Environment Canada, Environmental Protection Branch, Prairie & Northern Region

Address: 200, 4999 - 98 Avenue
Edmonton AB T5K 2X3

Phone: 780-951-8741

Fax: 780-495-4099

Email: bryan.armstrong@ec.gc.ca

Respondant Name

ii. Dissemination Mechanisms used:

General dissemination of information through program areas such as enforcement and compliance, assessment (clean air, clean water, pollution prevention), nature and climate change

iii. Primary Recipients:

Industry, regulators, other federal, provincial and municipal government departments/personnel, associations, educational institutions, colleagues and the public.

iv. Most Effective Mechanisms used:

The dissemination of information through our assessment and pollution prevention programs is felt to be most effective in reaching our target audience in this area. However, it should be noted that all of our program areas are complimentary and each contributes to effective communication of departmental interests and information.

v. Most Ineffective Mechanisms used:

N/A

vi. Other Effective Mechanisms known:

Larger forums targeted at a specific audience provides effective dissemination of manure management technology information. Depending on the audience, type of information and desired result, these forms could be conducted as workshops, seminars, conferences, etc.

vii. Other Ineffective Mechanisms known:

Forums which fail to consider the social, economical and political environment of the hog producer

viii. Other Comments:

Environment Canada helps build a greener society by encouraging pollution prevention, facilitating the transfer of environmental technologies at home and abroad, helping environmental industry capacity, promoting sustainable industries and equipping Canadians to address environmental issues.

i. Party involved with Dissemination:

Contact Name: Curtis Cavers ID#: C-05
Company/Organization: Manitoba Agriculture
Address: Box 1149
Carman MB R0G 0J0
Phone: 204-745-5645
Fax: 204-745-5690
Email: ccavers@gov.mb.ca Respondant Name

ii. Dissemination Mechanisms used:

- Manitoba Ag. Fact sheets on manure mgmt.
- Farm Practices Guidelines
- Manitoba Environment's Livestock Manure & Mortalities Mngt. Regulations (42/98)
- workshops, demonstrations, trade shows, conferences, etc.

iii. Primary Recipients:

Livestock producers;
Ag Reps & other provincial regional staff;
R.M. councilors, other producers, concerned citizens

iv. Most Effective Mechanisms used:

field demonstrations, direct producer contact - producers need to see first hand that new information and technologies will work and benefit their own operations.

v. Most Ineffective Mechanisms used:

website addresses - most producers are not "on-line"!

vi. Other Effective Mechanisms known:

Attending trade shows, satellite conferences, etc. can be effective in bringing info from other regions to try in Manitoba conditions.

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

in many instances, we have become obsessed with using technology (esp. high tech solutions) to solve our problems related to manure mgmt. Basic agronomic, site selection, and manure storage and handling principles have taken a back seat to computer-generated criteria and decision support software.

i. Party involved with Dissemination:

Contact Name: Jerry Leonard / John Feddes ID#: C-06
Company/Organization: Faculty of Agriculture, Forestry, and Home Economics
University of Alberta
Address: Department of Agricultural, Food and Nutritional Science
Edmonton AB T6G 2P5
Phone: 780-492-0107
Fax: 780-492-9130
Email: jleonard@afns.ualberta.ca Respondant Name Jerry Leonard

ii. Dissemination Mechanisms used:

- Pork Seminar, Pork Congress
- Western Producer, Western Hog Journal, Bacon Bits, Revealing Research (AB Pork Centre), Journal of Canadian Agricultural Engineering
- Annual meetings of Agricultural Institute of Canada (AIC) and Canadian Society for Agricultural Engineering (CSAE)

iii. Primary Recipients:

Producers, Agricultural Engineers

iv. Most Effective Mechanisms used:

Western Hog Journal, Bacon Bits, Revealing Research - These publications are targeted directly at producers and industry people and are written in an easy-to-access format.

v. Most Ineffective Mechanisms used:

N/A

vi. Other Effective Mechanisms known:

Satellite conference (Prairie Swine Centre)
Call of the Land (Alberta Agriculture, Food and Rural Development)

vii. Other Ineffective Mechanisms known:

N/A

viii. Other Comments:

N/A

i. Party involved with Dissemination:

Contact Name: John Paul ID#: C-07
Company/Organization: Transform Compost Systems Ltd.
Address: 34642 Mierau Street
Abbotsford BC V2S 4W8
Phone: 604-504-5660
Fax: 604-504-5666
Email: transform@bc.sympatico.ca Respondant Name

ii. Dissemination Mechanisms used:

We are a new company. We have been involved with the Pacific Agriculture Show, Alberta Pork Congress, Olds College Composting Conference. We have worked with Purelean Hogs Inc, made a brochure and have a website (<http://www.bc.sympatico.ca/transform/index.html>).

iii. Primary Recipients:

Animal producers - Pacific Pig Show and Pork Congress
Hog producers - promoted work together with Purelean

iv. Most Effective Mechanisms used:

Our information (brochure, Pacific Ag Show) that demonstrate development of a marketable product from swine waste. People need to see something that works.

v. Most Ineffective Mechanisms used:

newspaper ads, commodity magazine ads

vi. Other Effective Mechanisms known:

pilot scale demonstration systems that can give accurate details on processes and costs

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

most effective marketing is a system that works; it will sell itself

i. Party involved with Dissemination:

Contact Name: Jarrett Powers ID#: C-08
Company/Organization: PFRA, Agric. & Agri-Food Canada
Address: Box 2000
Beausejour MB R0E 0C0
Phone: 204-268-3233
Fax: 204-268-3609
Email: pf22603@em.agr.ca Respondant Name

ii. Dissemination Mechanisms used:

- Participate and organize (with Manitoba Agriculture, industry, University of Manitoba, local governments, and farm organizations) livestock open houses across the district. The intent of these events is to have available all information pertaining to intensive livestock operations and experts on hand (agronomists, land use planners, hydrogeologists, engineers, etc) to answer questions from the public in an open house format.
- Participate and organize (with the above listed organizations) manure management field days and equipment demos. Demonstrate newer technologies (I.e. direct injection) and discuss manure management strategies.
- Conduct (with above listed organizations) field experiments such as hog manure application on pastures, deep nitrate surveys, hog manure application on hybrid poplar, straw covering of lagoons and disseminate information with one on one contact with producers, factsheets, public meetings, newsletters.

iii. Primary Recipients:

Primarily farmers and rural residents as well as local government (reeves and councilors)

iv. Most Effective Mechanisms used:

All items listed above are effective in disseminating information to the target audience as they occur in the local area and, with the on-farm demonstration projects, give extension personnel information which directly applies to the producer's farming operation.

v. Most Ineffective Mechanisms used:

Not sure about this one as I feel our extension methods are well focussed and directed. I would not rely solely on mass mailouts to disseminate information (sometimes wonder about uptake of information). I think it is an important element of extension though, but it needs to be complemented with more on-farm direct extension type activities.

vi. Other Effective Mechanisms known:

I think the internet is starting to play an important role (and will continue to play an even more important role) in dissemination of information. Maybe more so with extension personnel and researchers but more and more farmers and rural residents are accessing the internet also.

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Dr. Bill Oldham ID#: C-09

Company/Organization: Oldham Environmental Engineering Ltd.

Address: 24733 16th Ave
Langley BC V2Z 1J4

Phone: 604-530-1529

Fax: 604-530-5311

Email: oldenv@uniserve.com Respondant Name

ii. Dissemination Mechanisms used:

- personal contact with consulting engineering companies and equipment suppliers

iii. Primary Recipients:

as above

iv. Most Effective Mechanisms used:

contact with equipment suppliers - they are more interested in servicing the hog industry than are consultants.

v. Most Ineffective Mechanisms used:

as above

vi. Other Effective Mechanisms known:

practical workshops for producers, including the dissemination of process-specific brochures

vii. Other Ineffective Mechanisms known:

magazine & journal advertising (except for the purpose of advertising workshops).

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Ted Muir ID#: C-10

Company/Organization: Manitoba Pork Council

Address: 28 Terracon Place
Winnipeg MB R2J 4G7

Phone: 204-237-7447

Fax: 204-237-9831

Email: general@manitobapork.com Respondant Name

ii. Dissemination Mechanisms used:

- Monthly producer newsletter
- Producer workshops / field trials / manure conferences / swine seminars (through MB Agriculture)
- Website
- News releases

iii. Primary Recipients:

primarily hog producers

iv. Most Effective Mechanisms used:

They all work in their own way. Actual demonstrations are likely most effective.

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Lisa Holowchuck ID#: C-11
Company/Organization: Triple S Community Futures
Address: 356 Main St.
Selkirk MB R1A 1T6
Phone: 204-482-2025
Fax: 204-482-2033
Email: lisah@sirnet.mb.ca Respondant Name

ii. Dissemination Mechanisms used:

- Utilize Manitoba's Technical Advisory Group on Manure Management
- Share partnership opportunities with ARDI and MMMI
- Assist in communication demonstration activities
- New Releases to MB Pork
- ManureNet
- Manure Expo trade show
- hosting satellite conference

iii. Primary Recipients:

Producers, citizens and government

iv. Most Effective Mechanisms used:

Producers - MB Pork and producer networks and Ag Reps.
Citizens - Newspaper (local) and citizen networks
Government - delegates at meetings

v. Most Ineffective Mechanisms used:

Informal networks seems to work better than advertising in media such as newspapers, internet for informing people about our program.

vi. Other Effective Mechanisms known:

- database sharing with limited descriptions
- technology sheets (reviews)

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

As demonstrations mature could use much more media contact in agricultural newspapers and magazines as well as special TV spots such as Manitoba Farm Report.

i. Party involved with Dissemination:

Contact Name: Jim Dosman

ID#: C-12

Company/Organization: University of Saskatchewan

Address: Agriculture Medicine
University of Saskatchewan
Saskatoon SK

Phone: 306-966-8286

Fax: 306-966-8799

Email: dosman@sask.usask.ca

Respondant Name

ii. Dissemination Mechanisms used:

none

iii. Primary Recipients:

iv. Most Effective Mechanisms used:

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

We don't have any projects on hog manure at the present time

i. Party involved with Dissemination:

Contact Name: Chris Byra

ID#: C-13

Company/Organization: Greenbelt Veterinary Services Ltd.

Address: 8810 Young Road S.

Chilliwack BC V2P 4P5

Phone: 604-782-1501

Fax: 604-792-1173

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- Publications - Canadian Swine Forum
- Personal Contact - when consulting
- Client Meetings

iii. Primary Recipients:

Pig Producers - owners and employees

iv. Most Effective Mechanisms used:

Direct personal contact

v. Most Ineffective Mechanisms used:

of the above - Canadian Swine Farm except when discussed at the farm

vi. Other Effective Mechanisms known:

Demonstrations; Trade shows

vii. Other Ineffective Mechanisms known:

- Website / Satellite conferences - reach a small number of primary producers
- may be okay for suppliers

viii. Other Comments:

My involvement with manure management is peripheral - discuss and deal with reduced water utilization in the barns primarily. Methods of moving manure - barn to pit.

i. Party involved with Dissemination:

Contact Name: Bob Hoffman

ID#: C-14

Company/Organization: Manitoba Rural Adaptation Council

Address: Box 6100

Winnipeg MB R3C 4A4

Phone: 204-982-4791

Fax: 204-982-4794

Email: acmrac@escape.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Press conferences
- Press releases
- Trade Shows

iii. Primary Recipients:

Producers and industry affiliates

iv. Most Effective Mechanisms used:

Press conferences / press releases - as long as you have something credible to deliver, the media wants it.

v. Most Ineffective Mechanisms used:

web site - our fault; currently the site is not updated regularly enough

vi. Other Effective Mechanisms known:

none

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Neil Ketilson

ID#: C-17

Company/Organization: Heartland Livestock Services

Address: 201 - 407 Downey Road
Saskatoon SK S7N 4L8

Phone: 306-668-6630

Fax: 306-668-5564

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- Newsletters - not widely distributed
- one on one with those involved
- information packages, pamphlets

iii. Primary Recipients:

farmers and communities near projects

iv. Most Effective Mechanisms used:

personal contact

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

Pork Central (broader seminars) - used to reach industry

vii. Other Ineffective Mechanisms known:

depends on the target; broader audience (general public) - media

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Grant McCulloch

ID#: C-19

Company/Organization: Environment Canada

Address: 123 Main St., Suite 150
Winnipeg MB R3C 4W2

Phone: 204-983-7437

Fax: 204-983-0690

Email: grant.mcculloch@ec.gc.ca

Respondant Name

ii. Dissemination Mechanisms used:

- CETAC process - technology showcase
- Waste Water International
- Attendance at satellite conferences

iii. Primary Recipients:

technology / business development community

iv. Most Effective Mechanisms used:

CETAC seminar - getting people with similar interests together at regular intervals

v. Most Ineffective Mechanisms used:

Email - for wide dissemination. You're not going to get as much motivation to react from this method.

vi. Other Effective Mechanisms known:

- Web Site
- Starting a listserv

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Michael J. Goss

ID#: C-20

Company/Organization: University of Guelph

Address: Richards Building, University of Guelph
Guelph ON N1G 2W1

Phone: 519-824-4120

Fax: 519-824-5730

Email: mgoss@lrs.uoguelph.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Decision Support System Development
- Demonstrations
- Website links (<http://www.oac.uoguelph.ca/ManSys/>)

iii. Primary Recipients:

Farmers, advisors, policy makers

iv. Most Effective Mechanisms used:

- Decision Support System - based on survey of farmers who indicated their interest in this approach.
- conferences, workshops, and demonstrations

v. Most Ineffective Mechanisms used:

n/a

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

We have also been involved in brochure production

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Naveen Patni ID#: C-21
Company/Organization: Agriculture and Agri-Food Canada
Address: P.O. Box 1000 - 6947 #7 Highway
Agassiz BC V0M 1A0
Phone: 604-796-2221 ext 220
Fax: 604-796-0359
Email: patnin@em.agr.ca Respondant Name

ii. Dissemination Mechanisms used:

- Contract Research Reports, for example, to Ontario Pork
- Trade Magazine, Publication of research findings
- Technical meetings and technical papers
- Scientific papers and publications

iii. Primary Recipients:

- Research reports - pork producers
- Trade magazines - producers, extension advisors
- Technical meetings / papers - extension advisors, scientists, engineers
- Scientific papers - commodity specialists and scientists

iv. Most Effective Mechanisms used:

Most effective mechanisms and target audiences are given above.

v. Most Ineffective Mechanisms used:

contract research reports - do not reach wide range of producers sometimes stay on shelves / storage in Canada, U.S., and elsewhere.

vi. Other Effective Mechanisms known:

Field days for hog producers and demonstration of R & D

vii. Other Ineffective Mechanisms known:

can't think of any

viii. Other Comments:

would the information you are gathering be available to people like me? When ready!! It is a good start.

i. Party involved with Dissemination:

Contact Name: Donna Chaw

ID#: C-24

Company/Organization: Olds College Composting Technology Centre

Address: 4500 50th Street

Olds AB T4H 1R6

Phone: 403-556-4787

Fax: 403-556-4718

Email: donnachaw@home.com

Respondant Name

ii. Dissemination Mechanisms used:

- Classroom instruction and extension courses
- Publication in Biocycle (trade magazine)
- Old College Annual Composting Conference
- Composting Council of Canada Conference
- Composting Facility Tours
- Demonstrations, e.g. manure composting, field trials
- Satellite workshop in conjunction with CERWA (Compost Education and Resource for Western Agriculture)
- Manure Management meetings

iii. Primary Recipients:

- Students in Ag. Production and composting
- Farmers and ILOs
- Government departments

iv. Most Effective Mechanisms used:

Demonstrations and facility tours

v. Most Ineffective Mechanisms used:

Publications in trade magazines and manure management meetings

vi. Other Effective Mechanisms known:

workshops

vii. Other Ineffective Mechanisms known:

Publication of the information in scientific journals

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Leeann Minogue ID#: C-25
Company/Organization: SARM (Saskatchewan Association of Rural Municipalities)
Address: 2075 Hamilton Street
Regina SK S4P 2E1
Phone: 306-757-3577
Fax: 306-565-2141
Email: sarm.leeann@sk.sympatico.ca Respondant Name

ii. Dissemination Mechanisms used:

We distribute information of interest to our members through:

- 1) Our magazine. The Rural Councillor is published monthly, with the exception of January and August. We gratefully publish articles that may be of interest to our members.
- 2) Our Website: <http://www.quantumlynx.com/sarm>
- 3) Update: We regularly send out informal updates to our members by email and fax
- 4) Convention Information: We have an annual Convention in March, a Mid-Term Convention in November, and hold 6 meetings around the province each June.

iii. Primary Recipients:

Our members receive our information. That is, rural reeves, councillors, and administrators from all Saskatchewan's 297 rural municipalities.

iv. Most Effective Mechanisms used:

Because our information is targeted to a distinct audience with unique needs, we feel all our methods are effective.

v. Most Ineffective Mechanisms used:

Same as above.

vi. Other Effective Mechanisms known:

Workshops and information booths at agricultural; conferences may be useful.

vii. Other Ineffective Mechanisms known:

As above.

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Marten Wright

ID#: C-26

Company/Organization: Quadra Group

Address: Box 638

Outlook SK SOL 2N0

Phone: 306-867-2202

Fax: 306-867-2080

Email: mwright@quadragroup.sk.ca

Respondant Name

ii. Dissemination Mechanisms used:

PAMI, scientific journals, ag newspapers (Western Producer), workshops (composting one and others assoc. with conferences and seminars), seminars, PAMI demonstrations at Humbolt, our in-house projects, Agrologists

iii. Primary Recipients:

ourselves and farmers in immediate area of barn

iv. Most Effective Mechanisms used:

written publications and workshops

v. Most Ineffective Mechanisms used:

internet - no guidance as to where to go

vi. Other Effective Mechanisms known:

research (interim or finished but not aware of)

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

I believe there is a great deal of research ongoing, but the industry needs to have a place to go (I believe the internet) to see what projects are a) being formulated, b) being conducted, and c) completed (and where to find the results).

i. Party involved with Dissemination:

Contact Name: Jeff Schoenau

ID#: C-27

Company/Organization: Soil Science, University of Saskatchewan

Address: 51 Campus Drive

Saskatoon SK S7N 5A8

Phone: 306-966-6844

Fax: 306-966-6881

Email: schoenau@sask.usask.ca

Respondant Name Mickey Graham

ii. Dissemination Mechanisms used:

- Conferences: AIC, Agronomy workshop, Soils & Crops, SSSA Conference, farm magazines ie. Western Producer, Country Guide

- Farm meetings & Field Days, Scientific Publications

iii. Primary Recipients:

Hog Producers, Farmers, Professional Agrologist, Professional Engineers, Scientists.

iv. Most Effective Mechanisms used:

Conference presentations & field days. Fact sheets. - Reach the widest audience; get everyone in category iii above.

v. Most Ineffective Mechanisms used:

Scientific papers because time to publication can be long. Scientists and academics are so busy they do not have a lot of time to read many papers. Highly technical nature sometimes limits appeal.

vi. Other Effective Mechanisms known:

Websites, computer programs

vii. Other Ineffective Mechanisms known:

Promotional brochures

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Katherine. Buckley

ID#: C-28

Company/Organization: Brandon Research Centre, Agriculture and Agri-Food Canada

Address: P.O. Box 1000A, RR#3
Brandon MB R7A 5Y3

Phone: 204-726-7650

Fax: 204-728

Email: 3858

Respondant Name

ii. Dissemination Mechanisms used:

- Trade Shows - Manure Expo (Winnipeg '97, Selkirk '98), Ag Days, Crop Production Days '99 (Saskatoon)
- Open Houses - Hosted by Manitoba Agriculture or Conservation Groups and held in various communities throughout Manitoba.
- HEMS Workshop '98 (Toronto).
- Field Days - Brandon Research Centre has an annual field day, Manitoba Zero Tillage Association Field Day.
- Conferences and Meetings - Annual Conferences are held for the provincial Soil Science Societies in AB, SK, and MB and nationally by the Agricultural Institute of Canada.
- Publications - Scientific proceedings, news releases, technical reports, brochures
- Media - television and radio interviews
- Websites - ManureNet (<http://res.agr.ca/manurenet/manurenet.html>); Brandon (<http://res.agr.ca/brandon/brc/intro.htm#3>)

iii. Primary Recipients:

- Trade Shows - extensionists, industry, public
- Workshops - extensionists, researchers, industry
- Open Houses and Field days - all of the above
- Websites - all of the above
- Scientific conferences - federal, provincial, and university professionals
- Publications - all of the above

iv. Most Effective Mechanisms used:

Trade Shows and Open Houses are effective in dispensing information to communities locally affected by the expanding hog industry. The public wants to see evidence of scientific research addressing environmental problems. They want to be assured that environmental monitoring is an ongoing activity.

Workshops involving provincial, federal and industry representatives (especially within the Province) are extremely useful for the development of working relationships, sharing of strategies and support.

v. Most Ineffective Mechanisms used:

There is little feedback on publications so this mechanism may not be as effective. Most people are too busy to read the huge amount of written material available. Oral communication is likely more effective.

vi. Other Effective Mechanisms known:

Field scale testing and evaluation under standard protocols (to provide the information to be disseminated).

vii. Other Ineffective Mechanisms known:

Testimonials.

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Fred W. Schuld ID#: C-29
Company/Organization: Alberta Agriculture, Food and Rural Development
Address: 7000 - 113 street
Edmonton AB
Phone: 780-427-5320
Fax: 780-427-1057
Email: fred.schuld@agric.gov.ab.ca Respondant Name

ii. Dissemination Mechanisms used:

Our website: <http://www.agric.gov.ab.ca>; monthly newsletters, e.g. Hoof Prints, Bacon Bits; Banff Pork Seminar; Alberta Pork Congress; Western Hog Journals; regional meetings; Canadian Journal of Animal Science; Agricultural Engineering; etc.

iii. Primary Recipients:

Pork producers, rural municipalities, department and other government staff, agri industry, scientific community.

iv. Most Effective Mechanisms used:

The world wide web is very effective for those who are connected since it is rapid and efficient. Newsletters are liked very well according to our surveys, as are radio and tv programs.

v. Most Ineffective Mechanisms used:

The scientific publications are not effective for the above audiences, but are necessary to help with the peer review process, and to keep the science honest.

vi. Other Effective Mechanisms known:

We do not participate in a lot of trade shows or travelling displays

vii. Other Ineffective Mechanisms known:

none I can think of

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Don Fancourt

ID#: C-30

Company/Organization: Pura Organics Ltd.

Address: Box 460

Niverville MB R0A 1E0

Phone: 204-388-4741

Fax: 204-288-0038

Email:

Respondant Name

ii. Dissemination Mechanisms used:

None. We only spread for our own operations. However we discuss with our partner farm various spreading methods at board meetings.

iii. Primary Recipients:

Same as above. Information passed on using our board members.

iv. Most Effective Mechanisms used:

n/a

v. Most Ineffective Mechanisms used:

n/a

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

Pura Organics Ltd. Is owned by The Puratone Corporation. We manage the spreading for our own farms We file manure management plans and look after soil testing as well as procurement of land for spreading. Currently Puratone has 36 farms.

i. Party involved with Dissemination:

Contact Name: Sylvio Tessier ID#: C-31
Company/Organization: Manitoba Agriculture, Animal Industry Branch
Address: 204 - 545 University Cr.
Winnipeg MB R3T 5S6
Phone: 204-945-3869
Fax: 204-945-4327
Email: stessier@agr.gov.mb.ca Respondant Name

ii. Dissemination Mechanisms used:

"Manure Management" fact sheet series, Manure Expo's, producer/professional seminars, field demonstrations, fact sheets postings on Manitoba Agriculture's website, technical papers presented at professional conferences, Manitoba Swine Seminar (yearly), Hog & Sheep/Poultry Days, Open houses on Intensive Livestock Operations (meetings/events are the RM levels for the general public).

iii. Primary Recipients:

Being an agricultural extension body, our primary audience is the livestock producer. However, considerable efforts are devoted to extend the "state of the are" to local government officials and the general public. A secondary audience will be our provincial staff, to ensure that they are kept abreast of recent development in this area. A third audience would be the professional associations, often times with the specific objective of providing feedback on technologies that might have been developed by them (engineers, academics) and highlight gaps or outstanding R&D needs.

iv. Most Effective Mechanisms used:

Fact sheets (stand alone or sent with or in the form of newsletter to producers) is probably the mechanism most likely to hit the target. Thus far, not all producers either have access to or fully use the internet for information search. The same might apply to the larger livestock producers. Only a fraction of them will attend meetings, conferences or workshops (which includes the fact that many events are offered and compete between themselves for the same audience).

v. Most Ineffective Mechanisms used:

The phone and one-to-one discussions with government officials. To some extent, government staff do not hold as much credibility as they deserve...

vi. Other Effective Mechanisms known:

Eventually, we will make better use of the internet. However, somebody will have to sieve through the enormous pile of reports and publicity on processes to provide an independent opinion of the benefits and limitations of the technologies.

vii. Other Ineffective Mechanisms known:

The internet, with the exception that current sites eagerly post all kinds of reports without paying attention to the content or even securing the permission of the author for posting their work. Then, we are back to an unsorted pile of documents, many of which are useless or convey misinformation (how many hits will a search provide with the key work "manure" - over 15000!).

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Henry Vissers

ID#: EA-01

Company/Organization: Pork Nova Scotia

Address: 339 Willow St.

Truro NS B2N 5A6

Phone: 902-895-0581

Fax: 902-893-4236

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- Newsletter - Porkfolio - both Print & Pof
- Website - <http://www.pork.nova.scotia.ca>

iii. Primary Recipients:

Producers & industry stakeholders

iv. Most Effective Mechanisms used:

Newsletter - because it is direct to those involved

v. Most Ineffective Mechanisms used:

web page - too broad an audience

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Elisabeth Vachon

ID#: EA-02

Company/Organization: Dora Club

Address: 241 4th Avenue
QC

Phone: 450-248-0454

Fax: 450-248-2270

Email: duraclub@videotron

Respondant Name Elisabeth Vachon

ii. Dissemination Mechanisms used:

-demonstrations

iii. Primary Recipients:

-farmers

iv. Most Effective Mechanisms used:

-field trials

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

-video cassette

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Yvan Castaigne

ID#: EA-03

Company/Organization: CAEQ

Address: 4855 Laurier Blvd.
Route 116, Se
Hyacinthe QC J2S 3V4

Phone: 450-773-2454

Fax: 450-773-3373

Email: yvan.castaigne@sympatico.ca

Respondant Name Yvan Castaigne

ii. Dissemination Mechanisms used:

- club meetings (Agro-Environmentalists)
- person to person

iii. Primary Recipients:

- farmer member of club

iv. Most Effective Mechanisms used:

- direct contact-trust building

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

- video demonstrations

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Myles Whitaker

ID#: EA-04

Company/Organization: Nf & Lab Livestock Council

Address: PO Box 732

Mt. Pearl NF A1N 2Y2

Phone: 709-747-3025

Fax: 709-747-3029

Email: livestock@thezone.net

Respondant Name

ii. Dissemination Mechanisms used:

- newsletter - Livestock News
- agricultural fairs

iii. Primary Recipients:

hog producers

iv. Most Effective Mechanisms used:

Newsletter - because it is mailed directly to the producer

v. Most Ineffective Mechanisms used:

Fairs - not all producers attend

vi. Other Effective Mechanisms known:

website, workshops

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Paul LeBlanc

ID#: EA-05

Company/Organization: New Brunswick Hog Marketing Board

Address: 259 Brunswick St.

Fredericton NB

Phone: 506-458-8051

Fax: 506-453-1985

Email: nbhog@nbnet.nb.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Annual Pork Conference
- Government Field Specialists
- Vets
- Field Days

iii. Primary Recipients:

Hog Producers

iv. Most Effective Mechanisms used:

conferences & seminars - because they enable personal interaction & hands-on

v. Most Ineffective Mechanisms used:

Hi-Tech stuff

vi. Other Effective Mechanisms known:

Would like to have more Trade Shows and Educational Seminars with knowledgeable people.

vii. Other Ineffective Mechanisms known:

?

viii. Other Comments:

Need for exposure varies with individual farms. Mechanism needs to address flexible timing needs.

i. Party involved with Dissemination:

Contact Name: Dr. Ted Van Lunen

ID#: EA-06

Company/Organization: AVC Inc

Address: 550 University Ave
Charlotteto PE C1A 4P3

Phone: 902-628-4356

Fax: 902-566-0823

Email: tvanlunen@vpei.ca

Respondant Name

ii. Dissemination Mechanisms used:

- PEI Hog Marketing Board Newsletters
- Lectures
- Local, National, and International Conferences
- Scientific journals

iii. Primary Recipients:

- Pork Producers
- Scientists
- General Public

iv. Most Effective Mechanisms used:

Conferences

v. Most Ineffective Mechanisms used:

Scientific journals

vi. Other Effective Mechanisms known:

Extension personnel

vii. Other Ineffective Mechanisms known:

unknown

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Raymond Leblanc ID#: EA-07
Company/Organization: Cooperative Federee De Quebec
Address: 9001, boul de l'Acadie, bureau 2000
QC
Phone: 514-858-2667
Fax: 514-385-5142
Email: raymond.leblanc@sympatico.ca Respondant Name Raymond Leblanc

ii. Dissemination Mechanisms used:

- magazine - Le Coopérateur Agricole
- workshops
- conferences

iii. Primary Recipients:

- farmers

iv. Most Effective Mechanisms used:

- workshops
- conferences

v. Most Ineffective Mechanisms used:

- journal articles-often too general

vi. Other Effective Mechanisms known:

- video in workshops

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Janlyene Savand ID#: EA-08
Company/Organization: Club Agroenvironnemental de la cote-du-sud
Address: 1120 6th Ave C.P. 100 La Porcahere
QC
Phone: 418-856-3044
Fax: 418-856-5199
Email: lheureux.savand@sympatico.ca Respondant Name Janlyene Savand

ii. Dissemination Mechanisms used:

- regular newsletter
- special notices of conferences

iii. Primary Recipients:

- club members

iv. Most Effective Mechanisms used:

- newsletter

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

- specific documents

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

- new organizations not focussing on manure issues at present.
- not an issue regionally

i. Party involved with Dissemination:

Contact Name: Dominique Fleury

ID#: EA-09

Company/Organization: Agro-Sud

Address: 23 Boul. du Havre
Valleyfield QC

Phone: 450-370-0290

Fax: 450-370-1237

Email: agrosud@roder.qc.ca

Respondant Name Dominique Fleury

ii. Dissemination Mechanisms used:

- Canadian Journal of Plant Science
- Canadian Journal of Soil Science

iii. Primary Recipients:

- farmer members

iv. Most Effective Mechanisms used:

- face to face or small groups of 5-10 -exchange between farmers is effective

v. Most Ineffective Mechanisms used:

- telephone - you lose something

vi. Other Effective Mechanisms known:

- videos with small groups
- educational videos

vii. Other Ineffective Mechanisms known:

- miracle product advertisement with only positive claims

viii. Other Comments:

- fertilizer companies also have good ideas

i. Party involved with Dissemination:

Contact Name: David Girardville

ID#: EA-10

Company/Organization: Club Agro-Environmental

Address: 394 Dufferin

QC

Phone: 450-391-0073

Fax: 450-371-3293

Email:

Respondant Name

ii. Dissemination Mechanisms used:

-no information is distributed

iii. Primary Recipients:

-one farmer only

iv. Most Effective Mechanisms used:

-face to face

v. Most Ineffective Mechanisms used:

-writing

vi. Other Effective Mechanisms known:

-farmer workshops

vii. Other Ineffective Mechanisms known:

-special review articles - are not used

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Bernard Estevez

ID#: EA-11

Company/Organization: Club Project-eau-sol

Address:

QC

Phone: 450-473-2703

Fax: 450-491-7750

Email:

Respondant Name Bernard Estevez

ii. Dissemination Mechanisms used:

-distribute via oral, video, refer to specialists

iii. Primary Recipients:

-four farmers

iv. Most Effective Mechanisms used:

APAQ or COGENOR specialists

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

I don't know. A guide of various technologies would be helpful and a list of resources regionally, provincially and nationally

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Michel Dupuis

ID#: EA-12

Company/Organization: Club Agri-Durable

Address: 1361 rue Du Pont Marieville
QC

Phone: 450-460-4447

Fax:

Email:

Respondant Name Michel Dupuis

ii. Dissemination Mechanisms used:

- information days
- demonstration days
- face to face
- club newsletter

iii. Primary Recipients:

- farmers

iv. Most Effective Mechanisms used:

- demo days-farmers like to see things

v. Most Ineffective Mechanisms used:

- club newsletter -farmers don't read well.

vi. Other Effective Mechanisms known:

- individual demonstrations

vii. Other Ineffective Mechanisms known:

- publications too complex, no photos or graphics

viii. Other Comments:

I think farmers are well informed about manure management in general. What is lacking is effective technology.

i. Party involved with Dissemination:

Contact Name: Jacques Pelletier

ID#: EA-13

Company/Organization: Club Fertilisation 2000

Address: 355 rue Moreault
QC

Phone: 722-3615 post 264

Fax: 418-775-8542

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- club newsletter
- demonstrations

iii. Primary Recipients:

- club members

iv. Most Effective Mechanisms used:

- field trials
- discussions

v. Most Ineffective Mechanisms used:

- club newsletter - can't be assured 100% readership

vi. Other Effective Mechanisms known:

- conferences

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Michelle Breton

ID#: EA-14

Company/Organization: Club Consersol Vert Cher

Address: 337 Rg des 25 Est St. Bruno
QC

Phone: 450-653-8061

Fax: 450-441-5694

Email: brabruno@agr.govr.qc.ca

Respondant Name Michelle Breton

ii. Dissemination Mechanisms used:

- personal communication (consultations)
- information days (conferences)
- on-farm demonstrations

iii. Primary Recipients:

- farmers

iv. Most Effective Mechanisms used:

- information workshops - an opportunity to give total and full information without restraint

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

- journal review articles

vii. Other Ineffective Mechanisms known:

- non agriculture journals

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Gaetanne Beaulieu

ID#: EA-15

Company/Organization: Groupe Pouss-Vert

Address: 49 De L'Eglise
St-Arsine QC G0L 2K0

Phone: 418-867-5678

Fax: 418-867-5459

Email: SGARDL@GLOBETROTTER.NET

Respondant Name Gaetanne Beaulieu

ii. Dissemination Mechanisms used:

-newsletter

iii. Primary Recipients:

-farmers

iv. Most Effective Mechanisms used:

-demonstration

v. Most Ineffective Mechanisms used:

newsletter-but not always read.

vi. Other Effective Mechanisms known:

I don't know

vii. Other Ineffective Mechanisms known:

Don't know

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Eric Levere

ID#: EA-16

Company/Organization: Fertior

Address: 741 51 Gorges CP 206
St. Bernerd QC G0S 2G0

Phone: 418-475-4475

Fax: 418-475-6833

Email: fertior@globetrotter.qc.ca

Respondant Name Eric Levere

ii. Dissemination Mechanisms used:

- seminars with 350 farmers
- newsletters -distribute 2100 quarterly
- seminar days

iii. Primary Recipients:

- farmers

iv. Most Effective Mechanisms used:

- written communication with personal follow-up

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

- government and science publications-they are objective

vii. Other Ineffective Mechanisms known:

- personal testimonies

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Gilles Gagne

ID#: EA-17

Company/Organization: COGENOR LANAUDIÈRE

Address: 110, rue Beadry Nord

Joliette QC J6C 6A5

Phone: 450-753-7486

Fax: 450-759-7610

Email: cogenor@pandorp.qc.ca

Respondant Name Gilles Gagne

ii. Dissemination Mechanisms used:

-newsletters

iii. Primary Recipients:

farmers

iv. Most Effective Mechanisms used:

-newsletter

v. Most Ineffective Mechanisms used:

general public media-too diluted of content

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

-scientific article/reviews

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Norman Bourgon

ID#: EA-18

Company/Organization: Bra Lachute

Address: 505, rue Bethany, bureau 400,
Lachute QC J8H 4A6

Phone: 450-562-8574

Fax: 450-502-1140

Email:

Respondant Name Phil Lavoie

ii. Dissemination Mechanisms used:

-demonstrations

iii. Primary Recipients:

-farmers

iv. Most Effective Mechanisms used:

-fertilization plans

v. Most Ineffective Mechanisms used:

-farmers take less time to understand or try to understand

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

-new at position and not exact responses

i. Party involved with Dissemination:

Contact Name: Dwight Balser

ID#: EA-19

Company/Organization: Moncton Regional Office

Address: 381 Killum Drive
PO Box 5011
Moncton NB E1C 8R3

Phone:

Fax: 506-384-1567

Email:

Respondant Name Dwight Balser

ii. Dissemination Mechanisms used:

- Field trips
- satellite conferences -Prairie Swine Center
- conferences - Maritime Pork Conference

iii. Primary Recipients:

- farmers in all cases

iv. Most Effective Mechanisms used:

- conferences

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Michael Rosen

ID#: O-01

Company/Organization: Ottawa - Carleton Rural Stewardship Council

Address: 5524 Dickinson
Box 599
Manotick ON

Phone: 613-692-0014

Fax: 613-692-2806

Email: mike.rosen@sympatico.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Trade Shows - 00 Farm Show
- Workshop - Nutrient Management

iii. Primary Recipients:

Hog producers

iv. Most Effective Mechanisms used:

trade show - mass appeal, other things there to lure them in

v. Most Ineffective Mechanisms used:

website - still not universally accepted in ag community

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: David Armitoge ID#: O-02
Company/Organization: Ontario Farm Environmental Coalition
Address: 40 Eslinton Ave. East
Toronto ON M4P 3A2
Phone: 416-485-3333
Fax: 416-485-9027
Email: david.armitoge@ofa.on.ca Respondant Name

ii. Dissemination Mechanisms used:

- OFEC relies on numbers to relay information back to their organizations which tend to be commodity specific.
- Best Management Publications (BMP), EFP, Nutrient Mngt Strategy

iii. Primary Recipients:

- BMP, EFP, NMP are available to any farmer in the ag. community
- OFEC policy is directed to farm leaders of farm orgs

iv. Most Effective Mechanisms used:

- NMP is most current, therefore most effective for most people
- BMP we know from reader surveys to be quite effective
- publications on both Nutrient and NMP are relevant

v. Most Ineffective Mechanisms used:

EFP is generally effective but Nutrient is a small component

vi. Other Effective Mechanisms known:

- websites
- fact sheets
- media reports
- farm shows
- brochures, pamphlets

vii. Other Ineffective Mechanisms known:

all communication vehicles are successful to some extent

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Tiffany Svensson ID#: O-03
Company/Organization: Ontario Federation of Agriculture
Address: 40 Eglinton Ave East, 5th floor
Toronto ON M4P 3A2
Phone: 416-485-3333
Fax: 416-485-9027
Email: tiffany@svensson.com Respondant Name

ii. Dissemination Mechanisms used:

OFA Members Digest, BMP documents, <http://www.ofa.on.ca>, regular direct mailings to County Federations, Board of Directors packages, Member Service Representatives, Outdoor Farm Show, International Plowing Match, Regional Meetings and Fairs, OFA's Annual Convention, program brochures such as P3.

iii. Primary Recipients:

Our primary target audience/ recipients are OFA members through all these avenues.

iv. Most Effective Mechanisms used:

OFA Board packages, Direct mailings to County Federations, and Member Service Representatives because you have personal and direct contact. Information can be quite specific.

v. Most Ineffective Mechanisms used:

International Plowing Match and OFA Convention - the audience is not specific enough and the audience is not in a mind set of tech transfer.

vi. Other Effective Mechanisms known:

Environmental Farm Plan, OMAFRA on site help and demonstration days, local projects such as the Region of Waterloo's Rural Water Quality Program and OFEC's Partners in Nitrogen Efficiency Project, articles in Ontario Farmer and Eastern Farmer.

vii. Other Ineffective Mechanisms known:

International Plowing Match, Brochures alone, advertising in magazines

viii. Other Comments:

As was discussed on the phone, we do not deal with hog manure specifically so I have answered these questions with a general environmental info and technology transfer in mind not specifically hog manure.

i. Party involved with Dissemination:

Contact Name: Evert Ridder

ID#: O-04

Company/Organization: Huron Surface Water Quality Coalition

Address: RR#2

Clinton ON N0M 1L0

Phone: 519-482-5033

Fax: 519-482-5033

Email: eridder@odyssey.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

organization just formed; looking for ways to improve environment as a whole community

iii. Primary Recipients:

efforts directed at all Huron County residents

iv. Most Effective Mechanisms used:

Currently trying to bring consensus in how to approach surface water quality improvement in Huron

v. Most Ineffective Mechanisms used:

Trying to bulldoze things through

vi. Other Effective Mechanisms known:

Currently looking at ways that are used in other places to do effective watershed management planning. Establishing a state of environment to be reviewed at regular intervals is what we are looking at.

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

This questionnaire does not really fit our organization at this time. Once we are well established we hope to accomplish improvements. Through County Federation of Agriculture we have had input in Nutrient Management bylaws and helped develop nutrient management strategies. We are promoting the Environmental Focus Plan, waterwell testing, and other related issues.

We would like to see results of your work and tap into the new technologies that will improve the environment.

i. Party involved with Dissemination:

Contact Name: Tom Sawyer

ID#: O-05

Company/Organization: The Fertilizer Institute of Ontario

Address: 160 Research Lane
Guelph ON N1G 5B2

Phone: 519-822-7474

Fax: 574-522-3380

Email: tf10@sympatico.ca

Respondant Name

ii. Dissemination Mechanisms used:

- inform TFIO members 250 by means of our newsletter what nutrient management plans
- utilize certified info Advisor CCA Performance Objectives to raise the level of information required for Nutrient Management to become a CCA
- research committee of TFIO is educating extension by holding Fertility level I, level II, and level III.

iii. Primary Recipients:

- TFIO

iv. Most Effective Mechanisms used:

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Steve Posthumus / Jim Boothby ID#: O-06
Company/Organization: ESSEX County Stewardship Network
Address: Box 1168 - 1023 Richard St. W
Chatham ON N7Z 5H7
Phone: 519-354-6274
Fax: 519-354-0313
Email: boothj@gov.on.ca Respondant Name Jim Boothby

ii. Dissemination Mechanisms used:

conferences; demonstrations - project specific with others

iii. Primary Recipients:

rural landowners, farmers and others

iv. Most Effective Mechanisms used:

demonstrations - manure composting - RCAT

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

- Direct Mailings to operators
- Inserts in producer newsletters
- Articles in Farm papers

vii. Other Ineffective Mechanisms known:

phone calls

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Eugene Swain / Jim Boothby

ID#: O-07

Company/Organization: Stewardship Kent

Address: Box 1168 - 1023 Richmond St. W
Chatham ON N7Z 5H7

Phone: 519-354-6274

Fax: 519-354-0313

Email: boothbj@gov.on.ca

Respondant Name Jim Boothby

ii. Dissemination Mechanisms used:

- workshops with others
- demonstrations with others

iii. Primary Recipients:

rural landowners

iv. Most Effective Mechanisms used:

- Demonstrations
- Seminars - broad audience

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Wayne Aldwell

ID#: O-08

Company/Organization: Huron County

Address: Court House
Godench ON

Phone: 519-524-2188

Fax: 519-524-5677

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- this is only a small aspect of our mandate
- materials are on display in our office and are circulated to our 26 municipalities.

iii. Primary Recipients:

landowners

iv. Most Effective Mechanisms used:

- materials on the "counter" in municipal offices
- high traffic (people coming and going) and these offices are out in the community

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

- mailouts
- radio
- farm shows
- t.v. (ie. Country Canada, etc.)

vii. Other Ineffective Mechanisms known:

brochures are great, but only if effectively circulated

viii. Other Comments:

We are involved with this issue, but generally this is only a small part of our mandate. The circulation of info is a useful complement to our efforts to promote more environmentally friendly agricultural practices.

i. Party involved with Dissemination:

Contact Name: Stewart Cressman ID#: O-09
Company/Organization: Region of Waterloo Rural Water Quality Program
Address: RR#2
Petersburg ON NOB 2H0
Phone: 519-696-3119
Fax: 519-696-2469
Email: cressman@sympatico.ca Respondant Name

ii. Dissemination Mechanisms used:

- Environmental Farm Plan Workshops.
- Waterloo & Wellington County
- Anne Loeffler & Tracy Ryan - Grand River Conservation Authority with personal form call to applicants requesting funds from the Rural Water Quality Program.
- Mass mailings, good news press released of participants in local papers ie. Weeklies.

iii. Primary Recipients:

Industrial farmers who are either completing the Environmental Farm Plan self audit or one requesting funds to reduce the environmental risk of their manure management as identified by the Environmental Farm Plan.

iv. Most Effective Mechanisms used:

Industrial workshops where environmental self audits are conducted. People & farmers are committed to improvements by virtue of the fact they are attending the workshop.

v. Most Ineffective Mechanisms used:

mass mailing to individuals in rural areas of Waterloo region.

vi. Other Effective Mechanisms known:

Farm meeting for livestock producers where co-operating farmers who help develop new technologies describes its pros and cons. ie. Cargill meeting in London Convention Centre where site specific manure management was a seminar topic. Farmers spoke to other farmers about their experience and development of the technology and where it fits.

vii. Other Ineffective Mechanisms known:

Presentation of new technologies where there has been no on farm experience.

viii. Other Comments:

Livestock producers are far less skeptical of new technology of farmers who have experience with the new technology. Delivery must include development work with cooperating producers who add credibility to the new technology and describe how they adapted it to work successfully on their farm.

i. Party involved with Dissemination:

Contact Name: Hugh Handy

ID#: O-10

Company/Organization: County of Wellington; Planning and Development Department

Address: 74 Woolwich Street

Guelph ON N1H 3T9

Phone: 519-837-2600 ext.212

Fax: 519-823-1694

Email: hughh@county.wellington.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Agricultural Advisory Committee - to be set up through Nutrient Management Committee
- Planning & Transportation Committee - Committee of Council
- Nutrient Management Committee - establishing strategy & by-law

iii. Primary Recipients:

- politicians
- building officials
- municipal staff & county staff
- public

iv. Most Effective Mechanisms used:

- Nutrient Management Committee and eventually Agricultural Advisory committee as they will be most involved with manure management.

v. Most Ineffective Mechanisms used:

County Council - all politicians may not be interested or as concerned about the issue. However, with municipal reorganization in Wellington as of Jan 1/99 all municipalities will be comprised of a mixture of rural and urban areas.

vi. Other Effective Mechanisms known:

- local groups
- stewardship councils (one exists in Wellington)

vii. Other Ineffective Mechanisms known:

no comment

viii. Other Comments:

none.

i. Party involved with Dissemination:

Contact Name: Bert Vorstenboselt

ID#: O-11

Company/Organization: R.O.M.A.

Address: RR#2

Mitchell ON NOK 1N0

Phone: 519-348-8269

Fax: 519-348-9251

Email: bert.sr@quadro.net

Respondant Name

ii. Dissemination Mechanisms used:

- R.O.M.A. newsletters
- conferences
- workshops

iii. Primary Recipients:

Mostly municipal people

iv. Most Effective Mechanisms used:

workshops - to those who attend; newsletters

v. Most Ineffective Mechanisms used:

conferences - because only municipal people attend.

vi. Other Effective Mechanisms known:

papers - Ontario Farmer, Rural Voice

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

We put letters in with the Tax Bills but they are only sent out twice a year.

i. Party involved with Dissemination:

Contact Name: Duff McKinnon

ID#: O-12

Company/Organization: Agricultural Adaptation Council

Address: 90 Woodlawn

ON

Phone: 519-822-7554

Fax: 519-822-6248

Email:

Respondant Name

ii. Dissemination Mechanisms used:

Our newsletter, website, press release in farm press.

iii. Primary Recipients:

Founding members & potential applicants to AAC

iv. Most Effective Mechanisms used:

Farm press - huge reach

v. Most Ineffective Mechanisms used:

web - limited access

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Andrew Graham

ID#: O-13

Company/Organization: Ontario Soil and Crop Improvement Association

Address: 1 Stone Road West
Guelph ON N1G 4Y2

Phone: 519-826-4216

Fax: 519-826-4224

Email: oscia@netcom.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Ontario Environmental Farm Plan workshops organized at the county / district level by staff working with OSCIA. Best Management Practices booklet on Livestock Manure Mgt. Also made available through same workshops.
- NMP workshop in Niagara Falls, ON, Mar 24-26/99

iii. Primary Recipients:

- farmers and other members of OSCIA (EFP, BMP)
- farm organization representatives, municipal officials, extensionists, policy makers (NMP Conference)

iv. Most Effective Mechanisms used:

- EFP Workshops
- BMP
- News releases to farm media
- NMP Workshop

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

- Pork Congress in Stratford
- Specific mgt. Workshops for the hog industry

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Don Hilborn

ID#: O-14

Company/Organization: OMFRA

Address: PO Box 666
Woodstock ON

Phone: 519-537-6621

Fax: 519-539-5351

Email: dhilborn@omafra.gov.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Nutrient management workshops - 2 days - 5 locations across Ontario
- Nutrient Management Conference - 3 days - Niagara Falls
- Displays at Outdoor Farm Shows, Plowing Match, Royal
- OMAFRA factsheets
- Quoted in most farm press on a frequent basis

iii. Primary Recipients:

- farmers, planners (municipal), designers of livestock facilities and nutrient management planners.

iv. Most Effective Mechanisms used:

- workshops - gives participants a thorough knowledge of topic

v. Most Ineffective Mechanisms used:

- displays - audience seems to be distracted to other areas

vi. Other Effective Mechanisms known:

- website - OMAFRA does not have a large comprehensive nutrient management site.

vii. Other Ineffective Mechanisms known:

- flyers - does not give a comprehensive viewpoint

viii. Other Comments:

- municipalities across Ontario
- engineering companies involved with agricultural projects
- farm building and manure storage construction

i. Party involved with Dissemination:

Contact Name: Rosa Vander Kuylen ID#: O-15
Company/Organization: Perth County Co-operative Inc.
Address: 152 Georgina Street
Mitchwill ON NOK 1N0
Phone: 519-348-9043
Fax: 519-348-4055
Email: Respondant Name

ii. Dissemination Mechanisms used:

We use trade shows, workshops both in the cropping and feed end, local OMAFRA offices, Soil & Crop demo days, our community newsletters, a company website (in the near future), our own retail business and Precision Farming Technology.

iii. Primary Recipients:

Livestock Farmers especially those looking for barn expansion, and farmers experiencing yield problems.

iv. Most Effective Mechanisms used:

Through our own sales staff and Precision Farming Technology and manure sample testing. We know our customers and have their best farming interest and responsible environment management in mind. OMAFRA also will direct farmers to us.

v. Most Ineffective Mechanisms used:

All methods are effective in some way but maybe in targeting our own area, trade shows are least effective. Any exposure is good for promotion but when retail crop outlets and Agronomists get involved, there is more chances of complete programs and follow ups.

vi. Other Effective Mechanisms known:

TV advertisements shown around Sunday morning AgInfo Shows but done in a positive manner.

vii. Other Ineffective Mechanisms known:

Negative advertising. Farmers need to be educated in a positive manner not labeled as environmentally irresponsible.

viii. Other Comments:

Any advertisement or interest should be done as a positive method to create awareness to the hog producer without inflicting high overhead costs to implement a program. Responsible retail crop outlets usually have a good handle on Nutrient Management and the Producer.

i. Party involved with Dissemination:

Contact Name: Paul Mahon

ID#: O-16

Company/Organization: Ontario Hog Farmer Magazine

Address:

ON

Phone: 519-473-2256

Fax: 519-473-0010

Email:

Respondant Name

ii. Dissemination Mechanisms used:

Ontario Hog Farmer Magazine

iii. Primary Recipients:

iv. Most Effective Mechanisms used:

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: B.B Bedggood

ID#: O-17

Company/Organization: CFFO (Christian Farmers ...)

Address:

ON

Phone: 519-461-0350

Fax: 519-461-1567

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- publication "Earth Keeper" to CFFO's 4000 members
- spill prevention board mtn's - East and West Ontario Stewardship Groups (CFFO)
- Ont Farm Environmental Coalition (OFEC) - CFFO is a member organization

iii. Primary Recipients:

primarily producers and members

iv. Most Effective Mechanisms used:

- "Earth Keeper" publication - 4 times per year to 4000 members
- publications distributed by OMAFRA and Pork Marketing Board

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

print media - ie. more ads in other farm publications (too expensive)

vii. Other Ineffective Mechanisms known:

seminars / conferences - only attract keeners, good at R&D level but not good for farmers directly

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Ron Fleming ID#: O-18
Company/Organization: Ridgetown College, University of Guelph
Address:
Ridgetown ON N0P 2C0
Phone: 519-674-1612
Fax: 519-674-1600
Email: r Fleming@ridgetown.uoguelph.ca Respondant Name

ii. Dissemination Mechanisms used:

- Central Swine Research Update - held every January
- Pork News and Views Newsletter
- Research project reports - to funding sources, cooperating farmers
- I include research results in 2 of my college courses (about 60 students in a class)
- farm press
- CSAE (Canadian Society of Agricultural Engineers), ASAE technical papers
- future college website
- factsheets, bulletins

iii. Primary Recipients:

differ depending on method - general public, scientific community, farmers, consultants/extension workers

iv. Most Effective Mechanisms used:

- technical papers & presentations at meetings - scientific community & farmers
- factsheets/bulletins - farmers - easy to read
- press - wide circulation - "issues"

v. Most Ineffective Mechanisms used:

not sure - but - factsheets are most effective if they are delivered to farmers at a meeting or mailed out with other info
if they are just sitting on a shelf they sometimes stay there for a long time.

vi. Other Effective Mechanisms known:

- haven't made effective use of college website for distributing info but will be set up to do so in the next month or so.
- don't always target farm press as much as we should

vii. Other Ineffective Mechanisms known:

books or any material that takes too long to update

viii. Other Comments:

- farmers are using computers much more than 5 years ago; best techniques are constantly changing
- farm press still very popular

i. Party involved with Dissemination:

Contact Name: Murray Blackie

ID#: O-19

Company/Organization: Ontario Ministry of Environment

Address: 659 Eveter Rd., 2nd floor
London ON

Phone: 519-573-5037

Fax: 519-873-5020

Email: invennit@ene.gov.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

- All the above
- MOE factsheets
- P3 publications (manure spills)
- Best Management Practices Books (when available)

iii. Primary Recipients:

attendees at public meetings, speaking engagements, visits to office, students

iv. Most Effective Mechanisms used:

Speaking engagements, meetings - allows for personal Q & A sessions

v. Most Ineffective Mechanisms used:

pick up at office

vi. Other Effective Mechanisms known:

electronic tools - website

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Jack Henry ID#: O-20

Company/Organization: Grenville Land Stewardship Council

Address: PO Box 605, 10 Oxford Ave
Brockville ON K6V 5Y8

Phone: 613-342-8528

Fax: 613-342-7544

Email: henryj@gal.on.ca (?) Respondant Name

ii. Dissemination Mechanisms used:

Locally our organization has not had many opportunities to work with the agriculture community, but would like to in the future

iii. Primary Recipients:

Primary recipients are rural landowners, owning plantations / woods in Grenville County

iv. Most Effective Mechanisms used:

Internet, we have developed our own website

v. Most Ineffective Mechanisms used:

mailouts are not always effective

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Gary Nielsen ID#: O-21

Company/Organization: Leeds County Stewardship Council

Address: PO Box 605, Oxford Ave.
Brockville ON K6V 5Y8

Phone: 613-342-8526

Fax: 613-342-7544

Email: neilseg@gov.on.ca Respondant Name

ii. Dissemination Mechanisms used:

We could get involved in this but as yet we have not, we have been pursuing other land stewardship priorities

iii. Primary Recipients:

iv. Most Effective Mechanisms used:

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Dave Buttenham ID#: O-22
Company/Organization: Ontario Grain & Feed Association
Address: 160 Research Lane, Suite 104
Guelph ON N1G 5B2
Phone: 519-822-3004
Fax: 519-822-8862
Email: dave@ogfa.org Respondant Name

ii. Dissemination Mechanisms used:

While the OGFA does not normally disseminate info about hog manure management only, we utilize the following to distribute all info to the industry.
- website: <http://www.ogfa.org>
- monthly bulletin
- convention/conferences

iii. Primary Recipients:

- feed manufacturers
- farm supply businesses
- country grain elevators

iv. Most Effective Mechanisms used:

- website - simple and effective (technology is somewhat limiting)
- bulletin - monthly distribution - widely read by membership

v. Most Ineffective Mechanisms used:

conferences/conventions - these events tend to be more socially oriented.

vi. Other Effective Mechanisms known:

no comment

vii. Other Ineffective Mechanisms known:

no comment

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Richard Charters ID#: O-23
Company/Organization: Agricultural Publishing
Address: One Yonge St., Suite 1504
Toronto ON M5E 1E5
Phone: 416-364-5324
Fax: 416-354-5857
Email: agpub@inforamp.net Respondant Name

ii. Dissemination Mechanisms used:

- Farm & Country and Farm & Country PORK magazines
- Farm & Country website: <http://www.agpub.on.ca>

iii. Primary Recipients:

farmers, agribusiness employers, OMAFRA employees

iv. Most Effective Mechanisms used:

magazines - more readers than those who use web, although our research shows we reach the highest percentage of hog producers via internet than any other publication.

v. Most Ineffective Mechanisms used:

web. Numbers connected

vi. Other Effective Mechanisms known:

OMAFRA bulletins; US University extension service reports

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Steve Bowers

ID#: O-24

Company/Organization: Huron Stewardship Council

Address: Box 818

Clinton ON Nom 1L0

Phone: 519-482-3428

Fax: 519-482-5031

Email: bowersss@gov.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

We have hosted a couple of workshops.

iii. Primary Recipients:

Farmers

iv. Most Effective Mechanisms used:

Workshop topics must be of practical use to be of interest to farmers. Opportunities for demonstration are quite worthwhile if they present themselves.

v. Most Ineffective Mechanisms used:

Distribution of written material doesn't seem to be as effective.

vi. Other Effective Mechanisms known:

?

vii. Other Ineffective Mechanisms known:

?

viii. Other Comments:

?

i. Party involved with Dissemination:

Contact Name: David Reid

ID#: O-25

Company/Organization: Norfelle Land Stewardship Council

Address: c/o OMAFRA
PO Box 587

Simac ON N3Y 4N5

Phone: 519-426-4259

Fax: 519-428-1142

Email: reiddj@epo.gov.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Southwestern Ontario Land Stewardship Demonstration Areas Catalogue: pilot website at <http://www.lprea.on.ca/catalog/catalog.htm>; hard copy at EFP workshops and cd-rom version
- Handout materials at events (eg. Outdoor Farm Show) and farm related workshops including BMP manuals and brochures produced by Livestock Manure Pollution Prevention Project.

iii. Primary Recipients:

- general public and farmers via website
- farmers via events and workshops

iv. Most Effective Mechanisms used:

too early to say

v. Most Ineffective Mechanisms used:

ditto

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: David Smith

ID#: O-26

Company/Organization: County of Bruce

Address:

ON

Phone: 519-881-1782

Fax: 519-881-1649

Email: bcplsmith@brucecounty.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Council meetings
- Open house
- Nutrient Management Committee meetings

iii. Primary Recipients:

- councillors
- farmers
- general public

iv. Most Effective Mechanisms used:

Face to face: immediate, supports discussion and rapid info sharing.

v. Most Ineffective Mechanisms used:

Council meetings: to formal a venue

vi. Other Effective Mechanisms known:

Extension visits.

vii. Other Ineffective Mechanisms known:

Mailouts with no personal follow-up ie. phone call or visit.

viii. Other Comments:

We do not distribute specific information on hog manure management but rather general means of control/management.

i. Party involved with Dissemination:

Contact Name: Dave Pridham

ID#: O-27

Company/Organization: Victoria County Land and Water Stewardship Council

Address: 322 Kent St.

Lindsay ON K9V 4T7

Phone: 705-324-1478

Fax: 705-324-1638

Email: pridhada@epo.gov.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

publications, trade shows, conferences, demonstrations

- bulletin board / brochure rack

- some of above are in planning stages only; collaboration with Environmental Farm Plan

iii. Primary Recipients:

local farmers and local agricultural organizations

iv. Most Effective Mechanisms used:

- dissemination of information through various avenues, bulletin board, fairs, one on one discussions.

- discussion during stewardship council meetings leading to council members taking back to their other organizations

Why? - non-confrontational; create awareness, peer influence

v. Most Ineffective Mechanisms used:

Not sure. This issue is one that our stewardship council is just starting to come to grips with. One thing for sure is that this will work best with the impetus coming from within the industry and outsiders providing assistance when asked for. My opinion only.

vi. Other Effective Mechanisms known:

no comment

vii. Other Ineffective Mechanisms known:

Outsiders preaching. Perhaps this one is too obvious, but it's the main one I can think of.

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Jim Collins ID#: O-28

Company/Organization: Resources Improvement Oxford

Address: PO Box 666
Woodstock ON N4S 7Z5

Phone: 519-537-3455

Fax: 519-539-5351

Email: Respondant Name

ii. Dissemination Mechanisms used:

reports, workshops, conferences, brochures, etc.

iii. Primary Recipients:

landowners and farmers with an interest in water quality in Oxford County

iv. Most Effective Mechanisms used:

Small groups (20-50 people) discussing impacts of land mgt. on water quality (40% of private water wells sampled in the County do not meet standards for drinking water)

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

D.K.

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

We do not target manure mgt. As such for disseminating information. We are trying to make landowners aware of a wide range of land practices that may be causing problems with private water wells.

i. Party involved with Dissemination:

Contact Name: Dan Schaefer ID#: O-29
Company/Organization: Middlesex Stewardship Committee
Address: 353 Talbot St. W
Aylmer ON N5H 2S8
Phone: 519-773-4751
Fax: 519-773-9474
Email: Respondant Name

ii. Dissemination Mechanisms used:

- Newsletter - The Middlesex Steward
- Manure Brochures - Manure farming and Healthy Fish Habitat, issue 1 & 2; Manure Spills in Ontario
- OMAFRA Nutrient Management Courses - Sponsor local course
- Microbes and Manure meeting - hold meeting investigating alternative technologies
- Swine Manure Composting Open House - Ridgeway - mailing to groups and municipalities to make them aware of open house
- Environmental Farm Plan Workshops - Sponsor local workshop
- Website - <http://www3.sympatico.ca/stewardship.ontario/middleproj.htm>

iii. Primary Recipients:

- Rural Landowner - newsletter, manure brochures, nutrient management courses, swine manure composting open house, environmental farm plan workshops, website
- Municipal politician - (same as above)
- Industry contact ie. OMAFRA, Ontario Pork, Corporations - Swine manure composting open house, Microbes and manure meeting.

iv. Most Effective Mechanisms used:

- Nutrient Management Workshops
- Environmental Farm Plan Workshops
- Open houses

v. Most Ineffective Mechanisms used:

website - not enough landowners online

vi. Other Effective Mechanisms known:

- demonstration sites
- demonstration projects (we are partnering on one but it is not up as yet)
- community watershed projects where manure practices are an integral part to the solution (considering one)
- town hall meetings on manure management ie. the Middlesex County Manure by-law meetings in 1998, introducing its draft manure bylaw

vii. Other Ineffective Mechanisms known:

unsure

viii. Other Comments:

Rather than recreating the wheel I believe maybe we should be investigating current available industrial waste management technologies that are being applied in the industrial sector. This may require a re-evaluation of a historical mindset of current waste management practices, maybe a paradigm shift from the consideration of liquid manure as a nutrient source for farm fields to the removing of the nutrients and impurities and recycling this water as wash water or irrigation water etc.

i. Party involved with Dissemination:

Contact Name: Ken Tuminga

ID#: O-30

Company/Organization: Environment Canada, Livestock Manure P2 Project

Address: 4905 Dufferin St.

Downsview ON M3H 5T4

Phone: 416-739-5895

Fax: 416-739-4342

Email: ken.tuminga@ec.gc.ca

Respondant Name

ii. Dissemination Mechanisms used:

- through ON Pork mailouts
- Plowing Match, Outdoor Farm Show (Woodstock), Pork Congress (Stratford), Royal Winter Fair

iii. Primary Recipients:

livestock producers

iv. Most Effective Mechanisms used:

Difficult to say, mail outs contact more producers but feedback usually comes via Ag agency staff etc.

v. Most Ineffective Mechanisms used:

- same as above
- we are currently looking into means to assess this.

vi. Other Effective Mechanisms known:

extension work - door to door is likely the most effective

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Ken Maronets

ID#: O-31

Company/Organization: Perth Stewardship Network (PSN)

Address: c/o OMNR
PO Box 819, 100 Don St.
Clinton ON N0M 1L0

Phone: 519-482-3428

Fax: 519-482-5031

Email: maronke@epo.gov.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

- Utilize our network of contacts and to rural farm or non-farm people I forward information, either verbally or copies of other groups or organizations publications/newsletters or special mailouts
- Provide updates and information to stewardship councillors - whom I encourage to promote dissemination of information that meets our local council objectives and definition of wise land stewardship.

Please note: The PSN lets other lead agencies such as OMAFRA take the lead in this topic. Our role is to assist whenever their topic affects our core MNR business.

iii. Primary Recipients:

- as above - yet I continually attempt to make other farm groups and organizations aware of the many different initiatives relating to natural resources and environment. Much of this is time spent in telephone conversations while speaking about other projects or topics.

iv. Most Effective Mechanisms used:

Networking with specific land owners and people involved in and concerned about a topic (such as manure management) is direct transfer and sharing of information and knowledge with those that might use it. This follows an "influence model" and how the people use the information is up to themselves. I attempt but am limited by time to follow up with them!

N.B. SW ON Stewardship Councils compiled a "Land Stewardship Demonstration Catalogue", this however, lacked hog operations coming forward as positive examples for others!

v. Most Ineffective Mechanisms used:

Well .. This whole approach adopted by our stewardship council takes time and monitoring the impact on a farmers attitude and subsequent behaviours and practices on the land, is difficult to follow up and quantify.

vi. Other Effective Mechanisms known:

- an interactive web page that incorporates a broad spectrum of land stewardship issues. This takes considerable time and money commitment and I am not sure how much impact it would have
- the PSN has not joined forces with other farm group or organizations yet to host a comprehensive series of "field days" or landowner directed tour of other innovative facilities.

vii. Other Ineffective Mechanisms known:

mass mailouts of generic info seems to be useless

viii. Other Comments:

in all the information I have seen there has been an overwhelming emphasis on pushing the ecological threshold of the land base to absorb and assimilate nutrients on a farm by farm basis. We need to stress to government, municipalities, planners, landowners, and the commercial industry that there is a ecological limit to quantities of manure (ultimately all nutrients) that our landscape can handle. How several farms fit into the watershed, regional landscape, province and global context to ensure ecosystem health rather than \$\$\$ as individuals.

I think there need to be a consolidation of info, messaging between private industry associations, and ON Pork and gov't agencies.

i. Party involved with Dissemination:

Contact Name: Glenn McLeod ID#: O-32

Company/Organization: Northumberland Stewardship Council

Address: c/o MNR
300 Water St.
Peterborou ON K9J 8M5

Phone: 705-755-3298

Fax: 705-755-3125

Email: Respondant Name

ii. Dissemination Mechanisms used:

- Landowner workshops and woodlot mngt conferences
- Displays at fairs, plowing matches, Agric.. Association annual meetings
- Agric newsletters with OMAFRA, OFA (Northland?)

iii. Primary Recipients:

Rural landowners

iv. Most Effective Mechanisms used:

Landowner workshops - smaller groups and you have their attention for the day ie. woodlot mngt - we also put strain improvement and soil conservation info out on the table and bring it to their attention.

v. Most Ineffective Mechanisms used:

Fairs - large audience moving past - often have a number of things they want to see.

vi. Other Effective Mechanisms known:

- OFA and CFFO - get them to distribute the info to every producer in the province
- Ont. Farmer is the most widely read publication by farm community

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Sam Bradshaw

ID#: O-33

Company/Organization: Ontario Pork

Address: 15 Waulron St.

Etobicoke ON 416-621-1874

Phone: 416-621-1874

Fax: 416-621-8720

Email: sbradshaw@ontariopork.on.ca

Respondant Name

ii. Dissemination Mechanisms used:

- radio / TV interviews / newspaper articles
- workshops, one-on-one, monthly newsletter

iii. Primary Recipients:

- newsletter, one-on-one - hog producers
- workshops - producers, municipalities
- TV/radio - general public

iv. Most Effective Mechanisms used:

one-on-one, monthly newsletter

v. Most Ineffective Mechanisms used:

newspaper, TV - most people don't have time to read everything - good chance of being missed.

vi. Other Effective Mechanisms known:

seminars, email

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Dave Hanly

ID#: O-34

Company/Organization: County of Perth Planning Office

Address: County Court House
1 Huron Street
Stratford ON N5A 5S4

Phone: 519-273-3511

Fax: 519-273-5967

Email: dhanly@countyofperth.on.ca

Respondant Name Dave Hanly

ii. Dissemination Mechanisms used:

- Meetings with municipal councils
- committees
- approval authorities
- applicants
- ratepayers

iii. Primary Recipients:

- municipal conceals and representatives

iv. Most Effective Mechanisms used:

- meeting approach

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

Due to this office being a municipal planning operation, our methods of information dissemination are limited

vii. Other Ineffective Mechanisms known:

Due to this office being municipal planning operation, our methods of information dissemination are limited

viii. Other Comments:

Most if not all of the information we disseminate regarding manure management are through site specific planning related files and broader based planning issues(ie big barn issue, nutrient management issues)

USA

i. Party involved with Dissemination:

Contact Name: Dr. Ian Taylor ID#: C-04
Company/Organization: AdvantageNow Technologies
Address: 163 Canterbury Court
Bloomington IL 60108
Phone: 630-924-6870
Fax: 630-924-6871
Email: ian.a.taylor@worldnet.att.net Respondant Name James McFarlane

ii. Dissemination Mechanisms used:

- Direct face-to-face sales
- Farmsite demonstrations

iii. Primary Recipients:

Pork producers

iv. Most Effective Mechanisms used:

Face-to-face sales and farmsite demos. This particular type of separation technology is new to the livestock industry and is considered expensive compared to other, more well known technologies. It has to be demonstrated first hand so that significant differences in form, function, and performance can be highlighted, and the price differential justified,

v. Most Ineffective Mechanisms used:

none

vi. Other Effective Mechanisms known:

Articles in trade publications

vii. Other Ineffective Mechanisms known:

Print advertising. This technology is too new and there are still too few installations on swine production units to make mass advertising cost effective. We just don't have enough "success stories to tell yet to be able to capitalize successfully on the amount of interest that mass advertising may bring.

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Sue Huls ID#: C-15
Company/Organization: Montana Pork Producers Council
Address: Montana State University
Bozeman MT 59717-0058
Phone: 406-994-3595
Fax: 406-994-7715
Email: Respondant Name

ii. Dissemination Mechanisms used:

- Newsletters - Northwest Pork News
- Annual Meeting - January - Topics vary
- Seminar - October

iii. Primary Recipients:

Producers

iv. Most Effective Mechanisms used:

Seminars - quality of information delivery

v. Most Ineffective Mechanisms used:

Publications - space limited for technical information

vi. Other Effective Mechanisms known:

websites

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: Teri Peters

ID#: C-18

Company/Organization: Idaho Pork Producers

Address: 3596 N 2000 East

Filer ID 83328

Phone: 208-326-3691

Fax: 208-326-3692

Email:

Respondant Name

ii. Dissemination Mechanisms used:

- National organization (NPPC)
- Annual meeting - Environmental Assurance Program (through NPPC)

iii. Primary Recipients:

producers

iv. Most Effective Mechanisms used:

NPPC; AGM

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

very few hog producers in Idaho

i. Party involved with Dissemination:

Contact Name: Linda Aycock

ID#: C-22

Company/Organization: National Pork Producers Council

Address: P.O. Box 10383
Des Moines IA 50306

Phone: 515-223-3534

Fax: 515-223-2646

Email: aycockl@nppc.org

Respondant Name

ii. Dissemination Mechanisms used:

- Trade Shows: World Pork Expo and other state trade shows
- Website: <http://www.nppc.org>
- mailings

iii. Primary Recipients:

Pork Producers; Vendors involved in agriculture

iv. Most Effective Mechanisms used:

Trade Shows - word of mouth - networking

v. Most Ineffective Mechanisms used:

vi. Other Effective Mechanisms known:

Agricultural publications

vii. Other Ineffective Mechanisms known:

viii. Other Comments:

i. Party involved with Dissemination:

Contact Name: James C. Barker ID#: C-23
Company/Organization: North Carolina State University
Address: Box 7625
Raleigh NC 27695-6793
Phone: 919-515-6793
Fax: 919-515-6772
Email: jim_barker@ncsu.edu Respondant Name

ii. Dissemination Mechanisms used:

- Publications: website: <http://www2.ncsu.edu/bae/programs/extension/publicat/wqwm/index.html>
- Farm Assessments: NPPC On-Farm Odour/Environmental Assistance Program
- Workshops: a) Hands-On Land Application Training Classes for Continuing Education and Recertification Credit; b) NCSU Livestock and Pasture Management Grazing School; c) Engineering Workshop for NRCS and DSWC Engineers & Engineering Technicians
- Conferences: a) NC Pork Conference; NC Dairy Conference; NC Poultry Federation Conference; b) NC Irrigation Conference; c) Animal Waste Management Symposium; d) Agricultural Solutions for the Neuse River basin; e) Protecting the Cape Fear River
- Demonstrations: a) Animal and Poultry Waste Management Processing Center (APWMC); b) Animal Waste Alternative Treatment Evaluation and Demonstration Field Days; c) Animal Waste Land Application Equipment Calibration Clinics
- Website: APWMC: http://www.cals.ncsu.edu/waste_mgt

iii. Primary Recipients:

- farmers, landowners, waste management system operators
- extension agricultural agents, technical specialists, waste treatment consultants
- state/federal agency personnel (technical, regulatory)
- agribusiness
- policy-makers, media
- environmental organizations, concerned citizens

iv. Most Effective Mechanisms used:

- hands-on workshop training and demonstrations, one-on-one farm assessments - Allows for personal conversations with target audience to teach and clear up any questions and misconceptions before they become misused.

v. Most Ineffective Mechanisms used:

- general group meetings without any mechanism for accountability (e.g. no continuing education or recertification credits, no registration fee, etc.)

vi. Other Effective Mechanisms known:

vii. Other Ineffective Mechanisms known:

viii. Other Comments: