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Terry Kingsmill Ontario Institute of Agrologists

Subject: Seeking Agrologists as participants in Focus Groups on farmers Attitudes and Adoption of Specific Soil Best Management Practices, if you're interested please forward your contact information no later than Friday Jan 5.

Farm & Food Care Ontario (FFCO) will be conducting a series of teleconference focus groups in January of 2018 with farmers and their advisors to examine the adoption and barriers to adoption of soil-related Best Management Practices (BMPs).

The BMP practices of most interest in this project include:

- Diverse crop rotations
- Cover crops
- Reduced tillage
- Nutrient management (4Rs, regular soil testing)

The purpose of these focus groups is to better understand the opinions of farmers regarding the adoption, incentives or information that might be required to increase adoption of these soil practices in Ontario.

We will be hosting a number of meetings with farmers **but wanted to have one of our groups with farm Advisors as they are in a unique position** to share their impressions in working with farmers, and discussing the various motivators that farmers have in relation to production, economics and how it might relate to soil health, BMPs and longer term sustainability.

For information our three groups will be:

- Farmers who have just dabbled in soil health BMPs
- Those with quite a commitment to soil health BMPs
- CCA's who work with farmers on agronomy

These focus groups will be facilitated in January (week 16th) via a group teleconference, which means no off-farm time commitment for the participants. **A per diem will also be paid to each participant for their involvement and contribution to a focus group.**

For each advisor or farm operation nominated we will need: name, phone, County and email contact info.

For more information, or to nominate participants, please contact (ASAP but no later than Jan 5):

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