

A photograph of a man in a blue jacket standing and speaking into a microphone to a group of people seated in a barn. The man is the central figure, and the audience consists of several men and women, some wearing hats and jackets, suggesting a rural or outdoor setting. The barn has wooden walls and a concrete floor. The text is overlaid on the left side of the image.

Growing Farmer Leadership in Watershed Management: Tools You Can Use

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Photo by United Soybean Board



Photo by Sharyn Morrow

Think of someone you'd consider a farmer leader

What do you think
it takes for a farmer
to be a "leader" in
watershed
management?

Respond at
<https://PollEv.com/jennyseifert501>

Text JENNYSEIFERT501 to 37607
once to join, then text your
message



Attributes of Farmer Leaders

Integrity

Humility

Leadership commitment / willingness to lead

Vision

Self-learning

Encourages others

Conservation ethic

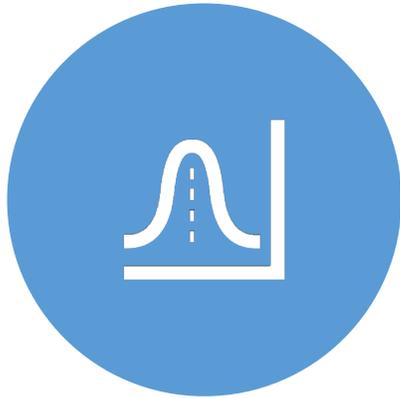
What does farmer leadership look like?

- Lead by example
- Peer-to-peer
- Consultation
- Decision-making

Download *Fostering and Facilitating Farmer Leadership in Watershed Management Projects* at <https://bit.ly/farmerleaderneeds>



The Science of Farmer Leadership



DIFFUSION OF
INNOVATIONS



SOCIAL NORMS



OPINION LEADERS

Peer-to-peer communication is considered the gold standard in changing people's behavior.



Needs for Farmer Leadership

Combat leadership fatigue

Sustain group energy

Reach beyond the choir

Other?

Types of Support for Farmer Leadership

Download *Fostering and Facilitating Farmer Leadership in Watershed Management Projects* at <https://bit.ly/farmerleaderneeds>

Initiation support

Facilitation support

Material support

Technical support

Educational support

Motivational support

What form of
support for
farmer leadership
are you currently
most focused on?

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once to join, then choose

A, B, C, D, E



A group of five men are standing in a field, looking towards the camera. The field is a mix of green grass and brown soil, suggesting a recently tilled or partially planted area. In the background, there are rolling hills and a line of trees under a clear, bright blue sky. The men are dressed in casual work clothes, including jackets and hats. The overall scene is bright and clear, indicating a sunny day.

In what ways would you like to grow in how you support farmer leadership? What would help you provide this support?

Tools You Can Use to Grow Farmer Leadership



Tap Your Potential: A Training to Grow Farmer Leadership in Watershed Management



One Good Idea



Core Competencies for Farmer Leadership



Forthcoming farmer leadership training



The Confluence for Watershed Leaders

Inspire more farmers to be leaders

Tap Your Potential:
A Training to Grow Farmer
Leadership in Watershed
Management



Tap Your Potential

A training to Grow **Farmer Leadership** in Watershed Management

Helping outreach professionals and educators empower farmers to get more involved in water quality and soil health improvement in their local watersheds.

**FACILITATOR'S
GUIDE**

FARMER LEADERSHIP IN WATERSHED MANAGEMENT
MISSISSIPPI ATCHAFALAYA RIVER BASIN





Learning Objectives

- Greater awareness of how farmers can lead
- Greater understanding of water quality problems and importance of farmer involvement in solutions
- A personal recognition of how they want to lead
- Motivation to seek out leadership opportunities and connections

Basic Structure

Module 1: The What, Why, and How of Farmer Leadership to Protect Water

Module 2: What Farmers Need to Know about Watersheds and Watershed Management

Module 3: Individual and Collective Solutions Where Farmers Can Make a Difference

Customize it to fit your programming



Plug and play format



Flagged slides to signal where to bring in local context



Use locally appropriate photos



Guest speakers



In-person or virtual delivery

Potential Uses



Recruit farmers to be involved in local watershed projects



Help a group of farmers form a farmer-led watershed group



Help an existing farmer-led group recruit new farmers



Showcase opportunities for leadership to a young farmers group



Educate farm advisors how they and farmers can be more engaged in watershed management



You might think of others!



ABOUT

SHARE IDEAS

Cover Crops

Tillage

Nutrient Management

Livestock Management

Water Management

Land Stewardship

Economics

Tillage

No Till

Reduced Till

Equipment

Economics

Discover Good Ideas
that improve your soil, land, and bottom line.

Search ideas for your farm



Bookmark it:
goodideafarm.org



Moving the “moveable middle”

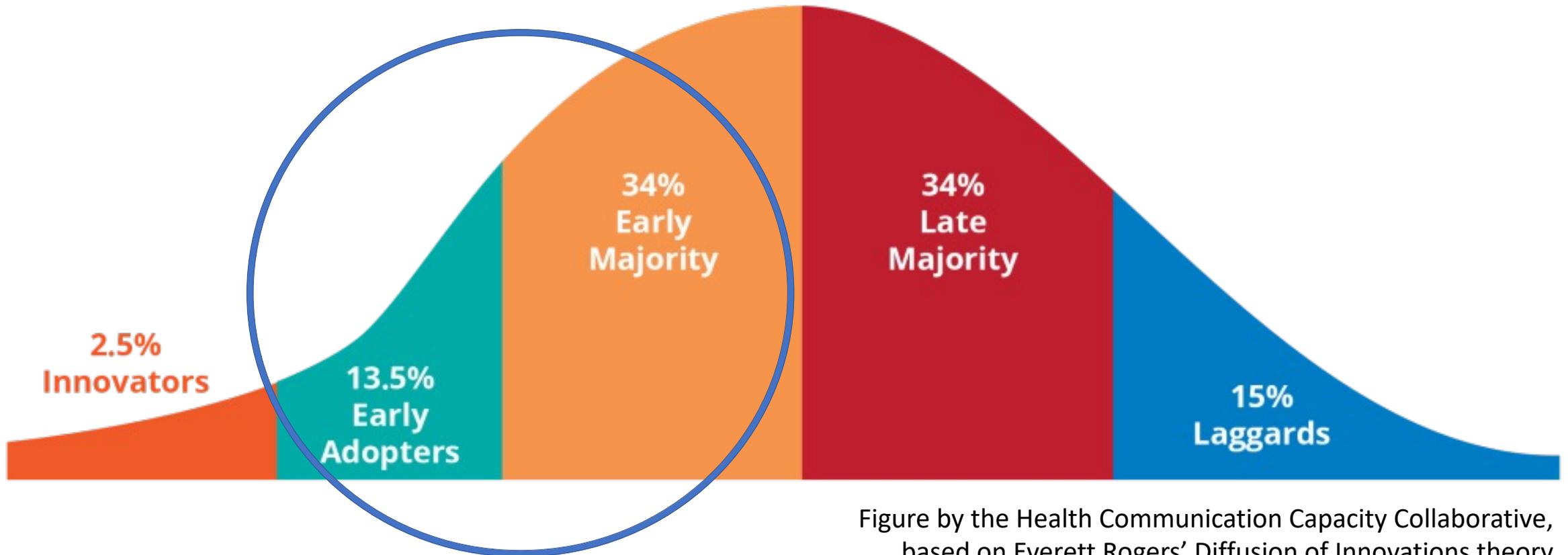


Figure by the Health Communication Capacity Collaborative, based on Everett Rogers' Diffusion of Innovations theory

By farmers,
for farmers,
backed by
evidence



NRCS/SWCS photo by Lynn Betts

Provides
practical
information

One Good Idea

Search ideas for your farm

ABOUT SHARE IDEAS

Cover Crops Tillage Nutrient Management Livestock Management Water Management Land Stewardship Economics

Cover Crops Equipment

Search...

Media Type ^

- Podcast (3)
- Video (16)
- Virtual Event Recording (7)

State ^

- Indiana (3)
- Iowa (2)
- Michigan (3)
- Minnesota (9)
- Ohio (2)
- Tennessee (1)
- Wisconsin (6)

Cropping System ^

- Beef Cattle (3)
- Corn (25)
- Cotton (1)
- Dairy (3)
- Forage (9)
- Hog (1)
- Other Grains (9)
- Soybean (19)

VIDEO

Planter Setup for Cover Crops
Source: Land Stewardship Project
Length: 03:55

VIDEO

Conservation on a Dime: Building Your Own Cover Crop Interseeder
Source: Land Stewardship Project
Length: 03:19

PODCAST

Drones in Agriculture: What's All the Buzz About?
Source: Engineering Your Farm, Iowa State University Extension and Outreach
Length: 31:40

PODCAST

Cover Crop Champions – Part 2
Source: Agronomy and Farm Management podcast, The Ohio State University Extension
Length: 19:22

PODCAST

Last Minute Planter Adjustments
Source: CCSI-HAT Soil Health Podcast
Length: 42:20

VIRTUAL EVENT RECORDING

Cover Crops Virtual Field Day: Managing cover crops for cattle and soil health
Source: Michigan State University AgBio Research
Length: 10:08



The content is crowdsourced

Learn how to submit content at <https://goodideafarm.org/share>

One Good Idea aims to increase self efficacy by mitigating risk aversion, uncertainty, and inertia.



One Good Idea
aims to social-
normalize
conservation.



One Good Idea is
about cultivating
a culture of
conservation
through collective
impact.



OGI can support your farmer engagement

- A **tool** to share with farmers
- A **pool** of content for you to use
- A **platform** to amplify the experiences of farmers and demonstrate the solutions they are doing



Contribute videos or podcasts

- Farmers must be featured
- Content must be evidence based – i.e., research or on-farm experiences
- Be practical – e.g., what worked, didn't work, failures and successes
- Content quality rather than production quality
- See our content criteria at <https://goodideafarm.org/share/content-criteria/>

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with farmers and colleagues

Contribute

videos, podcasts, virtual event recordings. Email me: jenny.seifert@wisc.edu

#WhatsYourGoodIdea



goodideafarm.org

Recruiting and Cultivating New Farmer Leaders

Can data-driven outreach augment relationship-driven outreach by expanding our capacity to recruit new farmer leaders?



(Draft) Core Competencies for Farmer Leadership

Stewardship Literacy

- Conservation literacy
- Watershed literacy
- Systems thinking

Social Capital

- Relationship-building
- Boundary spanning

Communication

- Storytelling
- Persuasion
- Listening

Forthcoming: Social Capital & Communication Skills Training



Photo courtesy Wisconsin Discovery Farms

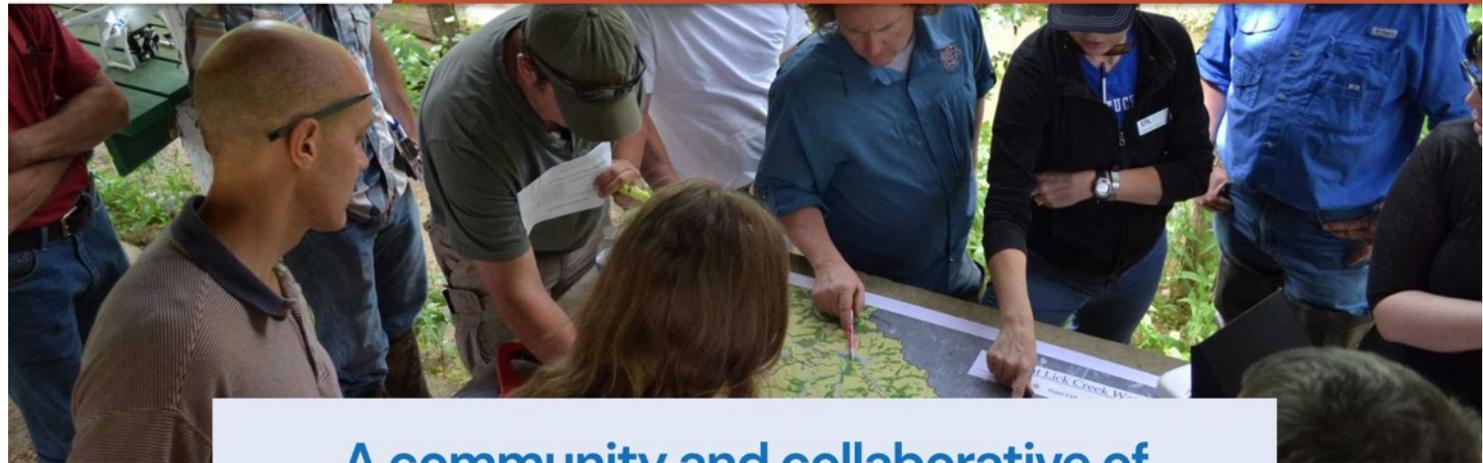
The Confluence for Watershed Leaders

watershedleaders.org



The Confluence
for Watershed Leaders

ABOUT ▾ CONNECT ▾ LEARN ▾ BLOG | Join Us Sign In



**A community and collaborative of
people working for healthy watersheds**

Join The Confluence Community Platform: community.watershedleaders.org

The screenshot displays the user interface of the Confluence Community Platform for Watershed Leaders. At the top, a dark red navigation bar features the platform's logo on the left, a search bar with the text "Search The Confluence for Watershed Leaders" in the center, and utility icons (36% battery, chat, notifications, and profile) on the right. A left-hand sidebar lists navigation options: Home, Discovery, Members, About, Invite, Topics, Events, Roles, Groups, and a CHAT section with a "The Confluence for Waters..." chat window and an "ONLINE NOW" indicator showing several active users. The main content area is titled "The Confluence for Watershed Leaders" and includes a "Manage" button and a plus sign. Below the title is a text input field with a plus icon and the placeholder "Share what's on your mind...". The feed is set to "SHOWING PERSONAL FEED" and "SORTED BY LAST ACTIVITY". A recent post by Jenny Seifert, who provides support to watershed projects, asks the question: "What's one thing you hope to gain by joining this community?". The post shows 13 members have answered, with a row of profile pictures and a "+7" icon. A "Share your answer" button is located at the bottom of the question box. A "Host Help" button with a question mark icon is visible in the bottom right corner.

Where to find these tools – and thank you!

<https://watershedleaders.org/resources/>

<https://northcentralwater.org/watershed-leadership/>



Contact me at jenny.seifert@wisc.edu