

A stylized sun graphic in the top right corner, composed of a central yellow circle with several curved rays extending outwards, all in a golden-yellow color.

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

Great Plains Windbreak Renovation and Innovation Conference

International Peace Garden

July 26, 2012

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William Ashton & Blair English

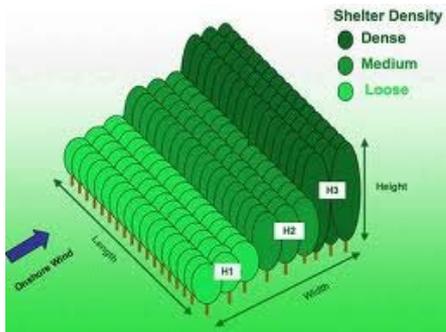
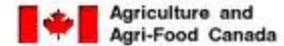


Presentation abstract

- Decisions of a producer to plant a shelterbelt or improve one are shaped by one's attitudes and experiences. This research is aimed at understanding the producers' attitudes in order to influence decisions about shelterbelt. Such a focus on behaviour change is made possible with the innovative use of interactive change management approach based on social marketing. The same approach employed by Health Canada over multiple years to address the problems of smoking and obesity. The project featured in this presentation employs a baseline surveys to investigate current and prevailing interest in shelterbelts held by beef producers in Manitoba, along with workshop sessions to design their own shelterbelts that fit their operations, and a website with a growing number of virtual tours. Preliminary results show 63% of beef producers use shelterbelts for production and 49% want to keep their shelterbelts with nearly a third more wanting to enlarge or improve them. Such information will shape upcoming project initiatives to inform beef producers about implementing shelterbelts.
- Key words: *shelterbelt, beef production, social marketing, Manitoba*

About the project

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



Objective 2 – More Shelterbelts

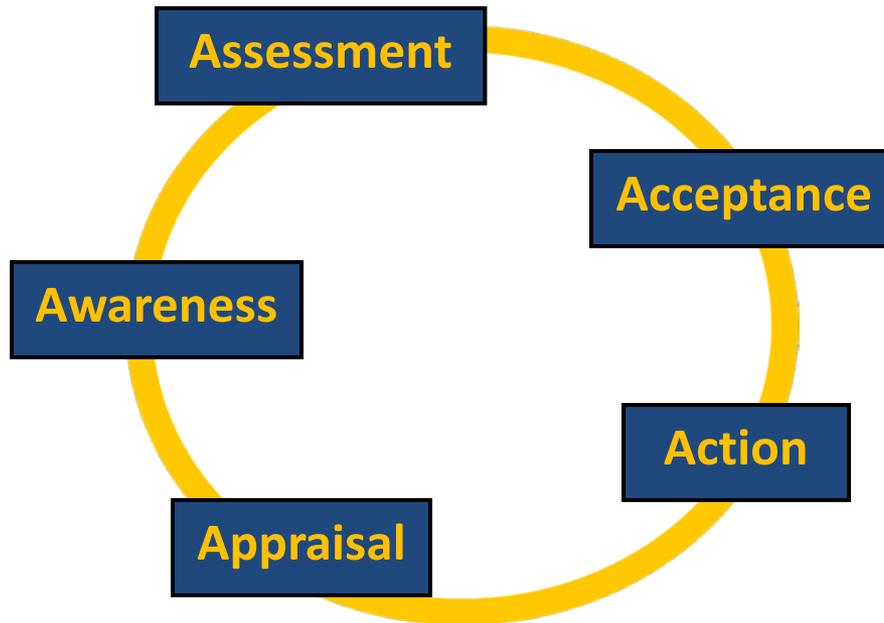


- Plant new & rejuvenate old SBs
- Understand BP attitudes towards SBs
- Southern MB
- How: social marketing approach
 - A systematic application of commercial marketing concepts and techniques, along with other concepts and techniques, to achieve specific behavioural goals for a social good (Hawke,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



Our Approach

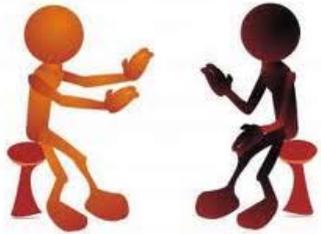
- 5 stage model:



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

<http://prairieshelterbelts.ca/>

The screenshot displays the website 'http://prairieshelterbelts.ca/'. The main heading is 'Demonstration and Investigation into Livestock Systems Adoption'. Below this is a navigation menu with links: Home, About the Project, Events & Pictures, Share With Us, Resources, Links, and Contact Us. The main content area features three video thumbnails: 'Design of a Shelterbelt', 'Roles of a Shelterbelt', and 'Shelterbelt Maintenance'. Below these is a 'Picture Gallery' with a large image of a herd of cattle in a field. To the right is a 'Virtual Shelterbelt Tour' section with a map of the region and instructions on how to use the tour. At the bottom, there are logos for 'rdi RURAL DEVELOPMENT INSTITUTE', 'UARC URBAN AND RURAL COOPERATION', and 'MANITOBA BEEF PRODUCERS'. A footer contains copyright information: 'All Content Copyright © 2012 Rural Development Institute' and 'Design & Development by Kelly Lawrence'.



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



Acceptance



- *Yes* or *no* or *maybe*
- Each answer is important
 - *Yes* - accept SB (what's needed to take action)
 - *No* - for now (re-work), for ever
 - *Maybe* – how to get BP to decision (*yes*)





- Establishing & maintaining SBs
- Actively learning from others
 - SB experts
 - Fellow BPs e.g. field trips





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

Appraisal by BPs	Appraisal by RDI
<ul style="list-style-type: none">• Trees growing fine (e.g. time, healthy, etc.)	<ul style="list-style-type: none">• Follow-up on the 40 (acceptance, action & appraisal)
<ul style="list-style-type: none">• Soil characteristics & other env. factors (e.g. wind velocity, diseases, etc.)	<ul style="list-style-type: none">• Feedback from field visits (all 5 stages)
<ul style="list-style-type: none">• Field visits to learn	<ul style="list-style-type: none">• Reports and discussions
<ul style="list-style-type: none">• Inputs vs. outputs	
<ul style="list-style-type: none">• Timely response	



5 Stage Model vs. Project Components

Stage	Model site	Additional sites	Baseline survey	Workshops	Communications
Awareness	<ul style="list-style-type: none"> • Visit 	<ul style="list-style-type: none"> • Visit 	<ul style="list-style-type: none"> • Face-to-face • Factsheets 	<ul style="list-style-type: none"> • Detailed info 	<ul style="list-style-type: none"> • Cattle country • Website • Media release • Conferences • Calling for clarifications
Assessment	<ul style="list-style-type: none"> • Visit 	<ul style="list-style-type: none"> • Visit 		<ul style="list-style-type: none"> • Worksheets 	<ul style="list-style-type: none"> • Calling for clarifications
Acceptance				<ul style="list-style-type: none"> • Follow-up 	
Action	<ul style="list-style-type: none"> • Visit 	<ul style="list-style-type: none"> • Visit 		<ul style="list-style-type: none"> • Follow-up 	<ul style="list-style-type: none"> • Calling for help (e.g. trees, labour)
Appraisal	<ul style="list-style-type: none"> • Visit 	<ul style="list-style-type: none"> • Visit 		<ul style="list-style-type: none"> • Follow-up 	

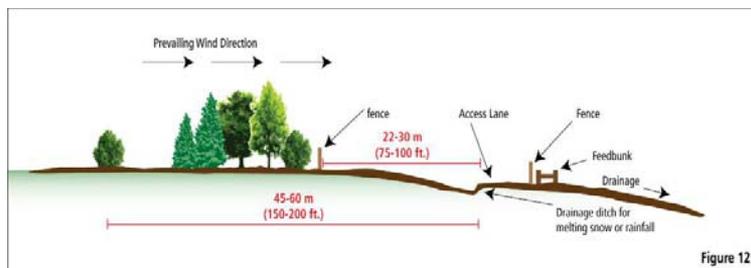
- Model SB established
- Videos (16) and pictures
 - Uploaded onto project website
 - BPs welcoming visitors to learn
 - Delivered feedback surveys



- Interest in and awareness of SBs
 - 383 vs. 9000 BPs
 - Intercept & tel. interviews
 - 231 surveys completed



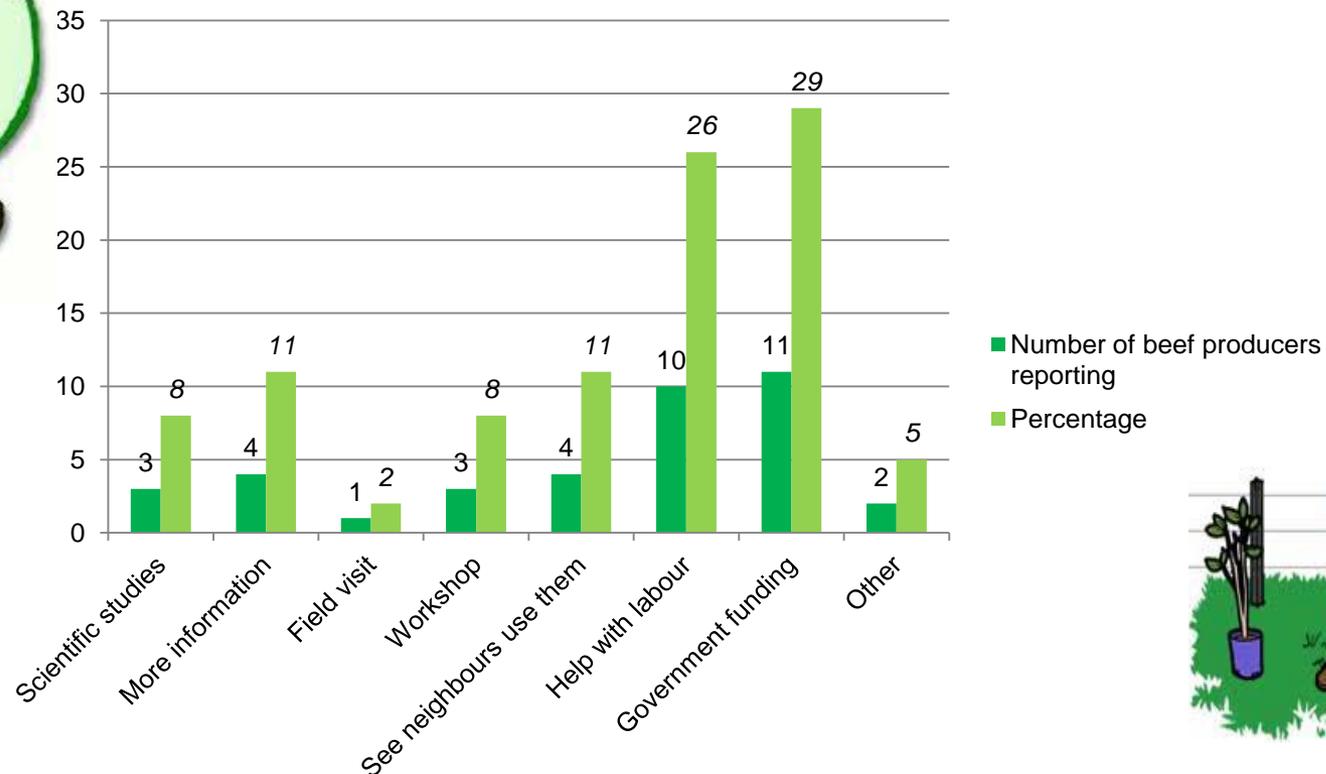
- BPs highly value SBs
 - 87% own SBs
 - 99% keep (n=199)
 - 50% enlarge and improve (n=100)
- 13% not have SBs (most never had)
- BPs generally use SBs as windbreaks for BP



Achievements in 2011/2012

Baseline survey - Interest in SBs

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



Achievements in 2011/2012

Baseline survey – Awareness of SBs

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



Role of SB	Agree (%)	Neutral (%)	Disagree (%)
Livestock protection	95	2.5	2.5
Wildlife habitat	94	4.5	1.5
Drifting snow	94	2.5	3.5
Soil erosion	90	6	4
Animals vs. crops	32	35	33
Soil nutrients	20	32	48
Trouble to maintain	11	18	71

Achievements in 2011/2012

Baseline survey – Awareness of SBs

– Not having SBs (13% / n = 29)

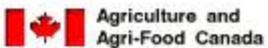
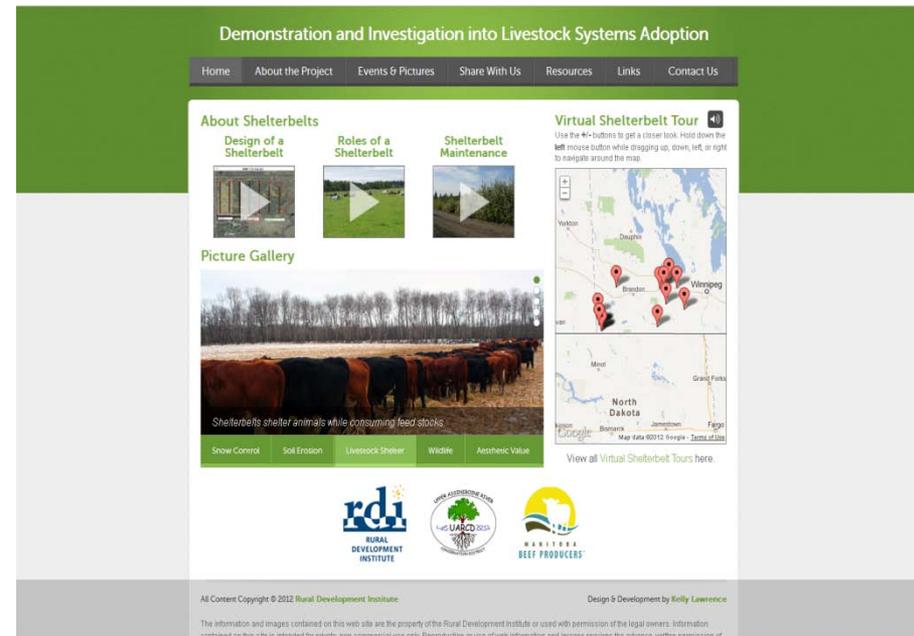


Role of SB	Agree (%)	Neutral (%)	Disagree (%)
Livestock protection	90	7	3
Wildlife habitat	92	4	4
Drifting snow	83	10	7
Soil erosion	76	17	7
Animals vs. crops	43	25	32
Soil nutrients	14	27	59
Trouble to maintain	13	28	59

Achievements in 2011/2012 Website

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

<http://prairieshelterbelts.ca/>



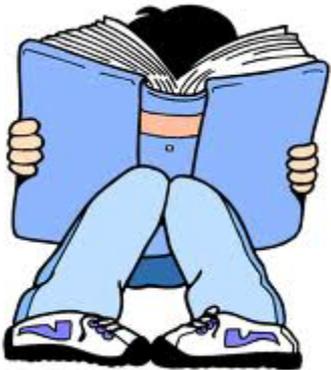
Achievements in 2011/2012

Adaptation & attitudinal change (workshops)

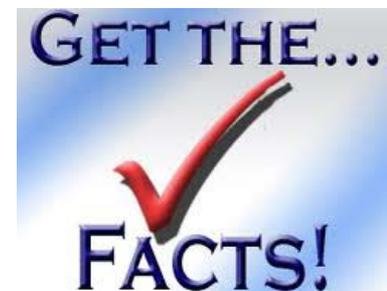
- Unable to deliver (wrong timing)
- Collaborated with AESB for 2012/2013
- Continuing to work with MBP & MCDs



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



- Over 230 project factsheets delivered
 - Provincial Exhibition of MB, Nov. 2011
 - MCDA's Annual Conservation Conference, Dec. 2011
 - MB Ag Days, Jan. 2012
 - BPs Meeting in Holland (MB), Jan. 2012
- News articles in media
 - Manitoba Co-operator, Feb. 2012
 - Virden Empire-Advance, Feb. 2012
 - MBP's Cattle Country newsletter, Jan. 2012





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



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Thank you.

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