Useful to Usable:
Transforming Climate Variability and Change Information for Cereal Crop Producers

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About U2U

• Transform existing climate information into usable knowledge for agricultural decision making
• Give farmers the resources and training to more effectively manage variable climate conditions
• Increase Extension capacity to address agro-climate issues

More resilient and profitable farms in a variable and changing climate

U2U Team
climatologists, crop modelers, agronomists, IT specialists, economists, sociologists, Extension, and more

We strive to transform useful information into usable tools that actually get used!
Stakeholder interaction, from the beginning and throughout the entire process, is essential!
Regular evaluation of our tools, and our team, to ensure we are meeting needs.

Project Objectives

Models and Data

Decision Support Tools

Stakeholder Input

Pilot test tools, methods, and outreach

Disseminate across 12 state region
Stakeholder Interaction

- Surveys
- Focus groups
- Interviews
- User testing
- Hands-on training

Things We’ve Learned

- Topics people are interested in
- How they currently use information
- When they need information
- Where they go for information

Historical and future climate info is underutilized

- Survey data revealed when different decisions made across the region.
- These can be “entry points” for climate information.
- Some decisions made in advance (e.g. seed purchase); some more tactical (e.g. cover crops)

Q: Please indicate how influential the following groups and individuals are when you make decisions about agricultural practices and strategies

- Strong influence
- Moderate influence
- Slight influence
- No influence
- No contact

Who do non-Extension ag advisors trust for climate information?

- Extension
- Scientists
- Family
- Farm groups
- State agencies
- Conservation groups
- Federal agencies
- Agricultural businesses
- Ag extension
- Environment organizations
- Mainstream media
- Radio talk show hosts
- Blogs & social media

Legend:
- Strongly distrust
- Somewhat distrust
- Somewhat trust
- Strongly trust
Thank you!

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