Turning theory into practice

EXAMPLES FROM THE FIELD

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Common pitfalls

Beware of Emotional Appeals

The archived presentation is available at:
http://articles.extension.org/pages/21819/chronological-webcast-archive
Assuming ignorance

“If they only understood the facts, they would agree with us!”

Insulting thought leaders

<table>
<thead>
<tr>
<th>Scientific term</th>
<th>Public meaning</th>
<th>Better choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anomaly</td>
<td>Abnormal occurrence</td>
<td>Change from long-term average</td>
</tr>
<tr>
<td>Bias</td>
<td>Distortion, political motive</td>
<td>Offset from an observation</td>
</tr>
<tr>
<td>Error</td>
<td>Mistake, wrong, incorrect</td>
<td>Difference from an exact true number</td>
</tr>
<tr>
<td>Theory</td>
<td>Hunch, speculation</td>
<td>Scientific understanding</td>
</tr>
<tr>
<td>Uncertainty</td>
<td>Ignorance</td>
<td>Range</td>
</tr>
</tbody>
</table>

Sommerville & Hassel 2011
How do we facilitate controversial discussions?

Our Process

1. Meet them where they are
2. Describe relevant historical trends
3. Add new information
4. Present potential solutions

1) Meet them where they are
   - Shared values
   - Add into existing programming
   - Acknowledge problems

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2) Discuss historic trends

Both positive & negative
Easily documented – low uncertainty
Tailored to a specific location
Highlights how farmers have already adapted
Farmers love to talk about the weather!

3) Add new information

4) Present potential solutions

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Win-win, shared values, and different frames

- **Environmental benefits**: Building soil health, water quality, crop/ range productivity, drought & flood resiliency, GHG reductions
- **New market opportunities**: feed from cover crops, biogas, labeling programs (organic, animal welfare),
- **Reduced input costs**: nutrient or feed efficiencies, appropriate tech, improved management
- **Social value**: community vitality, neighbor relations, ecosystem services (providing clean water & air), getting new farmers started, farmer health, flavor, nutrient density

Share success stories

“There are things science can answer and things that ethics can answer…”
Temple Grandin

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USDA
United States Department of Agriculture
National Institute of Food and Agriculture
Livestock and Poultry Environmental Learning Center

Project Partners

National Lead: University of Nebraska
Regional Partners: University of Georgia; Cornell University; University of Minnesota; Texas A&M AgriLife Extension, and Washington State University.

www.animalagclimatechange.org

Our Mission

Animal agriculture in a changing climate fosters animal production practices that are environmentally sound and economically viable, and that create resiliency for animal producers and their partners.

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