

Research to Meet Stakeholder Needs

Are We Asking the Right Questions?

- How do you eat an elephant? One bite at a time. Food, water, climate, energy overlap as problems. But holism has its limits.
- Carbon credits

Who Are the Users?

- Depends on what we mean by “climate”: seasonal, interannual, decadal and beyond
- Big question. Defines problem.
- Water managers
- Locally specific
- End users vs intermediaries
- Winners and losers
- Trade groups
- Financial sector
- NGOs
- Builders
- Various levels of government

Identifying User Needs?

- Dialog with users and intermediaries
- Tiered structure of user communities
- Observing how users adapt, e.g., weather derivatives.

Successful Programs

- OK Mesonet, Extension, IFAS one-minute radio show, RISA
- Longevity and trust
- Access to users
- Engage users early, base of support
- Mutual learning, not one-way
- Multiple products for many clients
- Use intermediaries who have access

Emerging Regional Scale Questions

- Infrastructure
- Adaptation, e.g., new cultivars
- What's a 100-year storm these days?
- Monitoring of impacts
- Discovery process, unknown unknowns