

Extension Needs for Application of Climate Information

Facilitator

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1. Are We Asking the Right Questions What Other Questions Should We Discuss?

- How do you identify stakeholders if they are not aware that they are indeed stakeholders?
- How to disaggregate producers in terms of vulnerability (commodities, locations, etc.)?
- How to communicate uncertainty, both short term and long term to stakeholders?
- What are the politics relative to climate change and variability?
- How does language (eg. Climate change vs global warming) frame people's responses

2. Who Are the Principal Stakeholders for the Dissemination and Application of Climate Information in Agriculture and Natural Resources?

- Producers
- Buyers
- Suppliers
- Green businesses
- Land owners/managers
- Homeowners
- Water resource managers
- NGO's and Environmental groups
- Media
- Schools
- Municipalities (Signatories of Climate Change Agreement)
- Carbon sequestration and carbon trading programs
- Policy-makers

- What Are Their Main Wants and Needs With Respect to Managing Climate Risk?
 - Information that helps reduce anxiety and inform proactive planning
 - Addressing locally relevant questions (e.g., disaster preparedness)

3. What is the Current Status of Extension Programs Related to Climate Effects on Agriculture and Natural Resources?

- Information not yet reaching the local levels
- Examples of information reaching local levels:
 - FL Master Naturalist Program
 - 4H Program, youth development programs (opportunity)
- Issue of liability and repercussions (legal and political)
- Sensitivity (urban/rural, educational level, political polarization, cultural)

4. What Does Extension Need to Help It Meet the Local/Regional Information and Educational Needs of Their Clients?

- Timely information
- Clear information
- Consistent message
- Locally specific research
- Relevant to local needs
- Lay person terms
- Success stories

5. How Can Extension Harness Existing Partnerships and Establish New Partnerships to Help Them Acquire, Interpret, and Communicate Information to Its Stakeholders on Climate Change, Risk Management, etc.?

- Identify process to establish credibility
 - Provide transparency regarding source of information and levels of reliability
- Identify common ground with other organizations for exponential impact
- Broadcast media (not always on board)
climate change survivor?