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**Assessing the Effectiveness of an Alberta-Based Agri-Environmental
Extension Service**

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The Natural Advantage Program (NAP) was an agricultural extension service offered by the Alberta branch of Ducks Unlimited Canada to Alberta-based producers between 2007 and 2008. This voluntary program provided producers with farm-specific recommendations on actions they could adopt to improve their on-farm wildlife habitat and biodiversity, and sources of assistance they could access to help them implement those actions. To date, external evaluations of such stewardship programs in the Canadian context have been limited. The goal of this research, then, was to evaluate the efficacy of the NAP and to provide recommendations on how to improve program design and conduct a program evaluation. Personalized surveys were developed to assess action completion, assistance access and related individual- and farm-level characteristics. Findings indicate that respondents were similar in age to the average Albertan producer, but had more years of education and were more likely to have completed an environmental farm planning exercise. Program participants completed an approximate average of 3.3 actions per individuals, while non-participants completed an approximate of average of 1.3, suggesting some degree of program efficacy. Participant completion rates for recommended actions ranged from 20% to 81%, while access rates for recommended forms of assistance ranged from 0% to 39%. Findings indicate that NAP participants who operated large farms, owned their land or participated in a watershed group were most likely to have adopted recommended actions. The actions most likely to be adopted were those requiring a relatively low investment of time or money, and those with obvious private benefits. Key reasons for non-adoption and non-access were similar, and included concerns over the required investment of time and money, and the relevance of the recommendation to their farm.