

Communication Strategy Integrated Crop Pollination

Overview of Communication Strategy

We devised this communication strategy to effectively deliver results and success stories from Project Integrated Crop Pollination (ICP). This process included using the Project Integrated Crop Pollination logic model to identify the projects communication goals and objectives, key messages, stakeholders, and communication tools.



Communication Goals:

- Communicate information on ICP approaches
- Provide a venue for our team to highlight tools, extension materials, and results from this project
- Provide an overview of ICP practices for each crop system
- Engage stakeholders/keep stakeholders informed

Communication Objectives:

- Raise grower awareness of (1) options to improve pollination, (2) trade-offs between farming activities and pollination, (3) the role Project ICP is taking to ensure sustainable crop pollination.
- Raise grower understanding of integrated crop pollination
- Increase grower adoption of ICP strategies in specialty crops
- Raise extension understanding of integrated crop pollination
- Increase capacity building in extension and among other decision-makers regarding wild and managed bees for crop pollination.

Key Messages:

- Pollination is important for agriculture, but current practices threaten sustainable crop pollination.
- Integrated Crop Pollination is the combined use of different pollinator species, habitat augmentation, and crop management practices to provide reliable and economical pollination of crops.
- Project ICP is a large scale, national research project developing and delivering ICP approaches for farmers to use.
- Project ICP will improve sustainability of U.S. specialty crops and help ensure the continued ability of growers to reap profitable returns from their investments in land, plants, and other production inputs.
- As they are developed, specifics around ICP recommendations.

We are using a variety of communication tools to reach our diverse stakeholders.



Photo by: R. Isaacs

Stakeholders:

- Specialty Crop Growers
- Grower Associations
- University extension agents
- Crop advisors
- USDA/NRCS Personnel
- Honey Bee Keepers
- Blue Orchard Bee Suppliers
- Others working towards reliable crop pollination on farms

Communication tools:

All project information can be found on the Project ICP website (www.projecticp.org). Additionally, we are using social media (e.g. ICP Facebook page) to engage researchers and farmers alike. We are creating videos that we will share on-line. These videos will provide an overview of integrated crop pollination and practical management strategies that farmers can use to support pollinators on their farms.

Results coming from the project will be written up in peer-reviewed scientific journals. At the same time, those results will be incorporated into outreach and extension publications available for download from the Project ICP website and posted on extension.org, a repository of information used by extension agents. Trade journal articles and press releases will provide another avenue through which to reach our stakeholders. Additionally, we are presenting at grower workshops, field days, and short courses throughout the country. Finally, we are working with farm partners to develop regional demonstration sites where farmers will be able to see, firsthand, the impact of integrated crop pollination strategies.



Photo by: R. Isaacs