

Adapting to Climate Change in the Pacific Northwest

Promoting Adaptation with Five Minute Videos of Agricultural Water Conservation and Management Practices

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In a multimedia-based world, short videos are an effective visual means to provide information. A series of short, five minute climate change videos focusing on water conservation and efficiency were developed to connect innovative farming practices to other farmers, their advisors, consultants and the agricultural community.

The collection is intended to increase awareness and understanding of water-related risks and encourage management decisions that minimize negative economic and environmental impacts.

In each short video, farmers, their advisors and university experts are interviewed to provide their perspectives, knowledge and economic information—highlighting successful adaptation practices for conserving water while remaining profitable. Each video suggests evaluating a climate-compatible management practice or crop variety on a part of a field, or when replacing outdated irrigation sprinklers and pumps.



Using Unique Narratives...

Profiled adaptation stories include:

Water efficient management featuring Low Irrigation Spray Application (LISA) Irrigation and Low Elevation Precision Application (LEPA) Irrigation in Eastern Washington

- LEPA places the emitter type sprinkler on or just above the soil surface. LESA has the sprinklers located three feet or less above the soil surface and uses spray type sprinklers. LEPA and LESA both double the number of sprinklers on a center pivot.
- Both LESA and LEPA technologies improve the sprinkler system application efficiency, reduces the direct evaporation from the sprinkler, reduces moisture loss from wet leaves, and requires less pressure to operate; thus reducing the pump power consumption.
- Troy Peters (WSU Ext. Irrigation Specialist) and Doug Simpson (Simpson Brothers, Inc) are interviewed to introduce Low Elevation Spray Application (LESA).

Dry Farming Vegetables and Fruit in Oregon Using Regionally Adapted Long Tap Root Varieties

- Dry farming uses the residual moisture in the soil from the rainy season, usually in a region that receives 20 inches or more of annual rainfall. Dry farming works to conserve soil moisture during long dry periods primarily through a system of tillage, surface protection, and the use of drought-resistant varieties.
- Amy Garrett, Dry Farming Project Leader with OSU Extension Service is profiled along with a group of small vegetable farmers from Benton County and Willamette County that use dry farming methods in Oregon.

Water and Climate Concerns on Washington State Dairy Farms

- An Eastern Washington dairy's reactive adaptation management decisions after the 2015 drought and preparing for future growing seasons with less water.
- Crop varieties requiring less water (sorghum vs. corn) are discussed, as well as no till practices are explored.
- Persons interviewed include: Joe Harrison, WSU Extension, Guillaume Mauger, University of Washington Climate Impacts Group, Jay Gordon, Washington Dairy Federation, Jason Sheehan, Dairy Farmer and Kyle VanDyk, Herdsmanager with J & K Dairy and Scott Stephen, agricultural consultant with ArgiManagement Inc.

...to Tell a Common Story

Each of the videos feature:

1. A regional agricultural management practice that requires less water and is considered an adaptation method in a changing climate.
2. An agricultural producer and/or agriculture professional addressing specific concerns about regional water conservation, the agricultural management practice they use to deal with the issue and the associated risks and management decisions they face.
3. An interview with at least one expert on the topic of interest.
4. Verbal and visual information about the highlighted agricultural management practice
5. Region based adaptation practices to meet the concerns specific to the Pacific Northwest region

The collection will be shared through multiple outlets, including:

- regional meetings and events
- monthly newsletters and blog posts
- social media outlets
- popular articles and press

Takeaways

Important information about a controversial subject such as climate change may be challenging to deliver to specific audiences, like agricultural professionals. Providing information in the context of a farm's story enables the conservation management practice information to be delivered in a more comfortable manner. The visual experience from the short video allows the viewer to have a glimpse into the farm to see the practice and how it works, hear how and why the practice was implemented from the farmers and consultants themselves. Farm story and profile type videos can be a powerful tool to deliver conservation information in outreach and extension. ■

To view the videos or learn more about the management practices featured in this collection, visit the WSU Livestock Nutrient Management website (puyallup.wsu.edu/Inm/adapting-climate-change/)

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