

**Chesapeake Bay Program (CBP)**  
**2021 Scientific and Technical Advisory Committee (STAC) Workshop**  
Overcoming the Hurdle: Addressing Implementation of  
Agricultural Best Management Practices (BMPs) Through a Social Science Lens

**Logistics:**

- Tuesday, July 13, Wednesday, July 14, and Tuesday, July 20, 9 AM-12 PM ET
- Virtual via Zoom links provided in Google Calendar Invite

**About the workshop:**

The agricultural sector is an important part of the solution for achieving long-term water quality (WQ) goals in the Chesapeake Bay watershed, but we still have a long way to go in best management practice (BMP) implementation to reduce pollutant loads to levels that will achieve established WQ standards. Current on-farm BMP adoption demonstrates the agronomic, economic, and environmental benefits of conservation practices, but the current rate of adoption is not sufficient to meet Bay pollutant reduction goals. Thoughtful distribution of limited resources through creative and flexible approaches is essential. In this workshop, ag service providers from across the public and private sector are invited to propose and discuss ideas garnered from their own experience. The expected outcome of this exercise is a set of practical recommendations to broaden and deepen farmers' efforts to reduce field-level nutrient and sediment losses. Note: Day 1-2 is focused on listening to farmers and service providers, with Day 3 then dedicated to synthesis, ideas for implementation, and recommended action steps.

**Agenda at-a-glance**

Tuesday, July 13 (Day 1)

- Getting started: welcome, introductions, workshop overview, survey results
- Work session #1: Imagine an ideal future where we've overcome the hurdles and met agricultural nutrient and sediment reduction goals in the Chesapeake Bay Watershed.
  - How did we get there?
  - How did we structure programs to support achieving these goals?
- Discussion and exploration of potential solutions and challenges
- Summarize and prepare for Day 2

Wednesday, July 14 (Day 2)

- Review key messages from Day 1, additional discussion
- Work session #2: developing solutions by exploring scenarios
  - How do we improve engagement with farmers hesitant to adopt BMPs?
  - How do we increase adoption of cost-effective BMPs (those with and without on-farm agronomic and economic benefits)?
- Discussion and exploration of ideas
- Summarize and prepare for Day 3

Tuesday, July 20 (Day 3)

- Review key messages from Days 1-2
- Work session #3: How do we go from where we are now to the ideas discussed in Day 1 & 2?
  - Factors for implementation? Funding? Other?
  - Recommendations to the Chesapeake Bay Program or other decision makers.
- Summary of overall discussion, next steps, recommendations
- End