

**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 20, 9 AM-12 PM ET (Day 3 of a 3 day workshop)
- 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 focused on listening to farmers and service providers, with Day 3 then dedicated to synthesis, ideas for implementation, and recommended action steps.

**Basic ground rule:** To encourage creativity, ideas from the workshop can be shared but without attribution. Names and affiliations are kept private. We will use a variety of tools to foster engagement, including anonymous input and sharing of ideas. Workshop results will be summarized and shared.

**Agenda for July 20, 9:00 AM-noon eastern (Day 3 of the workshop)**

9:00 Welcome, Agenda Review, Key Messages from Days 1-2

- Reminder of workshop purpose, agenda for today
- Review what we heard from participants during Day 1 & 2 (see attached)
- Discussion, questions

9:30 Work session: How do we go from where we are now to the vision outlined in Day 1-2?

**Breakout groups (participants choose their group or will be assigned):**

- Scenario #1: Technical targeting tools (Lisa Wainger)
- Scenario #2: Flexible financial incentives (Kristen Saacke Blunk)
- Scenario #3: Insights from behavioral science (Leah Palm-Forster)
- Scenario #4: Rewarding conservation professionals (Dan Read)
- Scenario #5: A mix of the above, including enforcement, other tools (Allyson Gibson)

**Questions for each group, with each group to tailor the discussion to their own scenarios:**

- What are the most important obstacles currently holding us back on doing more and doing better with respect to improving BMP adoption?
- What specific opportunities do you see as ways to
  1. improve the acceleration of BMP adoption and
  2. to improve adoption and achieve better water quality outcomes (more reductions) for any given level of staffing/funding?
- What barriers exist to implementing these opportunities and how can we overcome them?
- What specific factors for implementation should be considered?
- What specific recommendations can be made to the Chesapeake Bay Program or others implementing ag-related BMPs?

10:30 Break

10:45 Report back on recommendations (2-3 minutes/group); discussion; next steps

12:00 End