

REACHING UNDERSERVED AGRICULTURAL OPERATORS IN AMERICA'S WEST THROUGH A CONFERENCE SERIES

Mr Cole Ehmke¹, Mr. John Hewlett¹

¹University Of Wyoming, Laramie, United States

Wyoming and other states in America's West are experiencing rapid changes in land ownership patterns. The individuals and families now living and working on the land typically own smaller acres, manage them for other than traditional purposes, and are less familiar with land and animal management techniques. As a result, they are searching for ways to reach and improve sustainability, often with a desire to connect with the end user of food and other agricultural products.

The Living and Working on the Land project responded to this need over a period of years by targeting these often underserved audiences in Wyoming and the surrounding region. The project offered participants a better understanding of the risks they face and suggested techniques for becoming more knowledgeable about alternatives available for management in Western agriculture using a multidimensional approach. The two primary outputs used to inform and connect with the target audiences included: 1) a series of conferences and 2) extended distribution of educational material associated with the events (publications and a website). This poster describes the project aims, outputs, funding, impacts, and lessons learned.