

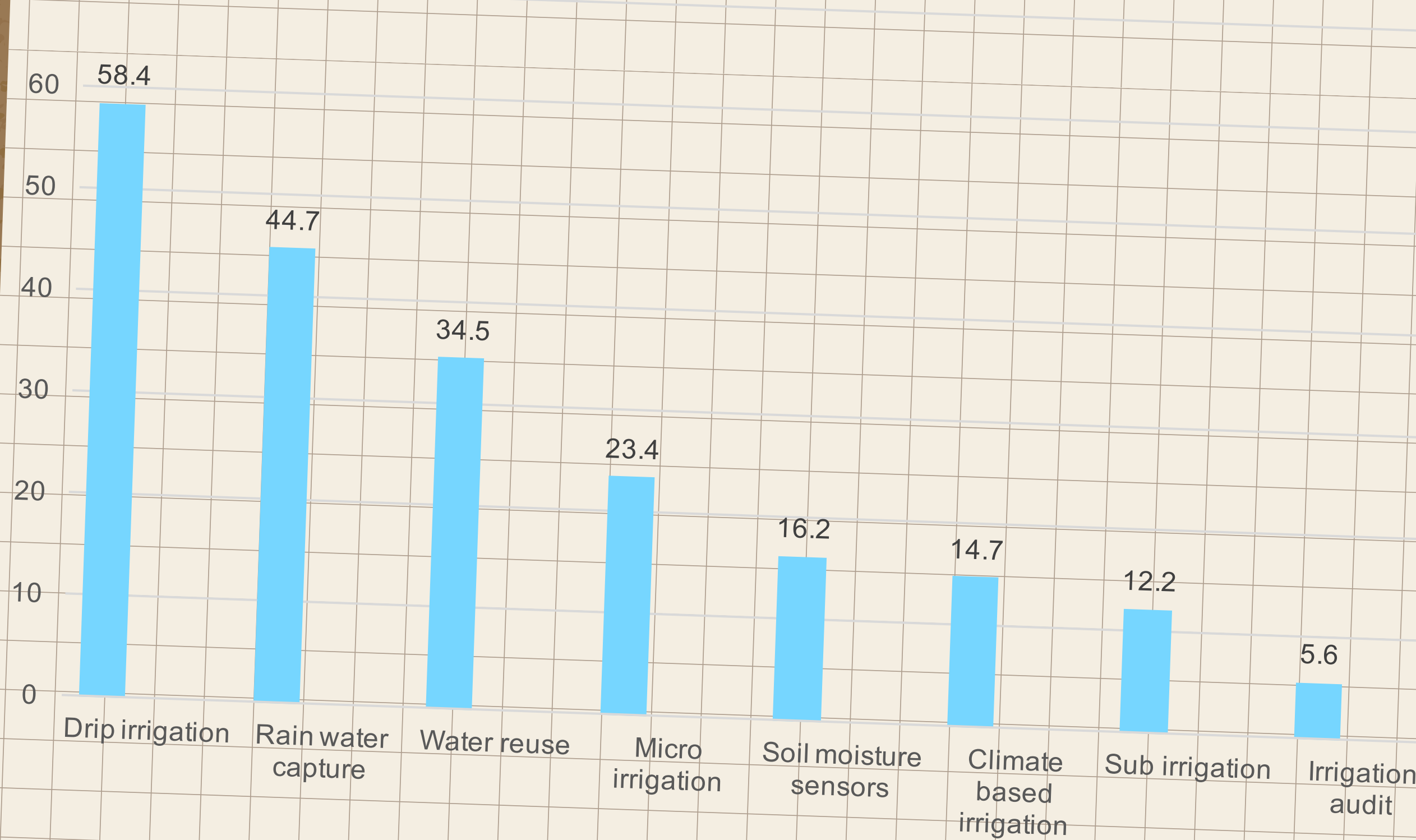
# EXPLORING WAYS TO ENCOURAGE NURSERY AND GREENHOUSE GROWERS' ADOPTION OF WATER CONSERVATION TECHNOLOGIES

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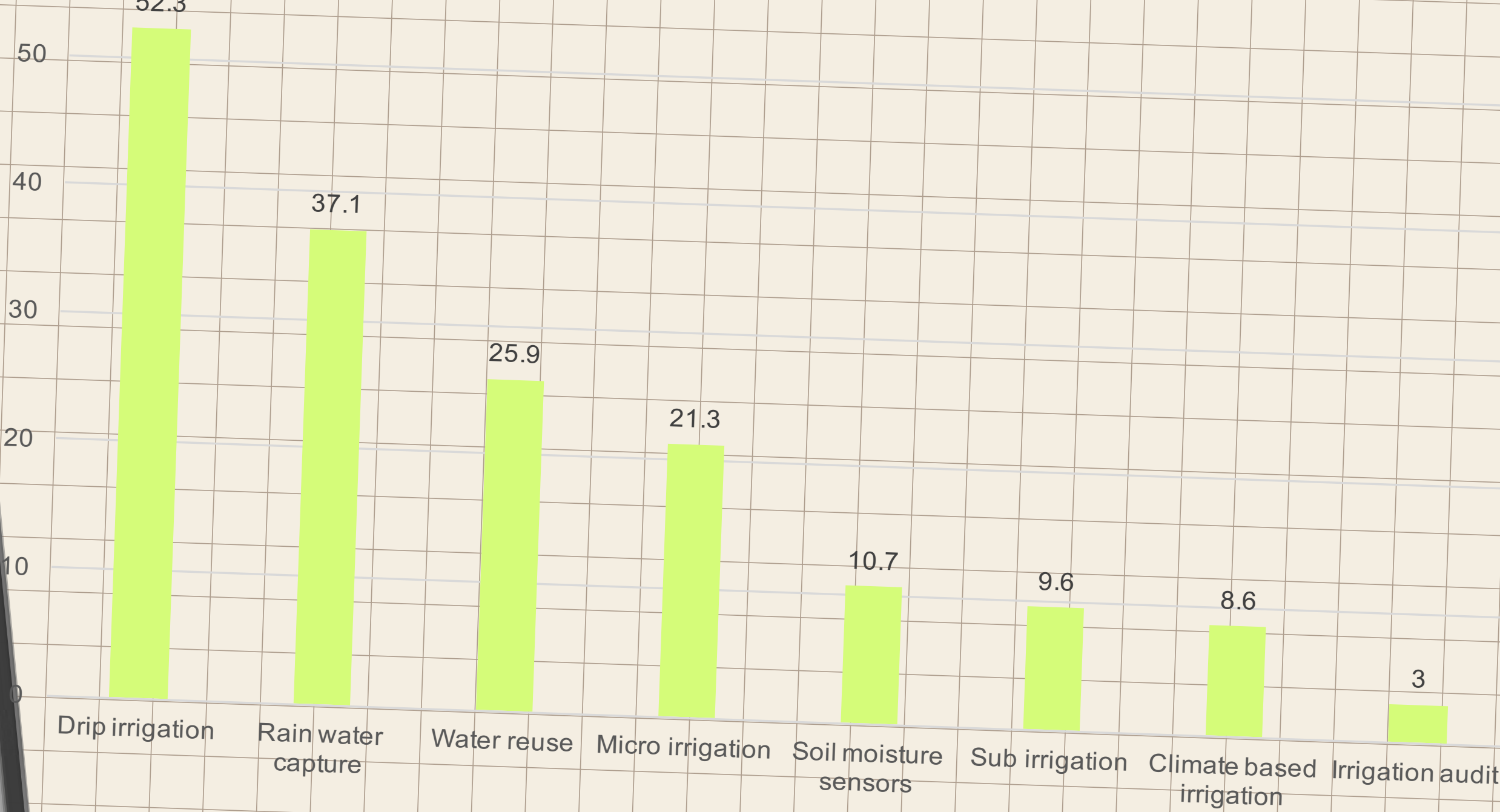
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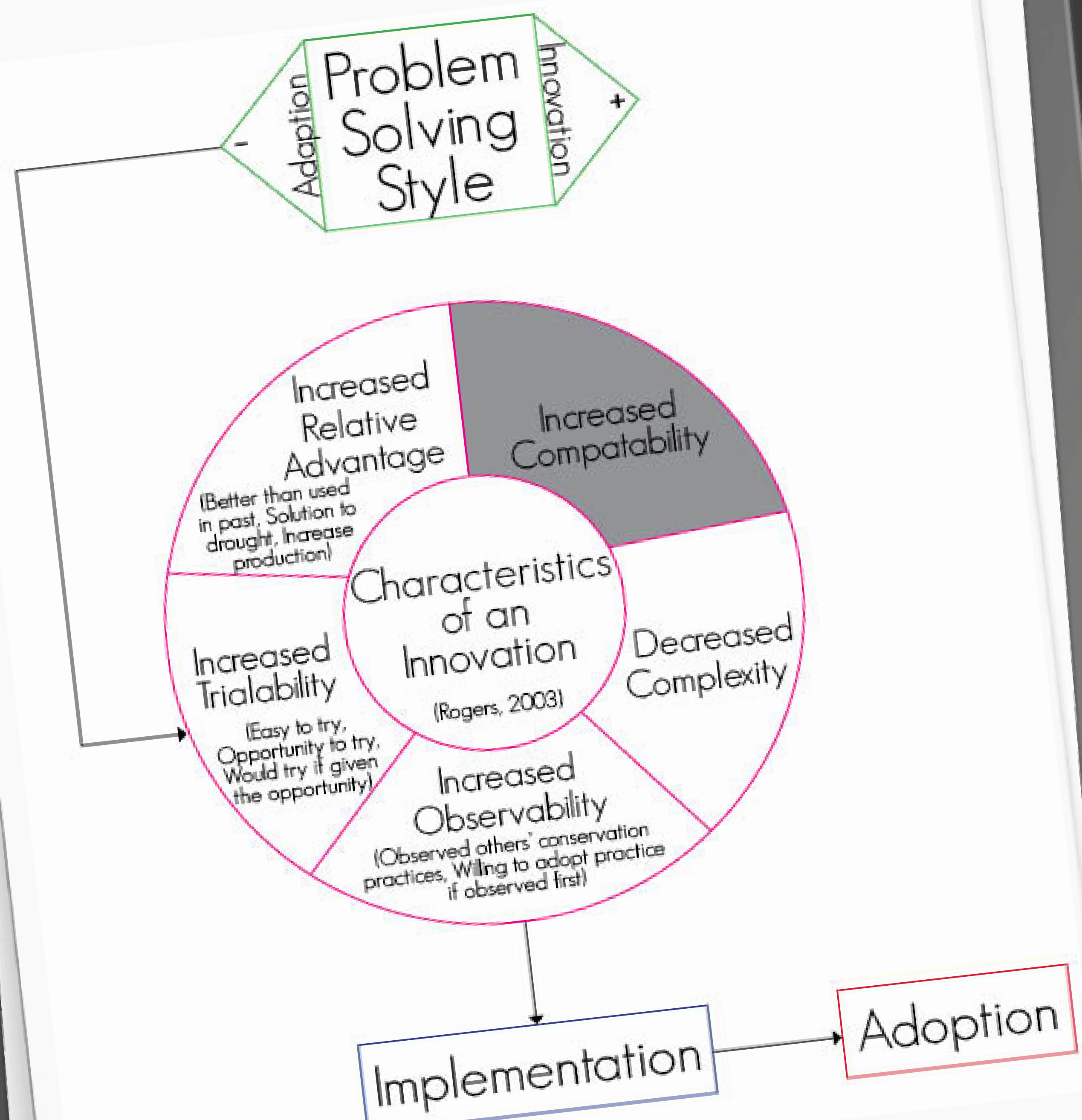
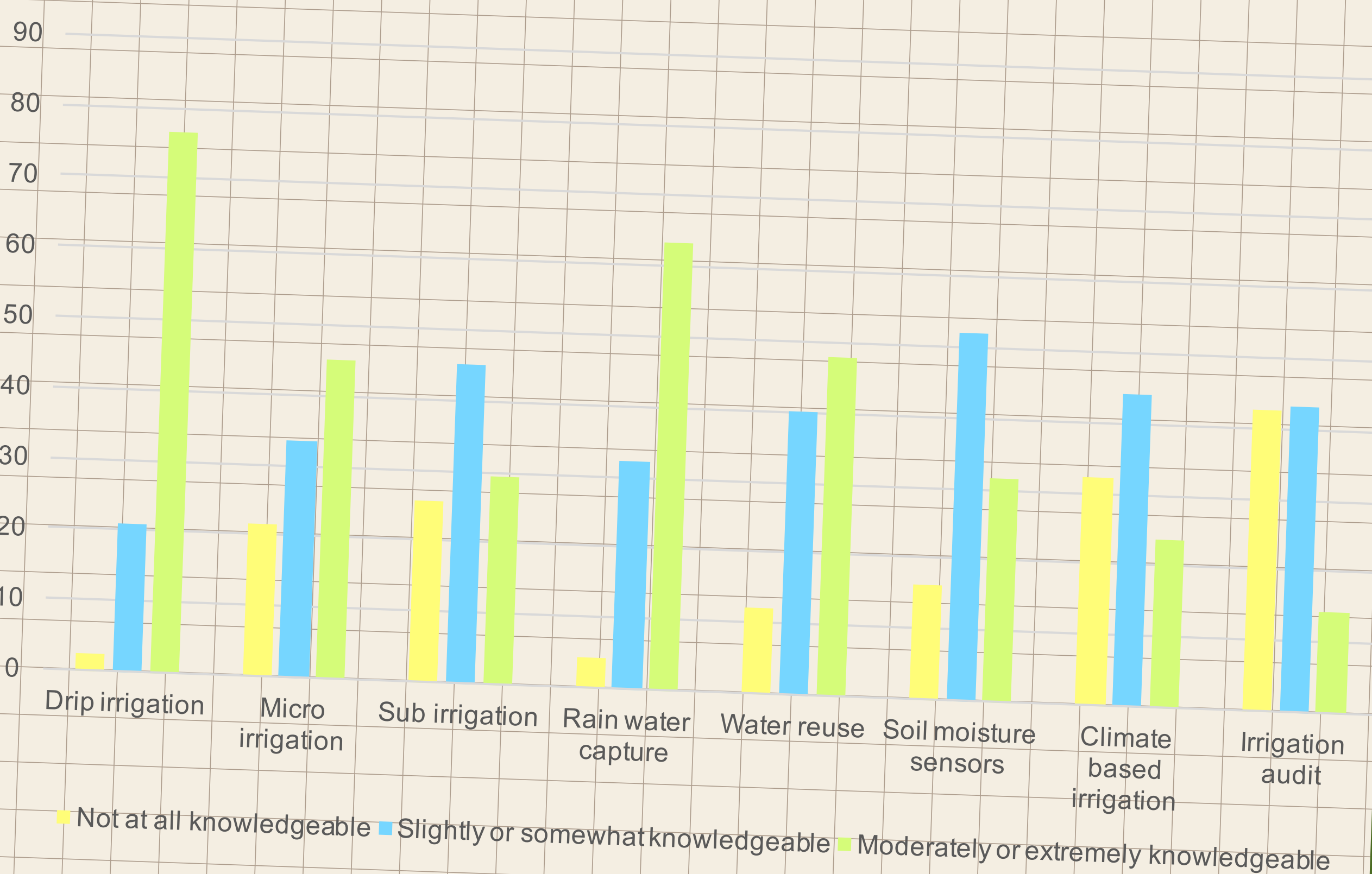
Conservation Technologies/Practices Implemented by Growers



Conservation Technologies/Practices Still in Use by Growers



Growers' Knowledge of Conservation Technologies/Practices



## WHY WAS THE STUDY DONE?

- Growers need to reduce consumption of water from natural resources, but **are hesitant to adopt new conservation technologies**

## HOW THE STUDY WAS CONDUCTED

- Survey
- Completed by 197 US growers
- Survey asked growers about:
  - water supply
  - knowledge of conservation technologies and practices
  - conservation practices tried and still in use
  - perceived relative advantage, compatibility, complexity, observability, and trialability

## CONCLUSIONS

- Growers are more knowledgeable about water conservation technologies than water treatment technologies
- The more adaptive a person is in their problem solving style, the more willing they are to try water conservation technologies
- Perceived compatibility of water conservation technologies does not predict growers' implementation of technologies
- 50% said that if they could observe someone else using the technology they would be somewhat likely or very likely to adopt the new technology

## RECOMMENDATIONS

- Provide opportunities for growers to try different conservation technologies
- Opportunities can include conservation technology companies offering trial periods for growers to use in practice or Extension programs offering similar opportunities to try technologies
- Provide opportunities for growers to interact and observe new water treatment technologies by visiting other growers, Extension programs, videos, etc.