

# UNDERSTANDING HOW NURSERY AND GREENHOUSE GROWERS MAKE DECISIONS ABOUT ADOPTING WATER TREATMENT TECHNOLOGIES

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## WHY WAS THE STUDY DONE?

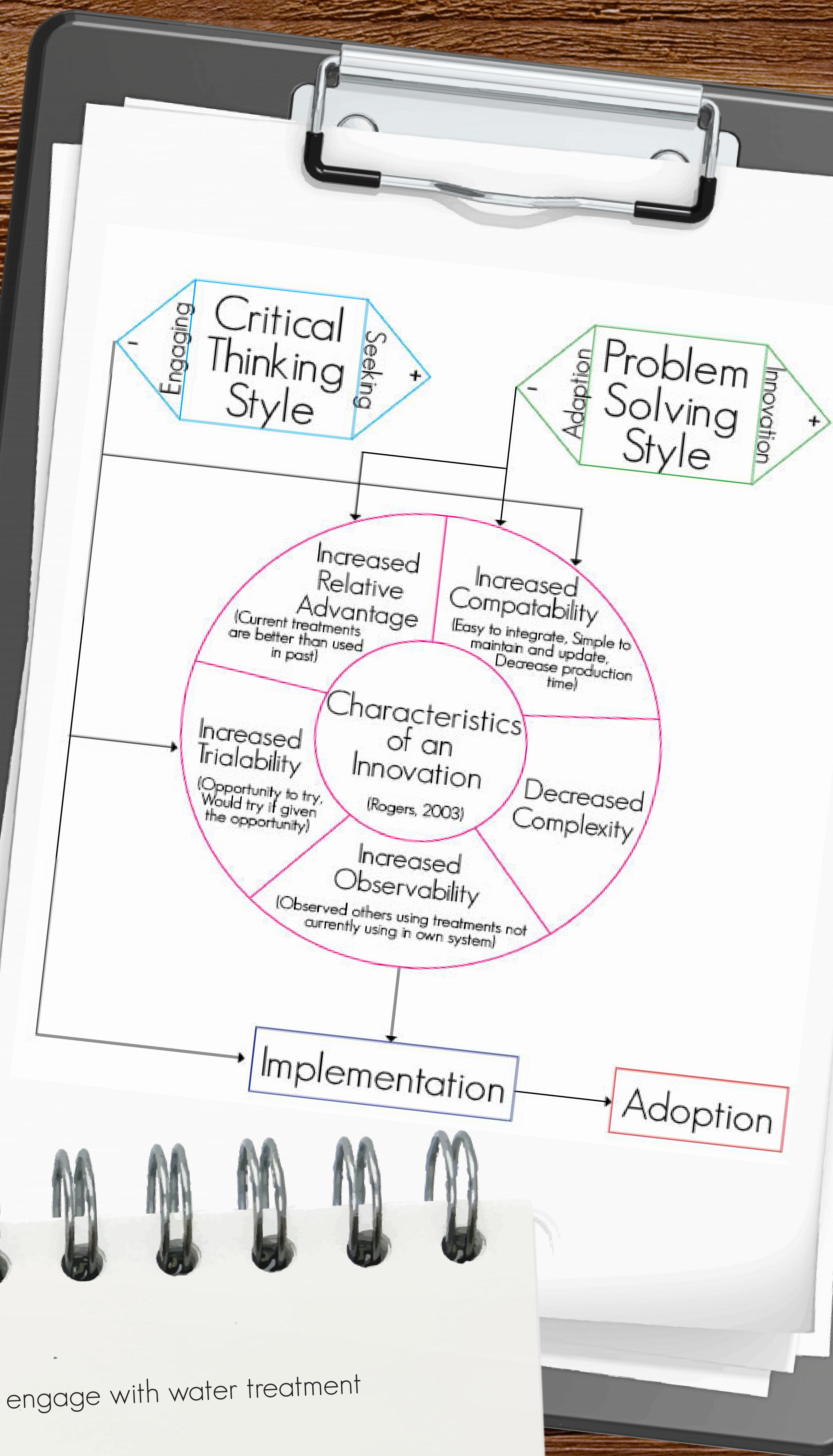
- Growers need to reuse and recycle water, but are **hesitant to implement new water treatment technologies**

## HOW THE STUDY WAS CONDUCTED

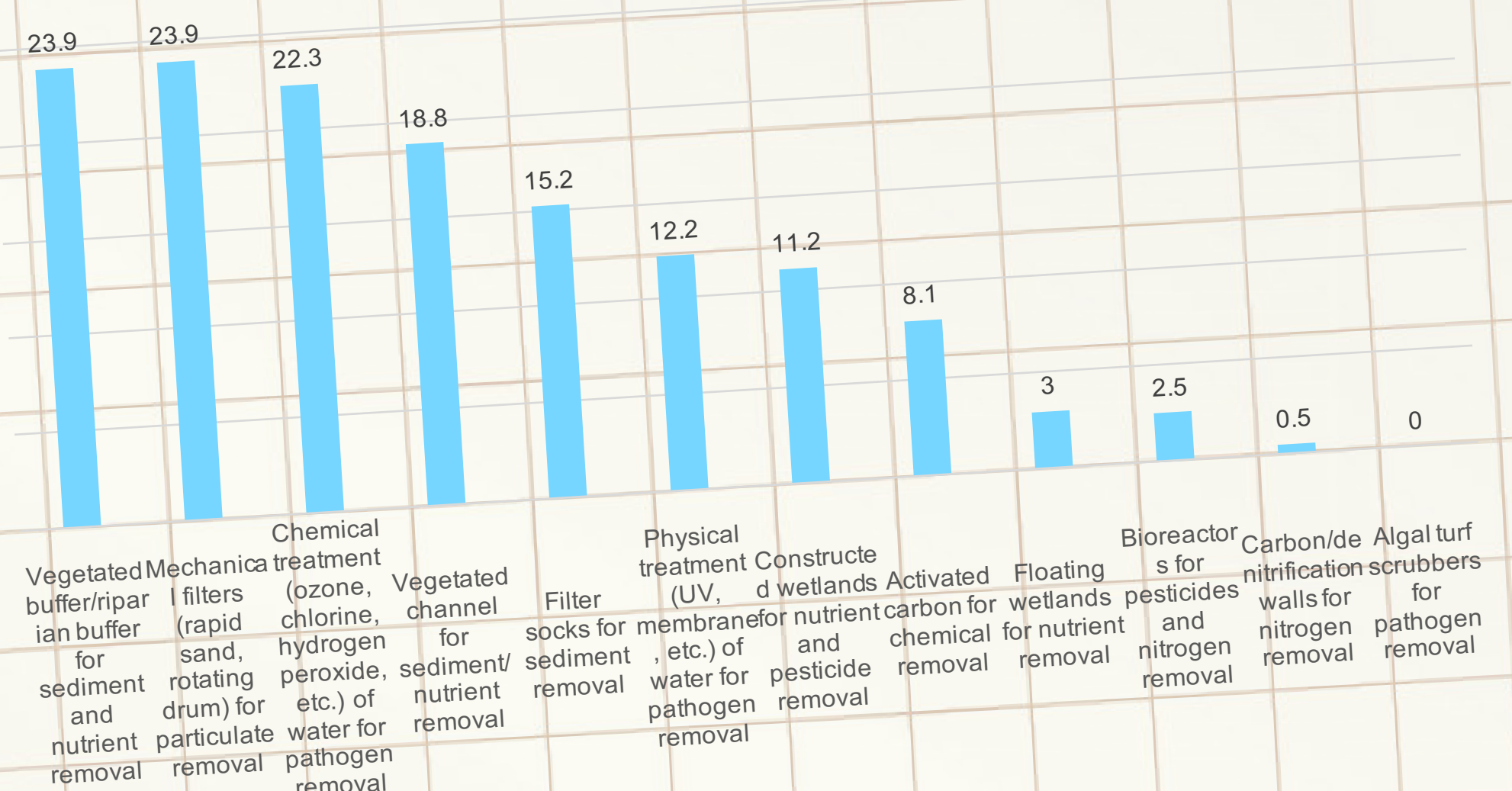
- Survey
- Completed by 197 US growers
- Survey asked growers about:
  - water supply
  - knowledge of conservation technologies and practices
  - conservation practices tried and still in use
  - perceived relative advantage, compatibility, complexity, observability, and trialability

## CONCLUSIONS

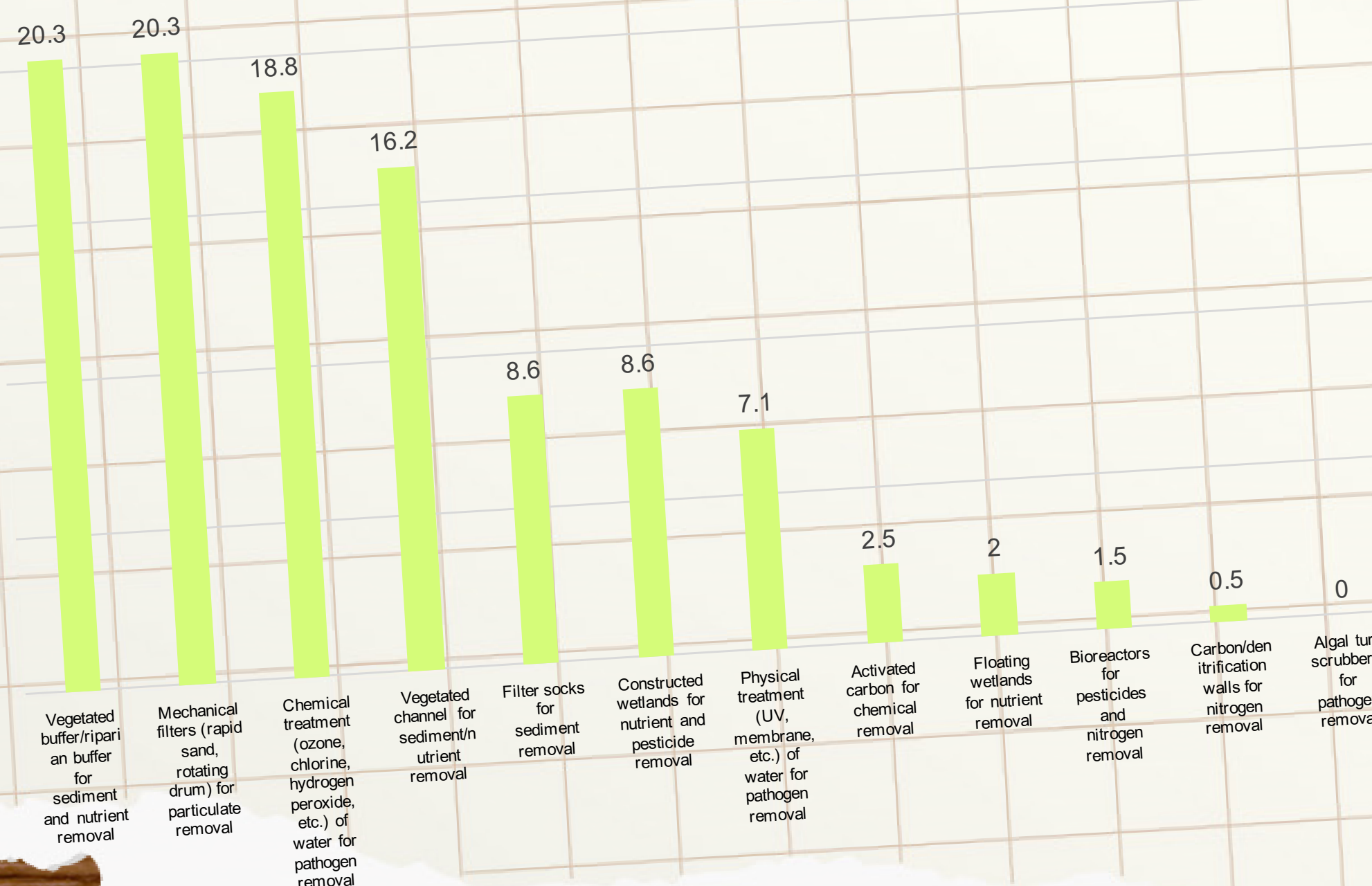
- Growers who are more likely to engage in water treatment technologies perceive the treatment technologies to have an increased compatibility, increased trialability, and lead directly to implementation of the technologies
- The more adaptive a person is in their problem solving style, the more likely they are to understand the relative advantages and compatibility of treatment technologies
- Growers are more knowledgeable about water conservation technologies than water treatment technologies
- Respondents reported they had not been able to observe others using or demonstrating treatment technologies
- Most respondents either agreed or strongly agreed water treatment technologies could be a solution to combating drought



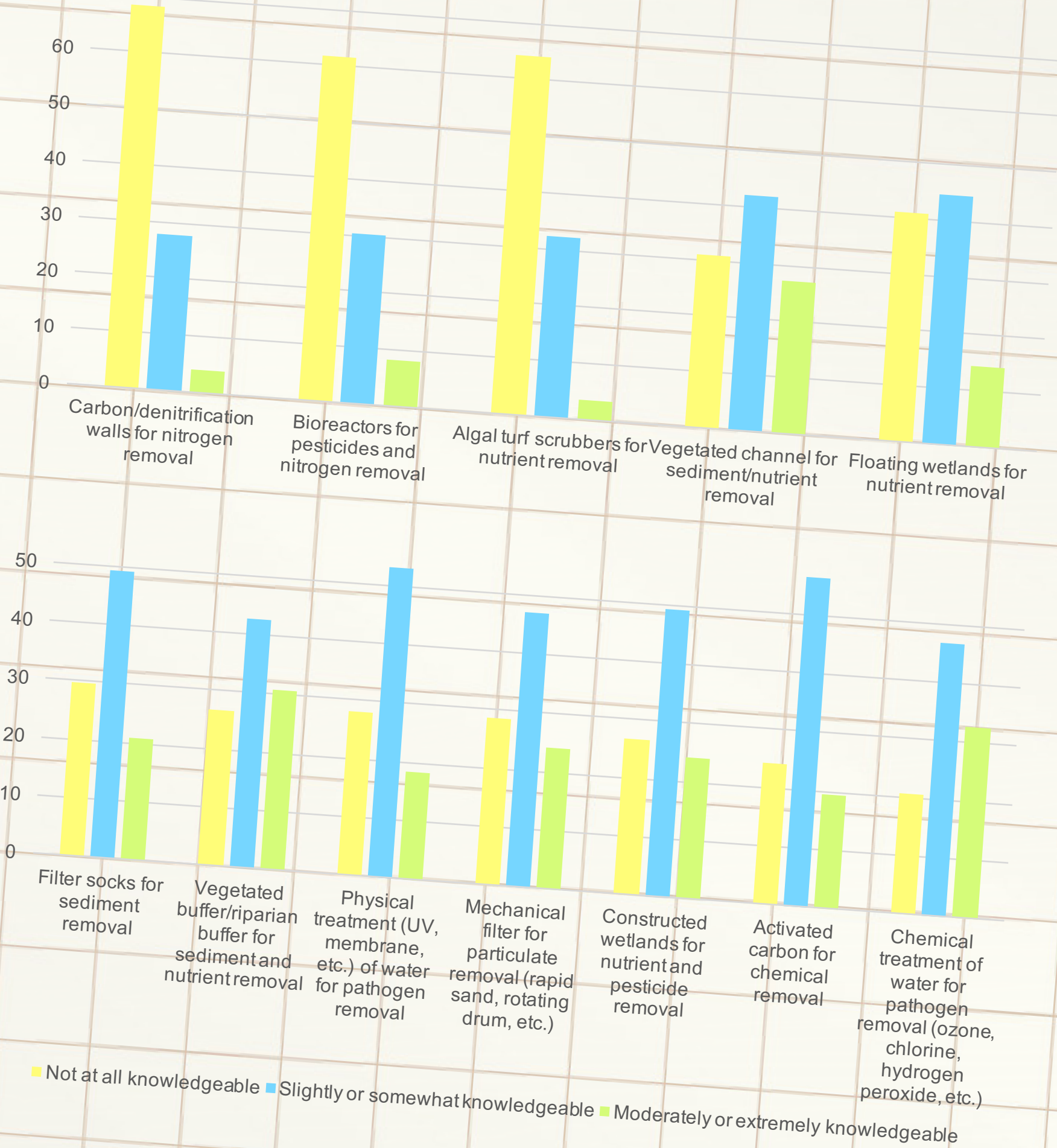
Conservation Technologies/Practices Implemented by Growers



Conservation Technologies/Practices Still in Use by Growers



Growers' Knowledge of Conservation Technologies/Practices



## RECOMMENDATIONS

- Facilitate opportunities for growers to engage with water treatment technologies
- Engage growers by allowing them to try water treatment technologies and capitalize on the compatibility of new technologies with their existing systems
- Provide educational materials (videos, outreach programs, field days, social media posts) about water treatment technologies and practices
- Provide opportunities for growers to interact and observe new water treatment technologies by visiting other growers, Extension programs, videos, etc.