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



Conservation Technologies/Practices Implemented by Growers arbon/de Algal tur treatment Constructe d wetlands Activated socks for membranefor nutrient carbon for wetlands V sediment , etc.) of and chemical for nutrient and nutrient removal water for pesticide removal removal nitrogen removal removal pathogen remova.

Conservation Technologies/Practices Still in Use by Growers

WHY WAS THE STUDY DONE?	CC
Growers need to reuse and recycle water,	• Gra
but are hesitant to implement new water	trea
treatment technologies	tec
	incr
	imp
HOW THE STUDY WAS CONDUCTED	• The
Survey	solv
Completed by 197 US growers	Unc
Survey asked growers about:	con
• water supply	• Gra
<ul> <li>knowledge of conservation technologies</li> </ul>	cor
and practices	tec
<ul> <li>conservation practices tried and still in use</li> </ul>	• Res
<ul> <li>perceived relative advantage, compatibility,</li> </ul>	to c
complexity, observability, and trialability	trea
	• Mo
	agr
	a so

Growers' Knowledge of Conservation Technologies/
20 10 O Carbon/denitrification Bioreactors for yegetated channel for Floating wetlands for nutrient removal sediment/nutrient moval sediment/nutrient removal sediment/nutri
50       40       30
20 10 Filter socks for Vegetated Physical Mark
vertice       buffer/riparian       treatment (UV, filter for buffer for membrane, particulate nutrient removal for pathogen removal for pathogen removal drum, etc.)       Constructed wetlands for nutrient and pesticide removal       Activated carbon for chemical treatment of water removal (rapid pesticide removal drum, etc.)         Not at all knowledgeable       Sticked       Sticked       Not at all knowledgeable       Sticked       Sticked       Constructed wetlands for nutrient and pesticide removal       Chemical treatment of water removal
peroxide, etc.)

## DNCLUSIONS

- owers who are more likely to engage in water atment technologies perceive the treatment chnologies to have an increased compatibility, reased trialabillity, and lead directly to
- plementation of the technologies e more adaptive a person is in their problem
- ving style, the more likely they are to
- derstand the relative advantages and mpatibility of treatment technologies
- owers are more knowledgeable about water nservation technologies than water treatment hnologies
- spondents reported they had not been able observe others using or demonstrating atment technologies
- ost respondents either agreed or strongly reed water treatment technologies could be olution to combating drought

## RECOMMENDATIONS

- Facilitate opportunities for growers to engage with water treatment technologies
- capitalize on the compatibility of new technologies with their existing systems
- media posts) about water treatment technologies and practices
- technologies by visiting other growers, Extension programs, videos, etc.





![](_page_0_Picture_21.jpeg)

![](_page_0_Picture_22.jpeg)

![](_page_0_Picture_23.jpeg)