

## Alberta Results for Wheat Extension Survey

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### Introduction

We had 208 global responses: 145 Canadian, 55 USA, 6 Australian and none from Europe, Asia, Africa, or South America. There were 59 Alberta responses from Alberta growers. Below is a summary of the AB results.

### The most trusted sources of AB agronomic information are:

- Government/University Extension Staff (49% rank this as most trusted)
- On-Farm Testing of Agronomic Practices Conducted on Farm (48% rank this as most trusted)
- Peer reviewed scientific published papers (44% rank this as most trusted source)
- The least trusted sources of information for Alberta growers are:
- Social Media (0% rank this as most trusted)
- Agribusiness Companies (2% rank this as most trusted)
- Private Retailers (2% rank this as most trusted)
- Farm Press (5% rank this as most trusted)
- Surprisingly Farm Organizations and Independent Crop Advisors/Private Consultants were not a “most trusted” source of information

### Other

- Crop walks and Producer Meeting Presentations were the top 2 extension methods preferred by growers. Webinars, Social Media and Email were the least preferred methods for distributing extension information.
- 86% of survey respondents think incorrect wheat agronomic information is sometimes or often circulated to growers!
- 84% of survey respondents sometimes or often struggle to determine credible vs. non-credible agronomic information.
- 73% of survey respondents indicated information branded with the Wheat Initiative Logo would be helpful in identifying credible agronomic information.
- 79% of growers would actively seek out information on a Wheat Initiative Agronomic Expert Working Group Website.