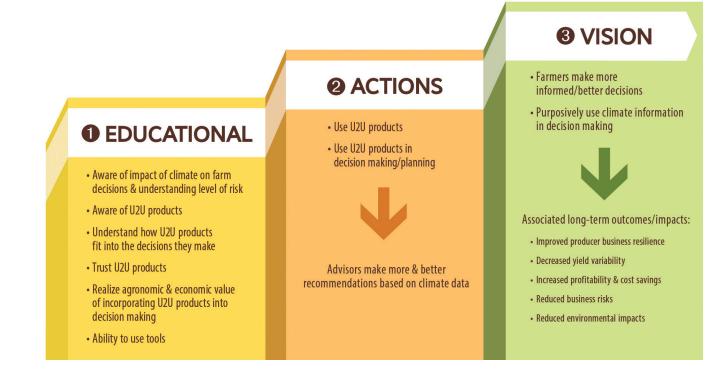


Project Outcomes

The Useful to Usable (U2U) team developed a program logic model with three levels of outcomes the project wanted to achieve. This fact sheet presents the end-of-project survey results from over 3,000 agricultural advisors in the 12-state U2U region and 1224 farmers in the four states with the most outreach (IA, IL, IN, NE), indicating the level of success at which anticipated outcomes were achieved.



EDUCATIONAL

Awareness of impact of climate on farm decisions & understanding level of risk

75% of advisors and **65%** of farmers are moderately to very concerned about weather or climate impacting farm management in their area.

Aware of U2U products

19% of advisors and **6%** of farmers had heard about the U2U project before receiving the end-of-project evaluation survey.*

35% of advisors and **34%** of farmers had heard about at least one the four U2U tools (ACV, Corn GDD, CPV and Corn Split N) before receiving the endof-project evaluation survey.*

Understand how U2U products fit into the decisions they make

Of the roughly **400 people** who completed evaluation surveys at U2U outreach events, **92%** indicated that the ACV, Corn GDD, CPV and Corn Split N tools were relevant to their decisions.

Trust U2U products

15% of advisors indicated that public providers of weather and climate information are more trustworthy compared to private sources, whereas
4% said private sources are more trustworthy.
47% indicated that public and private sources are equally trustworthy.

Realize agronomic & economic value of incorporating U2U products into decision making

33% of advisors and **17%** of the farmers indicated that U2U tools provide useful information they are not getting from other sources.

77% of advisors and **58%** of farmers agreed that using online decision support tools with weather or climate information can result in better farm outcomes related to yield, profit and/or environment.

Ability to use tools

Of the advisors who had used at least one tool, **73%** indicated that the U2U tools are moderately to very usable.



2 ACTIONS

Use U2U products

33% of advisors and **34%** of the farmers surveyed have used at least one U2U tool in their advising and decision making, respectively.

• Use U2U products in decision making and planning

Advisors mostly used the U2U tools with their clients for decisions related to seed purchases, crop choice and fertilizer application timing. Farmers mostly used the tools for decisions related to harvest, planting and irrigation scheduling. **71%** of advisors and **44%** of farmers indicated they would recommend at least one U2U tool to others. (Of the roughly 400 people who completed evaluation surveys at U2U outreach events, **88%** indicated that they will spread the word about U2U tools.)

Of the advisors who had used at least one tool, **8%** have told others about U2U tools. These advisors have told around 3,000 people about U2U tools.

Advisors make more & better recommendations based on climate data

Of the advisors who had used at least one tool, **41%** of advisors indicated they have given better quality advice after using U2U tools compared to the quality of advice they were giving before using U2U tools.

3 VISION

@AgClimate4U

52% of advisors and **44%** of farmers indicated that their likelihood of using weather or climate information in their advising has increased due to the U2U project or tools.**

59% of farmers indicated that in general U2U tools are needed for informing farming decisions.

79% of advisors and **59%** of farmers are willing to use online decision support tools with weather or climate information in their work.

*Some respondents who had heard of a U2U tool may not have recognized the tool was a product of the U2U project. ** of those who had heard of at least one tool



AgClimate4U.org