

SECTION 7 COMMUNICATIONS

7.1 Introduction

The communication team continued regular contact with participating producers and partners to maintain relationships and expand partnerships for the project. A variety of communication strategies and activities were carried out in 2010 including individual contact with producers, collaboration with partners, and the development of extension resources and presentations. A communication plan was developed and was reported in Olson and Kalischuk (2010).

7.2 Project Communication Strategies and Activities

The following is a summary of the communication activities and outcomes in 2010. A complete list of communication activities carried during the Nutrient Beneficial Management Practices (BMP) Evaluation Project is shown in Tables 7.1 to 7.3.

7.2.1 Producer Contacts and Meetings

- Maintained regular contact with participating producers to identify current farming practices and to plan, implement, and maintain site-specific BMPs for their operations.
- Hosted information meetings for cooperating producers to discuss the project results and thanked them for their participation.

7.2.2 Media and Public Relations

- Newsletters – developed to inform local residents and producers about the project results and to encourage them to address issues through the Indianfarm Creek (IFC) and Whelp Creek (WHC) watershed groups.
- A one-day field tour was held at the Battersea Drain Field (BDF) site and IFC Watershed on July 20, 2010, with about 15 attendees (Figure 7.1a). The tour started at the BDF site (Section 4) to highlight



nutrient management and irrigation BMPs. Tour stops in the IFC Watershed included the Impoundment, Wintering, Pasture BMP sites, and one of the weather monitoring stations. Overviews on various cattle management BMPs were presented, including infrastructure relocation, rotational grazing, off-stream watering, and limiting cattle access to the creek.

- A one-day field tour was held in the WHC Sub-watershed on August 10, 2010, with about 50 attendees (Figure 7.1b). The attendees included producers, other landowners, and representatives from industry and government. The tour included stops at three BMP sites, a stop at the sub-watershed outlet to discuss the regional groundwater study, and a final stop at the Lacombe Lake diversion point.
- Brochure – distributed at conferences and local events.
- Website – updated with project information and newsletters on Alberta Agriculture and Rural Development (ARD) website at:
[http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/epw11955](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/epw11955)

7.2.3 Collaboration with Partners

- Provided project updates to municipal representatives and Agricultural Fieldmen.
- University of Alberta (groundwater work in the Whelp Creek Sub-watershed).
- University of Saskatchewan (Ph.D. candidate Julie Baird. Research topic: Agriculture environmental programs for producers and ways to improve these programs).

7.2.4 Conferences and Events

- A presentation was given at Managing Agricultural Landscapes for Environmental Quality II Workshop, hosted by the Soil and Water Conservation Society, in Denver, Colorado in April 2010.
- A presentation was given at the International Water Association Diffuse Pollution Specialist Group 14th International Conference in Beaupré, Québec in September 2010.
- A presentation was given at the Cattle Overwintering Workshop in Saskatoon, Saskatchewan on February 8, 2011.
- A presentation was given at the Alberta Soil Science Workshop in Calgary, Alberta in February 2011.



Figure 7.1. Field tours held in the (a) Indianfarm Creek Watershed in July 2010 and (b) in the Whelp Creek Sub-watershed in August 2010.

- A presentation was given at the Land and Water: Reducing our Impacts Conference, hosted by the Canadian Water Resources Association (CWRA) and the Alberta Low-Impact Development Partnership (ALIDP). The conference was held in Red Deer, Alberta in April 2011.

7.2.5 Publications

- The first peer reviewed paper will be published in the Water Science and Technology.

Olson, B.M., Kalischuk, A.R., Casson, J.P., and Phelan, C.A. 2011. Evaluation of cattle bedding and grazing BMPs in an agricultural watershed in Alberta. Water Science and Technology (in press).

7.3 Watershed Groups

The IFC Watershed Group met twice in 2010 and also hosted a bioengineering field day. The WHC Watershed Group did not meet in 2010, but met twice in early 2011 on January 13 and April 12.

7.3.1 Indianfarm Creek Watershed Group

The Indianfarm Creek Watershed Group met on January 19, and 14 local producers were in attendance, and this was the best turn out so far. Guest speakers from Cows and Fish, Alberta Conservation Association, the Oldman Watershed Council gave presentations to the group on various topics. A more detailed description of this meeting was reported in Olson and Kalischuk (2010).

In early 2010, the IFC Watershed Group applied for and received a grant from the Alberta Stewardship Grant. The funds were used to support the implementation of two bioengineering projects on IFC: one at the Wintering BMP site and another at the Pasture BMP site. In addition, on April 19, 2010, the group hosted a bioengineering field day to view the progress of the first bioengineering project site, as well as learn various bioengineering techniques (Figure 7.2). The second bioengineering project was delayed due to weather and high flow in the creek, but was completed in November 2010.

In September 2010, a newsletter was sent to the group to provide updates and educational information. Articles included a bioengineering update; an overview on yearly precipitation, water quality, and flow; and information on invasive riparian plant species.



Figure 7.2. Learning how to prepare a sediment trap at the bioengineering field day held in April 2010 in the Indianfarm Creek Watershed.

On December 2, 2010, the group met at the Municipal District office in Pincher Creek and nine local producers attended. Julia Baird, a Ph.D. candidate from the University of Saskatchewan, gave a presentation to the group. Julia presented preliminary results from her survey of the IFC Watershed residences (among other surveyed areas). The topic of Julie's presentation (and thesis research) was about perceptions of agricultural property rights and water quality. In general, she found that of the five communities surveyed, the public regarded agricultural producers to be good stewards of the land and that there was a general willingness to compensate agricultural landowners for maintaining BMPs and managing water quality. Following the presentation, a member of the BMP Project team from ARD presented an update on the bioengineering projects and a group discussion was led in part by Jeff Porter of the Southwestern Alberta Conservation Partnership and ARD staff about future projects and funding possibilities.

The group also met on February 2, 2011. At this meeting, Eric Macknak from Alberta Environment gave a presentation about the Alberta Water Act and activities covered under the act. The information covered codes of practice, project applications, notifications, exemptions, and the approval process for activities related to surface water and groundwater.

7.3.2 Whelp Creek Watershed Group

The January 13, 2011 meeting of the WHC Watershed Group was held in Lacombe, following an information meeting for the cooperating BMP site producers. Yearly project and watershed updates were presented, as well as funding opportunities for BMP projects. Discussions at the meeting included wetland restoration projects and transporting liquid manure with draglines under highways.

At the April 12, 2011 meeting, Tracy Scott from Ducks Unlimited Canada (DUC) gave a presentation on the value of wetlands and the type of work carried out by DUC. A representative from Alberta Transportation presented a brief history as well as the concerns of transporting manure under highways. As a result of this meeting, Alberta Transportation agreed to initiate a manure transport pilot project with one of the producers and his custom applicator to transport manure with draglines under a highway.

Each of the group meetings was preceded by a newsletter. The first newsletter highlighted the success of the 2010 summer tour and the nutrient concentrations during 2010 in the surface runoff and shallow groundwater in the Whelp Creek Sub-watershed. The newsletter also provided an overview of the benefits of off-stream watering systems. The second newsletter was a follow up on wetland restoration and manure transport. The newsletter emphasized the value of manure and noted the benefits of wetlands in Alberta.

7.4 Future Communication Activities

The following is a list of the potential communication activities planned for 2011.

- Continue to host information meetings and work with the watershed groups to identify and address local issues and to promote effective stewardship of the watersheds.
- Communicate with producers, commodity groups and other stakeholders to help meet project objectives and to obtain feedback on the progress and outcomes of the project.
- Host Project Steering Committee meetings to review and communicate project results.
- Respond to information requests from the media and other interested groups.
- Provide oral and poster presentations at conferences and workshops.

Table 7.1. Communication activities carried out for the Nutrient Beneficial Management Practices (BMP) Evaluation Project from 2006 to mid July 2008.

Dates	Activity ^z	Details	Locations	Outcomes/purpose
<i>2006 Activities</i>				
Fall	IFC producer contacts	Initial contacts to identify participants	IFC	BMP sites confirmed
<i>2007 Activities</i>				
March	Media article	IFC - Pincher Creek Echo newspaper	Pincher Creek	Increased awareness
April	Minister/MLAs briefing	Introduce the project objectives	Lethbridge	MLA letter – Aug 07
May	Introductory handout	WHC - Flyer given to producers	WHC	Increased awareness
May	Producer brochure	Individual brochures for each watershed	Lethbridge	Increased awareness
Spring	WHC producer contacts	Initial contacts to identify participants	WHC	BMP sites confirmed
Spring	IFC producer letters	Outlining terms of participation	IFC, LLB, BDF	Clarified expectations
Aug	MLA letter	WHC – Ray Prins sent a letter of support to local newspapers regarding project	Edmonton	MLA support for project
Fall	WHC producer letters	Outlining terms of participation	WHC	Clarified expectations
Nov 14	Presentation	Presented information on the project at Battle River Watershed Alliance AGM	Camrose	Profiled project
Dec 4	IFC BMP producer meeting	Updated BMP producers on the project & thanked them for participating	Pincher Creek	Update and thank you
Dec 6	WHC BMP producer meeting	Updated BMP producers on the project and thanked them for participating	Lacombe	Update and thank you
Dec	Producer agreements	Signed agreements with participants	n/a ^y	Agreements completed
<i>2008 Activities</i>				
Jan	Magazine article	Farming for Tomorrow magazine	Alberta	Profiled project
Jan	General brochure	Developed for general public	n/a	Introduce the project
Jan 22	Presentation	Oldman Watershed Council Workshop	Fort Macleod	Profiled project
Feb 13	Presentation	Alberta Soil Science Seminar	Lethbridge	Profiled project
Feb 15	Website	Posted information on ARD website	n/a	Profiled project
Feb 20	Display	Used at Beef Industry conf, etc.	Red Deer	Profiled project
Feb 25	IFC producer meeting	For producers/landowners in watershed	Pincher Creek	Project update
Feb 27	WHC producer meeting	For producers/landowners in watershed	Lacombe	Project update
Mar 14	Poster	Red Deer River Watershed meeting	Trochue	Profiled project
Apr 7-8	Poster	Canadian Water resources Assoc. Conf.	Calgary	Profiled project
May 27	Steering Committee meeting	Formation for committee and discussion of their roles and function	Calgary	Collaboration
June	IFC newsletter	Presented 2007 project results	n/a	Increased awareness
June	WHC newsletter	Presented 2007 project results	n/a	Increased awareness
June 10	IFC producer meeting	Watershed group formation	Pincher Creek	Group formation
June 12	WHC producer meeting	Watershed group formation	Lacombe	Group formation
June 27	Presentation	Battle River Watershed Alliance meeting	Lacombe	Profiled project
July	WHC fact sheet	Whelp Creek spring water quality results and Lacombe Lake results comparison	n/a	Clarify results and discuss local issues
July 22	Alberta soils tour	Toured BMP site as part of tour	Lacombe	Profiled project
July 31	WHC producer meeting	WHC and Lacombe Lake issues	Lacombe	Increased awareness

^z IFC = Indianfarm Creek Watershed; WHC = Whelp Creek Sub-watershed; BDF = Battersea Drain Field site; LLB = Lower Little Bow River Field site.

^y Not applicable.

Table 7.2. Communication activities carried out for the Nutrient Beneficial Management Practices (BMP) Evaluation Project from late 2008 to 2009.

Dates	Activity ^z	Details	Locations	Outcomes/purpose
<i>2008 Activities - continued</i>				
Nov	IFC newsletter	Bioengineering article and meeting invite	n/a ^y	Increased awareness
Nov	WHC newsletter	Meeting invite, articles on Groundwater, Nutrient management and Index results	n/a	Increased awareness
Nov 6	IFC producer meeting	Watershed group discussion	Pincher Creek	Group discussion and plans
Nov 11-14	Presentation	North American Lake Management Society	Lake Louise	Profiled project
Nov 13	WHC producer meeting	Watershed group discussion	Lacombe	Group discussion and plans
Dec 1	IFC BMP producer meeting	Updated BMP producers on the project and thanked them for participating	Pincher Creek	Update and thank you
Dec 2	Presentation	Alberta Environment Limnology Congress	Edmonton	Profiled project
Dec 4	WHC BMP producer meeting	Updated BMP producers on the project and thanked them for participating	Lacombe	Update and thank you
<i>2009 Activities</i>				
April 6	Presentation	Canadian Water Resources Association	Edmonton	Profiled project
June 8	Presentation	Agri-Environmental Partnership of Alberta	Nisku	Profiled project
June 26	WHC Newsletter	Summer newsletter circulated to producers in WHC	WHC	Update and information
July 6	WHC producer meeting	Watershed group meeting	Lacombe	Group discussion and plans
July 28	Steering Committee meeting / Battle River Watershed Alliance	Annual meeting and tour of WHC Sub-watershed. Members of the Battle River Watershed Alliance were on the tour	Lacombe	Project update and feedback
Sept 15	presentation	OWC Rural Team Tour	Pincher Creek	Profiled project
Oct 1	WHC Newsletter	Fall newsletter circulated to producers in WHC	WHC	Update and information
Oct 1	IFC Newsletter	Fall newsletter circulated to producers in IFC	IFC	Update and information
Oct 8	OWC Watershed science tour	The IFC Watershed was one of the stops for this tour	Oldman Watershed	Increased awareness
Oct 15	IFC producer meeting	Watershed group meeting	Pincher Creek	Group discussion and plans
Oct 21-22	Presentation	Tri-Provincial Manure Management Workshop	Leduc	Profiled project
Oct 22	Radio interview	Lacombe radio station Sunny 94	Lacombe	Profiled project
Nov 4	IFC BMP producer meeting	Updated BMP producers on the project and tour of BMP sites	Pincher Creek	Update and thank you
Nov 17	Presentation	CEEOT model presentation given to the Limnology Congress	Edmonton	Profiled project
Nov 23	WHC BMP producer meeting	Updated BMP producers on the project and thanked them for participating	Lacombe	Update and thank you
Dec 2	Presentation	A general presentation given to a class at Olds College	Olds	Profiled project

^z IFC = Indianfarm Creek Watershed; WHC = Whelp Creek Sub-watershed; BDF = Battersea Drain Field site; LLB = Lower Little Bow River Field site.

^y Not applicable.

Table 7.3. Communication activities carried out for the Nutrient Beneficial Management Practices (BMP) Evaluation Project from 2010 to early 2011.

Dates	Activity ^z	Details	Locations	Outcomes/purpose
<i>2010 Activities</i>				
Jan 11	IFC Newsletter	Winter newsletter circulated to the residents of IFC Watershed	IFC Watershed	Update and information
Jan 19	IFC producer meeting	Watershed group meeting	Pincher Creek	Group discussion and plans
Feb 11	Presentation	WEBS Meeting	Winnipeg	Profiled project and networked
Mar 3	Presentation	AAFC Research Centre seminar series	Lethbridge	Profiled project and disseminated results
Feb 16-18	Presentation - oral	Alberta Soil Science Workshop	Lethbridge	Profiled project and disseminated results
Feb 16-18	Presentation - poster	Alberta Soil Science Workshop	Lethbridge	Profiled project and disseminated results
Apr 19	Field day	A one day bioengineering field day was held in IFC Watershed	IFC Watershed	Viewed bioengineering sites and techniques
Apr 28-30	Presentation - oral	Managing Agricultural Landscapes for Environmental Quality II Workshop	Denver, Colorado	Profiled project and disseminated results
spring	IFC Newsletter	Spring newsletter circulated to the residents of IFC Watershed	IFC Watershed	Update and information
July 20	Field tour	Field tour of selected BMP sites	BDF and IFC Watershed	Showcase project; 15 attendees
Aug 10	Field tour	Field tour of selected BMP sites	WHC Sub-watershed	Showcase project; 50 attendees
Sep 12-17	Presentation - oral	International Water Association Diffuse Pollution Specialist Group Conference	-----	Profiled project and disseminated results
early fall	IFC Newsletter	Early fall newsletter circulated to the residents of IFC Watershed	IFC Watershed	Update and information
late fall	IFC Newsletter	Late fall newsletter circulated to the residents of IFC Watershed	IFC Watershed	Update and information
fall	WHC Newsletter	Fall newsletter circulated to the residents of WHC Sub-watershed	WHC Sub-watershed	Update and information
Dec 2	IFC producer meeting	Watershed group meeting	Pincher Creek	Group discussion and plans
<i>2011 Activities</i>				
Jan 13	WHC BMP producer meeting	Updated BMP producers on the project and thanked them for participating	Lacombe	Update and thank you
Jan 13	WHC producer meeting	Watershed group meeting	Lacombe	Group discussion and plans
Jan 26	IFC BMP producer meeting	Updated BMP producers on the project and tour of BMP sites	Pincher Creek	Update and thank you
Feb 2	IFC producer meeting	Watershed group meeting	Pincher Creek	Group discussion and plans
Feb 8	Presentation - oral	Cattle Overwintering Workshop	Saskatoon, Sask.	Profiled project and disseminated results
Feb 15-17	Presentation - oral	Alberta Soil Science Workshop	Calgary	Profiled project and disseminated results
Apr 11-12	Presentation - oral	Land and Water: Reducing our Impacts Conference	Red Deer	Profiled project and disseminated results
Apr 12	WHC producer meeting	Watershed group meeting	Lacombe	Group discussion and plans
spring	WHC Newsletter	Spring newsletter circulated to the residents of WHC Sub-watershed	WHC Sub-watershed	Update and information

^z IFC = Indianfarm Creek Watershed; WHC = Whelp Creek Sub-watershed; BDF = Battersea Drain Field site; LLB = Lower Little Bow River Field site.

