

## Cornell Atkinson Topical Lunch:

**Title:** *What does the Owasco farming community think about soil health farming practices?  
Progress update of a Behavior Change Project*

**Speaker:** [Dr. John Pickering](#) (CEO, Chief Behavioral Scientist, Evidn.)

**Organizers:** Dr. John Pickering, Nina Ruzsicska (Evidn.)

**Date:** Friday, October 4<sup>th</sup>, 2019; 12:00 – 1:00 PM

**Location:** 300 Rice Hall

**Abstract:** This talk will provide a progress update on a Nature Conservancy-funded New York Soil Health project led by behavioral scientists from Evidn. The project commenced in June 2019 and aims to accelerate the adoption of soil health best management farming practices by dairy farmers in the Owasco Lake watershed. The talk will share preliminary data from the analysis stage of the project which focuses on understanding key stakeholders' attitudes towards soil health practice change. Discussion will follow to explore opportunities for collaboration with faculty and students from the Atkinson Center to support the ongoing implementation of the project and enhance sustainability research work in the Finger Lakes.