

# SOWING WINDBLOWN CROPS TO AGRICULTURE

Making Wind Energy Outreach to  
Agriculture Productive

# Know What You Intend

- What purpose do you intend outreach to serve?
  - Awaken rural interest in wind development
  - Generate public/political support for wind development in rural areas
  - Assist producers understand appropriate applications of wind technology and limitations
  - Make producers aware of available technical and financial assistance for wind development
  - Advise landowners of lease considerations and options for safeguarding property value
  - Other

# Know What You Want to Accomplish

- How will rural communities look different in the future because of outreach?
  - Numerous small turbines built for on-farm use
  - Scattered utility scale wind projects in a few areas
  - New small wind related service businesses operating profitably in rural communities
  - Modernized and enhanced public services in rural communities
  - Other

# Ag Outreach Should Get Results

- Pamphlets, workshops, presentations at ag conferences, media releases, display booths, tours, tailored technical assistance are activities and events, they do NOT get things done
- PEOPLE and their institutions get things done
- Successful ag outreach enlists PEOPLE and ORGANIZATIONS committed to WORK toward a common vision for a wind future
- Not enough to get people to know a lot; you must get them to DO a lot

# Ag Outreach Is Constituent Building

- Recruit new committed members
- Determine interests, assets and strengths
- Identify the DOERS
- Give them something to do
- Stay in touch with them
- Keep them in touch with others
- Help coordinate their efforts
- Share new information when it arises
- Encourage initiatives they conceive
- Recognize their successes
- RECRUIT MORE, ASK SEASONED RECRUITS TO RECRUIT

# THIS APPROACH TAKES TOO LONG

