

Appendix A – Knowledge Transfer Opportunities & Methods

Please use this Appendix when filling out the Knowledge Transfer sections of the Call for Proposal found in Parts 8 & 9.

If desired, please contact Natalie DiMeo, Research Coordinator at Grain Farmers of Ontario for assistance in developing a knowledge transfer plan for your proposal (ndimeo@gfo.ca; 519-767-4138).

The examples of knowledge transfer methods are grouped by level of engagement; these are meant to be a guide and are not exhaustive lists.

To determine the appropriate level of engagement consider if your expected research deliverables meets at least one of the following criteria. Consider a lower level of engagement with the target audience if fewer criteria are met.

- Is there enough background scientific evidence to back up the research deliverables in the proposal?
- Is the target audience interested in the research deliverables?
- Will the research deliverables have a significant impact on the target audience?

Levels of audience engagement are dependent on expected research deliverables:

- Low engagement – passive communication methods (e.g. website posting, etc.) that often only reach those actively seeking out research results.
- Moderate engagement – targeted communication methods (e.g. small group meetings, etc.) that will be tailored for specific audiences.
- High engagement – more targeted communication methods (e.g. involvement of audience) that requires working with target audience early on in project or towards the end of project. Need to consider barriers and facilitators to knowledge use and key messages.

Definition of target audiences:

- Grain Farmers of Ontario – internal departments within Grain Farmers of Ontario, including Research, Government Relations, Member Relations and Market Development.
- Researcher – the next research group or researcher who will require knowing about research results in order to encourage the next step is taken in basic or applied research.
- OMAFRA specialists – Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA) employee tasked with extension work either in a particular crop in southern Ontario (e.g. field crop specialist), business development in southern (e.g. Business Management staff) or northern Ontario (e.g. Agriculture Development Advisors).
- CCAs/agronomists – crop consultants that provide agronomic advice to farmer producers. They can either be designated as an agronomist and have several years of experience or be certified by a voluntary Certified Crop Advisor program in North America and upon completion are then designated as a Certified Crop Advisor (CCA).
- Farmers – in this instance, grain growers within Ontario who produce barley, corn, oat, soybean or wheat.
- Government decision-makers – these government decision-makers encompass municipal, provincial and federal levels of government.
- Other organizations – agricultural organizations that will help disseminate research to their members.
- Industry partners – agribusiness partners or commercialization accelerators who will assist in bringing a product to market.
- Conservation Ontario – the network of 36 Conservation Authorities within Ontario that deliver services and programs that protect and manage water and other natural resources in partnership with government, landowners and other organizations.

Links to target audiences: [Researcher](#); [OMAFRA specialists](#); [CCAs/agronomists](#); [Farmers](#); [Government decision-makers](#); [Other organizations](#); [Industry Partners](#); [Conservation Ontario](#)

Target Audience(s)	Examples of knowledge transfer methods
Researcher	<p><u>Low engagement:</u></p> <ul style="list-style-type: none"> • Peer-reviewed publications (<i>strongly encouraged</i>) • Scientific conference presentations • Poster presentations • Magazine articles <ul style="list-style-type: none"> ▪ University of Guelph research magazine SPARK ▪ Other university research magazines ▪ Germination Magazine germination.ca ▪ Other • Website postings <ul style="list-style-type: none"> ▪ Researcher-specific websites ▪ Other <p><u>Moderate engagement:</u></p> <ul style="list-style-type: none"> • Small group meeting/workshop <p><u>High engagement:</u></p> <ul style="list-style-type: none"> • Custom communication direct to a specific researcher or researcher group to encourage the next research step (<i>please indicate area of expertise of the target researcher(s)</i>)
OMAFRA specialists	<p><u>Low engagement:</u></p> <ul style="list-style-type: none"> • Farmer conference presentations <ul style="list-style-type: none"> ▪ Southwest Agricultural Conference ▪ Southwest Crop Diagnostic Days ▪ FarmSmart ▪ Other • Peer-reviewed publications • Scientific conference presentations • Twitter #ontag <p><u>High engagement:</u> (2 steps)</p> <ol style="list-style-type: none"> 1. Connect with OMAFRA specialist(s) directly <ul style="list-style-type: none"> ▪ By crop specialty (link to directory) <ul style="list-style-type: none"> ○ Horst Bohner, Soybean Specialist ○ Joanna Follings, Cereals Specialist ○ Ben Rosser, Corn Specialist ○ Mike Cowbrough, Weed Management Field-Crops ○ Albert Tenuta, Pathologist-Field Crops ○ Christine Brown, Field Crops Sustainability Specialist ○ Adam Hayes, Soil Management Specialist-Field Crops ○ Jake Munroe, Soil Fertility Specialist-Field Crops ○ Anne Verhallen, Soil Management Specialist Horticulture (including cover crops) <p>Return to top of List</p>

Target Audience(s)	Examples of knowledge transfer methods
<p>OMAFRA specialists <i>continued...</i></p>	<p><u>High engagement: continued...</u></p> <ul style="list-style-type: none"> ○ Ian McDonald, Crop Innovations Specialist (including precision agriculture) ○ Others ▪ By business speciality (link to directory) <ul style="list-style-type: none"> ○ John Molenhuis, Business Analysis and Cost of Production Program Lead <p>2. Work with OMAFRA specialist(s) to ...</p> <ul style="list-style-type: none"> ▪ Adapt knowledge for use by CCAs/agronomists and/or farmers and identify barriers/supports to the use of findings ▪ Tailor messages to promote use by farmers ▪ Ensure sustainability and economics <p>Return to top of List</p>
<p>CCAs/agronomists <i>Based on the 2016 Research Survey, the top 5 responses for preferred method for obtaining information for CCAs/agronomists were:</i></p> <ul style="list-style-type: none"> • Professional conferences • Key people in my network • Web-based searches • We informally talk (“shop-talk”) • Printed publications and brochures 	<p><u>Low engagement:</u></p> <ul style="list-style-type: none"> • Farmer conference presentations • Website postings <ul style="list-style-type: none"> ▪ Ontario Cereal Crop Committee gocereals.ca ▪ Growing Ontario’s Corn gocorn.net ▪ Ontario Soybean and Canola Committee gosooy.ca • Blogs <ul style="list-style-type: none"> ▪ OMAFRA Field Crop News fieldcropnews.com • Podcasts / Webinars • Social media <ul style="list-style-type: none"> ▪ Twitter #ontag <p><u>Moderate engagement:</u></p> <ul style="list-style-type: none"> • Develop new educational materials/sessions • Interactive small group meeting/workshop • Decision support aids/tools • Magazine articles <ul style="list-style-type: none"> ▪ Better Farming ▪ Country Guide ▪ Ontario Grain Farmer ▪ The Ontario Farmer ▪ Other <p><u>High engagement:</u></p> <ul style="list-style-type: none"> • Work with Ontario CCA Association and agronomists to ... <ul style="list-style-type: none"> ▪ Adapt knowledge for use by CCAs/agronomists to assist farmer clients ▪ Identify barriers/supports to the use of findings by CCAs/agronomists to assist farmer clients <ul style="list-style-type: none"> ▪ Tailor messages and recommendations to promote use by CCAs/agronomists to assist farmer clients ▪ Ensure sustainability and economics <p>Return to top of List</p>

Target Audience(s)	Examples of knowledge transfer methods
Farmers	<p><u>Low engagement:</u></p> <ul style="list-style-type: none"> • Farmer conference presentations <ul style="list-style-type: none"> ▪ Southwest Agricultural Conference ▪ Southwest Crop Diagnostic Days ▪ FarmSmart ▪ Other • Website postings <ul style="list-style-type: none"> ▪ Farms.com farms.com ▪ Ontario Cereal Crop Committee gocereals.ca ▪ Growing Ontario's Corn gocorn.net ▪ Ontario Soybean and Canola Committee gsoy.ca ▪ Innovative Farmers Association of Ontario ifao.com ▪ Eastern Ontario AgriNews agrinewsinteractive.com ▪ FarmNorth farmnorth.com ▪ AgAnnex agannex.com ▪ Other • Blogs <ul style="list-style-type: none"> ▪ OMAFRA Field Crop News fieldcropnews.com ▪ Real Agriculture realagriculture.com ▪ Other • Social media <ul style="list-style-type: none"> ▪ Twitter #ontag ▪ Other <p><u>Moderate engagement:</u></p> <ul style="list-style-type: none"> • Develop new educational materials/sessions • Interactive small group meeting/workshop with early adopter farm leaders • Decision support aids/tools • Magazine articles <ul style="list-style-type: none"> ▪ Better Farming ▪ Country Guide ▪ Ontario Grain Farmer ▪ The Ontario Farmer ▪ Other <p><u>High engagement:</u></p> <ul style="list-style-type: none"> • Work with well-known early adopter farm leaders to engage them in on-farm field trials and/or have them on a steering committee to... <ul style="list-style-type: none"> ▪ Adapt knowledge for use on-farm ▪ Identify barriers/supports to the use of findings on-farm ▪ Tailor messages and recommendations to promote use on-farm ▪ Ensure sustainability and economics ▪ Evaluate outcomes by surveying/interviewing farmer-cooperators <p>Return to top of List</p>
Government decision-makers	<p><u>Moderate engagement:</u></p> <ul style="list-style-type: none"> • Interactive small group meeting/workshop to present results <p>Return to top of List</p>

Target Audience(s)	Examples of knowledge transfer methods
Government decision-makers <i>continued...</i>	<p><u>High engagement:</u> (2 steps)</p> <ol style="list-style-type: none"> 1. Connect with government decision-makers <ul style="list-style-type: none"> ▪ Federal government (define which part of gov't) ▪ MOECC ▪ MPPs ▪ Municipal government ▪ OMAFRA ▪ Policy makers ▪ Provincial government (define which part of gov't) 2. Work with government decision-makers to ... <ul style="list-style-type: none"> ▪ Adapt knowledge for use in policy ▪ Identify barriers/supports to the use of findings in policy ▪ Tailor messages and recommendations to promote use in policy ▪ Ensure sustainability and economics <p>Return to top of List</p>
Other organizations	<p><u>High engagement:</u> (2 steps)</p> <ol style="list-style-type: none"> 1. Connect with other organizations <ul style="list-style-type: none"> ▪ CropLife Canada ▪ Innovative Farmers Association of Ontario (IFAO) ▪ Ontario Soil and Crop Improvement Association (OSCIA) ▪ Northern Ontario Research Networks <ul style="list-style-type: none"> ○ Rural Agri-Innovation Network (RAIN) rainalgoma.ca ○ Northern Ontario Farm Innovation Alliance nofia-agri.com ○ Thunder Bay Agricultural Research Station tbars.net ▪ Other 2. Work with “Other organizations” to ... <ul style="list-style-type: none"> ▪ Adapt knowledge for use in other organizations ▪ Identify barriers/supports to the use of findings in other organizations ▪ Tailor messages and recommendations to promote use in other organizations ▪ Ensure sustainability and economics <p>Return to top of List</p>
Industry partners	<p><u>Low engagement:</u></p> <ul style="list-style-type: none"> • Magazine articles <ul style="list-style-type: none"> ▪ Better Farming ▪ Country Guide ▪ Ontario Grain Farmer ▪ The Ontario Farmer ▪ Other <p><u>High engagement:</u> (2 steps)</p> <ol style="list-style-type: none"> 1. Connect with industry partners <ul style="list-style-type: none"> ▪ Business accelerators (e.g., BioEnterprise) ▪ Commercialization advisors <p>Return to top of List</p>

Target Audience(s)	Examples of knowledge transfer methods
Industry partners <i>continued...</i>	<u>High engagement: <i>continued...</i></u> <ul style="list-style-type: none"> ▪ Seed companies ▪ Pesticide companies ▪ Fertilizer companies ▪ Farm retailers ▪ Information technology companies ▪ University commercialization department ▪ Other <p>2. Work with industry partners to ...</p> <ul style="list-style-type: none"> ▪ Adapt product/knowledge for commercial use ▪ Identify barriers/supports to the use of findings in industry ▪ Tailor messages and recommendations to promote use in industry ▪ Ensure sustainability and economics <p>Return to top of List</p>
Conservation Ontario	<u>Low engagement:</u> <ul style="list-style-type: none"> • Magazine articles <ul style="list-style-type: none"> ▪ The Ontario Farmer ▪ Other <p><u>High engagement: (2 steps)</u></p> <p>1. Connect with Conservation Authorities</p> <ul style="list-style-type: none"> ▪ By location (link to directory) <ul style="list-style-type: none"> ○ Grand River Conservation Authority ○ Upper Thames River Conservation Authority ○ Lower Thames Valley Conservation Authority ○ Other <p>2. Work with conservation authorities to ...</p> <ul style="list-style-type: none"> ▪ Adapt knowledge for use in conservation authority boundaries ▪ Identify barriers/supports to the use of findings in conservation authority boundaries ▪ Tailor messages and recommendations to promote use in conservation authority boundaries ▪ Ensure sustainability and economics <p>Return to top of List</p>