

Section V-B-1 Producer Experiences

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Data on conservation effects is developed by observing and documenting the experiences of cooperators. Data collected directly from the land user is called primary data. It is generally more reliable (and trusted by the client) than information from others who in turn got it from someone else.

Sources of Producer Experiences

1. Case Studies

A case study is the recording of benchmark effects, and the effects of the recommended alternative(s). You record all the information about his or her goals or objectives, how they currently manage, and what conservation management system, if any, is implemented. After installation, you go back and follow up on what actually happened. A case study is one of the best ways to capture producer experienced data.

2. Treatment Information Sheets

Treatment information sheets are a structured approach to recoding the effects of conservation as an integral part of the planning process. Typically, a treatment information sheet is an “expanded” set of conservation planning notes that captures key data about the client’s operation. A successful treatment information sheet collected from an agreeable client can be expanded into a case study.

3. Field Trials

Field trials are instances where you, and perhaps other local resource leaders get together to try something (i.e., to implement an alternative on a small or limited basis) and then record the effect information resulting from the field trial.

Note: Insert Case Studies, Treatment Information Sheets, or Field Trial results after this page.