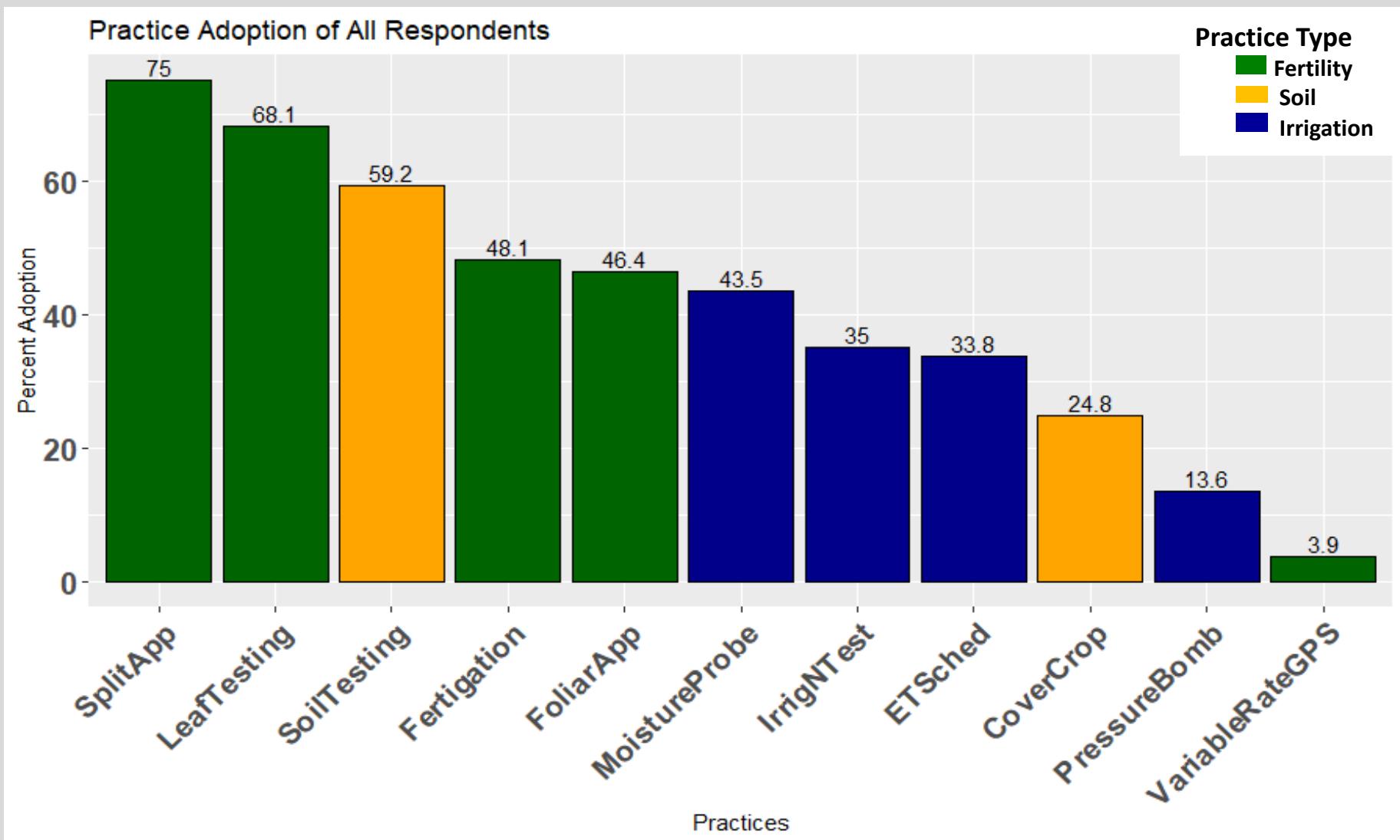
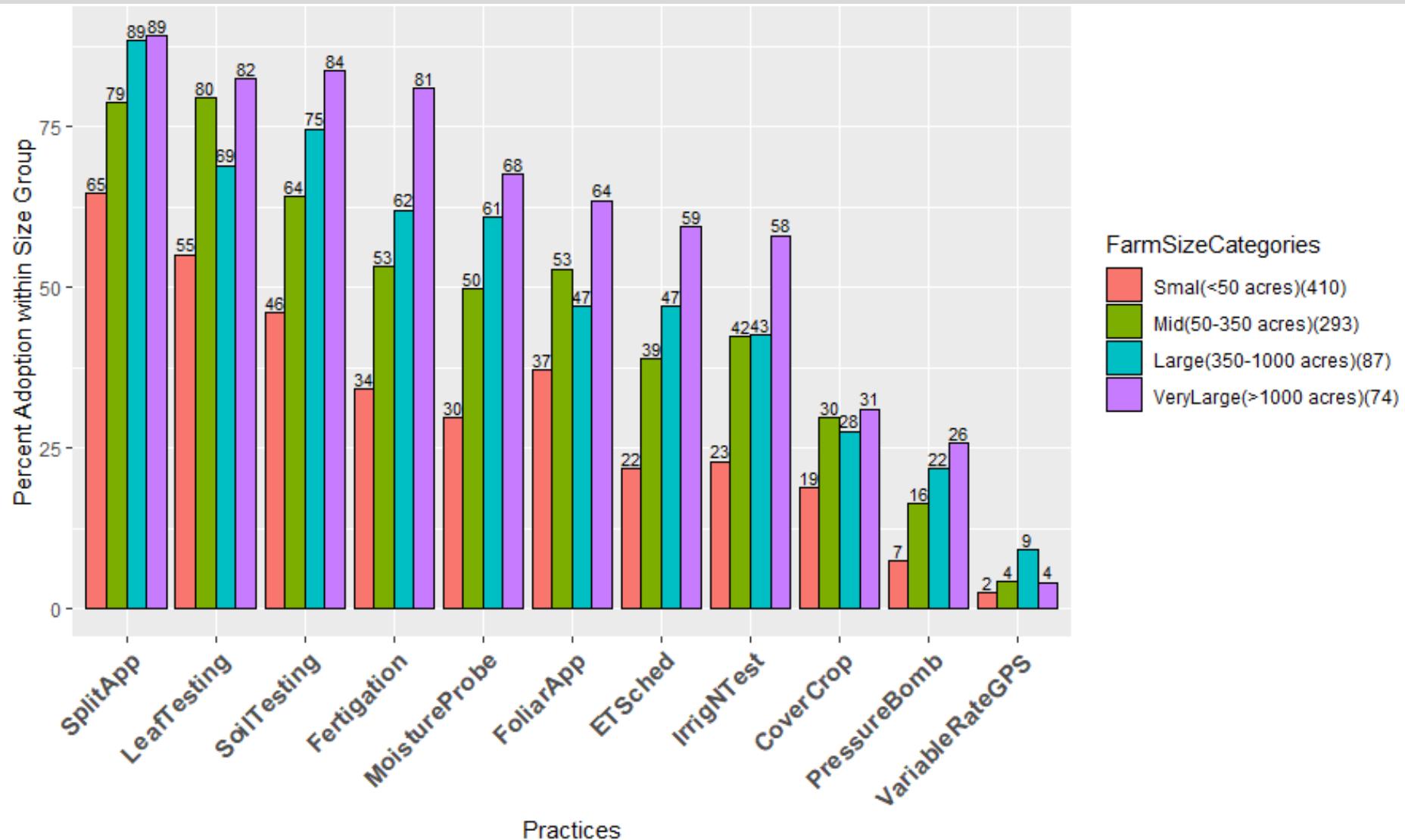


# Findings: Practice Adoption Trends in CA

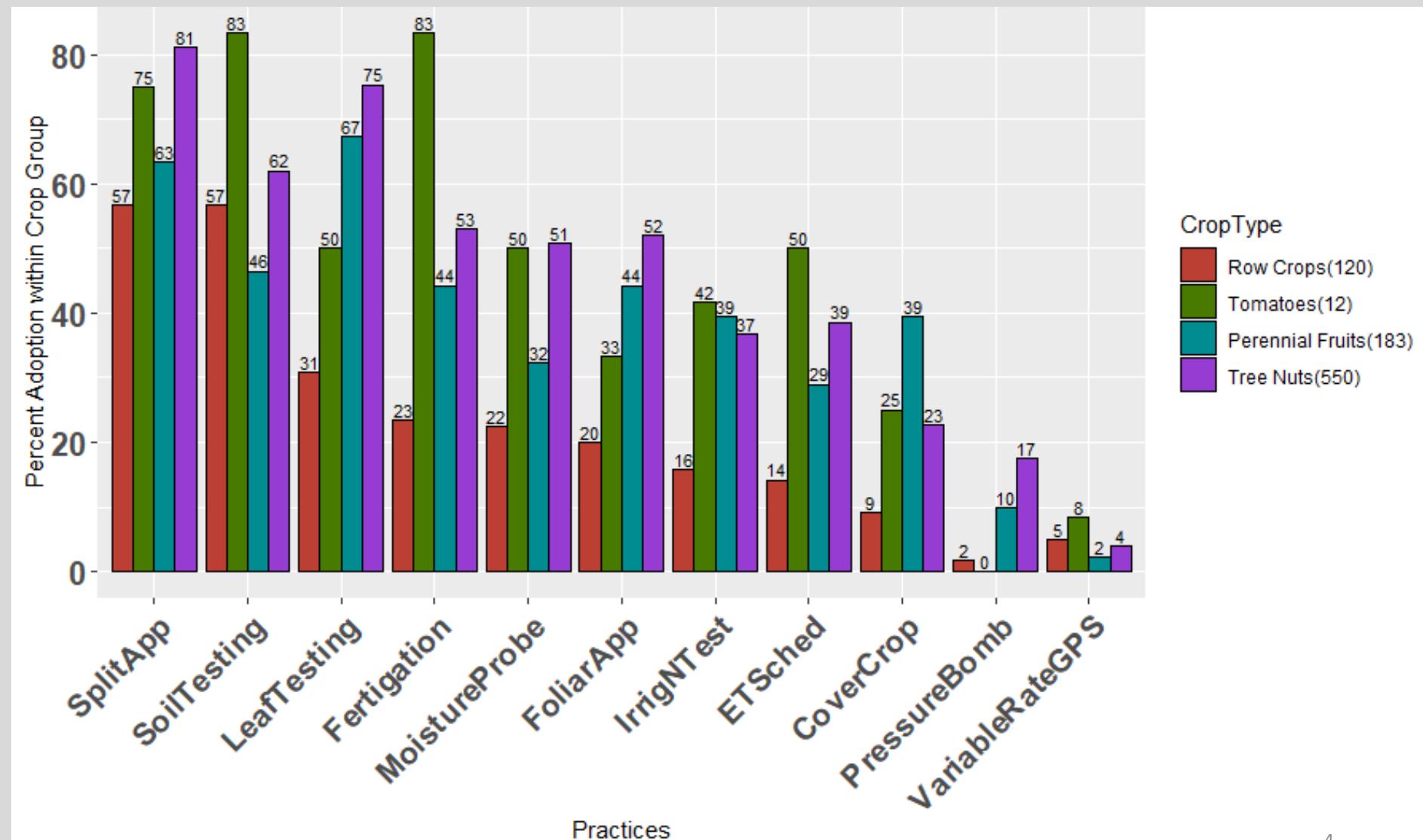
# N Management Practice Adoption Rates Overall



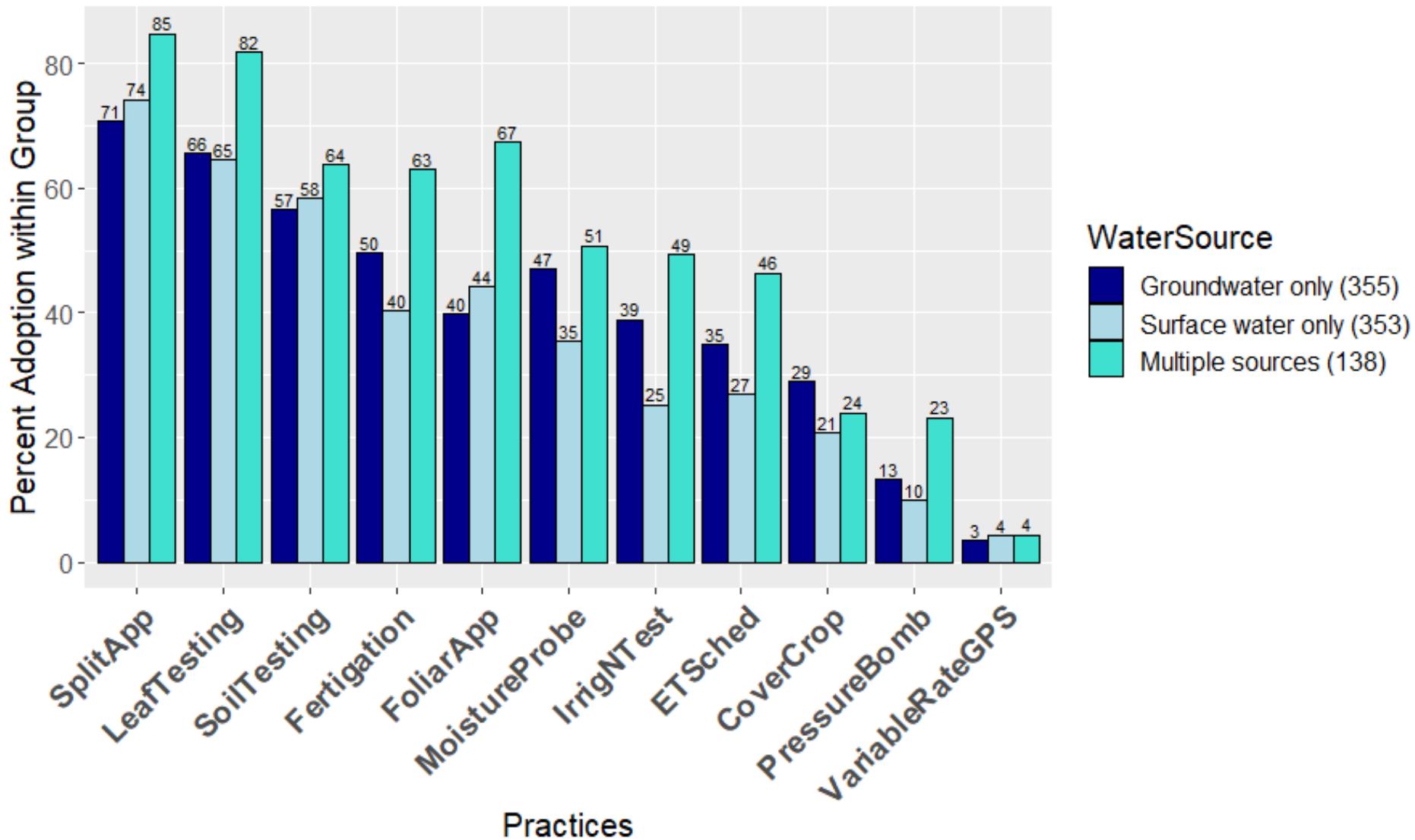
# Larger farms adopt practices at higher rates



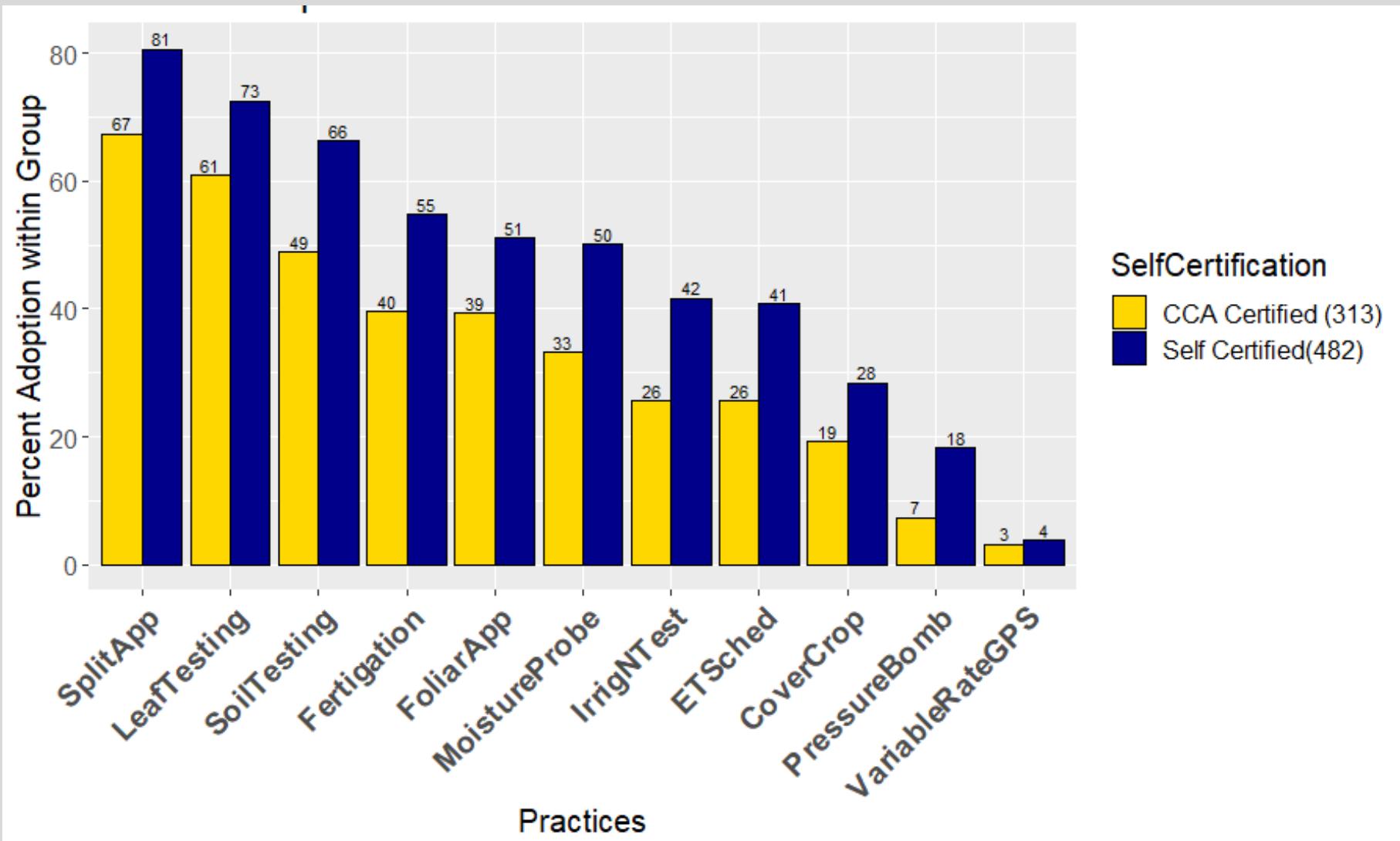
# Nut and tomato growers adopt practices at higher rates



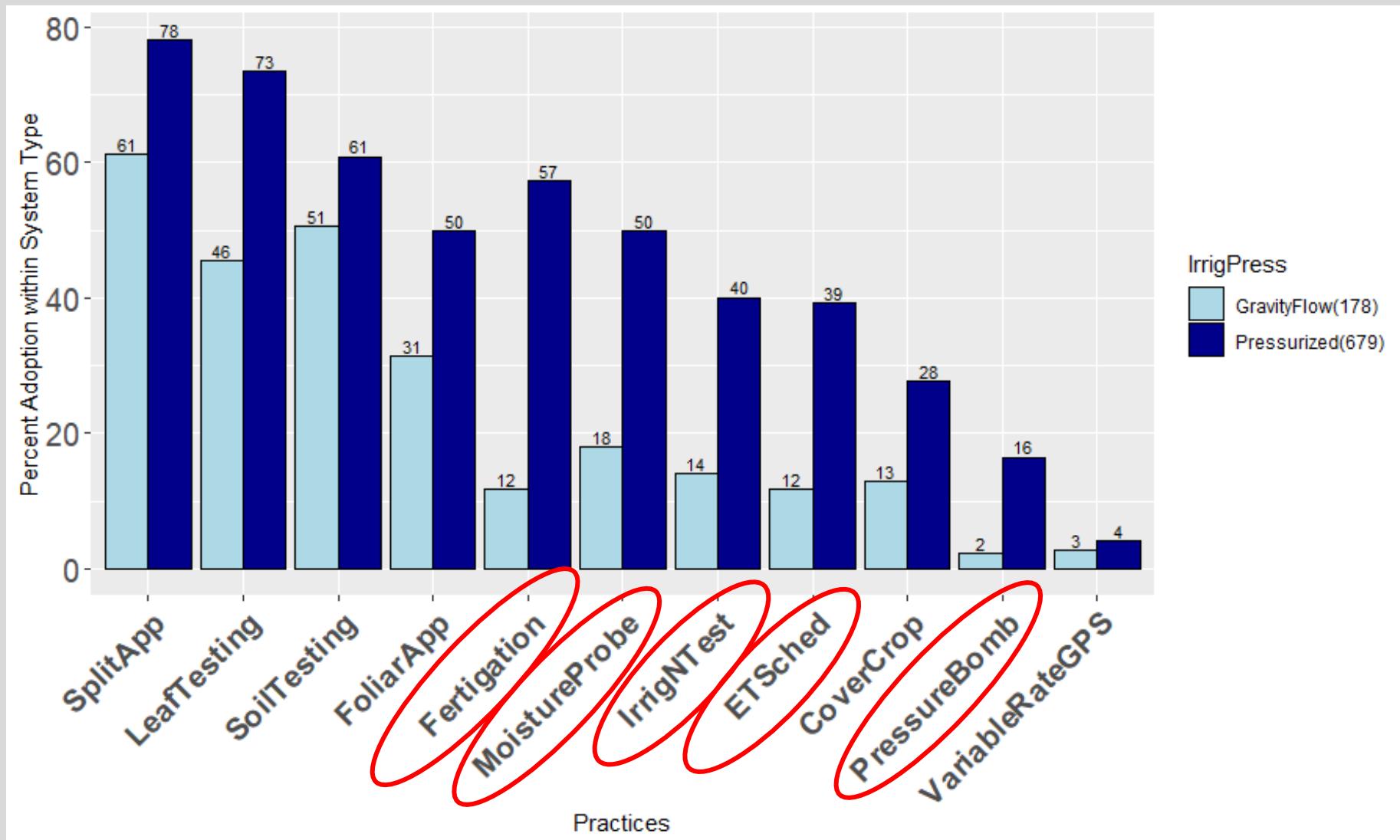
# Growers with water flexibility adopt practices at higher rates



# Growers with self- certification adopt practices at higher rates

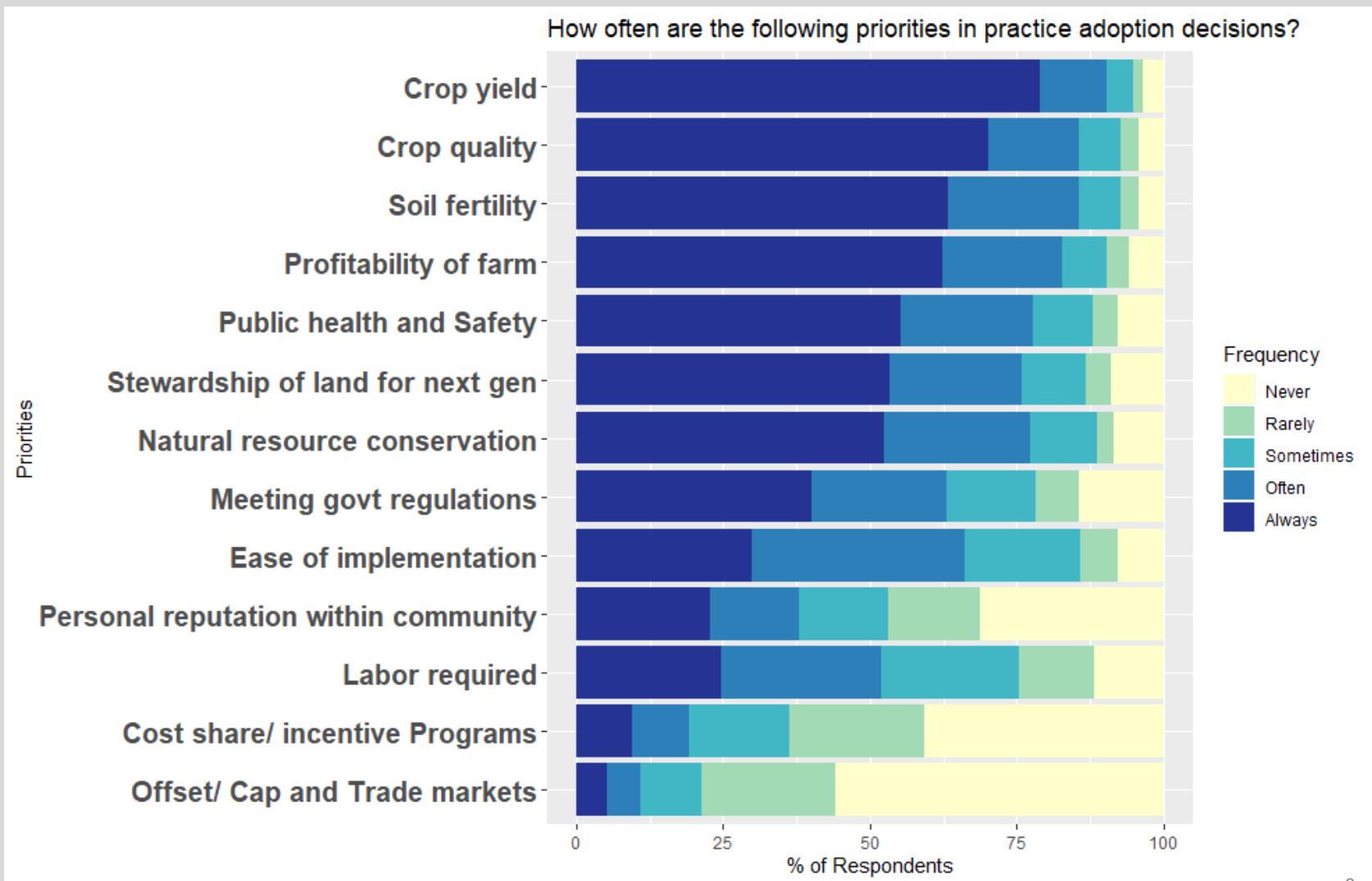


# Growers with pressurized irrigation adopt practices at higher rates

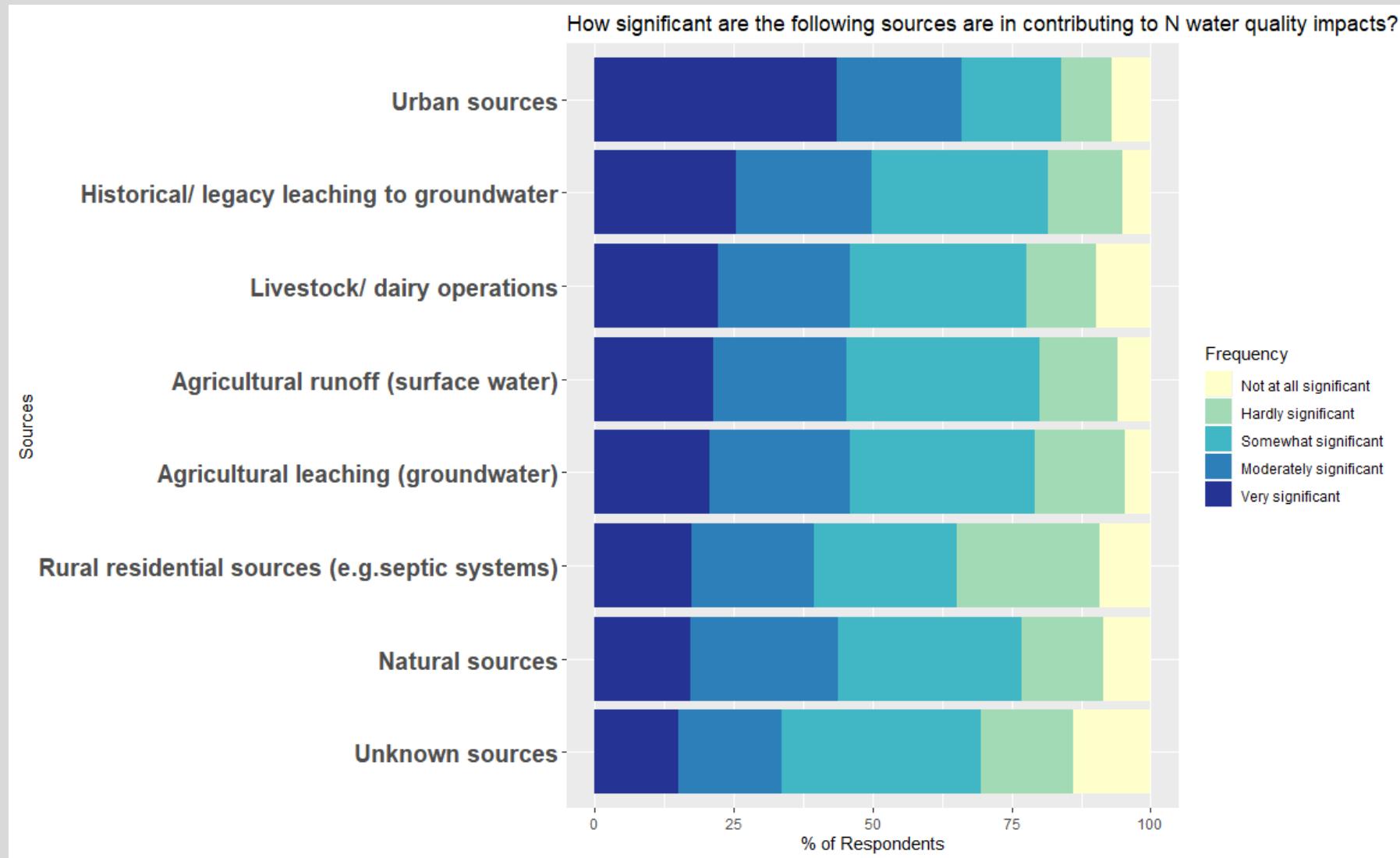


# Findings: Socio-behavioral drivers of adoption

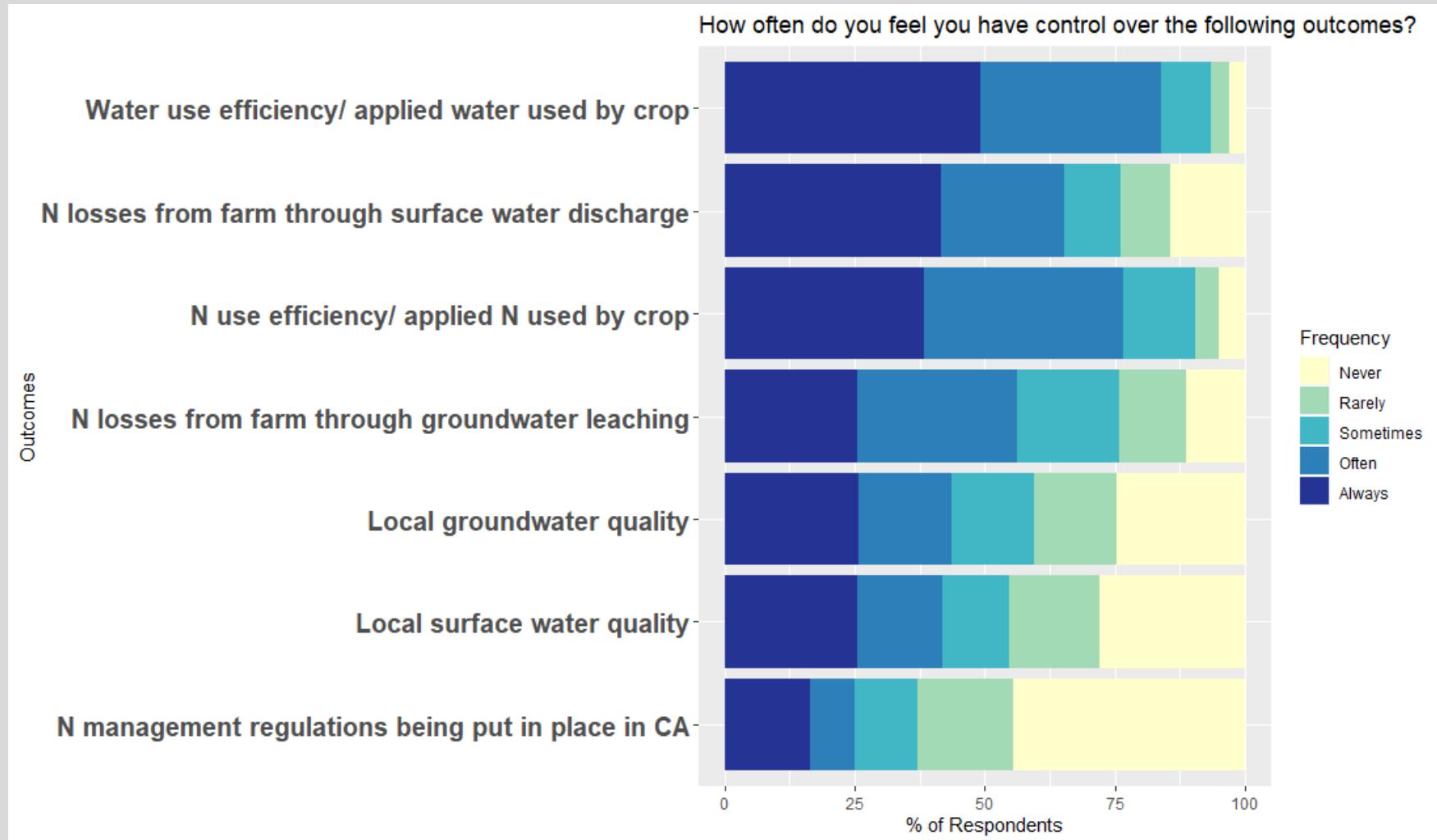
# Priorities growers consider in adoption decisions



# Grower's problem awareness on the impact of agriculture on N water quality impacts

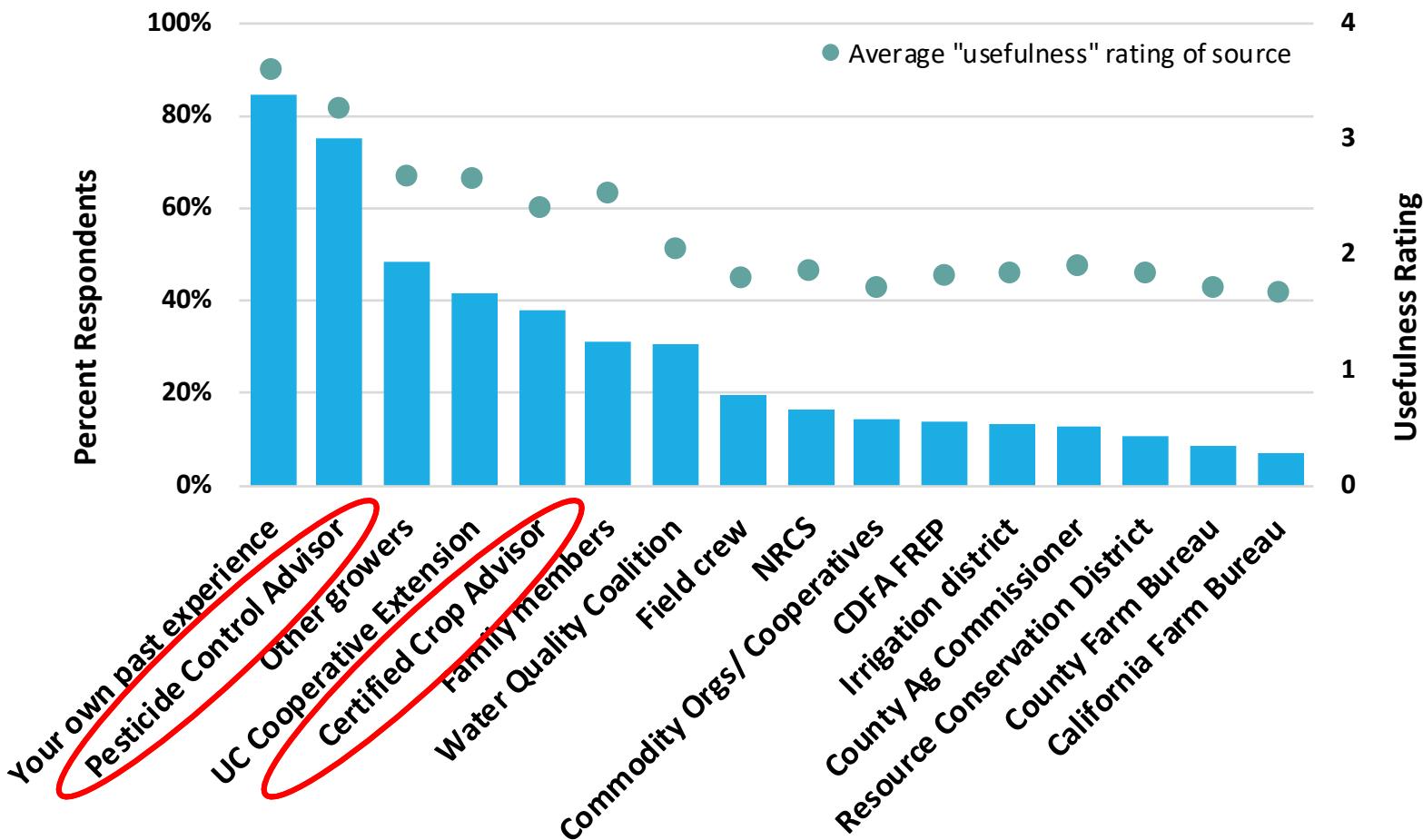


# Grower's feelings of self-efficacy



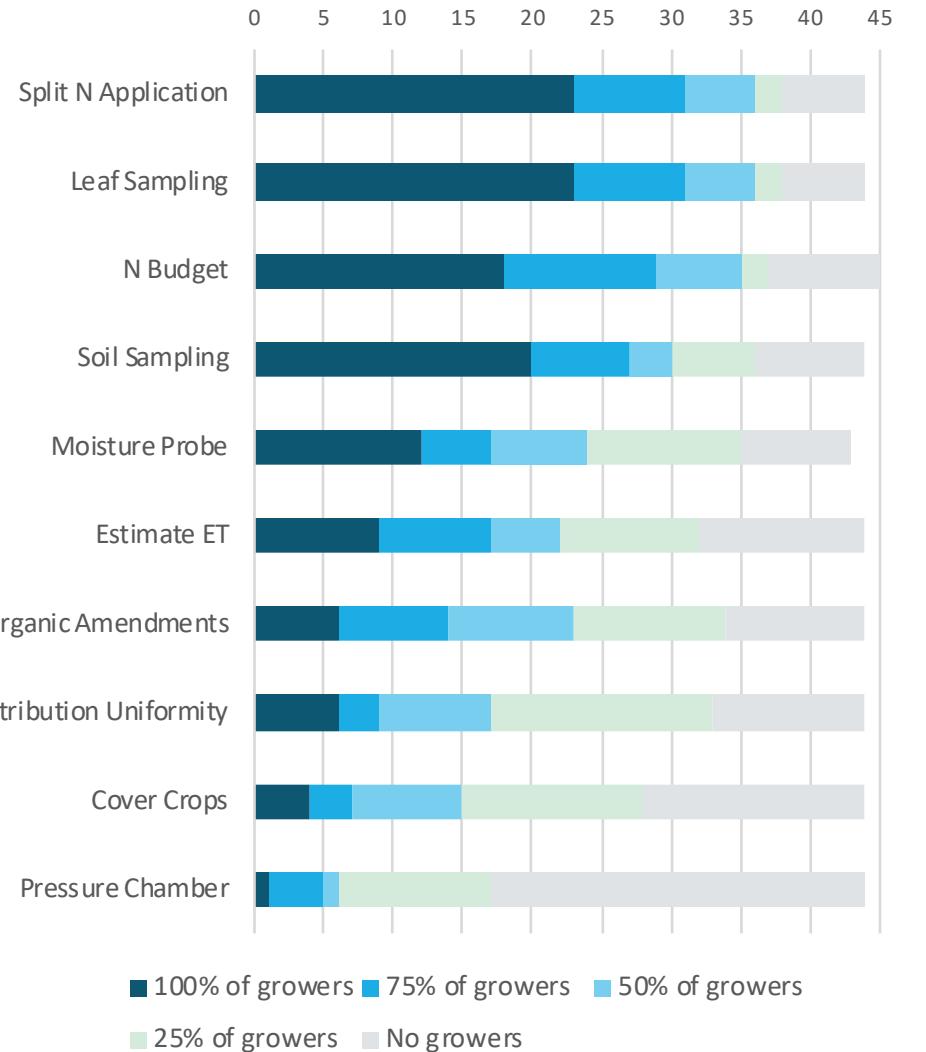
# Results: Reported usefulness of information sources mirrors frequency of use

## Information sources growers report seeking N management advice from

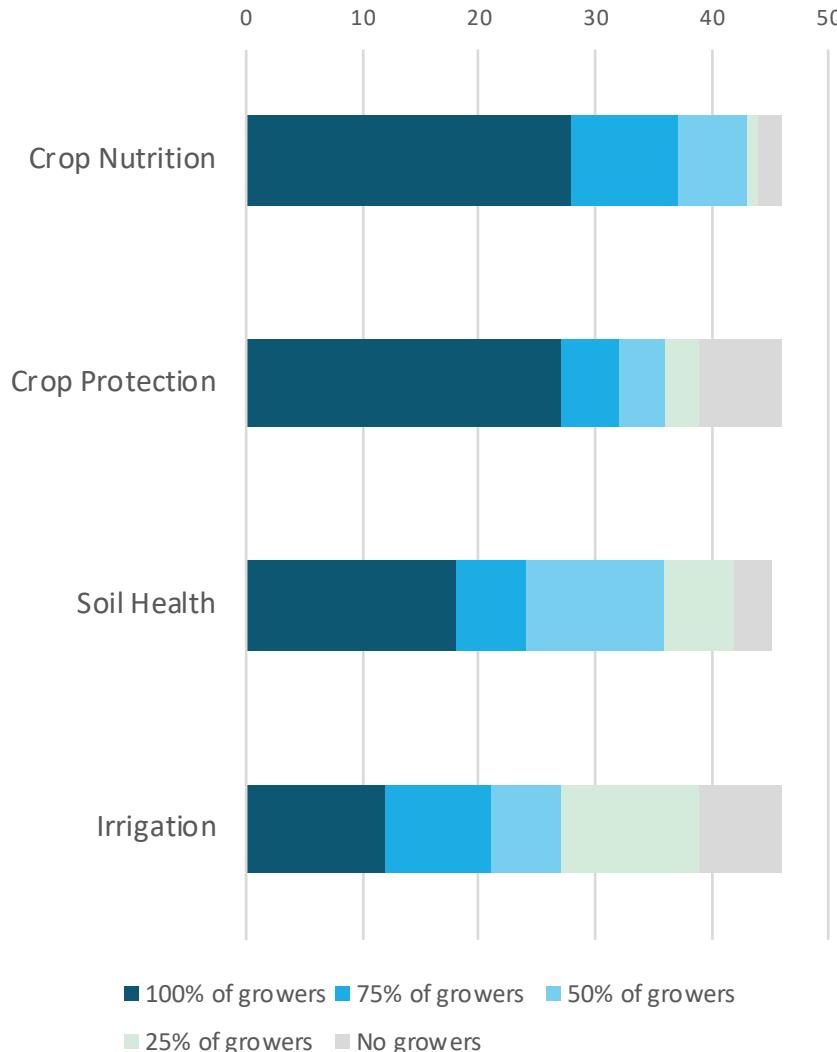


# PCA and CCA Survey Results: Practice Recommendations and Advice from PCAs and CCAs to growers

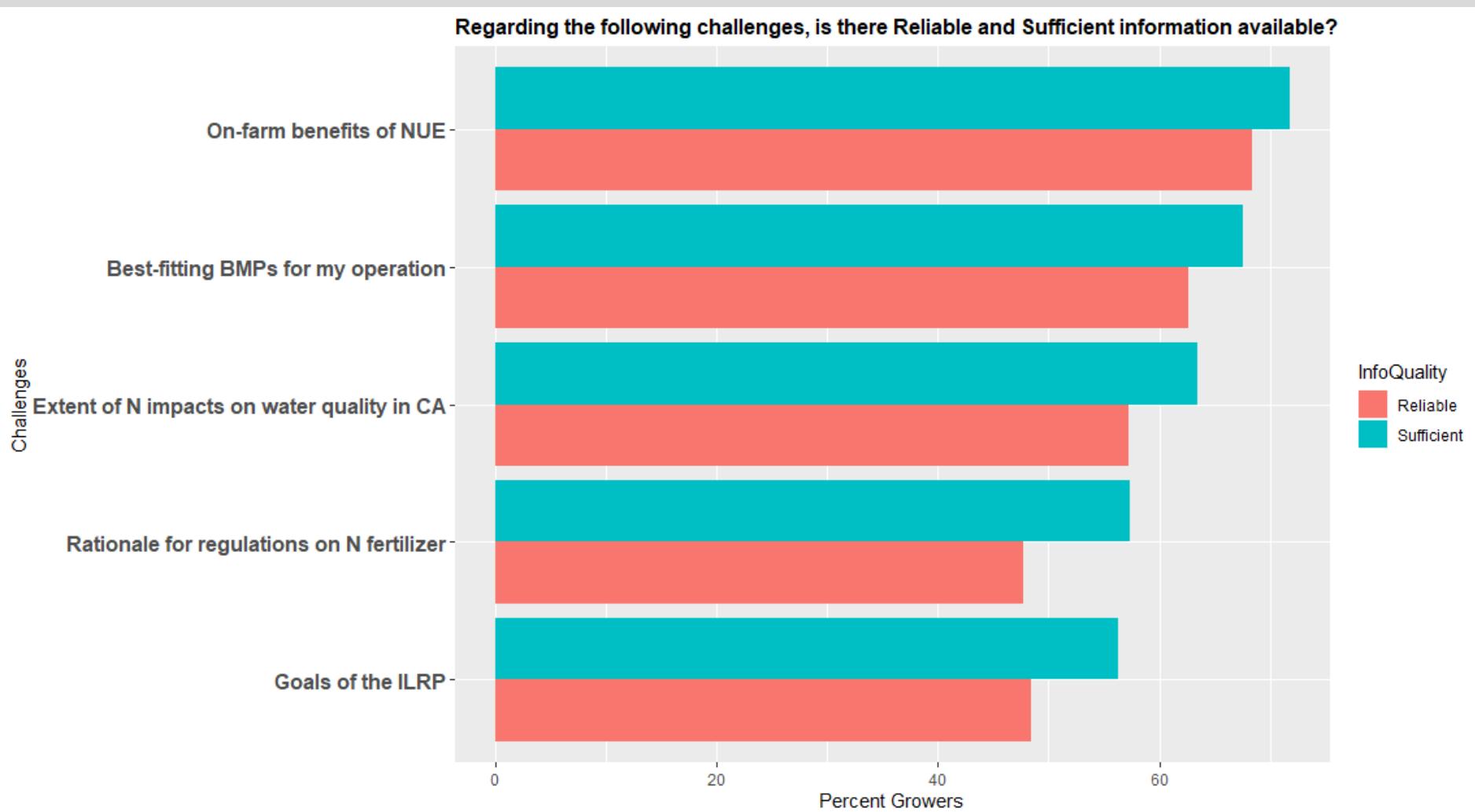
Respondents were asked **how frequently they advise** the following practices:



Respondents were asked **what percent of growers seek advice** on the following topics:



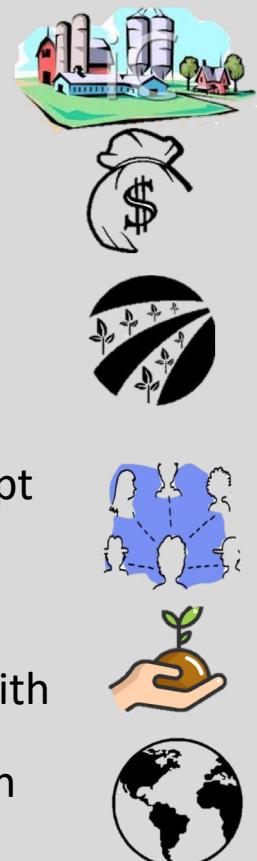
# Growers report on sufficiency and reliability of information related to N management



# Key drivers of practice adoption on CA farms

## Operation variables:

- **Farm size** – larger farms adopt practices more frequently
- **Farm income** – higher income farms adopt practices more frequently
- **Crop type** – high value nut crops adopt practices more frequently
- **Irrigation system** – farms with pressurized irrigation systems adopt more practices, specifically irrigation N management practices



## Grower variables:

- **Information sources** – growers who access more information sources adopt more practices; PCAs and CCAs are very important information source
- **Self-certification** – growers who have completed self-certification educational course adopt more practices
- **Stewardship motivation, problem awareness, & self-efficacy** – growers with higher self-reported stewardship motivations, awareness of agriculture's impact on water quality, and belief that their management actions have an effect on N stewardship, adopt most practices more frequently