

# Workshop Wrap-Up: Where Do We Go From Here?

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# Looking Back

- **Great Interaction**
- **Increased Knowledge**
- **More Responsible FGD Gypsum Use**
- **Better Crop Performance**
- **Improved Economic Returns**

# Looking Back

- **New Collaborations**
- **Better Understanding of Environmental Impacts**
- **Overall Better Management of FGD Gypsum as an Agricultural Amendment**

# Looking Ahead

- **Future Workshops?**
- **Gaps in Knowledge?**
- **Questions to be Answered?**
- **Research Needed?**

# Workshop Reactions & Suggestions for Improvement

- How to increase attendance for farmers?
  - Combine with No-Till conference.
  - Include more organizations that aren't selling anything.
  - Field demonstrations/show profit in the field.
  - Increase availability of FGD gypsum to farmers.
  - Info from academic community is not getting to ag extension offices. Farmers more likely to listen ag extension agents.
  - Don't hold conference at harvest time!
  - Comparable units of measurement among presentations. (Guidelines for conference.)
  - Show dollars and cents.
  - Farmers like local university research; make sure that they measure the right things.
  - Videos are good learning tools—show how this stuff works in the field.

# Workshop Reactions & Suggestions for Improvement

- Farmers know about gypsum and subsoil acidity, but there hasn't been follow-up. County agents and farmers get skeptical of claims about gypsum leading to huge yield increases.
- Demonstrations have to be independent of sellers of gypsum. That's why it's important to have universities and ag extension on board.
- Gypsum and FGD gypsum are essentially the same product.
- The traditional ag input people are not at this conference—how to get them?
  - Not for lack of trying.
  - There's no margin for them in gypsum.
  - If there's a demonstrated demand and science to back up, they will come around.
  - Sent info to co-ops, but got no response. Anyone have a database?

# Workshop Reactions & Suggestions for Improvement

- Many people in power industry don't know about these conferences.
  - Work with marketing departments to get message out.
- Marketing must be managed properly: don't "give it away".  
County agents and farmers: need on-farm demonstrations.
  - Research is good, but need to show results in the field.
  - Workshops with county agents can be helpful. National County Agents Assoc. meeting next summer in Tulsa.
- Need media coverage—get local media to come to these conferences
- Get political support—if senators and representatives start talking/endorsing, could get big increase in use, like for lime.



# **THANK YOU!**

**For Your Interest  
For Your Attendance  
For Your Contributions**

