

Beyond the Core: Engaging Peripheral Producers Through Digital Knowledge and Technology Transfer



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Introduction / Objectives

Knowledge and technology transfer (KTT) is essential for scaling BMP adoption, yet extension efforts often reach core innovators while peripheral producers—those less connected to research networks or hesitant to adopt change—remain under-engaged.

Building on Living Lab field days and demonstrations, this work tests whether bite-sized social video (YouTube Shorts, Facebook Reels, LinkedIn) can extend the reach of in-person events to a broader, more diverse producer audience. We repurposed sessions into scalable “micro-assets” to spark curiosity among producers who may not typically attend.



Project Objectives

- Repurpose Living Lab content into engaging, 30–90-second vertical videos tailored for YouTube Shorts, Facebook Reels, and LinkedIn.
- Evaluate performance using reach and engagement indicators (e.g., views, shares, retention) and farmer feedback to refine messaging.
- Determine whether short-form digital media broadens exposure beyond early adopters and improves access for time-constrained producers.
- Balance technical credibility with compelling storytelling and farmer voice to build trust and relevance.

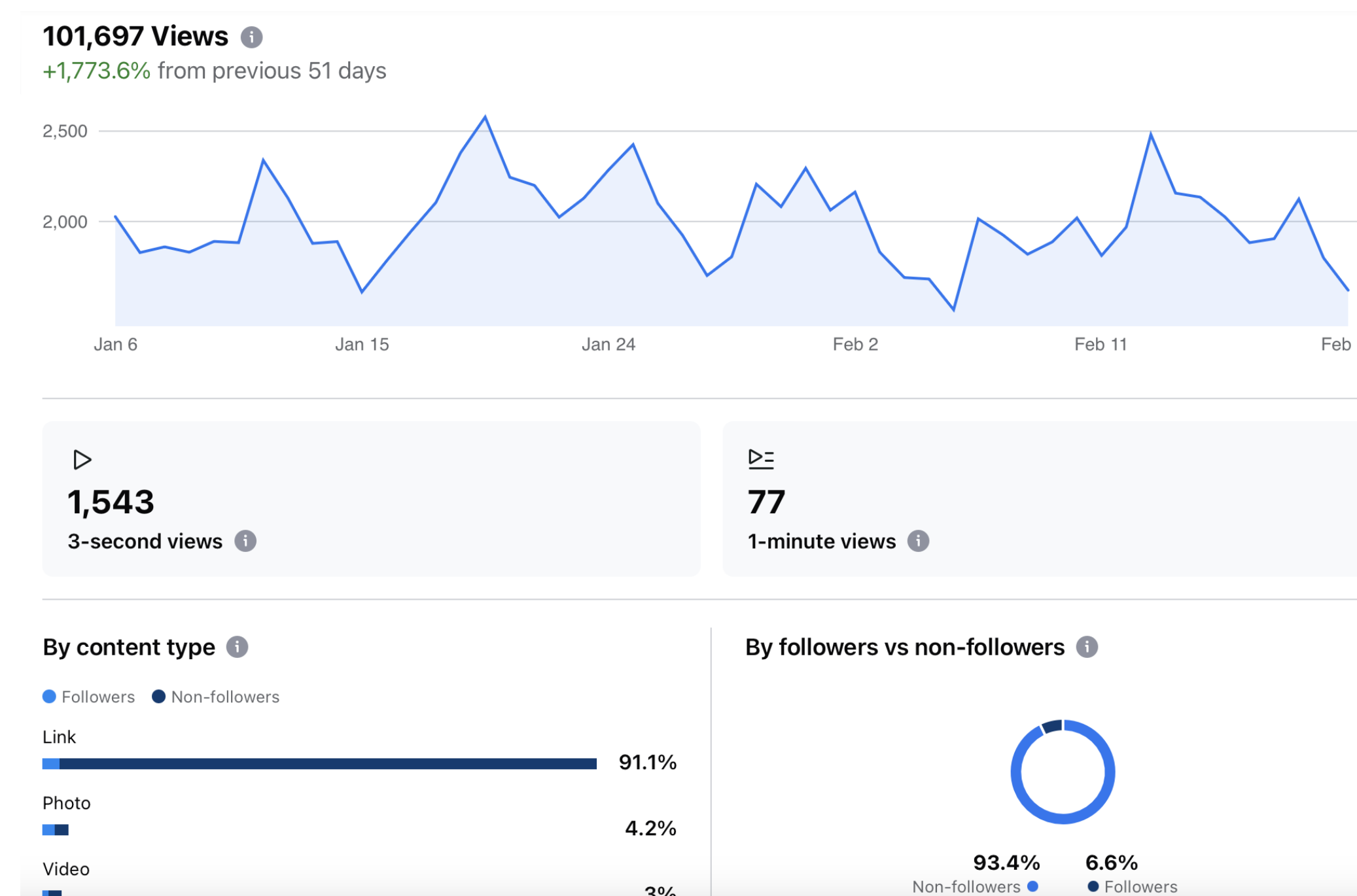
Methods

Design & setting

- Embedded, practice-oriented KTT approach within Living Lab field days, demonstration plots, and producer interviews.
- Mixed methods: platform analytics (quantitative) + audience feedback from comments and conversations (qualitative).

Editing & accessibility

- 30–90 second cuts focused on a single message/BMP.
- Strong hook in first 3–5 seconds; plain-language overlays. Consistent visual identity (logo bug, color, type) to signal credibility.



Distribution strategy

- Native uploads to Facebook Reels, X/Twitter, YouTube Shorts, and LinkedIn.
- Post timing aligned to event cadence and seasonal decisions (e.g., grazing, residue, water).
- One clear call-to-action per clip directing to a longer resource (landing page/playlist).

Evaluation metrics

- Reach: impressions, unique viewers.
- Engagement: average watch time, completion rate, shares, saves, comments.
- Benchmarked by topic and platform to inform subsequent edits.

Data handling & ethics

- Informed consent for on-camera participants; avoid sensitive details and identifiers.
- Respect community guidelines; moderate comments; store analytics aggregate only.

Key Insights

What resonated

- Story-first clips that still carry clear facts performed best—credibility + narrative beats.
- Local farmer voice and real, on-farm footage boosted authenticity and engagement.

What to watch

- Algorithm-driven visibility is uneven; content saturation and audience skepticism are real constraints—trust takes time.

Preview	Views	Reach	Interactions	Net follows	Impressions
Explore the fascinating diff... Published • Jan 20 at 7:03 PM	442	76	5	0	82
Results are in! Learn ab... Published • Feb 4 at 10:00 AM	325	186	1	0	211
Time is running out! Les... Published • Feb 24 at 10:00 AM	276	185	2	0	197
Meet Josephine Bartlett! ... Published • Jan 30 at 7:00 PM	274	171	3	0	180
Google won't teach you... Published • Feb 17 at 10:00 AM	268	184	3	0	196

Practical takeaways

- Keep one message per clip; balance farmer narrative with BMP specifics to maintain credibility.
- Use short, captioned vertical videos as reusable micro-assets that extend field-day reach—especially to producers who rarely attend in-person.

Conclusion & Perspectives

Short, platform-native clips (30–90s) proved to be a practical extension tool, reaching producers well beyond our immediate geography. Fast-paced, single-message videos captured at field days and on farms preserved farmer voice and BMP context while scaling access for time-constrained audiences. Authenticity, captions, and a clear call-to-action consistently improved usefulness. Pair digital touchpoints with on-farm follow-ups (pasture walks, calls) so attention converts into practice change.

Growing Slender Grass: My Salt Tolerant Ch... We discovered the best alternative to salt lander for growing in challenging conditions. Slender...	Public	None	May 6, 2025 Published	1,238
Reducing Fertilizer Dependency: Innovation... Discover how the Peace Region Living Lab is transforming farming practices. We explore...	Public	None	May 6, 2025 Published	314
Eating Meat: A Unique Approach to Carbon ... Discover how consuming meat can contribute to carbon sequestration in soil. We discuss th...	Public	None	May 6, 2025 Published	220
Transforming Grazed Soil: Our Journey with... Join us as we share our journey of improving heavily grazed and compacted soil through...	Public	None	May 5, 2025 Published	950

Take Aways

Commit to cadence: Aim for 2–4 clips per event; script three angles per demo (hook, “how it works,” farmer quote).

Edit recipe (30–90s): Hook in first 3–5s; one message; plain-language overlays; burned-in captions; consistent logo/color; end card with one CTA (QR to factsheet/playlist).

Post natively: Upload directly to Facebook Reels, YouTube Shorts, and LinkedIn; reuse copy templates with keywords and #region tags.

Track a tiny metric set: 3-sec plays, average watch time, completion rate, shares/saves, and 1–3 “meaningful comments.”

Close the loop: Turn repeated questions into follow-up clips; update linked resources/FAQs; reply to comments to surface practical details (costs, steps, pitfalls).

Quality & integrity: Quick internal review for accuracy; note when practices are experimental; respect cultural context; avoid sensitive identifiers.

Accessibility & inclusion: Always caption; avoid jargon; translate key terms if needed; ensure CTAs lead to mobile-friendly pages.

Scale via co-creation: Recruit producer “story partners”; rotate filming across regions/seasons; share a light content calendar with collaborators.

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