

# Diffusing the Adoption of Fertilizer Best Practices in Florida

Amanda D. Ali, Alexa J. Lamm, & Laura A. Warner  
Department of Agricultural Education and Communication

## What are the characteristics of adoption?

### Are fertilizer best practices:

- Better than current practices?
- Consistent with existing values and needs of residents?
- Difficult to understand and use?
- Easy to observe?
- Do opportunities exist to engage in these practices before committing?



*To learn more, please visit my poster!*