

Climate and Crop Specific Outlooks Available on AgClimate.org

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SECC Partners

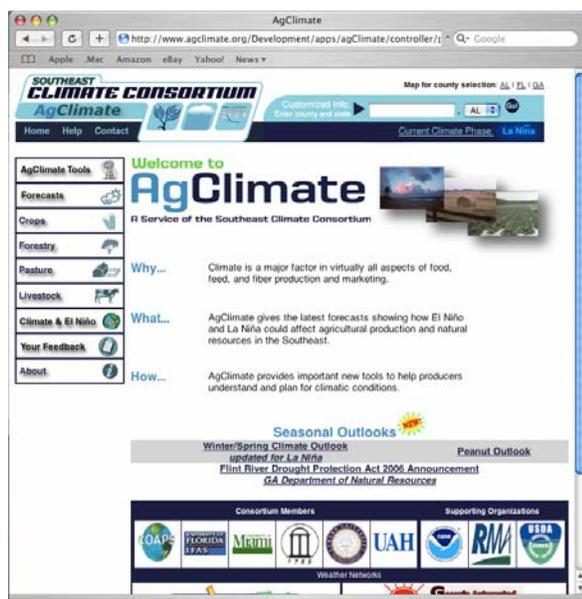
- Florida State University – climate studies, coupled modeling, climate forecasts, forestry
- University of Florida – extension, crop modeling, decision support tools
- University of Miami – climate, economics, water resources, assessment
- University of Georgia – climate, extension, crop modeling
- University of Auburn – extension, economics, insurance
- University of Alabama Huntsville – climate, water resources



Making Decisions: Requires the understanding of a wide range of scientific and technical information!

First Lessons Learned

- Concise information
- Simple and easy to understand
- Timely and up to date
- Local information (county scale)
- Comes from a trusted source - partnership with extension
- Historical context



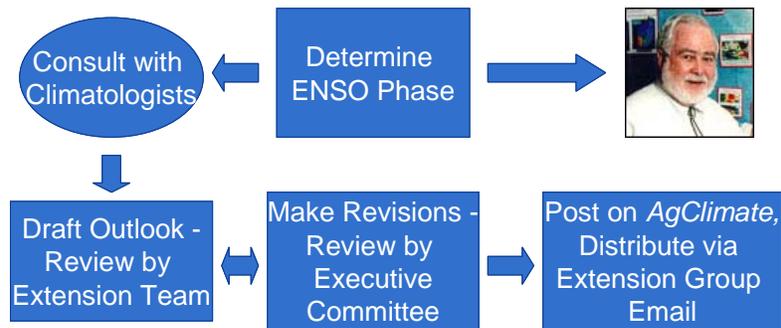
More Lessons Learned

- Traditional climate variables not always meaningful
- Return rate low
- Repeat exposure aids understanding
- Users unable to make quick conclusions
- Information needs to be interpreted
- No real entry or starting point

Climate Outlooks

- Quarterly, focus on next 3-6 months
- Simple language
- “No forecast” does not mean “no information”
- Highlights seasonal issues or threats
- No more than 2 pages

Process of Developing Climate Outlooks



Success of Climate Outlooks

- Media ready
- All or parts can be pasted into extension newsletters
- AgClimate hit rates spike on release of the outlooks
- Provide natural link for our partners at FAWN and GAEMN
- Great feedback from growers, agents, and extension specialists

Crop-specific Outlooks

- Released at critical times for the given commodity
- Direct input from extension specialists
- Gives management options, not recommendations



Peanut	Sept. 05, Mar. 06	Ed Jowers, John Beasley, William Birdsong
Citrus	Sept. 05	John Jackson
Winter Pasture	Sept. 05	Doug Mayo

Success of Crop-Specific Outlooks

- Participation by extension specialists fosters ownership
- Widely included in county or area newsletters
- Continued engagement keep climate issues in the forefront

Moral of the Story

- Summaries or interpretations versus detailed information
- Involvement of customers critical
- Information grows stale quickly, moving to monthly climate outlooks