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This research was supported by USDA National Institute of Food and Agriculture AFRI Foundational Program, NIFA Award # 2015-67020-23180 "Increasing ecosystem services and climate change resilience in dominant agroecosystems of the Northeast" Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914,

compliance with new environmental regulations has

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trusted individuals and networks with whom they have developed durable relationships. If farmers had regionally or site-specific information about environmental outcomes from their farm management, they would use that information to inform decisions.

“If I talk to you guys, and you guys are like, yeah this is really good science, this is really good research. I really think you should follow this. That would have a lot more weight to me”

“You gotta have a system to be able to calculate what you're doing on that farm. And I'd like to see those numbers. The money's one thing, but I'd like to see exactly what the practice I'm doing, *is* actually benefiting or not?”

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