

# Public Perception

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# Information Presented is Based on:

- 30 plus years experience
- Input from other professional applicators

Public Perception  
may become  
Public Policy

Part of the regulation was driven by Public Perception, part scientific, part industry involvement.



What people think of manure spreading.



# Modern Application



# Injected or Incorporated



# Application Equipment and Styles

- Many different Styles
  - Injected
  - Incorporated
  - Surface applied
- Variety of Equipment
  - Solid Application
  - Liquid Application
- Different regional requirements
  - One style does not fit all



We Are Doing A Good Job!

How do we tell our Story?

# How do people get their perspectives?

- Site
- Sound
- Touch
- Smell
- Past Experience
- City or Rural roots

# Big Gun Application



# What do people see when you are working?



# Appearance

- Equipment
  - In good Repair
  - Reasonably Clean
  - Safety Lighting
- Personnel
  - Appropriately dressed
  - Uniforms
  - Courteous
  - Knowledgeable

# Conditions

- Roads
  - Dry
  - Wet
  - Muddy
  - Congested
  - Damaged
- Fields
  - Workable
  - Proper rates Achievable
  - Set Backs able to be Followed

# What does the job site look like when we leave?

- Roads
  - Relatively clean
  - In Good repair
  - Were local Gov'ts contacted for maintenance
- Fields
  - Set backs
  - Application Rates
  - Incorporated if needed
  - What does overall appearance look like?
- Did you follow applicable Regulations?
- Are You proud of your Application?

# Stock Pile Location





May make a statement, but poor stock pile placement.



What ever it takes!



Purdue University

1997

# Winter solids Application



# Solids application with set backs



Early spring application, flash melt



# Planning and Timing Late Fall Application



How do we assure the general public the application business is safe and environmentally responsible?



# Communication is Key

- Farmer
- Neighbors
- Local Government Officials
  - Township
  - County
    - Feedlot Officer
    - Sherriff



# Be Involved in Public Policy

- Being involved in Industry Organizations
- Going to local meetings
- Stay up to date on State and National Issues

How do **You** portray our industry?

- Public Perception  
may become  
Public Policy

# Thank You

- Questions?

# MN Custom Applicators Association

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