

Tractor Block Heater Timers

Scenario D: Your YES! Team decides it wants to help out the Rural Electric Cooperative this year. During a meeting with the staff at the cooperative, your team learns that they are having a hard time getting energy savings on farms and that one of the biggest, easiest energy savers is using a tractor block heater with a timer. A lot of farmers just put the heater on the tractor block when they are done using the tractor for the day, and the tractor is kept warm all the while until it is used the next day—it could be on for 12 to 20 hours, when really only a couple hours is needed to get the tractor warm enough to start.

Audience: Farmers

Setting/Location: Farms with tractors

Behavior: Use tractor block heater timers

Barriers	Benefits
<ul style="list-style-type: none">• Don't know where to buy• Program timer• Remember to install	<ul style="list-style-type: none">• Reduced electric bill with same function

Explore Key Strategies

Overall, this scenario has **HIGH** barriers and **LOW** benefits.

Incentives are good when encouraging people to do an action once, like install a new technology. Bringing down the cost can help them take the chance of trying it out. What can your team do to make the tractor block heater timers more affordable or have no cost at all? Who could you partner with to reduce costs?

- *Local energy cooperative*
- *Incentives and competitions; buy in bulk, direct sales*

Farmers are busy folks! Not knowing where to get these timers, how can your team make it very **convenient** for them to get them? Where do you plan to reach the farmers? At their farm, the café, feed stores?

- *We plan to give it to them at a county or local fair and use fundraisers to make it cheaper. Maybe at farmers markets, we can do it too. We'll try to get sponsors and grants. We'll put ads where farmers go often, like feed stores, etc.*
- *Put up flyers at the farmers hangouts and send letters to the farmers including where to get the heaters and why they're good*
- *Coffee shops with flyers; farm implement places, fairs, free farmer conventions*
- *At their farms; show them on THEIR tractor*
- *Road signs, local stores, dealerships, children*

Stacking Strategies

What can your team do to catch the farmers' interest, create demand for the timers, and get them on farms faster? Would creating a sense of **scarcity** work? Limited-time offer or limited quantity?

- *We can do presentations and demonstrations at the fairs*
- *Give it to a popular farmer to use him as a “spokesperson” for the heaters (“social norming”)*
- *Discount for a limited time*
- *Scarcity/limited=NO!; diffusion (hierarchical); show the money they save; see other farmers with them=I want it too! And it spreads (diffusion)*
- *Signs, door to door service, have John Deere promote, advertise at Fleet Farm*

What other strategies will lower the barriers to farmers using tractor block heater timers? Refer to the **Stacking Strategies** section on the blue reference sheet attached to the table or watch the slide deck to think about other strategies that might be useful to help farmers use these timers.

- *Trying to get more sponsors and publicity like in #1*
- *Go to the farms and help install and set up the timers and follow-up with them*
- *Kilowatt meter comparison; newspaper ads*
- *Sell, install, program, follow-up=stacking strategies; goal setting—work together; communication*
- *Goal: encourage farmers to use the timed block heaters; social: have John Deere promote, advertise at Fleet Farm; commitment: to ensure success; scarcity: use advertisements from farmers to persuade other farmers*

Prepare to Report to the Group

Pick from the above strategies just ONE that your team is most excited about trying and practice explaining it in 1 minute or less.