Performing Centre Stage
Noxious Weed Awareness

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WEEDS!!!
Ways of Communicating

“Traditional” forms of raising Public Awareness around Noxious Weeds have shown limited success
Yield Reduction under Weed Pressure

Dry matter yield (g m$^{-2}$) of grass/legume pasture as affected by the percent area of common tansy.

Foster and Larnder, 2013
How many AUMs are lost?

Tame pasture: 160ac @ 1.8AUM/ac
20% Reduced to 128ac @ 1.8AUM/ac

A. 32 AUM
B. 58 AUM
C. 1.8 AUM
D. 0.36 AUM

58 AUM could have fed 11 cows (weighing 1,300lbs) for 4 months!!!
How expensive is Leafy Spurge

- Example of Elbow Community Pasture a minimum of 11,000 ac. Infested
- 100% Loss of grazing with ≥80 stems/m²
- Loss of 150,975 grazing days OR 761 cows (1,300lbs) grazing for 5 months!!!
- @$0.80/day grazing fee = $120,780
- PLUS Indirect cost (habitat loss, water, recreation)
- Total Costs: $261,360 or more!
How expensive is Leafy Spurge

- Direct and Indirect costs: $261,360

- Cost of Control:
  - Herbicide ~$45/ac
  - Application cost ~$120-150/hr

- 11,000 ac × $180.00/ac = $1,980,000

How will you finance $2,241,360?
Lack of Behavioural Change

Photo: The StarPhoenix
Forum Theatre

“Forum Theatre is an interactive approach that involves the audience in developing real-time strategies for dealing with social and personal issues.”

- Mixed Company Theatre, Toronto
Outcomes

- Spraying
- Mowing
- Inaction
Mowing

• Seed Spread
• Equipment contamination
• Existing Plants still a problem
• Band-Aid Solution

Photo: Lorne Klein
Herbicide Application

• Loss of Legume

Photo: Alicia Sopatyk
Figure 1. A growth curve demonstrating invasive plant infestations over time and potential management methods during each phase. Adapted from Hobbs and Humphries (1995).
Forum Theatre

From audience member to active decision maker
The weeds are very sorry.
They promise not to do it again.
Downstream

Picture credit: University of Saskatchewan
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