

Strategic Plan Task Force

Work Session --August 16, 2012

[Suggested Additions and Changes to draft Powerpoint: Strategic Plan "Building Blocks", prior to Public Forums]

Consumer Outreach

- Goal 1 replace help with "encourage"
- Section B of specific action –change educational materials to "consumer dialogue"

- Goal 2 – what is a consistent message? One that across the different organizations acknowledges the general value of ag

- Speakers Bureau add in:
 - CES agents
 - Adult ag teachers

Formal Education

- Remove Goal one and put it into goal 3

- Goal two – replace 2% of with "KDE"

- Goal 3
 - Focus is on non-ag students
 - Ag in classroom
 - Cross discipline
 - Youth farm days
 - Safety days
 - 4h and ffa

- For secondary age ed
 - 4h
 - ffa
 - IFAI
 - Supervised ad experience programs
 - Classroom instruction

- Post secondary
 - Certificate programs
 - Associate degrees
 - Bachelors degrees
 - Advanced degrees
 - Adult and community education
 - CES
 - Commodity groups
 - KCTCS adult ag ed programs

- Chambers
 - Young farmers associations
- The developing model should include identify these programs and publish information on these programs
- Other comments
 - Add community and school gardens
 - For ag and non ag students to communicate need to have a common language for effective communication – this is included as part of this educational effort
 - What about education for those interested in becoming farmers – also appears in next generation of farmers

Policy-makers education

- #3 specific action – the skeleton script needs to include background information on the master settlement fund and how it is a part of this planning process for ag
- Put PACE program funding here too

New Market Identification & Development

- We as a state ship too much of our raw product out of state for processing and need to capture a greater proportion of this
- Perhaps we are not being specific (quantitative) in our goals -- are these SMART goals?
- Need to include sharing knowledge about successes in new market development with entire state –it is possible to do this and here is how some have done it
- Moving from a farmer’s market scale of operation to a higher scale to selling to restaurants and then to other institutions
- Perhaps using words such as “help, promote, encourage” too much and need to be specific
- Some of what is being recommended already exists and need to do an assessment of current assets so not reinventing the wheel and capturing value of what we already have
- Helping farmers find information on potential international markets

- A weakness of this strategy is that we are not building on regional strengths which may give some areas greater opportunities for new market development than others

Discussion

- Does everyone share a concern that the goals are not specific enough? Or will the benchmarks provide the specificity that is needed to help us determine if we have accomplished anything based on this plan?

Next Generation Farming

- All of the goals need to look at how they are related to new farmers
- Acknowledge that the goal relates to both full and part time farmers
- Goal 1 – subtext of action b – encourage partnerships with transitioning farmers
- Apprenticeship/mentorship programs across commodities because each commodity is different
- Goal 4 step B – expand the KY Farm Start program
- In school education for new farmers
- Information needs of new farmers differ by type of production but also are different from the information needs of longer term farmers

Government Policies, Programs & Initiatives

- Goal should be to develop policies that support the economic and environmental well-being of agriculture and rural communities
- Action 7 – KADF funded – what do we mean by adequately funded? How make this a SMART goal? There is 14 mil that has been going into the KY access program to fund health care but will not be needed with federal health care – so KADF should seek these funds for its programs
- Wanted stronger language that KADF should address needs of production agriculture and/or increase farm income - need to be sure that somewhere define production ag in broad enough ways to incorporate diversification and value-added ag
- Breathitt Lab – if we took the debt service for the next 2 years this would fully fund a new Breathitt lab
- Water resources management – need to have a plan for managing for different uses in a drought

- Need to find way to help farm families to understand the consumers they serve – their preferences and interests
- This point also connected to New Markets Goal

Regional Agricultural and Community Development

- Interdependence of agricultural and community economic development
- Promote region specific ag competitiveness
- Encourage regional ag development projects/initiatives for KADF funding
 - Need to keep as a goal but not just with KADF funding
- Encourage Eco Devel Cabinet to think AG
- Assist communities in dealing with land use conflicts
- Promote regional rural/urban planning
- Health care goals – may be addressed with federal changes
- Discussion
 - Keep in plan because address federal interests