
Project Application
Kentucky Agricultural Council
A Pathway for Kentucky's Agriculture and its Rural Communities:
2007-2012 Strategic Plan

1. General

- 1.1 More than fifty agricultural organizations and entities came together under the leadership of the Kentucky Agricultural Council (KAC) to form the Task Force on the Future of Agriculture. The Task Force was formed to answer then-Governor Fletcher's challenge to the agriculture industry to develop a strategic plan of action for Kentucky's entire agriculture industry. The Strategic Plan was formally adopted by the KAC on December 17th and presented to Governor Beshear as part of a press conference on January 25th. The Kentucky Agricultural Council has distributed the Plan widely and begun the job of implementing it.
- 1.2 The Kentucky Agricultural Council itself is not tobacco dependent; however most of the organizations who are members of the Council represent farmers who are tobacco dependent. Most of the representatives to the Task Force were farmers and the majority of these were tobacco dependent.
- 1.1.1 The Council has not received a check.
 - 1.1.2 The Council does not have a buyout contract.
 - 1.1.3 The Council does not produce tobacco.
- 1.3 The Kentucky Agriculture Council Task Force was charged with developing a strategic plan of action for Kentucky's entire agricultural industry. Therefore, the project has the potential to benefit all farm families and is considered a statewide project. Since the plan was not completed and released until December 2007/January 2008, the effect within the first year may be limited; however, the long-term benefits should be considered great. We have already achieved success in meeting several of the plan's objectives and benchmarks.

2. Summary of Project Objectives

- 2.1 The project goal is to continue the momentum developed as a result of the development of the strategic plan of action, and to provide an avenue for those organizations making up the Council to begin implementation and continual update of the plan. The strategic plan will provide the roadmap for Kentucky agricultural leaders to build on recent successes and take the entire industry to the next level.
- 2.2 Attached to this application is exhibit #1. This document summarizes the proposed scope of services to allow the Kentucky Agricultural Council to continue implementation of the Strategic Plan.
- 2.3 Presently the Council is made up of volunteers from 50 agricultural organizations in the Commonwealth. The funds requested in this application will be used to support the Council's operations, and specifically allow us to secure Professional Management services

to assist in further development and implementation of the Strategic Plan.

- 2.4 The continued development and implementation of the Strategic Plan will be the main yardstick by which the project will be measured. Full assessment of its impact will come over time, as the issues and priorities that have been identified and established in the final plan are implemented, and those efforts benefit Kentucky farm families. As part of this two year project, the Council will assign tasks to member organizations and begin to work on achieving the goals of the plan. Progress will be measured against the benchmarks on the goals identified in the plan.

3. Project Details

- 3.1 Agricultural leaders had been challenged for more than a year and a half to develop a strategic plan of action for the entire agriculture industry. Since the passage of the federal tobacco buy-out in October of 2004, the industry as a whole had not had a focus or target. Various organizations and segments of the agriculture industry have developed plans in recent history, but not the industry as a whole. In the Fall of 2006, then-Governor Fletcher secured the support of key agricultural leaders to develop a plan; the Governor's Summit on Agriculture served as the kickoff for the effort. On March 15, 2007 over 450 Kentucky agriculture leaders attended the first Governor's Summit on Agriculture where they were issued a challenge to develop the plan.

The Kentucky Agricultural Council was selected by a working group of leaders before the Summit to lead the plan development. Dr. Tony Brannon, Chairperson of the Council announced during the Summit the Council's plan for the project. Over the next 45 days, agricultural organizations and entities across Kentucky nominated representatives and alternates to serve on the Council's Task Force. The Task Force met for the first time on May 2, 2007.

The participating organizations identified the critical challenges and emerging opportunities, which served as the basis for development of the plan. The Task Force met a total of six times, held public hearings, and completed the final plan by the end of the year.

Briefings on the plan have been held with Governor Beshear and his staff; the House and Senate Leadership; and the House and Senate Agricultural Committees. Additionally, each agricultural organization in the Council has received copies of the plan and has distributed it to their membership. The full text of the plan and all documents leading up to its finalization can be found on the website at www.kyagcouncil.org

Since release of the plan, several initiatives recommended by the plan have received attention and had action taken. However, there is much more work to be done to realize the full benefits of the development of the plan.

- 3.2 The product will be the continued development and implementation of the strategic plan of action for Kentucky agriculture. The plan identified and established issues behind which all agriculture leaders and organizations can unify and work towards, in order to advance the industry.
- 3.3 There is not a physical location with this project.

- 3.4 Exhibit #1 lists the general guidelines to be followed in the project. The Executive Committee of the Kentucky Agricultural Council will be responsible to the Agricultural Development Board for funding it receives. The individuals who comprise the Executive Committee are as follows:

Dr. Tony Brannon serves as Chairperson of the Council and will chair all meetings of the Council, Executive Committee, and Task Force. Dr. Brannon currently serves as the Dean of the Agriculture School at Murray State University.

Tod Griffin is the immediate past Chairperson of the Council and served as Co-Chairman of the Staff Working Group. Tod is the Executive Director for the AgriBusiness Association of Kentucky

Steve Coleman is the Treasurer of the Council. Steve will be responsible for all financial activity dealing with this project. Steve is the Director of the Division of Conservation for the Environmental and Public Protection Cabinet.

Commissioner Richie Farmer serves as a member of the Executive Committee, as Commissioner of the Department of Agriculture.

Jeff Hall serves as the public sector representative to the Executive Committee. He is director of the State Farm Service Agency.

Dave Maples serves as the private sector representative to the Executive Committee. Dave is Executive Director of the Kentucky Cattlemen Association.

- 3.5 The financial accounting will be managed and reported by the Council Treasurer Steve Coleman. Other record keeping and reporting will be supervised by the Chairperson, Dr. Tony Brannon; various individuals involved in the project will be asked to assist with this.
- 3.6 The project does not require insurance. Bonding for the Treasurer of the Council is provided by the Council.

4. Marketing

- 4.1 The project will not produce a product for sale. Priority issues established in the strategic plan each have action plans and benchmarks.
- 4.2 A Media Relations Committee will be responsible for the development of announcements, press releases, and other materials necessary to provide for an open process and to keep the agriculture community informed of the Kentucky Agricultural Council's work, during the continued plan development and implementation.
- 4.3 The project will not produce a product for sale.

5. Financial Documents

- 5.1 Project budget is attached to this application.
- 5.2 The project spans two years; the project budget details the expenses. The Kentucky Agricultural Council agrees to provide a partial match by securing at least \$25,000 in

Council Funding by the end of year one of this grant. Funding for year 2 would be contingent upon achieving this level of funding. As part of the plan, a feasibility study will determine if this amount of funding could be generated in years to come to support the ongoing Council activity and Strategic Plan Development/Implementation.

- 5.3 Attached, as exhibit #2, is a recent bank statement for the Kentucky Agricultural Council showing a balance of \$5601.80. The Council has little financial activity in recent years, its a 501 (c) (3) non-profit organization. A final report on the initial funding will be submitted prior to consideration of this request.

6. Supporting Documents

- 6.1 Dr. Tony Brannon serves as the 2007 Chairperson of the Kentucky Agricultural Council, Inc. The purpose of this organization is to plan programs and disseminate information that will create an understanding and appreciation of Kentucky agriculture, to serve as a liaison between private and public agricultural organizations, the Commissioner of Agriculture, the Governor and the legislature, and to promote Kentucky agriculture. Brannon joined the faculty at Murray State University as an Assistant Professor of Agricultural Education in 1988, served as Chair of the Agriculture Department from 1997-2000, Coordinator of Academic Programs for the School of Agriculture from 2000-2004 and since 2004 he has served as Dean of the School of Agriculture.
- 6.2 Attached as exhibit #3 is a list of all the agricultural organizations and entities that committed to participation on the Task Force and are members of the Kentucky Agricultural Council.
- 6.3 No equipment will be purchased with funds received from the Agricultural Development Fund.
- 6.4 Not applicable.
- 6.5 The project does not require a business plan, however exhibit #1 should provide the information needed to address the structure and operations.