

Kentucky Agricultural Council: Task Force on the Future of Agriculture

Minutes of the December 17, 2007 Meeting

The Kentucky Agricultural Council: Task Force on the Future of Agriculture meeting was held on **December 17, 2007** at **10:00 AM EST** at the Capitol Annex in Room L154 in Frankfort, KY. Dr. Tony Brannon, chair, called the meeting to order.

Members Present

Scott Ahlschwede, Kentucky Association of Equine Practitioners ; Rick Alexander, Commodity Growers Association; Todd Barlow, Kentucky Corn Growers Association; Bob Bauer, Kentucky Forest Industries Association; David Beck, Kentucky Farm Bureau Federation; John Bell, Kentucky Horticulture Council; Dr. Tony Brannon, Murray State University; Leland Brown, USDA NASS Field Office; Steve Coleman, Division of Conservation; Nancy Cox, University of Kentucky College of Agriculture; Marshall Coyle, Kentucky Farm Bureau Federation; Richie Farmer, Kentucky Department of Agriculture; Mark Farrow, Kentucky Department of Agriculture; Dan Flanagan, Kentucky Poultry Federation; Brent Frazier, PACE Board; Sharon Furches, Kentucky Women in Agriculture; Terry Gilbert, Kentucky Women in Agriculture; Tod Griffin, AgriBusiness Association of Kentucky; Ginny Grulke, Kentucky Horse Council; Jeffrey Hall, Farm Service Agency; Mark Haney, Kentucky Farm Bureau Federation; David Henderman, Kentucky Woodland Owners Association; Tony Herrington, Community Farm Alliance; Mike Hubbs, Natural Resource & Conservation Service ; Tim Hughes, Kentucky Agricultural Finance Corporation; Mike Judge, Kentucky Department of Agriculture; Larry Jagggers, Kentucky Agricultural Finance Corporation; Kevin Jeffries, Kentucky Association of Conservation Districts; Libby Jones, PACE Board; Curt Lucas, Kentucky Association FFA/Kentucky Vocational Agriculture Teachers Association; Dave Maples, Kentucky Cattlemen's Association; Kathy Meyer, Kentucky Sheep & Wool Producers Association; Melissa Miller, Kentucky Poultry Federation; Harvey Mitchell, The Center for Rural Development; Robert Monk, Farm Credit Services of Mid-America, ACA; Sam Moore, Kentucky Agricultural Development Board; Dr. Wade Northington, Murray State University Breathitt Diagnostic Lab; Mike Ovesen, Kentucky Pork Producers Association; Aaron Reding, Kentucky Soybean Association; Keith Rogers, Governor's Office of Agricultural Policy; Todd Ryan, Kentucky Nursery & Landscape Association; Larry Sanders, Kentucky Nursery & Landscape Association; Jim Sidebottom, Kentucky Dairy Development Council; Dr. Scott Smith, University of Kentucky College of Agriculture; Roger Thomas, Kentucky Dairy Development Association; Ray Tucker, Commodity Growers Association; Jamie Vincent, Kentucky Soybean Association; Dean Wallace, Council for Burley Tobacco; Eddie Warren, Burley Tobacco Growers Cooperative; James Weber, Kentucky Veterinary Medical Association; Brent Williams, Kentucky Feed & Grain Association; John Wright, Kentucky Agricultural Resource Development Authority

Others Present

Christi Marksby, Governor's Office of Agricultural Policy; Angela Blank, Governor's Office of Agricultural Policy; Joel Neaveill, Governor's Office of Agricultural Policy; Biff Baker, Legislative Research Commission; Will Snell, University of Kentucky College of Agriculture, Kara Keeton, Keeton Communications; Bruce Harper, Kentucky Department of Agriculture; John C. Roberts Jr., Kentucky Department of Agriculture; Scott Norman, Allied Food Marketers West

Welcome & Opening Remarks

Dr. Tony Brannon welcomed the group to the sixth and final meeting of the Task Force on the Future of Agriculture. Dr. Brannon stated that it was a significant day for agriculture because of the group of people who have committed themselves for the past

nine months. This group has given birth to plan. “Born not of faith, but of deeds” (FFA Creed). This was the end of the planning stage and the beginning of the implementation stage. As Dr. Eldon Heathcott would say “Plan your work and work your plan”. Dr. Brannon reviewed the agenda for the meeting. He stated that the consultants had cleaned up the plan and not added to it. One thing missing was the Kentucky Agricultural Development Board long term plan was not referenced in the historical section. Language was approved and the consultants picked up the original organization list. The consultants have since added the Kentucky Chamber of Commerce.

Approval of Minutes

Dr. Tony Brannon presented the minutes of the November 9, 2007 meeting.

Jim Sidebottom (Kentucky Dairy Development Council) moved to accept the minutes of the November 9, 2008 meeting of the Kentucky Agricultural Council; Kevin Jeffries (Kentucky Association of Conservation Districts) seconded the motion. The motion passed without dissent.

Brief Overview of Document

Dr. Brannon stated this meeting would be a repeat of November 9th meeting in Louisville, but not as painful. The goal of the meeting was to think about the whole plan and how the group goes forward from this point. The document had been in the polishing process. Dawn Riley and Steven Spalding, the consultants, will continue to be a part of the process after this meeting, which will include the rollout of the plan. The challenge for the consultants was that they were brought in during the middle of the process. The question is can the group tell the story with success? Each organization has been telling their story in Frankfort and it is hard for everyone to see the big picture. People tend to get lost in the details.

Some other items left out of the strategic plan were the project on farm mentoring and other typographical errors were identified.

The consultants began with a powerpoint presentation to help visualize the items in the strategic plan. (*Copy of this powerpoint is included with the minutes*)

Section 1 – There is some misunderstanding about the difference between the Master Settlement Agreement and the tobacco buyout. This concept is hard to piece together for the average person.

COMMENTS:

University of Kentucky – This is a priority on public policy and legislation. The main point is to sustain the Kentucky Agricultural Development Fund. So many times people may not read the entire document, but they may read the back of the book to get their information.

Section 2 Plan Elements – Agricultural Marketing and Consumer Marketing

COMMENTS:

University of Kentucky – Groups and individuals are finding the same technologies as Kentucky BioProcessing in the plant area, as well as in the biofuels area.

Rural Communities

COMMENTS:

Steered clear of this being a plan for each individual commodity group, but did look at the regional aspects of the state

The motion was made by Robert Monk (Farm Credit Services of Mid-America, ACA) to accept the report; Dan Flanagan (Kentucky Poultry Federation) seconded the motion. The motion passed without dissent.

Discussion

Council on Burley Tobacco – This has been a tremendous amount of work for the Task Force. There are many actions to oversee for the next several months and years. Is this possible?

Rebuttal – There is a lot of talent within the group and there is a need to address how to implement this plan in the Kentucky Agricultural Council structure. The immediate need is to establish a committee and it becomes a part of the plan of work for the Kentucky Agricultural Council. This cannot be done without all of the organizations helping to make it happen. It is an ambitious goal and there is a lot in there to work towards accomplishing. Most of the issue is time driven from the Kentucky Agricultural Council standpoint. The first action is for the Kentucky Agricultural Council is to establish committees.

University of Kentucky - Define the future structure of how agriculture is going to communicate. The group also needs to know who the leadership of the state is going to be. How is the Governor going to feel about the Kentucky Agricultural Council and who is going to be the leadership of the Governor's Office of Agricultural Policy? Is the Kentucky Agricultural Council going to be the official voice of agriculture?

Kentucky Association of Conservation Districts – What is the timeline to meet with the Governor and how does he want to proceed with the plan?

Rebuttal – A press release will be sent at a later date and a small group will be meeting with the Governor's staff after the meeting. The hope is to get buy-in and collaboration with the plan from the meeting with the Governor's staff. Other groups have already begun to be briefed, such as the Cabinet for Economic Development and the Kentucky Chamber of Commerce.

The motion was made by Dean Scott Smith (University of Kentucky) to amend the report on page three to make brief statement to advance Kentucky agriculture to sustain and enhance the Kentucky Agricultural Development Fund; Kevin Jeffries (Kentucky Association of Conservation Districts) seconded the motion. The motion passed without dissent.

Kentucky Chamber of Commerce – Need to reconsider the placement of the bullets and put them more in order.

University of Kentucky – Need to state that high priority items in the plan are not listed in order.

Kentucky Chamber of Commerce – Acknowledgment that the book will not be read by the majority of the public. Will chronology put people to sleep? Will it add credibility to the plan? This is in order to shorten the plan.

Rebuttal – There is an executive summary and several other pieces (a family) of literature to pass out to people. There is a table of contents so the readers can skip the first sections and get to the heart of the document.

Kentucky Horticulture Council – In the Executive Summary, the first item addressed diagnostic labs and referred to as animal diagnostic labs. Need plant diagnostic labs too. There is no reference to animal or plant diagnostic labs in the handouts. All documents should be changed.

Kentucky Thoroughbred Association – The plant diagnostic lab has been partially funded.

The motion was made by Dr. Bruce Pratt (Eastern Kentucky University) to move Section 1 to the appendix; the motion was seconded by Dean Scott Smith (University of Kentucky). The motion passed 14-6.

Hoppy Henton – Mr. Henton commented that he was astonished to see how much the Kentucky Department of Agriculture was not mentioned and very little was asked of them. Was there reason for that?

Rebuttal – Several places in the plan discuss a task force being developed and the Kentucky Department of Agriculture will have a role. It was not spelled out.

Council on Burley Tobacco – The committees to be appointed will get down to the details. There will be numerous roles for the Kentucky Department of Agriculture there.

Hoppy Hinton - Governor's Office of Agricultural Policy is mentioned fourteen to fifteen times in comparison to the five or six times for the Kentucky Department of Agriculture. Is the document aimed for all of agriculture?

Kentucky Dairy Development Council – There is an overwhelming success of the Kentucky Proud program, which is where the guts of the document came from.

Eastern Kentucky University – Kentucky Department of Agriculture will be looking at the document for their resources and as a blueprint for their organization.

Vote

The motion to accept the plan as amended passed 26-1.

Presentation of the Plan to the Kentucky Agricultural Council

Future Plans

- **Fliers and Publicity Pieces**

Kentucky Chamber of Commerce – The executive summary still has the first page as the historical document. Take anything out that can be considered political.

University of Kentucky – If there is anyway to cut the document down, it would increase the power of the document.

Kentucky Farm Bureau Federation – On the second page of the document, there is one word that is bothersome. Use a stronger word than important. On the executive summary, make it a little clearer on the back page of the flier.

Eastern Kentucky University – Thinks the group should keep historical information. Make the executive summary a two page document.

Rebuttal – The two pages does not include everything and it will not be used after the general assembly leaves town. The executive summary will last as long as the book and can be mailed to organization memberships.

University of Kentucky – The two page document does not imply that it is legislative priority items. There was an issue with the title in document.

Rebuttal – Part C does state something to that effect. There is a reference to the fact that the Kentucky Agricultural Council is not a lobbying group.

Kentucky Department of Agriculture – List near term priority issues in the title.

- **Briefings**

Dr. Brannon stated that he had already referenced the afternoon meeting with the Governor's staff, the Kentucky Chamber of Commerce, and the Cabinet of Economic Development. He encouraged the group to brief their organizations as well.

Council for Burley Tobacco – Can they put draft across the top and pass out at board meetings?

Kentucky Association of Conservation Districts – Hosting a wild game dinner in January and can pass out to legislators at the dinner.

Rebuttal – Take every opportunity you can to get the word out to everyone.

- **Release of Report**

Dr. Brannon stated that the Staff Working Group met that morning. He encouraged the group to follow the plan carefully for details on the press release. As soon as the details are available, the Executive Committee will let others

know. Please plan to participate in the press conference and bring delegates from your organization with you.

- **Presentation to Legislature**

Dr. Brannon informed the group that the legislators had been briefed in a subcommittee and the Executive Committee will take every opportunity to meet with them.

- **KAC Future Meeting Dates**

- February at the National Farm Machinery Show
- June at the Kentucky State FFA Convention
- August at the Kentucky State Fair
- November at the North American International Livestock Show

Some items to remember for upcoming meeting include:

- Propose an addition of quarterly meetings instead of bi-annual
- Leadership changes for the Kentucky Agricultural Council due to Daniel Green's departure to Tennessee
 - Past Chair – Tod Griffin
 - Chair Elect – open
 - Treasurer - Steve Coleman
 - Public Sector Representative - Jeff Hall
 - Private Sector Representative - Dave Maples
 - Commissioner Farmer or designee
 - Executive Director of Governor's Office of Agricultural Policy or designee

Stay tuned for next meeting date and information.

Dean Wallace has been involved with the Kentucky Agricultural Council for a number of years and he wanted to take the opportunity to recognize Dr. Tony Brannon for his hard work. Mr. Wallace stated that he did not think the organization could have pulled it together without Dr. Brannon's hard work.

Adjourn

The motion was made by Kevin Jeffries (Kentucky Association of Conservation Districts); Jim Sidebottom (Kentucky Dairy Development Council) seconded the motion. The motion passed.

The meeting was adjourned at 12:11 PM ET.