

**Kentucky Agricultural Council:  
Public Awareness and Advocacy Committee**  
“Pathway for Kentucky’s Agriculture & Its Rural Communities:  
2007 to 2012 Strategic Plan”

Location: Kentucky Farm Bureau Federation, Louisville, Ky.  
Tuesday, March 24, 2009

1. Welcome & Introductions
2. Review of Public Awareness and Advocacy component of Strategic Plan
3. Identifying our audience(s)
4. Key message points
5. Discussion regarding the Goal: Raise the level of awareness within the general public and among policy makers about the importance of agriculture to our economy and society and strengthen their understanding of controversial issues confronting farmers, agribusinesses, and rural communities.
6. Discussion of proposed action:
  - a. Create and implement a comprehensive marketing and public awareness-building plan .....
    - i. Increase the number of farmers and agricultural professionals becoming active members in various local/statewide business organizations.
    - ii. Encourage local and state policy makers to attend local ag-related meetings.....
    - iii. Provide and agricultural tour for Kentucky policymakers and government agencies on an annual and rotating basis....
    - iv. Visit with the editorial boards of major newspapers.....
    - v. Promote development of local, regional, and statewide agricultural leadership and ambassador programs.
    - vi. Identify farmers and agricultural supporter for political offices...
    - vii. Expand agricultural education programming for non-farm audiences....
    - viii. Develop educational materials on economic importance of KY Agriculture....
5. Actions to Provide funding for construction and operational support for the Kentucky Agricultural Heritage Center.

6. New issues for inclusion

7. Adjourn