



NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

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April 14, 2003

National C-FAR – April 2003 Update

Note from Secretary/Treasurer: This electronic newsletter has the agenda and registration form for the upcoming May 20th annual meeting. Please register and plan to attend. We have a good program planned.

Please register and attend our National C-FAR 3rd Annual Meeting at the Washington Terrace Hotel, 1515 Rhode Island Ave., NW, Washington, DC from 10:00 am to 2:00 pm, May 20, 2003. The Board meeting will immediately follow the annual meeting. The preliminary agendas for the annual and board meetings are listed below.

We are looking forward to presentations by Dr. Joe Jen and Tom Fretz and an address by Secretary Veneman. We also want to recognize Senator Richard Lugar and Representative Cal Dooley for their strong support of food and agricultural research. Especially important to our future will be the discussion led by David Graves and the representatives from DITTUS Communications. After several months of discussion Dittus has recommended a 2-year communications campaign to bring greater awareness for the need to double public funding for food and agricultural research and education. In the first year, Dittus proposes that National C-FAR launch Phase One of a public awareness campaign to focus greater attention on “why” we need to devote more attention and greater funding to food and agricultural research. Phase One includes hosting a series of high-level “mini summits” in high visibility venues in Washington, DC. The mini summits would engage a panel of 8 to 15 visionaries, leading policymakers, researchers/authors, CEOs, and consumer advocates in provocative roundtable discussions. A seasoned moderator would be enlisted to guide the summit participants in the debate discussion. A white paper would be released at a national press event to enable participants to comment publicly on the topic discussion and conclusions to garnering media coverage and public support. Phase One would also include a broadcast element whereby National C-FAR would work with a publishing company or designated journalist to produce a special television broadcast examining one of the core issues as a result of the mini summits.

For Phase Two, Dittus proposes an event to be held on the Washington mall based on the most compelling issues/challenges ahead as a result of our 2003 mini summits. This mall event would provide a hands-on demonstration for the need and demand for greater public awareness and attention by key influencers and policymakers. This event would challenge participants to “take a walk on the mall” through a series of mazes or channels that would demonstrate how today’s priorities and funding choices (or lack thereof) will impact tomorrow’s future both nationally and globally. While we want to create a buzz about the issue to grab the media’s and public’s attention, we also want the event to be compelling and engaging for people from all walks of life.

Sponsorship will be necessary both financially and politically. During Phase One, Dittus estimates professional fees and services to be approximately \$20,000 per month not including direct costs and design and production fees with an additional \$30,000 per summit. Dittus estimates a major mall event to be between \$1,000,000 - \$3,000,000 depending on the size and scope of the program. (This fee may be offset through corporate underwriting of specific exhibits)

Preliminary Agenda
National C-FAR 3rd Annual Meeting
Washington Terrace Hotel, 1515 Rhode Island Ave., NW, Washington, DC
10:00 am to 2:00 pm, May 20, 2003

Welcome & Introductions – Terry Wolf, President, National C-FAR

David Graves, Vice President and Chair of Legislative Committee, Report on Proposed Communications Plan Developed by DITTUS Communications

Trudi Boyd and Tom Conway, DITTUS Communications

“The Status, Prospects and Priorities of Food and Agricultural Research and Education”

- Joe Jen, Under Secretary for Research, Extension, and Economics, USDA
- Tom Fretz, Dean of Agriculture and Natural Resources, University of Maryland

Luncheon Address: Ann Veneman, Secretary of Agriculture

Special Recognition: Honorary memberships for Senator Richard Lugar (R, IN) and Representative Calvin Dooley (D, CA)

National C-FAR Progress Reports and Plans for the Future

- Terry Wolf - President
- David Graves – Legislative Committee
- Tamara Wagester – Research Committee
- Ray McAllister – Membership Committee
- Joe Coffey – Secretary/Treasurer

Election of Board Directors

2:00 pm Adjourn

Preliminary Agenda
National C-FAR Board Meeting
Washington Terrace Hotel, 1515 Rhode Island Ave., NW, Washington, DC
2:15 pm to 5:00 pm, May 20, 2003

- Election of Officers
- Discussion and Review of Policies and By-Laws
- Scheduling of Future Board and Membership Meetings
- Critique of Year and Plans for the Future
- Proposed Mini Summits
- Growing our Membership
- Committee Appointments
- Review and Approval of the Secretary/Treasurer's Report
- Adjourn

Please Sign-Up for 2003 Membership and Pay Dues: The Bylaws, Article III, Section 2 states that "All dues for the current year shall be paid to the Organization by July 31 of each year. If dues are not received when due, all rights and benefits of membership shall be immediately terminated." In the initial two years, several members were late joining and paying dues. There was some confusion also because of the original July 1 to June 30 fiscal year. For 2003, the due date is on or before but no later than July 31, 2003. A list of the 97 current members and the 52 members who have already paid for 2003 is attached.

The Coalition membership is open to those who support our mission and objectives.

A **National Member** is a not-for-profit stakeholder organization. Annual dues are \$2,500 for those with budgets over \$5 million and \$1,000 for all others.

An **Affiliate Member** may designate one non-voting representative.

- A not-for-profit state or local stakeholder organization. Annual dues are \$500.
- A government agency or university. Annual dues are \$1,000.
- Individuals. Annual dues are \$100.
- Corporate. Annual dues are \$2,500.



NATIONAL COALITION FOR
FOOD AND AGRICULTURAL RESEARCH

2003 Membership Invoice

Invoice Date: April 14, 2003

Name: _____
Company: _____
Address: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Fax: _____
Email: _____

Please select your Member Type:

- | | | |
|--------------------------|--|---------|
| <input type="checkbox"/> | National with Budget over \$5 million | \$2,500 |
| <input type="checkbox"/> | National with Budget under \$5 million | \$1,000 |
| <input type="checkbox"/> | Affiliate Regional, State or Local | \$500 |
| <input type="checkbox"/> | Affiliate Local, State and Federal or University | \$1,000 |
| <input type="checkbox"/> | Affiliate Individual | \$100 |
| <input type="checkbox"/> | Affiliate Corporate | \$2,500 |

Please verify that your membership meets the Membership Guidelines by signing below.

X _____
(signature required)

Please return entire page with payment.

Please remit check to:
National C-FAR
1111 N. Dunlap Ave.
Savoy, IL 61874
(FEIN 36-4426548)

Or Fill in Credit Card Information:
Please Circle: VISA MasterCard American Express

Expiration Date _____
Signature _____

If your organization has restrictions that prevent your membership dues from being used for legislative activities, please check this box.

Questions? Call 217-356-3182, X-30

Thank you for your support!
Your membership dues are tax deductible in accordance with the law.

Request for Proposal for Washington Representation: National C-FAR is seeking proposals to provide representation in Washington, DC. Washington representation to date has been handled by members of the National C-FAR Legislative Committee and Joe Coffey, Secretary/Treasurer. Coffey is moving from Virginia to Florida in July and his representation responsibilities will be shifted to an individual or firm in the Washington, DC area on a contractual basis. We estimate that the work involved would require approximately 25 to 35 days per year to perform the duties listed below. The annual contract amount is expected to not exceed \$40,000. It is anticipated that the duties listed below would commence in June 2003:

1. Attend the Legislative Committee meetings in Washington and provide its members with an update of legislative and appropriation matters relating to food and agricultural research.
2. Attend annual meeting of National C-FAR and participate in Board conference calls as requested three or four times per year.
3. Alert National C-FAR of major events or activities where participation or commentary from National C-FAR may be desirable.
4. Advise materials or information that should be communicated to Washington Officials.
5. Identify and encourage members of Congress and the Administration to become advocates for food and agricultural research.
6. Prepare drafts of congressional testimony and letters to President and Cabinet.
7. Advise on food and agricultural research legislative and appropriation strategy.
8. Prepare a periodical electronic newsletter for members.
9. Maintain contact with the Officers and Board of National C-FAR.

Interested persons should submit resume and list of references to the address above by May 1, 2003. It is anticipated that the leading candidates will be interviewed by the newly elected officers on or about May 20 in Washington, DC.

The Research, Education and Economics Task Force authorized by the 2002 Farm Bill to conduct a review of the Agricultural Research Service (ARS) and to evaluate the merits of establishing one or more National Institutes focused on food and agricultural science is off to a slow start. Lack of a funding for the task force has delayed its work, which was to be reported by May 2003. We invited task force chair Dr. William Danforth, Professor, Internal Medicine, Washington University, to speak at our May 20 meeting but he declined due to the delay in the work. We will plan to invite him to meet with us once the report is finished.

National C-FAR 2003 Membership List

March 31, 2003

National Members

American Dietetic Association
American Farm Bureau Federation 2003
American Feed Industry Association
American Society for Nutritional Sciences
American Society of Animal Science 2003
American Soybean Association
American Veterinary Medical Association 2003
Association of American Veterinary Medical Colleges 2003
Biotechnology Industry Organization
CARET 2003
CoFARM
Croplife America 2003
Federation of Animal Science Societies (FASS) 2003
Forest Landowners Association
Institute of Food Technologists 2003
National Agricultural Biotechnology Council
National Chicken Council
National Corn Growers Association 2003
National Council of Farmer Cooperatives 2003
National Pork Producers Council
Northwest Horticultural Council 2003
The Cotton Foundation 2003
U.S. Rice Producers Association
Wildlife Management Institute

University Members

Academic Committee on Organization and Policy (ACOP) of NASULGC
Association of 1890 Research Directors
Auburn University 2003
Clemson University
Colorado Agricultural Experiment Station
Cornell University 2003
Donald Danforth Plant Science Center
Experiment Station Committee on Organization and Policy (ESCOP) of NASULGC
Extension Committee on Organization and Policy (ECOP) of NASULGC
Farm Foundation 2003
Iowa State University 2003
Kansas State University
LSU Agricultural Center 2003
Michigan State University
Mississippi State University 2003
North Carolina State University 2003
North Central Regional Association of Agricultural Experiment Station Directors
North Dakota State University
Ohio State University 2003
Oklahoma State University 2003
Oregon State University
Pennsylvania State University 2003
Purdue University 2003
South Dakota State University
Southern Association of Agricultural Experiment Station Directors (SAAESD)
Texas A & M University System
University of Arizona 2003
University of Arkansas 2003
University of California, DANR
University of California, Davis 2003
University of Connecticut 2003
University of Florida 2003
University of Georgia
University of Idaho
University of Illinois, College of ACES 2003

University of Illinois Extension & Outreach 2003
University of Kentucky
University of Minnesota
University of Missouri – Columbia
University of Tennessee 2003
University of Wisconsin – Madison 2003
Utah Agricultural Experiment Station 2003
Virginia Tech
Washington State University 2003
Washington University West Campus 2003
Wyoming Agriculture Experimental Station 2003

Corporate Members

Land O' Lakes
Nestle Purina PetCare Co.

Affiliate Members

A.J. & Jeanne Harland 2003
Brian M. Hys (American Society of Plant Biologists) 2003
Constance Locher-Bussard, R.D. 2003
Deborah T. Hanfman
Dr. Bernadette Dunham 2003
Dr. Gale A. Buchanan (University of Georgia)
Dr. Ken Lee (Ohio State University)
Dr. Martin A. Massengale (University of Nebraska) 2003
Dr. Teresa A. Gruber (CAST) 2003
Dr. Terry Nipp (AESOP Enterprises, Ltd.)
Dr. W. David Shoup (Southern Illinois University)
Illinois Corn Marketing Board 2003
Illinois Farm Bureau 2003
Illinois Soybean Program Operating Board 2003
*Jack Erisman (Goldmine Farms, Inc.) 2003
John L. Huston 2003
*Judith S. Stern 2003
Kellye Eversole (Eversole Associates) 2003
Larry L. Groce (GROCE & Associates) 2003
North American Millers' Association
Richard Herrett (Agricultural Research Institute) 2003
Rod Nilsestuen (Wisconsin Federation of Cooperatives)
*Sam Minor 2003
Tamara Wagester (C-FARE)

Honorary Member

Dr. Norman Borlaug 2003

* indicates new members as of 2003
2003 indicates dues already paid for 2003

National C-FAR 3rd Annual Meeting

Registration Form

First Name: _____

Last Name: _____

Job Title: _____

Name of Organization: _____

E-Mail Address: _____

Business Address

Street Address: _____

City: _____

State: _____ Zip: _____

Business Phone: _____

Business Fax: _____

RESERVATION

____ Yes, I will attend the 3rd Annual Meeting of the National C-FAR on May 20th in Washington, DC at the Washington Terrace Hotel (www.washingtonterracehotel.com).

Please Fax Form By May 16th to: 217-398-4119

Or Mail to:

**N-CFAR
Annual Meeting
1111 N. Dunlap Ave.
Savoy, IL 61874**