

## National C-FAR Research Outreach Committee July 6 Meeting Highlights/Action Items

- ROC Chairman Larry **Heider** (Assn of American Vet Medical Colleges) called the meeting to order, with strong participation by the following: **Meeker** (Fed of Animal Science Societies), **Glasener** (Am Soc of Agronomy/Crop Science Soc/Soil Science Soc), **Hyps** (Am Soc of Plant Biologists), **Donze** (Am Dietetic Assn), **Bellis** (United Soybean Board), **Pardini** (Nevada Ag Experiment Station), **Hedberg** (Weed Science Soc), **Rhines** (Noble Foundation), **Reid** (Institute of Food Technologists), **Cartwright** (Institute of Food Technologists), **Molen** (Natl Assn of State Depts of Ag), Van Arsdall
  
- **Short-Term Goals, Leading to & at Next Meeting** Based on assignments carried out and additional research:
  - Speaker selection criteria/matrix.
  - Topics.
  - Prime candidates.
  - 2005 seminar dates, February-May.
  - Preliminary seminar series budget.
  - C-FAR members and supporters to be surveyed in advance of meeting re potential subjects/speakers.
  
- **Hill Research Seminar Series**
  - The ROC discussed a range of objectives for the initiative, including—
    - Inward Objective: Cover diversity of C-FAR membership to encourage ownership involvement and support, both financial and in-kind [inward objective]. Suggested categories:
      - Food uses.
      - Non-food uses.
      - Production ag.
      - Environmental.
    - Objectives re policymakers & other target audiences:
      - Consider types of agriculture (plant, animal, other).
      - Geography.
      - Types of science.
      - Focus on value to consumers.
      - Timely, leading edge research.
      - Feature top notch researchers.
      - Demonstrate breadth of agriculture (traditional ag yes, but all facets of system).
  - *Heider/Van Arsdall tasked to develop matrix of goals/criteria and circulate for ROC's consideration.*
  - *Short description of seminar series concept to be circulated [Post script: **Bellis** to update original concept paper]*
  - The ROC discussed the logistics of putting the seminar series together, using information gained from hill staff and other recent experiences as reference. Key points raised include:
    - Catchy title!
    - Focus on members of appropriations [& authorizing committee] to serve as hosts, reserve rooms
    - Committee staff can be helpful in circulating announcements.

- Key—Researcher who is effective communicator, ability to connect with hill staff.
  - Manageable, but need team effort [share work load & anxiety].
  - Format—Discussed two approaches, series of first four:
    - Test different formats, timing [e.g., break, lunch, reception, Friday, Monday, etc.]
    - Do research beforehand and take best shot with consistent format, timing, serious test of full seminar series.
      - Based on hill staff input, consider Friday or Monday, mid-to-late afternoon format, light refreshments.
    - ROC set goal of choosing format at next meeting.
- **Major Areas/Speaker Candidates**
  - Food uses.
    - Milner, et al, nutrigenomics [incl purple carrots?] lead candidate based on May effort.
    - *Donze to take lead in following up, supported by Bellis.*
  - Non-food uses.
    - Biobased products, likely stay away from bioenergy.
    - *Reid to take initial lead.*
  - Production ag.
    - Rapid diagnostics identified as lead potential subject, given food safety, animal health, homeland security implications.
    - Paula McCready, UC-Davis/Lawrence-Livermore Lab mentioned.
    - *Heider initial lead.* [contact her through AAVMC's President Bennie Osburn who is the Dean of vet med at UCD]
    - Also phosphates & livestock, pests & invasive species discussed.
  - Environmental.
    - Carbon sequestration mentioned as top subject.
    - *??? initial lead.*
  - Other points discussed:
    - Need university speakers, not just ARS, as universities are training ground for future researchers, practitioners.
    - Important to reflect that ARS isn't only agency where food & ag research occur (like NIH).
    - Need industry researchers/spokespersons to participate and help make connection with publicly funded research (e.g., Dow, Syngenta, Monsanto, Kraft, etc.).
    - Sharon Schumacher, David Shaw [Mississippi State] mentioned as potential speakers?
    - Discussed NASULGC Food & Society project, with project team as potential source of topics/speakers. *Van Arsdall to circulate web link.*
    - NRC site also mentioned. ROC members were encouraged to circulate information sources directly. *Van Arsdall to circulate ROC contact information.*
    - *Van Arsdall to request suggested topics and speaker candidates from C-FAR members and supporters once concept paper revised, tentative subject and speaker selection criteria agreed to—prior to next ROC meeting.*
- **Budget**
  - *Heider/Van Arsdall to take first cut at budget requirements.* Input welcome!
  - Preliminary notes:

- If 'break' format, \$500 may be enough for light refreshments.
    - Speaker costs, perhaps \$1,500 each for out-of-towners? If include DC-based speakers, perhaps less. Sometimes event may involve more than one speaker.
    - Many members and supporters may have more than one source of funding—one to underwrite event costs and perhaps another source to help defray speaker travel costs if members/constituents involved.
  - Sponsorship/fundraising—it was agreed that the concept should be more clearly defined and a tentative budget developed before going back to sponsors of the planned May event and all C-FAR members and supporters requesting funding support.
    - Significant preliminary indications of member support, both financial & in-kind.
    - Current plan is to solicit funding external to membership dues process, especially given need to firm up budget before organization's annual budget planning process.
- **Other**
  - The next success profile is ready to launch [food allergens, revised to feature wheat].
    - *Organizations needed to volunteer to help with hill distribution.*
  - CSREES Task Force Ag Research Institute report?
    - *Van Arsdall to check on status.*
  - NASULGC Budget & Advocacy Committee. The ROC was briefed on efforts to improve interaction between C-FAR and NASULGC.
  - Discussion deferred on:
    - Additional outreach opportunities for guest speakers.
    - Potential for poster exhibit [including grad students] as part of one or more seminars.
    - Modifying 2005 success profile schedule to complement seminar series.
  - Next ROC Meeting: Notice to be sent out after July 9 deadline for survey responses re availability.

Revised, RTVA, July 7