

Research Outreach Committee

Barb Glenn, Chair

Hill Seminars
Targeted Advocacy
2012 Recommendations
Leadership Proposal



NATIONAL COALITION FOR
FOOD AND AGRICULTURAL RESEARCH

National C-FAR Mission

Through education and outreach efforts, **sustain and enhance federal funding for food and agricultural research, extension and education to help bring about research outcomes** that provide a range of major public benefits.



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National C-FAR

Unique Role

Nonpartisan, consensus-based and **CUSTOMER-LED** (*stakeholders who need and benefit from research outcomes*) coalition that brings food, agriculture, nutrition, conservation and natural resource organizations together with the REE community—providing a forum and a unified voice for enhanced public investment in food & agricultural REE.



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Current Board Direction re Action Program Priorities

Focus limited resources on what we do well-outreach to hill & agency officials through hill seminars, success profiles.

Targeted complementary role in advocacy, support for budget & appropriations, commenting on farm bill implementation.



'Lunch~N~Learn' Hill Seminar Series

EDUCATION WITH A PURPOSE!!!

- Laying foundation of increased awareness and appreciation
- Supporting informed and favorable budget and appropriations recommendations



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'Lunch~N~Learn' Hill Seminar Series

SELECTION CRITERIA

- Timely Topics of Interest to Hill Staff
- Presenters Effective Communicators
- Science-Based, Peer-Reviewed
- Show Value of Federal Investments in Food & Ag REE
- Diversity of Disciplines, Institutions
- Geopolitics

- * Leverage Limited Resources through Collaboration and Partnerships



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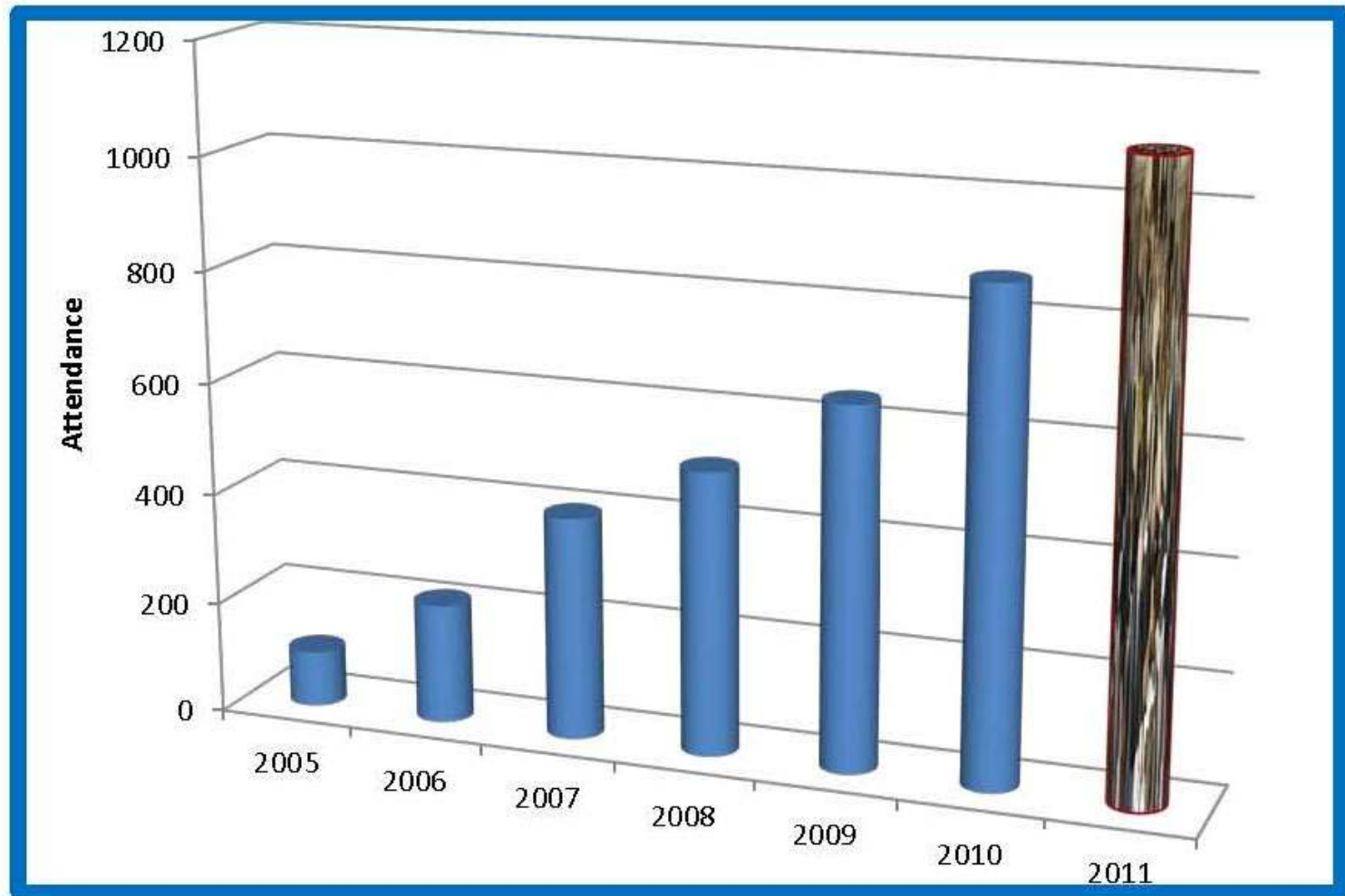
MAKING A DIFFERENCE

- 62 Seminars in 7 Years
- Over 3,500 Attendees-Overwhelmingly Hill Staff
 - 12 Seminars in 2011-1,089 Attendees
 - Positive Feedback From Hill, Agency Staff
- Diversity of Disciplines, Timely Topics
 - 71 Speakers
 - 50 Institutions/Agencies
 - 31 States



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'Lunch~N~Learn' Hill Seminar Series Education With a Purpose!—Attendance



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“Clearing the Air on Greenhouse Gases”

Dr. Jack Morgan, USDA, ARS-78 Attendees



“Agriculture-Science for All Americans”

Drs. Jon Pederson & Tiffany Heng-Moss, U of Nebraska-
100 Attendees



“Providing for Tomorrow’s Food Days”

Dr. Lowell Catlett, New Mexico State-96 Attendees



“The Air we Breathe”

Dr. Frank Mitloehner, UC-Davis-91 Attendees



“Mapping for the Future of Our Food”

Dr. Patrick Schnable, Iowa State-90 Attendees



“i-Trees”

Dr. David Nowak, USDA Forest Service-77 Attendees



“Guess What’s Coming to Dinner?”

Dr. Eric Hallerman, Virginia Tech-72 Attendees



“Public Research Agenda for Agriculture” Hon. Cathie Woteki, USDA-128 Attendees



“Food Fraud”

Dr. John Spink, Michigan State-87 Attendees



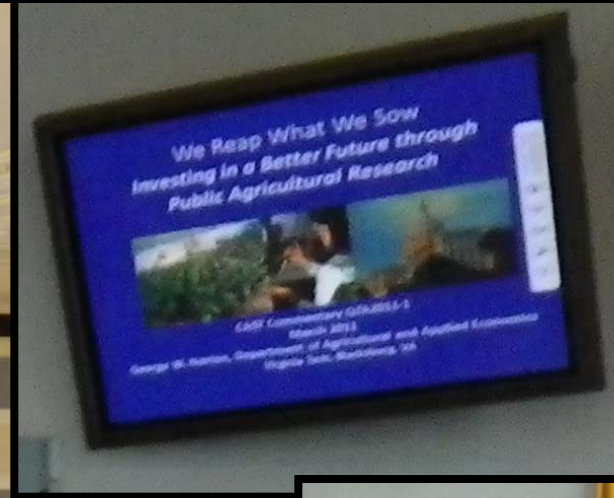
“Eating Out and Overeating”

Dr. Jayson Lusk, Oklahoma State-80 Attendees



“We Reap What We Sow”

George Norton, Virginia Tech-72 Attendees



“Invasive Weeds Spreading Fire Across the Western U.S.”

Richard Mack, Washington State-70 Attendees



ALWAYS LOOKING TO IMPROVE HILL SEMINARS

- COORDINATE –COLLABORATE WITH SPECIAL EVENTS
 - Make Research Part of the Dialog (Ag Day, etc.)
- STAYING ON MESSAGE: Educational, BUT “*connecting the dots*” —
 - Seminar topic.....
 - Importance of federal funding.....
 - Additional research needs, and.....
 - How food and ag rsch funding fares vs NIH, NSF.



LOOKING AHEAD—2012 SEMINARS

- Interest High!
- 20 New Nominations, More Promised
- Subject to Board Approval of 2012 Action Program, ROC Selected First 6 Speakers-Topics for 2012, plus 2 Placeholders [planning for 12]
- Synergies-Coordinating with Key Events, Raising Profile of Research



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LOOKING AHEAD—2012 SEMINARS

- Energy Issues Affecting Corn/Soybean Systems
 - Doug Karlen, Iowa State/ARS
- Invasion Persuasion (Weed Science)
 - Rodney Lyn, North Dakota State
- Processed Foods, Place in a Healthy Diet?
 - Eric Decker, U of Massachusetts
- Water Quality and Agriculture
 - Rick Cruse, Iowa State
- Research on Co-ops Benefits Future of Ag Economy
 - Phil Kenkel, Oklahoma State
- Smarter Lunchrooms
 - Brian Wansick, Cornell



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COLLABORATION

APLU-Op Eds by REE “Customer” Leaders

- Conner, “Ag Research Wise Investment”
–Delta Farm Press

“.....there’s one federal investment — agricultural research — that reaps returns by promoting economic growth, addressing urgent national and international problems, and attracting young people to fields where their talents are sorely needed and their contributions will be well-rewarded.”

- Revitalize Op Eds?
- 150TH ANNIVERSARY OF MORRILL ACT?



KEY ADVOCACY POINTS

Support increased funding for ALL parts of USDA's REE mission,
both *intramural and extramural*

- Support actions to fund the Agriculture and Food Research Initiative (AFRI) at the fully authorized level as soon as practicable.
 - Funding at the authorized level of \$700 million is necessary in FY 2011 to ensure the achievement of the scientific underpinnings necessary to achieve multiple goals and objectives, and (*train future scientists and technicians for ag and industry (capacity)*).
 - Opposed to taking funds from other REE programs in USDA to fund AFRI.
 - AFRI should enable USDA to continue leveraging.
- Support increased funding for the remainder of NIFA beyond AFRI—including the Agricultural Research Service (ARS), Economic Research Service (ERS) and Forest Service (FS).



2011 ADVOCACY ACTIONS-HIGHLIGHTS

- Testified before PCAST Cmte
- House & Sen Comments FY11 CR
- FY12 Comments & Group Letter, House & Sen Ag Approps
- Letter & (Partic in Group Letter) to Super Cmte
- Participating in AFRI Coalition to Contribute to Unified Stakeholder Support for NIFA-AFRI Funding
- Comments, House Ag FB Audit Hearing
- Comments, Draft USDA REE Action Plan
- Support for CARA
- Comments to OSTP on Bioeconomy Blueprint



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Responding TODAY to Challenge
Identified at 2011 Annual Meeting

WEBINAR PANEL-
ARTICULATING A BETTER CASE
For FEDERAL FUNDING
For FOOD AND AG REE



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ROC RECOMMENDATIONS

- Continue focus on Hill Seminar Series.
- Continue targeted policy advocacy.
 - FY11-Continuing efforts.
 - FY12.
- Continue to improve collaborative efforts.
- Host stakeholder meeting(s) with key policymakers.
- No new initiatives proposed.



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LEADERSHIP IMPACT PROPOSAL

CHUCK CONNER

- BRAINSTORMING DINNER?
- UNIFIED GOAL?
- RATIONALE?
- REQUEST TO OSTP/USDA TO CONVENE INDUSTRY SUMMIT?
- RECRUIT CONGRESSIONAL CHAMPION?



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