

# Research Outreach Committee

**Barb Glenn, Chair**



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

## GOAL: *Means to an End!!!*

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



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# Competing for Their Attention!

## 2010-11 Seminar Titles

**Invasive Weeds Spreading Fire Across the Western U.S.**

**We Reap What We Sow**

**Turning Today's Crops into Tomorrow's Fuel**

**Dynamic Duo!-Agroforestry • Solving Africa's Weed Problem**

**Local Foods Across the Country and Close to Home**

**Animal Rights and Wrongs • The Road to 2012**

**From Specialized Farming to Your Fork**

**One Fish, 2 Fish, Feed Fish, Food Fish**

**Feeding Our Future • Agriculture's "Perfect Storm"**

**World Food Security at Risk?**



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# Making a Difference-2011

- 2 in 2011 to Date—142 Attendees
- 6 More Approved:
  - Restaurant Calorie Labels-Jayson Lusk, Okla State (May 2)
  - Preventing Economically Motivated Adulteration of Food Products-John Spink, Michigan State (May 9)
  - Power of Collaboration in Research-Under Sec Woteki (Jun 6)
  - Guess What’s Coming to Dinner (Genetically Engineered Foods)-Eric Hallerman, VPI (Jun 20)
  - i-Trees, Structure, Function and Values of Urban Forest Resources-David Nowak, USFS (Jul 11)
  - Plant Genome Initiative-Pat Schnable, Iowa State (TBD)
- 2-3 More *Planned*



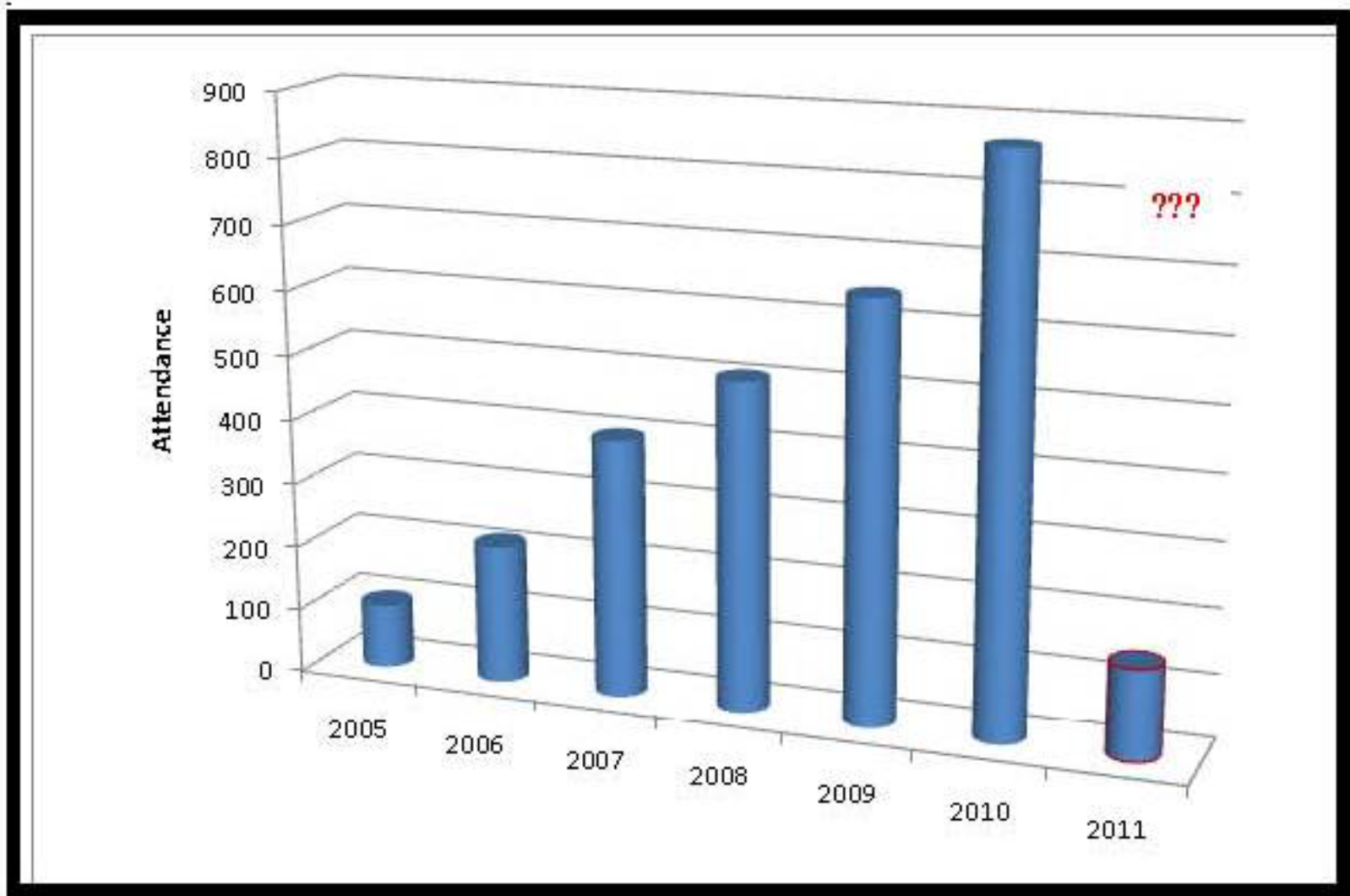
# Making a Difference

- 51 Seminars in 5 Years
- Over 2,500 Attendees-Overwhelmingly Hill Staff
  - 11 Seminars in 2010-868 Attendees
  - Positive Feedback From Hill, Agency Staff
- Nearly 50 Institutions Participating
  - 30 Universities
  - 28 States
  - 8 Agencies
- Wide Range of Topics, Disciplines



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# 'Lunch~N~Learn' Hill Seminar Series Attendance



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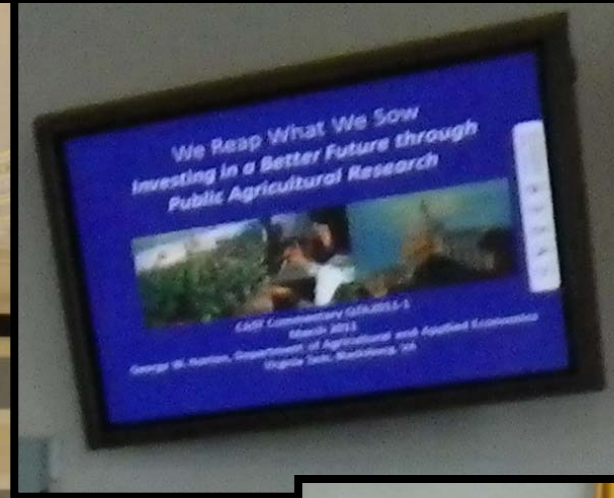
# Invasive Weeds Spreading Fire Across the Western U.S.

## Richard Mack, Washington State-70 Attendees



# “We Reap What We Sow”

George Norton, Virginia Tech-72 Attendees



# '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

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- \* Leverage Limited Resources through Collaboration and Partnerships



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# Geography of Hill Seminar Speakers



# LOOKING TO IMPROVE HILL SEMINARS

- GEOGRAPHY OF SPEAKERS VS APPROPRIATORS
- STAYING ON MESSAGE: Educational, BUT “*connecting the dots*” —
  - Seminar topic.....
  - Importance of federal funding.....
  - Additional research needs, and.....
  - How food and ag research funding fares vs NIH, NSF.
- BUILD ON COLLABORATIVE EFFORTS



# APLU Collaboration

## 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.”

- In the Queue?



# 2011 Advocacy Actions-Highlights

- FY11 CR—Group Letter, Unsustainable REE Funding Deficit
  - 66 organizations, 22 individuals
  - Demonstrates Value of Collaboration
- FY12—Comments Filed, House Ag Approps Hearing
  - What's Next?
- Draft USDA REE Action Plan—Comments Under Development
- Participating in AFRI Coalition to Contribute to Unified Stakeholder Support for NIFA-AFRI Funding



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# 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.
  - 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).



An Emerging Challenge?

ARTICULATING A BETTER CASE

For

FEDERAL FUNDING

For

FOOD AND AG REE



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