



NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

National C-FAR Research Committee Action Update November 5, 2003

Leveraging limited funding under a plan of action authorized in 2002 by the Board, the 'Research' Committee, chaired by Tamara Wagester (CFARE), is continuing to help to lay the necessary groundwork to support future advocacy work for increased public funding through an increased awareness initiative targeting key policy staff. Actions taken or planned include—

- ✓ Completed the first four in a series of *1-page research success stories* (Anthrax, Penicillin, Witchweed, Mastitis), which are posted at <http://www.ncfar.org/research.asp>.
- ✓ Developed a *transmittal letter* for use as a cover in mailings to hill and other target audiences.
 - The letter is printed as a half-page format on National C-FAR letterhead so key portions of the success story are readily visible.
- ✓ *Delivered* the first two success stories to all ag legislative assistants and key committee staff in both the House and Senate:
 - **Anthrax**, on September 30
 - **Penicillin**, on October 31
 - *Mastitis & Witchweed* 1-pagers scheduled for launch mid-November & December, respectively.
- ✓ Approved 9 additional subjects for future 1-pagers, information being compiled. Multiple 'ownership' by NC-FAR members being encouraged. First six scheduled for launch in the first half of 2004:
 - Health Promoting Phytochemicals
 - Standard Establishment for Frozen Foods
 - Wine Industry Growth
 - Emerging and Zoonotic Animal Diseases
 - Elimination of Food Allergens
 - Low Fat Meats
 - Hospital Transitions and Consolidation in Rural Communities
 - Diabetes
 - Economic Analysis of Benefits Obtained from Conservation Programs
- Other submissions are pending consideration.
- ✓ Revised the *guidelines* used in evaluating additional topics submitted by National C-FAR members.
 - The committee intends to seek ways to increase emphasis how public investment and research can provide benefits by addressing current and future challenges.
 - A diversity of success stories reflecting the rich diversity of stakeholder interests remains an important goal.
 - Submission of additional candidate subjects from National C-FAR members is encouraged. Information should conform to guidelines.
 - The link to the guidelines is <http://www.ncfar.org/guidelines.pdf>
- ✓ Began the process of expanding outreach by developing contact lists in the *executive branch*, where the budget process begins and ends.
 - Plan is to communicate via e-mail.
 - A list will be circulated in the near future, with National C-FAR members encouraged to add to the list.
- ✓ Began exploring ways to better market materials, including use of *press releases*.
 - The committee plans to develop a media contact list [especially e-mail addresses], to be circulated to National C-FAR members for additions.
- ✓ Discussed ways to *encourage National C-FAR members* to include success stories related to their own missions in their newsletters and other communications.
 - The committee hopes to build a communications 'director' contact e-mail list for all National C-FAR members.