



NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

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May 30, 2003

National C-FAR – June 2003 Update

This electronic newsletter has the report on the May 20th Annual Meeting and Board Meeting. A list of members who have paid their dues is included. If you are not on the list, please pay the dues before July 31, 2003.

National C-FAR held its 3rd annual meeting at Washington Terrace Hotel, 1515 Rhode Island Ave., NW, Washington, DC from 10:00am to 1:30 pm on May 20, 2003. Approximately 45 people attended. The meeting was chaired by President Terry Wolf.

President Wolf welcomed the attendees. Next, David Graves, Vice President and Chair of the Legislative Committee, provided the background and overview of the proposed Communications Plan developed by DITTUS Communications. Mr. Graves explained that DITTUS's response to our Request for Proposal was selected by a competitive review process conducted by the Legislative Committee. The Board authorized the Request for Proposal at the 2002 Board Meeting. DITTUS has met with the Legislative Committee several times and interviewed many National C-FAR members and other stakeholders. Due to the importance of this proposal to our future plans, we will summarize it in some detail. Of course, this idea is still in its formative stages and will require much more discussion by the Board and members before implementation.

DITTUS Proposal: Mr. Tom Conway and Mrs. Trudi Boyd were introduced by Mr. Graves. They handed out a summary presentation of DITTUS's proposed plan which was submitted February 3, 2003. DITTUS's central point is that to reach our goal of doubling federal food and agricultural research funding, we need to adopt a broad long-term perspective. Pressuring Congress during the annual appropriations process, essentially a zero-sum game, is unlikely to be successful. We must define our needs in terms that resonate with many other interest groups, sectors, etc. We need to determine how we can best help Congress help us achieve our mission. We should lead Congress to the conclusion rather than pressure them. We should act as a catalyst and help Congress comprehend the public benefits of expanded research and education.

As a starting point, DITTUS suggested we might categorize the benefits and concerns into three broad areas or "buckets" – renewable resources, natural resources, nutrition and health. Phase One, during 2003-2004, would include hosting a series of high-level, thought leadership "mini summits" in Washington, DC. The mini-summits would engage a panel of 8 to 15 visionaries, leading policymakers, researchers, authors, CEOs, consumer advocates, etc. in provocative roundtable discussion and debate. A seasoned moderator, likely a respected journalist, would guide the summit participants in the discussion. The summits would be held at an appropriate high visibility public venue that underscores the tone and importance of such an event. Potential locations include the

Capitol Rotunda, the USDA's Atrium, the Ronald Reagan Building and International Trade Center, the EPA's Rotunda, the new Office of Homeland Security, etc.

To encourage a thoughtful dialogue, these summits would be closed to members of the media. A series of white papers would be released after each summit. These white papers would thoroughly examine the chosen roundtable discussion topic, recapitulate all points of view and offer a challenge for others to engage with us. Each white paper would be released at a national press event in Washington, DC with select summit participants. These press events would enable participants to comment publicly on the discussion and conclusions and garner media coverage and public support.

Phase One would also include a broadcast element. National C-FAR would work with a member or sponsor to produce a special television broadcast examining one of the core issues emerging from the mini summits. The broadcast would have a "PBS documentary look and feel" that thoroughly examines and informs why there is a critical need. This documentary would demonstrate the potential severity of the situation, the consequences of doing nothing, what the future may hold, the direct impact on people's lives and the cost of doing too little too late. It must challenge and question our national priorities. The broadcast would be distributed via PBS or other suitable broadcast outlets, but the primary audience would be key influencers inside the Washington Beltway.

Phase Two, the main event during 2004-2005, is a unique and somewhat interactive event to be held on the Washington Mall based on the most compelling issues/challenges ahead as a result of our 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 mall event would challenge participants to "take a walk on the mall" through a series of mazes that would provide a meaningful demonstration of 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 attention, we also want the event to be compelling and engaging for people from all walks of life.

Solid sponsorship will be necessary both financially and politically. DITTUS proposes that National C-FAR not only seek sponsors from its own membership, but reach beyond and thereby send a strong message that this is a serious undertaking and will help deflate any possible detractors. Event sponsors will be invited to showcase their technologies. Invited dignitaries, elected officials and policymakers will be invited to participate in a preview or pre-walk to kick-off the event.

Following the DITTUS presentation, several questions were asked and discussed. In response to why the mall location, DITTUS explained that such an event creates stature and visibility, would be attractive to sponsors, demonstrates the breadth of our coalition, creates roles for various stakeholders, and should attract media coverage. The event is not aimed at the general public, but at the leaders in the Administration and Congress. Both the summits and mall event will need to be timed so as not to become embroiled in the political campaigns. Dan Dooley remarked that this proposal is very similar to the one proposed by the National Agricultural Research, Extension, Education and Economics Advisory Board three or so years ago. As noted in the Board minutes below, the Board does plan some follow-up steps.

Public Good or Private Benefits? Dr. Tom Fretz, Dean of Agriculture and Natural Resources, University of Maryland, spoke on "The Status, Prospects and Priorities of Food and Agricultural Research and Education." Dr. Fretz brought a broad perspective to the group, not only from the perspective of a dean of agriculture, but also as a member of the National Agricultural Research, Extension, Education and Economics Advisory Board and the Food and Society Project of the National Association of State Universities and Land Grant Colleges. Fretz expressed his concern about the severe budget cuts that many of the colleges of agriculture are experiencing. The cuts, in part at least, are accepted because food and agricultural research and education are not well-understood by the public. Apparently the public does not see anything sufficiently critical about research and education. He stressed we must better articulate that food and agricultural research is a positive force that is

strategic, accountable, and uses a systems approach. We need a well-defined research strategy. He worries that the public's apathy towards or acquiescence to the massive budget cuts, especially for Extension, arise from the perception that research and education are just private benefits not public goods. If they are perceived as private benefits, then the public reasons they should be privately funded not publicly funded. We need to more effectively communicate the public benefits of research and education.

Science is the Basis of Agriculture: Dr. Rodney Brown, Deputy Under Secretary for Research, Extension, and Economics, USDA, outlined the priorities USDA is placing on agricultural research and education. Dr. Brown used several examples of the 3.5-fold gains in milk production per cow, yield per acre, etc. to illustrate the point that we should take some credit for what has been accomplished the past 50 years rather than being so defensive. High productivity in agriculture is good for the environment. Research is only 4% of USDA's budget and often is not recognized. The major effort of Research, Extension, and Economics, is to elevate the scientific status of food and agriculture research and education, provide the science to support the USDA "action" agencies, and enhance interagency cooperation. While some research programs have been increased, for example the National Research Initiative, Brown noted that the overall budget has been flat. Research on obesity is receiving increased emphasis in Washington.

Following a buffet lunch, the group explored further the DITTUS proposal. It was mentioned that education of our membership about the importance of a long-term commitment to food and agriculture research was very important. If we do, Congress will respond to broad-based support. To broaden the support we also need to work with those at the state level.

Committee Reports:

Legislative: David Graves presented the Legislative Committee report. He explained how the committee's initial efforts were to establish good working relationships with the legislative, appropriations, and budget committees in the Senate and House that deal with food and agricultural research. The legislative committee meets monthly and often has a guest speaker from the Congressional Committees or USDA. As detailed above, much of the focus in recent months has been on the DITTUS proposal.

Research: Tamara Wagester presented the Research Committee report. She noted that 4 one-pager success stories were developed and published in 2002. They can be seen on our website (www.ncfar.org). Additional work is underway. The future editions will cover a broader range of topics and include research conducted at the universities.

Secretary/Treasurer: Joe Coffey presented the Secretary/Treasurer's report. He noted that since our founding on January 30, 2001, National C-FAR has become a broad-based and influential national advocate for food and agricultural research and education. A highlight of the success to date has been attracting nearly 100 members and encouraging the passage in the 2002 Farm Bill of a "Sense of Congress" calling for a "doubling food and agricultural research over the next 5 years."

National C-FAR remains in a sound and improved financial condition with \$108,947 of capital at the close of April. All of National C-FAR assets are held in a checking account at Bank One and an investment account at Morgan Stanley. We have no property, equipment or any other assets or employees. We operate as a 501 C (6) non-profit corporation registered in Illinois.

During the first four months of 2003, we had \$51,919 of revenue from membership dues. Seventy members have already paid their dues for 2003 and 31 members have not. We have had two new

individual memberships. July 31 is the deadline for 2003 membership dues. We expect several more will pay dues before the deadline.

Total expenses through April 30 were \$25,408, leaving a net income for the first 4 months of \$26,511. Major expenses for the year have been \$2,334 for the annual meeting, \$5,162 for professional fees of the secretary/treasurer; \$3,402 fees paid to Federation of Animal Science Societies (FASS) for their administrative support of National C-FAR, and \$12,500 to DITTUS. The FASS fees are charged per an agreement dated March 2002. FASS is reimbursed for the services provided. In addition to these expenses, we anticipate about \$4,000 additional expenses for the 2003 annual meeting and about \$4,000 for Services from Secretary/Treasurer.

Election of Board Directors: Gale Buchanan, Dean of Agriculture and Life Sciences, University of Georgia, submitted a report on nominations. Members nominated for the Board were: Bob Stallman, American Farm Bureau Federation; Andrew Jordan, National Cotton Council; Steven Pueppke, National Agricultural Biotechnology Organization; Michael Phillips, Biotechnology Industry Organization; David Graves, National Council of Farmer Cooperatives; Gerald Tumbleson, National Corn Growers; Joe Layton, American Soybean Assoc/United Soybean Board; Rollin Sparrowe, Wildlife Management Institute; and Elizabeth Sabin, American Veterinary Medical Association. The floor was opened for nominations. There being none, it was moved, seconded and approved that the slate be approved by unanimous acclamation.

There being no further business, the annual meeting was adjourned at 1:40 p.m.

Minutes of National C-FAR Board Meeting Board of Directors

Shortly after the Annual meeting adjourned, President Wolf convened the Board of Directors Meeting. A quorum consisting of 9 members were present: David Graves, Terry Wolf, Steve Pueppke, Elizabeth Sabin, Gerald Tumbleson, Joe Layton, Dan Dooley, Dennis Marple and David Reid via conference call.

The first order of business was the election of officers. David Graves, President of the National Council of Farmer Cooperatives, was elected President and Steve Pueppke, Associate Dean of Research, College of Agriculture and Consumer Sciences, University of Illinois, was elected Vice President.

The Board discussed the DITTUS proposal presented at the Annual meeting. It was generally agreed that we needed to do something new to bolster food and ag research funding and, while many issues need to be further explored, it was felt that this was a high priority project. It was agreed that the Board should be directly involved in the effort.

It was moved by Dan Dooley, seconded by Andy Jordan, and approved by the Board to “engage DITTUS to develop an operational plan, including budget projections, to implement Phase One of their proposal. The Board will further refine the mission statement of National C-FAR in order to fully integrate the mission with the operational plan.”

In addition to the DITTUS plan, priorities for the year include an aggressive campaign to build and broaden membership. The Board agreed to continue with the research impact statements but encouraged the Research Committee to broaden the range of topics, include research and education examples from universities, and make sure they were on fresh and current topics.

Revisions to the bylaws were discussed. Areas that need review include the provision that specifies the membership dues and the provision that sets the annual meeting in January or February. The Board believes that consideration should be given to making these provisions less specific. We need to give consideration to having dues of less than \$500 for state and local organizations. It was generally agreed that the mid-to-late May period seemed to be best for the annual meeting. A review of the bylaws was referred to the Rules and Procedures Committee.

The President appointed an ad hoc committee of Joe Coffey, Terry Wolf and Steve Pueppke to review the applications for the Washington representative who will replace Joe Coffey and submit a recommendation back to the Board. The committee plans to hold a conference call in a few days and meet in Washington on June 9.

There being no further business, the meeting was adjourned at 4:00 p.m.

Respectfully submitted,

Joe Coffey, Secretary/Treasurer

National C-FAR Board of Directors for 2003-04
(Year 3-year term expires in parentheses)

BOARD OF DIRECTORS

David Graves, President
National Council of Farmer Cooperatives (2006)

Steven Pueppke, Vice President
*National Agricultural Biotechnology
Association (2006)*

Susan Borra
American Dietetic Association (2004)

Jon Caspers
National Pork Producers Council (2004)

Dan Dooley
CARET (2005)

Karl Glasener
CoFARM (2005)

Lawrence Heider
*Association of American Veterinary Medical
Colleges (2005)*

Andrew Jordan
National Cotton Council (2006)

Joe Layton
American Soybean Association (2006)

Dennis Marple
FASS (2005)

Ray McAllister
CropLife America (2004)

Michael Phillips
Biotechnology Industry Association (2006)

Elizabeth Sabin
American Veterinary Medical Association (2006)

Mary Schmidl
Institute of Food Technologists (2004)

Rollin Sparrowe
Wildlife Management Institute (2006)

Bob Stallman
American Farm Bureau Federation (2006)

Gerald Tumbleson
National Corn Growers Association (2006)

Joe Coffey
Secretary/Treasurer

National C-FAR 2003 Membership List

May 30, 2003

National Members

American Dietetic Association 2003
American Farm Bureau Federation 2003
American Feed Industry Association 2003
American Society of Animal Science 2003
American Veterinary Medical Association 2003
Association of American Veterinary Medical Colleges 2003
Council for Agricultural Research, Extension, and Teaching (CARET) 2003
CropLife America 2003
Federation of Animal Science Societies (FASS) 2003
Institute of Food Technologists 2003
National Agricultural Biotechnology Council 2003
National Corn Growers Association 2003
National Council of Farmer Cooperatives 2003
Northwest Horticultural Council 2003
The Cotton Foundation 2003

University Members

Auburn University 2003
Cornell University 2003
Donald Danforth Plant Science Center 2003
Farm Foundation 2003
Iowa State University 2003
Kansas State University 2003
LSU Agricultural Center 2003
Michigan State University 2003
Mississippi State University 2003
North Carolina State University 2003
North Central Regional Association of Agricultural Experiment Station Directors 2003
Ohio State University 2003
Oklahoma State University 2003
Pennsylvania State University 2003
Purdue University 2003
Southern Illinois University Carbondale 2003
University of Arizona 2003
University of Arkansas 2003
University of California, Davis 2003
University of Connecticut 2003
University of Florida 2003
University of Idaho 2003
University of Illinois, College of ACES 2003
University of Illinois Extension & Outreach 2003
University of Kentucky 2003
University of Maryland – College Park 2003
University of Tennessee 2003
University of Wisconsin – Madison 2003
Utah Agricultural Experiment Station 2003
Virginia Tech 2003
Washington State University 2003
Washington University in St. Louis 2003
Washington University West Campus 2003
Wyoming Agriculture Experimental Station 2003

Affiliate Members

A.J. & Jeanne Harland 2003
Brian M. Hyps (American Society of Plant Biologists) 2003
Constance Locher-Bussard, R.D. 2003
Deborah T. Hanfman 2003
Dr. Bernadette Dunham 2003
Dr. Ken Lee (Ohio State University) 2003
Dr. Martin A. Massengale (University of Nebraska) 2003

Dr. Teresa A. Gruber (CAST) 2003
H. Michael Harrington (Western Assoc. of Ag. Exp. Station Directors) 2003
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
Marlyn Jorgensen (Jorg-Anna Farms) 2003
Richard Herrett (Agricultural Research Institute) 2003
Sam Minor 2003
Tamara Wagester (C-FARE) 2003

Honorary Member

Dr. Norman Borlaug 2003