

**Flip Chart Notes -- Strategic Planning Forum #3 @ Henderson
Henderson Community College
Task Force of the Future of Kentucky Agriculture and Rural Communities
Kentucky Agricultural Council
8/28/12**

Many see a challenge to creating a “unified message” that reconciles “large” versus “small” farms

- Can it be done?
- What is the role of KAC in working toward this?

Examples of success resulting from 2007 Strategic Plan:
Building support for the KADF
Large animal vets initiatives

Need clarification of Education goals:

- Who is the audience?
- On-farm vs. non-farm?

There is a need to help producers with regulations, infrastructure, they must address in order to tap / develop new market & product opportunities.

- Example of trying to ship non-GMO beans to Japan, hurdles encountered, lack of information about how to do this.

Farmers trying to develop / tap new markets faces challenges of scale, critical mass, logistics, regulatory issues – “all the pieces have to be there for these efforts to succeed” or else the identified market opportunity doesn’t go anywhere.

New markets, e.g. for vegetables, can get flooded – challenge for new producers

Concerns about consolidation of commodity purchasing organizations within certain regions; reduced options / competition.

Emphasis on promoting “buy local” is a good strategy for products that are not yet able to be marketed on a larger scale regional, national, or international basis.

Consumer education goals are important. This can be called “Ag literacy”.

Consumers need to better understand specifics of ag production, e.g. costs, economics, regulatory issues etc.

Ag Education – there is a need to get information to school counselors about the wide range of career opportunities related to agriculture.

- Challenge of implementing this – whose mission is it?

GMO – Consumers are afraid because they don't understand it.

- This can be part of what “Ag Literacy” should address.

Ag Literacy: it's one of the hardest issue for farmers to address when dealing with the public – it should be made a top priority of the plan.

A case can be made that GMO is “sustainable” . . . need to emphasize the “sustainable” aspects of agriculture, generally.

“We're fighting up hill” – the best PR talent you could buy would not be enough to change things [perceptions of ag]

Using social media should be emphasized as the greatest tool we could use to be “Ag-Vocates”.

Need organized efforts like a speakers' bureau

- Initiatives under way by Soybean Association: “Kentucky Farmers Care”
- Event coming up at Davis County Lyons Club meeting

It's amazing how far we have come in this process [the Strategic Plan] over the last 5-6 years

We need to bring all of Agriculture together to work for the betterment of Ag