

**Discussion Summary
KAC Task Force Meeting
May 30, 2012**

Opening discussion of key themes from Questionnaire / TF Member Survey

Loss of farm land to urban encroachment

 This is a legislative issue

 What we have is a situation of less but more costly land being operated by an aging population

Access to health insurance

 This is a legislative issue

 We need to think about creative ways to provide greater access to health insurance, such as an insurance pool for farmers and their employees

Assisting the next generation of farm operators

Research o improving yields with fewer inputs

 Also should include research on attributes, traits and genetics

New markets development and expansion of existing markets

 Need to identify and capture retail opportunities for Kentucky agricultural products

 Need to include identifying and capturing export markets

 Need to also consider how to highlight and market uniquely Kentucky products and the uniquely Kentucky environment for agricultural development

Cost of environmental regulations

 This is a legislative issue

Realistic government policies and regulations

 We would need to define what we mean by "realistic"

 This is really about helping policy-makers understand how polices and programs affect farm families and agricultural businesses

 This is a legislative issue

Agricultural education for youth, consumers and policy-makers

 Need to be very clear on the difference in purpose for marketing or providing educational programs to each of these groups

 This issue if part of our strategic plan will require us to be very clear as to desired outcomes and benchmarks for success

 This is really where we need to highlight the successes of the investments by the Ag Development Fund to demonstrate the economic and quality of life impacts of agriculture

Other comments and issues

 Value added processing and products are important to strengthening the ag economy

 Insuring that the Ag Development Fund continues to be funded and to be able to make wise investments that enhance opportunities for the agricultural sector

 What is the willingness of farmers to change what they do and how they do it?

 We need to increase OUR understanding what consumers know about agriculture and what they want from US as an industry. In other words, we need to know more about the characteristics of our market?

 Energy as an input and output of agriculture

 The infrastructure needs of agriculture - transportation, value-added processing, access to capital

Identifying priority issues and those that will be the focus of subcommittee recommendations

% identifying as HIGH priority	% saying should be a subcommittee	Issue
50%		Research to increase competitiveness of Kentucky agriculture
48%		Loss of farmland to urban encroachment
62.7%	71%	Formal agricultural education
66%	49%	Access to health insurance for farm families and employees
71%	79%	Consumer education on agriculture and research on consumer preferences
69%	68%	Assisting the next generation of farmers
79%	74%	Education of legislators and policy-makers on the role of agriculture in Kentucky's economy
57%	65%	Identifying and developing new markets
53%	46.9%	Value added processing and products
49%	34%	Adaptability of farmers to new ideas
79%	71%	Insuring continued funding for Ag Development Fund
33%	29%	Enhanced organizational and physical infrastructure for agriculture
59%	60%	Enhancing the economics of agriculture
40%	40%	Rural community economic development

The identified subcommittees

1. Formal agricultural education
2. Consumer education and research on consumer preferences
3. Assisting the next generation of farm operators
4. Education of legislators and policy-makers on the role of agriculture in Kentucky's economy
5. Identifying and developing new markets
6. Insuring continued funding for Ag Development Fund
7. Enhancing the economics of agriculture

What should the subcommittees be doing as they develop suggestions for actions to be incorporated into the plan?

- Keep in mind that the strategic actions should reflect the best interests of the agricultural industry and rural communities as a whole
- Use the ideas presented in February and May meetings and the open ended comments to identify potential action strategies

Think about potential strategic actions in terms of:

What specifically do you want to achieve in the next 5 years with respect to your issue? What would you want to be able to say that you have accomplished on this issue 5 years from now?

What are your strengths or assets as an industry on which you can build? How can you creatively build on these strengths to achieve your desired outcomes?

What are your weaknesses as an industry that may limit your effectiveness in achieving your strategic actions?

What realistically can KAC and its member organizations DO together to accomplish your goals?

What will happen if you DON'T act on this issue? What might be the worst case scenario?