

Legislator /Policy-Maker Education Committee
[Summary of Goals by LG]

Goal

Insure all legislators and policy-makers at local, state and national levels understand the economic and community impact of Kentucky's agricultural sector

Actions

Hand-deliver the new strategic plan to all state policy-makers shortly after release and be prepared to answer questions and provide additional information

Host a bi-annual meeting with non-KAC groups (e.g., KY Rotary) to update on progress with the plan

Invite policy-makers (state and local) to informational programs on the economic impact of agriculture on THEIR community and the state. An ad hoc committee must provide the skeleton script for such a presentation and make this available to member organizations and their members. Encourage new farmers to be a part of speaking teams because they are the face of the next generation of agricultural and community leaders

Every KAC member organization must acknowledge and act on their personal stake in informing KY policy makers about agriculture

Increase the use of social media to present the face of KY agriculture

Legislative and Policy-maker Education Committee

NOTES FROM 7/11/12

Goals for New Plan in the Legislature

1. Steady Funding Source – Where after ADF runs out?
2. Source of information and how to get it out to others: Use public or private Ag organizations / volunteers to get Ag information out.
3. One Voice: General and Broad based topics
4. Manage Issues by priority, with details. Each Ag organization should work with the KAC to take issues to the Legislature.
5. Commodity Groups work with Policy Makes; Tax Policy is an issue that affects all of Agriculture.
6. KAC Website: produce a structure that links Ag Groups, Chambers / Businesses – use as an educational tool.

Make a Contact List of who needs to be notified of Hot Topics:

1. Chamber[s] of Commerce; State / Local Economic Development organizations
 2. Legislators (national, state and local levels)
 3. Area Development Districts
 4. Colleges / Vet Schools; FFA in high schools
 5. Media: TV, radio, papers
 6. Professional Ag organizations such as FSA, Conservation
 7. Regulators, e.g. Water, EPA
 8. Kentucky Bankers Association
- We need to “blanket the background” in presentation and farm it out to all Ag organizations. Same message, over and over.

PROJECTS

1. Get in front of intra-committee with ideas or presentations of our Strategic Plan. “The Ag Council does this”.
2. Address the Ag Committee in Frankfort “in person” in a broad interest.
3. Educate the public, not necessarily Ag people
4. Get the Economic Development Cabinet involved in issues such as branding, and foreign sales / marketing.
5. Present the positive outlook of Ag.

ISSUES AND TOPICS

What it will look like

“Resource” piece used by KAC – One page

Overview first, then the details for broad audience by electronic media

ACTION ITEM

1. Use strategic plan review as the first resource piece
2. Background piece of points of interest in Ag such as tax that can be used and modified to fit each community. Use a model legislative form?
3. In Person
4. Date Due – Document August 2013 Supporting Info

Take a look at the Old Plan from 2011. Goals not obtained

Policy Maker Action Plan by 1st Quarterly meeting of KAC

New committee formed to do this action

Additional resources info / ideas for policy makers, utilities

Constraints

- Funding resources, Economics, Elections
- Use policy writers from universities and KAC Staff and individual groups to cut cost
- Grant run out date
- Dues and [?] increases needed
- What will happen to document if no paid staff?

Keeping: Regular updates and Relationships from KAC – Education

BENCHMARKS

Education or Resource Plan

Due February Strategic August 2013 Education Plan

Follow-up annually

Printed updates, interviews at Ag Committee, State Government, Electronic media

IMPROVEMENTS

1. Open line of communications to increase Ag knowledge
2. Using graphics to help educate – instant knowledge

IMPLEMENTATION RESPONSIBILITIES ASSIGNED

1. KDA – Educational material
2. KAC Board – Printed material, face-to-face, electronic, website
3. KAC Member Organizations and local and Commodity groups
4. New Farmers / Next Generation
5. Ag-related Individuals

Following are the discussion points from our first break-out session at the May 30 meeting of the KAC Task Force. Our group was charged with discussion and determining action items for ***Legislator/Policy Maker Education***.

- 1. Decide who we should gear our comments toward, who are the "policymakers"? State, Federal, and Local levels should be considered as well as Chambers of Commerce and other groups.**
- 2. Determine who we speak for...farmers, agri-businesses, commodity groups?**
- 3. Wait for recommendations from other sub-committees, then determine how these can be taken to Legislators & Policymakers.**
- 4. Organize and publish a few brief, concise, basic talking points for use in meeting with Legislators & Policymakers. Graphics & visuals get the point across.**
- 5. What about conflicting issues among commodity groups? A.) Keep our issues broad and B.) Focus on the "big" picture.**
- 6. Identify different approaches - who are the groups we want to contact, work with...then when priority list is prepared, how do we want to get it in their hands.**

I hope I have captured the highlights of our discussion. If you have thoughts to share in addition to these feel free to send them out to our group. We will meet again on July 11 in Lexington, details are forthcoming. I look forward to hearing from you and our next meeting. Thanks so much,

Sharon Walker Furches
3390 State Rt. 94W
Murray, KY 42071
270-293-8151 (Cell)