

Summary of Reports by KAC Task Force Committees
July 11, 2012 Meeting – Fayette County Extension Office
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Next Generation of Farmers

Goal 1

Make farming attractive to the next generation

Actions

A coordinated marketing campaign that highlights young farmers and why they have chosen this as their profession – this may be done in collaboration with agricultural education programs in high schools where young farmers visit and talk about their lives and opportunities

Student loan forgiveness program for those who go to college and return to production agriculture

Tax reform/incentives to farmers who sell their land to new farmers to encourage the intergenerational transfer of land resources in agricultural production

Insure new farmers know about existing programs to assist them and increase participation of new farmers in these assistance programs

KAC facilitate a mentoring program for new farmers in collaboration with other groups. Such mentoring may be face-to-face or through an “Ask the expert” website or a chat room

Goal 2

Assure the sustainability of agricultural assets (farm land and water quality) in Kentucky

Actions

Bring the participation in submitted agricultural water quality plans to 100% of farm operations

With partners, host a summit of the future availability of water for agricultural production and processing in Kentucky

Educate policy-makers on the importance of fully funding the PACE program to assure productive land resources are protected for future farmers

Goal 3

Enhance risk management and financing choices for Kentucky farmers

Actions

KAC and member organizations be pro-active in educating state and federal policy-makers on the need for fairness and equal access to crop insurance for KY farmers and to educate them on the need to expand crop insurance to non-covered commodities (e.g., livestock)

Develop informational materials especially for state policy makers on the importance of providing tax incentives for farmers who sell to other active producers

Provide educational programs and materials to lenders so that they become more knowledgeable about agricultural lending. This can be done in coordination with universities and others who do lender training.

Goal 4

Enhance new farmer educational programming

Actions

Existing ag leadership programs should intentionally increase the participation by new farmers

Expand the new farmer START programs

Diversify opportunities for new entrants to farming to learn the business (e.g., apprenticeships with more experienced farmers) and help them develop the human relations/management knowledge and skills they will need to succeed

Increase opportunities for bi-lingual education for new farmers so as to increase their competitiveness in a changing marketplace

Legislator/Policy-Maker Educational Programs

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

Agricultural Education (Education in agriculture, education about agriculture in formal settings)

Goal 1

Promote youth oriented agricultural education activities to increase participation of nonfarm families

Goal 2

Promote and expand the number of schools offering agricultural education programs by linking the contribution of Ag Ed and CTE in general to the new Kentucky College and Career Readiness Standards

Actions

Start new Ag Ed programs in communities without them

Update the Ag Ed curriculum to maximize contributions to College and Career Readiness

Increase the number of teachers trained in CASE (Curriculum for Agricultural Science Education) by providing tuition support for the \$2500 cost

Enhance existing Ag Ed facilities to improve educational outcomes

Goal 3

Develop a statewide network of agricultural promotional speakers to reach out with unified, consistent and powerful messages about Kentucky's agricultural sector. Be sure to include youth in speaking teams as much as possible.

Actions

Insure there are youth agricultural leadership programs functioning successfully in all counties

Goal 4

Adopt and promote education in agriculture by providing materials and resources for education

Actions

Develop a web-based library of resources drawing on materials developed by member organizations

Sponsor a session at KY state teacher conferences to introduce these materials and resources to non Ag Ed teachers

New Markets Initiatives Committee

Definitional overview:

New markets being entered by individual producers (new crop/commodity being produced, new buyer)

New markets for Kentucky (new products being sold, existing products sold for new uses, new buyers)

New markets segmentation (increased differentiation or value added production)

Goal 1

Increase the amount of research addressing new market opportunities for Kentucky farmers

Actions

Encourage and support new markets research that is summarized and analyzed for their implications for production and sales. This research should build our understanding of pricing mechanisms and market specification.

This research should address these issues at a minimum

- Specific markets
- Specific products
- Open-ended markets (value chains)
- International exports
- Domestic sales to buyers outside of KY
- Increasing sales of KY products to KY buyers
- Analysis of competitiveness
- Best management and marketing practices

For these commodities at a minimum:

- Wood products
- Goats
- Equine
- Mushrooms
- Honey
- Vegetables
- Sorghum
- Biofuels
- Agri-tourism

Increase the purchasing of KY agricultural products and commodities by Kentucky institutions (e.g., schools, hospitals, jails)

Continue and expand support for diversification through value added production by:

- Insuring access to adequate infrastructure
- Increase producers' knowledge of diversification opportunities
- Increasing wholesale and retail buyers' knowledge of value-added products
- Provide more opportunities for producers to develop the business skills and knowledge to allow them to succeed through partnerships with SBDC and others. For example, offer courses related to regulatory requirements and networking

Expand the marketing of KY ag products (both commodities and value-added products) beyond our borders as measured by volume and/or dollar value

Consumer Education

Goal

The consumer will value agriculture as measured by: trust in KY ag producers and products, knowledge of the economic impact of ag in KY and at county level, and in terms of necessity

Actions

Sponsor a consumer survey to establish a benchmark on consumer attitudes and preferences and combine with pre-existing data (e.g., KY State Survey at CLD Dept)

Develop a web site that provides a library of information and resources that builds on the consumer educational materials of member organizations

Ag Development Board fund marketing efforts based on cross-promotions and campaigns by member organizations, especially campaigns that personalize or put a face on farmers and farming

Seek out opportunities to establish 2 way communications with consumers so that agriculture can better understand the wants and concerns of consumers and more effectively explain the ag sector to consumers.

Develop an agricultural elevator speech that reflects the member organizations

Economics of Agriculture

Goal

Improve net farm income

Actions

Support improvements at the Breathitt Diagnostic Lab

Increase the access to large animal veterinarians throughout Kentucky

Expand KY's role in biotechnology

Identify a product and/or process that can become a niche for Kentucky on a state or regional basis (e.g., KY beef)

Improve the marketing infrastructure by:

More creatively employing unused capacity (e.g., refrigerated trucks carrying commodities and value-added products in both directions)

Identifying and addressing emerging infrastructure needs

Engage a professional marketing firm to develop a branded campaign to sell KY ag products outside of state borders

Develop and advertise the opportunities and incentives for value-added production in Kentucky

A Task Force of KAC develop recommendations for improvements in risk management policies in KY

Develop local leaders to initiate and guide responses to emerging regional issues that affect net farm income

Identify and then develop specific recommendations for addressing the labor needs of agriculture

A KAC committee should study and propose comprehensive tax policies that could enhance income opportunities for all sectors of KY agriculture. Examples might be a farm savings account similar to a health savings account that has tax advantages to it or, allowing income averaging over multiple years.

Agricultural Development Board

Goal 1

Insure an effective and properly funded Ag Development Fund to serve the broad interests of agriculture on local, regional and state levels

Actions

By August 16 have a “Call to Action” statement that can be used by KAC member organizations to do one-on-one education of legislators to insure a properly funded ADF

- Collect data on projects funded by ADF by county so that each policy-maker can be informed about the impact of the ADF in their community

- Create key message points on the impact of the ADF that can be used by all member organizations

- Mobilize all farmers and farm organizations KY to the loss of ADF funding and the consequences for their farm and local economies

Goal 2

Investigate additional funding sources beyond the Master Settlement Fund

Goal 3

Explore opportunities to use the ADF to increase ag exports (domestic and international)