

AGRI FUTURE GROUP CHALLENGES

Red Group Challenges

- Future opportunities
- Make it happen for you
- Lead by example
- Be a leader
- Education – schools (Ag week)
- Both self and others – other schools
- Get involved – engage
- Be aggressive and prepared = plan and goals
- Use all available tools (wagon, internships)
- Helping others helps you
- Networking
- Positive ‘push’ – like minded people
- Advocate for Ag: Where? What?
- How to get into prod Ag?: Family? New producer? Acquire land. Financial transitions. Estate planning. Companies want/need Ag backgrounds
- Aging population of farmers/ranchers: Other industry – more \$\$\$
- Communicate effectively - Know who you are talking to, Tell your story – be proactive
- Reach non-Ag people - Catch interest
- Consumer ignorance
- Show how they (individuals, community, business owners) are impacted
- Regulations – stay competitive
- Work together: Time constraints, Money
- Complex business
- Impacts of new policy: Farm Bill, Ag consulting
- Programs, insurance, subsidies - Complex, Hard to keep up with changes, Lack of understanding
- Policy makers – removed from Ag: Keep field offices to events, Education vs experience, Educate policy makers, Farm Camp
- Basic education focus: Vo-tech, Home economics, Skills gap
- Regulations
- Work together for common goals
- Health focus: Younger age, Keep them interested
- Creditable teachers

Orange Group Challenges

- Sustainability/Stewardship = Education + Marketing + Technology + Business Management
- Educate
- Who to educate? Students, consumers, producers
- Start from the ‘ground up’
- Young people
- Involvement
- Fun
- Advance with age
- Opportunities
- Increase complexity of challenges



Green Group Challenges

- Education
- Marketing
- Technology
- Sustainability
- Business Management
- Increasing costs
- Business entry
- Marketing options to consumer
- Rules/regs – keeping up
- Informed
- Positive view of Ag
- “Education” – consumers
- Renewability/sustained
- Urban Ag – information/exposure
- Resource use – management cropping
- Horse slaughter
- Interference – animal welfare groups
- More financial/business planning
- Education and ‘ownership’
- Generational planning
- Balance agriculture growth with environmental issues and animal welfare
- Consumer confidence – post
- Media distributions
- Education – understand risk of losing what’s been built
- Prices
- E-Production diversification
- Market expansion – global
- Food = Security message
- Food supply vulnerability
- Food security policy



Yellow Group Challenges

- Regulations
- Resources/funding
- Perception
- Implementation

Blue Group Challenges

- Conventional vs niche markets (national/organic)
- Policy affects Ag – grazing local vs national
- Labor shortage – not hardworking
- Disconnect between Ag and non Ag groups
- Challenge of interpretation of information by people
- Challenge of Ag in the classroom
- Misunderstanding between non Ag and Ag people
- Cost of all energy/electric
- Maintaining water supply
- Food security/lack of cattle #'s
- Balance of profit/loss between crop vs livestock producers
- Challenge of supply vs demand
- How to connect/link farmers/ranchers to consumer and increase consumer knowledge of food providers
- Challenge of who can take care of the land best – the land owner/producer vs government
- Understanding or lack of understanding of government and product programs available to beginning farmers
- What is natural vs organic
- Research and development of alternatives
- Perception vs facts
- Challenge of telling our story vs how others tell our story
- Cost of getting in to Ag
- Environment compliance
- Challenge of connection with global markets
- Lack of encouragement to get involved in Ag in education programs
- Reliability and access to research and results
- Subdivision of land and property development/land use policy
- Producers promoting their products face to face with consumers
- Segregation of industry
- Transition from generation to generation
- No Farm Bill
- Dismissal of science from industry
- Competition of endangered species – groups vs land owners
- Water rights/competing demands
- Investment of time between learning and recreation
- Limited land, more people
- Improving and increasing outputs
- Water shortage/drought/natural disasters
- Price of land
- Internet coverage in rural areas
- Trade barriers
- Use of technology – old vs new ways
- Strength in numbers – memberships in organizations
- Urban vs rural connection
- Financial knowledge/lack thereof

AGRIFUTURE FEEDBACK

I made more connections and ideas to implement everyday. Also, made potential job relationships that will help me when I graduate.

AGRIFUTURE GROUP SOLUTIONS

Red Group Solutions

- Meet quarterly/semi-annually to develop leadership skills
- Regular communication and follow up between Agrifuture organizers and participants
- Young Producer Summit – cross discipline training
- Agrifuture Updates – report through year (newsletter)
- Regular e-newsletter, paper newsletter and/or Facebook posts
- Individual actions required – engaged
- Feedback is necessary in order to measure progress
- Direct communication between Agrifuture's organizers and participants
- Website? Central source of information
- Centralized website with information and resources for young/beginning producers
- Demand outreach by youth/YP from groups
- 'Old timers' have a responsibility to help younger producers
- What are the results?

Blue Group Solutions

CHALLENGE: Lack of awareness of Ag

1. Producer education/awareness of consumer demands/concerns
2. Involvement in public policy/membership in organizations
3. Tell your story
 - Face to face/networking
 - Establish farm in urban areas
4. Require general Ag course for all students in High School/college

CHALLENGE: Generational Transfer in Ag

Take advantage of current resources, i.e.

- Extension courses;
- Initiate discussions (who)
- Develop trust/inheritance or simulation
- Mentorship

Business Savvy/Finance

- Estate planning

- Obtain good advice (attorney, accountant, neighbors)

CHALLENGE: Competing Demands (Water rights, natural disasters, grazing, natural resources)

Understand and implement Risk Management

- Insurance – management of operation
- Land use policy/conservation

Utilize new technology and management practices (challenge status quo)

- Be aware

CHALLENGE: Cost/Expenses

Managing/Knowing:

- Aware of future markets
- Contracts
- Mitigate risks
- Niche marketing
- Maximize efficiency

Green Group Solutions

PRIORITIES:

- Education – conventional Ag/food movement
- Engage public/reciprocal
- Knowledge of our own industry
- Younger generation involvement
- Tradeoffs: what is 'ugly' – reward/benefit
- Technology adaption – mentoring as two way opportunity

WHO TO EDUCATE:

Producer

- Policy
- Self-directed Ag promo
- What is 'ugly' cost benefit
- Terminology
- Legacy

Consumer

- Trade offs
- Food = Security
- Regs vs costs
- Supply vulnerability
- Produce Ag apps
- Terminology

Balance financial/production policy – need resources to help

- Stop 'singing to the choir'

- Information to folks outside Ag
- Generation s-ition and costs
- Concern policies to assure non loss of Ag production land
- Preserving environmental diversity
- Contemporize our promotion 'Fire with fire'
- Language – how we present issues 'neuter vs castration'

Education

- Risk of losing the legacy (what's been built)
- Consumer trade offs
- 'Ugly' – reward/benefits
- Policy, regulation: cost

Business Entry Marketing Establishment

- Land value (up)
- Mentorship/entry/continue
- Consumer education re: policy and regulation + cost
- Importance of education
- Cost/benefit + policy – consumer
- Feed the world with environmental sustainability

Inter-relationships: Ag and other industries

- Dependency opportunities
- Disasters – plans, effects
- Water use – efficiency – urban and Ag issues



Yellow Group Solutions

- Policy to pursue
- Be aware/be involved
- 'Ag Communications' groups
- @ College level
- Guest speakers
- Word of mouth
- Contract with Ag organizations
- Free food, education incentives
- Publications and social media

Orange Group Solutions

PRODUCER/CONSUMER:

- High School/Schools
- Add Ag curriculum – for all
- Article – school papers
- School assembly – full student body
- Ambassador program
- Involvement
- Commercials before movies
- Ads – pop ups, games, apps
- Farm to school opportunity, from local food production
- Educational posters
- After school programs

MARKETING:

- Options to consumers
- Exports
- Niche – organic/all natural
- Positive
- Contemporary promotion (fire with fire)
- Deal with 'ugly' side
- Product pricing/market (cost coverage)
- Consumer confidence
- Agriculture = Food = Security bumper sticker
- Cooperation between groups

TECHNOLOGY:

- Mentoring as two way opportunity
- Water use efficiency
- Disaster plans – prevention, floods, drought
- Using technology to promote efficiency, enhance Ag
- Develop Ag apps – fun, actual use, stocking rates, beginning – advanced

BUSINESS MANAGEMENT:

- Financial planning
- Generational change (two way costs)
- Mentorship
- Profitability – production cost
- Understand policies
- Cost of business entry and continuation
- Capital opportunities
- Develop '100 Ac' program

OVER RIDING IDEA:

Agriculture
=
Food
=
Security

