

AGRI FUTURE GROUP CHALLENGES

Red Group Challenges

- Communication
 - getting the word out; workforce
- Energy Volatility
 - regulation and cost
- Regulations that producers face
 - Confined Animal Feeding Operations
 - Uncertainty of regulations
- Change to meet market
- Barriers to entry on production side
- Educating the uneducated about Ag
 - 2 generation interval
 - Where's the motivation
- Balance b/w Feeding People and Niche markets
 - Organic vs. conventional
 - Double production
- Food vs. fuel
 - Corn for ethanol vs. feed grain
- Perceptions
 - Make people fit perceptions
 - Produce for perceptions
- Balance is key
 - Technology, Food Safety
- Good press/ Negative press
- Animal health
- EPA
- Wolves & Grizzly Bears
- Wild horses
- Domestic horse slaughter
- Endangered Species Act
- Regulation
- Funding
- How do we prepare for changing technology? (Pay for it...?)
- How do we target each audience?
 - Elementary, Teens, College age, Dinks, Decisions makers, Families...





Green Group Challenges

- Consumer/producer demands
- Education of animal care/rodeo
- Ag Advocacy
- Communication to the consumer
- Ecosystem service capture
- Environmental impact of agriculture
- Hands on agriculture
- Public relations
- Climate change
- Technology education
- Ability to get into Ag
- Sustainability
- Man power-value added
- Skilled labor
- Support on legal issues
- Future/current taxation
- Focus on vocational education
- Importance of agriculture career
- Attracting the best and brightest
- Business estate plans
- Producer/politician disconnect
- Connectivity-affordable
- Educating older people in the industry
- Urban/rural disconnect
- Laziness
- Work – pass it on
- Size of agriculture sector and policies
- Generational differences
- Be an advocate
- Rising costs – energy
- Need of management training
- How to self-regulate
- Reduction in funding and prices
- Network working resources
- Financial and business education
- Advocate to politicians
- Education of where food comes from
- Frame debate on food
- Urbanization

Yellow Group Challenges

- Increase production w/o affecting resources
- Public education of agriculture
- Balancing policy and regulations
- Distribution of food “for the world”
- Making private sector jobs competitive with public options
- Cost of entry
- Flexibility of production systems
- “Taking back” the story of Ag
- Encouraging research and development both in private and government sectors
- Young agriculturists telling their story and educating the public (i.e. Stacy and Troy)
- Multi-use of public lands; influencing decision makers
- Global competition
- Balancing “ground level” needs with luxury dreamscapes
- Risk management; market volatility
- Age of producers
- Labor; knowledgeable labor
- Community colleges vs. universities; hands on” training vs. book learning
- Values of those raised urban vs. rural; exchanging information in “familiar”, “comfortable” methods; getting out of comfort zones
- Technology transfer
- Cooperators/partners vs. competitors balanced with standards
- Perceptions of international trade
- Transportation and subsidies
- Interstate Trade
- Ensuring safety of products with imports and exports
- GMO’s – education
- Educating those who don’t want to be educated
- Liability issues
- Utilizing and pooling “non-biased” sources of education and information
- Continuing education for those of all ages and experiences; and for policy makers
- Uniting within and throughout the whole ag industry
- Diversity of Ag – awareness
- Communicate with your specific audience in mind

“It was great to see so many college students and young people interested in agriculture and hopeful about the future of agriculture. The group identified a lot of challenges that agricultural producers face , but they also identified just as many opportunities to use new technology, social media and more to face those problems head-on.”

LUCY PAULEY

Wyoming Department of Agriculture

Blue Group Challenges

- Getting the general public to understand agriculture
- Where to go with family farm/ranch
- Pursuing education in agriculture fields
- Embracing change
- Communication
- Education
- Embracing change
- Market diversity
- Ag succession
- Production curve
- Maintaining/developing/expanding exports
- Production technology
- Influencing public policy



AGRI FUTURE GROUP SOLUTIONS

Red Group Solutions

Advocacy - Education - Sustainability

Advocacy

- Policy: be involved in associations that affect policy
- Promotions: People behind the product
- Know your facts, don't avoid key issues, and tell your story, training (historical seminars discussions)
- Plant to Plate
- Thank a Farmer
- Tourism
- Open houses
- Facebook/social media
- Ag in the Classroom
- Class to Ranch
- Education
- To consumer, you have consistent facts
- Advocate to policy makers

Education in Ag

- Social media training
 - Local: ext. etc.

- Tech training
 - Simple and entertaining
- Affordable
- Finance/business "courses"
 - Excel, spreadsheets
 - Computer tech. training
 - Importance of technology for older producers

Sustainability

- Energy
 - Energy audits thru University
 - Education of energy use and how to use your resources efficiently
- Value added products
- Generational differences/transfer
 - Estate planning
 - Taxation
 - Education & training opportunities
- Know where in Ag you can be most sustainable & profitable
 - Profitable audits
 - Outreach, be involved in organizations



Green Group Solutions

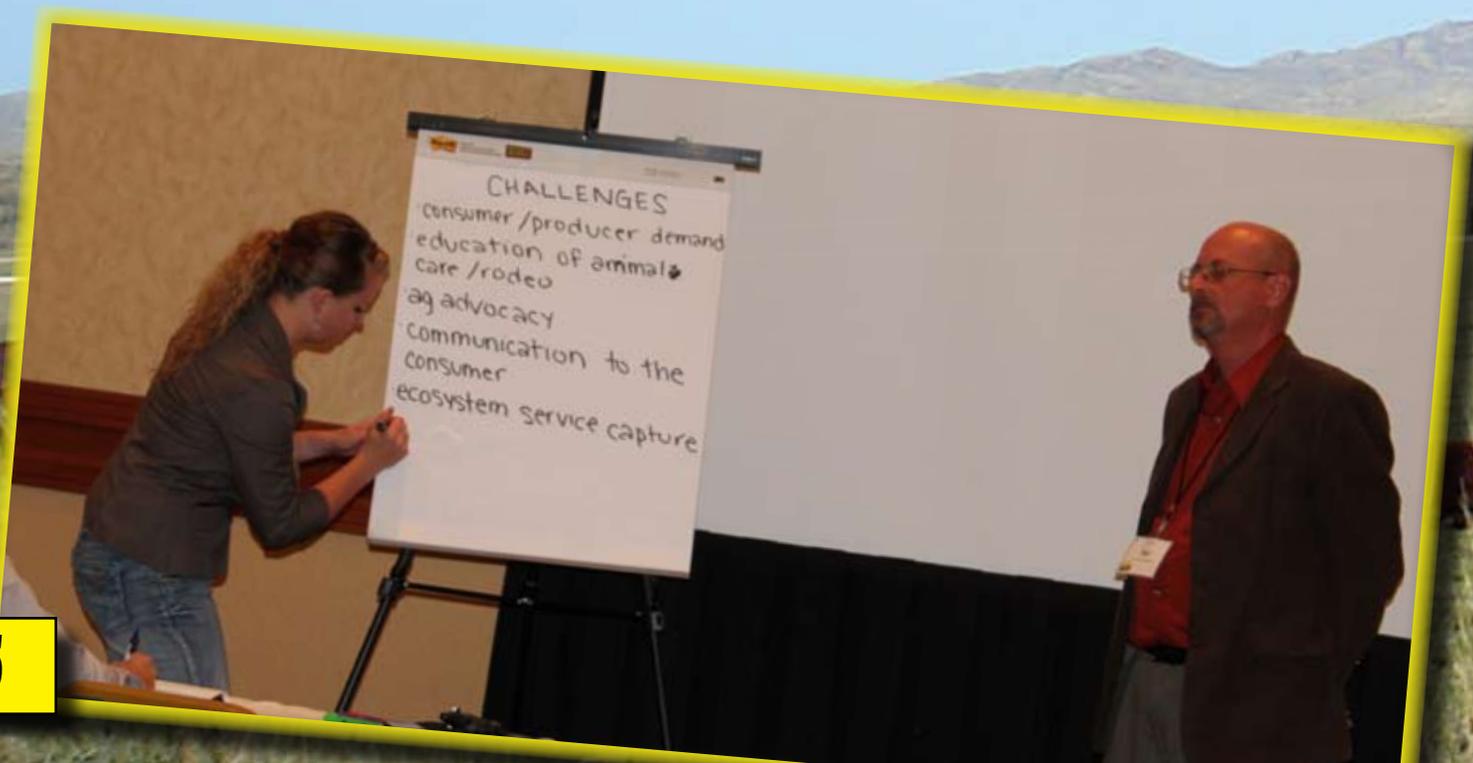
- Balance: have to have a balance between local, global - recognizing both markets and where you fit in
- Put together a list of resources for the niche market to WDA or other organizations that can broadcast it
- Training – in social media, what is effective?
- Listen to the to the other side
- Ask bloggers to present other side of the story (make sure perceptions not agendas are being pushed)
- WSGA conversation in Jackson, have a panel of the “other side” some in
- Have a booth at farmer markets
- Listen and be available for questions and answers
- Be on the offense not defensive. Instead of them coming after us, we go after them. Why should we feel guilty about feeding the world?
- Keep credible, ask the questions first
- Enable producers to speak out – training
- Fact sheet for producers
- Weekly tip in Roundup
- MBA (master in beef advocacy): David and Colleen are getting a MBA
- Technology training (communications tool) in rural areas
- Ag trade show
- Cell phone party – kids training adults, draw new people into ag

Blue Group Solutions

- Take action with the tools we have
 - Face book, twitter, etc use them
- Sit back and listen to the other side
 - Need to understand each other (I.e. Peta – know their message)
- Make connections outside of agriculture
 - i.e. tourism in wy – let people know how everything connects to ag
- Connect to the passionate side of people
 - Why is a group like PETA so big? They tug on people’s heart strings (i.e. horse bulletin board)
 - Tug on their heartstrings
 - Fight fire with fire
- Feed and empower existing communications organizations
 - Use what we have and go for it
- Maintain integral communication
 - Utilize agency communication group to outside organizations – empower them to do more
 - Farmers and ranchers need to talk more to each other
- ‘Industry communicating with and compeering the next generation
 - Next generation needs to step up

Yellow Group Solutions

- Colleges & Universities add a “experience”/hands on requirements for curriculums (industry drive)
- Continue to grow and promote Agrifuture conference – continue discussions throughout the year
- Education W/o “preaching to the choir” but also educating agriculture
- Updating ags sotry to the public..it’s not horses and plows anymore... GPS planting, etc.
- Request University begin/work to tie together the different aspects of ag (i.e. get the business college to use “ag” examples for case studies, not just Microsoft. (i.e. CSU multi-dsicplinary projects
- Involving other groups/disciplines i.e. FFA & FBLA: making agriculture a business not just serrated by itself
- Utilize farmer markets as an educational tools
- Each person pick 1 or 2 challenges they are going to personally work on them
- Education to change gap between Universities and Community Colleges – students are not prepared for what industry needs us to do. Students need more practical skills. Maybe universities can work closer with industry to see what they need. We need more balance between books and practical
- Making agriculture not so segregated – it involves all disciplines
- Broadening media contacts
- Local “Ag Coalition”
- Grass roots communication
- Continuing education credits for teachers during an “agriculture education” summer conference
- We become liaisons – the change we want to see



VERBAL EVALUATIONS

- Thrilled to see growth from last year
- Planning group is diverse and bodes well for this conference
- Student involvement in planning would be great
- Programs are addressing concerns
- Communication is important – be a friend on Facebook.
- Important for all students to take the word back and encourage folks to attend next year
- Do mid-terms interfere with timing?
- Bring in more industry
- Excellent exchange of ideas
- How to keep people engaged and still more success next year
- Took an idea and made it successful – Focus on western agriculture.
- This is like speed mentoring with agriculture folks
- Have an evening function to keep folks together
- Great opportunity – got more out of this than I thought I would
- Breakout sessions are very good
- Expand to more agriculture organizations; business; more states; more students
- Participants this year need to spread the word
- Can't wait to back to school and share what I learned.
- Cross pollination – energy session built on that
- It was a diverse group and great to share values with each other
- I wanted to go to all the sessions
- Break out groups shrunk the 2nd day, but hope to have more next year
- Consider an educational workshop on Friday am.
- There was a variety of people
- Great speakers
- Try to get more folks here from SD next year
- Thanks for letting us be so vocal as students
- We had an opportunity to say what we thought
- So many new ideas to take home
- Scholarships are great and thanks so much
- Continue scholarships and get more!
- “Love cows, Love farming, Love to talk about cows and farming” Utah student – I got all 3
- Can't build a future without a strong foundation – this helps us get there
- Made many new contacts – great networking opportunity
- Spectacular conference
- Great opportunity for students to connect
- David Bell – great perspective
- Look forward to next year