



Work Group Meeting Notes

Work Group Name: Agriculture Work Group
Work Group Chair: Duncan Ross
Meeting Date: Tuesday, September 20, 2011
Time: 10:00 a.m. – 1:00 p.m.

Work Group Members Present: Duncan Ross (Council Member), Paul Bencal, Jim Bittner, Amy Fisk, John Griffith, Fred Johnson, Megan Mills Hoffman, Deb Roberts, Graham Smith, Dave Zilker, Richard Zink

Others Present: Laura Ryan (facilitator), Bradshaw Hovey (SUNY), Cheryl Krazmien (ESD Administrative Assistant for Agriculture Work Group)

Summary of Meeting: Laura Ryan, the facilitator, had posted the results of the SWOT analysis for the members to review. They had to come up with a list of priorities and strategy statements. The group broke into two working groups, and the following are the results:

IWWM = In What Ways Might
HM = How Might
HW = How Would
H2 = How to

1. Farm Regional Strategy

IWWM we increase the values of agricultural products in the region?

What the APWG sees themselves doing is...

Fomenting agricultural innovation in products, production, and market linkages, that encourages shared use of key resources.

2. Education and Research

IWWM we sustain robust education and research in agriculture?

3. Land Use

HM we reduce sprawl and protect farmland?

4. Tourism

IWWM we integrate agriculture into tourism?

5. Power

HM production agriculture access cheap power?



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6. Linkages

HW we attract new processors while satisfying existing and new supply requirements?

1. Marketing

H2 improve marketing of local agricultural products

What the APWG sees themselves doing is...

Creating a regional brand that generates a media campaign to educate the public to the value of local food.

2. Regulation

HM we eliminate redundant overlapping of regulations?

3. Labor

H2 sustainably improve skills and availability of labor?

4. Capital Access

H2 make capital available to Ag?

Next Steps:

Not enough time remained to complete the task at hand at this meeting. Two additional meetings were scheduled to continue identifying the strategies.

Next Meeting Dates:

Thursday, September 22, 2011

5:00 p.m. – 7:30 p.m. – Barton Room, 6th Floor

Tuesday, September 27, 2011

10:00 a.m. – 12:00 noon – Barton Room, 6th Floor