



Work Group Meeting Notes

Work Group Name: Agriculture Work Group
Work Group Chair: Duncan Ross
Meeting Date: Thursday, September 22, 2011
Time: 5:00 p.m. – 7:30 p.m.

Work Group Members Present: Duncan Ross (Council Member), Paul Bencal, Jim Bittner, Francine Delmonte, Amy Fisk, John Griffith, Fred Johnson, Carolyn Powell, Charlene Ryder, Pat Szarpa (for Megan Mills-Hoffman), Graham Smith, Dave Zilker,

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

Summary of Meeting: Laura reviewed the list of priorities and strategy statements that resulted from the last meeting. The group broke into two groups to continue to brainstorm and come up with strategy statements for their next priority items, which were Education and Research and Regulation.

Bradshaw Hovey informed the group of the selection criteria that should be considered in making the strategy statements. They are:

- Promote Smart Growth
- Create jobs
- Provide Return on Investment
- Attract and Keep Young Adults
- Building on our Strengths
- Make Region-Wide Impact
- Improve Our Image
- Be Inclusive

Keeping those criteria in mind, the following are the statements that were created.

Education and Research

In What Way Might we sustain robust education and research in agriculture?

What the APWG sees themselves doing is...

Enhance the image and future competitiveness of agriculture through innovative educational programs, media development, increased access to Ag education, tourism, internships and Ag based incubators.



Work Group Meeting Notes

Criteria:

- Promotes Smart Growth: Yes, Indirectly
- Creates Jobs: Yes, Directly
- Provides ROI: Yes, Directly
- Attracts & Keep Young Adults: Yes, Indirectly
- Build on our Strengths: Yes, Directly
- Make Region Wide Impact: Yes, Directly
- Improve Our Image: Yes, Directly
- Be Inclusive: Yes, Directly

Regulation

How Might we eliminate redundant overlapping of regulations?

What the APWG sees themselves doing is...

Creating and participating in a state-wide committee that will review existing regs to evaluate whether they are relevant and necessary; making regulations activity specific instead of department specific to reduce cost and burden on agriculture businesses with the end result of streamlining licensing and permitting process and creating a single focus point for agriculture business development.

Criteria:

- Promotes Smart Growth: Yes, Indirectly
- Creates Jobs: Yes, Directly
- Provides ROI: Yes, Directly
- Attracts & Keep Young Adults: Yes, Indirectly
- Build on our Strengths: Yes, Directly
- Make Region Wide Impact: Yes, Directly
- Improve Our Image: Yes, Directly
- Be Inclusive: Yes, Directly

After reviewing these statements, the group decided to go back to the first two statements they developed at the last meeting, and fine tune them so they meet the priority criteria they now had.

Below are the revised strategy statements:



Work Group Meeting Notes

Farm Regional Strategy

In What Way Might We increase the values of agricultural products in the region?

What the APWG sees themselves doing is...

Promoting agricultural innovation in products, practices, and market linkages that encourages shared use of key resources by bringing together producers and businesses to enhance creativity and research for the Ag sector.

Criteria:

Promotes Smart Growth: Yes, Indirectly
Creates Jobs: Yes, Directly
Provide ROI: Yes, Directly
Attracts & Keep Young Adults: Yes, Indirectly
Build on our Strengths: Yes, Directly
Make Region Wide Impact: Yes, Directly
Build on our Strengths: Yes, Directly
Improve Our Image: Yes, Indirectly
Be Inclusive: Yes, Directly

Marketing

How to improve marketing of local agricultural products?

What the APWG sees themselves doing is...

Form a marketing entity to create and promote a regional brand to educate the public on the value of locally produced food with the goal of increasing sales for local producers.

Criteria:

Promotes Smart Growth: Yes, Indirectly
Creates Jobs: Yes, Directly
Provides ROI: Yes, Directly
Attracts & Keep Young Adults: Yes, Indirectly
Build on our Strengths: Yes, Directly
Make Region Wide Impact: Yes, Directly
Improve Our Image: Yes, Directly
Be Inclusive: Yes, Directly



Work Group Meeting Notes

Next Steps:

At the next meeting we will use the PPCO technique to come up with action items for our statements. PPCO = pluses, potentials, concerns and obstacles. We will brainstorm on potential ideas to overcome concerns, then we will brainstorm on potential action items and converge on the actual action items; and then, we will set up a schedule of short, medium and long term actions with accountability.

Next Meeting Date:

Tuesday, September 27, 2011
10:00 a.m. – 12:00 noon – Barton Room, 6th Floor
726 Exchange Street, Buffalo