



WORK GROUP MEETING NOTES

Work Group Name: Agriculture Work Group
Work Group Chair: Duncan Ross
Meeting Date: Tuesday, September 27, 2011
Time: 10:00 a.m. – 1:00 p.m.

Work Group Members Present: Paul Bencal, Jim Bittner, Francine Delmonte, Amy Fisk, Fred Johnson, Carolyn Powell, Deb Roberts, Pat Szarpa (for Megan Mills-Hoffman), Graham Smith, Richard Zink

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

Summary of Meeting: The group reviewed the 4 strategic statements they had come up with and prioritized them. The order is as follows:

1. 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 and availability of locally produced food and agricultural products with the goal of increasing sales for local producers.

2. 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.

3. 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.

4. 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.

Summary of Meeting:

The group made up a list of Assisters/Resisters to help them come up with an action plan. (List will be available at next meeting).

Beginning with their first priority statement which is Marketing, the group brainstormed and came up with ideas and developed the following action plan. They categorized their goals into short-term (9/27/11-11/14/11), mid-term (11/15/11-8/1/12, and long-term (8/2/12 + 4 years) ranges. The action plan is attached.

Next Steps:

At the next meeting, the same steps will be taken to come up with action plans for the remaining strategy statements.

Next Meeting Date:

TO BE DETERMINED