

Notes Future of Ag Task Force

Oct 28th 2009, 4-H Center, 7:30-9PM

Present – Heather Wilcox Joan Hamel, Wes Ramsey, Susan Anderson, Linda Park, John Hagberg, Lee Curtis, Mark Lawson, Les Sanford, Karen Davis, Denny Wright, George Wilcox, Phyllis Wright (note taker), Cindy Paulmier

Heather Wilcox and Cindy Paulmier opened the meeting. Focus was continuing visioning and the strategic planning process.

Following discussion – THE MISSION OF THE WARREN COUNTY FUTURE OF AGRICULTURE TASK FORCE IS TO PROMOTE WARREN COUNTY AGRIBUSINESSES THROUGH EDUCATION AND AWARENESS OF AGRICULTURE.

Draft Vision statement - the Future of Agriculture vision is to educate and bring awareness of good agriculture practices to farmers; and educate and an awareness to consumers of issues affecting agriculture, a quality food supply, and opportunities for careers for youth and adults.

Wes Ramsey reported projects and needs he has seen in other parts of Pennsylvania.

- space for processing foods for local producers and marketing products (shared kitchens, etc.)
- ways of making local foods convenient for consumers year around. Examples is the Meadville Farmers Market where local producers
- can be year; with producers paying a commission for the retail space and staff.
- student entrepreneur programs with youth gardeners who the sell at farmer markets, and learn growing food and marketing skills
- entities as school districts using local agriculture resources for fuel (grasses, etc.)

Denny Wright shared information on “Schoharie Valley Farms” near Albany NY that has farm fresh fruits and vegetables, greenhouse crops, bakery and gift shop, plus literature of farm facts.

Cindy and Heather are looking into bus trip to PA Farm Show possibly Saturday of Farm Show. This would be advertised to the public and encourage 4-H members to participate.

Suggested “Ag Awareness Week” at the Mall, March 22, 2010 with the Mall Show March 27th. Cindy to contact the Mall.

Next meeting Nov. 18th at 6:30 PM Note earlier time. Place to be announced.

Phyllis Wright began the strategic planning process by reviewing Sept meeting information on needs and wants, social, political, environmental, technological, external factors and stakeholders. Members were to prioritize on what could be done. From the list, goals were formed with objectives (purpose of goal) and activities (why, how, when, and who)

Following are group reports.

Note - addition brain storming continued after the meeting, plus individuals can add other ideas. However priorities need to be set considering volunteer time, funding, etc.

GOAL I

Education of consumer on agriculture issues, awareness of local food producers, and agribusiness opportunities.

Objectives:

- learn where food comes from (stability of food supply and quality of food)
- learn to respect agriculture production and farmers,
- educate teachers to help students understand science and technology of good agriculture practices, quality food supply, and future careers in agribusinesses
- help youth and adults understand stewardship of land, forest, water etc.
- develop good public relations
- encourage home food meal preparation

GROUPING ON CONSUMER EDUCATION

<u>activity and why</u>	<u>how</u>	<u>when and who</u>
Ag producers <u>leaflet</u> to promote availability of local producers	gather info reproduce	annually?
<u>Web page</u> easily access to information regarding agriculture issues, local producers, educational ideas, promote ag, etc.	web site	on going who-J. Hamel
<u>Agday at the mall</u> consumer awareness of local producers networking of producers		annually? who ?
<u>Warren County Fair</u> reach audience already attending the fair	displays or activities	fair week who?
<u>Restaurants to serve local foods</u> encourage local restaurants to use local foods and teach consumers how to use local foods	season foods on menu Farm to Chef concept	seasonally foods Who?
<u>Local foods serve</u> (much like local seasonal harvest dinner done by churches, etc.	picnic or other meals where public tastes local foods in a celebration format. Possibly fund raiser	network in community fire halls, producers, farmers market

Need to network with producers
an others currently having
community dinners.

civic group programs
reach new audience on
local food production and its
availability, and ag issues

use power point from Cooperative
Extension for 15 min. club programs

Who presents?

workshops of food
preparation to encourage
local food usage

net work with other groups relating
to good eating habits (as diabetic fairs)
“Celebrate Good Food” workshop

hospital
farmer market
who presents?

GROUPING ON STUDENT EDUCATION

activity & why

how

when & who

Mobile Ag Lab
hands on activities to learn
about PA agriculture

Farm Bureau provide funding,
work with teachers for the
in-service portion

elementary schools,
Conservation District,
Who organizes?

Ag visits / speakers
in schools

form group of persons to visit
class rooms with ag related activities &
information. Set up production places
teachers can take children as field
type trips. School to work focus
with Kris Whittaker

production farms,
agribusiness
Who organizes?

high school level – careers

participate in 8th grade career day

When – asked by
teachers

school to work intern programs
for teachers

Farm Bureau, etc.

agribusiness

elementary – food and animal
appreciation and science

set up places were ag production occurs
for class room visits
teaching materials already made from
4-H , Conservation District, National
and PA Forestry, Ag Net web page, etc.

teacher requests
who organizes?

GROUPING ON CONSUMER MEDIA

Public relations for adult consumers on local agriculture and ag issues

National Farm Week info from Farm Bureau
 “Know Your Farm” campaign as
 “Did you Eat Today? Thank a Farmer”
 signage as political yard signs

Who?

GOAL II

Provide knowledge to farmers on good management, profitability, and quality agriculture practices.

Objectives:

- increase economic opportunities to improve family economics of current farmers
- learn of available financial resources (grants, etc.)
- safeguard the environment for quality water, use of land, etc.
- learn marketing techniques for selling products / produce
- encourage new farmers / agri business
- provide opportunities for networking / collaboration
- encourage business to use local ag products (school districts using local fuel resources, etc.)

<u>activity and why</u>	<u>how</u>	<u>when & who</u>
<u>directory of equipment & services</u> for farmers to find resources, equipment, & services	publish directory and distribute to framers	Extension coordinates Farm Bureau pays 2010
<u>marketing club</u> help farmers understand how milk is currently priced and how future changes affect producers	classroom case study	extension instructors 2010-11
ag awareness week educational speakers to learn alternative ag opporutities	panels, workshops. suggested speakers: agri tourism community support agriculture alternatives crop production	2010 who?