

National C-FAR

- MISSION: Sustain & **INCREASE FEDERAL FUNDING** for REE
- UNIQUE ROLE: **CUSTOMER-LED**
(stakeholders who need and benefit from REE outcomes)



QUESTIONS

- Do YOU Find Value in Customers Making Case for Increased REE Funding?
- If YES, is NC-FAR a Useful Vehicle?
- If YES, Do You Want to Be Involved, and if so, How?
 - Participate, 'At the Table' —How?
 - Funding Support—How?



WHAT DOES NC-FAR DO, AND *WHY*?

- Board Direction—
 - Focus & Leverage Limited Resources on Our Strengths
 - Provide Value-Added, Complement What Others Are Doing, Don't Try to Replicate
- Primary Role, Education—With a Purpose
- Targeted Policy Advocacy



POLICY ADVOCACY

- Targeted Comments & Lobbying in Authorization, Budget, Appropriations, Agency Implementation
- Involvement of Others Facilitated Through—
 - Forum for Dialog and Consensus-Building
 - Group Statements
 - Talking Points for Others to Consider Including in Their Own Statements



'Lunch~N~Learn' Hill Seminar Series

GOAL: *Means to an End!!!*

- Laying a foundation of increased awareness and appreciation
- Supporting informed and favorable authorization, budget and appropriations recommendations



'Lunch~N~Learn' Hill Seminar Series

SELECTION CRITERIA

- Timely Topics of Interest to Hill Staff, *Time and Format that Works for Them*
- Presenters Effective Communicators
- Science-Based, Peer-Reviewed
- Show Value of Federal Investments in Food & Ag REE
- Diversity of Disciplines, Institutions

- * Leverage Limited Resources through Collaboration and Partnerships



NATIONAL COALITION FOR
FOOD AND AGRICULTURAL RESEARCH

2009 'Lunch~N~Learn' Hill Seminars

- **THE GREEN CONNECTION**—*Nanotechnology and Wood*, Dr. Robert Moon, **USDA, FS, U.S. Forest Products Lab**, Madison, WI & **Purdue** (58 attendees)
- **ONE HEALTH?**—*Agricultural Research Protecting Human, Animal, and Environmental Health*, Dr. Marguerite Pappaioanou, **AAVMC** (43 attendees)
- **PORCINE NIRVANA?**—*Scientific Assessment of the Welfare of Dry Sows Kept in Individual Accommodations*, Dr. John McGlone, **Texas Tech** (55 attendees)
- **ARE LOCAL CONSUMERS CIVIC MINDED OR SEEKING ASSURANCES?** Dr. Dawn Thilmany McFadden, **Colorado State University** (43 attendees)
- **SOYBEAN FIELDS FOREVER**—*Sustainability of U.S. Soybean Production*. Dr. Bryan Young, **Southern Illinois University** (81 attendees)
- **WHEN GOOD FOOD GOES BAD**—*Food Safety and Fresh Produce*, Dr. William McGlynn, **Oklahoma State University** (78 attendees)
- **FOOD TRACEABILITY**—*Finding Our Way (And Our Food)*, Dr. Chris Thompson & Dr. Fred Payne, **University of Kentucky** (September 14)
- **ANIMAL PRODUCTIVITY AND GENETIC DIVERSITY**—*Cloned and Transgenic Animals*, Dr. Robert Wall, **USDA-ARS** and **University of Maryland** (September 28)
- **THE ENDANGERED SPECIES ACT**—*Interfacing With Agricultural and Natural Ecosystems*, Dr. Bernalyn McGauhey, **Compliance Services International** (October 19)
- **WATER, PEOPLE AND THE FUTURE**—*Water Availability for Agriculture in the U.S.*, Dr. Sharon Megdal, **University of Arizona** (November 9)

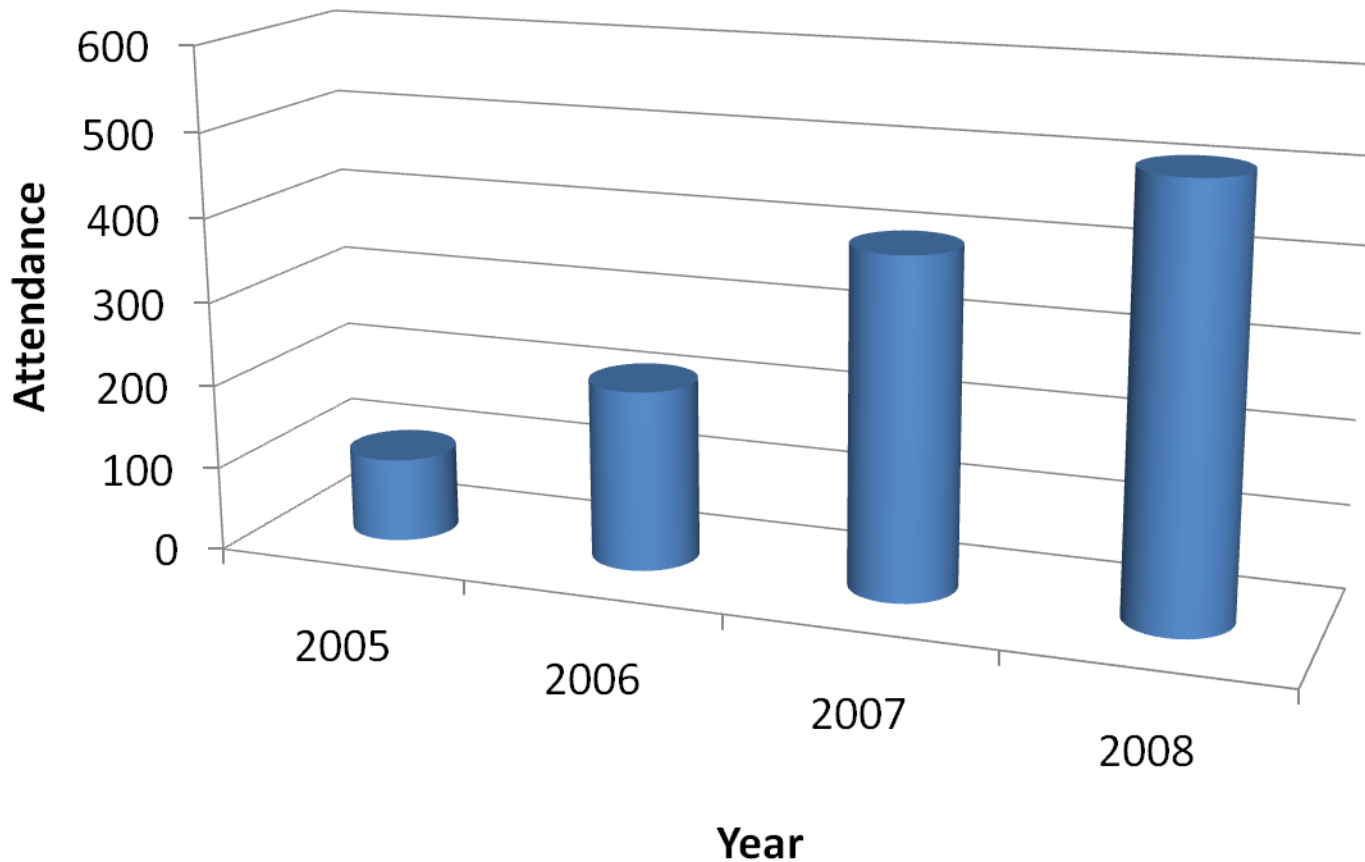


NATIONAL COALITION FOR
FOOD AND AGRICULTURAL RESEARCH



'Lunch~N~Learn' Hill Seminar Series

Attendance is on the Rise



NATIONAL COALITION FOR
FOOD AND AGRICULTURAL RESEARCH

Geography of Hill Seminar Speakers



Geography of Congressional Appropriators



LOOKING TO IMPROVE HILL SEMINARS

http://www.ncfar.org/Hill_Seminar_Series.asp

- GEOGRAPHY OF SPEAKERS VS APPROPRIATORS
- STAYING ON MESSAGE: Educational, BUT “*connecting the dots*” —
 - Seminar topic.....
 - Importance of federal funding.....
 - Additional research needs, and.....
 - How food and ag research funding fares vs NIH, NSF.
- BUILD ON COLLABORATIVE EFFORTS



'CUSTOMERS' IN NATIONAL C-FAR

American Dietetic Association
American Farm Bureau Federation
American Society for Nutrition
American Soybean Association
Bayer CropScience (*sponsor*)
Biotechnology Industry Association
Illinois Farm Bureau
Institute of Food Technologists
National Association of Wheat Growers
National Corn Growers Association
National Potato Council
North American Millers Association
Syngenta (*sponsor*)
The Cotton Foundation
The Peanut Foundation



NATIONAL COALITION FOR
FOOD AND AGRICULTURAL RESEARCH

CHANGING DYNAMICS

- Administration Strongly Supports Increasing Funding
- Major Commodity Groups—
 - Longstanding Approach No Longer Effective
 - Need to Increase Overall Pool of Funds
 - NC-FAR as Vehicle to Reach Consensus on One Number, Facilitate Action Program



ASKS

- Decide Whether NC-FAR as Customer-Led Organization Provides Value to You
- If YES, Determine Effective and Efficient Way to Engage, Participate
- If YES, Is There a Different Model for Financial Support?



For More Information

<http://www.ncfar.org>

— or —

Tom Van Arsdall, Exec Dir

tom@vanarsdall.com

(703) 509-4746



NATIONAL COALITION FOR
FOOD AND AGRICULTURAL RESEARCH