

**Meeting Notes**  
**ESCOP Social Sciences Subcommittee Meeting March 3-4, 2015**  
**Washington, DC**

Location  
APLU Building (Board Room)  
1307 New York Avenue, NW  
Phone: 202.478.6040 – <http://www.aplu.org>

**Subcommittee Members Present**

Bobby Torres (Univ. of Arizona), David Doerfert (Texas Tech University), Emily Buck (Ohio State University), Bo Beaulieu (SRDC, Mississippi State), James Connors (University of Idaho), Mike Retallick (Iowa State University), Betsy Garrison (U. of Arkansas), Lynn Borden (U. of Minnesota), Stephan Goetz (Penn State).

**USDA NIFA Liaison/Ad Hoc/Ex-Officio Members Present**

Caroline Crocoll, Director, Division of Family and Consumer Sciences, NIFA, USDA  
Dan Rossi, Rutgers University, NE Regional Assoc. of AES Directors, ESCOP S&T Chair  
Jeff Jacobsen, Michigan State University, NC Regional Assoc. of AES Directors

**Ex-Officio (non-voting) Members Present**

Regional Rural Development Centers: Stephan Goetz and Bo Beaulieu  
Rural Policy Research Institute (RUPRI): Jocelyn Richgels, Program Director  
Consortium of Social Science Associations (COSSA): Wendy Naus  
The Council on Food, Agricultural and Resource Economics (C-FARE): Caron Gala

**Invited Guests:**

Karl Maxwell, Program Analyst, Planning, Accountability, and Reporting Staff, NIFA, USDA  
Bart Hewitt, Director of Planning, Accountability, and Reporting Staff, NIFA, USDA  
Parag Chitnis, Deputy Director, Institute of Food Production and Sustainability, NIFA, USDA  
Muqarrab Qureshi, Deputy Director, Institute of Youth, Family, and Community, NIFA, USDA  
Luis Tupas, Deputy Director, Institute of Bioenergy, Climate, and Environment, NIFA, USDA  
Dionne Toombs, Director, Division of Nutrition, NIFA, USDA  
Barbara Glenn, Chief Executive Officer, National Association of State Departments of Agriculture

***Due to major national snowstorm, travel of the subcommittee members was negatively impacted thus reducing attendance to nine of a potential 30 subcommittee members (30%).***

**Tuesday, March 3, 2015**

**8:06 AM Introductions, Review of Agenda, Committee Focus Subcommittee Membership Update**

Bobby Torres, SSSc Chair, presided over the meeting that began at 8:06 am with

introductions and sharing that several who intended to attend the meeting were absent due to weather-related travel cancelations or a death in the family. From there, the agenda was reviewed.

**8:21 AM - NIFA & Update:** Dr. Caroline Crocoll, *Division of Family and Consumer Sciences*

Caroline Crocoll began with distributing four handouts—updated organization chart, NIFA Fact Sheet, new strategic plan and a summary of NIFA changes—and reviewed each using the summary handout. Recently, approval for several NIFA program leader positions, a new web site design, and a new strategic plan emerged along with some internal teams in family and consumer sciences: rural vitality and family/community well-being. As retirements are occurring, things continue to shift internally at NIFA with the Division getting new responsibilities and program involvement. 4-H and Youth will be completing a strategic plan during the coming year. New action on rural child poverty may be forthcoming.

Crocoll recommended that members review the National Research Council (2014) study report: *Spurring Innovation in Food and Agriculture: A Review of the USDA Agriculture and Food Research Initiative Program* (<http://www.nap.edu/catalog/18652/spurring-innovation-in-food-and-agriculture-a-review-of-the>) as staff are reviewing internally for possible language changes in programs and RFAs.

Bobby highlighted Caroline's remarks – the voice on social sciences can be found in this committee as our past efforts have influenced RFA language and other activities. As such, our role is to continue to be leaders for the social sciences.

**8:30 AM – Where We've Been:** Dr. Jack Elliot and Dr. David Doerfert

*Jack Elliot* (via Skype): PowerPoint presentation and two handouts were shared by Jack related to past SSSc efforts. Jack also highlighted recent research on impact of motivation, attitudes, perceptions as well as knowledge.

*David Doerfert*: Shared a PowerPoint presentation about impact assessment versus impact evaluation as well as past SSSc discussion on the topic. The lack of preparation of faculty to do impact evaluations was discussed

**10:10 AM – NIFA Strategic Plan Presentation –**

*Karl Maxwell, NIFA*: Presentation – New strategic planning process differed from past efforts as it wasn't done by a single office but rather was a team approach that created a shared vision with outcomes. **MISSION:** *Invest in and advance agricultural research, education, and extension to solve societal challenges.* **VISION:** *Catalyze transformative discoveries, education, and engagement to address agricultural challenges.* **CORE VALUES:** Integrity, Transformation, Engagement and Impact. **GOALS** (four areas with point person): (1) **Science**-catalyze exemplary and relevant research, education, and extension programs (Bob Holland); (2) **People**-Transform NIFA into a model agency and highly motivated resource (Caroline Crocoll); (3) **Process**-Institutionalize streamlined, effective technology, policies, and processes (Michael Desbois); and (4) **Communications**-Advance America's global preeminence in agricultural sciences (Charlotte Baer). NIFA wants to focus on outcomes and societal impacts knowing that

proper measurement is a challenge.

**10:30 AM – Panel Discussion (Parag Chitnis, Muqarrab Qureshi, Luis Tupas, & Dione Toombs)**

*Qureshi* – In his opening remarks, the agency loves that we (SSSc) reached out to them. Recalls our 2012 efforts with reviewing RFAs. Prior, social sciences was being considered as a buzz word and that they were viewed as “technology happy.” Now, these buzz words are being applied in RFAs and resulting actions examined. Sonny Ramaswamy helped lead adoption of report across NIFA, changed occurred, and progress was made.

NIFA didn’t just elevated social sciences but took a systems approach to the use of all sciences. Example: 68 RFAs from 2014 were examined and found that in the 2,928 total pages, 170 social science-related words were identified indicating that change is being integrated. However, they also continue to ask “where do we go from here?” They are establishing a social science portfolio across the areas and will be hiring two social science leaders: one in agricultural systems (economics) and the second in rural sociology. A third position may be added in technology transfer in environmental systems.

*Chitnis* – Most of his experience has been in economics and behavioral economics. He has learned that bringing in social sciences after technologies have been introduced (e.g. GMOs) has often been too late.

*Toombs* – Asked how often does SSSc review RFAs and could it be done more frequently. Would appreciate more involvement by SSSc members in the proposal review process including with budget requests that could be reviewed prior to submission.

*Tupas* – Adding on, we are increasing looking at health issues (human, environmental, community). Much more conscious of this now. Increasingly dealing with issue-based topics that need more social science focus and actions.

QUESTION: What can SSSc do to help NIFA more?

The importance of multidisciplinary (transdisciplinary) research teams cannot be understated. We also need to think through the changing social landscape (social media, issues-based, consumer-driven behaviors). Perhaps a stronger needs assessment process is needed to establish baselines to better measure change (outcomes and impacts). Do we need a seminal document/white paper to identify the social science approaches to agriculture (to show value and what can be done)? A list of reviewers (beyond USDA) database would also be helpful for reviews and for RFA development.

Closing question from panel: What should NIFA be funding instead of complaining that they are not funding might be appropriate approach?

**12:00 PM - Working Lunch**

*Dr. Barbara Glenn, CEO, National Association of State Departments of Agriculture* – Dr. Glenn’s presentation highlighted what NASDA is, where NASDA has been, and where it

is going. She sees universities and colleges of agriculture as key constituents. NASDA's focus areas are on increasing federal involvement in REE, stakeholder involvement at all levels, public-private partnerships, resource/facility needs, student internship opportunities. Local food systems (CSAs, farmers markets, etc.) are just as important as traditional farming systems.

### **1:36 PM – Navigating the NIFA Reporting Website**

*Bart Hewitt* – Showed NIFA's reporting web site structure and format. NIFA has several information requests—from annual budget, USDA performance reporting, OMB, Congressional inquires, GAO and OIG inquires, Secretary's Whiteboard, and portfolio reviews. See <http://www.reeis.usda.gov> for data they currently collect/report. Their impact stories (generated from our reporting) is limited to 4-10 sentences that they create from our reported accomplishments. As such, we need to write for their audiences (Congress, communications) and be concise.

### **2:10 PM – How ESCOP Science and Technology Committee Interfaces with SSSc**

*Jeff Jacobsen & Dan Rossi* – Dan began historical review with review of where SSSc is in the APLU organizational chart (handout). Future positional change approvals will flow through Jeff Jacobsen instead of Dan. The SSSc is a forum to enhance communications across disciplines as well as advance social science perspectives. Dan also highlighted past SSSc activities that have had an impact from the *Science and Technology Roadmap* to the RFA gap analysis to last year's social impact assessment and evaluation.

Participation at this meeting was raised as a concern. Need to explore alternative including format (face-to-face vs. digital) and timing of the year. Having a stronger purpose for each face-to-face meeting versus one where the majority of the agenda is informational updates from USDA and partners is also seen as critical to attendance.

### **3:00 PM – Common Themes and Understandings**

*See notes at end of minutes.*

### **4:00 PM – Officer Elections**

Mike Retallic was elected as Vice Chair and Recording Secretary

### **4:12 PM – Adjourn**

## **Wednesday, March 4, 2015**

### **8:00 AM – Meeting Reflections/Observations/Housekeeping Items: *Flight changes (weather) greatly impacted attendance including the conclusion of this meeting.***

1. Possibly move the meeting time back to same week as Ag Outlook (Feb. 25-26, 2016) to allow members to attend both in one trip.

2. Connect with new USDA NIFA social science folks as soon as possible.
3. Consider a webinar on something very topical before we get here (create meaningful activity for the group)

**8:15 AM – Caron Cala, Executive Director, The Council on Food, Agricultural and Resource Economics, (C-FARE):**

C-FARE has an 18 member board and one staffer. Functions – education & outreach and government relations included targeted communications. C-FARE is concerned about sequestration returning in 2016 (last time there was an 8.2% cut) thus impacting the sciences and related research. Also seeing some attacks on social science research especially social, behavioral, and economic science and potential for duplicative research between USDA and NSF as well as within USDA (ERS and NASS). Discussion focused on these two areas.

**8:45 AM – Jocelyn Richgels, *Rural Policy Research Institute***

Brief report of RPRI activities was given.

**9:30 AM – Meeting Adjourn**

Respectfully submitted by

David Doerfert, Secretary/Chair-elect Spring 2015

Next Meeting: February 2016 (tentative)

## Common Themes and Understandings

*An activity was led by Bobby Torres to identify the common themes and understandings the group has related to its activity towards the outcome of identifying the next steps for the SSSc going forward. With the low meeting attendance, it was thought that this may need to be validated with the full membership.*

### Areas of Interest and/or Concern

- Haven't done a lot of work in the last three years—mostly updates
- Clarity of mission, vision, and direction of SSSc is lacking.
  - Why do we do regions?
  - Why these disciplines?
- With the changing landscape of the university, how does SSSc need to change?
  - Do we need to reposition departments, colleges, centers?
- Succession planning—How do we secure/prepare the next generation of social scientists?
- Given the changing nature of USDA & NIFA; what is the impact to our work and responsiveness?
- How do we react to USDA/NIFA's new Strategic Plan—consume, support, refute?
- What guides our social science efforts—is there a seminal work?
- Is there a need for NIFA to set forth guidelines/protocols for evaluating outcomes and impacts?
- There is a need for reviewers for NIFA RFA process. How should we assist?
- We have had an impact on USDA NIFA!

### Recommendations/Implications

- How can we be a catalysts for change outside of this meeting?
  - Within states
  - Within disciplines
- We need a Social Science Roadmap.
- SSSc structure should be re-examined.
- We should connect with NIFA's new social science hires as soon as possible.
- How do we stay relevant?

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**Washington, DC**

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<http://www.aplu.org>

**Scheduled Topics and Presenters**

**Tuesday, March 3**

- 7:30 AM Breakfast: Classic Breakfast
- 8:00 AM Introductions, Review of Agenda,  
New Members
- 8:25 AM NIFA Update  
Dr. Caroline Crocoll, Director  
*Division of Family & Consumer Sciences*
- 8:45 AM Where We've Been (Reflection/Presentation)  
ARFI Request for Applications (RFA) Review (Dr. Jack Elliot)  
Social Impact Assessments (SIA) (Dr. David Doerfert)
- 9:45 AM Break: Seasonal Fruit Tray
- 10:00 AM NIFA Strategic Plan Presentation, Implications Social Science Research  
Karl Maxwell Program Analyst: *Planning, Accountability, and Reporting Staff*
- 10:30 AM Panel Discussion (Facilitators Elliot, Doerfert, & Torres)  
Panel Members:  
Parag Chitnis, Deputy Director, IFRS  
Muqarrab Qureshi, Deputy Director, IYFC  
Luis Tupas, Deputy Director, IBCE  
Dionne Toombs, Deputy Director, IFSN
- 12:15 PM Working Lunch: Dr. Barbara Glenn, Chief Executive Officer, *National Association of State Departments of Agriculture* (All American Sandwiches)
- 1:00 PM Common Themes/Understandings (Facilitators Elliot, Doerfert, & Torres)  
Round Table Group Discussions
- 2:00 PM Navigating the NIFA Reporting Website  
Bart Hewitt, Director: *Planning, Accountability, and Reporting Staff*

- 2:45 PM Break: Cookie and Bar Tray
- 3:00 PM How ESCOP Science & Technology Committee Interfaces with SSSc  
Dr. Jeff Jacobsen, Science & Technology Committee, Executive vice Chair,  
*Northeastern Regional Association of State Agricultural Experiment Station Directors,*  
*Michigan State University and Dr. Dan Rossi, Rutgers*
- 4:30 PM Officer Elections (Vice Chair)  
Reflection/Implications/Next Steps
- 5:00 PM Adjourn  
(Dinner on your own)

**Wednesday, March 4**

- 7:30 AM Breakfast: Breakfast Sandwiches
- 8:00 AM Meeting Reflections/Observations/Housekeeping Items
- 8:15 AM Caron Cala, *Executive Director*  
*The Council on Food, Agricultural and Resource Economics (C-FARE)*
- 9:00 AM Jocelyn Richgels (for Chuck Fluharty, President and CEO)  
*Rural Policy Research Institute*
- 9:45 AM Break: Fresh Fruit Salad
- 10:00 AM Wendy Naus, Executive Director  
*Consortium of Social Science Associations (COSSA)*
- 10:30 AM Summary Discussion/Implications/Next Steps/SSSc business
- 11:00 pm Adjourn





# Friends of Agricultural Statistics and Analysis

Contact [info@cfare.org](mailto:info@cfare.org) for more information.

The Council on Food, Agricultural and Resource Economics (C-FARE) and the Council of Professional Associations on Federal Statistics (COPAFS) are partnering with interested organizations to establish *Friends of Agricultural Statistics and Analysis*, also known as FASA, to support continued maintenance and growth of the resources to support knowledge and information from agricultural, food, and resource statistics and analysis. FASA will serve as a forum for stakeholders who depend on the reliable production of timely, accurate, and objective food, agricultural, rural economic, and resource statistics as well as market information.

The United States Department of Agriculture (USDA) produces ***data and information*** on agricultural production, production practices, costs of production, input, commodity and food prices, agricultural land, farm business, farm operator and farm household characteristics, and rural economies that directly inform decisions by food and agricultural market participants, agricultural input and food businesses, banks and other credit institutions and those who make food, farm, economic development, and trade policy. USDA Research, Education, and Economics performs essential ***research and analyses*** with these and other data to elucidate the factors influencing agricultural production, management, and the agricultural and rural economies.

**The Friends of Agricultural Statistics and Analysis (FASA) group is convening to achieve the following objectives:**

- a) Create a network of users of federal agricultural data, information, and analytical findings to facilitate the distribution of information, opinions, and ideas about USDA data-relevant agencies among users;
- b) Act as a reservoir of individuals and organizations to participate in briefings, seminars, and other educational events for the public and for public policy decision makers about the utility and overall value of data-related USDA agencies; and
- c) Support USDA data, information, and analysis as programs that provide critical data and tools to a wide variety of users for a wide array of purposes.

We aim to assemble a core group of stakeholders to engage in public awareness efforts such as, but not limited to:

1. Developing educational outreach materials to augment discussions about how USDA data and information is used in business, research, innovation, and trade;
2. Organizing and conducting congressional briefings on current and future needs for agricultural data, information, and analysis, specifically highlighting the significance of these resources to our national economy, communities, and institutions;
3. Convening forums on current issues in agricultural statistics and analysis; and
4. Recognizing outstanding public and private champions of agricultural statistics and analysis.

We aim, within the network of supporters, to:

1. Keep apprised of changes in USDA data-related programs, status of funding, and other agricultural statistics and analysis-related news;
2. Share opportunities where individual members of the community undertake efforts to directly support agricultural data and analysis.

Membership in the FASA coalition is free of charge. Individuals, associations and other organizations, and private firms are all eligible for membership. FASA will not take positions on particular programs or surveys of the USDA agencies, focusing instead on the overall capacity of the Department to serve the data and analytical requirement of its customers. Membership in FASA would not prevent an organization or individual from taking positions on specific programs, but the FASA group as a whole would represent and put its imprimatur only on activities geared toward the greater public good, with any positions formed by consensus across its wide diversity of members.

Please join this important effort to gain access to a network of supporters for agricultural statistics and analysis.

**Contact**

Caron Gala  
Executive Director  
Council on Food, Agricultural and Resource Economics  
cgala@cfare.org  
(202) 408-8522

Kitty Smith  
Executive Director  
Council of Professional Associations on Federal Statistics  
kitty.smith@copafs.org  
(703) 836-0404

**Current Members**

American Society of Agronomy  
American Statistical Association  
Association of Public and Land-grant Universities  
Consortium of Social Science Associations  
Council of Professional Associations on Federal Statistics  
Council on Food, Agricultural, and Resource Economics  
Crop Science Society of America  
Deere & Company  
Global Cold Chain Alliance  
National Association of State Departments of Agriculture  
National Sustainable Agriculture Coalition  
Soil Science Society of America

**Invited Members**

American Veterinary Medical Association  
Bayer CropScience  
Bipartisan Policy Institute  
Consumer Federation of America  
Corn Refiners Association  
CropLife America  
Cargill  
DuPont  
Dow  
Elanco  
Federation of Animal Science Societies  
Food Policy Institute at Consumer Federation of America  
Gates Foundation  
Grocery Manufacturing Association  
Institute of Food Technologists  
International Food and Trade Policy Council  
Iowa State University  
Kraft Food Group, Inc.  
Land O' Lakes, Inc.  
Livestock Marketing Information Center  
National Cattleman's Beef Association  
National Coalition for Food and Agricultural Research  
National Cotton Council  
National Council of Farmer Cooperatives  
National Crop Insurance Services  
National Lime Association  
National Organic Coalition  
National Pork Board  
National Rural Electric Cooperative Association  
Organic Farming Research Foundation  
Resources for the Future

Restaurant Services Inc.  
Riley Memorial Foundation  
Soil and Water Conservation Service  
The Fertilizer Institute  
USA Rice Federation  
Western Growers Association  
Whole Foods Market, Inc.



# **Non-Defense Discretionary Slides for NDD Town Hall**

**Bob Greenstein & Joel Friedman**

**January 29, 2015**

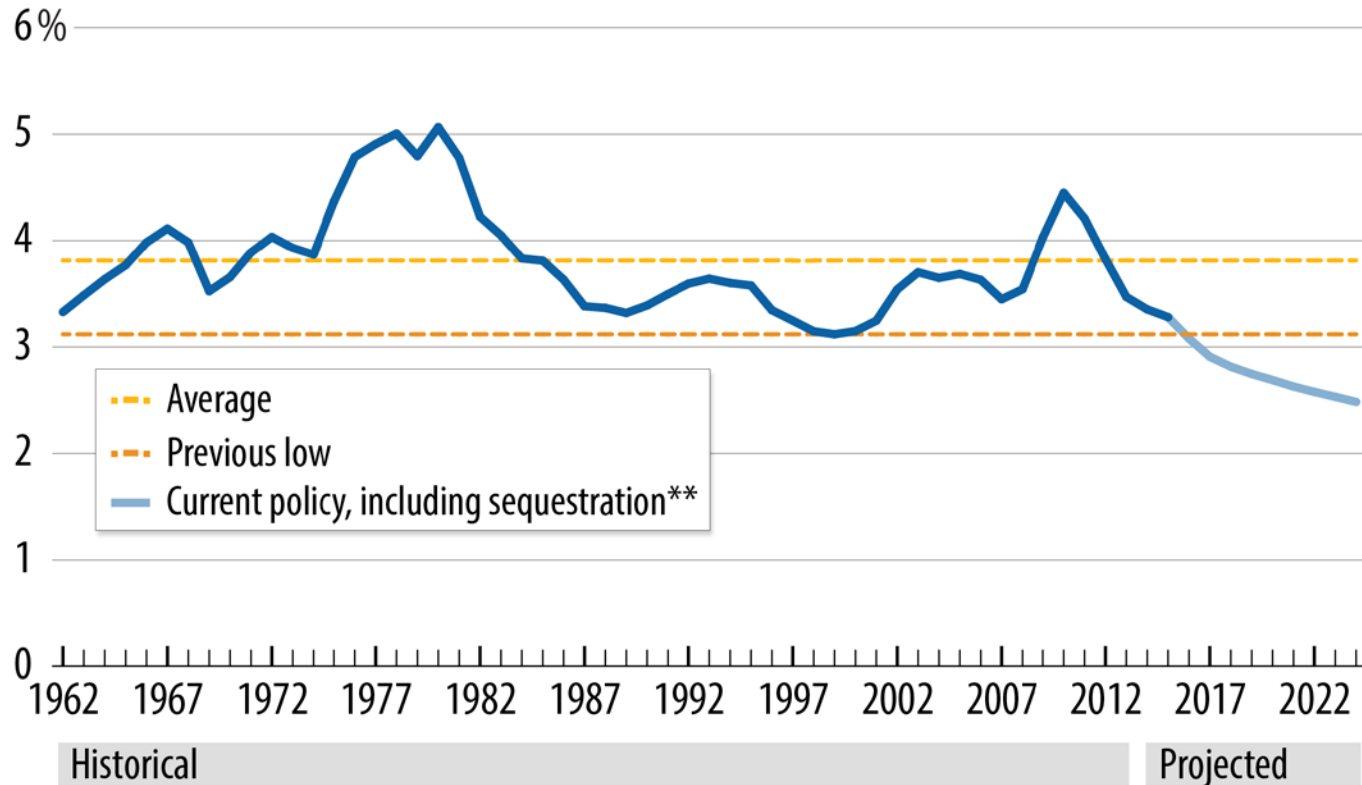


# **Background on Non-Defense Discretionary and Sequestration**



# Non-Defense Discretionary Spending Falling to Historic Lows

Spending as percent of gross domestic product\*



\* Data available only back to 1962

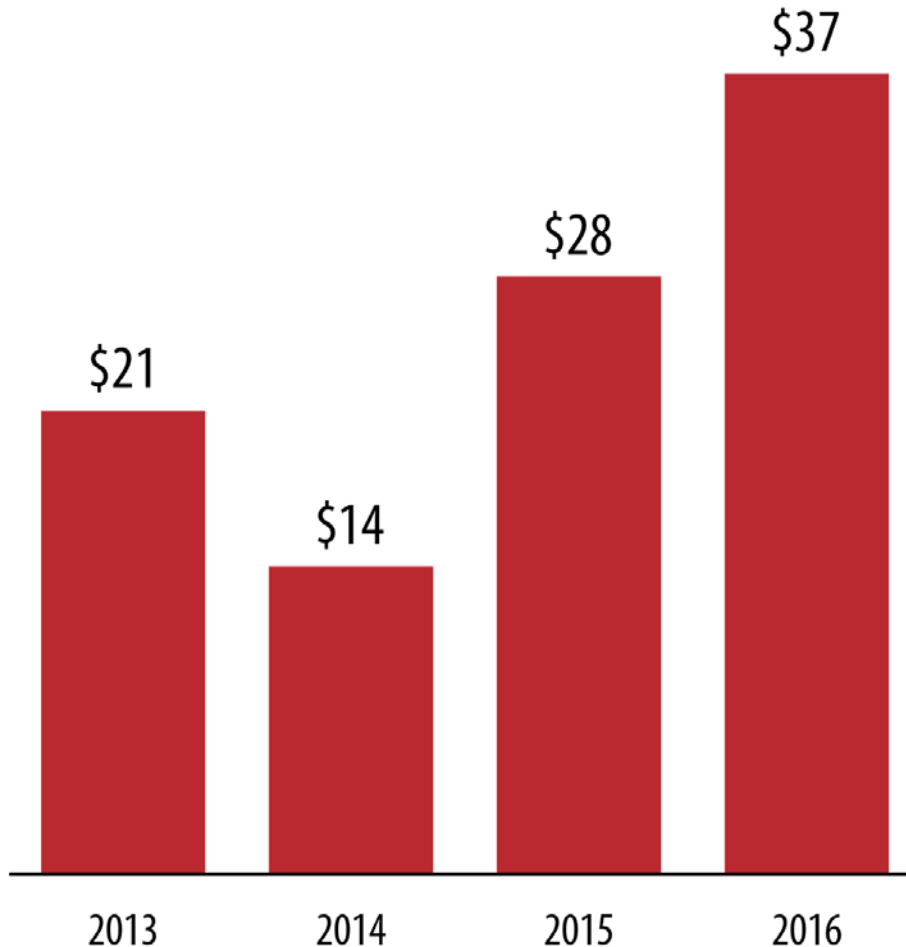
\*\* Sequestration budget cuts required under the 2011 Budget Control Act

Source: Center on Budget and Policy Priorities based on Office of Management and Budget and Congressional Budget Office data.



# Sequestration of Non-Defense Discretionary is Rising

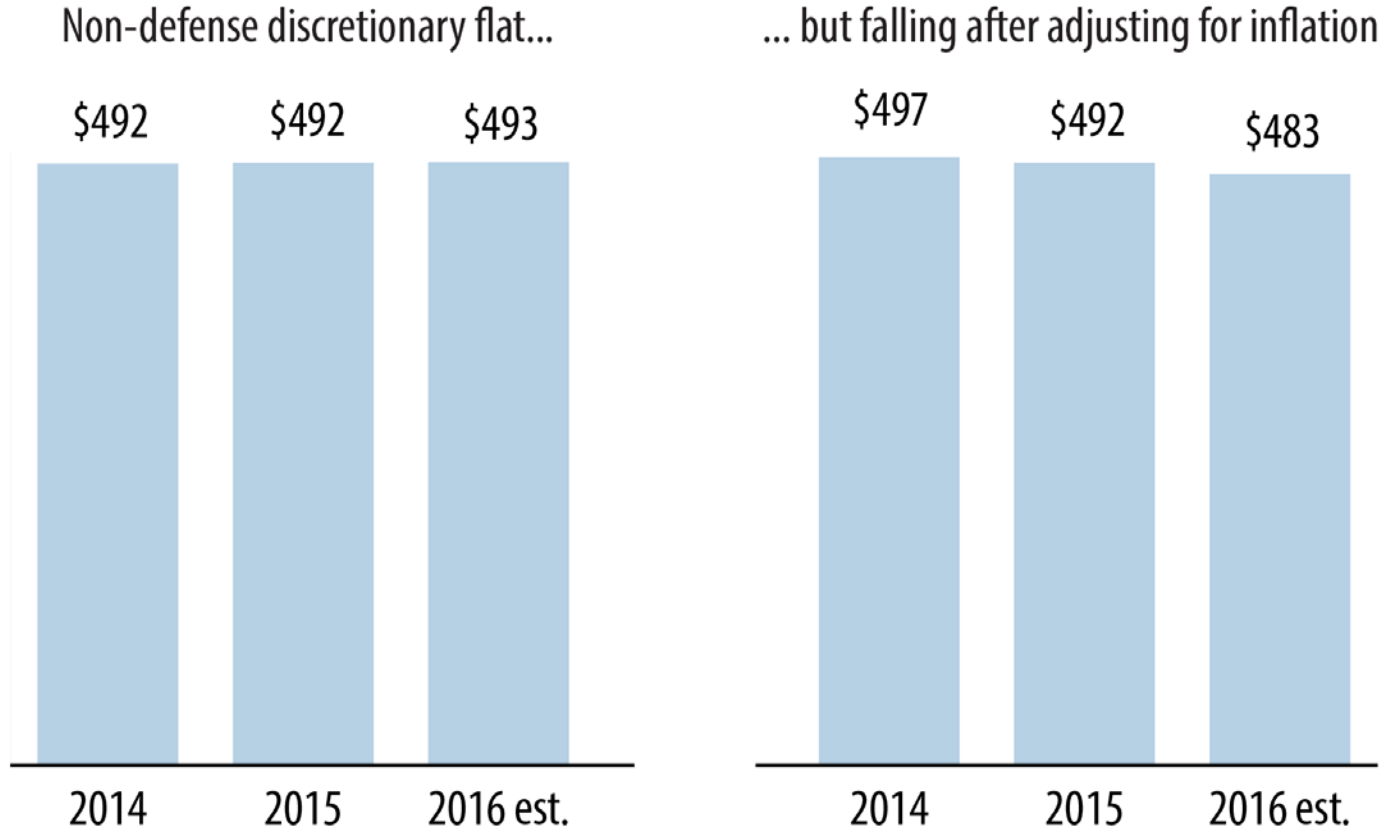
Sequestration cut in billions of dollars



Source: CBPP Calculations based on Congressional Budget Office and Office of Management and Budget data. 2013 data does not include \$3 billion in sequestration from appropriations exempt from caps.



# Non-Defense Discretionary Falling After Adjusting for Inflation



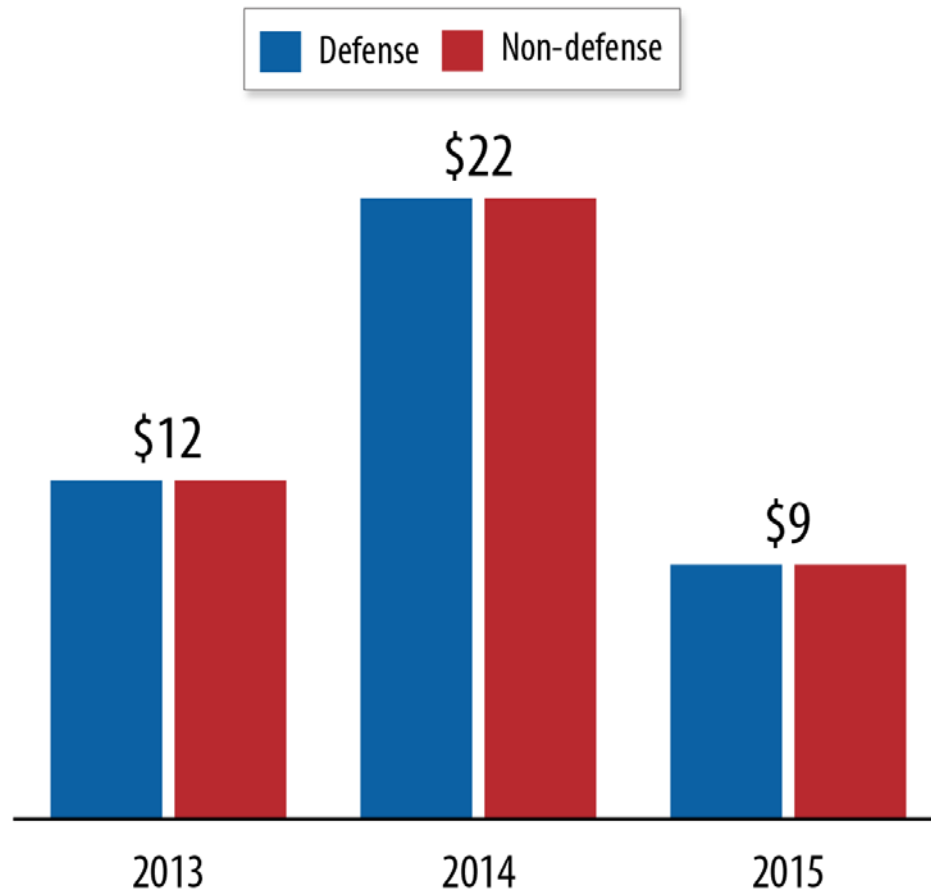
Notes: All amounts exclude funding for disasters, emergencies, program integrity, and Overseas Contingency Operations. Figures are adjusted for inflation to 2015 dollars. All figures are in billions.

Source: CBPP analysis of data from the Congressional Budget Office



# Sequestration Relief Has Been Evenly Divided Between Defense and Non-Defense

Sequestration relief to discretionary appropriations in billions of dollars



Source: CBPP Calculations based on Congressional Budget Office data

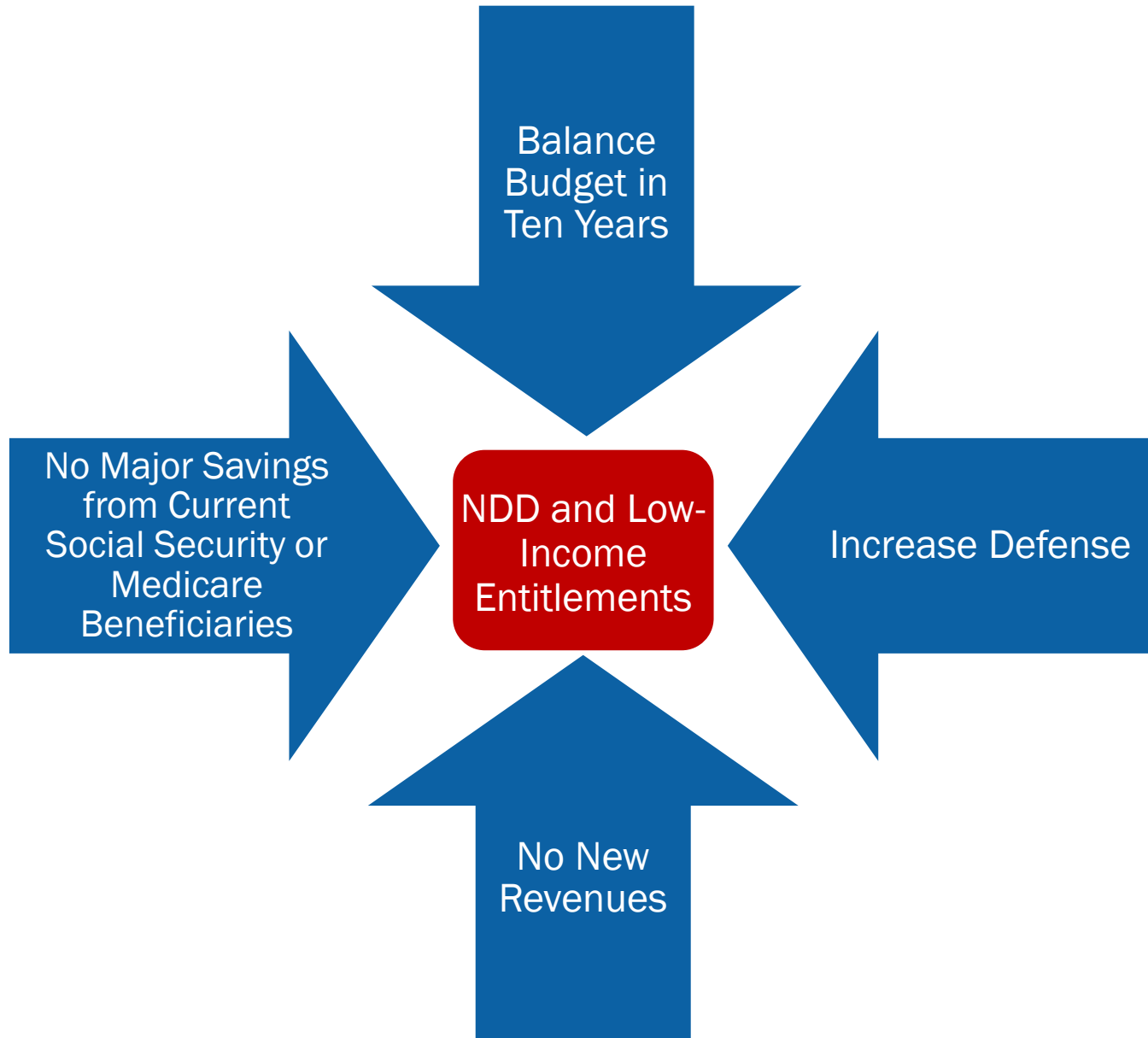




# Outlook for the Budget Process



# Architecture of GOP Budgets





# Reconciliation

- Affects entitlements and revenues, not discretionary appropriations
- Cannot be filibustered; hard to amend
- Likely targets for cuts: ACA, Medicare, Medicaid, SSI, SNAP
- Can also include the debt ceiling



# Budget Negotiations Could Address

- ACA /Medicaid (King decision)
- Discretionary funding/sequestration relief
- Entitlement cuts/changes
- Debt ceiling
- Social Security Disability Insurance funding
- Other: SGR, tax extenders, highway extension



# Grave New Budget: Constitutional BBA

- ALEC-driven campaign to force a constitutional convention
- State legislatures considering a common resolution calling for a convention (34 needed)
- Risk of a “runaway” convention
- Timing is NOW: 11 states already considering
- Need your state affiliates to help
- Contact at CBPP: Paris Walker [pwalker@cbpp.org](mailto:pwalker@cbpp.org))



**C-FARE Presentation to  
ESCOP – SSSc 2015**

**Caron Gala  
C-FARE Executive Director**

# C-FARE Board of Directors

1. Roger Coupal, U of Wyoming, Chair
2. Mary Ahearn, ERS emeritus, Vice-Chair
3. Steven Kraft, Southern Illinois, Secretary-Treasurer
4. Damona Doye, Oklahoma State University, Past Chair
5. John Anderson, American Farm Bureau Federation;
6. Walt Armbruster, Farm Foundation emeritus;
7. Duncan Chembezi, Alabama A&M U;
8. Jerry Fletcher, West Virginia U;
9. Stephan Goetz, Penn State U;
10. Paul Gottlieb, Rutgers;
11. Roman Keeney, Purdue;
12. David Lambert, Kansas State U;
13. Daniel Lass, U of Massachusetts – Amherst;
14. Ashok Mishra, Louisiana State University;
15. Gene Nelson, Texas A&M U;
16. J.B. Penn, Deere and Co.;
17. Parr Rosson, Texas A&M U; and
18. Steve Turner, Mississippi State U.



# C-FARE's Advisory Board Members

- USDA Economic Research Service
- USDA National Institute of Food and Agriculture
- USDA National Agricultural Statistics Service
- USDA National Resources Conservation Service
- Interior Environmental Protection Agency
- Congressional Research Service
- USDA Economists Group
- USDA Grain Inspection, Packers and Stockyards Administration
- USDA Agricultural Marketing Service
- USDA Farm Service Agency





## C-FARE's Mission

The mission of the Council on Food, Agricultural and Resource Economics (C-FARE) is to *enhance the effectiveness* of the food, agricultural, resource, and related economic sectors through a *stronger national presence* of the agricultural and applied economics profession and its policy relevant research.



The Council on  
Food, Agricultural  
& Resource Economics



## Education and Outreach

- Briefings
- Webinars
- Symposia
- Workshops
- Policy Outreach

## Government Relations

- Budget and Approps Monitoring
- Coalitions
- Nominations
- Visits to DC Policymakers/  
Stakeholders
- Targeted Communications

# DC Policy Environment (Issues)

- Trade Policy
- Energy Policy
- Economic Valuation of Ecosystems Services
- Food Labeling
- COOL
- Rural Development/Investment
- Nutrition
- Immigration
- Regional Food Systems
- Drought Impacts and Insurance
- March 13 - Bioeconomy Event
- **April 14 - Brandt Forum on Rural Investment, Entrepreneurship, Innovation and Infrastructure**
- April 29 – Value of Data in International Ag. Markets Webinar (tentative)
- May 15 – The Rural Fuel Economy – Oil, Gas, and Renewables (tentative)
- June 15 – Pollinator Economics Webinar
- Oct 2015 – Regional Food Systems Briefing (tentative)



## Strategies for Investing in Rural America

Tuesday, April 14 from 3:00 PM – 4:30 PM ET

*Reception to Follow*

1302 Longworth House Office Building (LHOB)

U.S. House of Representatives

Hosted by the [Council on Food, Agricultural and Resource Economics \(C-FARE\)](#)

***Title TBA***

Mary McBride, President of CoBank

***Rural Innovation, Entrepreneurship, and Infrastructure: Perspectives from Applied Economics Research***

Dr. Sarah Low, Economist of the Resource and Rural Economics Division, USDA Economic Research Service

### ***Speaker Panel on Successful Strategies for Rural Development Outcomes***

Rural America has many competitive economic advantages derived from its unique land, location, resource, and knowledge assets. Experts will discuss successful examples of where economic opportunities afforded by the synergies among rural innovation, entrepreneurship, and infrastructure contribute to more productive rural economies.

It is widely acknowledged that investments in the 21st century must increasingly be strategic—one size does not fit all. Rural businesses must have marketable business plans, a shared vision with local residents and leaders, an



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# Government Relations – The DC Environment

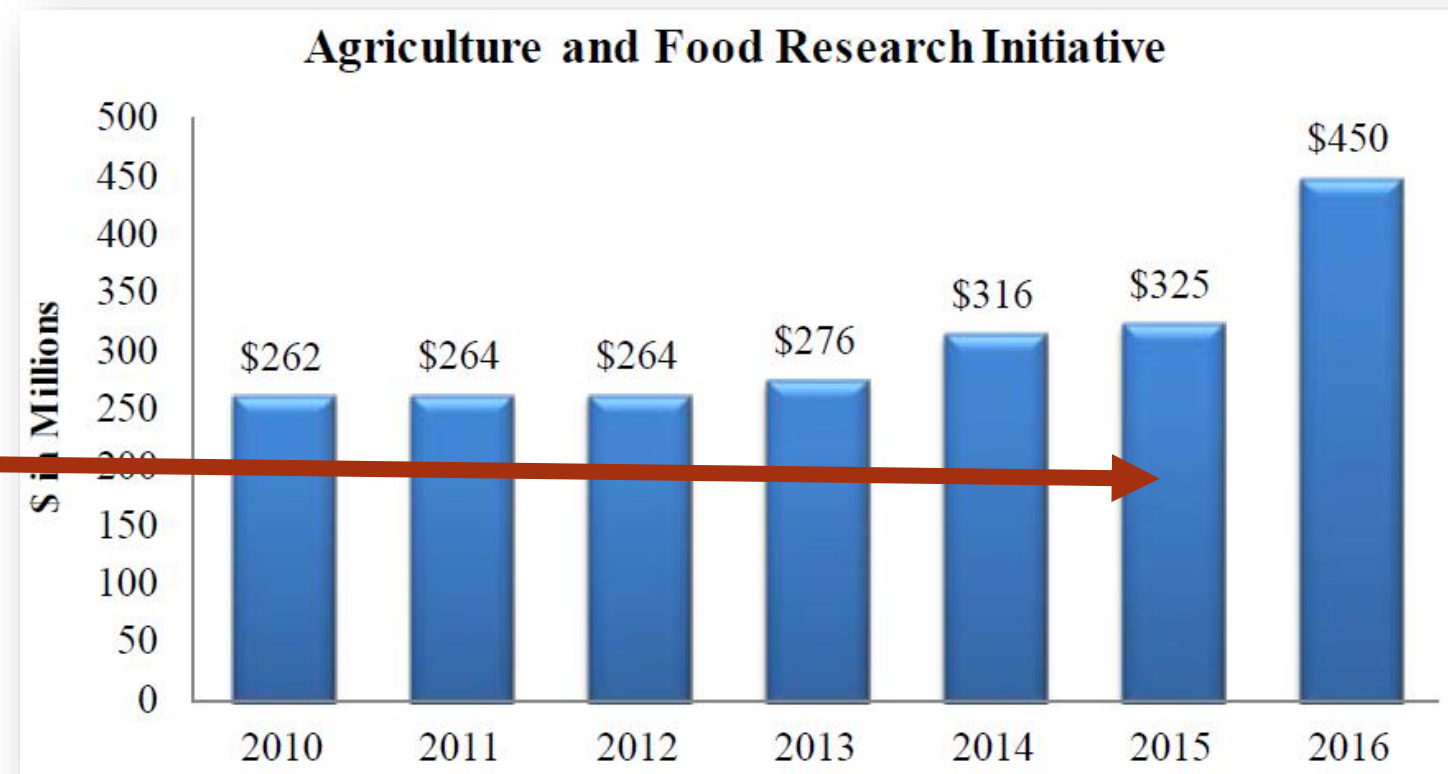


- Good News—Unlike Last Time We Met, Congress Seems to be *Averting* Shutdowns at the Moment.

# Government Relations – The DC Environment

Good News—*Competitive Research*  
Seems to be *Gaining Momentum*

4.3%  
of which was for  
Agricultural and  
Applied  
Economics and  
Related Social  
Science Integrated  
Programs  
(averages 4% since  
2012)



# Government Relations – The DC Environment

Good News—Public-Private Partnerships  
Saw Success in the 2014 Farm Bill  
Authorization of the Foundation Food  
and Agriculture Research.

- \$200 Million (Needs a Match)
- Two Board Meetings,
- Strategic Planning Process
- Executive Director
- C-FARE Nominated Vice-Chair Mark Keenum (among several others including Stephan Goetz)

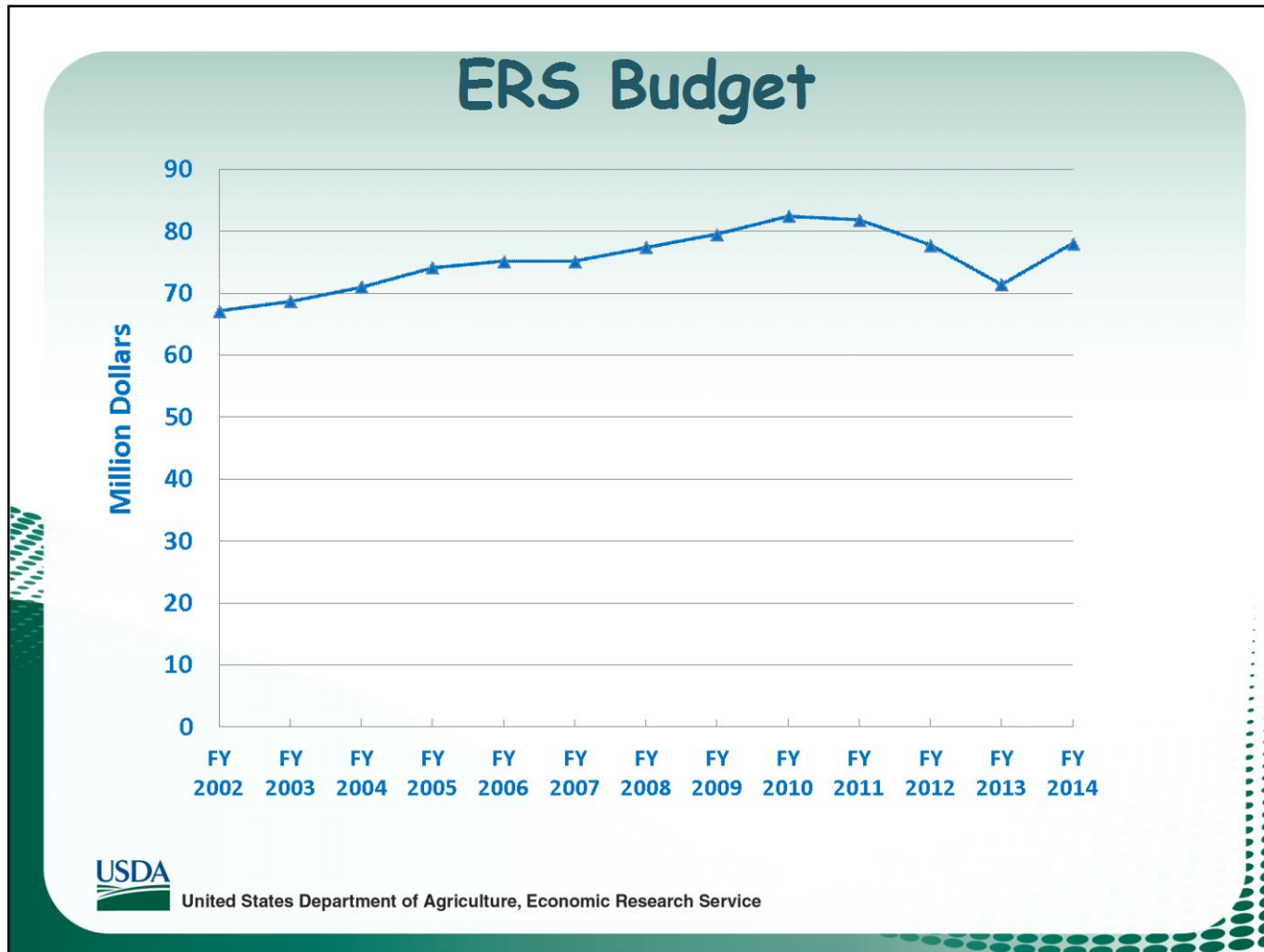


# Government Relations – The DC Environment

Other News—Funding for USDA Research, Education, and Extension Programs - Flat Funded.  
However, in FY16, sequestration will return.

Research/Stats Agency	FY 14 Enacted	FY 15 Expected	FY 16 Request
Economic Research Service	\$78 M	\$85 M	\$86 M
National Agricultural Statistics Service	\$161 M	\$172 M	\$180 M
National Institute of Agriculture	\$1,456 M	\$1,427 M	\$1,668 M
• AFRI Competitive Grants	\$316 M	\$325 M	\$450 M

# Impact of Sequestration



- Shuttering of Statistical Resources
- Decreased Success Rates?

# Government Relations – The DC Environment



- **Bad News—Last Year’s Appropriations Battle Was a Record Year for Amendments and Floor Statements that Criticized Science...Especially Social, Behavioral, and Economic Science.**
  - **USDA Statistical Agencies**
    - USDA Economic Research Service
    - USDA National Agricultural Statistics Service
  - **National Science Foundation**
    - Social, Behavioral, and Economic Directorate
    - NSF-Wide Programs
      - Coupled Human-Natural Systems



Rep. Paul  
Broun (R- GA  
10<sup>th</sup> District)  
(*no longer in  
Congress*)

Introduced an amendment to reduce funding for the ERS by \$7.7M and to apply the savings to the spending reduction account.

- “This amendment would help to end the *duplicative research* the USDA is currently conducting.”
- “The Economic Research Service makes *social science inquiries* into the *nutritional choices of citizens*, as well as *farmers’ decisions* to participate in risk management programs.
- According to the USDA, this program is “the *primary source of statistical indicators* of the farm sector,” and it is the only USDA research agency based entirely in D.C., according to the Congressional Research Service.”
- “However, there is a second agency within the USDA, the National Agricultural Statistics Agency, which *serves essentially the same purpose.*”



Ag. Appropriations  
Subcommittee  
Ranking Member,  
Sam Farr (D-CA  
20<sup>th</sup> District)

- Comparing the work done by ERS and NASS would be like a physician “*comparing an MRI to a thermometer. They both are diagnostic tools but they don’t do the same things.*”
- “*If you squeeze and trim these economic data collectors, you are really hurting the underlying economy of agriculture in the United States.*”
- “They are both involved in economic research, and I don’t know how to explain it all, but it is the underlying data that *drives everything, drives all the markets, drives decision-making.*”
- “We need crop data. We need market data. We need nutritional data. We need rural economy data, and these are the agencies, particularly the ERS that you are cutting, that collects that, so I oppose the amendment.”
- “The growers are private sector capitalists, if you will, having to borrow from a banking system. They all have to have good data in order to make decisions.
- I think, if you squeeze and trim these economic data collectors, you are really hurting the underlying economy of agriculture in the United States, so I would oppose your amendment.”

# Amendment Failed



# Amendment Adopted - \$3M cut to ERS



C-FARE - The Council on Food, Agricultural and Resource Economics

June 12, 2014 · 🌐

Senate Minibus - CJS (S 2437), Trans-HUD (S 2438) and Ag (S 2389) approps will move to Senate floor nxt wk @TamarHallerman @CQRollCall  
House debates Ag #FY15Approps bill nxt wk. Ystrday, @RepCohen amend cut @USDA\_ERS by \$3M for summer nutrition. @PhilipBrasher CQ Roll Call

*The House voice adopted an amendment sponsored by Rep. Steve Cohen (D TN-9), cutting funding for the Economic Research Service (ERS) by \$3M to increase kids' summer nutrition programs.*

# Commerce, Justice, Science

- National Science Foundation Social, Behavioral, and Economic Science Directorate
- During floor activity, despite counter arguments, an amendment to cut the National Science Foundation Social, Behavioral & Economic Sciences (SBE) Directorate by \$15M, sponsored by Lamar Smith (R TX-21), was passed.
- A grant-specific amendment was also passed, it eliminated funding for a study evaluating the 'climate effects on tea quality and socioeconomic responses under award number 1313775-CNH.'
  - The grant is out of the Coupled Natural and Human Systems (CNH) Program, which is a cross-cutting NSF program that funds applied economics as part of its portfolio.

# Importance of Engagement





# C-FARE 2015 Workplan

Our plan of work represents a *strategic prioritization* of activities designed to optimally achieve the objectives below based on the policy, research and budget cycles.

Please take a look at the handout about our Workplan, which is also accessible via email.

# C-FARE 2015 Workplan - Invitation



## Friends of Agricultural Statistics and Analysis

Contact [info@cfare.org](mailto:info@cfare.org) for more information.

**Friends of Agricultural Statistics and Analysis** — Promotes continued maintenance and growth of the resources to support knowledge and information from agricultural, food, and resource statistics and analysis.

Contact [agricultural.statistics@gmail.com](mailto:agricultural.statistics@gmail.com) for more information.  
Please also see handout.

# C-FARE 2015 Workplan - Invitation

## 2025 Priorities Project

Provide leadership and guidance about how the analysis and evaluation of the market, agricultural, food, and resource sector economics, public policy, and private sector options can be better understood through applied economics research. This project will position the agricultural and applied economics and rural social sciences as a leaders in the agricultural research sector.



*In the next month or so, we will begin to provide an informational webinar to groups interested in joining the effort.*

**Call To Action**: Ask not what social, behavioral, and economic science can do for you...



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## Your chance to be featured in Science

Tuesday, January 7, 2014

Answer this question: If you had 5 extra hours per week to devote to advocacy for science, how would you use that time? at <http://www.surveymonkey.com/s/NextGen10mc> Make sure to enter by the 14th February. A selection of the best responses will be published in the April 4th issue of *Science*. See results from the last survey at <http://scim.ag/NextGen9Results> »

Thank you and questions

## C-FARE 2015-2017 Action Plan to Build Agricultural, Food, and Resource Economic Awareness, Collaborations, Connections, and Community

**C-FARE's Mission:** The mission of the Council on Food, Agricultural and Resource Economics (C-FARE) is to enhance the effectiveness of the food, agricultural, resource, and related economic sectors through a stronger national presence of the agricultural and applied economics profession and its policy relevant research. Our plan of work<sup>1</sup> represents a strategic prioritization of activities designed to optimally achieve the objectives below based on the policy, research and budget cycles.

### C-FARE Objectives

#### I. Represent the agricultural and applied economics profession in working with the Congress, USDA and other federal government agencies involved with agricultural and applied economics research, extension, and academic programs.

- **C-FARE's Leadership Visits Program**—Leaders in the profession participate in visits with Members of Congress, the Administration, trade associations, and industry groups. The objective is to discuss ways that agricultural and applied economics analysis, data, statistics, research and extension programs address societal challenges, create innovative solutions for industry, and inform public program priorities.
- **C-FARE Hosts National Association of Agricultural Economics Administrators (NAAEA)** —In this biennial event, the NAAEA members discuss the research, extension, and education being done at their respective agricultural and applied economics departments with Members of Congress, Administrative Agencies and their staff.
- **C-FARE Visits to Congressional Committees**—After presenting topical congressional staff briefings, agricultural and applied economics experts meet with staff of relevant committees to discuss the 'state-of-the-science' as well as any pressing policy issues for which economic analyses are needed.
- **AAAS Science and Technology Policy Fellow**—C-FARE seeks to support an agricultural and applied economics fellow to be selected by the profession's leaders to participate in the 2016 cohort of Science and Technology Policy Fellows on Capitol Hill.

#### II. Communicate the contribution of economic analysis to public and private sector decision-making.

- **C-FARE Economic Issue Handouts**—Communication products represent summary or synthesis documents which provide a range of detail to the Washington stakeholder and policymaking community, shedding light on the research behind an issue or analyze a policy approach or context. These will be used in visits, etc.
- **Agricultural and Applied Economics 2025 Priorities Project** —Provide leadership and guidance about how the analysis and evaluation of the market, agricultural, food, and resource sector economics, public policy, and private sector options can be better understood through applied economics research. This project will position the agricultural and applied economics profession as a leader in the agricultural research sector.

#### III. Channel policy-related information between policy makers and members of the profession.

- **C-FARE Continuing Education Webinar Program**—C-FARE's high-value webinars convey innovative work on emerging topics by applied economists in data, analytics, and research, while connecting with agricultural, food, and resource industries. The audience is a national, policy-making audience in Congress, the federal agencies, and across the nation. Topics in 2015 will include: *The Value of Conservation and Ecosystem Services; International Trade – Chinese, Russian, and Latin American Trade Economics Impacts and Factors; and Pollinator Economics.*
- **C-FARE Congressional Briefing/Workshop Program**—Briefings and seminars provide background, facts/data/findings, and frameworks for DC congressional staff and stakeholders to better understand how economics research helps society overcome current challenges in the market, in the global economy, or in structuring science-based policy. C-FARE will coordinate two or three briefings in 2015 *on such topics as: The Economics of Drought; Harvesting the Benefits of Regional Food Systems; and Rapid Transformation of Data and Analytics to Inform Industry Decisions.*

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<sup>1</sup> Please note, in 2015, the C-FARE Board of Directors will develop a set of uniform metrics to evaluate all of its government relations and education and outreach programming.

- **Jon Brandt Public Policy Forum**—The Brandt forum shares economic research with private and public sector decision makers on issues important to agricultural, food, rural, environmental, and related societal issues. This year’s Forum will address the nexus of *rural credit, infrastructure, innovation and entrepreneurship*.

**IV. Provide leadership for the development of non-partisan background papers, issue statements, testimony, and other scientific materials that contribute to fulfilling the profession’s mission.**

- **Applied Economics Whitepapers/Reports** – C-FARE hosts workshops and symposia provide an overview or state-of-the-science assessment on an issue of interest to clientele in government, NGO, or industry sectors. Each workshop results in a whitepaper/symposia proceedings.

**V. Stimulate the creation of scientific partnerships between public and private sector groups to disseminate the profession’s research findings to broader audiences of public and private sector decision makers.**

- **Friends of Agricultural Statistics and Analysis** — Promotes continued maintenance and growth of the resources to support knowledge and information from agricultural, food, and resource statistics and analysis.
- **Multidisciplinary Coalition Activities**—C-FARE participates in several coalitions that support greater awareness of the agricultural sciences as well as of the important role of agricultural statistics and economic analysis for public and private sector decision making. Examples: AGree, National Coalition for Food and Agricultural Research, Agriculture and Food Research Initiative (AFRI), APLU’s ESCOP Social Science, Census Project, Coalition for National Science Funding (CNSF), Consortium of Social Science Associations (COSSA), and Council of Professional Associations on Federal Statistics (COPAFS). These activities include monitoring budget and appropriations.

**VI. Identify economists for involvement in national advisory committees, task forces, review panels, briefings, conferences, and related activities affecting policy, research, extension/outreach, and academic programs.**

- **C-FARE and AAEA Coordinate to Provide Nominations** –Successful nominees provide the profession opportunities to have its work impact the products of these influential groups and activities.

**ESCOP Social Sciences Subcommittee**  
**Membership Status as of March 2015 (three-year renewable terms\*)**

<b>Discipline</b>	<b>Northeast</b>	<b>North Central</b>	<b>South</b>	<b>West</b>	<b>1890 ARD</b>	<b>At Large</b>
<b>Ag Communication</b>	Rama Radhakrishna ('13) Penn State	Emily Buck ('15) Ohio State University	Dwayne Cartmell ('12) Oklahoma State	David Doerfert ('11) Texas Tech	Adell Brown ('13) Southern University	Abigail Borron ('15) U of Georgia
<b>Ag Economics</b>	Stephan Goetz ('15) NERDC, Penn State	Scott Loveridge ('13) NCRDC Michigan State	Chuck Moss ('15) University of Florida	Philip Watson ('14) University of Idaho	Ntam Baharanyi ('15) Tuskegee University	Matt Fannin ('14) Louisiana State
<b>Ag Education</b>	Harry Boone ('14) West Virginia University	Mike Retallick ('15) Iowa State University	Travis Park ('15) North Carolina	James Connors ('13) University of Idaho	Alton Johnson ('15) Prairie View A&M U.	Jack Elliot ('13) Texas A&M
<b>Human Sciences</b>	Daniel Perkins ('15) Penn State	Soyeon Shim ('13) U. of Wisconsin, Madison	Betsy Garrison ('15) U of Arkansas	Jeff McCubbin ('13) Colorado State	Nina Lyon Bennett ('12) U. Maryland Eastern Shore	Lynn Bordon ('15) U of Minnesota
<b>Rural Sociology</b>	Carolyn Sachs ('15) Penn State	Linda Lobao ('14) Ohio State	Mimmo Parisi ('15) Mississippi State	Don Albrecht ('11) WRDC, Utah State	Dreamal Worthen ('11) Florida A&M	Bo Beaulieu ('13) Purdue

*\*Number represents the start of membership term*

Subcommittee Chair: Bobby Torres (through 2015 meeting)

Subcommittee Secretary and Chair-Elect: David Doerfert (secretary through 2015 meeting, chair through 2017 meeting)

USDA NIFA Liaisons: Caroline Crocoll, Siva Sureshwaran

Liaison to the ESCOP Science & Technology Committee: Scott Loveridge

ESCOP Liaison: Dan Rossi, Northeastern Regional Association of Experiment Station Directors, Rutgers University

ESCOP Science & Technology Committee Chair: Bill Ravlin, The Ohio State University

ARD Representative: Ntam Baharanyi, Tuskegee University and Alton Thompson, Provost, Delaware State University

Ex-Officio (non-voting) Members:

Regional Rural Development Centers: Scott Loveridge, Bo Beaulieu, Stephan Goetz, and Don Albrecht

Neil Conklin, Farm Foundation

Chuck Fluharty, Rural Policy Research Institute (RUPRI)

Board on Human Sciences Liaisons: Soyeon Shim, University of Wisconsin-Madison

Wendy Naus, Consortium of Social Science Associations

Caron Gala, The Council on Food, Agricultural and Resource Economics (C-FARE)

R. Thomas (Tom) Van Arsdall, National Coalition for Food and Agricultural Research (National C-FAR)

<http://escop.ncsu.edu/Viewcommittees.cfm?comid=23>



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