



agInnovation Monthly Chair's Advisory Committee (CAC) Call NOTES
8/14/2024 at 4 pm ET (3 pm CT, 2 pm MT, 1 pm PT)

Call Agenda/Notes:

[Link to Fathom AI high-level recording and summary](#)

Attendees: George Smith, Nathan Slaton, Cindy Morley, Jenn Horton, Anton Bekkerman, Bret Hess, Gary Thompson, Jeanette Thurston, Chris Hamilton (recorder)

1. Welcome and introductions, as needed – Chair George Smith
 - George welcomed everyone to the call and reviewed the purpose of the CAC to provide input to the agInnovation chair from agInnovation committee chairs and vice versa.
2. BAA Summer Leadership Meeting (George and all)
 - Roll out of the draft agInnovation Research Roadmap—How was it received?—Pillar topics, Outcome goals, and Investment Strategy across APLU sections? Future messaging (e.g., NCFAR Lunch-n-Learn)?
 - There seemed to be good buy-in to make it successful.
 - No negativity or resistance to the plan.
 - Received positive and productive input.
 - Engagement with ECOP and views on integrating extension.
 - George and Jeanette stayed and met with ECOP during their strategic plan and presented the agInnovation research roadmap. They were enthusiastic and provided positive feedback. We need to partner with Extension for the Research Roadmap to be successful and strong.
 - ECOP could see themselves included in the pillars and goals and would like to add 1-2 more – they felt human health is not fully captured yet, same for 4-H and youth development.
 - Q: What is the timeline for ECOP to provide input and develop their additional pillars? Will this slow us down? A: We can't afford to wait, so we need to make sure their material is high quality. Extension leads are confident they can get it done quickly. We need to be cautious but also hold them accountable. They have put together leadership teams to work on this and know our mid-September timeline for our three pillars, which they are reviewing. It will be a living document, so we may release it with ours, then add additional ones later. For the NCFAR Lunch-n-Learn in September, we will present it only with our three Pillars.
 - Discussion then ensued on Extension's familiarity with Human Health and 4-H and Youth development and whether they have already fully vetted these, or will it take them more time to match the quality product of our existing pillars. Fundamentals and background are there for human health/4-H and youth development certainly, but putting numbers to it might be new to them and may take more time.

- APLU (Doug, LBA) wants this done in November to share with new Congressional staffers. This will not just stay on the shelf; it will be used and shared.
 - Decadal visioning effort – what was Extension’s view on this and where they fit best? Where does APLU (Doug/LBA) see agInnovation and Extension fitting in the Decadal Vision document? Unsure on this, it didn’t really come up at the last meeting. George doesn’t have a good read on this yet. No specifics yet. Perhaps it’s a wait and see on which has better traction.
 - Q: What about BHHS and conflicts with their current efforts on a human health pillar?
A: Unknown at this time.
3. USDA, LBA, IFPA, APLU and other partners—recent engagement and input to the agInnovation Research Roadmap draft (George and Jeanette)
 - See comments in above item.
 4. NCFAR Lunch-n-learn planning update
 - Going forward well.
 - Will try to incorporate a small stakeholder panel after a general overview. Hoping for the panel to include Max Teplitski (CSO for The International Fresh Produce Assn), The Nature Conservancy, and The Farm Journal Foundation.
 5. agMedia Summit event (George and Bret)
 - George participated in a one-hour panel session and Q&A.
 - Two stories were written because of George’s participation on the panel. He did a great job and was quoted in the articles.
 - Participating in the Summit was valuable, and we feel that we’ve gotten an excellent return already. agInnovation leadership should consider participating again next year.
 - After the Farm Bill is passed, additional input will be provided.
 - Bret mentioned that the agInnovation booth received good foot traffic and engagement. Our logo was right in the middle of the sponsor slide!
 - Rick thanked Bret and George for attending the Summit.
 6. Other Business, as needed – none identified.

Meeting adjourned at 4:40 pm ET.