**Next Steps – Follow Up Actions After Ames, Iowa Program Leaders Meeting**

**September 5-7, 2012**

1. Drought Aftermath

2. Joint, Multi-State Professional Development

3. Producer-Led, On-Farm Research

4. Technology Stewardship

5. Feeding Nine Billion People

6. Regional Water Programming (Extension and Research)

**Drought Aftermath:**

* Perhaps use survey by Wendy or Rick K to document activities to date
* Develop a plan (and proposal?) for key actions and activities as a region
* Engage an Evaluation Specialist from the region (Cheryl from MSU or Sorrel of ISU)
* Key issues will include long-term structural impacts of the drought on farms, communities, businesses, families
* Strong need for risk management and other programming

**Joint, Multi-State Professional Development**

* Audience is both newer colleagues, and veteran Extension people who need to re-tool and otherwise improve skills/connections.
* Purpose includes content-related development, leadership/professional skill-building, and developing “cohort” who can collaborate in the future.
* We need to inventory and understand full extent of regional North Central Committees as PD partners.
* We’ve identified and prioritized some key issues around which PD could focus: tech stewardship, drought, Farm Bill, feeding nine billion, on-farm research.
* We also need to do a better job to inventory and promote larger, regional programs/meetings where staff development occurs.
* Consider development of CORE COMPETENCIES for ANR Specialists and local faculty/staff.
* Consider focused, ag-specific ANR “academy.”

**Producer-Led, On-Farm Research**

* This is a growing trend, connects Extension to “top” producers, is being done in several states.
* Issues include quality control, protocol consistency, translating into educational experience/learning
* Fits very nicely under engagement banner.
* Actions – learn more about NACAA’s work in this area; consider a regional article on different on-farm research activities in the region; important future content for shared, regional PD.

**Technology Stewardship**

* Key issue for future professional development within the region.
* Speakers re-affirmed that this is a critical issue – it also connects in important ways to “feeding nine billion.”
* Need unified voice across region – consider signing onto Mike Gray’s letter of 22 and encouraging Deans and Experiment Station Directors to do the same. Perhaps we ask other groups to develop consistent, common points to communicate to producers across states (by Regional Committees and NC IPM Center)
* Professional development needs to include information on the dynamics of decision making (weighing benefits versus risks in individual producer decisions.
* Consider larger letter of support to EPA – encouraging that they not “back off” of efforts connected to protecting new technologies.
* SARE PDP training/professional development proposal.

**Feeding Nine Billion**

* See Rick Koelsch’s document (attached)

**Water Programming**

* Need ANR liaison – suggest that J. Lawrence and R. Koelsch decide who (among the two of them) should represent us.
* Work with CRD leader in your state to identify TWO collaborators to participate in six-month planning process.
* Continue to c communicate with Rebecca Power and our ANR liaison to insure ongoing engagement on issue.

**STEM**

* Several ideas were discussed: investigating current 4H Curricula on science, engineering, etc. and see how ANR can support; look at non-4H outreach through Colleges of Agriculture (growing trend); connect with your state Department of Education Ag Science person and express interests
* John Shutske and Rick Koelsch will contact the new Youth Development/4H regional chair and investigate next steps (including possibly invitation for some participation in DC Meeting)

**DC Trip (April or May?)**

* Half day each with NIFA, USAID, and EPA (and perhaps one or more commodity groups if we decide to divide up).
* Need work time – At least 3/4s of a day.
* People who agreed to work on planning – Koelsch, Gray, Charlie S., John Lawrence, Shutske.

TO: NCCEA ANR Program Leaders

FROM: Next Steps for Feeding 9 Billion People Initiative Work Team

(Rick Koelsch, Wendy Powers, John Shutske, David Williams)

DATE: September 5-7, 2012 meeting of North Central Extension Directors and Program Leaders

Purpose

This draft addresses the potential role of North Central Agriculture and Natural Resource (NC ANR) program leaders regarding the Challenge of Feeding 9 Billion People by posing potential answers to the following questions:

1. What is NC ANR’s niche?
2. What is the role of ANR program leaders for building extension capacity specific to this issue?
3. What are our proposed action steps specific to this issue?
4. What revenue generation opportunities exist for extension programs in this issue area?

Proposed NC ANR Program Leaders’ Response

The work group believes that there is both a local role focused on helping our food system focus on issues of productivity, efficiency and sustainability. In addition, our group believes that there is a role for Extension expertise to play on an international stage possibly focused on Informal Education delivery methodologies, food production practices, and access to existing research base. It is this later role that our work group is least prepared for recommending future investments by Extension systems in the North Central states. The discussion below details our current understanding of how the North Central ANR program leaders should move forward on this issue.

1. What is extension ANR's niche?
   1. Demonstrate opportunities for US farmers/ranchers to:
      1. Reach maximum yield or performance potential
      2. Efficiently utilize natural resources for food production.
   2. Support youth development programs by helping youth to
      1. Connect the dots between youth’s interest in science/engineering/ technology (SET) and SET-based careers in agriculture.
   3. Internationalize our US Extension System to create opportunities for specialists and educators to:
      1. Gain an appreciation of agricultural systems and challenges in developing counties.
      2. Contribute to a capacity building of a support network of educators and advisors in developing countries.
   4. Evaluate and demonstrate performance measures to evaluate success of alternative agricultural systems, technologies, and practices.

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| 1. What is the role of ANR program leaders for building extension capacity specific to the Challenge of Feeding 9 Billion People? | 1. What are our proposed action steps specific to this issue? |
| Awareness building | Position links to Spring 2012 workshop recordings on our individual state Extension web sites.  Construct a 3 to 10 minute ppt and notes from last spring’s workshop of the take home messages that might be used by ANR program leaders and faculty. |
| Need assessment | Initiate survey among Extension faculty (focused on those who participated in 2012 professional development workshop) as to interest in this issue and alternative roles for Extension, current engagement in domestic and international roles that may be supportive of issue, and needs for becoming more engaged in issue.  Request Extension Deans/Directors to provide liaison to NC ANR program leaders during needs assessment and professional development phases of our involvement in this issue. |
| ANR program leader professional development:  Program leaders will initiate conversations with public and private sector organizations involved in agriculture performance in developing countries | Invite leaders of Purdue University “Research Agenda for Feeding the Future” to share outputs of their 2011 planning workshop.  During future conference calls or spring face-to-face meeting, NC ANR program leaders will interact with:  John Bowman – USAID Feed the Future program.  Jill Auburn – USDA office of chief scientists.  Ken Cassman – chair of independent science & partnership council for Consultative Group on International Agricultural Research (CGIAR).  Roberto Lenton – Executive Director for Water for Food Institute (University of Nebraska).  ??? – executive director of Global Harvest Initiative  Jimmy Smith -International Livestock Research Institute  NC ANR program leaders’ spring meeting will include a visit to Washington DC to interact with agencies involved in international agriculture development. |

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| Road Map for Extension engagement :  Create a Road Map for Extension engagement in Feeding 9 Billion People issue from both 1) a domestic extension program perspective and 2) an international program perspective. | Identify current LGU initiatives to engage faculty in this issue (study tours, action team efforts, planning and professional development sessions) and share among program leaders.  Identify faculty and/or faculty teams considered to be thought leaders and assemble for a discussion summit for the purpose of creating a Road Map for Extension engagement.  Initiate discussion with eXtension and other technology delivery organizations about potential for an Ask the Expert tools for connecting US Extension faculty with developing country public and private sector advisors through cell phone technologies.  Explore opportunity for US Extension system to be supportive of gender specific programs targeting women’s information needs in agricultural development. |
| Measures of program impact:  Define impact measures that are being used (or could be used) for measuring success of Extension programs. |  |
| Connection with On-Farm Research:  Explore use of on-farm research as a primary tool for introducing emerging practices and technologies, engaging top producers, demonstrating opportunities for improving performance. | Collaborate with On-Farm Research work group to tie this delivery methodology with Feeding 9 Billion People issue. |
| 4-H Program Connections:  Support 4-H programs efforts to improve youth recognition of connection between youth’s interest in SET and SET-based careers in agriculture | Establish ANR program leader liaison to 4-H program leaders  Identify existing resources from within region designed to share agricultural career opportunities with youth interested in SET. |

1. What revenue generation opportunities exist for extension programs that support on-farm research?

* Multiple federal agencies and private sector foundations are investing competitive grant resources in developing agricultural support networks in developing countries. USAID funded one project in 2012 for development of an Extension like system in three Afghanistan provinces. Due to time constraints we have not explored competitive grant opportunities.
* Agribusinesses such as Pioneer are making significant investments in on-Farm research designed to help US agricultural producers recognize opportunities for increasing “Yield Potential” of cropping systems and those practices and technologies that help farmers improve their own success in reaching a “Yield Potential”.