



2012 Agriculture Stakeholder Conference

Day 2 Panel
Discussion: Outreach

Wednesday July 18, 2012

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Panel Discussion: Wednesday July 18, 2012

10:25 am – 11:30 am Panel Discussion – Outreach

- ❖ Adam Putnam, Commissioner, FL Dept of Agriculture and Consumer Services
- ❖ Karen Ross, Secretary, California Department of Food and Agriculture
- ❖ Kristina Butts, National Cattlemen's Beef Association
- ❖ Tim Perry, American President Lines

Adam Putnam, Commissioner, FL Dept of Agriculture and Consumer Services:

Florida's perspective-14 seaports, 60 million international visitors/year

Two audiences for outreach: How do we get the right linkages between the two messages, how do we get all agencies involved to speak the same language?

- Traveling public: constantly churning demographic, presents new, changing challenges
 - Would like to see greater participation from tourism industry
- Trade industry: no excuse to not build strong linkage between agriculture and trade industry.
 - We all need to understand the problem in order to know how to solve it and become full partners in that effort.
 - Smart inspection regime to facilitate trade that also protects U.S. agriculture from pests and diseases.

Emerging issues:

- The Panama Canal: the widening and deepening of the Panama Canal is going to exacerbate problems that we currently do not have a handle on. We will see dramatically increased trade and trade flows. We must get in on the front end by designing and engineering new strategies to protect American agriculture from foreign pests and diseases.

What's working?

- Using species discrimination (i.e. choosing a high-profile species) to gain the public's attention. Some eradication/control programs can be used as 'teachable moments'. For example, providing outreach about the giant African snail will garner more interest than the pink hibiscus mealy bug. This provides an opening to talk to the public about less interesting issues.
- 'Don't Pack a Pest' program to educate the traveling public
 - Currently reaches 85% of international travelers in the U.S.
 - Utilizes the beagle as a narrator for the campaign
 - Expanding 'Don't Pack a Pest' program into Jamaica and across other airline carriers and cruise lines, instituted program for students to get 'deputized' as certified snail hunters, opens door for further education on other invasive pest/foreign disease issues.
 - *Main point:* If you put a quality piece together with a unique, understandable message, it will be received well.
- Increased staffing and technology investment at border stations for rapid and accurate pest identification, reducing delays.

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- Detector Dogs: Get instant media attention and act as ambassadors to the public. A beagle is used as the narrator in the highly successful “Don’t Pack a Pest” campaign. Beagles are starting to be utilized in FedEx distribution sites.

Karen Ross, Secretary, California Department of Food and Agriculture:

A program’s success depends on public engagement, trust, and understanding. If we engage others outside of the agriculture community, we will have better, more effective programs. This is a shared issue for all of us.

Emerging issues:

- Increased travel based upon culinary experiences. The different foods and flavors of the world are a curiosity for travelers to experience. With that comes increased risk for the introduction of foreign pests and diseases.
- Increased offshore farming.

What’s working?

- Outreach to homeowners about Asian citrus psyllid emergency response
 - Proactive consumer research to connect with homeowners in urban settings (valued backyard citrus, symbol of CA and FL, adds real estate value)
 - Homeowners then welcomed inspectors because they knew the consequences of HLB
- Invasive Species Council with cross-cabinet membership. Provides a forum for ongoing information exchange and all members have a basic understanding of the issues before an emergency.
 - Advisory Committee made up of a diverse group of stakeholders
- Integrated pest management and treatment methods
- “21st Century Pest Management” symposium series to tackle the perception that CDFA only protects “agriculture” (not the food supply, natural resources, etc.) and used antiquated techniques and out-of-date technology. The series was targeted to a broad, diverse stakeholder audience and created inclusion, buy-in, and built partnerships.

Areas for improvement:

- Target farmer’s markets
- Engage with researchers
 - Enhanced data access and analysis
 - Earlier information sharing

Kristina Butts, National Cattlemen’s Beef Association (NCBA):

Canada and Mexico are the two largest export markets for U.S. beef. From a state perspective, cattlemen’s associations have robust relationships with government agencies and invest in research for emerging diseases.

What’s working?

- Working closely with other industries to learn from their experiences and formulate plans should an emergency situation arise.

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- Learned from the pork industry's experience with H1N1
- APHIS' handling of the recent bovine spongiform encephalopathy (BSE) detection. APHIS worked with international export markets to make them feel comfortable.
- NCBA's guidance to overseas members to be safe when coming back into the country after visiting foreign facilities to prevent the spread of disease.

Areas for improvement:

- Better outreach for the traveling public on air and cruise lines.
- "Know Your Farmer, Know Your Food": Better communication with consumers about where their beef comes from.
- The beef industry is a science-based industry, but consumers don't usually relate to science. Better strategies to make issues more relatable for consumers.
- Greater utilization of social media, but ensure that the messaging is accurate.

Tim Perry, American President Lines:

Working on project to determine admissibility long before that carrier reaches the border/port, to save time and money. It's important to exactly understand the issue in order to come up with the best solution. Looked into organization's regulations and see how they communicate those to trade and how trade communicates that message out to its constituents.

Two ways to communicate:

- Sit in meetings/conferences and use connections formed to do business. However, it's difficult to communicate the gist of those meetings to all constituents.
- Or by reaching out into electronic environment
Ross: concurred with emphasis on electronic messaging to rapidly inform stakeholders on equine issue

Audience feedback:

What's working?

- Office of the U.S. Trade Representative: coordinates inter-agency group on phytosanitary issues. Raise specific issues with other countries. Federal advisory committee looking to defense of national concerns, industry looking at market access issues in other countries.

Areas for improvement:

- When a government agency looks to make a rule, it reaches out to the appropriate trade association instead of fragmented trade groups. Trade, in addition to doing core business, needs to keep an eye on and fund those people that face the government, and government needs to fund outreach to trade. If there is no interface, there will be a disconnect.
- Need to engage industry in the development of a new standard on seed containers.
- Designing the 'container of the future'. In addition to all the traditional considerations for the container design, include disease resistant materials, non-moisture bearing, etc. into the cost of doing business. It's relatively easy to determine the additional per unit cost on trade (inspection fees, etc.), but it's hard to economically identify when there are gaps in the system.

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- Provide more training to CBP Agriculture Specialists to expedite inspections and clear non-actionable pests.
- More outreach, education, and lobbying efforts to members of Congress about the importance of agricultural issues. Particularly vital now with all belt-tightening measures and 2012 Farm Bill.
 - *Ross*: need good information to show good return on investment. Need to show quantifiable cost of not having effective border systems. Need to document and use to prove significance and worthiness of funding.
 - *Putnam*: small sliver of Congress that understands, we use high-profile introductions as a hook to open the door and help them understand why this is an economic necessity. Think differently about how this is everyone's job. U.S. Food and Drug Administration ramping up personnel to be on farms throughout the world. Cross train them and prepare them for 'Dirty Dozen' foreign pests/diseases. Trade represents opportunities for American agriculture, but over time, we have seen there has been a recognition and acknowledgement that new trade agreements will result in some disruption of the labor force, money for re-training included. There will be an increase number of introductions as a result of increased trade flows. Phytosanitary requirements are viewed as 'hurdles' to trade agreements, not a vital part.