



## 2012 Agriculture Stakeholder Conference

*“Pests, Pathways, and Partnerships”*

July 17 – July 18



### Day 2 Panel Discussion:

*Outreach*

### Trade and Industry Breakout Session

Facilitator: Jane Berkow (USDA-PPQ)  
Note Taker: Osvaldo Osmundo (CBP)  
Highlights: Danka Weaver (CBP)

**Topic: Outreach and Communication** – *How can Federal, State, and private organizations maintain and enhance outreach and communication for effective plant pest and foreign animal disease exclusion efforts?*

**Goal:** *To identify the common outreach and communication themes for the worldwide trade and shipping industries (current and future threats) between agencies and organizations to develop a roadmap for improvement.*

#### **Breakout Session Purpose (Day 2):**

- To actively engage government and industry representatives.
- To discuss new ways to communicate the importance of pest exclusion.
- To discuss how to improve communication between government agencies and industry.

#### **Notes – Day Two:**

Kevin Harriger, Executive Director, Agriculture Programs and Trade Liaison, and Dianna Bowman Acting Deputy Executive Director, Agriculture Programs and Trade Liaison, challenged the conference attendees to examine the obstacles of limited funding issues and how trade and government can better leverage their resources and collaborate for effective plant pest and foreign animal disease exclusion efforts to achieve future goals.

The trade/industry stakeholder group acknowledged the limited funding as being a challenging factor as well as the need for leveraging resources and collaborative efforts as a vital component in moving forward.

#### **Comments/Discussion Threads:**

1. Government entities must continue to build upon existing relationships with industry, utilizing their network of communications.
2. Explore new avenues of outreach with international trade to include small independent growers.



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3. Develop better forums or ways for reaching small independent growers.
4. Utilize webcasts, other forms of social media avenues, and meetings for enhanced communication.
5. Government/industry partnering adds to the validity of the pest and disease exclusion message.
6. USDA still has the most resources for agriculture mission in the world.
7. Congratulations to U.S. Customs and Border Protection (CBP) for their efforts related to protecting America's agriculture.
8. Joint Government community outreach- For example in California the U.S. Food and Drug Administration (FDA), U.S. Customs and Border Protection (CBP), and U.S. Fish and Wildlife Services conducted an educational seminar community outreach.
9. Chile: invasive pest topic- there is presence in place to do more, post to post concept to protect plant pest issues, Wood Packaging Materials (WPM); currently we only do notification.
10. WPM issues: Canada representative asked how long exemptions have been extended. Will it be until 2014? Bilateral agreement-USDA has done a substantial job of informing them of the ISPM15 requirements.
11. Currently information is available through Emergency Action Notifications (EAN's) and possible remedial actions. Only warnings are issued- to and from the Canadian border for ISPM issues.
12. Not every state has funding available for outreach on invasive species.
13. Work more closely with homeowners and restaurant owners to reinforce the purpose of the agriculture mission.
14. Regularly monthly meeting with CBP, USDA, other government agencies, and the trade industry hosted by CBP have been successful. These types of meetings should be expanded and can also be hosted by USDA on a regularly scheduled meeting date.
15. Marketing orders through increased federal and state funding to programs.
16. Florida- public forums to increase public awareness and understanding of reasons for eradication efforts.
17. Increase Public awareness on how to protect American agriculture industry.
18. Industry needs to lobby congress for agriculture support.
19. CBP Port Tours should be made available. E.g.: Agriculture Mission Day, CBP Day
20. Outreach to other countries- pushing back the borders.
21. Work with the state department to establish more clearly defined entry requirements.
22. Outreach should use a common tag line.
23. Establish IPPC standards before leaving the country of origin.
24. Private industry has a responsibility for outreach and education.



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25. Invite government agencies to speak at the brokers associations or other trade industry meetings.
26. Outreach to Visa applicants to highlight the agriculture mission, concerns, and ongoing threats and how they play a pivotal role.
27. Continuation of Cargo Release Authority, and strongly urges CBP to follow the Miami model of incentives

**END**