

**Penn State Ag Council**  
**Delegate Meeting**  
**April 8, 2010**  
**Breakout Session**  
**Reports**

**Animal Welfare**

1. College participation in issue of animal care/well-being (do not label as animal welfare)
2. General ag education – define audiences. Curriculum in primary schools and at PSU in colleges other than ag (particularly education)
3. Agriculture = Food!
4. Development of effective and uniform 3<sup>rd</sup> party audits/standards
5. Show facilities, be transparent, real world, real people, and leverage/expand auditing programs
6. Correlation of animal welfare and food safety
7. Address fragmentation of industry. Each ag segment promote the position of what they do
8. Emotion is important in the communication strategy
9. Issue of animals on the edge (marginal profitability)
10. Need neutral forums for debate/discussion – university role

**Food Safety/Health**

1. University centralized communication plan that is coordinated – related to food safety crisis
2. Consumer prevention education
3. Media Campaign
4. Funding for research to carry out science-based regulations
5. Comm/Ed- education about production and preparation

**Food Quality**

1. Nutritional Education
2. Perception of what is a “quality” food product
3. R&D – Enhancing nutrition of products
4. Best Practices – Enhancing soil health

**Food Availability/Cost**

1. Research – publish a Penn State index of the true cost of food, including consideration of all externalities
2. Education – help people understand the implications of lifestyle choices regarding the availability and cost of food, health issues
3. Policy – investigate policy strategies (tax structure/Farm Bill) to create incentives for availability of good food in urban areas

### **Biotechnology (including GMOs)**

1. Policy – Ownership of genetics - is industry too big? Market manipulation, concentration, access to materials for education
2. Research- present and future ecological implication of biotechnology, product performance, food safety, and impacts
3. Education – knowledge of choices, value and risks of these technologies, and appropriate use in ag.
4. Appreciation of consumer's values
5. Aim at right target

### **Environmental Impacts**

1. Info/Marketing – good environmental management is not size dependent
2. Outreach/understanding on the problems of urban/suburban runoff
3. Manure is a resource and should be managed as such, valuable nutrients. Stop looking at it as a waste product
4. Policy – need leadership and definition/vision (5 – 10 years) (rather than reactive) around policy - Integration of policy
5. Better industry response (“no comment” is a problem)
6. Research to gain factual info (perception vs. reality)

### **Production Methods/Size**

1. Disconnect between people and their food. Engage the entire food production system into the consumer education role. Agriculture exists to feed the world
2. College must stay more connected and ahead of consumer preference/demands through research. Get out in front of issues
3. Informing policy makers on science. Fact-based rather than emotion driven decisions.
4. Research on food production system from seed to cellophane
5. Consumers have a voice and a vote. Choice is critical.
6. Educate consumers on value/educate industry that they should respond to that vote
7. Farmers will respond to demand
8. Appreciation for value of environmental services agriculture provides

### **Labor Practices**

1. Undocumented laborers – exists comprehensive policy. Need unified voice – sharing of info/BMPs within industry and with other industries
2. Education/Extension – Help industry get the word out regarding top performing industries that follow bmps and good employment practices
3. Policy – Identify industry hot spots in Pennsylvania and find out how extension can assist
4. Continuing education for owners and managers
5. Pay attention to current proposed policies