

## Day Two

### Session Four: Track 3

Developing an action plan → clear goals

### Session 5: Action Plan Reporting Out

- Marketing
  - Goals:
    - increase the value in BFR
    - Who's your farmer
    - More new/sustained farmers than retiring farmers
    - Changing societal attitudes and prospective farmer attitudes about farming as a career of the future
  - Strategies
    - Tap into national marketing campaigns focused on recruiting and valuing farmers
      - Usda
      - Greenhorns
      - Organic valley
      - National young farmers coalition
  - Specific marketing Strategies and avenues
    - Academic
      - FFA, 4H
        - Video series promoting farming as career of the future
      - Statewide PSA
        - With slogans
      - Farm to school
        - Farmer trading cards, posters, food and planning curriculum
          - Increasing career info.
        - Career farms - meet your farmer
        - Farmer stories - prizes for collect all ten
        - Farmer halloween costume
        - Food/farmer calendar
        - Farmers are FUN
    - Women and Natives are represented
      - Women in combines
  - Feedback: What changes, amendments, suggestions?
    - Having a dedicated organization to do this
    - Have that organization hire a marketing firm
      - Marketing helps you target specific audiences
    - FFA and 4H
      - Ag teachers, Extension for 4h
        - How can we work together?

- This is the 3-12 month strategy
  - Dept. of AG marketing campaign
  - Farming professionals
    - Not everyone will be there own farmer
  - Must tie into economic values

## Community Financing

- Outcomes
  - Diverse community investment opportunities across state
  - Place for farmers to figure out what's best for them
  - \$50 mill invested
    - Get the money going!
- Strategy
  - Statewide summit 2017
    - Get everyone together on how to move forward
      - Land trust, investors, farmers, rangers, etc,
      - Goals: strategies on what works best for farmers, what structures not just volunteers
  - What's already happening?
  - Look at relative national models
- Assessment
  - Money
  - Logistics planning
  - Qualitative research
  - Assessment of financing needs
    - Land grant
    - What's the game
- Who?
  - AERO
  - CFAC
  - Investors
  - Service providers
- Timeline
  - Summit funds
  - Planning meeting for key interest people in Jan.
  - Summit 2017
- Amendments:
  - Lower-hanging fruit
    - Tapping into existing state meetings
      - Could this help get things done sooner
    - MOA
    - Farmers Union
    - Could we have a half a day or a full day or pre-meeting
      - Coordinating with something already happening

- Where does farmland actually exist in the state?
  - Where are land owners?
  - If you want land transition, you need to find the land
  - Land transfer and land financing
- Develop tools that allow all communities to access
- Capitalize on remembering community
- Remember to look outside of 'typical' food and ag investors
  - Corporate investors
  - How can summit tap into sectors that we're not typically working with?
- Do you have a good understanding of the legal implications
  - Legal barriers
  - Policy challenges
  - Good to emerge out of this summit
  - Case study and info around current legislation

#### Policy (see above)

- Outcome:
  - create shared values between stakeholders for BFRs through advocacy and outreach and education
- Strategies
  - Create representative round table through a nonpartisan hosts (msu/UM) in order to establish common themes/goals that support BFRs
- 3 Important steps in 3-12 months
  - Form representative stakeholder group informally
  - Research existing models/ states
    - Michael Porter
  - Develop goals/objectives of this, collective group for BFRs
  - Policy Focus - could be
    - Benefits for BFR - study associated costs
    - Incentives
    - Education model that includes apprenticeship training
    - land/use planning
- Resources Need/Have
  - inventory / needs assessment for what currently exists between and within stakeholder groups
  - Create 1 paragraph statement regarding a shared value business model to garner interest
- Who would lead
  - Nonpartisan facilitator
  - Other groups
    - Ong list
- Timeline

- Potential study bill in upcoming legislative session
  - Impact on local communities, keeping money in state while incentivizing BRFs - tie to something we try to pass in the future
- Form stakeholder group with direction/charge
- Lobbyist for BFR group
- Overall:
  - We form a group that gives the people on the ground (those who know best) a collective and effective voice with the MT legislature
- Additional:
  - National Young Farmers Ranchers (farm )coalition
    - Branch here in MT
    - They do a lot for beginning farmers
  - Bioregional approach
  - Employers who hire registered apprentices
    - Great opportunity to bring farming into apprenticeship
  - State tax credit for those who sell land/lease land to beginning farmers
    - These need to be bigger?
    - Study bill on tax credits
  - Listserv of current issues and what's on the table for current legislative session
    - Think: land ag evaluation
  - Prioritize ideas for each sessions
  - Education of legislatures
    - AG Caucus
      - BRF Caucus

### Farm Training

- Outcomes
  - Ability to enter a personally and financially rewarding career in a farming, after connected scholastic and vocational training = more farming/ranching professions in MT
    - Help ease transition
  - Define statewide metrics for success in BFR training and a monitoring/evaluation plan
- Strategies
  - Define financial success in the
    - identifying specific barriers (ie don't have health care)
    - Inventory and envisioning
  - Assessing statewide existing BFR programs, resources, trainings
    - Identify gaps and possible collaborations
    - Develop matrix based on career state
  - Build a formalized training career development program for MT
    - Build/survey existing programs in/out of state to develop best practices
    - Collaborate with DoA to formalize program
  - Identify baseline data on BFR in MT

- Survey existing BFRs to identify challenges for years 1-10
      - Work with AG staff to identifying....
    - Apprenticeship for all aspects
      - Butchers, mechanics, etc.
    - Tough to gather information on BFR who have not even begun
      - Pair with marketing
    - Amendments:
      - Baseline data of BFRs in MT
      - Why would you choose to formalize a program?
        - Varieties of tools available for career tracks
          - Not just apprenticeship
            - Ex: some people want a 4 year degree, some want 2 year, some want night school, some want online classes
              - See Matrix above - what different tracks and outcomes could look like
              - Use examples of other careers
            - Not a prescribed method of how to get to that track
      - Training in a way that is seen as legitimate
        - Dept. of Labor
      - Identifying the pipelines of these programs
        - Do people know how to access what exists?
        - Are there programs for those who really want to be a career farmer?
        - 2 year institutions can adapt more quickly
      - Keep in mind Land Access
- When we report out to Summit Group
  - Policy -

### Policy Group Action Planning

1. Define the Outcome - what does success look like?
  - a. Full time year round lobbyist
    - i. Outcome?
  - b. BFR Groups
  - c. Advocacy, outreach, edu

- d. Political stakeholders and collective action
- e. What are deliverables from the policy
- f. \*reducing risk to allow farmers to come to MT
  - i. Where do I get benefits?
  - ii. How do I have access to a life that is safe?
  - iii. Support and education
- g. *Key on reducing risk*
  - i. Benefits to individual
  - ii. Community financing
  - iii. Incubators point of entry
- h. What's out umbrella?
  - i. Issues in not being a formal group
    - 1. Need active voice moving forward
  - ii. How do you define outcomes together?
- i. *Creating shared values*
  - i. How to forward as policy initiative?
  - ii. Capitalizing on pride of Montana
- j. What's the goal?
  - i. Passive or active voice? Formal recognition
    - 1. Beef and Barley have voice in Helena and national
  - ii. What's our formalized body?
    - 1. Passion that's here needs to be put into a body
    - 2. What's stopping groups/bodies from combining?
      - a. Us vs. Them mentality
- k. Outcome: Advocacy and Outreach
  - i. Collective nucleus -
    - 1. elected or selected, 501c3, MSU leadership, lobbyist
    - 2. Voice needed
  - ii. Creating shared value business
    - 1. Farmers Union + other organizations + businesses
    - 2. Invite Michael Porter for business model shift
    - 3. MT as pilot for how to do business
  - iii. Advocacy and outreach: collective voice
    - 1.
- l. What about for upcoming legislative session?
  - i. Farm Bill
  - ii. Should be coming from larger voices, rather than this table
  - iii. Grow Montana, NCAT, groups do have power
    - 1. Is there one thing that stands out?
      - a. 5% tax write off would be enough to allow people to offset cost; local investment pay off better than wall street;
        - i. Study bill on return - keeping MT money in MT
      - b. Thinktank of sorts to voice these ideas
      - c. Apprenticeship Bill

- i. To reduce risk
- ii. What incentives would work
  - 1. To host, to start individuals
    - a. Don't take away from trade schools
    - b. Don't want to damage already existing structures

2. What are the major strategies?

- a. Identify person from each agency
  - i. Create collective idea group
  - ii. See what common voice there is - where are the overlapping needs and ideas
    - 1. How do we move forward as a collective group
- \*\*Is THIS group going to help BFR?\*\*\*
  - 2. How do we get everyone at the table to not focus on individual goals/ideas
  - 3. Is this a policy that is going to cost something?
  - 4. How do we get the Buy-In?
- b. Who's at the table needs to know it's ALL for BFR
  - i. Grassroots on all levels
  - ii.

3. What resources do we have or need to implement this plan?

- a. People, interest (check)
- b. Inventory and formal/informal
  - i. How do we get it going if we don't know what kind of organization it is?
    - 1. State governor's' task force on BFR
    - 2. Round table of stakeholders
      - a. What can we all get on board with for BFR
        - i. MSU, colleges interested right now (grant) - land grant mission - if they had a idea
  - ii. Shared value concept business model
    - 1. 1 paragraph statement to spark interest starting point
    - 2. What kind of organizational system could emerge?
    - 3. Need resiliency and accountability
- c. Lots to do before Lobbyist - maybe an outcome of 'task force'
- d. MSU/UofM round table -
  - i. Talk to Travis for what's coming out of this
  - ii. See who's interested
  - iii. Springboard for direction
  - iv. Smaller line items
    - 1. Benefits
    - 2. Incentives
    - 3. Education piece
    - 4. State level - land set aside for AG
      - a. Land use planning; reduce land division

5. Decision tree on how we want to order?
4. Who will be or could be lead organizations or groups involved?
  - a. MSU/UofM
  - b. Hopeful participation list (invite): Commonalities of BFR
    - i. Farmers Union
    - ii. Farmers Bureau
    - iii. Stock Growers, animal growers
    - iv. Cattlemens
    - v. Tribes
    - vi. Ag. Lenders
    - vii. Small scale organics - Organics organization
    - viii. Edu.
      1. Extension agencies
    - ix. USDA
    - x. NRCS
    - xi. Farm service agency
    - xii. Dept. of Ag (State)
    - xiii. Industry -
    - xiv. (NCAT and NPRC) - will this make it nonpartisan? - attend, not host
    - xv. Congress
    - xvi. SARE
      1. Dr. Mike harrington
    - xvii. Nonprofit
5. When would this be done by?
  - a. Study bill in next session
  - b. Meanwhile, form a group
  - c. By next leg. Session have lobbyist
6. What are 3 important steps to take? And Who will do it?
  - a. What do we have vs. what do we need
    - i. Have: lots of groups
    - ii. Need: to bring them together
    - iii. Steps (policy window)
      1. Is there a group to form to do this?
      2. Is there an existing group?
      3. Dept. of Ag? College? NCAT? NPRC? Tribal?
    - iv. Identify group
      1. Pres, vp, etc.? - is it a formal entity?
      2. How do we facilitate good convo. From the start?
    - v. Group of people to identify common goal
      1. Each group brings some money
      2. Helps to have BIG leaders (gov. support)
    - vi. Who are our corner pieced?
      1. Volunteer, appointed, elected?
    - vii. Develop goals



1. Why and how do we want as a group?
    - viii. What bioregion who could help us if BIG voice (governor)
      1. Is this model already happening?
    - ix. Reduce barrier of US vs THEM
      1. Relationship building - not just 3-12 months
        - a. Specific policy to bring in each group
    - b.
7. What data do we need/have?
  - a. What models are available on a national level?
    - i. Check in with Michael Porter?
      1. Outsider facilitator
      2. NRCS, Farmers Union
  - b. 8 categories of further research within