



*Education and Outreach Committee Meeting  
28 May 2020*

Meeting Notes

*June Plenary and Committee Meeting*

Our June meetings will be remote.

**Sector calls** have been scheduled for the week of June 8. Nominations for standing committees will be taken until then. Online voting will be open until June 19.

Civil Society – Monday, June 8, 1:30 – 3:00 PM EDT

Grower – Tuesday, June 9, 1:30 – 3:00 PM EDT

Affiliate – Wednesday, June 10, 1:30 – 3:00 PM EDT

Brands and Retail – Thursday, June 11, 11:00 AM – 12:30 PM EDT

Agribusiness - Thursday, June 11, 1:30 – 3:00 PM EDT

The following committee members are up for re-election for a new 2-year term that ends June, 2022. Please encourage your colleagues to run for a committee seat.

Name	Organization	Sector	Term
John Hay	University of Nebraska-Lincoln	Affiliate	2020
Donna McCallister	Texas Tech University	Affiliate	2020
vacant		Agribusiness	2020
Mark Biedenfeld	CHS	Agribusiness	2020
Andrew Utterback	Ingredion	Brands & Retail	2020
vacant		Brands & Retail	2020
Leif Fixen	The Nature Conservancy	Civil Society	2020
Sunni Heikes-Knapton	NACD	Civil Society	2020
Karen Scanlon	Innovation Center for US Dairy	Grower	2020
Amy Roady	Illinois Soybean Association	Grower	2020

**Plenary**

Tuesday, June 23 - New Member and Guest Orientation | 10:00 – 11:00 a.m. EDT

Wednesday, June 24

General Assembly meeting | 10:00 a.m. – 12:00 noon EDT

Breakout topics hosted by Standing Committees | 2:00 – 3:00 p.m. EDT

Our committee's topic is **Designing for Change: Motivating Conservation Adoption Through Effective Outreach and Education**

This session will turn to social science to understand the most important drivers of behavior change and how to effectively incorporate these concepts into sustainability strategies and educational materials. We will explore how to craft messages that resonate with the intended audience, including farmers, trusted advisers, landlords and other key stakeholders in the ag value chain.

**Action item: We are looking for a speaker that can give a 45 minute presentation, followed by 15 minutes of discussion. Please share your suggestions for speakers to Kelly Young ([kyoung@fieldtomarket.org](mailto:kyoung@fieldtomarket.org)) by Friday, June 5.**

#### *Cross-Sector Dialogue*

Thursday, June 25 - Banking on Solutions: The Role of Ag Finance and Crop Insurance in Sustainable Agriculture | 2:00 – 4:30 p.m. EDT. As with all of our other meetings this summer, the Cross-Sector Dialogue will be remote. Using Zoom, we will have the ability to have facilitated breakout discussions following presentations by speakers.

**Action item: [Register](#) for and attend the event and help with notetaking. Notes will be gathered collectively using Google Docs.**

#### *Continuous Improvement Academy* - Bringing interaction into virtual events

The Academy will be held remotely July 21, 23, 28 and 30 with office hours with FTM staff on July 22 and 29. We are considering platforms for online delivery.

**Action item: Let Kelly Young ([kyoung@fieldtomarket.org](mailto:kyoung@fieldtomarket.org)) know what virtual platforms you have experienced recently that you think should be considered for the Academy.**