



*Education and Outreach Committee Meeting Notes
16 July 2020*

Action items are in bold, below.

Once again, we'd like to welcome new committee members Horacio Caperan, Justin Maraoccia, Krista Maruca and Angela Hessinger and thank Donna Mitchell McAllister, Michelle Yoshinaka, Andrew Utterback, Leif Fixen, Sunni Heikes-Knapton and Amy Roady for choosing to continue for another term. The [2020 committee roster](#) can be found at the end of these notes.

Cross Sector Dialogues

All Cross-Sector Dialogues in 2020 will be held remotely using the Zoom platform. The committee offered feedback on the 1st dialogue, held on June 26:

- Let's explore ways to use the chat feature to encourage questions and engagement.
- **Committee members will be needed to volunteer as notetakers in breakout groups**
- Create space in notetaking form for other ideas
- Allow for more discussion time

The next dialogue, Climate Action 2.0: The Next Decade of Greenhouse Gas Reduction and Climate Resilience Efforts in U.S. Agriculture will be held on September 9. **We are currently recruiting speakers to address national and corporate climate targets as well as growers that can speak to farm resilience resulting from practices that also reduce greenhouse gas emissions or sequester soil carbon.**

Committee Meeting (6.24) Debrief

Dr. Simanti Banerjee presented her research on motivating conservation behavior. From her talk, we learned about the power of creating personalized notes when doing outreach to growers. In the future, we will debrief more immediately after the meeting, while our memories are fresh.

Continuous Improvement Accelerator Academy

The inaugural Academy launches July 21 and will be held over the course of 4, 2.5-hour session plus one-on-one office hours with staff. Currently, there are 29 members registered, including four members of this committee.

2020 Education and Outreach Committee Roster

Name	Organization	Sector	Term
Donna Mitchell McCallister	Texas Tech University	Affiliate	2022
Horacio Caperan	MIT Joint Program	Affiliate	2022
Justin Maroccia	Corn Refiners Association	Agribusiness	2022
Krista Maruca	OCP	Agribusiness	2022
Michelle Yoshinaka	Sound Agriculture	Agribusiness	2022
Andrew Utterback	Ingredion Incorporated	Brands & Retail	2022
Vacant	Vacant	Brands & Retail	2022
Leif Fixen	The Nature Conservancy	Civil Society	2022
Sunni Heikes-Knapton	NACD	Civil Society	2022
Angela Hessinger	Innovation Center for US Dairy	Grower	2022
Amy Roady	Illinois Soybean Association	Grower	2022
Anna Hartley	University of Georgia	Affiliate	2021
Liz Hunt*	Syngenta Corporation	Agribusiness	2021
Adam Shea*	Riceland Foods	Brands & Retail	2021
Bethany Siebold	General Mills, Inc.	Brands & Retail	2021
TBD	NRCS	Affiliate	2021
Kris Reynolds	American Farmland Trust	Civil Society	2021
TBD	Environmental Defense Fund	Civil Society	2021
Ariel Kittle	Indiana Corn Marketing Council	Grower	2021
Ryan Kurtz	Cotton Incorporated	Grower	2021

*Committee Co-Chairs

2:00 PM Action items and adjourn
