



Education and Outreach Committee Meeting Notes
September 9 – 10, 2020

The committee welcomed **Kaylyn Groce**, Cotton and Peanut Sustainability Educator at University of Georgia. Congratulations on your new role, Kaylyn; we look forward to working with you.

Maggie Monast presented Environmental Defense Fund's new report, *Financing Resilient Agriculture*. The file is too large to share directly through the committee Google Group, you will need to download it from the EDF site:

https://www.edf.org/sites/default/files/content/Financing_Resilient_Agriculture_Report.pdf

Helping farmers extract value from their own agronomic data was a recurrent theme in our discussions. **Liz Hunt** recommended this report from Trust in Food, *Farmer Perspective on Data: A roadmap for engaging with farmers to scale the collection and sharing of farm-level production data*.

https://www.trustinfood.com/wp-content/uploads/2020/05/Farmer-Data-Perspectives-Research_final.pdf

One topic the committee expressed interest in is looking at the farmer and trusted adviser of the future. What will agronomists need to know to support sustainable agriculture in 20 years?

Amy Roady shared an upcoming webinar on communicating with the farmer of the future. You do not need to be a member of the American Ag Editors Association to join the webinar for free.

<http://agcommnetwork.com/professional-development/webinars/>

Carter Purcell, Communications and Membership Manager at FTM shared the call for speakers for the 2020 Sustainable Ag Summit. <http://www.sustainableagsummit.org/speakers/>

The committee discussed the possibility of submitting a proposal that showcases the educational resources member organizations have developed to accelerate adoption of sustainable agricultural practices. Proposals are due soon, September 17.

ACTION ITEM: Submit speaker proposal for the Sustainable Ag Summit. If you are interested in doing a group proposal about educational resources, please contact [Kelly](#) ASAP.

While exploring resources developed for the inaugural Academy and topics that we should emphasize in 2021, the group suggested we dedicate time and space to promoting existing resources through our regular mechanisms, such as In-Focus webinars and member communications. Kelly will share this suggestion with the FTM staff.