RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT
(Session A – Farm-to-Institution Channels and Infrastructure)

Recommended Action: Commission a study for the feasibility of a Connecticut Agricultural COOP/ Processing Center.

Which Charge(s) of the Council Does It Support?
No 1 (consumer $ spent on CT Grown) √ No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution √ Infrastructure Consumer Education/Training √ Marketing Input Costs √ Labor Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution √ Ag./Food Infrastructure Consumer Education/Training √ Marketing Ag. Business Env.
√ Planning/Coordination Research Food Security √ Ag. Resources/Investments Producer Education/Training

Type of Recommendation:
Producer Admin. Legislative Regulatory √ Research Other (specify): _____________________

Timeframe to Implement:
Start Date: 1/1/13 End Date: 12/31/13 Other Milestones:

Resources Required to Implement:
Human: Survey of parties able to contribute Financial: Other (specify): _____________________

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonpros; etc.):
DoAg, DCP, DPH, USDA Farm Service Agency, CT Farm Bureau

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
Farmer looking to expand production and marketing

Who Will Be Better Off?
Connecticut farmers and consumers

How Will Success Be Measured?
What Will Be Measured? The ability to implement the recommended action.
What Is the Unit of Measurement? Profitability for producers.
What Is the Baseline/Starting Measurement? TBD
What Is the Target Change in Measurement? CT agricultural producer growth, both new producers who benefit and current producer growth.
How Often Will Measurements Be Taken? Annually
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT
(Session A – Farm-to-Institution Channels and Infrastructure)

Recommended Action: Increase DOT gross & axle weight limits to 100,000 lbs.

Which Charge(s) of the Council Does It Support?
√ No 1 (consumer $ spent on CT Grown) No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution √ Infrastructure Consumer Education/Training Marketing √ Input Costs Labor Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution √ Ag./Food Infrastructure Consumer Education/Training Marketing √ Ag. Business Env.
Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:
Producer Admin. √ Legislative √ Regulatory Research Other (specify): _____________________

Timeframe to Implement:
Start Date: 1/1/13 End Date: Other Milestones: Limit raised

Resources Required to Implement:
Human: Writing & promoting the bill. Financial: Evaluation of loss in subsidy dollars Other (specify):

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonpros; etc.):
DOT, Public Safety, DMV, MTAC, Fuel Lobby, any bulk industry

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
All businesses who use, consume or sell products in the State of Connecticut.


How Will Success Be Measured?
What Will Be Measured? Reduction in production and distribution costs for farms. How Often Will Measurements Be Taken? Annually
What Is the Baseline/Starting Measurement? Independent case study on distribution costs. What Is the Unit of Measurement? $ saved
What Is the Target Change in Measurement? unknown
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT
(Session A – Farm-to-Institution Channels and Infrastructure)

Recommended Action: Cooperative gathering/ networking – development of a live internet based system for procurement of CT grown products, expansion of the FTC program

Which Charge(s) of the Council Does It Support?
√ No 1 (consumer $ spent on CT Grown) √ No. 2 (development, diversification, and promotion)

Topic(s):
√ Farm-to-Institution √ Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):
√ Farm-to-Institution √ Ag./Food Infrastructure Consumer Education/Training √ Marketing √ Ag. Business Env.
Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:
Producer √ Admin. Legislative Regulatory Research Other (specify): _____________________

Timeframe to Implement:
Start Date: ASAP End Date: Other Milestones:

Resources Required to Implement:
Human: Building on FTC program Financial: little Other (specify): _____________________

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprotis; etc.):

Producer associations, DoAg, DCP, USDA Farm Service Agency, CT Farm Bureau

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
Retailers, restaurants, institutions

Who Will Be Better Off? Producers who will have access to more markets, food coops, consumers have more options.

How Will Success Be Measured?
What Will Be Measured? Amount of locally grown purchased. How Often Will Measurements Be Taken? Quarterly
What Is the Unit of Measurement? $ of sales
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT
(Session A – Farm-to-Institution Channels and Infrastructure)

Recommended Action: State should create a program that certifies CT producers/farms for GAP/HACCP.

Which Charge(s) of the Council Does It Support?
No 1 (consumer $ spent on CT Grown) √ No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor √ Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution Ag./Food Infrastructure √ Consumer Education/Training Marketing Ag. Business Env.
Planning/Coordination Research √ Food Security √ Ag. Resources/Investments √ Producer Education/Training

Type of Recommendation:
Producer Admin. √ Legislative √ Regulatory Research Other (specify): ___________________

Timeframe to Implement:
Start Date: ASAP End Date: Other Milestones:

Resources Required to Implement:
Human: yes Financial: yes Other (specify): IT (applications)

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Development; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):
DoAg, DCP, DPH, USDA Farm Service Agency, CT Farm Bureau, UCONN

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
All users and producers.

Who Will Be Better Off? All users and producers.

How Will Success Be Measured?
What Will Be Measured? Participation, increased dollars What Is the Unit of Measurement? Number of participants, beginning/ending dollars – cost vs. profit
What Is the Baseline/Starting Measurement? Current, future enrollment What Is the Target Change in Measurement? 100%
How Often Will Measurements Be Taken? Annually
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT
(Session A – Farm-to-Institution Channels and Infrastructure)

Recommended Action: Review/ modify existing procurement statutes (e.g., 4a-51) for State run/ K-12 to ensure a percentage of CT Grown products is purchased.

Which Charge(s) of the Council Does It Support?
No 1 (consumer $ spent on CT Grown)  √ No. 2 (development, diversification, and promotion)

Topic(s):
√ Farm-to-Institution  √ Infrastructure  Consumer Education/Training  √ Marketing  Input Costs  Labor  √ Regulatory Env.

Associated Council Working Group(s):
√ Farm-to-Institution  √ Ag./Food Infrastructure  Consumer Education/Training  Marketing  Ag. Business Env.
√ Planning/Coordination  √ Research  √ Food Security  Ag. Resources/Investments  √ Producer Education/Training

Type of Recommendation:
Producer  √ Admin.  √ Legislative  √ Regulatory  Research  Other (specify): ___________________

Timeframe to Implement:
Start Date: ASAP  End Date: Other Milestones:

Resources Required to Implement:
Human: yes  Financial: yes  Other (specify): IT

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env.Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprotis; etc.):
Producer associations, DAS, DoAg, USDA Farm Service Agency, CT Farm Bureau, other non-profits

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
All CT residents, producers

Who Will Be Better Off?
Everyone

How Will Success Be Measured?
What Will Be Measured? Participation
What Is the Unit of Measurement? Increase in CT Grown usage by institutions, state contracts
What Is the Baseline/Starting Measurement? Existing documentation
What Is the Target Change in Measurement? 5% by 2020
How Often Will Measurements Be Taken? Annually
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT  
(Session A – Farm-to-Institution Channels and Infrastructure)

**Recommended Action:** Create a pilot program (see diagram on next page) for a Farm-to-Institutional local food pilot that connects producers, aggregator, and consumers, and is economically viable, reliable and replicable. We would look at creating a regional institutional local food pilot which, after testing and adjustments, will be replicable in other regions.

**Which Charge(s) of the Council Does It Support?**
- √ No 1 (consumer $ spent on CT Grown)
- √ No. 2 (development, diversification, and promotion)

**Topic(s):**
- √ Farm-to-Institution
- √ Infrastructure
- Consumer Education/Training
- Marketing
- Input Costs
- Labor
- Regulatory Env.

**Associated Council Working Group(s):**
- √ Farm-to-Institution
- √ Ag./Food Infrastructure
- Consumer Education/Training
- Marketing
- Ag. Business Env.
- Planning/Coordination
- Research
- Food Security
- Ag. Resources/Investments
- Producer Education/Training

**Type of Recommendation:**
- √ Research
- √ Other (specify): Beta-Test/Pilot

**Timeframe to Implement:** 2 years
- Start Date: Spring 2013
- End Date: Spring 2015
- Other Milestones:

**Resources Required to Implement:**
- Human: Producers, aggregator, institutions
- Financial: Consultant, facilitator support
- Other (specify): Processing, distribution

**Agencies and Organizations Involved:**
- (Producer associations: CT Agriculture, Consumer Protection, Public Health, Energy & Env Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Develop.; Municipalities; CT Farm Bureau Assoc.; other nonprofit; etc.):
- DoAg, Department of Education, DPH, municipalities, USDA

**Who Else Will Be Affected** (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
- Institutions, producers, aggregator

**Who Will Be Better Off?**
- Producers sell more or more systemized, creates aggregator business, customers at institutions

**How Will Success Be Measured?**
- What Will Be Measured? Local food
- What Is the Unit of Measurement? Pounds, dollars, percent of local food
- What Is the Baseline/Starting Measurement? Ask each institution to share current level of CT Grown
- What Is the Target Change in Measurement? Same as Gov. Council, 5% by 2020
- How Often Will Measurements Be Taken? Annual, after first and second year
RECOMMENDATION TO THE GOVERNOR'S COUNCIL FOR AGRICULTURAL DEVELOPMENT
(Session A – Farm-to-Institution Channels and Infrastructure)
Session A Brainstorming Notes

1. Farm to Institution
   • Obstacles
     a. Policy – federal & state
     b. Contracts
     c. Energy
     d. Infrastructure cost
     e. Competition – size a factor
     f. Quality – incentives, both farms and wholesalers

2. Ideas
   • Transportation
     a. Trucking limitations/benefits
     b. Weight limits
   • Energy & Electricity
   • Inheritance/Estate taxes

3. Infrastructure

4. State owned land access

5. Education
   a. K-12
   b. FFA
   c. CES

6. Labor – internships

7. Procurement
   a. Skills & Training

8. Infrastructure
   a. Processing facilities
   b. Grow CT agriculture
   c. Slaughter facility
   d. Reduce processing costs
   e. Competitive production/processing costs

9. State purchasing

10. Low interest loan program
   a. Program/grants
   b. Element of forgiveness for job creation

11. School systems
   a. Cafeterias
   b. Kitchens
   c. Multi-use

12. Education
   a. Price vs. value
   b. Competitiveness
   c. Marketing value of local
   d. Selling the story of CT farms
   e. Marketing IPM concept
   f. Education of the public
   g. Marketing & branding
   h. Educate farmers
     i. GMPs
     ii. Require quality programs
     iii. Certification training
     iv. New & existing programs
     v. Regional programs
     i. Public education of food safety – local
   j. Problems
     i. Over regulation
     ii. Training
     iii. Communication to farmers about training

13. GAP
   a. Difficult on small farms
   b. Costly for CT farms
   c. Consumer education
14. Supply issues
15. Food safety
   a. Tracking
   b. Huge farm costs
   c. RI GAP certified
   d. Networking – farmer, processor, distributor
16. Infrastructure Gap
   a. Quantify quality product
   b. Value of CT Grown
17. Institutions
   a. Create demand for local product
   b. Educate institutions
   c. Buyers shift to local product
   d. Pilot program/group for local
   e. Aggregation of local product
18. Driving Price vs. Value
   a. Perceived quality/value
   b. FTC
   c. Food hub – what is it, functions of it?
   d. Seasons of CT products
   e. Food Hub
      i. Aggregation facility
      ii. Distribution
      iii. Education
      iv. Technology & processing
      v. Marketing
19. Processing – Kitchens
   a. Schools – distribution
   b. Ease for buyers
   c. Promotional materials for schools
   d. Milk – local is a better product
   e. $ to promote local
   f. Nursery – plants around institutions
   g. Institutions as a facility funding source
20. Institutions
   a. UCONN – contract states local grown purchase order limit of $10,000, raise ceiling price
   b. Modify purchasing procedures
   c. COOP Gathering/Network/Food Hub
   d. COOP represent value of CT Grown
   e. Marketing & Promotion – “Made in CT”
21. Institutional Procurement
   a. Communication & education
   b. Producer/wholesaler equity
   c. Definition of CT Grown vs. local or regional
22. Recommendation Groupings
   a. Legislative & Policy
      i. Incentives
      ii. Transportation
      iii. Estate taxes
      iv. Procurement
   b. Education
      i. Producers and consumers
      ii. Training – institutional and private, producers
   c. Communication
      i. Institution to farm
      ii. Institution to legislature
   d. Processing & Distribution
      i. Incentives
   e. Food Safety
      i. Food hubs & regional networks
      ii. Private vs. government
      iii. Pilot program, aggregation of product
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<th>Priority Score</th>
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## Final Recommendations Priorities Summary for Session A (by score)

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<td>Producer/wholesaler equity</td>
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<td>Processing &amp; Distribution</td>
<td>Incentives</td>
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<td>Food Hubs &amp; Regional Networks</td>
<td>Reducing processing costs</td>
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<td>Promotional materials to schools</td>
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<td>Marketing - Consumer</td>
<td>Definition of CT Grown</td>
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RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:

Hold 3 “on farm” legislative picnics/forums which includes a tour, food and educational presentations for the legislators and their families.

Which Charge(s) of the Council Does It Support?

No 1 (consumer $ spent on CT Grown) 
No. 2 (development, diversification, and promotion)

Topic(s):

Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):

Farm-to-Institution Ag./Food Infrastructure Consumer Education/Training Marketing Ag. Business Env. Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:

Producer Admin. Legislative Regulatory Research Other (specify): _____________________

Timeframe to Implement:

Start Date: 1/1/13 End Date: 12/31/13 Other Milestones:

Resources Required to Implement:

Human: 3 host farms Financial: $6,000.00 ($2k each) Other (specify): _____________________

Agencies and Organizations Involved:

(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Development; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):

All listed above, and legislature.

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?

All listed above, and legislature.

Who Will Be Better Off?

Farmers, processors, retailers, food service providers, and consumers.

How Will Success Be Measured?

What Will Be Measured? 3 meetings held

What Is the Unit of Measurement? # of meetings # of legislators in attendance # of legislative actions taken

What Is the Baseline/Starting Measurement? 0 meetings Current number of legislative actions

What Is the Target Change in Measurement? 3 meetings # of legislative actions taken to support ag agendas

How Often Will Measurements Be Taken? annually
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:

Professional Branding of the CT Grown that results in a professional campaign

Which Charge(s) of the Council Does It Support?

No 1 (consumer $ spent on CT Grown)  No. 2 (development, diversification, and promotion)

Topic(s):

Farm-to-Institution  Infrastructure  Consumer Education/Training  Marketing  Input Costs  Labor  Regulatory Env.

Associated Council Working Group(s):

Farm-to-Institution  Ag./Food Infrastructure  Consumer Education/Training  Marketing  Ag. Business Env.  Planning/Coordination  Research  Food Security  Ag. Resources/Investments  Producer Education/Training

Type of Recommendation:

Producer  Admin.  Legislative  Regulatory  Research  Other (specify): outside marketing firm

Timeframe to Implement:

Start Date: July 2013  End Date:  Other Milestones:

Resources Required to Implement:

Human: Marketing steering group  Financial: $15 Million  Other (specify): Same amount as Tourism got 2011-2012

Agencies and Organizations Involved:

(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):

DECD, and a working group from GCAD

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?

Everyone who profits from the CT Ag industry.

Who Will Be Better Off?

Farmer, consumer, job creation, tourism industry, the economy

How Will Success Be Measured?

What Will Be Measured? (blank)  What Is the Unit of Measurement?  UConn Ag Economics will develop measurements

What Is the Baseline/Starting Measurement? (blank)  What Is the Target Change in Measurement? increase in sales of CT Grown from 1% to 2%

How Often Will Measurements Be Taken? (blank)
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:
Establish, Restore Expand and Refurbish land and related structures for use as a school and or community garden by establishing CT School and Community Gardens Mini Grants (retrofitting the existing DEEP program Urban Greens and Community Gardens Initiative)

Which Charge(s) of the Council Does It Support?
- No 1 (consumer $ spent on CT Grown)
- No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):
- Farm-to-Institution
- Ag./Food Infrastructure
- Consumer Education/Training
- Marketing
- Ag. Business Env.
- Planning/Coordination
- Research
- Food Security
- Ag. Resources/Investments
- Producer Education/Training

Type of Recommendation:
- Producer
- Admin.
- Legislative
- Regulatory
- Research
- Other (specify): Adjust the CIA statute

Timeframe to Implement:
- Start Date: legislative session
- End Date:
- Other Milestones:

Resources Required to Implement:
- Human:
- Financial: max grant each $5,000.00

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):
- DEEP
- DPH
- Ag Experiment Station
- UConn Cooperative Extension
- Master Gardener Program

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
- Students using school gardens, low income households who rely on gardening in Community Gardens

Who Will Be Better Off?
- Gardeners
- Farmers who will have a stronger consumer base.

How Will Success Be Measured?
What Will Be Measured?
- Sq. ft under cultivation in school and community gardens
- # of gardeners; # of gardens; # of participation in gardens

What Is the Unit of Measurement?

What Is the Target Change in Measurement?
- increase in gardens, gardening residents,
- increase in consumption of local food
- # of lbs of school garden food in school cafeteria

How Often Will Measurements Be Taken?
- annual
Recommendaition to the Governor’s Council for Agricultural Development

Recommended Action:
Create an Agriculture Education Matching Program under the Agric. Viability Grants at CT Dept of Agriculture.
Grant must be used to educate public about the benefits of CT Grown.

Which Charge(s) of the Council Does It Support?

No 1 (consumer $ spent on CT Grown)
No 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution Ag./Food Infrastructure Consumer Education/Training Marketing Ag. Business Env.
Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:
Producer Admin. Legislative Regulatory Research Other (specify):

Timeframe to Implement:
Start Date: ASAP End Date: permanent Other Milestones:

Resources Required to Implement:
Human: Financial: (specify): $500,000.00

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):

CT Dept of Ag- selection of grant recipients will include SDE and CT Ag Education Foundation

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
Farmers, community farms/municipalities, non-profits, schools.

Who Will Be Better Off?
Local education agencies- public will have access to more and better ag education programs.

How Will Success Be Measured?
What Will Be Measured? What Is the Unit of Measurement?
# of Grants awarded, # of residents benefit from grant-funded education programs

What Is the Target Change in Measurement?
- more consumers interested in buying CT Grown
- More investment in agric. Education
- Leverage other resources for agric. Education
- Supporting entrepreneurial activities
- More educated consumer (maybe measured through a short 5 question questionnaire).

How Often Will Measurements Be Taken?
Annual
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:
Create a Full Time Employee for Agriculture Education Coordinator for State of CT 1) leading design and strategy to educate within CORE curriculum and 2) coordinate ag education efforts in CT.

Which Charge(s) of the Council Does It Support?
- No 1 (consumer $ spent on CT Grown)            No. 2 (development, diversification, and promotion)
  Educate new consumers!

Topic(s):
- Farm-to-Institution
- Infrastructure
- Consumer Education/Training
- Marketing
- Input Costs
- Labor
- Regulatory Env.

Associated Council Working Group(s):
- Farm-to-Institution
- Ag./Food Infrastructure
- Consumer Education/Training
- Marketing
- Ag. Business Env.
- Planning/Coordination
- Research
- Food Security
- Ag. Resources/Investments
- Producer Education/Training

Type of Recommendation:
- Producer
- Admin. ?
- Legislative ?
- Regulatory
- Research
- Other (specify):

Timeframe to Implement:
- Start Date: ASAP
- End Date: permanent position

Resources Required to Implement:
- Human:
- Financial: (specify): $500,000.00

Agencies and Organizations Involved:
Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.:
- CT Dept of Ag and SDE – perhaps a CT DoAg position with an MOU with SDE for supervisory; DPH, Ag in the Classroom and UConn.

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
- Local education agencies.

Who Will Be Better Off?
local education agencies, non profits currently working on these initiatives, students, communities, farmers, faculty, educators, food service directors, parents.

How Will Success Be Measured?
What Will Be Measured?
- TA provided
- # of incidents of CORE curriculum adaptations made.

What Is the Unit of Measurement?
- ?

What Is the Baseline/Starting Measurement?
- # Questions on CMT related to agric.education
- # of school participating in state led imitative

What Is the Target Change in Measurement?
- student knowledge
- student willingness to buy locally grown

How Often Will Measurements Be Taken?
- annual
Session B: Brainstorming Ideas for this group
(ideas in bold were suggested more than once)

1. Need to understand how large stores work
2. Marketing Bureau at DOAG now is limited in size
3. Awareness of CT Grown in classrooms – not there now
4. **Define Consumer**
   - Define Consumer
5. A lot of farms are in border towns – so relate to other states
6. Quality and price are key
7. In marketing need to move from Maps to Aps
8. **Branding is key – we have to make a CT brand**
9. People care about freshness
10. People don’t know “CT Grown”
11. Need new farmer education
12. What is current shopping behavior of consumers
13. Farmers markets are not enough
14. **We are reactionary not proactive**
15. Consumers don’t know enough about the economic value of Ag to the state
16. No time to cook
17. **People do want local**
18. Sourcing CT protein for schools is difficult – costs 3 times as much
19. Tourism department of the state has defined their market
20. There is an expanded face of the uses of food benefits such as SNAP
21. What do we know about supply and demand? Is the current supply being used?
22. Ag in the classroom program is run by volunteers – no funding
23. Need school grants for ag education
24. Link school ed programs to marketing at tech schools, vo-ag schools, charter schools
25. **State needs to commit more to marketing at a professional level – look at Vermont model**
26. **Quality/consistency of food is critical**
27. Change the model for consumer shopping
28. Need education about the difference between CT Grown and other food
29. **Why buy CT Grown? Understanding the economics of this**
30. Aggressive promotion on how to use CT Grown products
31. **Jobs and econ. Development sells the Ag message to the Legislature- identifying the multiplier effect and econ benefit of ag to the economy, We need hard numbers to show this**
32. Positive impact of ag across the state
33. Nutrition education is key
34. Churches are part of the market
35. Fund ag in the classroom programs
36. Increase ways to use SNAP and WIC benefits at farmers markets
37. **Legislative issues – i.e. where can we sell wine? Need to educate legislators**
38. New immigrants do understand fresh and local food and how to use it
39. Customers do understand value of local seafood
40. Meet people where they are in terms of using prepared and frozen foods
41. Understand who are the customers
42. Educate health care providers about value of locally grown
43. Engage school food service workers in promoting fresh and local
44. **Define consumers at all levels of income**
45. Need curriculum development and training for teachers
46. Use phones and aps to educate – use social media – that’s how to reach young people especially
47. SNAP/WIC families – identify ways to get them to buy CT Grown
48. **What is the market for CT Grown? Define the market**
49. Do we want to promote CT Grown in large retailers? Yes, have to in order to reach our goals
50. Tell the Ct Grown story
51. Increase awareness of farms as destinations
52. Education as tourism issue
53. Have to target each school district individually – decisions made locally
54. Change marketing model – go beyond DOAG and increase interagency actions
### Session B: Brainstorming Ideas to refer to other work groups

<table>
<thead>
<tr>
<th>Issue</th>
<th>Category</th>
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<tbody>
<tr>
<td>How to monitor locally grown</td>
<td>Regulation</td>
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<tr>
<td>Define Local</td>
<td>Regulation</td>
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<tr>
<td>There are many USDA regulations about whether schools can require local Farm to institution</td>
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<tr>
<td>Cost of food is a major issue for schools</td>
<td>Farm to institution</td>
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<tr>
<td>What is capacity to produce? Can we grow enough? Are farmers selling out of their product?</td>
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<td>What are price points for sales?</td>
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<tr>
<td>Need adequate workforce</td>
<td>Production</td>
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<tr>
<td>CT needs cooperative light processing capacity</td>
<td>Infrastructure</td>
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<tr>
<td>Need state financial incentives for farmers and the ag industry</td>
<td>Production</td>
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<tr>
<td>What are the rules for CT grown</td>
<td>Regulation</td>
</tr>
<tr>
<td>Look at regulations that are prohibiting growth – i.e. egg handling regs regulation</td>
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<tr>
<td>How to increase supply – can CT do this?</td>
<td>Production</td>
</tr>
<tr>
<td>Do CT farmers want to be bigger?</td>
<td>Production</td>
</tr>
<tr>
<td>CT farmers want to be profitable</td>
<td>Production</td>
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<tr>
<td>Purchasing RFPs from the state – cost is key for local schools and state to give preference to CT Grown</td>
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<td>Need frozen food option – copacking capacity</td>
<td>Infrastructure</td>
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<td>Schools need more funding for locally grown</td>
<td>Farm to institution</td>
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<tr>
<td>Processing is key for food to schools – streamline processing to reduce costs to schools</td>
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<tr>
<td>Look at state and local purchasing contracts</td>
<td>Regulation</td>
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<tr>
<td>Need distribution network for local foods</td>
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Session B: Notes leading to the Recommendations

Marketing

- Branding
  - People want local
  - Why CT Grown
  - Tell the CT story

- Change Model for consumer shopping
- Develop apps
- Define local
- Quality Freshness Consistency
- Define CT Grown
- Define consumer and market to:
  - Church
  - Interagency
  - Schools
  - Tourism (include farms as destination)
  - All economic levels
  - WIC, DSNAP
  - School cafeteria
  - Large stores/wholesalers
  - Healthcare providers
  - Immigrants

- Meet people where they are:
  - Time to cook
  - Current shopping behavior

- State Commitment to Marketing

Education

Schools
- Fund ag in school – all schools
- Awareness of CT Ag in Classroom
- Nutrition education
- Link schools to marketing
- Grants for education
- Assist school in curriculum development

Consumer
- Understand value of ag economics
- Difference between CT and Others (ugly tomato)

Legislature
- Local elected officials
- Boards of Ed
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:

Develop more on-farm energy generation opportunities and uses through partnerships, programs, incentives, and attractive financing tools.

Which Charge(s) of the Council Does It Support?

No 1 (consumer $ spent on CT Grown)  No. 2 (development, diversification, and promotion)

Topic(s):

Farm-to-Institution  Infrastructure  Consumer Education/Training  Marketing  Input Costs  Labor  Regulatory Env.

Associated Council Working Group(s):

Planning/Coordination  Research  Food Security  Ag. Resources/Investments  Producer Education/Training

Type of Recommendation:

Producer  Admin.  Legislative  Regulatory  Research  Other (specify): _____________________

Timeframe to Implement:

Start Date:  NOW  End Date:  2015  Other Milestones:

Resources Required to Implement:

Human:  X  Financial:  X  Other (specify): _____________________

Agencies and Organizations Involved:

(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Development; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):

DEEP, DoAG, CEFIA, CEEF, CFBA, Rural Development, municipalities, EPA, utilities, PURA, CT Siting Council

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?

Producers, consumers, municipalities, neighbors

Who Will Be Better Off?

Farmers, grid system, energy dependency

How Will Success Be Measured?

What Will Be Measured?  Energy costs  What Is the Unit of Measurement?  kw hours, dollars spent on energy

What Is the Baseline/Starting Measurement?  Existing use and cost  What Is the Target Change in Measurement?  20% reduction in energy use, generation & cost

How Often Will Measurements Be Taken?
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:

Increase allowable truck weights from gvw 80K to 100K to make it consistent with surrounding states.

Which Charge(s) of the Council Does It Support?

No 1 (consumer $ spent on CT Grown) No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution Ag./Food Infrastructure Consumer Education/Training Marketing Ag. Business Env.
Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:
Producer Admin. Legislative Regulatory Research Other (specify):

Timeframe to Implement:
Start Date: 2013 End Date: 2015 Other Milestones:

Resources Required to Implement:
Human: X Financial: Other (specify):

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprotis; etc.): DOAG, ConnDOT, General Assembly – Congressional Delegation, CFBA, Governor, all producer groups, trucking associations, COST, CCM

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
Municipalities, retailers, food distributors, consumers, commercial haulers

Who Will Be Better Off?
Producers, haulers, consumers

How Will Success Be Measured?

What Will Be Measured?
# of truck loads/unit of product, cost of transportation
What Is the Unit of Measurement?
truck loads, dollars

What Is the Baseline/Starting Measurement?
Existing loads/unit, existing cost of transportation

What Is the Target Change in Measurement?
25% less truckloads traveling state & local roads

How Often Will Measurements Be Taken? Annually
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:
Re-develop H-2A Program.

Which Charge(s) of the Council Does It Support?
No 1 (consumer $ spent on CT Grown) No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution Ag./Food Infrastructure Consumer Education/Training Marketing Ag. Business Env. Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:
Producer Admin. Legislative Regulatory Research Other (specify):__________________________

Timeframe to Implement:
Start Date: 2012 End Date: Forever Other Milestones:

Resources Required to Implement:
Human: New laws-getting rid of old law Financial: Other (specify):__________________________

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):
DoAG, Dept of Labor – federal and state, CFBA, elected officials, USDA, Congress

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
All farmers, CT consumers

Who Will Be Better Off?
Both CT farmers & workers/all

How Will Success Be Measured?

What Will Be Measured?
Growth in hiring/retaining employees, employment levels

What Is the Unit of Measurement?
legal vs. illegal workers, employment levels

What Is the Baseline/Starting Measurement?
0.4% in workforce

What Is the Target Change in Measurement?

How Often Will Measurements Be Taken?
annually
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:
Conduct workforce development to promote worker readiness and agricultural apprenticeship, including development of guest worker program.

Which Charge(s) of the Council Does It Support?
No 1 (consumer $ spent on CT Grown) No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution  Infrastructure  Consumer Education/Training  Marketing  Input Costs  Labor  Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution  Ag./Food Infrastructure  Consumer Education/Training  Marketing  Ag. Business Env.
Planning/Coordination  Research  Food Security  Ag. Resources/Investments  Producer Education/Training

Type of Recommendation:
Producer  Admin.  Legislative  Regulatory  Research  Other (specify): 

Timeframe to Implement:
Start Date: 2012  End Date: Other Milestones:

Resources Required to Implement:
Human: Instructors  Financial: Farmers’ time  Other (specify): 

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Development; Municipalities; CT Farm Bureau Assoc.; other nonprofits; etc.):
DoAG, Dept of Labor, USDA-FSA, municipalities, Dept of Education, University system

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
CT farmers, consumers, educational institutions

Who Will Be Better Off?
Everyone

How Will Success Be Measured?
What Will Be Measured?  What Is the Unit of Measurement?
Student education/achievement, Job Placement  Educational commencement
What Is the Baseline/Starting Measurement?  What Is the Target Change in Measurement?
Educational commencement
How Often Will Measurements Be Taken?
Semester(s)
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:

Fully fund and strengthen the Department of Agriculture to sustain and grow CT agriculture and provide a strategic point person for agricultural producers, promote coordination/communication amongst state regulatory agencies, and educate farmers.

Which Charge(s) of the Council Does It Support?

No 1 (consumer $ spent on CT Grown) No. 2 (development, diversification, and promotion)

Topic(s):

Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):

Farm-to-Institution Ag./Food Infrastructure Consumer Education/Training Marketing Ag. Business Env. Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:

Producer Admin. Legislative Regulatory Research Other (specify): 

Timeframe to Implement:

Start Date: 2013 End Date: Other Milestones:

Resources Required to Implement:

Human: X Financial: X Other (specify): 

Agencies and Organizations Involved:

(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env.Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprotis; etc.):

All of the above

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?

All farmers, all consumers

Who Will Be Better Off?

More opportunity for locally grown, small business, less interstate transportation, healthier food, jobs

How Will Success Be Measured?

What Will Be Measured? What Is the Unit of Measurement?

Length of permitting time and cost, farmer satisfaction

What Is the Baseline/Starting Measurement? What Is the Target Change in Measurement?

Existing permitting time & satisfaction level Multi-agency lean permitting event

How Often Will Measurements Be Taken?
RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:
Earmark state & federal funding to develop a food science program & facility at UConn (Food Innovation Center including a better processing control program).

Which Charge(s) of the Council Does It Support?
No 1 (consumer $ spent on CT Grown) No. 2 (development, diversification, and promotion)

Topic(s):
Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):
Farm-to-Institution Ag./Food Infrastructure Consumer Education/Training Marketing Ag. Business Env.
Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:
Producer Admin. Legislative Regulatory Research Other (specify): _________________________

Timeframe to Implement:
Start Date: 2013 End Date: none Other Milestones:

Resources Required to Implement:
Human: X Financial: X Other (specify): _________________________

Agencies and Organizations Involved:
(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Env. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Devel.; Municipalities; CT Farm Bureau Assoc.; other nonprots; etc.):
UConn, DPH, DCP, DoAg, DOE, USDA, General Assembly, CFBA

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?
CT consumers, CT farmers, food retailers

Who Will Be Better Off?
Everyone interested in local food

How Will Success Be Measured?
What Will Be Measured? Increase in farm income from added value
What Is the Unit of Measurement? $$ in farm income
What Is the Baseline/Starting Measurement? Not currently in CT
What Is the Target Change in Measurement? CT program
How Often Will Measurements Be Taken?

RECOMMENDATION TO THE GOVERNOR’S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Recommended Action:

Create a regulatory environment that promotes energy diversification, efficiency, and resiliency for agriculture.

Which Charge(s) of the Council Does It Support?

No 1 (consumer $ spent on CT Grown) No. 2 (development, diversification, and promotion)

Topic(s):

Farm-to-Institution Infrastructure Consumer Education/Training Marketing Input Costs Labor Regulatory Env.

Associated Council Working Group(s):

Farm-to-Institution Ag./Food Infrastructure Consumer Education/Training Marketing Ag. Business Env. Planning/Coordination Research Food Security Ag. Resources/Investments Producer Education/Training

Type of Recommendation:

Producer Admin. Legislative Regulatory Research Other (specify): _____________________

Timeframe to Implement:

Start Date: NOW End Date: 2015 Other Milestones:

Resources Required to Implement:

Human: X Financial: X Other (specify): _____________________

Agencies and Organizations Involved:

(Producer associations; CT Agriculture, Consumer Protection, Public Health, Energy & Environ. Protection, Labor, Revenue Services; USDA Farm Service Agency, Resource Conservation, Rural Develop.; Municipalities; CT Farm Bureau Assoc.; other nonprotis; etc.): DEEP, DoAG, Feds, Governor, USDA-Farm Energy Program, CEFIA, CEEF, utilities – rural development, municipalities

Who Else Will Be Affected (all or specific CT farmers, all or specific CT consumers, food distributors/retailers, etc.)?

Producers, consumers

Who Will Be Better Off?

Everyone

How Will Success Be Measured?

What Will Be Measured? What Is the Unit of Measurement?

Energy usage, independence, costs of production kw hours

What Is the Baseline/Starting Measurement? What Is the Target Change in Measurement?

Existing use and cost

How Often Will Measurements Be Taken?
INPUT COSTS

Energy –

*Work with DEEP Energy Bureau re: renewables initiative, energy purchases & efficiencies, incentives/financing for alternative energy, immediate need to provide input to Comprehensive Energy Strategy by deadline of December 2012

Educate Ag industry re: available clean technology measures used in European agri (Netherlands, Germany), technical assistance to producers to educate on energy efficiency options

*Partnerships to use energy generation byproducts for heat, electricity, organic matter; create regulatory environment for diversification of energy & cost reductions; change law to allow anaerobic digestion on farms, qualify for LREC & ZREC, net metering barriers, clean wood renewable fuel/biomass, access to natural gas for greenhouses, co-generation, conservation first, DoAg/DEEP/Industry work to address all of the above, including energy efficiency

Labor-

Raw Materials-

Parts, machinery

Land-

Easement restrictions (state/federal) on open space property should be loosened to allow for ag use

Use state-owned land for ag production; develop ag incubators on state land

Transportation-

*Increase truck weights to 100,000 gvw; federal/state restrictions; safety of liquid loads, i.e. milk

Maximize transportation infrastructure working with Conn DOT, rail freight & ports, link with agri input sources & distribution, study just completed, 30% of feed from outside of CT

Taxes-

Create local option to allow for exemption for horses; study to get accurate info on taxes generated on horses

Encourage more towns to adopt optional tax legislation for Ag exemptions through existing state enabling legislation

Study estate tax structure as it relates to Ag, study/promote/engage/develop state policy dealing with inheritance taxes

State funding to towns & encourage property tax reform

Cost of compliance-

Streamline permitting for wood burning

LABOR

*Demand immigration & guest worker reform; H2A foreign labor guest worker program 10 months needs to be completely revamped/redeveloped; DoAg to lead, and USDA also needed to lead
Minimum wage in CT is higher than other states; uniform to improve competitiveness, first time worker rate

Need more youth to change actuarial tables re: workers comp; workers comp costs increased 13-21%; maintain workers comp reforms & reject expansion

Health insurance costs high; increase insurance pools, expand size of group to New England wide

Study/form task force to increase ag workforce housing; zoning, schools, land use regs; work with municipalities to allow for affordable housing

Work with DOT re: transportation of workers from areas of high unemployment, affordable housing

*review what is in place first, then develop Ag apprenticeship program for workers, new farmers, young

*Promote workforce development (licenses, CDL, mechanical skills); middle management needed, skills are specialized, community college programs

REGULATORY ENVIRONMENT

Streamline permitting, improve communication from agencies, educate permittees/producers about what they need to do for permitting, reduce producer confusion

Review what is or is not regulated; evaluate & then streamline; create what is needed & eliminate what is not needed

Consistent enforcement needed, 169 towns with own officials; train local regulators/town commissions (1,500 people); educate local officials of state roles

Educate elected officials

Consider regulation of agricultural uses at state level

*Cooperation/communication among state agencies, encourage DEEP & DoAg to work together; look for models from other states, carrot vs. stick; DoAg lead communication between agencies regarding regulations/process, serve as ombudsman; encourage spirit of helpfulness

*Fund & strengthen DoAg so it can accomplish above (staff, financial resources, technology)

State develop model farm-friendly local land use regs

*Develop food innovation center, test kitchens, better processing school at UConn