MINUTES
NCPN EDUCATION/OUTREACH WORKING GROUP CONFERENCE CALL
Tuesday, January 15, 2013 at 1:00 pm EST/10:00 am PST

Present: Ken Eastwell, Rose Gergerich, Bill Howell, Sophia Kamenidou, Olivia Pisano, Naidu Rayapati, Erich Rudyj, Vicky Scharlau, Sue Sim, Keith Striegler, Debbie Woodbury

Agenda Items:

Approval of Agenda – Keith
Vicky Scharlau moved to approve the agenda. Debbie Woodbury gave a second and the motion passed unanimously.

Approval of Minutes – Keith
Sue Sim moved to approve the minutes from the November 27, 2012 conference call. Sophia Kamenidou gave a second and the motion passed unanimously.

General NCPN Update – Erich

Emerging/Critical Issues
The NCPN Operations Team is assessing emerging and critical issues. Main issues center around funds and funding, NCPN priorities (both new and old crops and RFAs), proprietary materials, economic value of clean plants, and clean plant certification. The Operations Team is looking at whether these topics, and others, are best addressed using teleconferences, face-to-face meetings, or a combination of the two. The Operations Team meets via teleconference on the third Thursday of each month.

10201 Nursery Certification support
Section 10201 of the 2008 Farm Bill, which addresses Nursery Certification, has been extended (more on the Farm Bill to follow). There are areas of this section which have been able to provide support to NCPN. These areas include: Harmonization of State Regulations, Harmonization of the Harmonizers, and Nursery Outreach. Under Harmonization of State Regulations, grape, berry and fruit tree networks have each started work on national certification regulations. Rose Gergerich has been crucial to the success of the Harmonization of the Harmonizers and cross commodity harmonization of regulations. NCPN-Grapes and Citrus have been able to use support from the Nursery Outreach area to develop documents and spreading the word about the value of clean plant material. NY State is also getting support to kick start their revival of regulations.

Reviews of Centers/Programs
Now that NCPN has been around for a few years, USDA is asking for centers and programs to be reviewed. Centers at Florida A & M and UC Riverside have already been reviewed. A review is being scheduled for the center at WSU which is a part of NCPN-Fruit Trees, Grapes, and Hops.

Tier 1 Governing Board
The Tier 1 Governing Board is again complete thanks to the addition of Geir Friisoe, who has filled the vacancy as the Central Region Representative of the National Plant Board. Tom Wessels, the Western Representative, will be cycling off sometime this year and a call for nominations to fill that position will go out later in the year.

**Farm Bill Update – Erich**

There was hope that a new Farm Bill would pass during the Fiscal Cliff negotiations, but instead Congress just voted to extend the extendable portions of the 2008 Farm Bill through the 2013 Fiscal Year (September 2013). While Nursery Certification, section 10201, was extended, the NCPN, section 10202, was not extendable. NCPN is proposed for inclusion in the new Farm Bill, having been merged with section 10201. Debate centers around the Food, Nutrition, and Entitlement programs vs. Direct Targeted Farm Subsidies and related programs and has turned from a scientific debate into a philosophical one. This will be the first time Congress has drafted a bill in one session and has been forced to reintroduce it in another session. The main issue now is that there are many new members in the Ag Committee, due to the most recent elections. Tom Vilsack, the Secretary of Agriculture, will remain in the cabinet and says that the Farm Bill is his top priority. Even though NCPN will not have funding under the extension, Erich’s role is not compromised because NCPN accounts remain open with ‘no year’ money. Because of these remaining funds, Erich is looking into the possibility of extending agreements to allow for requests for budget reprogramming, so that critical areas (such as staff salaries) can remain funded until a new Farm Bill is passed. Erich is looking for other options for support (The Ag. Quarantine Program) in the event a new Farm Bill does not pass for some time. There are “old issues” in the Congress that are taking priority: gun control, immigration, the fiscal cliff/debt ceiling, Hurricane Sandy relief, and internal rule reform.

**Crop Network Outreach Updates**

**Berries**

Rose Gergerich reported that the NCPN-Berries Tier 2 will take place in association with the upcoming NASGA meeting at the end of January. The NCPN-Berries brochure is near final and progress is being made on the communication plan – both will be discussed at the Board meeting. NCPN-Berries will also be represented at many upcoming meetings – the North American Berry Conference, the Oregon Blueberry Commission Annual Meeting, Great Plains Diagnostic Webinar Series, and Virginia Berry Conference.

**Citrus**

Sophia Kamenidou reported that the NCPN-Citrus is holding a Tier 2 conference call on January 24. They are working with Valerie Krist on the Citrus website and would appreciate feedback. Progress is also being made on a communication plan and a brochure.

**Grapes**

Sue Sim reported that NCPN-Grapes will be represented at the Unified Wine & Grape Symposium January 29-31, the Viticulture 2013 and Midwest Grape & Wine Conferences in February, and Wineries Unlimited in March. She encouraged and reminded crop coordinators to put the meetings on the Outreach Calendar in Collaborative Tools.
Hops
Debbie Woodbury reported that the NCPN-Hops will hold a meeting in association with the American Hop Convention on January 22. NCPN-Hops will also be represented at the Oregon Hops Commission Meeting.

Fruit Trees
Debbie Woodbury reported that NCPN-Fruit Trees is very busy with meetings. They have representation at the Southeast Peach Convention, the Pennsylvania Farm Show, and the Mid-Atlantic Convention, just to name a few.

Education/Outreach Documents – Keith

NCPN Tri-fold Brochure: Update on Distribution – Olivia
10,000 brochures were originally printed. All but 224 brochures have been shipped. A reprint will be necessary as an order for 500 was received yesterday (January 14). Erich will allocate the needed funds, Olivia and Keith will work on the reprinting.

Branding Issue Subcommittee Recommendations
Once approved in this working group, these recommendations will be sent on to Tier 1. After a discussion, Sue recommended some additions to clarify terminology in the document and Vicky Scharlau recommended some visual examples might be beneficial. Sue moved to amend the draft to include visuals, Debbie gave a second, and the motion was approved unanimously. Olivia will make the requested written changes and send the revised document to Debbie for the addition of visual examples.

Crop Network Communication Plans – Keith
Keith gave a reminder to continue making progress on the communications plans.

Other Business
The idea of developing displays for use at meetings/trade shows was brought up. Debbie explained what the Clean Plant Center – Northwest uses at tradeshows – a 6 panel display, table runner, brochures, and a binder with additional information – as an example of what NCPN could use. Sue volunteered to lead the efforts in creating a display.

Due to scheduling conflicts, the next conference call will take place on Tuesday, February 12, 2013, instead of February 19.

Call was adjourned at 2:22 pm Eastern/11:22 am Pacific.

Respectfully submitted,

Olivia Pisano
NCPN Outreach Support Staff