

Communications Committee Minutes- June 13, 2014

Introductions around the room

Introduction- Janice Walters

- Firm selection: Global Prairie
- Steps:
 - Content creation starting July 1, 2014
 - Preliminary message unveiling during CSS

Committee Business

- Chair and Vice Chair Selection- Janice will send out a nominations email, finalization by July 1.
- Subcommittee Structure-
 - CSS Media Room- Pat Morrow, BASF possible subcommittee chair
 - Internal Communications
 - External Communications
 - Pro and Anti Ag versions needed because messaging is so different.
- Summer Retreat-
 - A two day retreat in a central location
 - There is still some interest – date and location TBD.
 - Possible member outreach coordination meeting in conjunction.

Issue and Message Sharing Discussion

- How you communicate with media, train the trainer events, communications and advocacy training.
- Overall building the messaging and making sure that it applies to all segments of the industry.
- More breeding messages, intellectual property, seed as a foundation, less GMO or organic sided.

Treated Seed Messaging and Outreach Discussion- Jane DeMarchi

- Guide for Seed Treatment Stewardship Overview
 - NAFB has started PSA
 - Membership Volunteers to do state level presentations
- Phase III-
 - American Association of Pesticide Safety Educators
 - Collateral Distribution
 - Videos on website
- STEC Committee input-
 - Revise document to encompass additional audiences (wheat, vegetables, etc.)
 - What types of tools and how are you distributing them? Should we develop the 3-5 top messages for farmers?

- Apps might be available; the existing guide is too long. Apps would help audiences pick what they want to read.
- Ann Bryan from Syngenta has been using the provided talking points and found them helpful.
- Pollinator Issues-
 - Statement about pollinator and the role the seed industry can play will be issued during Pollinator Week.
- Could the pesticide licensing add the seed treatment guides as an information?
- Discussion of if companies would like ASTA branded treatment materials, or just the messages to brand themselves.
 - Sharing of messaging between companies and the organization.
 - There could be a segment into cover crops and other issues.
 - More focus on good, less on bad. Manufactures are trying to be proactive in protecting the pollinators.
 - It was discussed that positive feedback to the audiences to show that their stewardship efforts are working so that they continue their efforts.
 - Education on quality seed and labeling.