

**Discussion Points:
Iowa Farm Bureau Federation's Emphasis on Rural Vitality
and
Iowa State University's Position to Respond***

I. Iowa Farm Bureau Federation 2004 Annual Meeting Address by President Craig Lang

A. Central themes of the address focusing on rural vitality:

1. Economic and social development through agriculture resulting in rural jobs and population growth.
2. Creating a blueprint for the next generation of Iowa farmers and rural communities.
3. Iowa farmers and communities working and investing as partners to enhance rural prosperity.
4. Rural communities overcoming difficult challenges through agricultural diversification and infrastructure development.
5. Rural and urban Iowa as a destination of choice – jobs, education, incentives, healthcare, and welcoming new Iowans.
6. New taxes should be awarded for performance; not used as entitlement – cost/benefit.

II. Iowa Farm Bureau Federation Strategic Plan: Goal 2 -- Improve Rural Vitality

A. Increase farmer's profitability/net farm income.

1. Increase farmers' usage of risk management tools, developed and implemented in conjunction with counties, industry leaders, or other appropriate partners.
2. Increase farmers' usage of expense management programs developed and implemented in conjunction with counties, industry leaders, or other appropriate partners.
3. Increase farmers' knowledge and access to economically sound alternative revenue generating opportunities.

B. Develop a positive social and business climate that encourages the growth and expansion of livestock and other forms of value-added agriculture in Iowa.

1. Improve the social/public acceptance and support of animal agriculture and other forms of ag-related businesses.
2. Educate and influence livestock producers on the technical, regulatory, social, and other issues to enable them to effectively manage changes or challenges to their farming operations.
3. Facilitate or encourage research and development on emerging value-added agriculture opportunities.

C. Facilitate rural vitality efforts on a regional basis.

1. Facilitate the development of rural Iowa as a desired place to live and work.
2. Facilitate or encourage the development of economic and occupational opportunities in rural Iowa.
3. Serve as a catalyst to stimulate the development of business in rural regions of Iowa.

III. Iowa State University Proposed 2005-2010 Strategic Plan: Positioned to Respond

A. Economic Impact: Translate discoveries into viable technologies, products, and services to strengthen the economies of Iowa and the world.

1. Expand the use of intellectual property developed at Iowa State University.
2. Strengthen educational and outreach programs aimed at Iowa's economic, workforce, and technology development.
3. Foster an environment that encourages faculty, staff, and students to engage in transfer of technology and entrepreneurial activities.

B. Iowa Life: Elevate the state's appeal as a place to live, learn, work, and play.

1. Strengthen our partnerships and communications with Iowans to better identify, address, and solve problems.
2. Enhance the vitality of Iowa's communities and well-being of its people.
3. Promote the wise use of Iowa's resources and build a sustainable future.
4. Expand learning opportunities for Iowans of all ages.
5. Partner with Iowans to strengthen their communities' economies and entrepreneurial capacities.

IV. Iowa State University College of Agriculture Strategic Plan 2003-2005: Positioned to Respond

A. Economic Development: Enhance competitiveness of Iowa agricultural producers and businesses.

1. Develop improved technologies and management systems that take advantage of Iowa's natural resource base, human capital, and infrastructure.
2. Conduct analysis and policy design that identify policies that restrict Iowa's ability to achieve its competitive potential and that lead to an improved economic environment in which producers and businesses can compete fairly and successfully.

3. Working in collaboration with the Plant Sciences Institute, the Center for Integrated Animal Genomics and other research units, strengthen fundamental research on new concepts in production, utilization and agricultural biotechnology that have the potential to unlock new markets for the future and that provide new opportunities to train graduate students.
4. In collaboration with appropriate partner organizations, help Iowa producers and businesses take advantage of the growth in markets for food raised with specific environmental and social attributes.

B. Economic Development: Strengthen the College's technology transfer efforts.

1. Assist faculty in identifying and evaluating the economic potential of emerging scientific discoveries and technologies.
2. Through the Bioeconomy Initiative, stimulate development of bio-based products and services that add value to agricultural commodities and make use of natural resources.
3. Reward and recognize faculty and staff excellence in technology transfer that assists existing businesses and helps create new ones.

C. Rural Vitality: Enhance research and extension programs that help to remove barriers to community development.

1. Enhance coordination of research and extension of rural development programs.
2. Develop training programs that enhance organizational, leadership and entrepreneurship skills across a wide variety of community groups.
3. Enhance programs that help nonprofit and private organizations increase their capacity for delivering services to communities.
4. Identify and conduct policy research to better understand issues affecting vitality of rural economy.
5. Stimulate research and development in renewable energy and related products that take advantage of natural resource base in rural areas.

V. Iowa State University Extension and the College of Agriculture: Positioned to Respond

Agricultural Marketing Resource Center (AgMRC) is a national virtual resource center for value-added agricultural groups. The purpose and mission of the AgMRC is to provide independent producers and processors with critical information to build successful value-added agricultural enterprises.

Air Quality Issue Team facilitates coordination and awareness of air quality activities taking place within the College of Agriculture and the College of Veterinary Medicine and to provide a cohesive response to issues that arise.

Beginning Farmer Center coordinates educational programs and services for beginning farmers, assesses needs of beginning and retiring farmers to identify opportunities for programs and services, and develops statewide programs to educate beginning and retiring farm families.

Bioeconomy Initiative develops cross-disciplinary research, education, and outreach programs that promote the greater and more efficient use of biorenewables, and to support the emergence of the state of Iowa and Iowa State University as leaders in the new bioeconomy.

Bioindustry Initiative, administered by the Center for Industrial Research and Service (CIRAS), helps Iowa businesses and communities develop, market, and use agricultural crops for the production of biobased goods and energy. The initiative is based on the premise that the world is changing from a hydrocarbon-based economy to a "bioeconomy" in which renewable agricultural resources provide the bulk of raw materials for the production of goods and energy.

Center for Agricultural and Rural Development (CARD) provides leadership for multidisciplinary programs addressing contemporary policy issues. CARD embraces issue-driven research, outreach, and graduate teaching. CARD programs embody academic excellence and communication with policymakers, opinion leaders, farmers, business people, and agricultural commodity organization leaders.

Center for Crops Utilization Research programs incorporate various aspects of new product and process research, applications development, and technology transfer. Activities focus on: Developing technologies for producing food and industrial products from agricultural materials, developing agricultural substitutes for petrochemicals, exploring and modifying the functional properties of crop-derived materials through applied biotechnology.

Community Vitality Center serves as a catalyst for innovative projects and initiatives designed to improve the vitality of Iowa communities by facilitating networking among small and medium size rural communities, providing policy analysis, engaging communities in dialogue and fostering discussion among rural and urban interests.

Corn/Soybean Initiative provides science-based crop production information to Iowa corn and soybean growers to increase their productivity and global competitiveness while also conserving the environment. Growers look to multiple sources for information on corn and soybean production, but the vast majority (more than 90 percent) identify the private sector crop advisors. For the private sector crop advisors, most (more than 80 percent) identify Iowa State University as a source of information. This clearly reflects the emphasis Iowa State has placed on "training the trainer" taking advantage of existing partnerships with private agribusinesses to effectively deliver science-based production information to growers. This public-private sector partnership greatly multiplies the impact of ISU research and extension, and continues to successfully and effectively reach farmers with needed information and programs. The ISU Corn & Soybean Initiative has designed specific and formal partnership programs for different groups, organizations or segments of the agriculture industry, including trade associations, farm media, major companies, consultants and retail agribusinesses.

Dairy Initiative is working to increase Iowa's share of national milk production from 2.22% to 2.8% by 2010. Milk production and processing has a tremendous economic and social impact on local communities. The Iowa dairy industry will achieve growth through modernization and expansion of existing dairy operations, opportunities for young people and new farmers to enter the dairy business, and inviting farm families to be part of the Iowa dairy industry.

Environmental Stewardship Initiative provides educational programs to help Iowans manage all natural resources, including water, land, and air, within the constraints of farm production systems and community infrastructure.

Iowa Beef Center enhances the vitality, profitability and growth of the Iowa beef industry through timely and relevant producer education, applied research and improved access to information. Fundamental program areas are developed with significant input from producers, regulators, USDA agencies and Extension staff.

Iowa Grain Quality Initiative creates knowledge and provides information that improves the efficiency of commodity grain markets and assists emerging markets for user-specific grains.

Iowa Pork Industry Center (IPIC) promotes efficient pork production technologies in Iowa, maintains Iowa's pork industry leadership, and helps strengthen rural development efforts.

North Central Regional Center for Rural Development serves 12 Midwestern states; the center is one of four regional centers coordinating rural development research and education through U.S. land grant institutions. The center assists public and private decision making by encouraging and conducting research, extension, and educational programs designed to improve the social and economic well-being of non-metropolitan communities.

Rural Policy Research Institute (RUPRI) conducts research on issues in the national legislative track to identify the consequences to rural America's economic base and quality of life. It makes the results of the research available to policymakers, researchers, and rural interests to encourage a dialog on national rural policy issues. ISU is a full partner in the RUPRI consortium with the universities of Missouri and Nebraska.

Seed Science Center improves the production of quality seeds to feed the world. In recent years, seeds also have become the primary delivery mechanism for biotechnology products with pharmaceuticals, nutritional and industrial applications. The center brings together expertise from several departments and disciplines and focuses on responding quickly to solve seed-related problems.