

Battelle Report - Release & Future Uses

April, 2013

Release Core Team

- Frankie Gould, LSU AgCenter
- Ruth Borger, UFL/IFAS
- Faith Peppers, Univ of GA, CAES
- Heather Sabharwal, kglobal
- Also involved:
 - Hunt Shipman, Cornerstone
 - Deborah Cummings, Battelle
 - Katy Delaney, Battelle

National Public Release

■ Wed, Mar 6, Battelle release sent to:

- New York Times
- Washington Post
- USA Today
- Wall Street Journal
- LA Times
- The Chronicle of Higher Education
- National Journal
- Roll Call
- DC bureau chiefs for So Region dailies

State Release Resources

- LSU web site with report & exec summary and other resources
- Template press release based on national release with state specific info
- Explanation statement to accompany release
- Report overview one-pager
- Eight focus area fact sheets (available by end of April)

Battelle Report DC Event

April 17, 2:00 - 4:00

- Opening Comments – **Frank Lucas**,
Chair, House Committee on
Agricultural
- Panel –
 - **Simon Tripp & Deborah Cummings**,
Battelle
 - **Burns Hargis**, President, OK State Univ
 - **Bob Young**, Chief Economist, American
Farm Bureau Federation
 - **Jay Vroom**, President, CropLife America
(?)

DC Event Invitations

- Cornerstone - Ag & Apropos committees members & staff
- Deans/Directors - State delegation, Ag leaders, University administration, etc.
- Ron & Eric - National industry associations and USDA
- Kglobal - Press

National Associations Invited

- American Crop Protection Association
- American Dairy Association
- American Farm Bureau Federation
- American Goat Society
- American Meat Institute
- American Peanut Council
- American Seed Trade Association
- American Soybean Association
- Catfish Institute
- Cotton Foundation
- Dairy Management, Inc.
- National Agri-Marketing Association
- National Aquaculture Association
- National Association of Wheat Growers
- National Biodiesel Board
- National Broiler Council
- National Cattlemen's Beef Association
- National Chicken Council
- National Christmas Tree Association
- National Corn Growers Association
- National Cotton Council of America
- National Honey Board
- National Meat Association
- National Milk Producers Federation
- National Onion Association
- National Pecan Shellers Association
- National Pork Board
- National Turkey Federation
- National Watermelon Promotion Board
- North American Blueberry Council
- United Fresh Fruit and Vegetable Association
- U.S. Feed Grains Council
- U.S. Meat Export Federation
- U.S. Poultry & Egg Council
- United Egg Producers
- United Fresh Produce Association
- United Soybean Board
- U.S. Rice Federation
- U.S. Rice Producers Association

Future Uses?

- National, Regional, and/or State?
- Publications or materials other than eight issue area one-pagers?
- Other people/entities to make aware of report?
- Other actions?