

**MEETING NOTES**  
**Needs Assessment Task Force**  
**Monday, December 15<sup>th</sup> – 11 am – 12:30 pm**

- A. Present
  - a. Marty Matlock
  - b. Stan Pohmer
  - c. Linda Brown
  - d. Betsy Peterson
  - e. Terry Betts
  - f. Molly Anderson
  - g. Jim Pierce
  - h. Ken McCauley
  - i. Ron Moore
  - j. Russell Williams
  - k. Jeff Barach
  - l. Kenneth Lowery, USDA FAS (observer)
  - m. Jane Earley, Earley & White Consulting (observer)
  - n. Noelle Cremers, California Farm Bureau Federation (observer)
  - o. Bridget Holcomb, Michael Fields Agricultural Institute (observer)
  - p. Tom Redick, Global Environmental Ethics Council (observer)
  
- B. Review of mission as stated in Task Force Objectives and Schedule document
  
- C. Selection of Task Force Leadership Team
  - a. Ballot posted this evening
  - b. Provide updates on weekly/bi-weekly basis
  - c. Either Ron or Marty will attend each Task Force meeting
  - d. Observers will be allowed to participate
    - i. Voting restricted to Standards Committee members only
  - e. Molly Anderson – would like to discuss purpose of this task force
  - f. Nominations for Chair
    - i. Jim Pierce
    - ii. Molly Anderson – interested in doing more for this Committee; making sure that it remains as transparent and as objective as possible
    - iii. Stan Pohmer
    - iv. Ken McCauley
  
- D. Issues
  - a. Discussion of Mission
    - i. What has been done to evaluate costs of standard to growers?

- ii. Value vs. Need – It would be more appropriate to evaluate the need for a standard among various stakeholder groups, not just from the three legs of sustainability
  - 1. Move three sustainability components to 1a of directive document; move items 1.1-8 under Item III
  - 2. Evaluate Potential Uses and Need with the same criteria
  - 3. New wording:

1. The NEEDS ASSESSMENT TASK FORCE will:

- a. Compile and assess current data about the potential uses, value, market demand and need for a national sustainable agriculture standard
  - i. Social responsibility
  - ii. Environmental responsibility
  - iii. Economic viability
- b. Prepare a report of the Task Force’s findings on the potential uses, market demand, need for and value of a national sustainable agriculture standard. This report shall include the following:
  - i. Potential Uses – An assessment of how a sustainable agriculture standard will be used by:
    - 1. Agricultural Suppliers
    - 2. Producers
    - 3. Agricultural Processors and Handlers
    - 4. Retailers
    - 5. End-Use Consumers
    - 6. Laborers and Labor Groups
    - 7. Environmental Groups
    - 8. Other Potential Users
  - ii. Market Demand – An assessment of the current data for each of the groups of potential users identified in (i) above:
    - 1. Current trends in both traditional and sustainable agricultural production
    - 2. Market demand for a sustainable agriculture standard and sustainable agriculture products
    - 3. Anticipated demand for a sustainable agriculture standard and sustainable agriculture products within the next 10, 25 and 50 years
  - iii. Need – An assessment of the need to develop a sustainable agriculture standard, considering the following perspectives:
    - 1. Agricultural Suppliers
    - 2. Producers
    - 3. Agricultural Processors and Handlers
    - 4. Retailers
    - 5. End-Use Consumers

6. Laborers and Labor Groups
  7. Environmental Groups
  8. Other Potential Users
- iv. Value – An assessment of the potential value of developing a sustainable agriculture standard, considering the following perspectives:
    1. Social responsibility
    2. Environmental responsibility
    3. Economic viability
- c. Can Task Force members start submitting documents that are pertinent to this subject?
  - d. Ken – Involving new people –partners with an existing task force member to bring them up speed. Chair and co-chair will also help
  - e. Molly - How do the Task Forces actually do their work? Does Leonardo help? There is a huge amount of work required to review the relevant material and to draft a comprehensive report
    - i. Leonardo will provide all process support – setting up meetings and teleconferences, taking notes, issuing agendas and ballots; setting up and maintaining Wiki, gathering of resources, outreach, etc.
  - f. Russell: Would like to believe that committee members would be involved in this. Discussed establishing a writing subcommittee to capture information, circulate, edit and respond to suggestions
  - g. Linda – agreed
  - h. Marty – Once Chair is in place, each group can discuss how they want to approach their work – meet in person, via teleconference or email. Whatever is most conducive to a given group
- E. Next meeting time: Monday, December 22, 11 am Central
  - F. Leonardo: Set up Google Calendar for Task Force Meetings