

Organic Advisory Council Priorities

1. **Increase Capacity** for Organic Agriculture
2. **Increase Awareness** in State Government
3. Provide **Input on Regulations** at the State and Federal Levels
4. Build council member understanding of organic industry issues and trends

1. Increase Capacity for Organic Agriculture

Identify priorities for DATCP education and outreach for organic service providers, farmers, processors, and retailers.

Seek opportunities that leverage public- and private-sector investments that can increase the capacity for organic agriculture.

Identify barriers that inhibit growth for organic producers and seek solutions to alleviate those barriers.

Provide input on education priorities and programming at the University of Wisconsin and technical colleges.

Promote increased awareness of organic industry professional opportunities.

Possible activities could include

- *Developing a newsletter or bulletin for lawmakers and others on organic activities by DATCP, organic economics in the state of Wisconsin, activities and information from OAC meetings.*
- *Meet with the Dean of CALS on a regular basis*
- *Recommend and advise educational priorities for DATCP*
- *Develop an online directory of organic farms and processors*
- *Support collaboration among stakeholders to invest in organic research, education, and outreach.*
- *Recommend DATCP funding priorities for organic agriculture and industry.*
- *Participate in trade and farm shows in Wisconsin and the Midwest by “riding along” to events where DATCP has a presence.*

2. Increase Awareness in State Government

Provide education for Wisconsin lawmakers and state agency personnel on organic industry trade, needs and trends with a focus on Wisconsin but including regional and national information.

Support research about organic farming and business in Wisconsin.

Possible activities could include

- *Develop a newsletter or bulletin for lawmakers and others on organic activities by DATCP, organic economics in the state of Wisconsin, activities and information from OAC meetings.*
- *Identify research priorities for organic agriculture economics.*
- *Sponsor or support grants to study the organic industry in Wisconsin.*
- *Meeting with the DATCP board.*

3. Provide Input on Regulations at the State and Federal Levels

Provide input for regulations at FDA, USDA, and DATCP on issues that affect the organic industry in Wisconsin.

Possible activities could include

- *Drafting and submitting letters to USDA, FDA, FSA, RMA on behalf of the Organic Advisory Council.*
- *Increasing awareness among legislators and policymakers about issues related to organic farming and business.*
- *Meet with regulators at the state level to discuss organic industry opportunities and challenges.*
- *Invite regulatory heads from DATCP and other agencies to participate in discussions with the Organic Advisory Council.*

4. Increasing Knowledge and Awareness of Organic Issues and Trends for Members of the Organic Advisory Council

Identify topics and speakers for OAC meetings.

Communicate within the council through wikis, subcommittees, and other means.

Communicate with similar organic advisory groups, taskforces, and councils in other states.

Seek input from non-organic industry groups.

Possible activities could include

- *Develop a Google Group for OAC members.*
- *Reach out to organic advisory councils in other states for information sharing and cooperation.*
- *Reach out to other producer groups and councils in Wisconsin.*

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