

## **Conservation Agriculture Systems Alliance**

Conference Call

Monday, Feb. 07, 2011

at 11 a.m. (eastern)

### **Participants:**

Brian Lindley, No-Till on the Plains

Wade Thomason, Virginia Tech

Bill Kuenstler, USDA NRCS

Jerry Hatfield, USDA ARS

Karen Scanlon, CTIC

### **Agenda**

- CASA approval for writing and submitting a proposal
- CASA members commit to helping develop the proposal
- Ideas for WCCA theme and location
- Brainstorm funding ideas
- Using Skype or Go To Meeting for future teleconferences?

### **Discussion**

Do we want CASA to submit a proposal to host the 6<sup>th</sup> World Congress on Conservation Agriculture. JH: scientific team for 5<sup>th</sup> WCCA; would be good for US to host the meeting. Major work is to find supporting sponsors. Positive for CASA and for US and open views around world about what US accomplished with conservation agriculture.

Bill: is there a typical program? Presentations and tours.

Idea – start in Canada, end in US. Visa requirements? Have to issue letters of invitation

JH – can count on ARS support for proposal. Work with tech transfer and international program office and even go to NRCS HQ. Modest \$ support is possible. \$5-10,000

Bill: give presentation to Wayne Honeycutt. \$ Possibility

Time frame: 2014

Location: ?

BL: How much do people normally spend to attend? Could we add a flight in-country?

Jerry: could be doable...people coming in through LA or Chicago or east coast. Arrange to start on coast or depart from coast, doesn't add much to travel cost.

BL: would give more of a destination appeal

JH: people interested in this topic want to see agriculture in action, not a downtown Chicago hotel

JH: for 5<sup>th</sup> WCCA also have 3<sup>rd</sup> Farming System Design at the same time. May want to partner again in 2014, which would broaden the scientific interest and attract more people. Attendees interested in practical aspects of CA; scientists as well as industry and practitioners. Moving more to applied science than basic science.

BL: need a test run of all aspects of event

JH: additional issues with foreign visitors – diet, etc. Need to make sure message comes through in a clear, concise way, in case translated through interpreters.

BL: who provides interpreters?

JH: sessions in English, papers in English. Make statement about that. Participants arrange for own interpreters.

CASA committee to work on proposal: Jerry Hatfield, Bill Kuenstler, Brian Lindley, Karen Scanlon, Wade Thomason, Jeff/Sjoerd/PNDSA?, Mexican Assn?

Jerry LeMunyon and Bill K strategize on approach to NRCS for support and endorsement.

BL: Jill Clapperton suggestion of tying CA to food chain for theme. Connections up to Michele Obama.  
BK: Sysco Foods has big effort on sustainability through food chain – from growers to processing and beyond – and developed check list for growers.  
BL: what about Zuckerberg and others in social networking. Incorporate social networking into the event.  
BK: can send material on Sysco meeting.

### **Member Updates**

#### **Next Steps:**

Send commitment letter to CASA contacts for signature  
Committee call – on Skype – to generate ideas on proposal

#### **Next call:**

Tuesday, Feb. 23, 2011 @ 11 am eastern  
Go To Meeting