

# Overview of the Action Agenda



# The Seven Components

1. Import Pathway Protections
2. Slowing Domestic Spread
3. Non-regulatory BMPs and Certification Programs
4. Engage Retail Leaders in Adoption of BMPs and Certification Efforts
5. Development of Legislative Strategy
6. Funding for Existing Programs
7. Development of Marketing and Communications Package

# Linking Goals and Action Agenda (I)

Goal I: ...virtually eliminate any new introductions of non-native forest insects and diseases to the continent by the year 2015.

- 
- ```
graph LR; A[Goal I: ...virtually eliminate any new introductions of non-native forest insects and diseases to the continent by the year 2015.] --> B[Import Pathway Protections]; A --> C[Slowing Domestic Spread]; A --> D[Non-regulatory BMPs and Certification Programs]; A --> E[Engage Retail Leaders in Adoption of BMPs and Certification Efforts]; A --> F[Development of Legislative Strategy]; A --> G[Funding for Existing Programs]; A --> H[Development of Marketing and Communications Package];
```
- **Import Pathway Protections**
  - **Slowing Domestic Spread**
  - **Non-regulatory BMPs and Certification Programs**
  - **Engage Retail Leaders in Adoption of BMPs and Certification Efforts**
  - **Development of Legislative Strategy**
  - **Funding for Existing Programs**
  - **Development of Marketing and Communications Package**

# Linking Goals and Action Agenda (II)

Goal II: ...prevent the survival of newly introduced non-native forest insects and diseases on the continent by the year 2015.

- 
- A diagram showing a box on the left containing the text 'Goal II: ...prevent the survival of newly introduced non-native forest insects and diseases on the continent by the year 2015.' Seven arrows originate from the right side of this box and point to a list of seven action items on the right. The action items are: 'Import Pathway Protections', 'Slowing Domestic Spread', 'Non-regulatory BMPs and Certification Programs', 'Engage Retail Leaders in Adoption of BMPs and Certification Efforts', 'Development of Legislative Strategy', 'Funding for Existing Programs', and 'Development of Marketing and Communications Package'. The first item is in white, and the others are in orange.
- Import Pathway Protections
  - Slowing Domestic Spread
  - Non-regulatory BMPs and Certification Programs
  - Engage Retail Leaders in Adoption of BMPs and Certification Efforts
  - Development of Legislative Strategy
  - Funding for Existing Programs
  - Development of Marketing and Communications Package

# Linking Goals and Action Agenda (III)

Goal III: Minimize the ability of established populations of non-native insects and diseases to thrive on this continent by the year 2015.

- 
- ```
graph LR; A[Goal III: Minimize the ability of established populations of non-native insects and diseases to thrive on this continent by the year 2015.] --> B[Import Pathway Protections]; A --> C[Slowing Domestic Spread]; A --> D[Non-regulatory BMPs and Certification Programs]; A --> E[Engage Retail Leaders in Adoption of BMPs and Certification Efforts]; A --> F[Development of Legislative Strategy]; A --> G[Funding for Existing Programs]; A --> H[Development of Marketing and Communications Package];
```
- Import Pathway Protections
  - **Slowing Domestic Spread**
  - **Non-regulatory BMPs and Certification Programs**
  - **Engage Retail Leaders in Adoption of BMPs and Certification Efforts**
  - **Development of Legislative Strategy**
  - **Funding for Existing Programs**
  - **Development of Marketing and Communications Package**

# Linking Goals and Action Agenda (IV)

Goal IV: Increase engagement by all the key constituencies affected by non-native forest insects and diseases or that play a role in their arrival and establishment...

- 
- ```
graph LR; A[Goal IV: Increase engagement by all the key constituencies affected by non-native forest insects and diseases or that play a role in their arrival and establishment...] --> B[Import Pathway Protections]; A --> C[Slowing Domestic Spread]; A --> D[Non-regulatory BMPs and Certification Programs]; A --> E[Engage Retail Leaders in Adoption of BMPs and Certification Efforts]; A --> F[Development of Legislative Strategy]; A --> G[Funding for Existing Programs]; A --> H[Development of Marketing and Communications Package];
```
- Import Pathway Protections
  - Slowing Domestic Spread
  - Non-regulatory BMPs and Certification Programs
  - Engage Retail Leaders in Adoption of BMPs and Certification Efforts
  - Development of Legislative Strategy
  - Funding for Existing Programs
  - Development of Marketing and Communications Package

# Action Agenda Opportunity 1

## Import Pathway Protections



# Opportunity 1

- Facilitate adoption of a U.S. “level of protection” target with effective implementing processes, i.e.:
  - categorical exclusion of organisms entering the country incidental to transport of goods;
  - enforceable pathway standards for key pathways;
  - effective monitoring and enforcement processes.
- Seek to integrate level of protection and supporting processes with the International Plant Protection Convention (IPPC) and the North American Plant Protection Organization (NAPPO) as needed.



# What would success accomplish

- A clear prevention target with supporting implementation processes will improve efficiency and effectiveness of prevention processes by:
  - clarifying the societal goal for prevention;
  - enabling objective assessment of the effectiveness of joint and several components of the existing network of prevention programs in light of that goal;
  - providing an objective benchmark for funding and regulatory requirements.

# Process

- Posit proposed federal level of protection and implementing processes;
- Facilitate adoption through legislation or administrative avenues (within 10 years),
- Facilitate revision of international standards developed by IPPC and NAPPO (within 10 years) consistent with and supportive of the domestic program described above.



# Needed Partners & Resources

- Research resources to posit credible and practical proposal
- APHIS, USDA partners in crafting the proposal and support for its adoption
- Industry partners and support
- Capitol Hill Support

# Action Agenda Opportunity 2

## Slowing Domestic Spread





# Opportunity 2

Develop, support, and implement as appropriate, a campaign that supports a suite of strategies that will slow the spread of and/or eradicate non-native forest insects and diseases in the US.



# What would success accomplish

- An integrated framework incorporating regulation, voluntary action and outreach.
- Industry and public support for current slow the spread programs, and existing or new eradication programs.
- Harmonization in programs carried out by federal, state and local agencies (including prioritization and funding) to improve effectiveness of ongoing efforts.

# Process

- Encourage agencies to adopt effective, prompt quarantines over sufficiently large areas so as to prevent spread.
- Build targeted communications to the public and affected industries in infested areas to build public support for and compliance with necessary measures.
- Provide incentives for industry to develop and adopt best management practices to reduce spread.



# Needed Partners & Resources

- Partners include government agencies, non-governmental organizations, industry & public
- Industry needs to be engaged in helping to determine Best Management Practices (see Action Agenda Opportunity 3)
- Resources needed include stable or enhanced funding to maintain existing slow the spread efforts, and current or new eradication programs



# Action Agenda Opportunities 3 & 4

## Non-Regulatory BMPs and Certification Programs & Engaging Retail Leaders in Support



# Opportunity 3

## Working with Industries With The Potential To Be Pathways of Introduction

- Encourage the establishment and implementation of systems based, non-regulatory, market driven *Best Management Practice* (BMP) programs.
- Build toward *formal certification programs* in collaboration with said industries.

# What would success accomplish?

- Reduce current disincentives in the marketplace that make importation under lax standards cheaper than safer practice
- Correspondingly reduce importation of non-native insects and diseases
- Reward early-adopters and reward successful implementation of programs
- Engage industries with a role in importation to become part of the solution

# Process

- Select industries for engagement
- Develop recommended practices (BMPs)
- Work with government and markets to build incentives
- Integrate with any applicable phytosanitary regulations
- Consider moving toward certification



# Needed Partners & Resources

- Industry needs to be engaged in helping to determine:
  - Scope
  - Practices
  - Incentives
- Other partners needed include industry customers & government regulators, if any
- Requires expertise in marketing, and significant ongoing investment

# Opportunity 4

## Working with Retail Leaders

- Engage retail leaders in encouraging the adoption of *Best Management Practices*
- Ultimately develop *voluntary certification efforts* by industries that have the potential to be pathways of introduction



# What would success accomplish?

- Procurement policies that mandate “tree-safe” products and shipping would enhance efforts to prevent introduction and spread
- Development of cooperative relationships between compliant suppliers and retailers
- Engage retailers with a role in procurement of imported goods to become part of the solution

# Process

- Identify retailers to support “Tree-Safe” practices
- Within 3 years, obtain commitment from targeted retailers to purchase percentage of products exclusively from suppliers using “Tree-Safe” practices
- Periodically evaluate progress; improve process via adaptive management
- Evaluate possibility of upgrading retailers’ BMP-based approach to voluntary certification efforts





# Needed Partners & Resources

- Retailers need to be engaged in helping to determine:
  - Scope
  - Practices
  - Incentives
- Other partners needed include industry customers & government regulators if any
- Requires expertise in retail practice, and significant ongoing investment

# Action Agenda Opportunity 5

## Development of Legislative Strategy



# Opportunity 5

Develop comprehensive legislation within one year, and then seek enactment by Congress.

- Focus on crucial elements with high degree of consensus
- Such elements might be worked into Farm Bill revisions expected soon
- One year time frame is for development of language, not necessarily adoption



# What would success accomplish

- Provide federal agencies with authority and mandate to take needed and novel action (e.g., pathway approaches)
- Improve funding and efficiency of federal prevention and control efforts
- Provide incentives to encourage private action, particularly adoption of BMPs

# Process

- Multi-organizational team to draft proposed legislative language
- Identify and approach potential key sponsors in Congress
- Build endorsements from additional groups
- Marketing and communications strategy to support proposed legislation

# Needed Partners & Resources

- Staff time and/or consultants to help draft legislation
- Staff time and organizational priority from those supporting the legislation
- Marketing and communications materials, advertising, etc. (see Action Agenda Opportunity 7)

# Action Agenda Opportunity 6

## Funding for Existing Programs





# Opportunity 6

Develop shared short and long-term strategies to obtaining sufficient federal funds to support necessary expansion and improvement of federal and state agency efforts.





# What would success accomplish

- Increases in federal funding for identified programs.
- Unified coalition of diverse interests demonstrating support for addressing non-native forest insects and disease
- Increased capabilities to limit new introductions, control and eradicate introduced species, and manage and reduce impacts of introduced species

# Key Funding Issues

- USDA APHIS, particularly the Emerging Plant Pest Program
  - Roughly \$100 million shortfall
  - Emergency funding access to CCC
- USDA Forest Service Forest Health Management
  - downward trend in funding
- USDA Forest Service Research:
  - downward trend
- Biological Control R&D
  - Little financial support



# Process

- Develop recommended funding levels
- Joint letters and messages
- Develop Hill strategy for success



# Needed Partners & Resources

- Broad cross section of forestry, conservation, nursery, business, local government interests
- Partners with Hill strategy expertise, knowledgeable of appropriations issues

# Action Agenda Opportunity 7

## Development of Marketing and Communications Package





# Opportunity 7

Develop a comprehensive marketing and communications package that supports the enactment and adoption of all other Dialogue goals.



# What would success accomplish

- Increase political support for needed legislative changes and funding
- Create consumer awareness that would support private industry actions (e.g. Best Management Practices, certification)
- Encourage individual action (e.g. not moving firewood)
- Help support public agency action

# Process

- Create compelling messages and creative delivery vehicles
- Target potential audiences
- Create and execute earned media plan
- Mobilize web resources
- Measure progress in changing elements of public opinion
- Generate buzz, attention, possibly additional financial support for project





# Needed Partners & Resources

## Resources (Money) for

- Research— public opinions, potential messages
- Advertising concepts and production
- Advertising placement

## Partners

- Pollster & Creative Team
- Strategic analysis to guide targeting