

Continental Dialogue on Non-Native Forest Insects and Diseases Action Agenda Notes

SUMMARY PAGE

Opportunity 1. Prevent Introduction of New Pests and Diseases

Objective: Establish a strong and measurable national level of protection for pathways by which live organisms are imported.

Value: This would enable us to quantify the results of our efforts; allow us to revise standards and funding as needed; and to adapt forest management to our specific aims.

Opportunity 2. Limit the Spread of Pests and Diseases in the US

Objective: Improve and supplement existing efforts to slow organisms' domestic spread.

Value: This would limit damage and cut expenses, while buying time for us to develop better controls and to prepare for infestations in new areas.

Opportunity 3. Engage Private Groups in Forest Protection

Objective: Develop and adopt business practices to limit the import and spread of forest pests and diseases.

Value: This would engage and educate a wide variety of new groups, including retailers and consumers; build a market for "green" products and practices; and, ultimately, decrease the pests and diseases that reach the United States incidental to the transport of goods.

Opportunity 4. Authorize New Federal Action

Objective: Pass legislation to fund long-term forest protection, to provide strong economic incentives for all to take part, and to give agencies new authority where gaps exist.

Value: This would lessen resistance from federal agencies to new types and levels of work and ensure that we make a better match between problems and the resources needed to solve them.

Opportunity 5. Increase USDA's Funding for Federal and State Efforts

Objective: Increase USDA's annual appropriations to levels where success is assured.

Value: This would prevent programs from failing because we lacked money for large enough quarantine areas or when pest populations surged, either late in the fiscal year or when funds were cut subsequently.

Opportunity 6. Communicate and Market Key Ideas about Protecting Forests

Objective: Transform political and public opinion in order to seize these opportunities.

Value: This would motivate consumers to change their behavior; private groups to change their practices and positions; policymakers to change their records; and engage all others who play a role in protecting forests.

Opportunity 1. Prevent Introduction of New Pests and Diseases*

Objective: Establish a strong and measurable national level of protection for pathways by which live organisms are imported.

Value: This would enable us to quantify the results of our efforts; allow us to revise standards and funding as needed; and to adapt forest management to our specific aims.

Steps to achieve objective:

- A. Establish a working group to accomplish necessary internal steps regarding position
 1. Clarify components of Dialogue proposal (e.g., wording for standard, definitions for “introduced”)
 2. Prepare straw proposal for circulation
 3. Develop internal case statement as to the role of each pathway, need for changed practices, and existing regulations
 - a. Wood packaging
 - b. Live plants
 - c. Logs, lumber, and wood chips
 - d. Ship superstructures
 - e. Imported wood products
 - f. Firewood (primarily a within-country spread issue, not an import issue at this time)
- B. Establish working group to facilitate communication and common positions on USDA import rules
 1. Prepare for USDA’s Quarantine 37 (live plants) and Quarantine 56 (fruits and vegetables) comment periods coming Summer 2007
 - a. If possible, develop a Dialogue-wide position on the live plant import rules
 - i. Prepare and send briefing materials to dialogue participants
 - ii. Consider Dialogue sign-on letter.
 - b. Work with APHIS to encourage adoption of Dialogue or members’ recommendations
 - c. Conduct outreach to agencies before rulemaking
- C. Build external alliances
 1. Determine who else is working on this issue
 - a. Approach re common agenda
 2. Determine top 10 importers by volume (in each pathway?)
 - a. Approach re how to structure a program that works for them
- D. Work with APHIS to evaluate and encourage offshore prevention efforts
 1. Educate ourselves about existing offshore prevention efforts
 2. Seek increased funding for offshore efforts if warranted by proven or potential efficacy
 3. Support database development on North American trees planted overseas as a way of evaluating potential future threats. (Need to evaluate significance of this.)

* Highlighted items are considered short-term priorities (i.e., need to be completed no later than May 15, 2007)

Opportunity 2. Limit the Spread of Pests and Diseases in the US*

Objective: Improve and supplement existing efforts to slow organisms' domestic spread.

Value: This would limit damage and cut expenses, while buying time for us to develop better controls and to prepare for infestations in new areas.

Steps to achieve objective:

- A. Create a template, listing all the government and non-government players, using the "Coordinated Framework for Regulation of Biotechnology" as a model
 - 1. Identify players
 - 2. Identify sources of information available to them
 - 3. Identify barriers to their effective action (e.g., lack of funding, lack of authority, penalties for self-reporting)
- B. Expand template as a communications tool
 - 1. Build common understanding of roles and responsibilities of players.
 - 2. Develop Dialogue talking points to encourage consistent messaging
 - 3. Fill gaps in the regulatory framework
- C. Develop a coordinated science framework
 - 1. Create a science advisory committee for the Dialogue
 - 2. Develop clear, coordinated research plans including funding needed
 - 3. Disseminate research results and recommended strategies
- D. Build restoration as an integral part of the effort
- E. Encourage the public to take responsibility and appropriate actions

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Opportunity 3. Engage Private Groups in Forest Protection*

Objective: Develop and adopt business practices to limit the import and spread of forest pests and diseases.

Value: This would engage and educate a wide variety of new groups, including retailers and consumers; build a market for “green” products and practices; and, ultimately, decrease the pests and diseases that reach the United States incidental to the transport of goods.

Steps to achieve objective:

- A. Review what’s in place now affecting industries that may serve as pathways of import and spread
 1. Existing Best Management Practices (BMPs)
 2. Regulations (domestic, international)
 3. Relevant certification processes
- B. Review recent introductions to prioritize pathways for engagement (e.g., using NCEAS database)
- C. Develop a scope for a feasibility study and commission research on:
 1. Potential incentives/disincentives
 2. Economic review
 3. Retail perspective
 4. Addressing non-reporting
 5. Building the business case
 6. Information/scientific gaps
- D. Create a list of potential partners to engage in development of BMPs such as:
 1. Retailers
 2. Distributors to retailers
 3. Nursery industry
 4. Other manufacturers
 5. Trade associations
- E. Encourage development of BMPs
 1. Work with participants to develop “straw” BMPs for one or more pathways (1 year)
 2. Implement pilot BMPs for one pathway (3 years) of the following:
 - a. Wood packaging
 - b. Live plants
 - c. Logs, lumber, and wood chips
 - d. Ship superstructures
 - e. Imported wood products
 - f. Firewood (primarily a within-country spread issue, not an import issue at this time)
 3. Draft protocols for BMPs in partnership with relevant industry associations. Include:
 - a. Exclusion
 - b. Detection
 - c. Isolation

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- d. Traceability
- e. Control

F. Build support for BMPs

1. Develop incentives for adoption
2. Build critical mass of businesses implementing BMPs
3. Ensure protocols maintain industry competitiveness
4. Ensure relevance to industries engaged
5. Work with retailers/importers to match procurement policies to BMPs for each pathway
6. Monitor compliance and success

G. Consider feasibility of certification once BMPs widespread

1. Develop additional advertising efforts as necessary to support non-regulatory BMPs efforts or certification

Opportunity 4. Authorize New Federal Action*

Objective: Pass legislation to fund long-term forest protection, to provide strong economic incentives for all to take part, and to give agencies new authority where gaps exist.

Value: This would lessen resistance from federal agencies to new types and levels of work and ensure that we make a better match between problems and the resources needed to solve them.

Steps to achieve objective:

A. Establish a Farm Bill Committee immediately

1. Flesh out ideas for:
 - a. Landowner incentives
 - b. State and federal roles on outbreak
 - c. Emergency Forest Recovery Program (add invasives component)
 - d. EQIP (add invasives component)
 - e. APHIS authorities
 - f. Freight clearance
 - g. Import fees and Rapid Response Fund.
2. Choose those items that are:
 - a. Priorities
 - b. Items that Dialogue seems likely to be able to agree on
3. Coordinate with other invasives efforts relative to Farm Bill.
4. Engage with Senate champions and Administration Farm Bill Proposal
5. Identify witnesses for March hearings and facilitate involvement via travel support

B. Develop advertising in support of legislation, especially the Farm Bill

1. Identify targets
2. Develop options related to specific asks
3. Assess resources needed (funding, staff/time)
4. Implement as appropriate

C. Develop authorization strategy for items not addressed in the Farm Bill, e.g., a long-term, comprehensive funding strategy, especially for state and federal efforts to slow domestic spread of pests

1. Identify gaps in funding structure and benefits of adequate and timely funding
2. Develop legislative proposals to ensure adequate funding and provide needed incentives for BMP's
3. Propose and pilot innovative funding proposals (e.g., foundation, tax box check-offs, work with public utilities)
4. Communicate successes in ways that quantify social and financial benefits

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Opportunity 5. Increase USDA's Funding for Federal and State Efforts *

Objective: Increase USDA's annual appropriations to levels where success is assured.

Value: This would prevent programs from failing because we lacked money for large enough quarantine areas or when pest populations surged, either late in the fiscal year or when funds were cut subsequently.

Steps to achieve objective:

- A. **Develop and advocate for desired FY07-08 funding for APHIS and USFS and other departments as appropriate**
 - 1. Coordinate appropriations strategy re APHIS and USFS informally among Dialogue groups
 - 2. Seek release of CCC funds to supplement appropriations as needed and appropriate
 - 3. Determine whether there is a coordinated position Homeland Security
- B. **Develop and implement advertising focused on federal appropriations**
 - 1. Identify individual/group to shepherd this through
 - 2. Utilize the key messages from step 6.A.2
 - 3. Strategic focus on 1) Wisconsin and 2) Illinois and/or Connecticut
 - 4. Identify role individual Dialogue members can play (e.g., action alerts, grassroots lobbying, letters to the editor)
 - 5. Develop general fact sheet for use at all levels (include messaging from step 6.A.2)
 - 6. Expect annual advertising/effort regarding Appropriations.
- C. Develop a strategy for routinely engaging in annual appropriations issues
 - 1. Suggestion: Increase sense of urgency within USDA for rapid responses

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Opportunity 6. Communicate and Market Key Ideas about Protecting Forests*

Objective: Transform political and public opinion in order to seize these opportunities.

Value: This would motivate consumers to change their behavior; private groups to change their practices and positions; policymakers to change their records; and engage all others who play a role in protecting forests.

Steps to achieve objective:

A. **Develop messaging**

1. Finalize public opinion research
 - a. Give go ahead to finish poll and analysis (~4 weeks)
 - b. Supplement regional poll results with Nationals efforts
2. Develop 'messaging' guidelines
 - a. Develop initial version (~6 weeks)
 - i. Strive to define durable, useful (and urgent?) messages that will last/help with all phases
 - ii. Identify keystone pieces of the message that tie from local to national and back
 - b. Review and offer comments
 - c. Finalize messages
 - i. Strive for agreement on messages
 - ii. TNC decision maker if needed in short term
3. Conduct trainings focusing on how to communicate (using the messages) about non-native forest insects and diseases
 - a. Develop training materials
 - b. Identify who would/could be trained
 - i. E.g., Steering committee, full Dialogue, key groups (National Plant Board)
 - c. Lay out timeline for implementing

B. **Develop advertising efforts as described under Opportunities 4 and 5**

C. Develop and launch two to three additional advertising efforts

1. Evaluate and if appropriate undertake a national campaign on individual transport of firewood
 - a. Confirm messages work
 - b. Define options/possible scope and level of effort for a national campaign
 - c. Review resources available
 - d. Decide on appropriate approach

D. Conduct outreach to specific groups

1. E.g., Wild Turkey Federation, Ruffed Grouse Society, family forest owners, Trout Unlimited
2. Consider curriculum development in association with groups already doing it

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