

CONTINENTAL DIALOGUE ON NON-NATIVE FOREST INSECTS AND DISEASES

Strategy Development Flip Chart Notes

Wednesday, January 24, 2007

Morning Session

Action Agenda Opportunity #1 - Import Path Protection

Small Group Facilitator: Jennifer Peyser

Suggestions and Questions to Consider for 3 Bulleted Components

Bullet 1: Within 10 years, the Dialogue would help facilitate legislation or a policy change implementing a U.S. federal level of protection of less than one new forest pest established to the point of requiring an eradication effort per 30-year period.

- Time period
 - Is one pest per 30 years too stringent? Is one pest per decade preferable? (and needs to be a pest requiring eradication)
- What are the consequences (legal, societal, financial) of not meeting the standard?
- Change “established” pest to “introduced” pest? Clarify terminology and ramification for word used.

Bullet 2: Implementation of this standard should occur through enforceable pathway standards. Specifically, as an outcome of the adoption of these standards, USDA APHIS will revise its phytosanitary measures governing the four key pathways of introduction of forest pests to attain this goal, and will ensure the measures’ efficacy through monitoring and aggressive enforcement. Key pathways include (1) wood packaging; (2) imported woody plants; (3) imported logs & minimally processed lumber; and (4) ships’ superstructures, and the outsides of containers and some hard-sided imports.

- Is it meant to be zero tolerance? For certain classes? As close as possible to zero?
- Improve existing pathway standard (wood packaging) and “fix holes” for new standards
- Consider adding 5th pathway of finished wood products (handicrafts, Christmas trees, etc)

Bullet 3: The Dialogue would also seek to achieve within 10 years a revision of international standards developed by IPPC and NAPPO such that they are consistent with and supportive of the domestic program described above.

- Maybe needed earlier than later for some (e.g. bark-free) or to “defend” new US standards
- Involve domestic agencies, not just IPPC and NAPPO

Timeframes and Steps

Short-Term Steps (3 months)	Mid-Term Steps (1 year)	Long-Term Steps (3 years)
Form a committee to clarify components/goals		
Consider adding 5 th pathway of finished wood products (handicrafts, Christmas trees, etc)		
Draft rationale / case for change for each pathway (for internal understanding)	Tailor rationale for each key audience and deliver message	
Identify target audience/stakeholders for each activity <ul style="list-style-type: none"> Find out who is doing what – international and domestic groups See if it makes sense to “join forces”		
Share resources / information (post on website) re: relevant current/ongoing activities (agencies and Dialogue members)		
Establish working group (subgroup?) to work on live plant import pathway standard	Draft a joint position on live plant import pathway standard, build coalition	Encourage/meet with APHIS (with support of coalition) to adopt recommendation for live plant import pathway standard
Encourage BMPs for each of 4/5 pathways – (BMP action team)	Convene “pathway stakeholders,” develop straw man BMPs for each pathway and assess/discuss <ul style="list-style-type: none"> Decide whether coalition wishes to advocate standards (i.e., “bark-free” wood packaging) 	Pilot BMP program implemented for at least one pathway
Approach retailers/importers about getting together – find contact at major companies	Convene top 10 importers (\$) to discuss the problem and their role in the solution – get their buy-in to participation	Coalition supports modification of top retailer/importer purchasing policies (e.g., only bark-free, etc.)

Short-Term Steps (3 months)	Mid-Term Steps (1 year)	Long-Term Steps (3 years)
Review models for offshore programs <ul style="list-style-type: none"> • Sit down with APHIS and learn what's going on for their offshore program and what is planned • Discuss as a group if adequate to protect for forest pests/pathogens 	Support increased funding for APHIS staff to augment offshore program for forest invasives	Assessment of efficacy of new program – see if worthwhile to continue
		Educate / marketing to targeted constituency groups to support policy and voluntary initiatives
	Coordinated project on what pests are infesting North American trees located on other continents, to identify target species for early detection and rapid response	Mini damage/risk assessment

People / Organizations Needed

- APHIS . . . NAPPO . . . IPPC
- Governors (NGA)
- Mayors / Local Government
- Retailers
- Importers
- National Plant Board
- NASDA
- National Association of State Foresters
 - And their regional counterparts/organizations
- Representation from all geographic regions of US to allow for grassroots support
- Targeted public / constituency groups with influence with decision makers (e.g., Forest Owners Association, hunting/fishing/recreation groups, garden clubs, etc)
- NCEAS and other technical groups to provide “evidence”
- New staff to support effort?
- ARS
- Homeland Security

Resources Needed

- Funding for staff or other activities
- Agency relationships and contacts
- Summary / compiled information and resources
 - What is being done, proposed, evaluated by agencies (federal and state), private, NGOs, etc
 - Get access to information/data/white papers

Action Agenda Opportunity #2 - Slow Domestic Spread

Small Group Facilitator: Jenn Bies

Substance

- Develop source(s) of consistent funding that recognizes these are multi-year/multi-governmental layers
- Encourage agency communication and coordination
- Develop BMPs (with all stakeholders)
- Incentivize use of BMPs for all (in the South, focus/emphasize private landowners)
- Know: the disease/bugs, where they are, where they may go, controls, when you've won (research, surveys, technical support)
- Engage the public and landowners:
 - Survey and detection
 - Buy-in for control measures
 - Consistent support for elected officials to maintain programs (local, state, Federal)

Short Term (3 months)

- Develop template of all players
 - Who are they?
 - What are their sources of funding?
 - E.g., Biotech "Coordinated Framework" model
- Identify existing sources of relevant information
- Identify barriers (e.g., disincentives for self-reporting if penalized) [*short-mid term*]
- [placeholder – identify funding gaps, short-mid term]

Mid-Term (1 year)

- Further develop template of players to include roles and responsibilities of players
- Using template of players as communications tool, build common understanding of roles and responsibilities and engage stakeholders
- After identifying existing sources of relevant information determine if there is a need for a clearinghouse and who develops/maintains it
 - Know: the disease/bugs, where they are, where they may go, controls, when you've won (research, surveys, technical support)
- Encourage public (personal) buy-in to control measures, survey work, etc. [*mid-long term*]
 - Education, marketing, incentives – general invasives problem and programs that affect individuals directly
- Identify research needs/gaps and establish a Science Advisory Committee [*mid-long term*]
 - Develop clear, comprehensive, coordinated research plans
- Build support for more consistent funding
- Establish a Dialogue "talking points" message that can be used by Participants (for consistency)
- Encourage legislative will for funding authority and tax incentives
- Develop BMPs (with a process for stakeholder buy-in)
 - E.g., firewood, transport, packaging, nursery certification and non-regulatory incentives
- Develop creative sources of funding
 - E.g., foundations, power companies, and tax incentives (such as checkbox for invasives contributions on tax returns)
- Communicate successes and lessons learned with language that qualifies and quantifies financial and social benefits

Long term (3 years)

- Fill gaps in regulatory framework (need public support)
- Disseminate research results and recommended measures [start ASAP and continue long-term]
- Monitoring and compliance of BMPs, evaluate efficacy and review and revise as needed
- Develop mechanism for long-term outreach and education (updates, buy-in, support)
- Develop strategy for restoration and recovery
 - Better entrenched in eradication programs
 - Include in APHIS mandate?
 - USFS as solution?
- Communicate successes and lessons learned with language that qualifies and quantifies financial and social benefits
- Celebrate success!

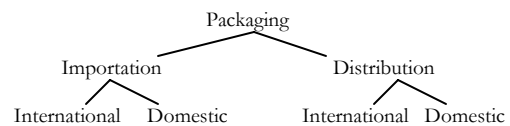
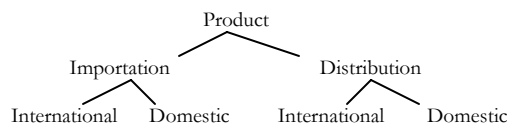
Action Agenda Opportunity #3 and #4 - Non-regulatory BMPs and Certification Programs and Engage Retail Leaders in Adoption of BMPs and Certification

Small Group Facilitator: Rob Williams

Category of Action: Non-regulatory

General Context

- Start with voluntary BMPs and use development to then consider feasibility of certification
- Start with 3, but 4 is integral to 3 and we should change “retailers” to “importers” and develop list of who should be involved in the short term
- Develop prototype for following pathway categorization but adapt based on short term research:



General prototype BMP

1. Exclusion
2. Detection
3. Isolation
4. Traceability
5. Control

Short Term (1- 3 months)

Step	Resources – Who	Resources - What
Review of what's in place now <ul style="list-style-type: none"> • BMPs • Regulatory Processes <ul style="list-style-type: none"> ○ International ○ Domestic • Relevant certification process 		Dialogue financial resources
Benchmark of existing processes	Work with USDA	
Research to help create priorities <ul style="list-style-type: none"> • Review last 20 introductions • How these pests impact forests 		
Critique of review	By all diversity of stakeholders	
Create list of everyone that needs to be involved – especially identify and engage top three importers (possible categories) <ul style="list-style-type: none"> • Retailers themselves • Distributors to retailers • Nursery • Other manufacturers 		
Decisions about pathways <ul style="list-style-type: none"> • Consider high volume/low threat vs. low volume high threat (domestic of international) 		
Coordinate with Action Opportunities 1 and 2		
Strategize how to proceed		
Scope Feasibility Study		

Middle Term (3 months – 1 year)

Step	Resources – Who	Resources - What
Engage relevant industry associations		
Draft broad protocols for BMPs <ol style="list-style-type: none"> 1. Exclusion 2. Detection 3. Isolation 4. Traceability 5. Control 		
Complete feasibility study <ul style="list-style-type: none"> • How to address non-reporting • Incentives/disincentives • Economic review • Retail perspective • Build a business case about why this issue is important • Need scientific knowledge to know it will work 		
Develop reporting mechanism		
Refine Protocol		
Share/Critique Further Develop Protocol		
Assistance with Incentives	Coordinate with Legislative Group	
Build support for BMPs <ul style="list-style-type: none"> • Develop critical mass • Identify and emphasize components relevant to companies • Maintain industry competitiveness 	Coordinate with Marketing Group	

Long Term (1 – 3 years)

Step	Resources – Who	Resources - What
Wide-spread implementation of BMPs		
Feasibility study of certification process		
Marketing of BMPs and BMP successes <ul style="list-style-type: none">• Determine targets• Determine successes	Coordinate with Marketing Group	

Action Agenda Opportunity #5 - Development of Legislative Strategy

Small Group Facilitator: Turner Odell

Farm Bill

- Possible components of a Farm Bill legislative agenda include:
- Landowner incentives
- Defining state/federal; roles upon outbreak
- Emergency Forest Recovery Program (add invasives component)
- EQIP (adding invasives component)
- APHIS Authorities
- Freight Clearance
- Import fees and Rapid Response Fund

If cannot achieve here, re-group and develop alternative strategy

Funding

- Appropriations (coordinate with other Dialogue groups)
- CCC Funds release
- Homeland Security

Other Authorizing Legislation

- Plant Protection Act
- Homeland Security Inspections
- Interagency Coordination
- Import Fees (Trade Related)

Regulatory Issues

- Quarantine-37
- Quarantine-56

STRATEGIES

Short Term

- Farm Bill - 08
 - Form Farm Bill Subcommittee – ASAP
 - Flesh out ideas
 - Identify common ground (e.g., top 3)
 - Develop outreach and advocacy strategy
 - Coordinate with other invasive species Farm Bill efforts
 - e.g., NISC and Advisory Committees, NASDA, Farm Bureau
 - Identify Senate Champions (continued into mid- and long term)
 - Circle back to Dialogue group
 - Review Administration Farm Bill proposal
 - Identify witnesses for hearings in March (field hearings earlier?)
- Question: should the Dialogue have a separate lobby presence

Needed People/groups

- Forests in the Farm Bill Coalition
- Ag/Conservation Workgroup
- NISC
- Many others involved – who to engage?

• Funding

- Coordinate Appropriations lobbying on FY 08 budget
- Build on existing group (Faith, Tom C.)

Mid Term

- Farm Bill reports out of ag committee
- Farm Bill - Work with Senate Champions
- Funding - Convene group to discuss long term appropriations strategy (including CCC Funds release)
- Other – Sort out Homeland Security agenda
- Other – Coordinate with Groups 1 and 2 to assess legislative/regulatory/political priorities (including developing regulatory agenda)
- Q-37 and Q-56 Comment period coming summer 07 (?)
 - Outreach to agencies before Rulemaking
 - Dialogue Briefing on proposed sign-on letter (or something)
- Take up issues not resolved through Farm Bill (e.g., import fees, etc.)

Long Term

- Farm Bill – work with Senate Champions
- Funding – Continue appropriations strategy
- Other – Implement Dialogue Priorities through legislative/regulatory/political action

Resources Needed:

- Staff time
- Conference/meeting for mid-term strategy development (with facilitation)
- “Fly-in” grassroots information sharing – including organization/coordination
- Messaging resources (e.g., ad on Hill)

Action Agenda Opportunity #6 - Funding for Existing Programs

Small Group Informal Discussion over Breakfast

Funding

- Three primary funding mechanisms:
 - *[I didn't get started quickly enough here and missed this short list –later during the presentation I managed to fill in the EPP one (below) based on context, but was not sure enough about the others to list them – Tom should be able to provide – or Faith – another one is probably the CCC item described below – not sure if the other is general appropriations or some other more specific item]*
 - Emerging Plant Pest (EPP) Program @ APHIS
- We as a group do not have extensive experience with the relevant funding subcommittees – (e.g., TNC has more experience with Interior Department appropriations – we are learning from our colleagues here)
- Now joined by NASDA who has extensive experience with these subcommittees
- EPP Program – has line items for each bug – inadequate for the scale of work needed for each outbreak
- This demands an independent funding strategy
 - Pressure on the Secretary of Agriculture to release Commodity Credit Corporation (CCC) funds – a good potential source of additional funding
- Most of the money spent on Asian Longhorn Beetle (ALB) and Emerald Ash Borer (EAB) has already been from emergency CCC funds – but this is still relatively small relative to the need and the potential funds available
- We need to seek sharp increases through:
 - Appropriations
 - Release of CCC funds
- States have already been after CCC funds
- TNC and others are now joining the effort (e.g., working with Maryland on new EAB outbreak)
- Also a target: Forest Health Management (e.g., Hemlock Woolly Adelgid , Gypsy Moth)

Short Term Strategy:

- After Administration releases proposed budget – finalize a position statement on funding
- Circulate draft testimony to Dialogue – give option to sign on or provide own – Faith and Tom to lead effort
- We will not be fully successful this year – need to work with more constituents and enlist help in requesting appropriate investment from
 - Congress
 - Administration

Action Opportunity #7 – Development of Marketing and Communications Package

Small Group Facilitator: Paul De Morgan

Short-term Actions (2 months):

1. Finalize public opinion research
 - a. Give go ahead to finish poll and analysis (~4 weeks)
 - b. Supplement regional focus groups results with Nationals efforts
2. Develop ‘messaging’ guidelines
 - a. Develop initial version (~6 weeks)
 - i. Strive to define durable, useful 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. Develop and implement advertising focused on federal appropriations
 - a. Identify individual/group to shepherd this through
 - b. Utilize the key messages from step 2
 - c. Strategic focus on 1) Wisconsin; and Illinois and/or Connecticut
 - d. Link to results of Legislation Group (#5)
 - e. Identify role individual Dialogue members can play (e.g., action alerts, grassroots lobbying, letters to the editor)
 - f. Develop general fact sheet for use at all levels (include messaging from step 2)

Mid-term Actions (3-12 months):

1. Conduct trainings focusing on how to communicate (using the messages) about non-native forest insects and diseases
 - a. Develop first draft
 - b. Review and finalize
 - c. Identify who would/could be trained
 - i. E.g., Steering Committee; Full Dialogue; key groups (National Plant Board)
 - d. Lay out timeline for implementing
 - e. Determine what resources are needed and approach to take
 - i. Train the trainer
 - ii. Pay as you go
2. Undertake a national campaign on transport of firewood
 - a. Confirm messages work
 - b. Define options/possible scope and level of effort for a national campaign
 - c. Review and decide which way to go
 - i. What resources would be needed and how would they be secured?

3. Develop additional advertising efforts around legislative changes
 - a. Need to hear what Legislative Group says
 - b. Identify targets
 - i. Know what the specific asks are
 - c. Develop options
 - d. Assess resources needed (funding, staff/time)
 - e. Implement as appropriate
4. Develop additional advertising efforts as necessary to support non-regulatory BMPs efforts
 - a. Need to hear from Group 3/4
5. Conduct outreach to specific groups
 - a. E.g., Wild Turkey Federation; Ruffed Grouse Society, Family Forest Owners

Long-term Actions (1-3 years):

1. Transform public attitudes to non-native insects and diseases
 - a. Long-term support of outreach and communications
2. Ongoing advertising/effort regarding annual Appropriations
3. Ongoing advertising/effort regarding Farm Bill (when needed)
4. Curriculum development