Education and Outreach Working Group Meeting
Meeting Expectations
May 5-6, 2015
Dallas, TX

- Where do we go from here?
- Learn more about the group and what the group does
- How do we brand these things all the way to the end user
- How can we expand recognition of this group? All the way to the end user.
- Keep a focus on the nurseryman
- Catch up with Rose and the rest of the commodities (sweet potato)
- See more recognition in the east
- Learn more about the group
- Get to know group members better
- Concrete list of outreach materials each crop can use
- How translates into the nursery system
- Continuity of certified seed program across the US
- Make decisions that allow the group to move forward with more decisiveness
- How to move material to nursery. How to tie to certification.
- How best to standardize
- Getting synergy going and being more proactive.
- More cohesive coordination
- Better marketing group and getting word out to growers
- Learn what program is about and where we can go
- Get a sense of what the group needs to add value. Who we are? What are the needs? Products? Audience? Too much? Not enough?