

Producer Outreach Subcommittee Meeting

January 4th 11:00 am via Zoom

In attendance: Benee Hershon CCCD, Carl Majewski UNH Extension, Nikkie Kolb NOFA NH , Heather Blunk WCNRC

We are brainstorming the best methods to contact producers. We will be reaching out to them to ask them to take the survey, participate in Nitrogen monitoring and to join the steering committee or other subcommittees.

Benee is happy to create materials for social media, email templates and a formal promotional tool kit for all districts and partners to use.

Methods of outreach will be:

- Email

- Physical mailing of either the entire survey or an invitation to take the survey

- Social medias

- Websites of partners

NOFA NH has their annual conference February 10th and would be willing to hand out the survey or any other promotional items.

NOFA NH has partnered with USDA on the transition to organic process and hosts monthly roundtable meetings. They would be willing to share information there as well.

There is concern of doing outreach for interested producers without knowing what exactly the monitoring methods will be. We do not want to get lukewarm interest or lose peoples interest over time.

It would be helpful to have a one or two paragraph informational page to direct people to where it summarizes the program, our goals and opportunities on how to become involved.

Where will this live? Should we create a website for this program, should it be housed on the Windham County NRCD's website?

There should be a localized contact point. An email where we send everyone with questions or those who are interested.

Once we have the survey, know more details about the monitoring methods and a place to send curious interested producers we will feel more confident in how to suggest outreach.

Next meeting will be February 14th at 10am on Zoom.