

# Pursuing a Unifying Message

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*Elevating Food, Agricultural and  
Natural Resources Research as a National Priority*

National Press Club

December 5, 2014



# Special Thanks

- Charles Valentine Riley Memorial Foundation
- Richard Ridgway and Brian Meyer, editors
- Contributors and reviewers

## Pursuing a Unifying Message

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Charles Valentine Riley  
Memorial Foundation

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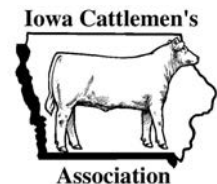
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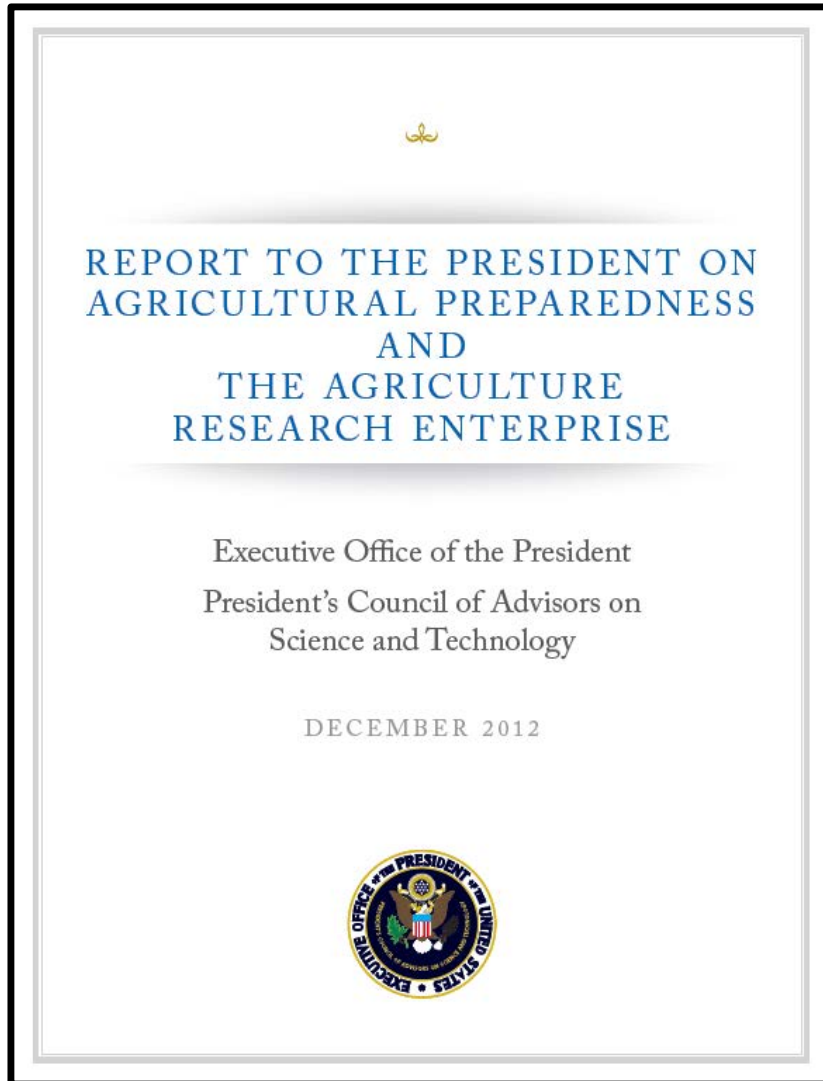




# Defining Agriculture



# A Nation Unprepared



“Our nation’s agricultural research enterprise is not prepared to meet the challenges that U.S. agriculture faces in the 21<sup>st</sup> century...”



# Hunger and Malnutrition





# Climate Change





# Emerging Diseases

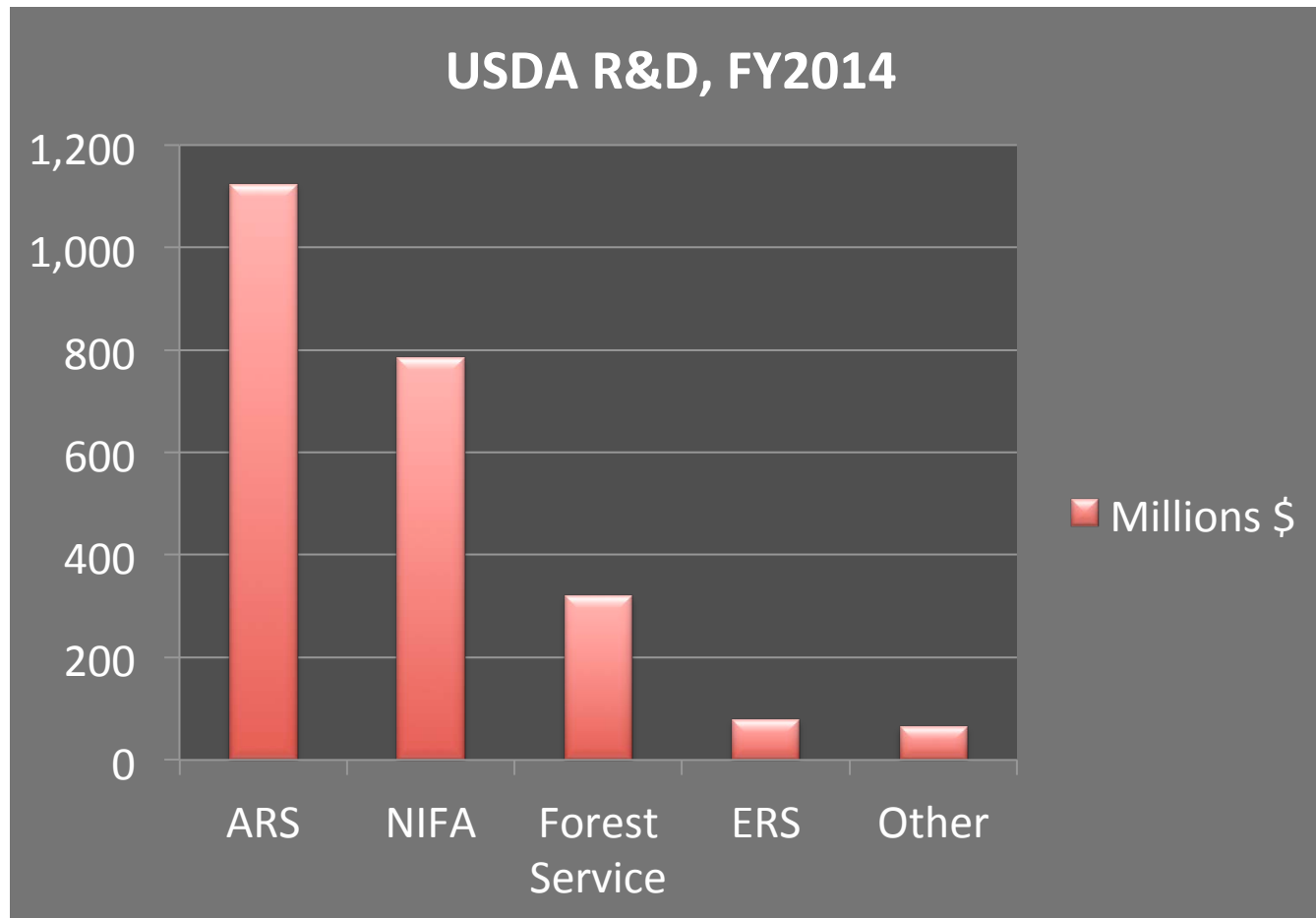




# Environmental Impacts



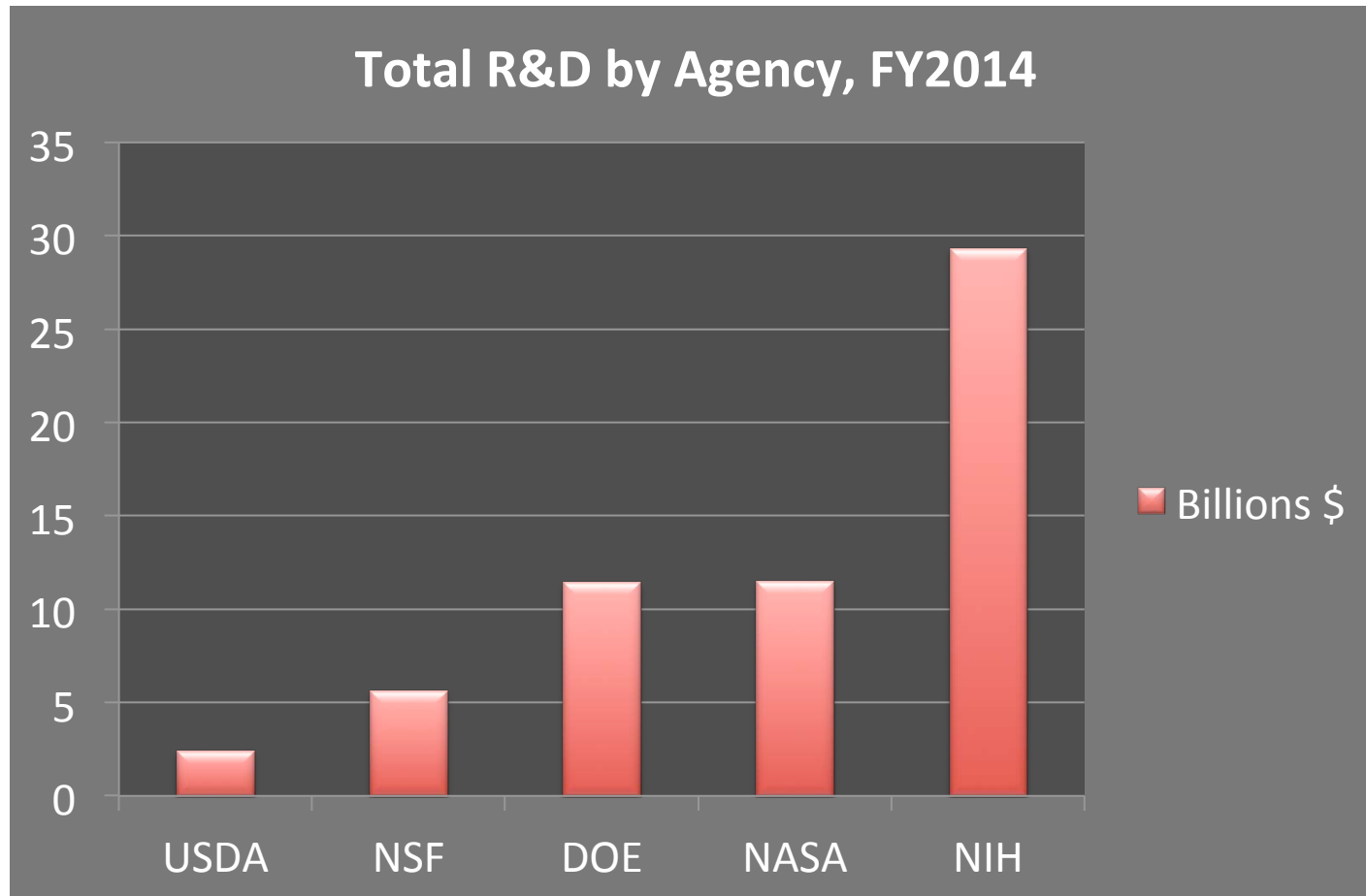
# USDA Research — \$2.4B



Source: From NSF Federal obligations and outlays for R&D by agency, FYs 2012-14



# Federal Research Support



**Source:** AAAS R&D report series, based on OMB and agency R&D budget data.

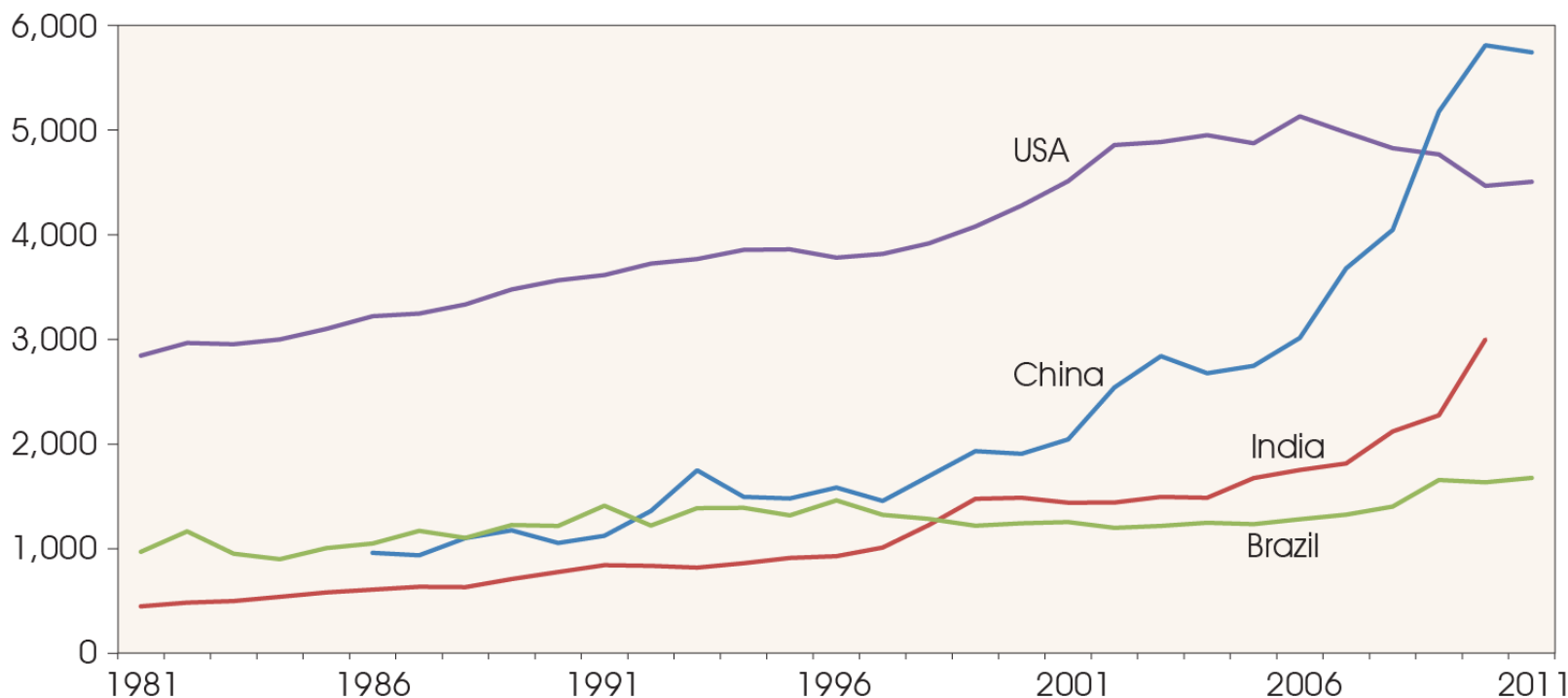
\* Latest estimates.

# International Public R&D

## Public Agricultural R&D Spending



Constant 2005 PPP\$, millions



Source: United States Department of Agriculture, Economic Research Service and International Food Policy Research Institute (IFPRI).



# Why So Little Support?

- **Fragmented, narrow interests**
- **Many priorities covering many species and systems**
- **No advocacy for the “big picture”**



- Broad coalition established in 1989
- 1993, first public campaign for increased medical research funding

A black and white photograph of a man with a full beard and glasses, looking thoughtfully to the side. The lighting is dramatic, with strong shadows.

**WARNING: Insufficient Medical Research  
Can Be Hazardous To Your Health**

Too many Americans are suffering and dying needlessly because, as a nation, we don't invest enough in medical research.

That's why former Surgeon General C. Everett Koop is joining RESEARCH!AMERICA, an alliance for discoveries in health, in making this simple request:

Take action! Let your voice be heard in support of medical research as the nation's No. 1 national priority.

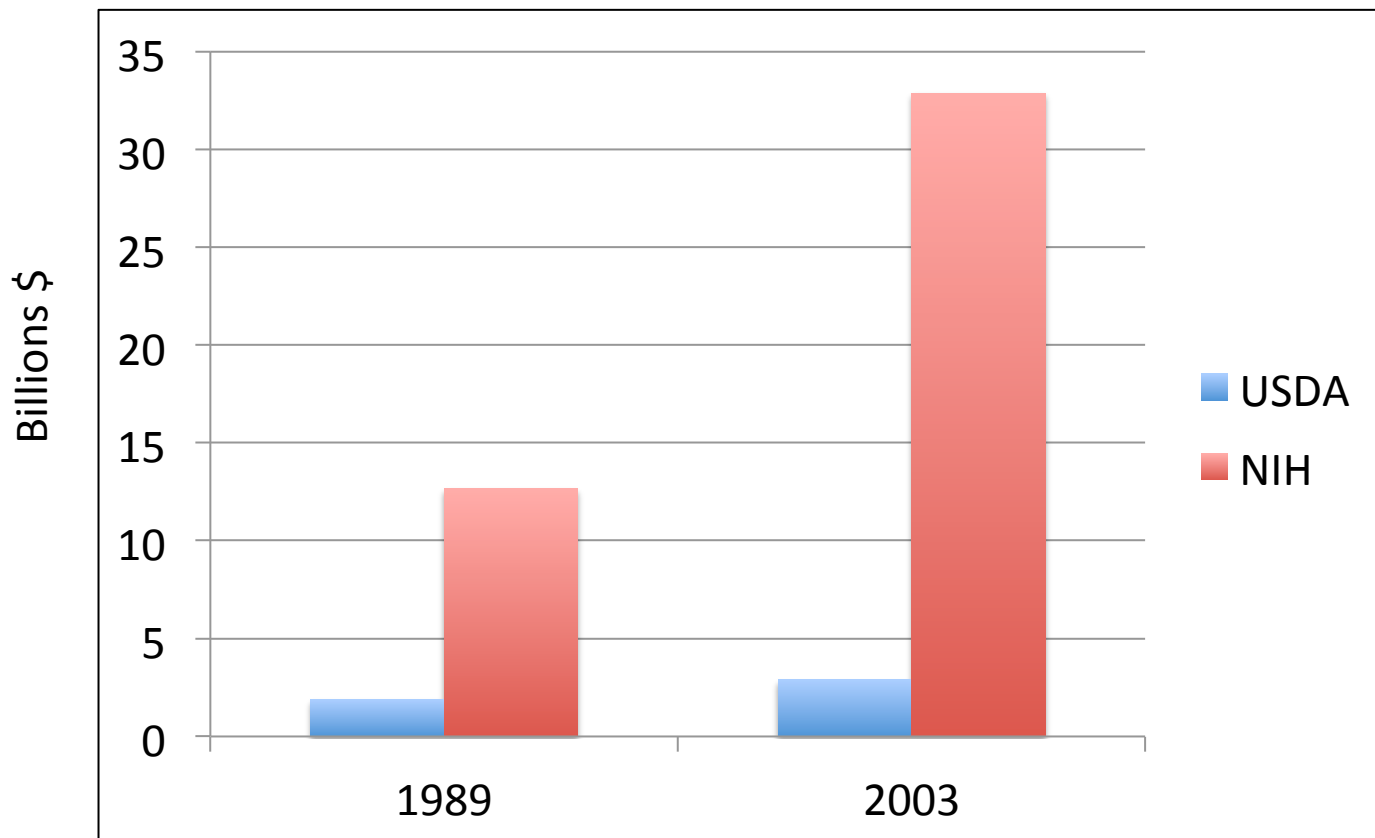
CALL 1-800-366-CURE for information on how to deliver your WARNING.

*Research!America*  
AN ALLIANCE FOR DISCOVERIES IN HEALTH





## USDA and NIH Funding, 1989 and 2003



Source: AAAS

# Strong Voices

- “Agriculture and natural resources are at the crossroads of the world’s most critical problems . . . The challenges ... are immense, and need to be faced with the most robust research enterprise we can muster.” — **Catherine Woteki, USDA**
- “It is time to make U.S. agricultural research the priority it deserves to be and it absolutely must be for our common future. — **Dan Glickman, Aspen Institute**
- “Agriculture R&D provides a dramatic example of how neglect can undermine a scientific domain.” — **Alan Leshner, AAAS**
- “Overall, PCAST recommends that the United States increase its investment in agricultural research by a total of \$700 million per year . . . focusing on addressing the emerging challenges.” — **President’s Council of Advisors on Agricultural Science and Technology**





# A Pivotal Moment for a Unifying Message

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# The Way Forward

- A new coalition of all stakeholders
- Leaders with vision
- Common purpose, common message, a focus on public good
- Collaboration and partnerships



# An Uncommon Enterprise



**Trust** in a partnership that supports research for the common good

**Believe** that increased funding is essential and possible

**Support** fundamental and applied sciences



# An Uncommon Enterprise

- Connect the dots of every major societal challenge ahead.
- The picture that emerges: The critical importance of making research in food, agriculture and natural resources a higher national priority.

CONNECTING DOTS: THE NEWS IN PERSPECTIVE

## Here's Why We Haven't Quite Figured Out How to Feed Billions More People

*Solving the world's looming food crisis will require big investments in agricultural research, yet public support for that is lagging.*

Trending Now

01 Rare Black Sea Devil Caught on Film for the First Time

What Happens When CoPro



Smallholder farmers in Africa and Asia are a key focus for increased agricultural research to improve harvests of food crops. Mariam Kéita (left) of Siby, Mali, harvests groundnuts. Kompiang of Bali, Indonesia, plants rice.

PHOTOGRAPHS BY JIM RICHARDSON, NATIONAL GEOGRAPHIC CREATIVE

By Dennis Dimick  
National Geographic News



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WHY PARSISANS LOVE THE SEA

# Potential Partners

- Universities
- Scientific societies
- Nonprofit organizations and coalitions
- Farm organizations, commodity organizations, trade associations and foundations

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