

The Board on Agriculture Assembly: Public Values Statement Matrix

October 24, 2016

Main Message "First Sentence"

The Board on Agriculture Assembly is a national organization that represents over 200 public universities providing solutions to the food, natural resource and environmental challenges facing our communities.

Target Audience Supporting Message "Second Sentence"

General Public (taxpayers)

By supporting publicly funded university research, education and Extension programs, you are helping to ensure a safe and affordable food supply, good jobs and a strong economy, and the preservation of our natural resources for the next generation.

Media

Our programs focus on the public good: we look to advance the boundaries of science, and empower the next generation to answer our society's most challenging questions.

Alumni, Current Students, Parents

We educate, train and equip the next generation of innovators and leaders to address broad challenges facing our communities in a rapidly changing world.

Local Government (town/county/state)

Your local college of agriculture, XXX, provides this *town/county/state* with trusted, unbiased research, education and public outreach programs that contribute to stronger local economies, safe food and water supplies, improved health and a cleaner, sustainable environment. Your support helps ensure a continued "public goods" knowledge base that private industry does not, and cannot, fund.

Ag and Commodity Groups

Our universities educate the next generation of workers to keep your industry viable, discover the next generation of technology to keep your industry



competitive, and provide programs and resources to support the success of your families and communities.

Think Tanks and Professional Societies (competitive)

By engaging with organizations such as XX, we can share talent, knowledge and collaborative approaches to solve problems in the interest of the greater public good.

Foundations

Like you, we are a nonprofit organization dedicated to improving the quality of life for every individual. We provide access to verifiable, scientific information that allows for rapid response and long-term practical solutions for emerging issues.

Corporate Sector (private)

With access to a diversity of expertise, we leverage public investment to develop future leaders and innovative solutions to efficiently address complex issues facing our nation's food systems, health, environment and economic prosperity.

Partner Disciplines

Our programs provide trusted local education to improve outcomes for farmers and the agricultural industry. Working with partners like you, we can advance rural and urban livelihoods and improve the safety and abundance of food to consumers.

