



**BREAKING DOWN THE BARRIERS:
OVERCOMING OBSTACLES TO INNOVATION ADOPTION ACROSS THE FOOD SYSTEM**

November 30 - December 1, 2017

Association of Public & Land-grant Universities ([APLU](#))
1307 New York Avenue, NW
Washington, DC 20005

Agenda

Day 1

7:30-8:30 AM **Breakfast**

8:30 **Welcome and Introduction**

- Lucyna Kurtyka, Sr. Scientific Program Director, Foundation for Food and Agriculture Research
- Dr. Sally Rockey, Executive Director, Foundation for Food and Agriculture Research

8:45 **Plenary Session: Setting the Stage**

Each speaker will have up to 15 minutes to provide an overview and identify the greatest challenges and opportunities based on the outcomes of their experiences and research findings to-date.

Moderator: Dr. Sheila Reddy, The Nature Conservancy

- Defining Innovation—Dr. Gregory Graff, Agricultural & Resource Economics, University of Colorado
- What the Review of the U.S. Literature tells Us about Research Needs on Motivation and Barriers to Innovation Adoption—Dr. Linda Prokopy, Forestry and Natural Resources, Purdue University
- Novel Successful Technology Transfer/Adoption Models—Dr. Mojdeh Bahar, Office of Technology Transfer, USDA Agriculture Research Service
- Innovative Approaches to Engaging Potential Innovation Adopters—Dr. Charles (Chuck) Hibberd, Cooperative Extension Division, Univ. of Nebraska-Lincoln

9:30 Q&A

9:45 **COFFEE BREAK**

10:00

Panel 1: Identifying Research Needs on Motivations and Barriers to Innovation Adoption Across the Food System Based on Research Findings To-Date

Moderator: Ms. Constance Cullman, Farm Foundation

Each Panelist will have up to 10 minutes to present and discuss research gaps based on the outcomes of their research findings to-date.

- Panelists:
 - Motivations and Barriers to Adoption of Innovative Approaches to Address Human and Animal Health—Dr. Ilaria Capua, One Health Center of Excellence, Univ. of Florida
 - Social and Ethical Barriers to Innovation Uptake—Dr. Paul Thompson; Agricultural, Food and Community Ethics; Michigan State Univ.
 - Are there Linkages between Climate Change and Innovation Adoption?—Dr. Bryan Norton, School of Public Policy, Georgia Institute of Technology
 - Big Data and Innovation Adoption: Integrating On-farm Innovations—Dr. Steven Sonka, Dept of Agricultural and Consumer Economics, Univ. of Illinois
- Moderated Discussion (Panelists and Members of the Audience)

11:30

- “At-your-table” discussions
Each table will select a Moderator. Each participant will be asked to write down 2-3 research ideas and potential collaborators, then share them at each table and together decide on top 2-3. These ideas will be collected and compiled by FFAR staff, and the list will be on display for the rest of the event. Participants will be encouraged to provide additional feedback on the list during the breaks and/or at the final discussion.

12:00 PM

LUNCH BREAK

1:00

Panel 2: A Holistic View on Barriers to Adoption of Innovations Aimed at Improving Agricultural Sustainability: Identifying Research Needs Across the Food System Based on Research Findings and Experiences To-Date

Moderator: Dr. Linda Prokopy, Forestry and Natural Resources, Purdue University

Each Panelist will have up to 10 minutes to present and discuss research gaps based on their research and experiences.

- Panelists:
 - Innovator’s Perspective—Dr. Ken Giles, Dept of Biological and Agricultural Engineering, Univ. of California, Davis
 - Investor’s Perspective—Dr. David Duncan, Finistere Ventures
 - Users’ Perspectives:
 - Farmers—Mr. Blake Hurst, President, Missouri Farm Bureau
 - Farmland Owners – Mr. Randy Dickhut, Farmers National Company

- Food Producers/Manufacturers—TBD
 - Moderated Discussion (Panelists and Members of the Audience)
- 2:30
- “At-your-table” Discussions (same format as described earlier)
- 3:00
- COFFEE BREAK**
- 3:15
- Plenary Session**
- The speaker will have up to 15 minutes to provide an overview and identify the greatest challenges and opportunities based on the outcomes of his/her experiences and research findings to-date.*
- Moderator:* Dr. Sheila Andrew, Dept of Animal Science, Univ. of Connecticut
- Digital Approaches for Programs, Research, Extension and Corporate Engagement, and Their Impact on Innovation Adoption in the Food & Ag System—Dr. Christine Geith, eXtension Foundation
 - Engaging Potential Innovation Adopters in Identifying Research Needs and in the Assessment and Advancement of Innovations: Impact of Outreach on the Rate of Innovation Adoption—Ms. Rebecca Chesney, Institute for The Future
- 3:35
- Q&A
- 3:50
- Examination of Outcomes of “At-your-table” Discussions: Research Gaps/White Spaces**
- Moderators:* Dr. Gregory Graff, Colorado State Univ., and Dr. Sheila Andrew, Univ. of Connecticut
- 5:00
- Adjourn for the Day**
- 5:30-7:30
- Reception at Bobby Van’s Grill, 1201 New York Ave NW, Washington, DC 20005**

DAY 2

- 7:30-8:30 AM
- Breakfast**
- 8:30
- Summary of Day 1 Discussion**
- 8:45
- Panel 3: Impact of Institutional and Legal Structures on Transfer and Translation of Innovations into Commercial Practices: Identifying Research Needs Across the Food System Based on Research Findings and Experiences To-Date**
- Moderator:* Dr. Gregory D. Graff, Colorado State Univ.
- Each panelist will have up to 10 minutes to present and discuss research gaps based on the outcomes of their research and/or experiences.*

- Panelists:
 - Governance barriers to adoption—Dr. Larisa Rudenko, Program on Emerging Technologies, Massachusetts Institute of Technology
 - Challenges and Opportunities for the Regulatory System: Research Recommendations based on the NAS Report on Future Products of Biotechnology—Dr. David Rejeski, Woodrow Wilson Center
 - Public Sector Strategies for Technology Commercialization in Agriculture: Open Science vs. Informal Public-Private Partnerships vs. Formal Licensing vs. Incubating Startups—Dr. William Tucker, Office of Research, Univ. of California-Davis
 - Impact of Private “Angel,” Venture Capital, and Private Equity Investors on Innovation and New Technologies in Agriculture and Food—Mr. Sam Khoury, Next Stage Partners
- Moderated Discussion (Panelists and Members of the Audience)

10:00

- “At-your-table” Discussions (as described earlier)

10:30

COFFEE BREAK

10:45

Examination of Outcomes of “At-your-table” Discussions: Research Gaps/White Spaces

Moderators: Mr. Scott Dockum, Small Business Innovation Research Program (SBIR), USDA National Institute of Food and Agriculture, and Dr. Sheila Andrew, Univ. of Connecticut

11:15

Conclusions and Closing Remarks

- Dr. Sally Rockey, Executive Director, Foundation for Food and Agriculture Research

12:30 PM

Adjourn