# SUMMARY

Roundtable Proceedings

September 26 - 28, 1985

UCROSS FOUNDATION

"Ranching and Agriculture in Wyoming"

With Grateful Acknowledgement

To Lollie Plank for the many hours volunteered to record, review and assimilate these Roundtable proceedings Table of Contents of Proceedings

## ROUNDTABLE

#### on

# RANCHING AND AGRICULTURE IN WYOMING

# September 26 - 28, 1985

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WHAT ARE TEE ASSETS OF WYOMING WHICH OFFER <u>PROMISE</u> TO THE AGRICULTURE/ RANCHING INDUSTRY?

#### A. <u>Natural Resources</u>

- 1. L<u>and</u>
  - a. public/private mix,
  - b. soil,
  - c. grass,
  - d. open range,
  - e. forests.

## 2. Water

- 3. <u>Climate</u>
  - a. clean air,
  - b. number of days of sunshine,
  - c. natural pest control.
- 4. Abundant wildlife: game and fish
- 5. <u>Energy</u> and other <u>mineral</u> resources
  - a. oil and gas,
  - b. coal,
  - c. trona,
  - d. bentonite,
  - e. CO f. wifid.
  - I. Wind.
- 6. <u>Recreation</u> opportunities year-round
- 7. Scenic <u>beauty</u>

## B. <u>Human Resources</u>

- 1. Quality <u>education system</u> and facilities for young people with related extension services and research.
- 2. In-place irrigation systems.
- <u>3.</u> <u>Transportation systems:</u> highways and railroads, especially east/west.
- 4. Favorable tax <u>climate</u>.
- 5. <u>Capability</u> to <u>diversify</u> agricultural base: botanical and animal variety.

#### 6. Quality of <u>lifestyle</u> and <u>people</u>

- a. innovative and hardworking,
- b. positive image: public acceptance of agriculture,
- c. rural communities and local color.

#### 7. <u>Accessibility</u> of state government

- a. low population density,
- b. lay legislature with political accountability,
- c. stewardship of public lands, environment and resources.
- 8. <u>Tourism</u> and recreation
- 9. <u>Ouality</u> agricultural <u>products</u> and <u>markets</u>: grains and livestock.
- 10. <u>Accessible</u> farm <u>lending</u> programs
- 11. Well-developed agricultural organizations

SPECIFIC NEEDS/PLANS/GOALS FOR TEE STATE WHICH CAN STIMULATE/ENHANCE THE LONG RANGE HEALTH OF RANCHING/AGRICULTURE IN WYOMING.

- A. Product Development
  - New, improved, more diversified <u>products</u> including extraneous product lines
    - a. developed through research and technology;
    - b. utilitiling <u>wildlife</u> in the <u>private sector</u> for recreation and by-products, such as antlers; and
    - c. tourism: on the ranch, in the mine.
  - 2. <u>Vertical integration</u>
    - a. more <u>in-state processing</u> new industries,
    - b. circumvent or replace out-of-state middlemen,
    - <u>c.</u> <u>contract production</u>.
  - 3. <u>Improve efficiency, reduce</u> costs with sophisticated <u>business</u> <u>practices</u>
  - 4. Anticipate consumer wants
  - 5. Natural, renewable resource product development
    - a. timber: management and accessibility
    - b. water
- B. Market Management
  - More market <u>alternatives</u>: vertical integration means more products to more markets.
  - 2. <u>Research</u>: meet market conditions.
  - 3. Promotion: targeting markets.
  - 4. Structure: marketing methods.
  - 5. <u>Transportation:</u> improve physical market accessibility.
- C. Education
  - 1. Of <u>consumer</u>, to Wyoming products.
  - 2. Of <u>producer</u>, in understanding and using better financial management practices and tools.
  - 3. Of <u>Wyoming people</u>, that agriculture is the backbone of their economy.
  - 4. Improved communications and networking
    - a. within state and among regions,
    - b. among and between groups and organizations,

## D. Resource Allocation and Development

- 1. Clarification and identification of values.
- 2. Land and water: public/private use.
- 3. <u>Capital</u>
  - a. greater availability for in-state needs,
  - b. lower cost of money,
  - c. pooling of public and private funds
  - d. state investment policy changes.
- 4. <u>Enlighten</u> the greater public's misperception of Wyoming's tax <u>climate</u>.
- 5. <u>Foster</u> new capital <u>investment</u> through <u>removal</u> of selected regulation <u>barriers</u>.

SPECIFIC PLANS FOR ACTION WHICH WOULD, IF IMPLEMENTED, MAKE A MEASURABLE, POSITIVE DIFFERENCE IN STIMULATING ONE OR MORE SECTORS OF THE AGRICULTURE/RANCHING INDUSTRY IN WYOMING.

- A. Encourage <u>vertical integration</u>, through <u>associations</u> of small <u>producers</u>
  - 1. <u>Specialty</u> products from field to consumer
    - a. field producers: lean beef,
    - b. processed products: fast foods (Beef McNuggets), packaging.
  - 2. <u>Direct marketing</u>.
  - 3. Contract marketing.
  - 4. New agricultural <u>industry</u> between field and consumer.
  - 5. <u>Co-ordinate</u> efforts of those <u>groups</u> involved in the production and delivery chain.
  - 6. Market research and development
    - a. identify markets and size of markets,
    - <u>b.</u> <u>educate</u> consumer to new Wyoming products and nutritional experiences,
    - c. promote selected Wyoming products.
- B. Educate producers to adopt better <u>financial</u> business/ranch <u>management</u>. General educational emphasis for youth, as well as
  - 1. University of Wyoming.
  - 2. Community College system.
  - 3. Agricultural Extension Service.
  - 4. Perhaps require would-be <u>borrowers</u> to know and <u>understand</u> their costs of <u>production</u> before becoming credit-worthy.
- C. Change state's investment philosophy to allow the state to <u>participate</u> in private and public/private <u>capital investment</u> within the state.
- D. Make state farm loan funds available on a <u>matching</u> basis to local banks at <u>reduced interest</u> rates for agricultural loans at tolerable, <u>blended interest</u> rates.
- E. Form a state <u>agricultural</u> land trust to make state funds <u>available</u> at <u>below-market interest</u>, in exchange for the equity portion of a farmer/rancher's land so as to get crippling interest and debt off producer's back in the short term.
- F. Develop <u>unity</u> within, and co-ordination and collaboration among and between agricultural groups.

- G. Develop unity among resource users in the state: i.e., <u>develop</u> a strategy plan.
- H. Establish action groups to <u>challenge</u> government <u>regulations</u> that are untimely <u>barriers</u> to farmer/rancher survival.
- I. <u>Financial management</u> aid and <u>family counselling</u> for both viable and non-viable agriculture units.
- J. Develop new national and international marketsor Wyoming products.
- K. Stimulate production of certified grain.
- L. Utilize facilities and technology of the Wool Department of the University of Wyoming for <u>development</u> of <u>cottage industries</u>.
- M. Increase the <u>production</u> of Wyoming malt <u>barley</u> and perhaps other grains for <u>export</u> to targeted and developed international markets.
- <u>N.</u> <u>Nutritional education</u> program for Wyoming agricultural products: hotel/restaurant management training to reach tourists, as well as consumer education to inform Wyoming residents and to develop markets.
- 0. Establish an <u>information center</u> to collect and disperse data pertinent to agricultural industry relating to finance, state and federal government, environment, personal and profession services, research, new products, etc.
- P. Develop a <u>telecommurIcations</u> and <u>computer network</u> to make available to everyone the data base referred to in "0" above, as well as continuing education programs, pertinent marketing information and current information concerning activities of agriculture-related organizations.
- Q. Re-open the Sheridan Meat Company with a viable business plan.
- R. With a touch of humor, and perhaps some substance, the following two suggestions were made:
  - Promote coyote races at Buffalo Downs with a few strategically located training tracks to encourage broad participation in a new sport certain to take care of the ranchers' coyote problem while it provides state tax revenues from parimutuel betting.
  - Promote the harvesting of Wyoming sagebrush by developing new uses for and new by-products from this hardy plant and targeting new markets.

SIX GOALS SELECTED WITH PLANS DEFINED AND BLUEPRINTS FOR ACTION DEVELOPED.

- I. The Goal: to <u>adapt</u> the <u>investment practices</u> of the State of Wyoming to <u>increase</u> the <u>availability</u> of investment capital to businesses that provide economic support to agriculture and local economies.
  - A. The Plan: through <u>legislative action</u>
    - To change Wyoming's present investment policy of getting the highest rate of return to a policy which includes <u>allocating</u> a <u>portion</u> of state funds for <u>capital</u> <u>investment</u> to encourage the state's long-term economic well-being.
    - 2. This would be a state <u>initiative</u> to provide investment capital to specific business <u>endeavors</u> in the private sector that have a good chance to <u>contribute</u> to the positive future of <u>agriculture</u> in Wyoming - primarily agriculture-related projects.
  - B. The Players: not clear at the outset who would emerge to provide primary leadership among a mutual association of groups and Boards that would be attracted as participants.
  - C. Logical Participants:
    - 1. Proponents who would likely support the process
      - a. all agriculture groups,
      - b. Chambers of Commerce and retail merchants,
      - c. legislators,
      - d. Economic Development Board,
      - e. State Planning Co-ordinator,
      - f. Wyoming Bankers' Association,
      - g. Wyoming Borne Builders Association,
      - h. Hotel/Motel Association,
    - 2. Opponents
      - a. Fiscal ultra-conservatives
      - b. No-growth advocates
      - c. Representatives of the educational system, which currently receives about 70% of state funds allocated to state activities, who might fear some loss of funding.
      - d. Bankers who might view state investment capital as competitive with their loan activities.
    - 3. Neutral: possibly the State Treasurer and the Legislature though predictable bias unknown.

- D. This in<u>itiative</u> should begin in the near future with adequate time to organize a <u>constituency</u> and draft <u>legislation</u> before the appropriate time to approach a legislative session - either 1986 or 1987.
  - 1. Homework
    - a. get information from State Treasurer as to what funds would be <u>available</u>;
    - b. assuming feasibility, determine if <u>Treasurer's Council</u> would <u>administer</u> the program;
    - c. determine what <u>legislation</u> would be <u>required</u>.
  - 2. Process and anticipated time frame
    - gathering of interested participants, drafted by the Roundtable group presenting the plan, in a neutral setting - such as Ucross - to
    - b. explore <u>interest</u> and <u>feasibility</u>,
    - c. establish criteria for allocating funds
      - (1) long-term employment potential,
      - (2) value added to state's economy,
      - (3) economic value more important than maximum interest rate.
    - d. draft bill.
    - e. generate <u>public interest</u> and additional support three months.
    - f. gain <u>legislative approval</u> 40 days, either the 1986 or 1987 Legislative Session.
    - g. participants must follow through to see that the plan is implemented and encourage new businesses to take advantage of it.
  - 3. Specific examples of possible qualifying projects
    - a. lamb processing plant,
    - b. a consortium of producers investing in a feed lot,
    - c. small manufacturing: furniture, jewelry,
    - d. brewery: specialty beers,
    - e. meat packing facilities to turn out specialized products to meet ethnic and religious requirements.
  - If constitutionality is in question and legislation is therefore not possible, a court challenge may be required.

- E. Expectations: broadening the definition of the state's fiduciary responsibility to its residents to include <u>providing</u> <u>investment</u> funds to generate new <u>economic entities</u> to <u>enhance</u> the <u>agricultural infrastructure</u> could
  - 1. <u>Rejuvenate</u> the agricultural prospects for the state.
  - Result in the development and processing of more agricultural-related products within the state.
  - 3. Increase employment.

II. The Goal to establish a Wyoming agricultural land trust fund.

- A. The Plan: to make available to farmers/ranchers overburdened with debt and interest payments and with at least 30% equity in their land, <u>short-term</u>, <u>low-interest</u> (approximately 6.6%) <u>"loans"</u> to <u>refinance</u> their debt and provide (operating funds) to <u>improve</u> cash flow.
  - After an acceptable land appraisal, ranchers land (equity) would be placed in trust with a <u>lease-back agreement</u>.
  - <u>Proceeds</u> from trust fund, based on appraisal of value of equity in land, would be <u>available</u> to rancher to make it or break it.
    - a. if successful at increasing equity (up to 70%) and cash flow, rancher would get his land back and look for future credit through commercial channels.
    - b. if unsuccessful default results in trust selling land.
  - 3. A possible requirement for participation in this program could be understanding and using financial management and counselling that closely tracks costs of production.

#### B. The Players

- 1. state elected officials '
- 2. agricultural organizations
- 3. financial groups
- C. Participants
  - 1. Proponents: in addition to Players
    - a. agribusiness
    - b. local Chambers of Commerce
    - c church groups
    - d lenders
  - 2. Opponents
    - a. possibly, but not necessarily, environmental groups
    - b. interests outside agriculture who
      - might deplore propping up an uncompetitive sector of the economy.
      - (2) those consumers of general fund dollars who might feel threatened by possibility of decreased funding.
  - 3. Neutrals parties
    - a. mineral groups
    - b. county officials

- D. <u>Initiative</u> should begin now with the <u>organization</u> of a <u>planning</u> <u>group</u> of leaders favorable to concept.
  - I. <u>Planning group</u> to convene by mid-November at a central location, perhaps Casper, so that draft <u>copies</u> of the <u>plan</u>, as delineated at the meeting, could be <u>distributed</u> as soon as possible to <u>interested groups</u>.
  - 2. Process and time frame
    - a. draft plan two weeks
    - b. distribute to proponent groups
    - c. allow time for comment 30 days
    - d. finalize proposed legislation 60 days
    - e. seek public support up until the 1986 Legislative Session
  - 3. <u>Roadblocks</u> to this initiative might develop because of lack of <u>comprehension</u> of the "domino effect" of the agricultural crisis the undesirable options.
  - 4. A study showing the positive benefits of this interim form of capital infusion would indicate the level of sales tax revenues from local communities supported by the ranching/agriculture industry.
- E. Expectations
  - This <u>program</u> is a good idea to <u>provide</u> funds to worthy participants to <u>enhance</u> the <u>survival</u> of agriculture in Wyoming.
  - It would help to <u>preserve</u> a <u>viable</u> local tax base sales tax revenues from rural communities.
  - 3. It could <u>relieve</u> some <u>pressure</u> on the private financial community stressed by loan defaults.
  - Land trust's orderly sales of land where warranted should stabilize land values.

- III. The Goal: to mere ndise Wyoming lean beef as a <u>specialty product</u> commanding a <u>market premium</u>.
  - A. The Plan: a <u>pilot project</u> supported by state appropriations and public venture capital funds to <u>market</u> lean beef at at least a 10% premium above current market to the producer.
    - Raise lean beef that can be <u>finished</u> for slaughter within the state with <u>state-grown</u> feed, that meets established criteria for consistent \_\_\_\_\_
    - 2. <u>Process</u> and <u>package</u> the meat in-state at a <u>public/private</u> funded <u>plant</u> for that and other compatible purposes.
    - 3. <u>Distribute</u> the meat as a <u>specialty</u> item because of its nutritional and other positives, to small <u>retail</u> stores (possibly Wyoming-owned) in <u>target population centers</u> like Los Angeles and Denver.
    - 4. This project is an <u>integrated</u>, <u>co-op/type production</u> and sales <u>effort</u>.
  - B. The Players: leadership provided by
    - Wyoming Beef Council, the marketing arm of the Wyoming Stock Growers' Association
    - 2. Wyoming Meat Processors' Association
    - 3. Supportive state senators: notably Charles Scott, State Senator/Natrona county, and Boyd Eddins, State Senator/-Lincoln county
  - C. Participants
    - 1. Proponents
      - a. producers of grass, steers, and yearlings
      - b. University of Wyoming research groups (College of Agriculture)
      - c. Stock Growers' Association
      - d. Farm Bureau
      - e. Beef Cattle Improvement Association
      - f. Department of Agriculture Planning and Development
      - g. Cowbelles

## 2. Opponents

- a. those who think this project should be supported only by the private sector
- b. those who would cut off further funding of required research, leaving on-going funding only from the established University budget

- 3. Neutral participants
  - a. University of Wyoming,
  - b. news media,
  - c. consumers.
- D. Initiation: process and time frame
  - Idea to be <u>presented</u> to the <u>Wyoming Beef Council</u> and at the next meeting of the Wyoming Meat Processors' Association - <u>October</u>, 1985.
  - Provide <u>opportunity</u> for <u>commitment</u> to participate in this project to <u>producers</u> and <u>proponents</u> - December, 1985.
  - Receive and <u>"action</u> up" the University of Wyoming College of Agriculture <u>research report</u> on lean <u>beef products</u> and <u>markets</u> due to be released - November 1985.
  - 4. Interested proponents to <u>lobby Legislature</u> for
    - a. <u>funding</u> of <u>test-market research</u>
    - <u>b.</u> <u>funding</u>, of development of lean beef <u>processing</u> and <u>packaging capability</u> in Wyoming -January/February, 1986.
  - 5. Put in place <u>retail</u> market <u>locations</u> in <u>target population</u> <u>centers</u>, such as Denver and Los Angeles.
  - 6. Develop <u>in-state processing plant(s)</u>.
  - 7. Numbers 5 and 6 require some form of private and/or public capital investment funding rendering the lead time indefinite.
  - Assistance in this timely specialty product endeavor would be needed from
    - a. Economic Development and Stabilization Board,
    - b. the Governor,
    - c. key legislators,
    - d. Legislative Appropriations Committee,
    - e. lenders.
    - f. Wyoming Venture Capital Fund.
  - 9. Hindrances
    - a. lack of follow-through,
    - b. groups of producers of other commodities who might feel concentration of energy and dollars on lean beef unfair.

#### F. Expectations

- The lean beef project is a <u>pilot project</u> that could be copied and improved on by future endeavors to move <u>selected</u> <u>agricultural products</u> out of the <u>commodity</u> category into the <u>premium specialty product</u> category.
- If successful, this project could be designed to <u>recapture</u> <u>public</u> funds into a revolving fund <u>available</u> to future specialty croduct/market <u>efforts.</u>
- 3. <u>Specialty</u> agriculture products are likely to prove the primary <u>opportunity</u> for <u>premium</u> return to the farmer/rancher <u>producer</u>.

- IV. The Goal: to <u>expand</u> and <u>diversify</u> Wyoming's <u>production</u> and sale of <u>Certified</u> Seed - given the combined advantages of <u>favorable climate</u> and a wide area of land <u>suitable</u> for this <u>crop</u>.
  - A. The Plan: to <u>rejuvenate</u> and further <u>develop appropriate activities</u> necessary to the <u>production</u> and sale of <u>Certified</u> Seed in the state of Wyoming.
    - Mechanism of seed certification is already in <u>place</u> nationally and on the state level.
    - <u>Markets</u> are thought to be <u>readily available</u> for quality products with an aggressive marketing effort.
    - Farmers currently producing uneconomic crops could, by joining this program, produce seed <u>crops</u> with appreciably <u>higher</u> <u>margins.</u>
    - The crux of the plan would be the <u>education</u> of <u>potential</u> <u>growers</u> by the infrastructure already in place and on-going <u>research</u> to develop quality <u>products</u>.
  - B. The Players: in-place <u>operators</u> of Wyoming's Certified Seed <u>Program</u> supported by renewed efforts to rejuvenate their activities.
    - 1. Wyoming Crop Improvement Association association of growers of certified seed.
    - 2. Wyoming Agricultural Experiment Station to develop competitive quality products.
    - 3. Wyoming Agricultural Extension Service, which funds and co-ordinates the state's Seed Certification Service.
      - a. service is funded with minimal public money
      - <u>b.</u> <u>operation</u> of service is funded by inspection <u>fees</u> charged to <u>producers</u>.
    - 4. Wyoming Department of Agriculture.
  - C. Participants
    - 1. Proponents
      - a. Wyoming grain, feed and seed dealers.
      - b. Wyoming Legislature: necessary for continuing <u>support</u> of on-going <u>research</u> and <u>extension activities</u> that are essential to success of this program.
      - c. crop producers and producers' associations. Broaden Wheat Growers' Commission to be a Small Grains Commission.
      - d. associated community organizations.
    - 2. Opponents: out-of-state competitors.

- 3. Neutral participants: purchasers of Certified Seed.
- D. Time frame and process: plan can be implemented without additional organizational Infrastructure.
  - A current cam/ neat to <u>action</u> on the part of leadership organizati,ms (Wyoming Crop Improvement Association, Wyoming Stabilization and Conservation Service, Agricultural Extension Service) to
    - <u>a.</u> <u>notify</u> and <u>educate</u> potential <u>growers.</u>
    - b. identify and <u>develop</u> markets.
  - 2. Program to be announced at the winter meeting of the Wyoming Crop Improvement Association
    - a. consensus for action two to three months.
    - b. expansions and diversification of seed producers two to five years.
    - c. development : f appropriate markets one to ten years.
  - Assistance is a matter of <u>commitment</u> on the part of service <u>organizations</u>, <u>producers</u> and the <u>Legislature</u> with minimal tax support and <u>expansion</u> funded primarily by the <u>private</u> <u>sector</u>.
  - 4. Hindrances
    - <u>a.</u> <u>competition</u> from out-of-state producers and marketers. <u>b.</u> <u>reduction</u> in market <u>demand.</u>
- E. Expected Results: a <u>successful program</u> supported by <u>expanding</u> <u>markets</u>
  - Success probability is very good with constraints being weather- and market-dependent, but these should not represent excessive risks. The key to success is the identification of markets.
  - Seed <u>demand</u> in <u>international markets</u> will most likely <u>increase</u> as population increases and developing countries increase their production.
  - U.S. (and Wyoming) has a built-in lead in research and technology to <u>develop</u> a wide variety of <u>guality</u> certified <u>seed</u>.
  - Anticipated <u>increase</u> in <u>set-aside</u> lands will open new <u>markets</u> for <u>grass</u> seeds to regenerate those lands naturally over several years.

- V. The Goal: the <u>co-ordination</u> of all existing agricultural commodity production/marketing <u>groups</u> to create and implement a Wyoming <u>methodology</u> for economic <u>development</u> applied to agricultural <u>commodities</u>.
  - A. The Plan: structure and effect a <u>methodology</u> for the economic <u>production</u> and <u>marketing</u> (national and international) of malt <u>barley.</u>
    - Form a <u>consortium</u> to sell the <u>pilot</u> idea and <u>implement</u> the <u>consolidation</u> and <u>co-operation</u> of existing efforts that currently duplicate or contradict each other.
    - Involve other interested individuals in positions of power to help <u>effect</u> the increased <u>efficiency</u> of services and co-ordination and <u>availability</u> of timely <u>information</u> that this effort would bring about.
    - 3. Hire an executive staff to expand production of and <u>markets</u> for malt barley as a pilot commodity.
  - B. The Players:
    - Wyoming Agricultural Commodity Marketing Consortium: an umbrella organization composed of agricultural commodity organizations and a professional staff.
    - 2. Wyoming Agricultural Lenders' Association.
    - 3. State entities working in fragmented ways on marketing
      - a. Economic Development and Stabilization Board,
      - b. Department of Agriculture,
      - c. Government Co-ordination and Planning Board.
    - 4. Legislators interested in maximizing Wyoming's economic opportunities.
    - 5.. University of Wyoming and Community College system.
  - C. Participants
    - Proponents: those who see their own self-interest better represented might include commodity producers, processors, transporters, buyers, dealers.
    - Opponents: those potential participants so noted in Number 1 above who might not see their self-interest properly represented because of inadequate information.
    - 3. Neutral participants: unclear, other than ultimate consumers.

- D. Time frame and process
  - 1. Initial <u>meeting</u> in 1985-86 fall/winter months (the idle months for agriculture) - possibly hosted and underwritten by the Ucross Foundation - to include a committed <u>leader/spokesman</u> from each agricultural commodity <u>organization</u> and other <u>interested individuals</u> in positions of power.
  - 2. Form Commodity Marketing Consortium <u>umbrella organization</u> for the <u>co-ordination</u> and <u>networking</u> of <u>existing</u> <u>organizations</u> with a professional staff - one year.
  - <u>Identify</u> and <u>secure funding</u>, perhaps from membership fees two years.
  - <u>Functioning</u> and beginning <u>results</u> from executive staff two years.
  - 5. Staff directed to
    - <u>a.</u> <u>research</u> and <u>identify markets</u> initially for malt barley,
    - <u>b.</u> <u>develop</u> marketing tools and <u>procedures</u> that can be used as a <u>methodology</u> with all Wyoming agricultural <u>commodities</u>.
    - c. implement <u>promotion</u> Of <u>commodity</u> through <u>education</u> and the <u>efficient co-ordination</u> of all <u>services</u> offered by <u>existing organizations</u>.
  - Assistance needed from <u>lenders</u> to provide <u>capital</u> for potentially profitable business <u>development</u>, perhaps even an import/export firm.
  - 7. Hindrances
    - <u>a.</u> <u>middlemen</u> who could frustrate an integrated in-state effort;
    - <u>b.</u> <u>foot-dragging</u> by paid <u>staffs</u> and <u>bureaucrats</u> in agricultural commodity-related organizations whose <u>jobs</u> might be <u>threatened</u> by an umbrella organization dedicated to eliminating duplication and contrary policies.
- E. Expectations; malt <u>barley</u> a good choice for <u>pilot commodity.</u>
  - Good success <u>probability</u> or <u>expanding market</u> for Wyoming malt <u>barley</u> - especially in Japan and the Pacific rim countries
    - a. Japan uses 750,000 metric tons of malt barley per year
    - b. current major source is Australia, a high labor cost, developed country
    - c. Montana now as 83,000 acres in malt barley producti.

 At very worst, this pilot project exercise would result in better <u>consolidation</u>, <u>co-operation</u> and <u>efficiency</u> of marketing-related efforts within the state.

- VI. The Goal: for fun and perhaps for profit, use Wyoming <u>methodology</u> for economic development applied to a presently <u>under-utilized</u> <u>agricultural commodity</u>, to produce and market <u>sagebrush</u> and its <u>bv-products</u>.
  - A. The Plan: develop a cr<u>edit-worthy business plan</u> to form "Stinger B Sagebrush, Inc.", a <u>private company</u> that would produce and sell <u>sagebrush products</u> nationally and internationally, utilizing the services, information and expertise provided by the Wyoming Agricultural Commodity Marketing Consortium.
  - B. The Players: Stinger B's
  - C. Participants:
    - Proponents:. all landowners who have sagebrush on their property.
    - 2. Opponents
      - a. antelope,
      - b. Wyoming Game and Fish Department,
      - c. possibly environmentalists, though Stinger B's would agree at the outset not to clear cut.
    - Neutral: impossible to tell with no history of predictable biases.
  - D. Time frame and process
    - 1. Research products and specialty markets one month.
    - 2. Pull organization and business plan together six months.
    - 3. Develop marketing plan one year.
    - 4. Launch business and wait for first bottomline two years.
    - 5. Implement <u>production</u> of three to five <u>products</u> directed at <u>specialty markets</u>.
      - a. spice for food,
      - incense,
      - c. landscape and potted patio plants to be fertilized with antelope peanuts,
      - d, air fresheners,
      - e. perfume,
      - f. aromatic bouquets shipped by home-grown mail order company,
      - g. aphrodisiac for Oriental-country markets,
      - h. base for a new liqueur.
    - 6. Develop <u>advertising</u> campaign: sales force, brochure and media campaign

- E. Expectations: with a <u>commitment</u> to develop <u>unique</u> market <u>products</u> peculiar to Wyoming and with a good <u>business</u> plan
  - I. Success dependent primarily on a stable of products that meet consumer acceptance .
  - 2. Failure would indicate lack of commitment on part of conceivers and consumers.
  - A real demonstration of entrepreneurial moxy at work, diversifying the agricultural community of products.

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# September 26-28, 1985

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