

# ASSESSING THE FLORIDA FARM BUREAU'S CARES PROGRAM

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*C*ounty  
*A*lliance for  
*R*esponsible  
*E*nvironmental  
*S*tewardship



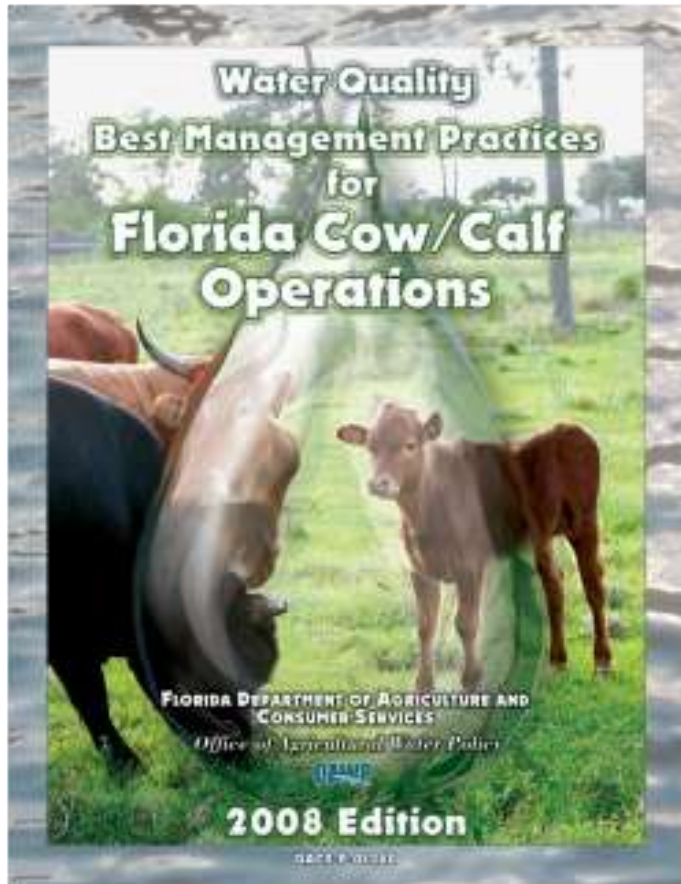
# CARES' MISSION

The mission of the CARES program is to :

- Increase enrollment in the FDACS' Best Management Practices (BMPs) Program,
- Increase public awareness of agriculture's role in protecting and preserving Florida's natural resources,
- And to recognize and honor agricultural producers for implementing environmentally sound BMPs on their operations.



# BACKGROUND OF BMPs



- BMPs are written by Office of Agricultural Water Policy (OAWP) and are adopted by rule
- BMPs are written based on research conducted by UF/IFAS and approved by industry
- BMPs address water quality and quantity issues
- Over 3 million acres are enrolled in the program

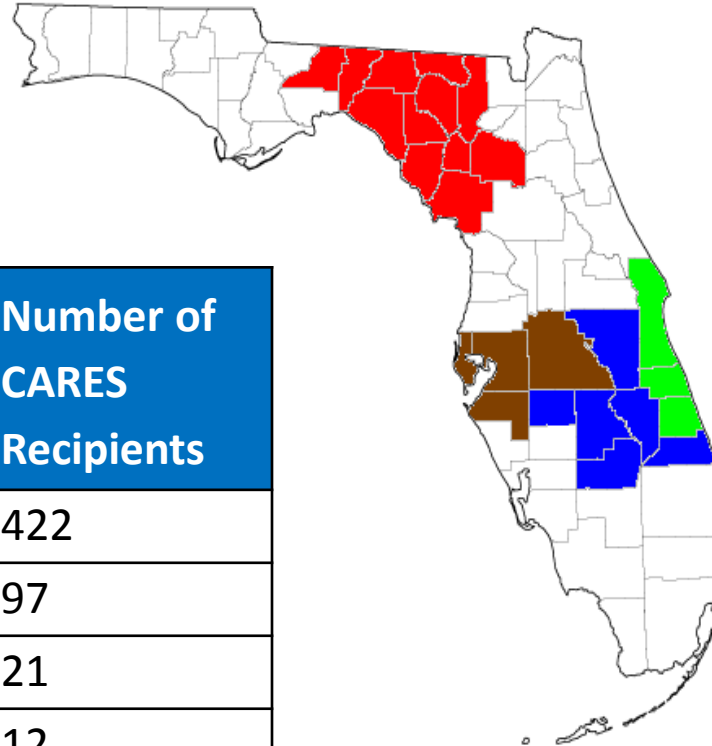


# HISTORY OF CARES

- CARES began in 2001 in the Suwannee River Basin
- Over 550 producers have been recognized state-wide
- Florida Farm Bureau Federation (FFBF) strives to have CARES signs from Homestead to Pensacola
- Tried to emulate the Suwannee CARES in other areas, but never caught on



# HISTORY OF CARES



CARES Area	Number of CARES Recipients
Suwannee and Santa Fe	422
Northern Everglades	97
Indian River Citrus	21
Tampa Bay	12
<b>Total</b>	<b>552</b>



# PURPOSE OF THE PRACTICUM

- The CARES program has reached a plateau and needed to be presented in a new fresh look
- FFBF realized the need to find a new method to accomplish the mission of the CARES program
- FFBF must have complete buy-in from the county Farm Bureaus to ensure the success of this new approach





# CARES' STAKEHOLDERS

- Florida Farm Bureau Federation
- County Farm Bureaus
- FDACS- Office of Ag Water Policy
- Florida Department of Environmental Protection
- University of Florida- IFAS
- Local Media
- Local Citizens
- Local Government
- Agriculture Organizations
- Past CARES Recipients
- Water Management Districts





# TIMELINE



# INVOLVING THE COUNTY FARM BUREAUS

- Multi-county meeting to discuss the idea and to gain their input and thoughts
- Collaborating with the County Farm Bureaus (CFBs) to accomplish the mission of the program
- Tying the CARES program into an existing county event
- Will have multiple benefits for the CFBs



# OUTCOME FROM THE STAKEHOLDER MEETING

- Over 20 participants representing 10 county Farm Bureaus
- Counties understand and realize the benefits of hosting the CARES program within their counties
- We were able to gain complete buy-in from the participated counties
- Able to use NRLI concepts to facilitate the meetings



# MOVING CARES FORWARD

- FFBF will partner with county Farm Bureaus to recognize FDACS approved farmers beginning in the fall of 2013 at county Farm Bureau events
- Continue to collaborate with CARES' stakeholders to accomplish the mission of CARES
- CARES will have a state-wide presence
- Maintain the Suwannee River CARES
- FFBF and county Farm Bureaus will strive to involve local media to increase public awareness of the CARES program



# NRLI CONCEPTS USED

- Stakeholder Analyses
- Process Agenda
- Group Icebreaker
- Issue Framing
- Small Group Breakout
- Brain Storming
- Stacking
- Reaching a Consensus



# QUESTIONS

