



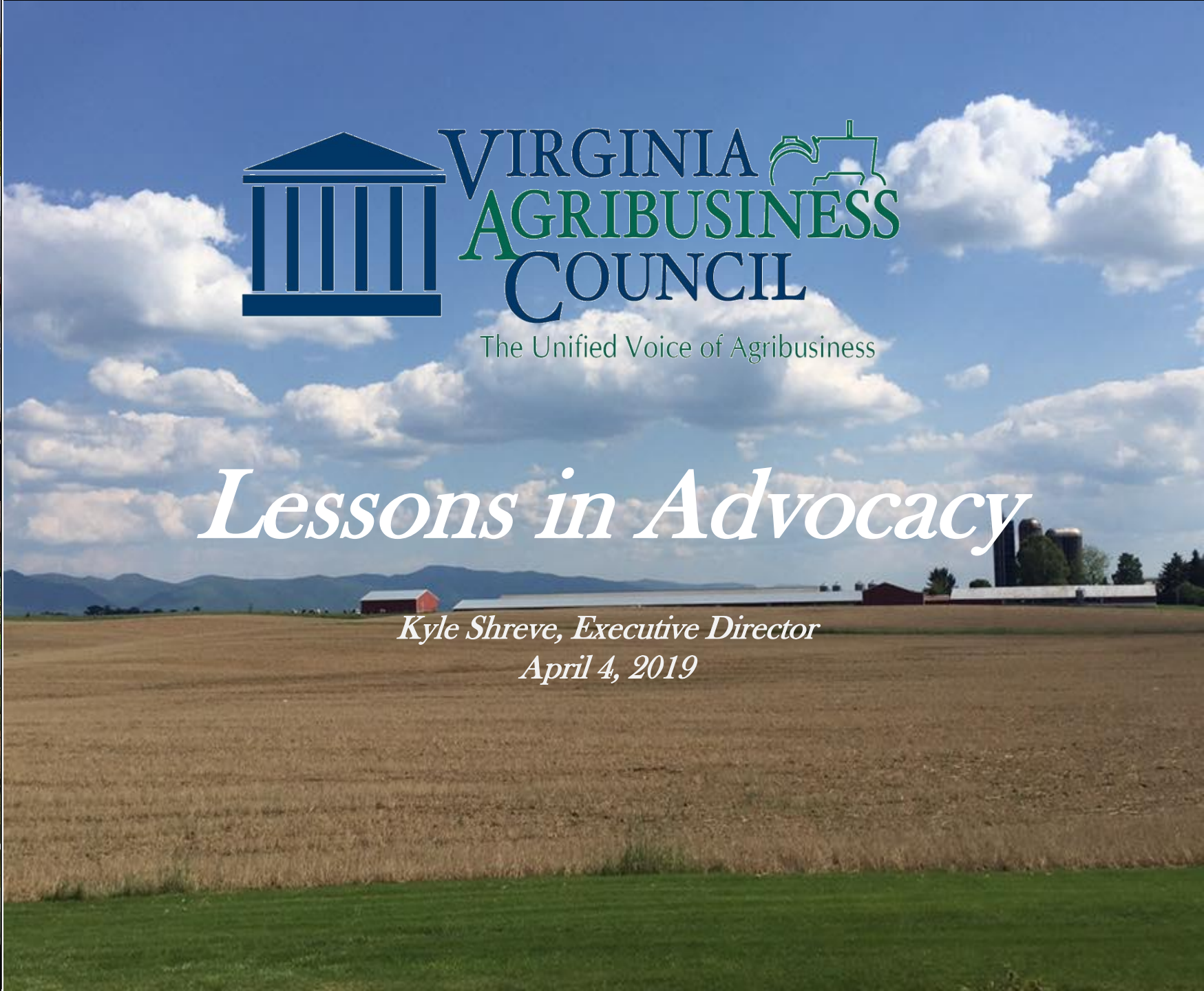
VIRGINIA 
AGRIBUSINESS
COUNCIL

The Unified Voice of Agribusiness

Lessons in Advocacy

Kyle Shreve, Executive Director

April 4, 2019





The Unified Voice of Agribusiness

Who We Are





Formed in 1971, but roots go back to 1928 when its parent organization, the Agricultural Conference Board of Virginia, was organized.

When the General Assembly began meeting annually...

- Number and complexity of issues facing agriculture and forestry rapidly increased.
- Urbanization and increasing numbers of legislators with little or no agribusiness background led to the formation of a more broadly based entity.



Virginia Agribusiness Council was organized and placed under the direction of a full-time professional staff.

Today, we operate as a non-profit member organization committed to representing the agriculture and forest industries in the Commonwealth with a unified voice through effective government relations.





Vision

A thriving Agribusiness Community for Future Generations

Mission

We represent the Virginia Agribusiness Council with a Unified Voice

Core Values

- Advance the business interests of agriculture and forestry producers, processors, manufacturers, retailers and suppliers
- Respect the views of all members and seek consensus based on proven facts and science
- Facilitate solutions by engaging participants on both sides of an issue
- Serve as a reliable and credible source on matters related to our industry
- Adhere to intrinsic values of rural communities
- Employ the highest standards of integrity, professionalism, and excellence



2 Full time lobbyists:

- Kyle Shreve, Executive Director
- Beck Stanley, Director of Government Affairs

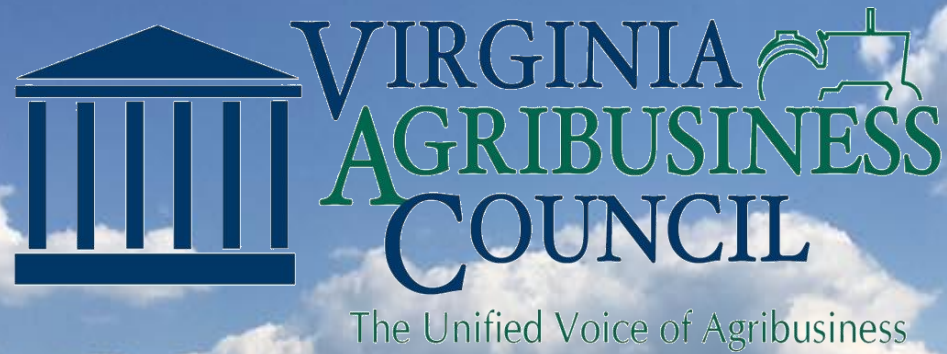
❖ EDUCATION

- ✓ One-on-one meetings with legislators
- ✓ Legislative tours of farms, agribusinesses in district
- ✓ Coalitions with other industry organizations

Provides a unified front, increases resources, ability to cover bills, industry knowledge

❖ COMMUNICATION

- ✓ Bring in members to testify, meet with legislators
- ✓ Update members on status of bills, how they can help



*How YOU Can Do It:
Lobbying 101*





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Secrets to Success In Lobbying

- *Understand the Bill/Proposal*

Do your research: <https://lis.virginia.gov/>

- *Understand the Impacts*

Your business specifically and industry, in general. The more people it impacts, the more seriously they will take it.

- *Discuss with Legislators & Stay on Message*

Be specific. Be concise. Don't ramble.



Secrets to Success In Lobbying *(continued)*

- *Follow Up*
Call or email. Thank them for their time.
- *Invite them to your place of business*
Lots of things make sense on paper. Need real-life ex.
- *Be Prepared To Offer Suggestions/ Solutions to Problems In A Bill Or Regulation*
If you don't like it, provide an alternative.



Why Should I be a “Lobbyist” for my business?

- *Need to understand real-life impacts on “real people”*
- *Everything won’t affect you*
- *If you have a story to share, you need to share it. The other side most certainly will.*
- *Risk of Doing Nothing*

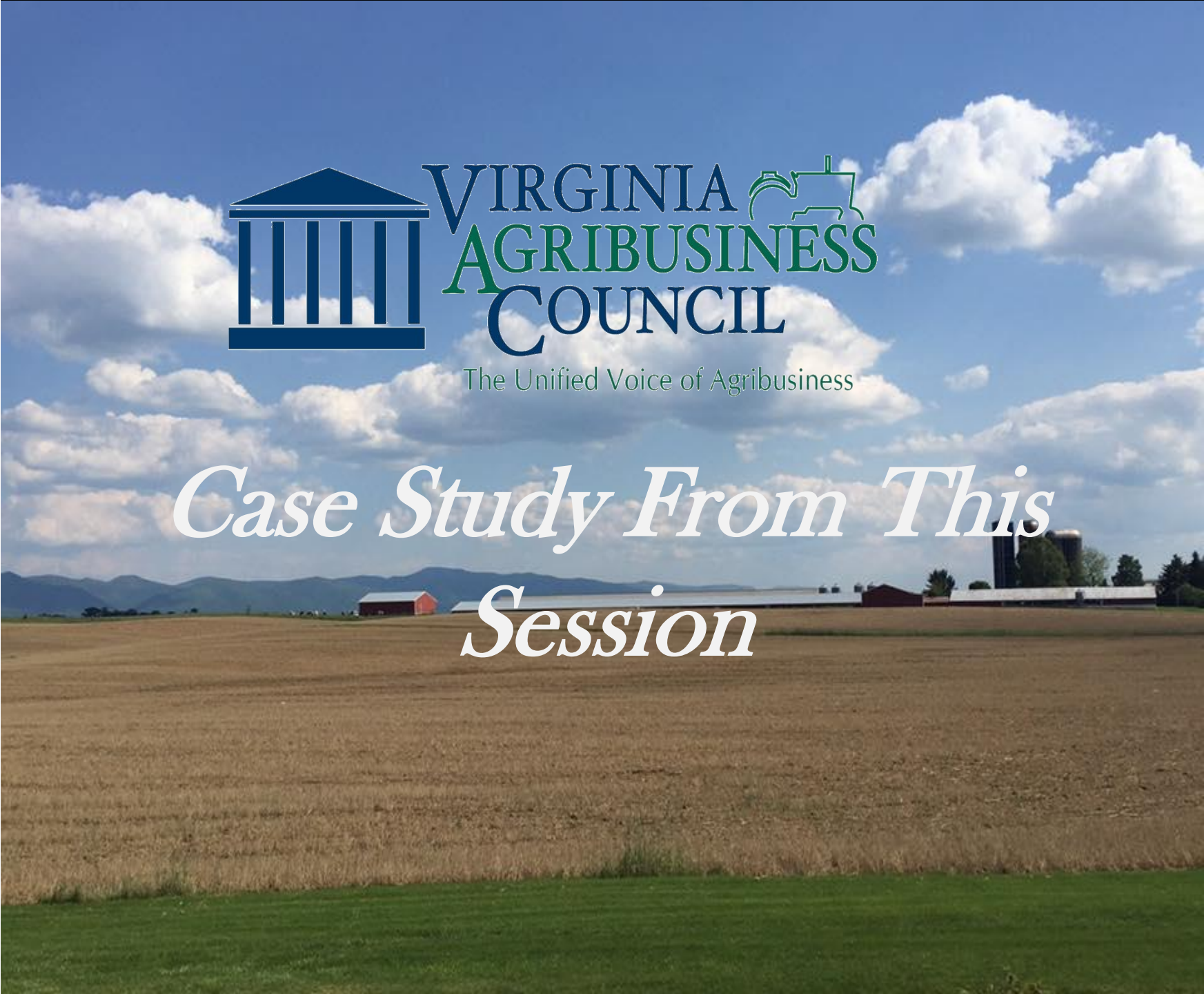




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*Case Study From This
Session*





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Questions?

