

DFG Climate Menu/Outreach Work Group Meeting March 3, 2012

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Agenda

- ◆ Introductions
 - ◆ Work group purpose/objectives
 - ◆ Menu ideas/food for thought
 - ◆ Potential work group tasks
 - ◆ Discussion
 - ◆ Identify next steps
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- A decorative graphic of a teal mountain range is located in the bottom right corner of the slide.

Work Group Purpose/Objectives

- ◆ Create an outreach document centered around cc impacts to CA grown/harvested food items.

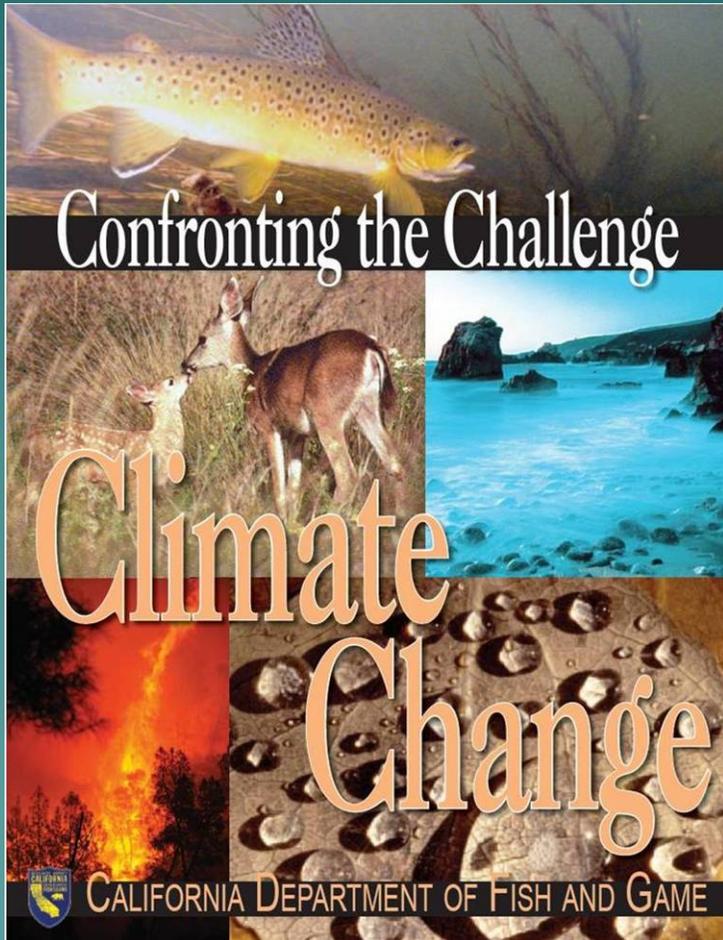
Objectives:

- ◆ Develop an outreach document that will effectively communicate climate change issues/impacts to a broad audience.
- ◆ Create a message that promotes nature based climate adaptation
- ◆ Create a document that highlights our individual/collaborative activities

Why a menu?

- ◆ Food is a compelling subject
 - ◆ State wide-economic component
 - ◆ All partners have a connection
 - ◆ Opportunity to collaborate on a joint cc adaptation message
 - ◆ Focus on shared objectives & collaborative actions
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- A decorative graphic at the bottom right of the slide, consisting of a stylized mountain range silhouette in shades of teal and blue.

Food for thought: Climate Magazine



- ◆ Aesthetically pleasing publication
- ◆ Language is clear and easy to understand

Food for thought: Sample menu



Climate Menu

- ◆ Climate impacts to agriculture
 - Climate impacts to almonds
 - Climate impacts to rice
- ◆ Climate impacts to fisheries
 - Pacific Salmon
 - Ocean Acidification
- ◆ Climate impacts to wine
- ◆ Impacts to water delivery
- ◆ Impacts to CA economy
- ◆ Impacts to public health
- ◆ Responding to climate impacts

Food for thought: Near term actions

- ◆ Who is our audience?
- ◆ Discuss different menu options that will be compelling to our audience.
- ◆ Identify additional partners
- ◆ Develop messages around menu items and how they might be impacted by cc
 - Tie in the state wide-economic component
 - Focus on shared objectives & collaborative actions
- ◆ Layout and distribution
- ◆ Next Steps?

Next Steps

- ◆ Review notes from meeting and add additional information/comments
 - ◆ Schedule next meeting-monthly
 - ◆ Next meeting: Review and be prepared to discuss draft outline
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- A decorative graphic at the bottom of the slide showing a range of teal-colored mountains or hills against a darker teal background.