

APPENDIX 30 - OUR MESSAGES

Talking points and phrases contributed at Midyear ASI Advisory Board meeting, 11 May 2010

Agricultural sustainability is everybody's issue.

California can lead the way to a healthy, sustainable food system for the 21st century.

ASI advances a sustainable food system.

ASI is working toward a new, healthy food system for the 21st century.

ASI coordinates, collaborates, and communicates about food system sustainability.

ASI is the hub in the agricultural sustainability discussion.

ASI has "a place at the table" for everyone who accepts scientific evidence and respects others' opinions.

ASI combines passion and science.

ASI confronts the paradox of hunger among abundance.

ASI realizes that agriculture is a culprit (is blamed), victim (bears costs) and solution (offers solutions) for food system sustainability.

ASI builds consensus for sustainable solutions.

ASI helps raise the level of public debate.

ASI is working on tomorrow's issues today.

ASI shapes the agenda for agricultural sustainability and food systems.

ASI catalyzes development of knowledge on emerging issues.

ASI provides credible science-based knowledge, information and data to support decisions affecting the food system in California and globally.

ASI brings legitimacy to science on big, controversial issues.

ASI cultivates the next generation of leaders in food and agriculture.

The "S" in "ASI" stands for solutions/ASI is the "Agricultural Solutions Institute."

ASI produces solutions to the great challenges of our time: climate change, nutrient management, water scarcity, energy efficiency, food access, social justice.

These challenges are summed up in the parable of the "Last Tree": If we don't solve this soon, the whole system collapses.

ASI seeks solutions to effectively manage critical resources – water, land, air, climate.

ASI is helping to answer the question: "How do we feed 9 billion people?"

ASI is helping to invent something different.

ASI connects theory and practice. / ASI links knowledge with action.

ASI links what's happening at UC to what is going on in the field.