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**Online Questionnaire Gives Agriculture Stakeholders Chance to  
Shape Future of Industry, Develop Strategic Plan**  
*Sixth listening session of industry leaders held during 100<sup>th</sup> PA Farm Show*

**Harrisburg, PA** – For the past three months, officials with the Pennsylvania Department of Agriculture have been asking, “What will the agriculture industry look like in 10 years?” and “What should the industry be doing to prepare for that future?”

Those two questions are at the heart of a strategic planning effort the department has been facilitating for the past three months, but that is being led by input from the private sector and other stakeholders in the industry. As part of the 100<sup>th</sup> Pennsylvania Farm Show, the department convened a roundtable discussion and listening session of industry leaders – the sixth such session since mid-November – to gather input on the development of that plan. Officials also announced that an online questionnaire is available for others to offer input.

“The world is an incredibly complicated place,” said Agriculture Secretary Russell Redding. “We can’t predict the future, but with a clear plan, the industry can put itself in a position to make the most of whatever lies ahead. This plan isn’t about the department; it’s not a strategic plan for the Department of Agriculture. This is about our industry. It’s a strategic plan for Pennsylvania agriculture. By working together and getting as many voices into the conversation as are willing, we can develop a vision that will give us a blueprint to not only make Pennsylvania agriculture a national leader, but an international leader, as well.”

During the course of the listening sessions and through the online questionnaire, which is being administered through [surveymonkey.com](http://surveymonkey.com), stakeholders are asked to think about the social, technological, economic, environmental, and political trends and influences that will drive change in the industry over the next decade.

The five open-ended questions that are being asked to stakeholders are:

- What does an ideal agriculture industry look like in the future?
- What are the drivers of each item mentioned in response to #1?
- What are the worst possible factors that could affect the industry detrimentally in the future?
- What are the drivers of those doomsday scenarios?
- What does the leadership of agriculture look like to realize the best case scenarios?

Responses, as well as the input gathered from the listening sessions, will be analyzed to identify recurring themes and priorities. Once those recurring themes have been identified, the department will invite participants to develop strategies that address the industry’s strengths, weaknesses, opportunities, and threats.

To answer the online questionnaire, visit [www.surveymonkey.com/r/agstrategicplan](http://www.surveymonkey.com/r/agstrategicplan).

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