



25x'25 2011 Accomplishments

Shaping Public Policy

- **Bioenergy Policy Planks**

25x'25 forged consensus on a set of bioenergy guiding principles and policy planks that can benefit both crop producers and the animal agriculture sector.

<http://www.25x25.org/storage/25x25/documents/bioenergy_policy_planks.pdf>

- **Clean Energy Policy**

25x'25 produced a Clean Energy Policy Brief for Agriculture and Forestry Partners that details the current energy policy environment for the agriculture and forestry sectors, while also highlighting several key opportunities and challenges ahead for bioenergy development.

<http://www.25x25.org/storage/25x25/documents/9_6_2011/25x25_clean_energy_brief-august_2011.pdf>

- **University of Tennessee Economic Analysis**

25x'25 and the University of Tennessee released an economic analysis report that shows that in achieving the 25x'25 clean energy goal, an estimated 1.4 million new jobs and \$208 billion in economic would be created by 2015, 2.9 million jobs and \$411 billion in economic growth by 2020, and 4.7 million and \$646 billion by 2025.

25% Renewable Energy for the United States by 2025: An Analysis on Jobs Created By Meeting this Goal

<http://www.25x25.org/storage/25x25/documents/Economic%20Analysis/utenn_jobs_analysis_of_25x25_goal_sept_11.pdf>

- **Policy Maker Engagement**

25x'25 contacted key new members of Congress, committee chairs and Senate and House leaders, as well as 24 incoming governors, to introduce them to 25x'25 and encourage them to endorse the vision and support renewable energy policies.

Steering committee members did follow up outreach in their home states.

Additional outreach was done by the Steering Committee to members of key federal committees such as Agriculture, Energy, Appropriations, and the Joint Select Committee on Deficit Reduction.

- **Calls to Action**

- Action Alerts were sent along with a sign on letter defending farm bill Energy Title funding

- Call to action encouraging elected officials to support the benefits of renewable energy policies (like job creation)

Special Initiatives

- **Wood-to-Energy Roadmap**

In June, 25x'25 released a national Wood-to-Energy Roadmap for developing sustainable woody biomass energy solutions for the United States. To promote it, 25x25:

- Disseminated the document to partners, and key conservation and environmental stakeholders
- Provided briefings to House and Senate Ag and Energy Committee members and staff; key USDA officials
- Publicized and distributed it at DOE Biomass 2011 Conference
- Presented to Forest Resources Association's Board of Directors meeting; NE Biomass Conference:
<http://www.25x25.org/index.php?option=com_content&task=view&id=818&Itemid=56>

- **Adaptation Initiative**

25x'25 assembled a diverse team of agriculture, forestry, business, academic, and conservation leaders to serve on its Adaptation Initiative. The group has developed an action plan for identifying and assessing the key challenges posed by climate change to the agriculture and forestry sectors. Their initial assessment of its impacts can be found in their Background Brief.

In 2012, the group will develop and present a prioritized series of recommendations designed to help agriculture and forestry adapt to new and increasingly variable weather conditions. To develop recommendations, project leaders have divided into four different work groups: Production Systems, Risk Management, Ecosystem Services & Environmental Impacts, and Communications & Engagement.

- *Project Synopsis* –
<http://www.25x25.org/storage/25x25/documents/10_21_11/adaptation_project_leaders_11-14-2011.pdf>
- *Background Brief* –
<http://www.25x25.org/storage/25x25/documents/10_21_11/adaptation_background_brief_10-13-2011.pdf>
- *Work Group Information* –
<http://www.25x25.org/storage/25x25/documents/10_21_11/adaptation_work_group_guidance.pdf>

- **CLEAN Initiative**

25x'25 launched its CLEAN Initiative which is exploring the utilization of incentive-based rate structures for renewable energy by rural electric utilities. The current list of project leaders and a synopsis of the project can be found at the link below.

<[http://www.25x25.org/storage/25x25/documents/10_21_11/clean initiative project leaders.pdf](http://www.25x25.org/storage/25x25/documents/10_21_11/clean_initiative_project_leaders.pdf)>

- **Community Wind**

The 25x'25 Community Wind Team completed their last phase of work and filed a final report with the Energy Foundation, the project's funder. We successfully accomplished the primary goal of further bolstering national support for community wind development as evidenced in part by the creation of the 25x'25-led Community and Distributed Wind Roundtable.

Advancing the Vision

- **Op-eds**

Tom Ewing and Stephanie Herseth Sandlin teamed up on an op-ed published in *Roll Call* on the eve of the debt reduction agreement vote.

<http://www.rollcall.com/issues/57_17/-207846-1.html>

Bill Richards and Read Smith were successful in getting their op-ed, "Enough Already," challenging policy makers not to turn renewable energy into a partisan issue, published in the *Tennessean*.

<<http://www.tennessean.com/article/20111004/OPINION03/310040008/Renewable-energy-job-creator>>

An op-ed co-authored by Bobby Moser and Gale Buchanan on the imperative to fund research was published on the *Agri-Pulse* website and picked up by other outlets.

<http://www.agri-pulse.com/25x25opresearch_10142011.asp>

John Clark, former South Carolina State Energy Office Director, authored a 25x'25 op-ed published in the *The State* newspaper in South Carolina. The op-ed champions the findings of the latest University of Tennessee/25x'25 report on the economic benefits of implementing a renewable electricity standard (RES) in conjunction with the existing national renewable fuel standard.

<<http://www.thestate.com/2011/05/15/1818662/clark-renewable-energy-means-jobs.html>>

A series of op-eds on funding farm bill energy programs tailored to markets in Washington State, Montana, Ohio and Maryland, targeting key super committee members from those states have been submitted to state and regional papers for publication. The op-eds were co-authored by Denny McGinn and respectively, Read Smith, Peggy Beltrone, Bill Richards and Ernie Shea.

- **Social Media**

25x'25 launched Facebook and Twitter accounts to share information and connect with partners and others interested in renewable energy. We currently are posting to the Facebook account at least 4 times per week and have 436 "likes," 311 monthly active users, and 7,491 page views in just the last month. We are also building up a

following on Twitter with Ernie tweeting daily; there are currently 59 “followers.”

<<http://www.facebook.com/25x25alliance>>

<<http://www.twitter.com.25x25alliance>>

- **Other Media Outreach**

- **Ag Media Summit, New Orleans**
Conducted interviews with national, regional and state writers on progress made towards the 25x'25 goal; the role 25x'25 has played in finding common ground on policy measures that can help both grain and livestock farmers remain profitable; the efforts of the CLEAN Initiative Work Group on assessing the use of renewable energy incentive payments by rural electric utilities; and the work of the Adaptation Work Group in mitigating negative outcomes of extreme weather patterns on U.S. agriculture and forestry.
- **National Association of Farm Broadcasters Trade Talk show, Kansas City**
Conducted interviews with national, regional and state writers to talk about 25x'25's efforts to promote a comprehensive U.S. energy plan that incorporates sustainable solutions from our farms, ranches and forests, like those provided by the 2008 Farm Bill Energy Title; and the Adaptation Work Group efforts to help farmers and ranchers meet the climate-related challenges impacting the U.S. agriculture's ability to produce food, feed, fiber and fuel.
- **IL 25x'25 Renewable Energy Forum, Chicago**
Steering Committee members met with Chicago-area media and thought leaders in conjunction with the Illinois Renewable Energy Forum.
- **Town Hall Meeting with Sec. Vilsack, Nashville**
25x'25 was invited to participate in this special listening session with the Secretary. Mike Bowman was a featured participant.

Strengthening the Alliance

- **Building the Alliance—Endorsements**

- Secured the endorsements of two governors: Alabama Gov. Robert Bentley and South Dakota Gov. Dennis Daugaard.
- 25x'25 general endorsements has grown to 918 entities.

- **Building State Partnerships**

- **State Renewable Energy Forums**
Working with local 25x'25 leaders, organized successful state renewable energy stakeholder forums in Nashville and Chicago.
- **25x'25 Renewable Energy Standard Initiative**
The study, titled *Implications of Energy and Carbon Policies for Agriculture and Forestry Sectors*
<http://www.25x25.org/storage/25x25/documents/Economic%20Analysis/ut>

[%20report%20nov19.pdf](#), projected how proposed energy/carbon payment policy instruments might impact the U.S. agricultural and forestry sectors. In an effort to expand awareness to a broader set of stakeholder interests, 25x'25 implemented an aggressive media outreach campaign, working through newspaper editorial staffs throughout the targeted states to strategically place timely op-eds as well as invite writers to include the state level data in feature stories and editorial opinions.

Eight states were initially targeted for outreach work, including Arkansas, Florida, Kansas, Kentucky, Louisiana, Missouri, Nebraska, and Virginia. This effort was expanded to Alabama, Georgia, Indiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas. Outreach activities resulted in memos being submitted to 76 editorial boards.

○ **25x'25 Call to Action**

The study, titled *25% Renewable Energy for the United States by 2025: An Analysis on Jobs Created By Meeting the Goal*

<http://salsa.democracyinaction.org/dia/track.jsp?v=2&c=YtbyJiEVbis35mZMgpS8nG%2FmvTgkn3Y5>, says that pursuing the 25x'25 goal generates

economic activity that creates millions of new jobs that would be widespread throughout the United States, with rural areas benefitting due to renewable energy-related economic activity. Staff conducted extensive outreach to 34 states in three different “call to action” partner engagement events. We asked state leaders to contact federal policy leaders and urge them to move forward with comprehensive energy policy, promote the economic development opportunities that arise from renewable energy investments, and prevent draconian funding cuts to Farm Bill energy and conservation programs.

○ **New State and Regional Outreach**

State Staff either directly participated via presentations or attended or represented 25x'25 at the following events:

National Farm Machinery Show – KY

Forest Bioenergy Conf. – GA

Commodity Classic – FL

BioPro Expo – GA

Southern Energy and Climate Network – GA, FL, LA

KY Renewable Energy Consortium – KY

TN Renewable Energy and Economic Development Forum – TN

South Carolina Biomass Council – SC

Southern BioProducts and Renewable Energy Conf – MS

SAFER Alliance – DC, NC

OK Renewable Energy Council – OK

Ag Media Summit – LA

Montana Alliance – via video conf

Southeast Bioenergy Conf – GA

Southern Company EE Conf – GA

KS Farm Bill Hearing Comments

NASEO – TX
FL Energy Summit – FL
TX Renewables Conf – TX
Southeast Energy Transition Conf – NC

○ **Energy Efficiency in MS**

Developed extensive comments in regards to the MPSC proposed rules on Conservation and Energy Efficiency Programs and Standards and conducted education/outreach with MS stakeholders on the benefits of comprehensive utility-led energy efficiency programs.

Partner Outreach and Engagement

- Facilitated three two day dialogue retreats with leaders from commodity groups, animal agriculture, general farm and conservation organizations on agriculture and forestry energy solutions and policy priorities
- Conducted five webinars on subjects of interest to 25x'25 partners. Topics included Community Wind; National Wood-to-Energy Roadmap; Win-Win Bioenergy Policies for Grain and Livestock Producers; Defending Clean Energy Programs in the Era of Austerity; and Biofuels/Bioenergy Certification and Standards.
- Developed a new outreach card to encourage new endorsements of 25x'25.