

- Subas Malla, Associate Professor, 10 years
- Texas A&M AgriLife Research, Uvalde, 44, Crops (vegetable and agronomic) and Animal Science
- Not served on the STOC Committee or other ag groups
- As the industry, research, and communities continue to evolve rapidly, adding a Public Member to STOC will bring valuable insights and perspectives. The Public Member can offer guidance, feedback, and suggestions to help shape industry practices and ensure broader relevance.
- For the organization to grow and increase its visibility, securing adequate funding is essential. With onion acreage steadily declining, check-off contributions are diminishing, putting core activities at risk. To remain effective and sustainable, the organization must proactively pursue grant opportunities that support high-priority initiatives and ensure long-term impact.
- To remain competitive in today's digital landscape, information must be shared frequently and made highly visible. Unfortunately, limited funding has significantly hindered STOC's ability to effectively communicate onion-related insights to consumers. To bridge this gap and amplify outreach, STOC should be granted the flexibility to use assessment funds for strategic paid advertising. This investment is essential to raise awareness, drive demand, and ensure the long-term success of the onion industry.
- To remain sustainable in today's fast-paced industry, STOC members have been actively expanding their networks and initiatives—efforts that require significant time and engagement. However, the current requirement of a 68% approval rate for Continuation Referendums no longer reflects the evolving realities of the organization. Updating this threshold to a simple majority of 51% would align with democratic principles, reduce unnecessary barriers, and empower STOC to adapt more efficiently to industry needs.