

NORTH CAROLINA COOPERATIVE EXTENSION HOKE COUNTY CENTER PLAN OF WORK

EXECUTIVE SUMMARY

OVERVIEW OF THE COUNTY

Hoke County is one of the fastest growing rural counties in North Carolina. According to the 2000 Census, Hoke County is home to an estimated 34,906 citizens composed of 44.5% (white), 37.6% (African American), 11.4% (Native American) and 6.5% (Others). The county is located next to Fort Bragg, Cumberland County, and the Southern Pines/Pinehurst area and is a county full of diversified people with diversified needs.

According to the 2000 Census, 17.7% of the population live below poverty. In addition, the median household income in 1999 was \$33,230 and the per capita income was \$13,635. In 2002, there were over 900 farms in the county with more than 300 growers generating an estimated \$36,129,185. Tobacco and cotton were the leading crops grown and contributed \$3,454,185 and 2,812,423 dollars in farm income, respectively. During the same year, livestock and livestock products generated \$25,720,415 with poultry and eggs contributing \$20,724,715. There is a growing interest in building additional poultry houses, horse farms, and goat production.

NEEDS ASSESSMENT

Our yearly Plan of Work is based on the needs of the Hoke County citizens. The needs were identified through the use of a survey approved by the Hoke County Cooperative Extension Advisory Council. The surveys were completed through face-to-face visits and mail. The surveys were distributed through local agencies, church and civic groups, schools, board of commissioners, city council, and businesses. In addition, the surveys were strategically placed in the library and other public places for distribution. Through this process the following needs were identified: ***Drainage and water management, pesticides and human health, food safety, heart disease, cancer, adult overweight and obesity, youth at risk, 4-H subject matter knowledge, community development, and pesticide safety education. Other needs identified and prioritized through specialized committees include concerns with field crops, livestock, horticulture, latch key youth, increased activities for youth (during school breaks), increase the number of community clubs/after-school clubs, training for 4-H volunteers, and offer career education to youth.***

Cooperative Extension will share the findings with the advisory council and specialized program committees. The advisory council and specialized committees will work closely with the agents and provide guidance in prioritizing the needs. Once the needs have been prioritized, the staff will rely on the leadership of the specialized committees to help identify and reach the target audiences; develop programming strategies; market the educational programs; and in some cases, evaluate the effectiveness of the programs. Agents will reach the identified audiences through face-to-face visits, educational workshops, and media.

FOCUS AREAS AND OBJECTIVES

Through the use of the Hoke County Cooperative Extension Advisory Council, specialized committees, and an environmental scan, the Hoke County Center of the North Carolina Cooperative Extension will provide educational programs and material in the following focus areas:

1. ENHANCING AGRICULTURE, FOREST AND FOOD SYSTEMS

OBJECTIVE A-1: Animal producers will implement practices or enterprises that will achieve individual and family goals related to profitability and quality of life.

OBJECTIVE A-2: Citizens (farm and non-farm) will respond to issues of mutual concern that relate to production agriculture, including human nutrition, nuisance identification, food quality assurance, quality of life, economic impacts, disaster preparedness, the appropriate treatment of farm animals and environmental stewardship.

OBJECTIVE A-3: Youth involved in animal projects will improve personal development and learn leadership and life skills related to animal husbandry including: record keeping, finances, producing high quality animal products, sportsmanship, and appropriate treatment of animals.

OBJECTIVE A-4: Field Crop growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life.

2. CONSERVING AND IMPROVING THE ENVIRONMENT AND NATURAL RESOURCES

OBJECTIVE E-1: Livestock and poultry producers will adopt and promote economically and environmentally sound practices to manage water and waste materials for the purpose of improving air and water quality protection.

OBJECTIVE E-2: Field crop producers will adopt and promote economically and environmentally-sound practices to manage water, soil, nutrients and pesticides for the purpose of enhancing environmental quality.

OBJECTIVE E-8: Pesticide Certification and Licensing Program. All commercial pesticide applicators, public operators, consultants, dealers and private pesticide applicators will be certified and trained in pesticide BMP to protect worker health, crop safety, beneficial insect populations and other environmental protection issues.

3. STRENGTHENING AND SUSTAINING FAMILIES

OBJECTIVE F-1 BUILDING HEALTHY FAMILIES: Families will improve the quality of their lives through eating healthy, being active, handling food safely, managing resources for food security, and practicing health promoting behaviors.

OBJECTIVE F-2 BUILDING STRONG FAMILIES: Families will gain knowledge and practice skills in understanding life span development, positive interpersonal relationships, and improving quality of life.

OBJECTIVE F-3 FOSTERING RESILIENCY FOR FAMILIES IN TRANSITION: Families will develop skills and strategies to manage effectively their personal finances through expected and unexpected economic change and life events.

4. DEVELOPING RESPONSIBLE YOUTH

OBJECTIVE Y-1: Long-term support systems will develop competent youth by building internal and external assets through life skill development.

OBJECTIVE Y-5: Youth in high-risk environments will participate in community-based programs resulting in opportunities for the youth to acquire coping skills, make informed decisions, and internal and external assets.

RELATIONSHIP TO COUNTY GOVERNMENT

EMERGENCY RESPONSE

Cooperative Extension will collaborate with others to form a County Animal Response Team (CART). CART is an organized team of animal supporters that provides animal emergency assistance ranging from a horse trailer turning over on a major highway to a large scale hurricane rescue effort. It is for both domestic and wild animals. The team will include Cooperative Extension, Hoke County officials including animal control, police and fire departments, commissioners, animal shelters, the health department, and also local volunteers, farmers, and SART (state animal response team). The county will benefit by being proactive in preparing for disasters, providing animal activities like microchipping clinics, and providing a team where people with animal problems can call when they need help. The CART team will handle all emergencies that local resources can handle, and when needed SART will be contacted for additional support. For example SART could provide a helicopter or boat for the county to use, whereas in most cases CART would not have those resources.

OTHER PROGRAMS

1. ANNUAL FARM-CITY WEEK

OBJECTIVE: Collaborate with the agricultural community, local businesses, community leaders, and schools to develop and implement educational opportunities that offer a better understanding between rural and urban people.

2. HOKE COUNTY VOLUNTEER BANQUET

OBJECTIVE: Collaborate with the community to identify and recognize distinguished individuals, groups, and businesses that go the extra mile to make sure the county continues to prosper by meeting the needs of others through service.

3. SERVICE TO THE COUNTY

OBJECTIVE: Cooperative Extension staff will become an integral part of the community through identifying and serving on committees and boards that work for the welfare and improvement of Hoke County and its citizens.

DIVERSITY STATEMENT

The Hoke County Center complies with the following diversity statement of the North Carolina Cooperative Extension System. North Carolina Cooperative Extension System values diversity as a rich attribute that allows our organization to fulfill its educational mission in North Carolina. Diversity is reflected in the core differences of all human beings and is valued among employees, clientele, and educational partners. These differences are the basis for our values, attitudes, beliefs, and perceptions that allow us to develop human roadmaps for the good of our society. We continue to welcome and acknowledge the positive impact related to differences in age, culture, class, ethnicity, gender, physical and mental abilities, race, sexual orientation, political beliefs, marital or family status, spiritual practice, and all dimensions of human diversity.

Hoke County will continue to address diversity through the following:

1. Administer an advisory leadership council with members representative of the total community.
2. Develop and implement programs to include all citizens.
3. Develop a marketing plan to identify segments of the community that may not be aware of the services offered through Cooperative Extension such as the growing Hispanic population.
4. Collaborate with other agencies to offer educational programs.
5. Monitor Extension Reporting System to make sure we are serving a diverse group of people in relationship to the county demographics.
6. Seek out opportunities to serve on committees and boards that serve a diverse group of people.
7. Participate in events such as health fairs and other events that target minority groups.
8. Develop a plan to make specific groups aware of our programming. Programs will be developed based on needs assessment.
9. Enhance awareness of educational opportunities to under-served groups through a strategic marketing plan.
10. Seek out opportunities to expand programs through the faith community, minority groups, group homes, and other established groups.
11. To further enhance communication among multicultural groups, Cooperative Extension will use resources to translate documents into the Spanish language, where

applicable. The Area Livestock Agent will use her knowledge of the Spanish language to translate documents for animal related activities as necessary to attract Hispanics to events. In addition, she will explain farm procedures to Hispanic workers and give handouts of farm terms in Spanish to managers. Some managers will need explanations about the Hispanic culture and the needs of the workers. When performing programs involving Hispanics, she will translate materials into Spanish. As opportunities arise to perform programs in the High School, the agent will translate directions for surveys and tests into Spanish for Hispanic youth to understand.

ENHANCING AGRICULTURE, FOREST AND FOOD SYSTEMS

OBJECTIVE A-1: Animal producers will implement practices or enterprises that will achieve individual and family goals related to profitability and quality of life.

Tiffanee Conrad, Area Livestock Agent (Hoke, Robeson, and Scotland)

SITUATION STATEMENT

North Carolina is the 2nd largest hog producing state in the country. Contract animal production provides a major source of income for many farmers across the state, especially in Hoke, Robeson, and Scotland counties. The swine industry in this area has resulted in almost exclusively to contract production, providing new opportunities for Extension educational programming.

Beef cattle production ranks 8th among North Carolina commodities, and is one of the faster growing segments of our agricultural economy. Many producers establish beef operations as a means of using available resources on the farm. Other part-time and limited resource farmers try to produce beef cattle as a means of improving cash flow and generating additional income for the farm. Unfortunately, these cattle often do not receive proper attention and management and therefore very few beef operations are as profitable as they could be.

Meat goat production is growing rapidly in North Carolina. The US Census Bureau reports that 7.2% of Hoke County's population is Hispanic and it is estimated that more than 2,500 Hispanics reside in Hoke County. The demands from this group, as well as from traditional consumers, contribute to the increased demand for goat meat. Some of this growth results from "hobby" farmers with the desire to produce a few animals on the farm.

The horse industry in North Carolina is growing due to the demand for recreational animals. Although most of these animals do not provide a means of income for farm families, they do require care, management, and feed just as all other farm animals. Certain diseases associated with horses pose both an economic concern, as well as a concern for human health.

Forage production is required for most meat and pleasure animals, as well as to provide suitable land for the application of animal waste. Many forage producers are concerned about production only for their own animals, but others view straw and hay production as a major source of income for the farm.

Contract swine production in Hoke, Robeson, and Scotland counties has almost totally replaced the traditional independent swine producers. There are approximately

100 contract swine operations in the three county area. Major issues for swine producers have shifted from breeding stock, herd health, feed rationing, and marketing options since these issues are handled exclusively by the contracting company. Today, major issues include waste management, labor management, fly and odor control, and overall business management.

Swine waste is most often applied to coastal bermuda fields, creating an abundance of hay that must be either used or sold. Beef production is one of the fastest growing segments of the local agricultural economy resulting from the need to utilize large amounts of hay. Many part-time and limited resource farmers have beef cattle on their farm as a means of using the existing resources with the least amount of labor, or as a means of generating additional income or additional cash flow for the farm operation. Currently beef cattle generate approximately \$2.5 million for an estimated 175 producers in the 3 county area.

Meat goats generate approximately \$400,000 income for an estimated 225 producers in the 3 county area. While most of the goats are produced for sale, many are produced simply as ‘hobby’ animals on small farms. Others are used to control brush on farm land. Most goat producers give little thought to issues such as herd health, marketing, and breeding.

There are approximately 4,500 horses in the 3 county area. Although most of these are pleasure animals, there is a need for Extension to provide timely information related to diseases, forages, pest control, and basic animal care.

Over 60,000 acres of land in the 3 county area is devoted to forage production. Most of this land is used for swine waste applications, and the hay generated is feed to beef animals on the farm or is sold to other beef or horse producers. Approximately 20% of these acres are for commercial hay production, and the hay produced on these farms is sold not only locally but throughout the east coast and into some mid-western states. Major concerns of hay producers are variety selection, weed control, proper fertilization, and marketing.

TARGET AUDIENCES

- Commercial animal producers (swine, beef, and goats)
- Commercial contract swine companies
- Horse owners
- Hay farmers
- Agrisuppliers
- Small and part-time farmers
- Local veterinarians
- Other private companies: feed stores, lenders, and equipment suppliers
- Agricultural organizations: Farm Bureau, NC Pork and Horse Councils
- Government leaders/elected officials

TEACHING POINTS

- Waste management training
- Production practices and systems on contract grower farms related to insurance, electrical service, water quality, equipment maintenance, rodent control and insect management.
- Compliance with regulations

- Basic agronomic practices for forage production
- Herd health
- Biosecurity
- Marketing
- Alternatives to land application of litter
- Information technology use

PROGRAM DELIVERY STRATEGIES

- One-on-one contacts
- Group meetings
- Tours and field days
- Research trials and on-farm demonstrations
- Mass media
- Extension publications and bulletins
- Notebooks
- Videos
- Internet and Homepages
- E-mail
- Networking with agribusinesses, agencies and organizations
- Specialized Advisory Committees
- Distance education (due to disease contact and transmission concerns)

EVALUATION STRATEGIES

- Review existing records
- Review NCDA testing services results
- Documentation of NRCS cost share participation
- Observations
- Feedback from Specialized Advisory Committee
- Feedback from Extension staff
- Feedback from farmers and agribusinessmen
- Feedback from companies and company representatives
- Surveys
- Pre and Post program testing.

PROGRAMMING RESOURCES

- Cooperative Extension Specialists
- Commercial Poultry company resource people
- Government agencies: NRCS/SWCD; DENR/DWQ; NCDA&CS
- Hoke County Health Center
- Extension publications and bulletins
- Intranet and Internet
- Waste Applicator Notebook
- North Carolina Agricultural Chemical Manual
- Videos
- Commodity Conferences
- Equipment and services suppliers
- Agricultural organizations: Farm Bureau, Livestock Association

OBJECTIVE A-2: Citizens (farm and non-farm) will respond to issues of mutual concern that relate to production agriculture, including human nutrition, nuisance identification, food quality assurance, quality of life, economic impacts, disaster preparedness, the appropriate treatment of farm animals and environmental stewardship.

Tiffanee Conrad, Area Livestock Agent (Robeson, Scotland, Hoke)
James Cochran, Area Specialized Poultry Agent (Hoke, Robeson,
Columbus, Bladen, Cumberland)

SITUATION STATEMENT

Conflict between the benefits of animal production and problems as viewed by various communities is a delicate balance and is ever shifting. Livestock production in Hoke County requires tremendous capital investments resulting in sizable property taxes for the county. Producers generate additional profits; jobs are created; additional business is created for suppliers of building materials, other products, and services; and the waste from the animals provides a valuable alternative to commercial fertilizers. However, animal activists, neighbors next to litter application fields, neighbors next to confined animal operations, and those encountering trucks hauling live animals or animal feed on public highways often object to these situations.

Extension's primary focus is to provide accurate and timely information to those affected and to local decision makers, and to propose possible alternatives to alleviate and/or mitigate confrontation. This involves being recognized and accepted as an unbiased educational resource of the university.

Existing confined animal operations as well as some poultry house expansion throughout Hoke County creates conflicts with some rural, non-farm residents. Increasingly, rather than the actual farm site generating complaints, neighbors are concerned when animal waste is spread on fields throughout communities.

Implications for the future are guidelines, recommendations, and further regulations for how, where and when litter can be land applied (e.g., surface application vs. incorporation).

The use of antibiotics and other medications has negative impacts on the global trading of animal products and creates concerns from domestic consumers as well. Alternatives can prove costly to companies and contracting farmers in terms of production efficiency, animal health, and growth. Restrictions on exports of animal products can severely affect the economy in Hoke County because there are five (5) animal processing facilities either in or near the county, and many of the county's residents work in these facilities. In addition, local animal producers rely on these facilities as a market for their animals.

Stocking densities in confined animal operations as well as the treatment of other farm animals can create concerns from animal rights/welfare groups. These concerns can result in increased government regulations requiring additional expenses for contracting companies, contract growers, and animal farmers in general. Concern for prevention and quick response to poultry and animal disease threats may seem intrusive to small backyard poultry flock owners and to part-time or limited resource animal producers.

Biosecurity and agriterrorism are becoming major issues for animal producers, contracting companies, and the general public. Extension can play a major role in

leading the effort to educate all those concerned about basic security measures and the strategies needed to ensure a safe food supply.

Increasingly, food safety and quality assurance is making its way to the farm which will create more diligence and additional practices on the part of contracting growers to ensure meat safety and quality. In many cases there is a need to educate consumers about food safety and food buying strategies.

The North Carolina State Animal Response Team (SART) is an interagency, coordinated effort dedicated to preparing, planning, responding and recovering during animal emergencies in North Carolina. The team's mission is to develop and implement procedures and train participants to facilitate a safe, environmentally sound and efficient response to animal emergencies on the local, county, state and federal level. The team is organized and operates under the direction of the State Emergency Response Team (SERT) utilizing the principles of the Incident Command System. Each county will have a team and emergency plan coordinated by the County Animal Response Team (CART) on the local level. This team will provide prevention, response, and recovery for animal emergencies. The team consists of key animal leaders and supporters in Hoke County.

TARGET AUDIENCES

- Employees of commercial animal and poultry production companies
- Commercial contract animal and poultry growers
- Litter clean-out companies
- Non-poultry farmers utilizing poultry litter waste
- Rural non-farm residents
- Consumers
- Government agencies: NRCS/SWCD; DENR/DWQ; NCDA&CS, DOT
- Hoke County Health Center
- Private companies: feed stores, lenders, and equipment suppliers
- Agricultural organizations: Farm Bureau, Livestock Association
- Civic Clubs
- Small backyard flock owners, including Hispanic immigrants
- Government leaders and elected officials
- CART coordinators and team members

TEACHING POINTS

- Compliance with regulations
- Alternatives to land application of litter
- Critical and proper information acquisition for decision making
- Information technology use
- Understanding modern animal production practices
- Costs and benefits associated with alternative production practices
- Farm disaster preparedness (hurricane, disease, mass burial)

PROGRAM DELIVERY STRATEGIES

- One-on-one contact
- Group meetings
- Tours
- Field days

Research trial results and demonstrations
Mass media
Direct mailings and targeted email
Extension publications and bulletins
Videos
Internet and Homepages
E-mail
Public hearings.

EVALUATION STRATEGIES

Existing records
NCDA testing services results
NRCS cost share results
Document number of complaints
Observation of changes made and recommendations implemented
Feedback from various Specialized Advisory Committees
Feedback from Extension staff
Feedback from contracting companies and agribusinesses
Feedback from farmers
Feedback from citizens
Surveys
Pre and Post program testing
Needs assessment meetings

PROGRAMMING RESOURCES

Extension Specialists
Extension publications and bulletins
North Carolina Agricultural Chemicals Manual
Government agencies: NRCS/SWCD; DENR/DWQ; NCDA&CS
Hoke County Health Center
Commercial poultry production companies
Commercial contract animal growers
Litter clean-out companies
Other private companies: feed stores, lenders, and agribusinesses
Agricultural organizations: Farm Bureau, Livestock Association
Civic Clubs
Grant opportunities
Intranet and Internet
SART grants for microchipping

OBJECTIVE A-3: Youth involved in animal projects will improve personal development and learn leadership and life skills related to animal husbandry including: record keeping, finances, producing high quality animal products, sportsmanship, and appropriate treatment of animals.

Tiffanee Conrad, Area Livestock Agent (Hoke, Robeson, Scotland)
James Cochran, Area Specialized Poultry Agent (Hoke, Robeson,
Columbus, Bladen, Cumberland)
Cathy Brown, 4-H Agent

SITUATION STATEMENT

All areas of North Carolina, including rural counties like Hoke, are becoming more urban. Hoke County is in a phase of particular expansion because of the geographical location of being a neighbor to Cumberland County. This is where a major military base functions. Many residents living in rural areas are not directly involved in production agriculture, nor live on farms where animals are normally produced.

Because of these trends many youth do not have an opportunity to be involved in animal production in order to develop related skills or to increase their knowledge of and compassion for animals by participating in animal projects and events. Many of those that do have the resources to grow animals on farms or in rural settings still lack the ability to be involved in structured activities and events related to their animals.

Most youth that have farm animals as pets, or grow animals as hobbies, enjoy the opportunity to be involved in shows that allow them to compete against other youth. If given the opportunity, these youth develop additional skills and knowledge by participating in local, regional, and even national livestock shows, events, and contests. Even youth that live in urban areas with strict restrictions about livestock within city limits can participate in animal projects involving rabbits and other allowable animals, or through working arrangements with existing animal producers on their farms.

Youth involved in animal projects learn responsibility and financial management skills as they care for their animals. They also demonstrate enhanced personal development, organizational, and leadership skills such as public speaking, improved decision making, and effective assistance toward other youth.

Youth involved in animal projects are often able to generate additional income for themselves or their families from premiums earned by showing the animals, by selling animals they have grown, or by selling animal products such as eggs, wool, etc. Many youth that show animals in competitive events are able to receive income above the realistic market price from community supports and agribusinesses. Those youth that excel in scholastics and animal projects are often afforded many additional opportunities to compete for scholarships that are available from livestock related associations and groups.

The Hoke County 4-H program has the ability to offer animal science and livestock related events and activities for youth. With financial support from United Way, many limited resource youth are able to secure animals for projects, and to grow these animals on their farms. Many times these animal projects serve as a means of generating additional income for the youth and their families. Youth living in urban areas are given the opportunity to participate in animal science projects involving rabbits and embryology which do not require much land for them to prosper.

Those youth selected to participate in animal science projects are properly screened to ensure they have suitable facilities for their animals and have parental support and assistance to ensure the animals are properly cared for. In addition, these youth are required to participate in and complete specific components of their animal science projects such as record keeping, showmanship, and exhibits.

Leadership is provided to youth to prepare them to compete in animal events beyond the local level. Many times financial assistance is provided to help offset the additional expenses of travel and meals.

Although horses are considered pleasure animals rather than farm animals by most, many youth have horses as pets and must be provided basic information about health, care, diseases, environmental issues, and waste management. Cooperative Extension has an opportunity to provide needed assistance to both youth and adult horse owners.

Many youth animal science projects are centered around the regional county fairs in Robeson and Cumberland Counties. After being provided animals, or participating in animal science projects with animals provided by the parents, youth have an opportunity to show their animals at the fair, to compete for prizes and ribbons, and to prepare themselves to compete at higher levels.

As local agriculture becomes more diverse and as our society continues to shift to a more urban, non-farm population, there are increasing opportunities to involve youth in various structured animal science projects. Efforts should be made to instill youth skills related to responsibility, financial management, animal care, and leadership.

TARGET AUDIENCES

All youth ages 5-19

Limited resource and minority youth in the county

Youth expressing an interest in animal science

Parents of youth involved in various animal science projects

Livestock related agribusinesses

Rural non-farm residents, consumers, and the general public

Hoke County Health Center

Private companies: feed stores, lenders, and equipment suppliers

Agricultural organizations: Farm Bureau, Livestock Association

Civic Clubs

Government leaders and elected officials

TEACHING POINTS

Responsibility and decision-making

Record Keeping

Leadership and personal development

Communications and problem solving skills

Animal care and judging

Feeding and rations

Animal health

Showmanship

Animal welfare

Environmental concerns

Understanding modern animal production practices
Costs and benefits associated with alternative production practices

PROGRAM DELIVERY STRATEGIES

One-on-one contact
Group meetings, workshops, tours and demonstrations
Local, regional and state livestock shows and sales
Mass media
Direct mailings and targeted email
Extension publications and bulletins
Videos
Internet and Homepages
E-mail

EVALUATION STRATEGIES

Documentation of successes of judging teams
Examination of existing records
Record book judging
Observation of changes made and recommendations implemented
Feedback from various Specialized Advisory Committees
Feedback from Extension staff and other County Agents
Feedback from parents, farmers, citizens, and key county leaders
Surveys
Pre and Post program testing

PROGRAMMING RESOURCES

Extension Specialists and other County Agents
Extension publications and bulletins
High School Vocational Agriculture Teachers
Hoke County Health Center
Private companies: feed stores, lenders, and agribusinesses
Agricultural organizations: Farm Bureau, Livestock Association
Civic Clubs
Grant opportunities
Intranet and Internet

OBJECTIVE A-4: Field Crop growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life.

Keith Walters, Extension Agent, Agriculture

SITUATION STATEMENT

Production agriculture is economically, socially, and environmentally important to the citizens of Hoke County. Each year production agriculture in Hoke County

generates more than \$28 million in gross income. The educational needs of full-time farmers, part-time farmers, limited resource farmers, agribusinesses, and non-farm citizens in the areas of production practices, marketing, new technologies, and governmental regulations and consumer awareness are addressed by this objective.

Diversity in agriculture has been a key factor in maintaining a viable agricultural economy in Hoke County. One of the most viable crops in the county is tobacco. Recent decline in tobacco quota and talk of a tobacco buyout makes it more important than ever for growers to make informed decisions. Alternative income sources are important as well as making sure those who want to stay in tobacco production are able to do so through production contracts.

Cotton production remains steady despite an economic downturn on the world market. There has been an increase in conservation tillage and transgenic crops allowing growers to produce more with less inputs. However, production problems still exist despite technological advances. Determining new scouting techniques in transgenic cotton, insect, and weed resistance, and new weed problems will continue to be upcoming challenges in the years to come.

Integrated pest management is an important tool in crop production. Identifying beneficial insects, meeting threshold levels, and utilizing the proper cultural practices can minimize pesticide use. Many growers are not implementing all of these practices on their farm.

Conditions on the global market continue to impact tobacco, cotton, corn, soybean, and wheat producers. Export markets affect U.S. farmers now more than ever. The agricultural and textile industry in Hoke County have been severely impacted by international trade agreements. It is imperative that producers understand their vulnerability and the global factors affecting their personal farm situation as they plan for the future.

Field crop producers in Hoke County are continuously changing their production practices. New products are available each year and usually cause confusion. Problems often arise from the introduction of new products which have to be addressed. Extension agents and specialists work on addressing these problems and determining solutions quickly so growers can make informed and economically important decisions.

TARGET AUDIENCE

- Hoke County farmers
- Hoke County agribusinesses
- Agrisuppliers
- Agriculture teachers
- General public

TEACHING POINTS

- New agricultural opportunities
- Cultural and integrated pest management practices
- Pest management recommendations
- Business management recommendations
- Marketing options and opportunities
- Assessing technological advances

Assessing direct contracting arrangements

PROGRAM DELIVERY STRATEGIES

Group meetings
Individual contact
Newsletters
News releases
On-farm demonstrations
Field days
Tours
Short courses
E-mail
Internet
Mass media

EVALUATION STRATEGIES

Farm profits remain viable
Adoption of new practices
Direct observation of changes
Surveys of farmers
Feedback from the Agriculture Specialized Advisory Committee
Feedback from producers
Feedback from agrisuppliers
Feedback from agribusinesses
Adoption of new technology
Adoption of new marketing options

PROGRAMMING RESOURCES

NCSU specialists
NCCES bulletins
NC Agricultural Chemical Manual
Commodity production books
Power point presentations
Other agricultural agents
Chemical company representatives
Tobacco company agronomists
Farmers

CONSERVING AND IMPROVING THE ENVIRONMENT AND NATURAL RESOURCES

OBJECTIVE E-1: Livestock and poultry producers will adopt and promote economically and environmentally sound practices to manage water and waste materials for the purpose of improving air and water quality protection.

Tiffanee Conrad, Area Livestock Agent (Hoke, Robeson, Scotland)
James Cochran, Area Specialized Poultry Agent (Hoke, Robeson,
Columbus, Bladen, Cumberland)

SITUATION STATEMENT

Federal EPA/USDA regulations have been established for applying waste from liquid swine lagoons, as well as for waste applications from other regulated confinement animal operations. Federal EPA/USDA regulations have now been released and will be incorporated into state waste regulations. In a similar path, air quality regulations from poultry and animal house farm sites are next on the horizon. “When”, not “if” is being discussed in regulatory circles. The how and other specifics are being developed. With the new requirement for the Waste National Pollutant Discharge Elimination System (NPDES) permits farmers face new challenges of how to measure sludge accumulation in lagoons. These producers look to Cooperative Extension for help.

Although certification requirements are in place for North Carolina swine producers, poultry producers have been exempt from animal waste regulation scrutiny. Increasing state regulations will now totally coincide with federal regulations. Of particular interest and concern is that now phosphorous is the limiting factor when considering animal waste applications to traditional fields, thereby increasing the cost of waste handling. Natural Resources Conservation Service's (NRCS) Environmental Quality Incentives Program (EQIP) monies are available to some extent to offset expenses. What began as a voluntary program of poultry litter plans with few farm and records inspection will become more regulated. With it, are “production” expenses and the possibilities of fines – particularly if the state government budget situation is alleviated and farm inspections are increased with hired personnel.

Hoke County poultry and animal operations generate enough waste to meet all the phosphorous needs and much of the nitrogen needs of all growing crops (NCSU Soil Science Department). Proper distribution and transportation expense of animal waste to nutrient deficient fields is one key to abiding by phosphorous regulations. In addition, efforts are being made to finding alternative uses for poultry litter and possibly for other animal waste.

Competition for existing fields for land application of poultry litter may result if future swine waste handling technologies/regulations require solids to be separated from liquid waste and be land applied. Until now, swine waste has been stored in lagoons and has been applied through irrigation systems only to fields located very close to the lagoons.

While odor from farms and application fields have long been complaints, odor is difficult to objectively measure and monitor. Recent and future emphasis will be placed on air quality with measurable parameters such as particulate matter, carbon dioxide,

ammonia, and sulfur emitted from poultry and livestock houses. However, accurate and reliable data is not currently available upon which to base future regulations. Poultry companies and farmers are reluctant to participate in research that may some day impose regulations upon themselves. Convincing them to participate in the process is an ongoing challenge, but would be more beneficial than being regulated.

TARGET AUDIENCES

- Commercial animal production companies
- Commercial contract animal producers
- Litter clean-out companies
- Non-poultry farmers utilizing poultry litter waste
- Rural residents
- Government agencies: Natural Resources Conservation Service, Soil and Water Conservation District, Division of Environmental and Natural Resources, Division of Water Quality, North Carolina Department of Agriculture and Consumer Services
- Hoke County Health Center
- Other private companies: lenders, suppliers, and technical representatives
- Agricultural organizations: Farm Bureau and Livestock Association
- Government leaders
- Elected officials
- Key county leaders
- General public

TEACHING POINTS

- Production practices and systems for handling poultry litter
- Production practices and systems for handling swine waste
- Compliance with regulations (plan, land application, records)
- Alternatives to land application of litter
- Sludge and lagoon level control
- Water conservation
- Acquiring critical and proper information for decision making
- Information technology use
- Incineration, mass burial
- Insect and rodent control
- Waste regulations
- Soil nutrient management
- Analyzing sample reports

PROGRAM DELIVERY STRATEGIES

- One-on-one contacts
- Group meetings
- Tours
- Field days
- Research trial results and demonstrations
- Mass media

- Direct mailings
- E-mail
- Publications
- Notebooks
- Videos
- Internet and Homepages
- Possible distance education due to disease contact and transmission concerns

EVALUATION STRATEGIES

- Review of existing records
- Review of NCDA testing services results
- Review of NRCS cost share
- Direct observations
- Feedback from Specialized Advisory committees
- Feedback from Extension staff
- Feedback from farmers
- Feedback from contracting companies and other businesses
- Surveys
- Pre and Post program testing

PROGRAMMING RESOURCES

- Extension specialists
- Extension publications and bulletins
- Commercial animal production companies
- Commercial contract animal growers
- Litter clean-out companies
- Government agencies: NRCS/SWCD, DENR/DWQ, and NCDA&CS
- Waste applicators training and certification program
- Hoke County Health Center
- Private companies: feed stores, lenders, and agrisuppliers
- Agricultural organizations: Farm Bureau and Livestock Association
- Grant programs such as SARE
- Internet and web pages

OBJECTIVE E-2: Field crop producers will adopt and promote economically and environmentally-sound practices to manage water, soil, nutrients and pesticides for the purpose of enhancing environmental quality.

Keith Walters, Extension Agent, Agriculture

SITUATION STATEMENT

Agriculture is a major source of pollution in surface waters in North Carolina. Increasing regulations on nutrient management in other areas of the state indicate the need to intensively manage nutrient runoff and limit pesticide use. Hoke County agriculture generally contributes over \$50 million annually to the local economy and occupies almost 67,000 acres of cropland. Hoke County has a vested interest in protecting the agricultural economy as well as environmental quality.

Farmers strive to enhance their profitability while protecting the environment for future generations. Conservation tillage has increased significantly with the introduction of round-up ready and other transgenic crops. This technology has also decreased the need for some insecticides and other pesticides. Integrated Pest Management (IPM) strategies will continue to be implemented and increase environmental stewardship.

Environmental quality is also effected by liming and fertilization. Proper soil sampling techniques are needed in order to insure an adequate, but not abundant supply of nutrients will be applied to the land. Information provided by the PLAT (Phosphorus Loss Assessment Tool) will allow us to make adequate phosphorus applications and adjustments.

IPM strategies are needed for making insecticide application decisions in cotton production. The introduction of transgenic varieties and adequate scouting techniques can reduce the number of insecticide applications in Hoke County.

TARGET AUDIENCE

- Farmers
- Agribusinesses
- Agrisuppliers
- Crop Consultants
- Animal waste applicators
- Municipal waste applicators
- Agricultural teachers
- General Public

TEACHING POINTS

- Managing fertilizer and lime applications according to soil sample requirements
- Improving use of conservation tillage practices
- Utilizing IPM strategies in all crops
- Compliance with label recommendations for rates and rotation restraints
- Variety selection for disease control and transgenic properties

PROGRAM DELIVERY STRATEGIES

- Grower meetings
- On-farm demonstrations and tours
- Seminars
- Conferences
- Workshops
- Publications
- Fact sheets
- News releases
- Reference manuals
- E-mail
- Individual contact

EVALUATION STRATEGIES

- Pre and Post tests
- Individual feedback

Surveys
Agriculture Specialized Advisory Committee
Review of soil test
Decrease in pH problems
Decrease in phosphorus use by tobacco producers
Increased use of plant analysis
Soil erosion reduction
Increased acreage of minimum or reduced tillage operations

PROGRAMMING RESOURCES

NCSU specialists
County agents in other counties
Other agricultural agencies
Commodity publications
NC Agricultural statistics
NC Agricultural Chemical Manual
Power point presentations
Grants from producers associations

OBJECTIVE E-8: Pesticide Certification and Licensing Program. All commercial pesticide applicators, public operators, consultants, dealers and private pesticide applicators will be certified and trained in pesticide BMP to protect worker health, crop safety, beneficial insect populations and other environmental protection issues.

Keith Walters, Extension Agent, Agriculture

SITUATION STATEMENT

Agriculture has been identified as the leading source of pollution in surface waters for the state by the North Carolina Division of Environmental Management. Runoff from field applications of pesticides and fertilizers have been the leading sources for this pollution. At this point ground water has not been as greatly affected as surface waters. The increased threat of terrorism has created concern about improper storage and handling practices.

Hoke County has 110 private pesticide applicators and 53 certified commercial pesticide applicators. Pesticides can be very dangerous to people and the environment if they are handled improperly. North Carolina requires that private applicators take four hours of pesticide safety training every 3 years and that commercial applicators take 10 hours of pesticide safety training every 5 years.

Pesticide containers continue to be disposed of improperly along roadways, in woods and ditches, and other areas. Pesticide applicators are provided with training in how to properly rinse empty containers and dispose of them properly. Cooperative Extension in Hoke County facilitates a recycling program to provide timely and convenient pesticide container recycling sites that are maintained by the county.

Farmers and others living in rural areas often find that they have excess or unwanted pesticides stored on their farms. Leaks from these containers may cause serious problems to the environment and possibly cause groundwater contamination.

Improperly stored and improperly identified pesticides can cause serious injury or death to volunteer firefighters or others if the buildings in which they are stored catch fire.

Cooperative Extension provides programs to properly educate those in need about the dangers of storing pesticides improperly, and provides opportunities for all citizens in the county to properly dispose of unwanted pesticides and the containers in which they are stored.

TARGET AUDIENCES

- Private pesticide applicators
- Commercial pesticide applicators
- Farmers
- Homeowners
- Landscape companies
- Lawn maintenance personnel
- Hoke County Solid Waste personnel
- Vocational Agriculture teachers
- Public pest applicators
- Utilities workers
- Lawn and Garden Center employees
- Agribusinesses

TEACHING POINTS

- How to read and understand pesticide labels
- Recognizing beneficial insects
- Pest identification
- Proper storage and handling of pesticides
- Pesticide safety
- Proper cleaning of empty pesticide containers
- Recycling empty pesticide containers
- Principles of integrated pest management
- Water quality related to pesticide usage
- Impact of pesticides on the environment

PROGRAM DELIVERY STRATEGIES

- Training sessions for private pesticide applicators
- Classes for commercial applicators
- Network with other agents to provide recertification credits to various applicators
- One-on-one consultation
- Farm visits
- Empty pesticide container collection
- Unwanted pesticide collection
- Newsletters
- News articles
- E-mail

EVALUATION STRATEGIES

- Documentation of number of private applicators that recertify

Documentation of number of commercial applicators that receives training
Determine number of empty pesticide containers collected for recycling
Documentation of amount of unwanted pesticides collected for disposal
Documentation of instances of pesticide misuse
Survey those attending training sessions
Observation of pesticide and empty container storage methods on farms

PROGRAMMING RESOURCES

NCCES Pesticide Specialists
NCDA Pesticide Division
North Carolina Agricultural Chemical Manual
Extension and NCDA publications, bulletins, and workbooks
Pesticide container recycling companies and personnel
Hoke County Solid Waste Department
Commercial publications and materials related to pesticide safety
Internet

STRENGTHENING AND SUSTAINING FAMILIES

OBJECTIVE F-1, BUILDING HEALTHY FAMILIES: Families will improve the quality of their lives through eating healthy, being active, handling food safely, managing resources for food security, and practicing health promoting behaviors.

Clinton McRae, County Extension Director

SITUATION STATEMENT

The United States is known around the world for its wealth and military strength, nonetheless, the United States ranks 7th among eight of the most industrialized nations in the world in life expectancy. When compared to less industrialized nations, twenty seven other countries with fewer resources and less technologically advanced health care have a longer life expectancy (North Carolina State University, Department of Family and Consumer Sciences). The problem in the United States is partially associated with the disparity in health status between the white population and the minority populations (African Americans, Native Americans, Latinos, and others). The unhealthy life style choices of diet, lack of physical activity, and smoking have contributed to the major health problems. The leading causes of death in the United States and North Carolina can be traced back to diet and lack of physical activity. Chronic diseases associated with the leading causes of morbidity and mortality include heart disease, cancer, stroke, diabetes, and atherosclerosis. Other health concerns are foodborne illness, childhood obesity and an increased rate of children being diagnosed with diabetes Type II. The same health concerns crippling the state of North Carolina and the United States are also affecting the citizens of Hoke County.

Similar to other counties located in the southern part of North Carolina, Hoke County has faced changes in the economy, education, and environment that pose challenges and created stressors. According to the 2001 mortality statistics published by

the North Carolina State Center for Health Statistics, the challenges in Hoke County may be related to food and lack of physical activity. Not necessarily the lack of food, but the selection of healthful foods, most of the time. The rise in the number of people diagnosed with diabetes is a major concern. The 2001 death rate associated with diabetes was greater in Hoke County than the death rate for the state of North Carolina. The rates do not include the people who have not yet been diagnosed. Another grave concern is poorly managed diabetes is associated with so many other diseases such as heart disease, renal disease, and stroke. While the number of cases of diabetes is rising, heart disease continues to be the number one killer of Hoke County Citizens.

Safe food handling practices is another challenge for families, schools, child care centers, and other community organizations that serve groups. Food-borne diseases are responsible for 76 million illnesses, 325,000 hospitalizations, 5000 deaths each year in the United States (Vogt, 1999). While recent cases of foodborne illnesses have been associated with child care centers and schools in Hoke County, most cases of foodborne illness probably occur in the home. The symptoms of foodborne illness is similar to flu symptoms, which makes it even more difficult to track. Severe cases of foodborne illness may require hospitalization and in some cases result to death.

The Family and Consumer Sciences Specialized Committee has identified wellness as an issue to address. Therefore, Extension educational programs will be designed to address these concerns with a special interest in diabetes and childhood obesity.

TARGET AUDIENCES

- General public
- African-Americans (specific chronic diseases)
- Native Americans (specific chronic diseases)
- Hispanics
- Obese children
- Obese Adults
- Persons with heart disease
- Persons with hypertension (high blood pressure)
- Persons with diabetes type II
- Persons at risk of diet related chronic diseases
- Limited resource families
- Local organized groups
- Work sites
- Child care providers
- School personnel
- Food establishments

TEACHING POINTS

- Safe weight loss strategies
- Healthy food selection and preparation
- Diabetes management
- Reducing risk for chronic diseases
- Reducing the risk of foodborne illness
- Physical activity

Nutrition and wellness

PROGRAM DELIVERY

- Dining with Diabetes
- Noonliting Weight Control
- ServSafe-- Food Safety Program
- Color Me Healthy Program (nutrition education program for child care providers)
- Out For Lunch Program
- Nutrition Education Programs
- Read Me A Story
- Participate in local health fairs
- Food safety classes
- Newsletters
- News articles
- Conduct programs as requested
- Take programs to different communities

EVALUATION

- Pre and post test of knowledge and demographics
- Surveys to measure changes in behavior
- Program attendance
- Feedback from program participants

PROGRAMMING RESOURCES

- Specialist at NC State and NCA&T State Universities
- Hoke County Health Centers
- First Health
- Extension resources nationwide
- Healthy Hoke Board
- Hoke County Schools
- Child Care Connections
- Hoke County Partnership for Children and Families
- Hoke County Advisory Council and Specialized Committees
- Other reliable partners and resources

OBJECTIVE F-2, BUILDING STRONG FAMILIES: Families, including those with limited resources, and those who work with families will gain knowledge and practice skills in understanding life span development, positive interpersonal relationships, and improving quality of life.

Juatina Dunham, Extension Agent
Family and Consumer Sciences

Situation Statement

Families today do not necessarily follow the traditional make up of father, mother and child. Families in today's society look very different. Many families throughout the

nation and Hoke County are led by one parent. Hoke County's average household consists of 2.86 people (Census 2000). The person or persons in a home is not described in detail with this statement but surely many homes do contain at least one child. Being that there is a child in the home this brings concern for programs to aid in parenting education. As a result, these programs are expected to provide educational resources that will help families to raise their child(ren) into productive leaders and consumers in the community. The day-to-day management of family and work can be stressful and this could possibly lead to other concerns in rearing of children. Before children enter public or private schools many parents enroll them in child care centers so that they can return to work. Parents and caretakers as well need to have prior knowledge of what to expect when they entrust their child into these facilities. Childcare providers also need to be educated on procedures and laws required by the state and federal government.

Cooperative Extension is an excellent resource in helping fulfill the void of parenting education. According to the 2001-2002 report through the NC Division of Health and Human Services, neglect is more prevalent than physical abuse in Hoke County. There were 31 cases of neglect compared to 5 actual cases of physical abuse. Higher incidents of child abuse were found in cases of African Americans of 48%, followed by Caucasian and Native Americans of 32% to 20%, respectively. These incidents were reported mostly by local law enforcement and the Department of Social Services.

Many of the matters dealing with child abuse could possibly have an effect on the child's success in school and ultimately adulthood. According to the March issue of Strengthening and Sustaining Families publication, parents who were abused as children are six times more likely to abuse their own child. There are many other factors that may contribute to abusive behavior such as substance abuse, domestic violence, being a single parent, emotional stress and lack of social support.

Families who are stressed economically and emotionally and do not understand children's needs are put at risk for abusive behaviors. Many cases dealing with child abuse are noted but there may be a large number of cases that are not reported. These factors that plague our community make it evident that there is a need for educational programs in the areas of human development and parenting education. Basic wellness skills are needed to enhance the quality of life.

TARGET AUDIENCES

- Native Americans
- African-Americans
- Limited resource families
- Childcare providers
- Single parents
- Teen mothers
- Older adults caring for grandchildren
- General public

TEACHING POINTS

- Parenting
- Stress management
- Time management

Human development

PROGRAM DELIVERY STRATEGIES

- News columns
- Newsletters
- Training programs
- Workshops
- E-mail
- Respond to request for information related to family resource management

EVALUATION STRATEGIES

- Pre- and post-knowledge test
- Surveys to determine change in behavior
- Attendance at programs and fairs
- Feedback from clients about information in newsletters and news columns

PROGRAM RESOURCES

- NCCES and A&T Extension Specialists
- Videos and workbooks
- Hoke County Health Department
- Hoke County Department of Social Services
- Sandhills Community College
- Hoke County Schools
- Local financial institutions

OBJECTIVE F-3, FOSTERING RESILIENCY FOR FAMILIES IN

TRANSITION: North Carolina, including those with limited resources, will develop skills and strategies to manage effectively their personal finances through expected and unexpected economic changes and life events.

Juatina Dunham, Extension Agent
Family and Consumer Sciences

Situation Statement

Hoke county is an unparalleled area full of potential for economic growth. To the east is Fayetteville, 5th largest city in North Carolina, and to the northeast is Ft. Bragg, the largest military base in North Carolina. These areas have an impact on the population growth. Despite the population growth there is still a great percentage of citizens living in poverty. Hoke County's poverty rate is around 18%, which is much higher than the states average of 12.2% (US. Census). In the last 4 years local manufacturing plants have downsized due to the slow economic situation and business expansion in neighboring countries. The average household income is around \$40,100 and the average household consist of 2.86 persons (Census 2000). With a population of around 34,906, Hoke county is still one of the fastest growing counties in North Carolina. In spite of this growth, many situations dealing with high unemployment rates and poor financial management are still prevalent.

With the housing market increasing rapidly in North Carolina it is great that families are finding that Hoke County a great area to purchase homes. Even though people are deciding to move here, there is still a large number of people commuting from Hoke County to other counties to work. The two largest employers in this county are manufacturing and county government.

North Carolina and the nation is facing difficult economic times. In addition, the current global political climate is greatly affecting our view of the world and our reaction to it. The terrorist attacks on the United States caused a great ripple in our society. This attack has had a great impact on many organizations' budgets and has resulted in lay-off and early retirement. As a result, the people in Hoke County as well as North Carolina are in need of developing resiliency skills to manage the expected and unexpected economic changes and events of their lives.

TARGET AUDIENCES

- Native Americans
- African-Americans
- Limited resource families
- Single parents
- Teen mothers
- Retirees
- General public

TEACHING POINTS

- Financial Management
- Credit
- Savings
- Investing

PROGRAM DELIVERY STRATEGIES

- News columns
- Newsletters
- Training programs and workdays
- E-mail
- Respond to request for information related to family resource management

EVALUATION STRATEGIES

- Pre- and post-knowledge test
- Surveys to determine change in behavior
- Attendance at programs and fairs
- Feedback from clients about information in newsletters and news columns

PROGRAM RESOURCES

- NCCES and A&T Extension Specialists
- Videos and workbooks
- Staff of Hoke County Health Department
- Staff of Hoke County Department of Social Services

Sandhills Community College
Hoke County Schools
Local financial institutes

DEVELOPING RESPONSIBLE YOUTH

SITUATION STATEMENT

Hoke County is a diverse county made up of people primarily of three races, Native American, Black, and Whites. Hoke has seen a migration in Hispanic or Latino origin people representing about 7.2% of the population (Census 2000). Hoke County 4-H audience (youth ages 5-19) make up almost 30% of the population. Approximately 17.7 percent of the entire county population lives below the poverty rate. At least 25.7% of the children fall within the poverty threshold. These are just some of the challenges we face in 4-H while trying to devise appropriate programs that will help a variety of youth gain the life skills they need to be successful adults.

To help us achieve this goal we will work on the following objectives to try to create a long lasting, well rounded, diverse program that will reach and serve the needs for the majority of youth in Hoke County.

Cathy Brown, Extension Agent
4-H

OBJECTIVE Y-1: Long-term support systems will develop competent youth by building internal and external assets through life skill development.

This objective will be met through the following ways:

- Increase the Youth Communication Skills
- Increase the Number of Youth participating in County, District, and State Programs
- Increase the Youth Leadership Skills
- Increase the Youth Decision Making Skills
- Increase the Number of New Clubs Formed
- Increase the Number of Families Actively Involved in 4-H

TEACHING POINTS

Communication
Problem solving
Leadership
Self-explorations
Decision making
Goal setting
Pro-social behavior
Mediation
Relationships
Government
Civic responsibility

Parliamentary procedure
Citizenship
Community service
Volunteerism
Public speaking
Presentation
Commitment

PROGRAM DELIVERY STRATEGIES

Through long term support systems which provide youth the opportunity to work and learn under a democratic process to achieve success and experience leadership, while learning about the world around them. A caring, well-trained, adult role model provides this support system. This applies to a variety of 4-H programming but in particular community clubs, Life Skills program, and after school clubs, camps, day camps, special interest clubs, and the SOS after school programming.

EVALUATION STRATEGIES

The impacts of this program will be measured in the following areas:

1. Dollars saved by participation in 4-H community service projects
2. Scholarship dollars earned and received by 4-H'ers
3. Increased number of youth involved in the youth development program
4. Increased competency skills in managing relationships, demonstrating communication skills, demonstrating decision making skills, and self-confidence.

Members of the 4-H staff will evaluate each program based on the number of participants and the overall quality of the program, through feedback from leaders, parents, and youth. The Extension Reporting System reporting system and the ES-237 system will act as the data collection device and serve as the evaluation tools.

PROGRAM RESOURCES

Curriculum
Intranet
Volunteer Training
4-H staff Training
United Way
Mini-Society
Project Books
Presentations
Summer Fun programs
Embryology
Favorite Food Show
Fashion & Talent Show
Citizenship and Community Service
Parliamentary Procedure Handbook
Ambassador program
County Council

Leaders Association
Livestock projects
4-H after school programs.

EVENTS

Citizenship Program
Public Speaking
Activity Day (Presentations)
Fashion Revue and Talent Show
Community Service Projects
Ambassador Retreat
Congress
National 4-H Conference
County Council Meetings
Leaders Association Meetings
Support Our Students (SOS) After-School Program
Agriculture Field Day
Embryology in the Classroom

PROCESSES

Competing or just participating in the above events

RESOURCE PEOPLE

Volunteers in Hoke County
N.C. Cooperative Extension Staff
Parents and 4-H State Staff

OBJECTIVE Y-5: Youth in high-risk environments will participate in community based programs resulting in opportunities for the youth to acquire coping skills, make informed decisions, and internal and external assets.

This objective will be met through the following ways:

- Increased internal assets
- Increased external assets
- Increase knowledge of alternatives to negative risk taking behavior

TAREGT AUDEINCES

Youth ages 5-18 participating in long-term 4-H units. Long-term 4-H units being defined for this objective as school programs and judicated youth within the county that last 3 months or more. Specifically targeting youth at risk who have demonstrated negative behavior within the school system or who have demonstrated juvenile delinquent behavior.

TEACHING POINTS

Communication

Problem solving
Leadership
Self-explorations
Decision making
Goal setting
Pro-social behavior
Mediation
Relationships
Government
Civic responsibility
Parliamentary procedure
Citizenship
Community service
Volunteerism
Public speaking
Presentation
Commitment

PROGRAM DELIVERY STRATEGIES

Through long term support systems which provide youth the opportunity to work and learn under a democratic process to achieve success and experience leadership, while learning about the world around them. A caring, well-trained, adult role model provides this support system in a safe nurturing environment.

EVALUATION STRATEGIES

The impacts of this program will be measured in the following areas:

1. Increased life skills
2. Improved academic performance
3. Reduced negative risk taking behaviors
4. Reduced judicial involvement

EVENTS

One-on-one relationship
Role playing and group settings
Special violence seminars
Guest speakers addressing subject matter.

PROCESSES

Participating within the life skills program

RESOURCE PEOPLE

Hoke County, N.C. Cooperative Extension Staff
Hoke County School Staff

ADVISORY LEADERSHIP SYSTEM

ADVISORY COUNCIL

Ireni Autry – Chair
Patty Webb – Vice Chair
Robbie People – Secretary
Earl Hendrix
Cleo Bratcher
Sheila Evans
Bill Cameron
Tommy Lindsay
Whiteford Jones
Wayne Willis
Agnes Walters
Don Porter
Carole Miller
Carl Miller
Ken MacDonald
Don Steed
Lynette Dial
Zulima Devia
Johnny Gorham

SPECIALIZED COMMITTEES

Agriculture

Johnny Boyles
Whiteford Jones
Julian Butler
Larry Locklear
Robert Miles
Roscoe McCollum
James L. Warner, Jr.
Ned Webb
Patty Webb
Wayne Willis
Richard C. Wood
Bill Cameron
Perry McBryde

Livestock

Alan Abellanosa
George Balch
Wade Dunbar
Joe Troxell
Larry Williams
Roy Wood

Family and Consumer Sciences

Ireni Autry
Jean Squier
Dennis Bowen
Ruby Tuttle
Ulva Little
LuEvelyn Locklear
Victoria Summers
Peggy Owens
Mary K. Thomas
Jackie Hargrove-Rushing
Deborah Carpenter

4-H

Aleshia Alexander
Barbara Beason
Levi Bower
Peggy Brewington
James Culp
Tammie Coxe
Guy Morris
Kristi Posey
Phyllis Smith
Kim Tuttle
Truett Gibson
Ginny Phillips

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HOKE COUNTY STAFF

Clinton McRae - County Extension Director

Areas of responsibility: Administration, nutrition, wellness, food safety, food preservation, community development, and liaison to Extension and Community Association

clinton_mcrac@ncsu.edu

Juatina Dunham - Extension Agent, Family and Consumer Sciences

Areas of responsibility: Parenting, family resource management, and human development

juatina_dunham@ncsu.edu

Rondla Phillip - Nutrition Program Assistant

Area of responsibility: Out For Lunch Program

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Position Vacant - Parent Educator

Parents As Teachers Program

Dianne Scarboro - Administrative Secretary

Areas of responsibility: Support to County Extension Director and Family and Consumer Sciences

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Areas of responsibility: Youth development and supervise 4-H programs and volunteers

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Area of responsibility: Coordinate and administer the Life Skills program

4-H Life Skills Program

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Area of responsibility: Coordinate and administer the Support Our Students (SOS) program

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4-H Support Our Students Program

Melanie Jones - Program Assistant

Area of responsibility: 4-H Support Our Students Program

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Keith Walters - Extension Agent, Agriculture

Areas of responsibility: Field crops, turf, pesticides, horticulture, and pond management

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Area of responsibility: Poultry

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(910) 671-3276 (Robeson County Office)

Tiffanee Conrad - Area Extension Agent, Livestock

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Cathy James - Extension Secretary

Areas of responsibility: Support agriculture and 4-H programs

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HOKE COUNTY CENTER

PLAN OF WORK

JANUARY 1 – DECEMBER 31, 2004

Mission

North Carolina Cooperative Extension is an educational partnership helping people put research-based knowledge to work for economic prosperity, environmental stewardship, and an improved quality of life.

OFFICE INFORMATION

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