

## **SECTION C - BUILDING QUALITY COMMUNITIES**

If citizens are better prepared to address issues and needs within their own communities, then these issues and needs will not become widespread throughout the county. Providing suitable employment opportunities lessens the stress placed on family members resulting from the lack of resources to provide for their basic needs. Leadership training will stimulate key and emerging leaders to assume leadership roles within their community for more organized efforts to address these issues.

Rural development potential in the area of vegetable-related enterprises is tremendous. The new Regional Farmers Market will provide the infrastructure needed to stimulate new growth in the areas of vegetable marketing and processing, thereby creating additional income opportunities for our citizens. Extension's assistance to existing and potential agricultural-related industries that wish to locate or expand within the county will provide additional jobs.

Extension has the potential to help local citizens develop entrepreneurial skills in order to establish and maintain profitable small businesses, home based businesses, or value added enterprises to their farm operations. Assistance can be provided in the area of risk management, securing grants, marketing, promotions, or gaining information and contacts needed.

Each year volunteers contribute millions of dollars worth of time and services to enhance the quality of life in Robeson County. These volunteers need and expect structured environments in which to provide their services. Master Gardeners is just one example of how strong leadership and effective programming can provide tremendous returns to the county.