



# Extension Grows North Carolina

THE IMPACT OF NC STATE EXTENSION IN NORTH CAROLINA

What separates NC State from other schools? The same thing that connects it to every corner of North Carolina: **NC State Extension**. We extend knowledge to farmers and families in every county, helping to grow N.C. economies and communities. We don't just conduct groundbreaking research; NC State Extension delivers the outcomes directly into the hands of North Carolinians. Discover more at [go.ncsu.edu/ExtensionImpacts](http://go.ncsu.edu/ExtensionImpacts).

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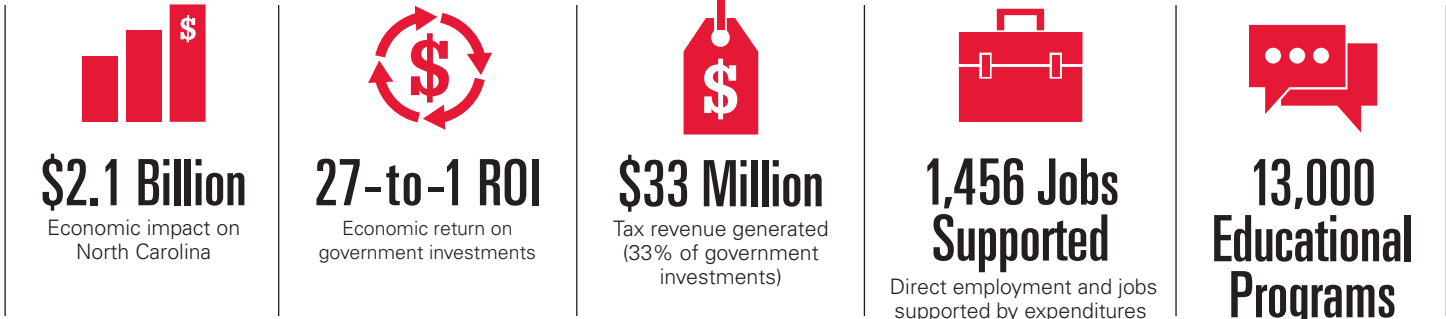
**\$2.1 Billion**  
Annual Economic Impact on North Carolina

**27-to-1 ROI**

**\$33 Million**  
in Tax Revenue Generated

Putting Knowledge to Work for North Carolina

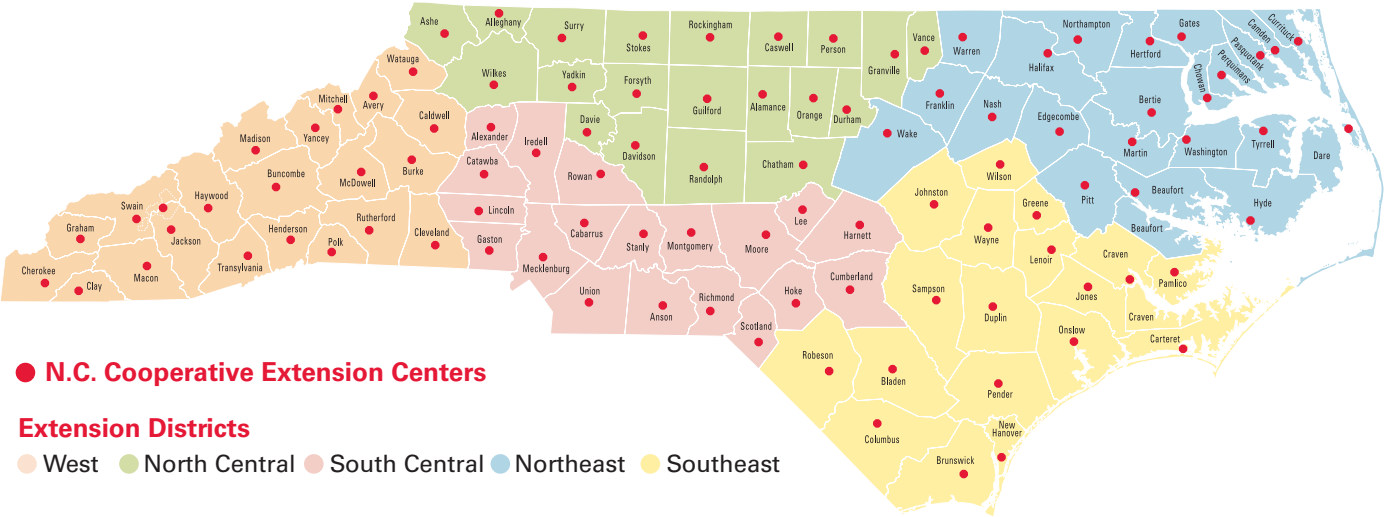
NC State Extension is a bridge between N.C. communities and the state’s preeminent research university, serving all North Carolinians through lifelong skills and learning.



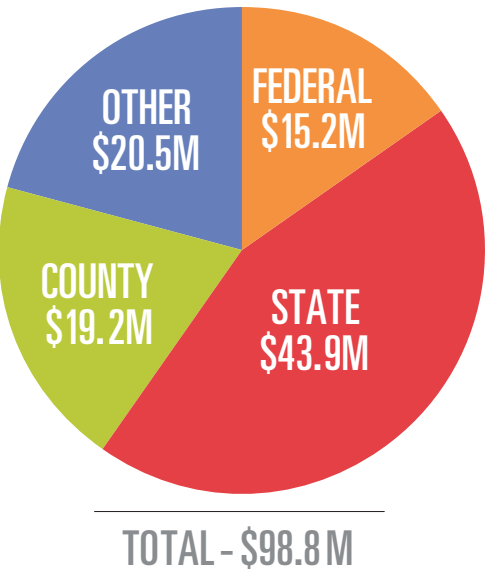
\*Economic figures reflect local, state and federal government investments. Economic impact and ROI metrics encompass N.C. Cooperative Extension partnership.

Extension is Everywhere

NC State offers locally-focused services in every North Carolina county and the Eastern Band of Cherokee. County centers house 599 NC State professionals, with another 368 on campus or working with Extension in some capacity.



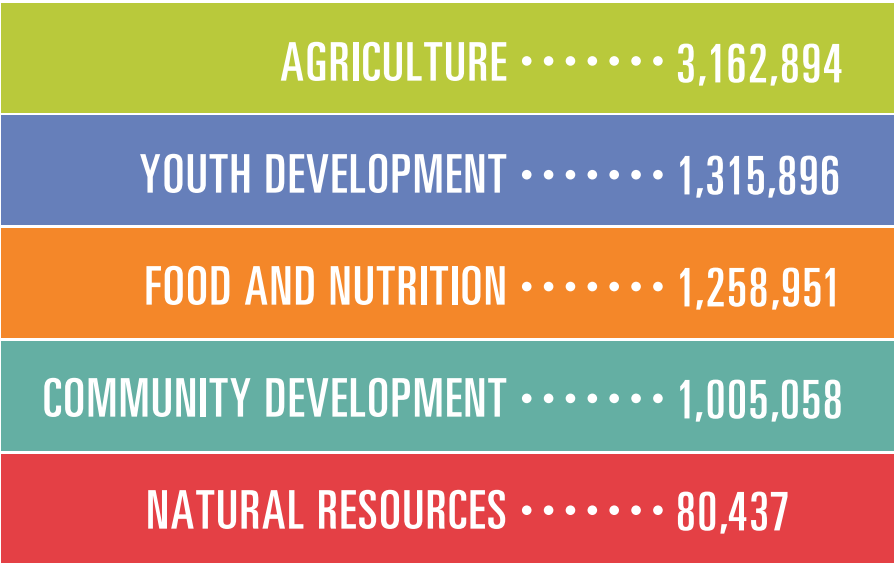
Extension Expenditures



\*Grants, contracts, donations, etc.

Contact by Program Category

Extension makes more than **6.8 million** contacts annually.



NC State Extension enlisted TEconomy Partners, LLC, to conduct an independent analysis of our reach and impact in 2018.

NC State Extension improves the lives, economies and communities of all North Carolinians through programs and partnerships focused on agriculture, food and nutrition, and 4-H youth development.



Building a Stronger Agricultural Future

NC State Extension provides growers and agribusinesses with the tools and resources they need to continue producing high-quality, economically-significant crops and livestock. From 2015-2017, the N.C. On-Farm Cotton Variety Evaluation Program conducted 17 trials with 10 cotton varieties to evaluate performance in various conditions.



The trials demonstrated that improper variety selection could cost producers as much as \$173 per acre, a potentially devastating scenario given the current scope of N.C. cotton production (roughly 1 million acres). Ongoing results showed that optimal variety selection increased yield-gain impacts by more than \$26 million from 2016 through 2017. By identifying the best varieties and sharing the findings with cotton growers, NC State Extension helped generate significant economic benefits for producers and the state.

[go.ncsu.edu/Extension-Cotton](http://go.ncsu.edu/Extension-Cotton)



Promoting Public Health Through Food and Nutrition

Poor eating habits and physical inactivity are taking a toll in North Carolina, where diet-related chronic diseases are prevalent (32% of adults are obese). Among households with annual income less than \$15,000, roughly two-thirds of adults don’t meet physical activity recommendations, and only 1-in-4 children eat enough fruits and vegetables.



NC State Extension helps limited-resource families make better food choices through Steps to Health, our SNAP-Ed program has served more than 70,000 North Carolinians within 94 counties since 2007. Participant surveys indicate positive results:

- > **72%** of elementary school children eat more fresh produce
- > **77%** of children and **49%** of adults are more active
- > **93%** of food pantries and small retail stores made at least one change in their policies, systems or environment

Studies have shown that every \$1 invested in nutrition education saves as much as \$10 in healthcare costs.

[go.ncsu.edu/Extension-SNAPEd](http://go.ncsu.edu/Extension-SNAPEd)



Growing the Leaders of Tomorrow

Extension’s 4-H program equips more than 225,000 youth each year with the confidence and knowledge to make a difference in the world. Through clubs and camps across North Carolina, 4-H encourages young people to reach their full potential as they learn by doing.

National research studies have shown that participation in 4-H programs promotes positive self-esteem, personal responsibility and engagement with and responsibility toward community. In fact, 4-H’ers are:

- > **5x** more likely to graduate from college
- > **4x** more likely to actively contribute to their communities
- > **3x** more likely to be physically active
- > **2x** more likely to pursue a career in science, engineering or computers

[go.ncsu.edu/NC4-H](http://go.ncsu.edu/NC4-H)

