

*Creating our Future*  
**North Carolina Cooperative Extension**  
**Community Listening Session**  
**Forsyth County Extension Center, Winston-Salem**  
**December 3, 2013**

In November and December 2013, NC Cooperative Extension held 12 regional listening sessions and meetings with its employees and stakeholder groups, including county governments, commodity groups, community organizations and others. Approximately 113 people attended the Community Listening Session at the Forsyth County Extension Center in Winston-Salem to provide input into the visioning initiative, *Creating our Future*. Dr. Joe Zublena, Associate Dean and Director of NC Cooperative Extension Service, welcomed the participants and shared background information on the changes Cooperative Extension is facing. The goals of the visioning initiative are:

1. Define and focus on our most competitive and needed programs
2. Strengthen our impacts and value to citizens, the counties, & North Carolina
3. Create a financial buffer and gain flexibility to stay aligned to priorities
4. Develop a staffing model that aligns to our new fiscal reality and provides competitive salaries and a better quality of life to our employees

Working in small groups at their tables, participants discussed the questions posed to them and recorded their responses onto paper templates. The instructions provided to the participants and the detailed responses to each question are included in this document.

Participants were encouraged to provide additional input and to continue to monitor the progress of the visioning initiative on the website: [www.ces.ncsu.edu/vision-initiative](http://www.ces.ncsu.edu/vision-initiative)



## THE BIG PICTURE

**What are the important issues in your community that brought you to this conversation today?**

- I have been in ECA for 35 years. It is essential. I want to see it continue.
- Agriculture feeds the world. Recent denial of corn shipment points to need for Extension to relay the information from universities to farmers. Math seems simple. For each campus position eliminated, five county agent positions could be created.
- Complimented Extension employee as doing a phenomenal job. Was asked to attend as many of these as possible. Farm Bureau stands with Cooperative Extension. (speaker asked for show of hands of county Farm Bureau board members...10+)
- Extension is about 2 things....growing youth into positive adults and growing food.
- Extension is broken. I know that sounds harsh, but farmers are turning to others for what Extension offers. Extension can get so involved in everything that it misses everything. Sometimes focus is lost. Something has to change.



## PROGRAMS & ORGANIZATION

**PROGRAMS:** When you think about Extension’s value, where can this organization have the greatest impact in your community and the state? What are the programs/services in your county that Extension must “sow or grow” and tell us why. What are the programs/services in your county that Extension could “prune or plow” and tell us why.

**ORGANIZATION:** Think about how Extension will have to make organizational and staffing changes to thrive in this new reality. (How might it prune back?) Thinking about the best interests of your county/community, how can Extension partner with you in a new and different way to meet your needs? What won’t work as Extension considers new and different ways to partner with your community?

Ideas to Sow & Grow	Ideas that Work
Grow marketing Extension programs. Reach more people who don’t know about Extension. Partnership FCS & Horticulture. Start from gardening and end up with food preservation. Home food preservation (local foods) Gardening and nutrition. Try something new, partner with camps etc.	County partnerships, Shared resources- less competition & repetition. Agents specialized in certain area. Duh DED’s that use common sense to motivate and lead Counties. Doesn’t inform counties of what’s going on, make decision.
Ideas to Prune & Plow	Ideas that Don’t Work
CRD, Because Counties employ their own. Agents- Prune areas not needed based on County needs, Don’t duplicate programs done by other Agencies.	CED’s responsible for full program responsibilities CED and 4-H Agent. Current salaries not competitive to industry.

Ideas to Sow & Grow	Ideas that Work
Educate the people as to where their food comes from. Food security. Sustain people their livelihood. University needs to provide cutting edge info to farmers and distribute the info in an increasingly consistent and timely matter. Farmers must have up to date info to make informed decisions.	Learn by doing. Sharing expertise. Volunteering time. Dedicated local county Reps. Marketing our programs.
Ideas to Prune & Plow	Ideas that Don’t Work
	Working or partners with private companies won’t work.

Ideas to Sow & Grow	Ideas that Work
Keep research info, to teach basic skills.	Agents more specialized.

<p>Ways to make Agricultural more profitable, Conserving green space &amp; conserving quality of life. Local food production &amp; marketing, Farmers markets for small growers. Feed 9 billion people by 2050, present production level will not feed that population. Programs for license &amp; certifications.</p>	<p>Better marketing and branding of CES through social media. Branding Agriculture as economic development/ job creation.</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Consider fees for services, Maintain high level of service, potential to generate additional services. Leverage technology.</p>	<p>Reporting for Agents that is not stream line with multi Counties responsibilities, Discouraging to Agents &amp; seek other jobs. Prolong vacancy of Agents in Counties, People loss services.</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Mater gardner program, urban horticultural, livestock &amp; forage, family &amp; consumer science. Recruitment of younger people to join ECA. Marketing of Extension Services. 4-H, Positive interface with community and schools. Building alliances with community. Social media presence. Diversity with all programs.</p>	<p>Developing partnership cross county cooperation. Marketing, teach what is out there. Build volunteer base. Greater visibility, use solutions to greater use.</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
	<p>Silo thinking Turfism</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Grow leadership development and help give a voice to rural women, Some Counties don't advertise classes or aren't able to hold classes. Grow Agents to work with seed companies to help with test plots in county to figure out what will grow best, Seed companies will tell you anything to sell a bag of corn. Help working people attend classes.(nights/weekends) Need to grow food preservation/canning classes. Partnering with other Counties agencies to help with childhood obesity, (healthy living for a long time.)Make sure private companies don't overpower extension and face their agenda and ideas on the small people. Childhood obesity is a big deal in each County and the schools can't help it on their own. Consider a liaison between tobacco agents and tobacco companies to be able to do mare test plots and disease testing. Help farmers have a voice when one person can't change a company by themselves.</p>	<p>Social media, so many people use it, Word of mouth targets our youth who are tomorrow's leaders. Keep social media, websites, and papers up to date, You never know when someone might look for something and d it could be out of date. Electronic news letters put them on websites as well as mail out. More Counties should look into "cook smart, "eat smart". It's done in Cabarrus County; this will help new and young parents as well as youth and adults. Entrepreneurship with farmers in county looking to sell their product. Beef, Veggies, etc.</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>

<p>Need one Agent split between no more than 2 Counties, and no more than a certain amount of commodities depending on the acreage in their Counties, Concentrate Agents. Agents are often split between more Counties than can sometimes be handled. Often a farmer from 1 County needs his Agent, but the Agent may be 2 counties away. If an Agent is in a large County or 2 that grows high acreage of beans, corn tobacco there should be more than 1 Agent split between commodities so they can be more knowledgeable about 2 commodities than knowing a little about 4 commodities.</p>	<p>Regional livestock, crop agents. They are needed on a closer basis than being so wide spread, Crops and soil can differ more across a region vs. 2-3 counties. Livestock diseases can be in 1 part of a region and not the rest, but also in another region.</p>
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<p><b>Ideas to Sow &amp; Grow</b></p> <p>Knowledge of area, who are involved in agriculture community. Nutrient ion knowledge. Garden/Horticulture knowledge. Consulting on how to maximize crop/livestock production. More sponsorship. More partnerships with private industry. Education and Outreach. Finding resources for farmers and farmer community. Can see results of active extension.</p>	<p><b>Ideas that Work</b></p>
<p><b>Ideas to Prune &amp; Plow</b></p> <p>Affordable health care (move to another service) Duplicated programs offered by social services. Overhead, (Administrative)</p>	<p><b>Ideas that Don't Work</b></p> <p>Specialized agents regionally. Workshops that are active and hands on. Onsite demonstrations. Non biased approach (Please both sustainable and conventional agricultural communities)</p>

<p><b>Ideas to Sow &amp; Grow</b></p> <p>Mass media presence, to reach more people. Partner with education system, to reach youth and spike interest.</p>	<p><b>Ideas that Work</b></p> <p>Area Agent concept, narrow the focus and increase the outreach build strength. Grants (hire a grant writer) for programs. Keep up with social media, communication.</p>
<p><b>Ideas to Prune &amp; Plow</b></p> <p>Look at duplicated groups and services.</p>	<p><b>Ideas that Don't Work</b></p> <p>Eliminating program areas.</p>

<p><b>Ideas to Sow &amp; Grow</b></p> <p>Organics and heirlooms Independent research Local food, farmer's market distribution. Promote NC agriculture beyond State borders. Bigger Extension presence at local markets.</p>	<p><b>Ideas that Work</b></p> <p>Technology in field, iPad to go, GIS identify area field issues quicker. Face to face meetings with Agents, better county to county communication. On farm testing. Listening to needs of customers. Promote ourselves in the community, to the public-media. Community/public buy in.</p>
<p><b>Ideas to Prune &amp; Plow</b></p> <p>Narrow down Extension mission, spread too thin,</p>	<p><b>Ideas that Don't Work</b></p> <p>Technology, know how to work and fix when</p>

Focus on Agriculture. Use appropriate technologies, increase efficiency and reduce error.	broken. Unfilled positions, Agents sharing. People not knowing what Extension provides.
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<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Grow: Marketing skills development, market channel expansion. Bringing emerging ideas to communities. (GAP's, pest's etc.) Master gardner concept to other issues/focus, ( Master food preservers, Master nutritionist, Master food safety experts) Regional workshops with NCSU and NCA&amp;T CALS experts and leverage exceptional resources. (Superstar Debbie Roos or Bill Kline...) to extend benefit across State. Truly sustainable agriculture in small farms. Consumer education.</p> <p>Expand: Research stations, What someone in Iowa determines works, does not mean it will work in North Carolina. Bram bee and small fruit trials in several stations is invaluable comparisons.</p>	<p>More webinars in group settings, opportunity for discussion. Accessibility information source Statewide or local. Centralized Extension help line, where callers can get info on pests, plants etc. Agents may not be able to take calls. Personalized assistance. In the field, on my farm. Collaboration between Coop Ext. and NCDA. CLEAR Directory of resources (with experts, websites etc.)Need easy to navigate system- who to call, where to go for help. Debbie Roos has a great thing going-EXPAND!!</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Urban agriculture (Community gardens where may not be interest) Some concerns about viability of garden, Is there too much time /energy spent here? Prune emphasis on field crops and commodities in favor of the developing area of local high value and sustainable agriculture.( NC as a broccoli center or specialty crops)</p>	<p>There seems to be too many meetings for County staff. Frequently I hear they're not here today, they're in Raleigh... for days on end. The Coop-Ext. mission statement seems too broad &amp; unfocused. Help communities succeed... in what? Does Coop.-Ext exist to attract new factories? Or support Agriculture? Or....?</p>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Youth Agriculture why? So we educate and generate the next generation of farmers. Agriculture is our No.1 industry in the State. Citizen Leaders why? The future depends on individuals willing to "serve" in leadership capacity. Public outreach: Hospitality why? Our community knows the resources available to them in their community. We must erase our identity crisis, So we need to improve our image focus our efforts to improve our image. We do this by not trying to be all things....to all people. Do it by limiting our perspective or saying NO when the request does not match our "Focal areas." Roots are the strongest parts of most plants.. Without the root the plant is destined for death.</p>	<p>Regional clustering of agents can work. Other States have already proven this. Specialized responsibilities would create the best, most, accurate into transfer to our client. Even more efficient. More focused service leads to an invigorated energy that leads to passion. Agriculture youth competitive programs work, continue to fund these efforts.</p>

<p>We must pay <b>STRONG</b> attention to <b>OUR ROOTS</b> in Extension. Agriculture based, Family focused, Youth involved.          Mentoring New Agents: Agents have no one to ask “How to do Ext.”          Tell the Extension story.          The generations make a difference in how Extension gets the work done.          We need to take a closer look at mentoring new Agents so they can assist the community.</p>	
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>
<p>If it doesn't drive economic stimulus, It must be pruned.          Prune services that can be offered by other agencies, really look at program duplication. Could the health department do the Nutrition Education programs? As well as Extension? Extension has a notorious habit of chasing dollars. Rather than using dollars where programs need it.</p>	<p>Overlap of programming in the same County Departments.          Hiring new Agents without a mentoring system is not practical. Mentors are investment, to reduce turn over.          Unrealistic expectations of certain Agents: Long hours and weekends (A LOT of them.)          Top down initiatives that Ext. is not consulted on:          Closing 4-H Camps          Starting 4-H Congress on a Saturday –Tuesday (over weekend)</p>

<p><b>Ideas to Sow &amp; Grow</b></p>	<p><b>Ideas that Work</b></p>
<p>More unity between 2 Universities, too much division and too many differences between the 2. One logo for business cards, etc., Not 2 for different Universities.          Hard for everyone to keep up with 2 different systems.          Local foods, farms, gardens.          Assisting entrepreneurial enterprises.</p>	<p>Presence in all 100 Counties and EBCI.          Face to face contact, Face with a name, know your local contacts. Help with marketing.          Mentoring program for New Agents and staff.          County specific programming.          Using advisory groups to help guide programs.</p>
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>
<p>Programs need to be owned by Extension, No sharing or letting outside agencies take them and run.</p>	<p>Need more marketing, branding. Too many changes – names, logo's etc. No one knows who we are now.          Too much technology loses local connections. Overloading us with technology and we don't know how to use it.          Need travel and support for COSS employees.          Agents spread too thin and responsible for learning/covering too many topics, new ideas &amp; technologies.          Current methodology for filling vacancies.          Cooperative tells us nothing, It does not tell people what we offer or how we can help.</p>

<p><b>Ideas to Sow &amp; Grow</b></p>	<p><b>Ideas that Work</b></p>
<p>Continue to grow 4-H program for transitioning to farmer labor force.          Increase volunteerism with specialty to assist and expand outreach. Gap /Information with</p>	<p>Shooters safety with 4-H, saves lives.          Referrals/ resources/ partnerships, saves money.          Fee's for specialty services.          Expertise of Agents match needs of County.</p>

<p>volunteer support.          Develop regional expertise based on topographic and climate.          Demographic needs, (dairy, vineyards, cotton, peanuts, aqua culture, Christmas trees, apples).          Better match expertise with regional needs cluster development.          Healthy eating, to increase local food and education of consumers, symbolic relationship, Consumer education.          Tell Cooperative Extension story and how important the impact is locally, Statewide and Nationally.          Increase partnerships with complimentary agencies to share resources.</p>	<p>County Directors- shared management with smaller workload could share CED.</p>
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>
<p>Review cooperative extension and other County agencies not to replicate. Look for sharing positions and referral, to share and not duplicate. Regional expertise would allow for greater access to technology and resources which would allow for regional distribution of information and shared staff, It will allow for greater expertise.</p>	<p>Too heavy workload, too few Agents- reduce effectiveness efficiency, Diluted effort. Funding 2 land grant Universities, loss of community support.</p>

<p><b>Ideas to Sow &amp; Grow</b></p>	<p><b>Ideas that Work</b></p>
<p>Need training to export more.          Need 4-H in every County.          Master gardeners can assist with residential and gardening phone calls, releasing Ext. Agents time for commercial farming.          Let Master gardeners lead their programs.</p>	<p>Make Regional experts available in production area.          Master Gardner program transfer to Community College.          ECA members working with FCS Agent.          4-H is an excellent program but must have an available and involved agent.          Fees for services for residential, would fund their program and allow income based program more attention.</p>
<p><b>Ideas to Prune &amp; Plow</b></p>	<p><b>Ideas that Don't Work</b></p>
<p>Don't allow Extension agents get bogged down on residential assistance.          Less district personnel/ more County Extension Agents.          Focus more on crops, Income based services needed most.          Balance the County needs of Agents, New hires should not occur just because someone retired.          Example: populated Counties have multiple 4-H agents and other Counties have fewer because of retirement.</p>	<p>Do not constrict travel budgets for Agents so they can visit the business/farms. An Agent in the Office is not an efficient use of time/talent.          Clerical Assistance is not always helpful or available.</p>

<p><b>Ideas to Sow &amp; Grow</b></p>	<p><b>Ideas that Work</b></p>
<p>Grants require daily assistance.          Preserve the County Agents: County Agents, small Counties needs are different than large County needs on staff.</p>	<p>One County Agent small County Multiple Agents for larger Counties can make a difference.          Reach and assist with resources from NCA&amp;T to NCSU needs.</p>



Base Admin on population, multi County Admin. All Counties staff needs to look different, based on each county's needs. Internship with local staff for assistance of staff.	4-H youth & Agriculture: Leadership, Character and Desire to succeed. Presence of an Agent in the same County daily: Relationship with citizens.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Are they truly providing information to farmers or citizens?	One Size Fits All Large Multi County Agents. Regional Offices. All things to all people. Too much travel.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
More adult involvement in 4-H. Parent involvement has decreased in the past few years. More 1 on 1 contact. Lose personal touch with mass emails and phone calls. Grow relationships with our Counties. Pull resources together so they can save a position.	Volunteers are excellent! Quality programs if directed at a need in the community.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
ADMIN Assistants a little top heavy in some Counties, Sometimes there are too many or not enough. FCS: What are the needs of the public that are being met? Public being served?	Regional Centers: Keep County presence, It's ok to have Regional Agents though.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Knowledge base: Online go to meeting app for entry and commercial computer sessions Statewide. Will increase production. FFA, 4-H, FCCLA align themselves leveraging staffing and expertise at public schools using updated technology. Staffing: use high school or college students, Internships at Executive Offices assigning them per their expertise.	Cooperative participate in school trade shows job fairs. Try to shift non-commercials calls to some other unimportant person. (just kidding) master Gardner. Like to have Agents spend 75% of their time helping grow small farms. Keep Agents that help families/individuals utilize volunteers more.
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Update technology, Kids are different. Rebalance State staff with field staff, approach needs to be different.	Don't go Regional- diluted product. Don't cut out family education/support. Eliminate pamphlets (most go online) print for client if no computer.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Reach all children in schools. How to live healthy for the entire family. Cultivate more volunteers. Reach out to the community- marketing. Pesticide education. Increase individual responsibility and stewardship.	Apply for more grants. Utilizing local and social media. Family meetings.(4-H with other programs) Lunch time programs at work sites.(ready-made )

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Change methods of program delivery by using more volunteers.	Inconvenient meeting times and places. Separations of resources. Territorialism.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
4-H youth development: leadership development for youth, team work, STEM, Agriculture. Food preservation: economy changing, teaching them how to preserve the food they are growing. Farm Day: teaching kids about where food comes from educate people about where food comes from and how safe is our food? (steroids/hormones) Integrated programming: using our resources, using Agents in your Office, recruiting, training and retaining quality volunteers. Knowing your resources. Better marketing strategies! Public outreach! Agriculture products/programs: Farm to Table.	Building relationships face to face, Some Counties cannot rely on technology (email, etc.) to get info out because citizens simply don't know how to use it. Taking the time to get to know the people you are helping. Associate yourself to things/organizations that matter economically. AGRICULTURE. Investing in quality volunteers. Research: County specific!

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Duplicated programming, County specific. We could focus our resources elsewhere, where they are needed. If it doesn't drive economic development.	Specialists: are not helping County Agents, No mentorship and cannot get ahold of. Investing \$\$ in places that don't have and economic impact. This varies by County.

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Improved localized marketing. Buy local product to help local economy. Involve Extension in education. Get younger people to a more know how way of life at a younger age. More positive spin on vocational courses.	Communication Timely service.

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>

<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
Getting Agent/Leadership back quickly, so there are no gaps in service with Agents. Youth Leadership, 4-H youth development. Focus County and /District presence in high Agriculture and Economic, to help the business continue to grow and feed people. Focus on major food safety & food systems. Does Master Gardner's & similar program bog down Extension staff? MG or ECA and volunteers bog time down- Get staff more involved in Agriculture business and research.	Concentrate their Research and delivery in the location where production takes place, place staff in high value areas. Saturday -community contacts/involvement, people tend to be available more than not. Competitive salaries. More transparent extension programs with people get our message out more about what we do. - Marketing. Do whatever you can to keep good Agents.

<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
Grow local extension staff, extensions role at the	Raleigh or Greensboro two locations to connect

<p>Fair is to train groups of citizens, not provide booth ideas/set up booths or be there all week. Consult and train only. Limit focus on Campus/State. Focus campus specialist on needs/focus on a local level. Heavy extension production of county fairs.</p>	<p>with specialist will not work. Agents share their trial products with University staff, Not enough equipment, seeds, meat niche processor bed, and chicken process wagon. Pay scale for County employees does not keep young agents because they go to industry/agencies.</p>
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<b>Ideas to Sow &amp; Grow</b>	<b>Ideas that Work</b>
<p>Field crop/animal agents are vital see maintained. Effective communications to producers. Keep producers active and informed because trickles down from farmers/ producers to community outreach programs such as Farm to table/ Latch Key Inc. Look at more agriculture programs to translate over to entrepreneurial programs. (Farmers market programs) Advertise the Extension service. Keep cattle producers informed, Communications to producers should be to their specifications example: An 75 to 80 yr. old cattle farmer is not average going to have email. They need their own Extension Agent or a newsletter. We are overlooking this. Email is for all the next generation, But we still need to meet the needs of the Audience the Extension is seeing.</p>	<p>4-H Farm to table Having a dedicated County Agent per County keep groups meetings; The Agent puts programs in place. Educate the Agents to the County perks, such as voluntary agriculture districts, networking with other local Agents doing continued education programs.</p>
<b>Ideas to Prune &amp; Plow</b>	<b>Ideas that Don't Work</b>
<p>Duplicate services water quality/soil and water needs of the County predict the needs of the people. Ex: sweet potatoes vs. Christmas trees. Audit the needs of Counties.</p>	<p>We can't do the same things and expect a different outcome. Not to RUSH change but evolve change to make it an easier transition.</p>



## HEADLINES

We want you to envision a hugely successful partnership between Extension and you and your community. Imagine it is 20 years from now, and someone is writing an article about Extension. What is the headline of that story?

### **“Local Agricultural thriving in North Carolina Thanks to Effective Extension Efforts”**

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1. Local agricultural is supported by Extension from “Farm to Fork. NC has far surpassed its 10% campaign goals as it’s at 18%.
2. Appropriate technology is used out in the fields by Agents across the State.
3. New farmers are popping up in the weeds; the average age of NC farmer is 40. We have reached the “young ins”.
4. Farmland Preservation is going strong in N.C. has put over 40,000 acres into production. In 2013 there were less than 2,000.

### **Average Age of North Carolina Farmer = 34**

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1. Cooperative Extension took heart 20 years ago the need for younger farmers. The goal was reached by increasing food in school programs across the State, Bringing technology into the fields, Increasing farmer knowledge, Redefining Cooperative Extension Mission and focusing on just agricultural.
2. Additionally an increase focus on sustainable practices for bringing locally grown food to communities, Organic food and increasing plant varieties through heirloom. All of which is important to young people.

### **Extension Service receives National Baldrige Award.**

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1. To receive the award you must know who you are, what your mission is and whom you serve and what they want/need. Then you must create systems, process and programs which consistently fulfill that and can grow and change as they do, with focus.

### **North Carolina leads Nation in Growth of Small Profitable Farms.**

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1. Supported by a team of sustainable Agriculture Agents in each of N.C.’s 100 Counties.
2. A recent national survey showed that the number so small organic farms had increased by 500%

since 2013.

3. Additionally economic research found that more than 95% of the farms had reported farm net income that had in that same period tripled.

Other Comments: In related news, The State reported that there was no longer  
 Only Tobacco grown in the State.

### **North Carolina Extension lauded by Governor & General Assembly.**

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1. Agricultural more diversified, Contributes more to the State’s economy than any other industry.
2. Family well fairing as indicated by asks of indebtedness. Lack of illness/health problems and employment has risen in the last years as Extension’s work in family nutrition, food safety and youth development has grown.
3. Half of communities in the State have improved their Civic Appearance thanks to the Master Gardener program.

### **What does Extension look like in 2034?**

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1. Extension is walking with a few remaining farms in the Piedmont, These farms are part of Regional land trusts called Central Carolina Land trusts. Extension is pushing new crops which are reflected climate change and growing conditions.

Other Comments: Most agricultural in the Triad, Triangle, Charlotte and other Metropolitan  
 Areas sell very locally and are becoming extinct.

### **North Carolina Cooperative Extension 2034**

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1. Extension is doing more for people’s health by showing them how to grow healthier foods.
2. Doing more in larger areas and concentrated more.

### **Local Agriculture Agents**

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1. Still in every County.
2. Educates

Other Comments: Local Agriculture still has strong presence in North Carolina Counties.

### **Agricultural Agents bring Success to County Farmers**

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1. 1st Headlines
2. Agricultural Agent is extinct.

Other Comments: Agriculture Agents are the nucleus of our small rural farm County.  
Many projects Grants etc. would not be available to farmers without  
Guidance from a professional farm person.  
One County must have support for success.

### **Alleghany Farmers Exporting their Products all over the World.**

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1. Sugar beets/Value added.
2. Tobacco
3. Canned Food

### **The Greening of Cooperative Extension**

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1. The color of 4-h is not only green; It has grown our most effective leaders of today. The majority of the Federal and State Legislators and Senators are former 4-Hers who have reformed the Government to a true democracy.
2. Agents no longer Skype but can now visit numerous households at once to share programs through the latest visual media.
3. Agricultural programs exist but in a different form due to the need of fresh food.

### **Agriculture Extension Service continues to be an Education Leader for Communities.**

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### **NC Cooperative Extension Service continues to lead the way in Agricultural**

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1. Extension service paves the way for new and innovative technology.
2. Extension Service helps to increase food production 500% in the past 20 years.

### **Cooperative Extension SAVES the Planet.**

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1. Educates and increases farmers to provide food for the growing economy.
2. Provides nutritional education to improve Citizens lives.
3. Encourages and educates youth to be Leaders of the Future.

### **Extension Still making a difference for North Carolina Communities.**

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### **Communities across the State prosper because of Cooperative Extension.**

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1. Students from across the State have learned from 4-H. The basis of where, how and why food is grown and preserved. They have learned good cooking and eating habits as obesity and health issues have reduced 30% over the past 20 years. Rural and City students work together to ensure food is available.

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**Cooperative Extension gets a new name.**

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**North Carolina Leads the world in Agriculture.**

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**Cooperative Extension stills a Viable Educational Organization.**

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1. By using Extension Agents to work in multiple counties, generally 2-4 that have a specialty area that can be supported by the University as well as each County that agrees to support the Agent. This will save the County and University salary dollars and will allows the Counties to collectively decide what positions are needed and what can be afforded. The Counties each have to have a “buy-in” to partially support each position.

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**Local Youth wins Pulitzer Prize.**

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1. 4-H was the youth’s background, with ties to NCSU, Youth focused on urban horticulture/Sustainable Agricultural was the focus.

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**Extension transforming North Carolina’s economy.**

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1. Local food systems expanding in all 100 Counties: Farm to table cannot keep up with demand.
2. 4-H programs now a part of Middle School program Statewide.

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**Cooperative Extension leads the way to END World hunger.**

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**NCCES Educates Success**

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1. County schools have grown their own food.
2. Community Gardens supply food for poor.
3. Farmers share knowledge to world.

**Cooperative Extension leading the way in economic impact across the State**

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1. We are investing our dollars in programs that fuel economic impact Agricultural, 4-H, Local foods, Food preservation, Focusing on STEM leadership development.

**No Personal Contact. IPOD**

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1. Remote control farming.
2. Not enough production to feed the population.

**Extension Still Vital.**

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1. Extension meets local needs of Citizens.
2. Still focusing on Agricultural and Family.

**Local Extension sponsors meeting of coordinators of  
Healthy Living and responsible stewardships.**

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1. K-4<sup>th</sup> graders entertain with song and dance about clean air and water.
2. Parent groups present skits for family issues.
3. Local growers distribute garden produce while Master Gardeners demonstrate Various gardeners. Meat was given out to all by the growers.

**North Carolina sets standards and food safety and production,  
Thanks To NC Cooperative Extension.**

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**NC Extension opens up Virtual College for Prospective farmers.**

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1. Up to date Comp App puts real time information to farmers.

**NC Extension Service has provided food education tests eliminated good  
storage worldwide.**

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**North Carolina Agriculture BOOMS!**



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1. Farmers have partnered closely with Co-op Extension Agents and have finally found what grows the best for all States.
  2. Our youth has been more involved in the past 2 years than they ever have.
  3. North Carolina becomes 1st in Nation in Agriculture.

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**Extension still serving North Carolina Farmers.**

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**Last Farm in Forsyth County hold Reunions for Old Farmers.**

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Last holdout, Beth Tucker in her wheel chair held a reunion for all former farmers, Especially the Cattleman’s group at her farm.

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**NC Counties to lead in Agriculture with help of Cooperative Extension.**

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With the help of our Agents we proceed with food production while in the future.

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**Extension Service responsible for enabling the County to produce enough food and fiber for it’s expanding population.**

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**Dean Richard Linton tapped to head up USDA Food Processing Program.**

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1. The NC State University CALS Dean has successfully led a new Regional research /food processing program taking NC Agriculture 205 Billion dollar industry.
2. Commerce Director Sharon Decker has been announced to Lead CALS.

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**US Food Production best in World, Due to Focused Extension Expertise.**

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1. Majority of World’s Greatest Leaders are 4-H Alumni.
2. Majority of American’s identifying Extension as Valued Community Resource.

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**NCSU Extension World Leader, Providing Safe and Secure Food Service.**

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**Agriculture Extension Communications with entire population.**

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1. “City Slickers” know what’s going on out on the Farm.
2. Everybody knows their Food source.
3. Agriculture is BOOMING.

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**Extension leads Agricultural to most profitable it’s ever been.**

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1. We are on track to feed 9 billion people by 2050.
2. Formers make more money than Wall Street.
3. Youth are involved more than ever before.

**CO-OP Extension appointed Water Conservation Manager.**

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1. Extension volunteers raise Guinness Record Grape.

**What happened to all the food?**

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1. Not enough farmers to produce enough food for all the people now living.
2. Reason Extension does not have the funding needed to teach local people.

**Chicken in every Pot, President Hoover’s dream of the 1930’s depression finally is released due to Cooperative Extension’s education, production programs in every household.**

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**Extension leads the way to feed the world, (9 billion) in 2050.**

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1. Corn yield increased steady 4 bushels per acre per year. 2013 to 2034 80 bushels increase per acre.
2. Food safety is leading cause of US product imports to the world.
3. 4-H members work with John Deere to understand technology in Agriculture lends to technology to consumer.

**Extension helps Billions of Consumers feed themselves by education.**

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1. Specialized services/classes.
2. One on one hands on classes.

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1. Self-fertilizing seeds.
  2. Tube service of vegetables to your house.

**Technology Raised Extension Site Launched!**

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**FIGURING OUT HOW TO FEED A DOUBLING POPULATION WITH LIMITED RESOURCES.**

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**Agricultural Extension Service still educating people to have healthy families and productive farms using the latest technology.**

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1. Extension is a wonderful resource to educate people.
2. Promoting things that help people and make life easier.

**Agriculture remains a Major Economic Driver**

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1. NC Cooperative Extension major contributor to economic and entrepreneurial development.
2. Today's youth developed into leadership roles in the State w/ 4-H involvement.
3. Many trained and qualified Agents to lead us to the next Centennial.

**America's waistline has trimmed down due to Cooperative Extension integrated program in the School systems.**

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1. Agricultural Extension helps Farmers develop new market to replace tobacco.
  2. Agricultural Extension eliminates produce waste.
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