

Creating our Future
North Carolina Cooperative Extension
Community Listening Session
Moore County Extension Center, Carthage
December 4, 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 109 people attended the Community Listening Session at the Moore County Extension Center in Carthage 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



THE BIG PICTURE

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

- 4-H is important. I have been involved for 40 years.
- Extension matters!!
- Education is what we must have to survive. Extension is the one who gets the needed information to the grass roots.
- Here to see if there is any way we can improve our position in Lee County
- Ag is such a priority in Randolph. Getting to prior levels of service is a priority.



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?

| <p style="text-align: center;">Ideas to Sow & Grow</p> | <p style="text-align: center;">Reasons Why:</p> |
|---|---|
| <p>4-H Youth Development focus should be on STEM</p> <p>Horticulture</p> <p>Local Food Industry</p> <p>Continue Communicating research based information</p> <p>Focus on Major issues for programming. (each County to determine)</p> | <p>60,000 school age children in Cumberland Co Ages K-12 Complement public education system through Leadership Development, Public Speaking and Life Skills.</p> <p>Growing Green Industry NC host to Military installations.</p> <p>Affects local economy/health benefits of citizens.</p> <p>Communication is always changing.</p> <p>Stretched too much.</p> |

| <p style="text-align: center;">Ideas to Sow & Grow</p> | <p style="text-align: center;">Reasons Why:</p> |
|--|---|
| <p>Youth Programs 4-H Internet Resources Regulatory Assistance Economic Entity</p> <p>Maximize our Resources/Production</p> <p>Agri-Tourism Video Conferences</p> <p>4-H Quilting Club Agriculture</p> <p>Environmental impact Youth programs Family Consumer Science</p> <p>Agricultural as a pillar</p> <p>Programs effect & educate our youth Agriculture</p> <p>Find new things to increase profit potential, local access to knowledge.</p> <p>Skill education Market Initiative Local Food and products.</p> <p>4-H Support small farmer, backyard farmer with home grown farms. Our Agents</p> | <p>Workforce development reference, utube.</p> <p>Individual Services Group Services</p> <p>Community of Practice.</p> <p>Everyone wants to help youth. environments, Train and mentoring of youth. 4-H builds citizenship. Seek to reach youth more vigorously in Agriculture.</p> <p>4-H/FFA Homeschooling Parenting classes, Financial management Sewing, Food safety and nutritional education internships to help fill county positions.</p> <p>Youth are important, impact proven. Keeping up to date with new improvements technology. No farmers No food. Continual improvement and raise profitability & quality.</p> <p>Better ways to spend money to have kids in 4-H vs. paying prison guards and judicial system.</p> <p>Young people are the future. Still need support.</p> <p>Agents are stretched too thin and pulled in too many directions.</p> |

| <p style="text-align: center;">Ideas to Sow & Grow</p> | <p style="text-align: center;">Reasons Why:</p> |
|--|--|
| <p>Api culture program thru NCSU Get out of Dept. of Public Inst UNC line item.</p> <p>More county cooperation between departments. Check and see what is being overlapped.</p> <p>Grow salaries to retain/recruit qualified staff. County and State. Specialized agents over a larger geographic area vs. 1 agent and multiple programs. Perfect example is poultry agents. Grow our volunteer base, who would run a club on a regular basis.</p> <p>Expand bilingual services</p> <p>Develop a program of hands on training for food production, preservatives and preparation.</p> <p>Increase development of technology as accessible resource for training and education ex: Webinar training for MGv.</p> <p>Create video library that addresses local needs.</p> <p>Include diverse population</p> <p>Growing family sustainability.</p> <p>Encourage attending Master volunteer classes.</p> <p>Focus on social media, facebook, twitter, Text, Instagram.</p> <p>Opportunities for community service i.e.: Interns, high school Grantsmanship</p> | <p>Need bee pollination for other products. We don't want to be in conflict with schools for funding.</p> <p>We are currently merely obtaining ground for private industry. Over taxing agents leads to high turnover and lack of specialized field.</p> <p>Constant communication support is crucial to a program's success.</p> <p>huge Hispanic population</p> <p>Increase service to underserved population.</p> <p>Lack of county agent</p> <p>Lack of county agent</p> <p>To familiarize that population with our culture food, housing, money management.</p> <p>Healthier more economical.</p> <p>Volunteers can help train, maintain and retain.</p> <p>Quicker access to information.</p> <p>Expands all programs, builds character.</p> <p>Increases program out reach.</p> |

| <p style="text-align: center;">Ideas to Sow & Grow</p> | <p style="text-align: center;">Reasons Why:</p> |
|---|--|
| <p>Grow strong families</p> <p>Educate our youth, basic life skills.</p> <p>Fiscally responsible families</p> <p>promote healthy individuals and families</p> <p>Develop positive parenting skills that values education and morality,</p> <p>Grow community based programs that allows and strengthens global awareness and concerns.</p> <p>Expand seek and grow other funding sources.</p> <p>Marketing</p> <p>Continue pesticide applicator certification. Continue Field crops, livestock 4-H, poultry, horticultural dairy and forestry specialist.</p> <p>a better notification of activities through radio email and newspaper, social media.</p> <p>Keep farmers abreast of new technology from research and development at the University and else where.</p> <p>More youth outreach to fill the needs in agriculture.</p> <p>Time management.</p> <p>Refocus attention on support for specialty crop growers along with the traditional.</p> <p>Need support for both large and small growers.</p> | <p>Breakdown in family structure.</p> <p>Lack of vocational training in public schools.</p> <p>Resources are stretched.</p> <p>Obesity epidemic's rising health care cost.</p> <p>Lagging behind educationally.</p> <p>Need more flexible funding.</p> <p>IT's IMPORTANT</p> <p>More People are going to need food and fiber.</p> <p>Lost focus /agents in Agri over last several years.</p> |

| Ideas to <u>Sow & Grow</u> | <u>Reasons Why:</u> |
|--|---|
| <p>Re introduce young people preschool/school age to farms and farming-where foods come from. Farming as a viable career choice. Base specialist agent (peach agent) @ Research Station so one county doesn't become primary home.</p> <p>Marketing Extension Programs</p> <p>Ag Literacy, market and promote Support local foods and value added business</p> <p>Vocational opportunities for 4-H youth Ag & FCS also need presence in schools.</p> | <p>Children are very removed from ag experiences.</p> <p>Best kept secret!</p> <p>\$ circulating in local economy. Implement gains in research. Forge closer ties between clients and research. Sell programs in schools.</p> |

| Ideas to <u>Prune & Plow</u> | <u>Reasons Why:</u> |
|--|---|
| <p>Elimination of duplicated services within Counties Aging Programs</p> <p>Wildlife Issues</p> <p>Minutiae Small unfocused activities</p> <p>Duplicated Services</p> <p>Budgetary Bureaucracy</p> <p>Family/Consumer Science/Health Dept. Social Service. Narrow focus to most important mission toward agricultural economy.</p> <p>ECA Homemakers</p> | <p>Most Aging Programs are under Council for Aging Partner with or refer wildlife issues to Wildlife Commission.</p> <p>Too much time.</p> <p>Inefficient.</p> <p>UNC System Agriculture is an economic entity to incorporate into local economic planning.</p> <p>Focus on Tech training</p> |

| <p style="text-align: center;">Ideas to Prune & Plow</p> | <p style="text-align: center;">Reasons Why:</p> |
|--|--|
| <p>Horticulture</p> <p>Parenting Classes</p> <p>Summer Fun</p> <p>Forestry and Wildlife</p> <p>Where County income from use to determine what agents are needed and poverty /rural income. Work where \$ comes from / show impact.</p> <p>Inefficient Reporting System Duplication of Services.</p> <p>Poultry Health and Consumer science "Baby think it over"</p> <p>District Directors</p> <p>Apple tree Prune from top down, and evaluate ALL admin only positions , How much do they add to the program and its functionality?</p> <p>Increase our growing capacity to sustain our growing population.</p> <p>Move away from single county agent model Move toward regional agent approach.</p> | <p>Younger aged woman need "more creative guys" Focus urban Needs Read more people and charge money for programs in horticulture.</p> <p>Partnership for other non-profit groups.</p> <p>Programs need to show outcome.</p> <p>Give to other agencies, If cutting , then keep the things that will provide money to the county to improve economy.</p> <p>Other Agencies can do same thing.</p> <p>Producers have to follow commercial guidelines.</p> <p>This should be handled by Health Dept. Not EXT. To help Agents not be so stretched. Unnecessary level and paperwork.</p> <p>Technology can be used to cover a myriad of admin roles.</p> <p>Large increase in our population by 2050 mandates the need for a safe and ample food supply.</p> |

| Ideas to <u>Prune & Plow</u> | <u>Reasons Why:</u> |
|--|---|
| <p>Use 4-H centers and other in house services for conferences, Not hotels.</p> <p>Have each advisory board evaluate programs and prune the least effective ones.</p> <p>Relevance over tradition</p> <p>Retirement after 35 yrs. of service 62 yrs. of age.</p> <p>less paperwork and reporting</p> <p>Prune upper management layer</p> <p>Re visit 4-H club structure/purpose make sure clubs have specific goals and reasons for the structure they choose.</p> <p>Reports less of them. Upper Level Management Duplicated services, Smart start are encroaching on EXT programs.</p> <p>Manage personnel resources</p> | <p>Duplication is COSTLY.</p> <p>Limits resources.</p> <p>efficient use of agent time.</p> <p>need attention directed to local/county level.</p> <p>Time consuming. Prune. Prune.</p> |

| Ideas that <u>WORK</u> | <u>Reasons Why:</u> |
|---|---|
| <p>Master Gardener Program Volunteer Programs: 4H Volunteer Leadership Program Advisory Council</p> <p>Develop relationships & trust for Clients. Low turnover, Broad category.</p> | <p>Dedicated Volunteers Volunteers are respected and have a voice in Extension</p> <p>Help determine issues program direction.</p> |

| <p align="center">Ideas that WORK</p> | <p>Reasons Why:</p> |
|--|--|
| <p>Regulatory Assistance 4-H Leadership Development Education Farm/Ag Business Pesticide use/control Youth Development Citizenship Private public Partnership w/ farm bureau Farm to table program Local Grown Locally consumed Regional Coop Ext agent Site research/ Graduate Projects</p> <p>Gardening TV programs to educate public Interactive demonstrations on website Seek grants/partnerships by Extension Banquets, quilt shows, Farm tours Demonstration and using technology Almanac Gardener TV show</p> <p>ECA 4-H Farmers Market Stanley County CSA Farm to table Teaching Partnerships with schools.</p> <p>Cross Counties Specialized Regional/Multi counties provide support for counties. Poultry, Parenting, Blueberry's Multi county CED w/ no programming OR CED has programming in ALL Counties.</p> <p>Ways to generate \$ other than Fed/State/Co \$ that repeats not just 1 time grants. ex: Counties pay portion of Regional agents. ex: \$ for parenting specialist from mandatory type programs.</p> <p>Ability to help people out during times of immediate crisis. Sharing program ideas.</p> | <p>Efficiencies</p> <p>To teach potential club members Extension reaches cross section of people.</p> <p>Volunteers Volunteers Access to local food. Grants more access to local foods More relevant. Where service audience is, best bang for your buck. Local counties have similar needs. Local agent doesn't have to be expert on everything.</p> <p>Efficiency & greater use of services and dollars. Does CED benefits citizens and clients??</p> |

| <p style="text-align: center;">Ideas that WORK</p> | <p style="text-align: center;">Reasons Why:</p> |
|--|--|
| <p>Regional beef notes</p> <p>Regional animal clubs</p> <p>Multiple collaborative partnerships</p> <p>Extension agents and research stations equals programs that generate, deliver and teach.</p> <p>Partnership with school systems, commodity groups and ag businesses provide funding and support in addition to strengthening program.</p> <p>Master volunteer classes</p> <p>Advisory Committees</p> <p>Successful collaborations</p> <p>Face to face contact</p> <p>Increase usage of volunteers in areas of under qualified supervision.</p> <p>Grant writing focus on county needs.</p> <p>Partnership with Industry and Private sector.</p> <p>Sharing and networking among counties and staff.</p> <p>Make Extension ideas relevant to young people through education with school district buy in. (The University Partnership on subjects.)</p> | <p>reduces duplication and frees agents from putting newsletter out.</p> <p>accomplishes things quicker for larger groups.</p> <p>People working together sharing knowledge , ideas and skills.</p> <p>Teamwork WORKS!</p> <p>Utilizes volunteers, gives agents more time to devote to other programs.</p> <p>Impact from community loyalty.</p> <p>More programming with other county agencies without duplication of services, less competitive extends resources.</p> <p>Proven success and availability.</p> <p>Increase resources.</p> <p>Program support and visibility.</p> <p>Future citizens.</p> |

| <p style="text-align: center;">Ideas that <u>WORK</u></p> | <p style="text-align: center;"><u>Reasons Why:</u></p> |
|---|---|
| <p>Youth development Parenting education</p> <p>Financial management for families</p> <p>Healthy eating Food safety</p> <p>Volunteer leadership development Public speaking</p> <p>Childcare training in areas that EXT can provide.</p> <p>Outreach to specialized populations such as Military families and child care providers. That serves these families, to meet the specialized needs of these populations.</p> <p>Develop Ext lobbyist activities</p> <p>Delivery of training to targeted audiences. Seeking grants to operate the educational missions of Coop Ext.</p> <p>Combine NCSU and NCA&T resources better.</p> <p>Use technological capabilities to provide the program materials.</p> | <p>Comprehensive school</p> <p>Largest debt load by individual families in history</p> <p>Obesity and other related diseases are an epidemic and contributing to soaring medical costs.</p> <p>Provide resources to stretch the out reach of existing staff.</p> <p>IE: Penn State, Univ. of Nebraska Kindergarten readiness and to provide for quality childcare as our nations population is increasingly having to go into the work place.</p> <p>To generate additional sources of funding of Cooperative Extension programs.</p> <p>Creates observable change.</p> <p>Multiple grant opportunities luckily fall under the Coop Ext. umbrella.</p> <p>Better quality of what is provided to our communities.</p> <p>The capability is there use it.</p> |

| Ideas that <u>WORK</u> | <u>Reasons Why:</u> |
|--|--|
| <p>Educating taking programs to the communities</p> <p>Master volunteer training</p> <p>Share specialist with a limited number of counties in an area.</p> <p>Specialize Agents for regional areas that make sense.</p> <p>Utilize technology to reach more people when county level isn't available.</p> <p>Extension must get more involved in public schools</p> <p>Training and mentoring volunteers</p> <p>Exceptional support staff</p> <p>Ag awareness program for children</p> | <p>Enables Ext to actively build and reinforce the partners and connections.</p> <p>Utilize this training to extend your Coop Ext reach.</p> <p>More farmers will benefit.</p> <p>Need more: Cotton, dairy, Christmas trees, Aquaculture, small fruit production.</p> <p>Resources are limited both in schools and extension.</p> <p>Cheap labor</p> <p>Personal commitment</p> <p>Increases awareness of source food.</p> |

| Ideas that <u>DON'T WORK</u> | <u>Reasons Why:</u> |
|--|---|
| <p>Collaborative efforts at State level to be managed at the local level such as: "Eat Smart, Move More, Weigh Less"</p> <p>Regionalized Positions</p> <p>All things to all people.</p> <p>Being all things to all people</p> <p>100 counties stretch resources</p> <p>Redundancy NCSU Ext and NCA&T Ext</p> <p>Current reporting system</p> | <p>Differences between the mission/focus between County Department.</p> <p>The inability to share information.</p> <p>Reduce efficiency/effectiveness of Agents</p> <p>It will contribute to retention/recruitment problem.</p> <p>Stretched too thin.</p> <p>Stretched human resources</p> <p>Why 2 separate entities?</p> |

| <p align="center">Ideas that DON'T WORK</p> | <p align="center">Reasons Why:</p> |
|--|---|
| <p>Need to reach larger audiences. Extension over manages itself Too much paperwork Not using technology up to google search and stamp of approval.</p> <p>Cutting Agents</p> <p>Regional Agents (6-10- counties) covering multiple areas. Broad spectrum of doing videos Technology to replace agents. Keeping events in Counties, because it has always been done.</p> <p>Extensions placement with budget Multi County regional Agents No One size fits all approach</p> <p>Livestock agents with more than one county. Communication (lack of especially to consumer and volunteers)</p> <p>Current reporting requirements deviate from providing the service to those in need. "Jack of all trades" mindset does not work leads to short falls in all areas. Regardless of program area.</p> <p>Low pay for agents Horticulture agents cannot be livestock agents Services must not gutted in one county and already absent in adjacent county. No access to host agent</p> <p>Low salaries</p> | <p>Agents are the ones who do work. pull consumers and farmers together Improve products.</p> <p>Can't establish relationship to provide change.</p> <p>Can't ask questions, Not interactive.</p> <p>Not impactful.</p> <p>Clarity</p> <p>Stretched too thin.</p> <p>with E-mail access communication is too easy not to have enough.</p> <p>Cumbersome system, ineffective use of resources. Personnel. Agents are spread to thin ineffective in job.</p> <p>Retention of good agents is hurting us.</p> <p>MG programs suffer No program in place. Loss of qualified staff.</p> |

| Ideas that <u>DON'T WORK</u> | <u>Reasons Why:</u> |
|--|---|
| <p>Regional Agents</p> <p>Cutting back on Agents who interface with community.</p> <p>Top heavy administrator.</p> <p>Losing effective / outstanding programs of Extension due to cuts/loss of staff.</p> <p>Not seeking non- traditional resources</p> <p>Not lobbying for our own needs.</p> <p>Not partnering between similar subject matters for targeted audiences.</p> <p>Not engaging in cross country programming.</p> <p>Cutting county agents</p> <p>Spreading specialist too thin.</p> <p>Generalized agents stretched across multiple counties trying to serve multiple audiences/programs in too many communities.</p> <p>Charge fees for programs</p> <p>Combine similar programs with different funding sources.</p> <p>1 CED multiple Counties</p> | <p>Less effective.</p> <p>More resources, personal and money.</p> <p>need to pull from other pools that are available.</p> <p>No voice, nothing heard.</p> <p>Not sharing contacts for a group can limit the services available to that group.</p> <p>Don't REINVENT the wheel.</p> <p>No one to deliver the initiatives.</p> <p>Too much time on highways, not enough time doing productive work</p> <p>Stretch people too thin</p> <p>Agents are working multiple evenings and weekends, having to travel great distances to fulfill their duties.</p> <p>To be able to continue to provide current and future programs.</p> <p>Cut off the duplication of curriculum. And combine our limited resources.</p> <p>The top of the pyramid is smaller than the base and it stands alone.</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?

Only 16 Years left

1. World population now around 8 million.
2. Yields have increased 50% over the last 20 years.
3. More yield and nutrition per acre still needed from NC Farmers.

NC Extension feeds NC and The World.

1. Extension Agents work with Schools and Industry on keeping food safe and healthy.

Cooperation Extension continues to Thrive.

1. Rural extension offices receive special sustainability funding in recognition for the important role they play in small rural communities.
2. Local 4-H Alumni gather to celebrate and recognize entrepreneurial accomplishments in the local community by former 4-H participants.
3. Families trying to implement “Back to Basic” appreciate the knowledge and expertise of local FCH Agents.

Extension Services reduced to public.

1. Staff reductions.
2. Short tenure, due to low salaries and one Agent serving. Multiple Counties with limited allegiance to none, more time on road than with clients.

Extension explodes on the technology scene.

1. Website is top notch; anyone can go to it and get answers they need.
2. Programs online reach the billions of computer savvy clients.
3. Kids love the tech stuff, the word extension has become a brand name.

Extension did the following to survive:

1. Paid agents proportional to their areas of responsibility. Crops and livestock agents are worth more than 4-H agents.
2. Stopped doing single County/all program Agents, This did work.
3. Area specialized agents are better paid and do not report under the traditional mold of 4-5 bosses.

North Carolina leads the Nation in crop production.

Changing times for changing Agriculture.

1. Our research and discovers must be communicated faster and accurately.
2. We must build trust between the grower, producer Agriculture business and marketers of our community.
3. We must show them how to develop new ideas that generate profit.

Extension fills your table with safe and quality foods.

1. You're Link to research and education.

Extension Today- Narrowing to succeed.

1. Focusing in quality- less can be more and best.
2. Replicate programs in other Counties using technology to provide them. Maximize resources with minimum investment.
3. Create a strong and committed volunteer crew that can assist with different areas.

Exciting Extension Service News

1. Partnerships that work in Hoke County.
2. Home grown food initiative.
3. NCSU and USDA new research stations.

MGV Training now fully Automated

1. Skype connects to all 100 Counties.
2. Instant access to latest research via web services.
3. Localities recognize their responsibilities to support productive programs.

NC Feeds the hungry and increases Agriculture production to feed the world.

1. North Carolina contributes to global food crisis thru increasing yields in agricultural production.

From the depression Era to the Digital Age, Extension continues to serve North Carolina.

1. Food supply has doubled.
2. North Carolina's health show significant improvements.

Success with elimination of Urban Blight

1. Green spaces restored.
2. Abandoned properties eliminated and converted to new utilization.
3. ___Agricultural areas expanded for local cultivation of produce.

4-H Back to Basics

1. Projects are done online, but 4-H' ers are learning.
2. Presentations are presented.
3. Competitions are held to promote skills of 4-H'ers.

Cooperative Extension celebrates 120th

After 120 years of service, The Cooperative Extension announced today the completion of full service hiring with no positions unfilled. The demand for services are at an all-time high and former 4-H' ers winning The Nobel Prize in every category including The Peace prize.

4-H Leadership Development program becomes part of Education curriculum.

1. Schools recognize importance of teaching leadership skills.
2. Study shows most successful CEO's were in 4-H program as a youth.
3. Current chairperson of Board of County Commissioners share experiences in 4-h program.

Hospital Closes

- 1 Cumberland County announces resounding results; Local hospital was closed today because healthy residents no longer need its services. Planning began in 2014 by the 6th grade 4-H students to improve their eating habits, resulting in the healthiest residents in North Carolina last year.

Cooperative Extension reaches the World

1. Provides clear water to under world Countries.
2. Agents go into underworld Countries to teach nutrition.
3. Young farmer show people in underworld Countries how to grow crops.

NC Cooperative Extension

1. Helps open the 1000 acre hydroponic and organic family farm.

Former 4-H'er discovers way to grow 10 times more food per acre

1. John Smith grew sweet potatoes in his 4-H club at 12 years old.
2. He went to NC State

Keeping Cooperative Extension Alive

1. Develop volunteer leadership with training.
2. Seek funding from nontraditional resources to support programs.
3. Use technology to reach the masses.

Extension Matters

1. Provides services in individual communities and populations.
2. Seeks funding from sources that benefit from well- trained equipped people.

Better Leadership

1. More tech
2. More farming
3. More animal farming

Cooperative Extension No longer the “Best kept Secret”

1. Families attribute ability to help their child to be successful in school, Individuals and Families are the most financially secure all learned in program.
2. Obesity and related disease the lowest in 100 years due to healthy eating, more safety initiatives through Cooperate Extension.
3. Child abuse reports almost completely eliminated due to parenting education efforts.
4. Food borne illness almost eliminated due to education efforts in Cooperative Extension.

Continued from headlines

1. The United States able to feed itself due to research and education through Extension program
2. Childcare is the highest quality in the world from training and CEU credits through Extension.

Where OUR ROOTS are!

1. History of Cooperative Extension
2. How to reach/purpose of Cooperative Extension has maintained /changed.
3. Specific examples of how Extension has impacted our 2034 community through its basic goals.

Extension has a new look “BEST EVER”

1. Combine programs and morning into the future.
2. Cross County Agents.

Food Fight!

1. Dwindling funding for Cooperative Extension leads to production declines in NC Farms – supply shortage could lead to rationing or looting.
2. Experts say consultation services not available enough to ensure safe, efficient food production.
3. Dept. of Agriculture can't bridge the gap, funds were cut there also.

World Hunger

1. We are running out of food, gas and diesel fuel.
2. Riots for food worldwide.

Extension come up with Technology to help farms feed our Nation

1. Farmers double production from 20 years ago and use less land and natural resources; they are also producing safer food.

Extension work raises per household income

1. Leadership provided by County Extension Agents has risen per household income by teaching local people how to increase their income by growing local product, building local things, designing new websites and products, improving marketing technique. Master teaches County level have transferred new ideas generated at NCSU to local products.

NC Extension Persists!!

1. In spite of horrible funding, Children plant/grow harvest and preserve and provide for their families.

Technology takes over the Farm

1. Fat is not the fad anymore
2. Climate warming hurts farming

Forks over knives lead the way in North Carolina

NC Agriculture serves as base per National model

1. Technology leveraged to deliver best practices to those who need the information.
2. Home school curriculum distributed in same manner.
3. Have library of information built and available for all mankind

County Agriculture grows by leaps and bounds!!

1. Number of farmers have greatly increased, size of farms have increased
2. Farmers are feeding themselves and thousands more efficiency has improved.
3. More Organic farms

Local Foods and Local People

1. Through nutritional programs people learn about what is better for them.
2. Farmers learn to produce better products.
3. Extension brings the two together and saves money for people buying local foods.

Petroleum Obsolete

1. Perfection of bio fuel and conservation research make available by research stations.

Milk shortage, Families struggle to feed families

1. Due to lack of Agriculture support and loss of family farms many citizens struggle to provide for their families. Shipments from foreign Countries are due to arrive later this month.

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1. The strong family initiative reduced teen pregnancies, teen violence and crime due to involved parenting.
 2. Funding streams of resources to Extension Service programs in all areas of family life.
 3. Extension increases global outreach to citizens to stay ahead of the changing challenging times.
 4. Extension helps NC farmers feed 50% of the population.

Youth County Coop Extension Agents

1. Youth programs in School expands Cooperative Extension
2. Education Specialist at 14 yrs. of age heads the Coop Ext., starting in 4-H e7NEP at age 5 years old then to 4-H clubs. Now head of The County Agency!

The Family Structure is STRONG in Harnett County.

1. Strong and vibrant families with strong values.
2. Strong Communities.
3. Increased wealth for families.

Extension from The Farm to The Moon.

1. Advances in technology have taught farmer and 4-H'ers to produce products and food at most exceeding rate.

The Master Volunteers Program in Extension is Recruiting now!

1. People who skills in sewing, cooking and money management.

Cross section in cook

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1. We cannot feed the world without big changes in the future.
 2. We need to recognize the facts and put a limit on the number of people coming into this country.

**EXTRA
NO FOOD – NO FARMS**

1. Can't grow food and fish on asphalt or concrete.

Cooperative Extension helps Farmers feed the World's Population.

1. With technology from University and private sectors, hands on training sessions for large groups of producers and Youth Development.

**North Carolina Extension Service continues to loose funding due to NC
continuing Urban growth.**

Newly elected Governor 4-H trained!

1. 4-h youth Leadership Alumni
2. Skilled in Citizenship and Public Speaking.
3. Practiced in Rogers Rules Parliamentary Procedure.

Extension Serves more with Technology

1. Using electronic libraries in 4- H clubs, Famers plow while learning to yield and Extension continues to improve Agriculture practices.

120 Years of Extension Service

1. Streamlining Extension Services leads to success, crop specialist for State work daily with Web updates. Schools take over 4-h giving all students exposure to all basics.

Today's Youth understands where food supply comes from

1. Emphasis on educating John Q Public on the importance of Agriculture, Kids learning to sew, set a table prepare and can food etc.
2. Important of Agricultural to feed world.

Increased tax break for small families

1. Community provides 80% of total food that is consumed.
2. Water is becoming a major issue and looking for sources in outer space.
3. Families are living in a common area to save on energy cost.

Life Expectancy in NC highest in United States, Extension Program Credited.

1. Diabetes rate plunges to lowest level in 20 years, Local foods are emphasis in Extension programs key; 4-H programs raise Agriculture and Nutrition literacy.

Farming is better Today

1. We have more Extension Agents and Staff
2. The Children are better educated in the schools.

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1. Local farm based community holds Fall Harvest Day with record attendance. ____

Extension- NC Public Schools develop new State Schools curriculum

Cooperative Extension has saved 1000 families in several Counties

1. Helping the adults to become good parents and the children develop skills early in life which carry into their adult work lives.
2. Teaching effective use of available resources in order to develop healthy families with less stress.

Extension Education comes through

1. With increase in youth participation in 4-H, this is making an impact on Civic clubs and general youth leadership, these youth have went on to be leaders of the Community.

Extension Department is providing educated youth and getting them to stay on the farm.

1. Extension has been successful in helping farm production to feed nation.
2. Extension excels in providing educated home makers.

**Cooperative Extension helps Lee County farmer improve his per acre
production yield by 22 % over last year.**

1. 216 attendees at CES financial Literacy seminar!

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1. Agriculture is big business in North Carolina due to support from Cooperative extension.
 2. 4-H graduates leading Agriculture in North Carolina.
 3. Agriculture related business largest employer in North Carolina.