OUR MISSION
NC State Extension extends research-based knowledge to all North Carolinians, helping them transform science into everyday solutions that improve their lives and grow our state.

OUR VISION
We are the model of excellence in non-formal, research-based education that advances agriculture, the environment, human health and well-being, youth and communities, while creating prosperity for all North Carolinians.

Message from the Director
At NC State Extension, we improve lives and grow North Carolina. While the past year presented extraordinary challenges — from COVID-19 and economic hardships to natural disasters and social and political discord — we never stopped delivering on our promise.

From Murphy to Manteo, including all 100 counties and the Eastern Band of Cherokee, over 1,000 NC State Extension professionals rose to the occasion, demonstrating unprecedented flexibility for unprecedented times.

When the pandemic took hold, we connected with audiences in new and innovative ways, using technology that transported Extension into homes, businesses and communities. Rural and urban, small and large, high-tech and high-touch.

We operated a little differently in 2020, but the business of the day remained unchanged. As did the outcomes. Despite reduced in-person programming, Extension still offered nearly 20,000 educational activities, transitioning programs to virtual platforms and expanding our reach to more than 3 million people through our websites.

Among many meaningful efforts throughout the year, Extension:

> Promoted farmworker safety as N.C. agriculture continued to feed concerned citizens;
> Provided overwhelmed parents and teachers with virtual 4-H curriculum;
> Nurtured a new wave of interest in cooking and gardening;
> Helped North Carolina restaurants and shops reopen safely; and
> Stood side-by-side with local communities, supporting them in their time of need.

Along the way, we affirmed that the indomitable spirit and tireless commitment of our faculty and staff are unmatched. Moving forward, we will continue to extend knowledge, enrich lives and support North Carolinians in the ways they need us most.

Because at NC State Extension, we never stopped growing North Carolina, and we never will.

A. Richard Bonanno
Director, NC State Extension
Associate Dean, College of Agriculture and Life Sciences

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Discover more about our impact at go.ncsu.edu/ExtensionImpacts.
Extension Is Everywhere for North Carolina

NC State Extension offers locally-focused services in every county and the Eastern Band of Cherokee. Local centers house 775 NC State professionals, while another 363 faculty and staff on NC State’s campus and across the state work with Extension in some capacity. Extension’s impact is greatly enhanced by a broad and loyal base of volunteers. In 2020, *Extension volunteers donated over $11 million worth of time to augment our services.

*Based on the national average value of volunteer services (independentsector.org, 2018)

Partnership for the People

Essential to Extension’s mission to grow the state is our collaboration with the U.S. Department of Agriculture’s National Institute of Food and Agriculture (USDA-NIFA), N.C. A&T State University and local governments across the state. This strategic partnership is called N.C. Cooperative Extension. Together our network of partnerships and technical expertise helps to create economic, societal and intellectual prosperity in every corner of the state.

Discover more at go.ncsu.edu/About-Extension.
Meeting The Needs of Growing Urban Populations

North Carolina’s “ten urban counties, home to well over one-third of the state’s total population, continued to grow in 2020. This growth is expected to continue, challenging Extension staff to identify and implement creative ways to reach and support a customer base that, at times, generations removed from agriculture.

Extension has embraced an increased population size and density, greater diversity of residents and the complex organizational environment of N.C. urban centers, where multiple partners often work toward similar goals. The additional challenges presented by the COVID-19 pandemic have brought an even greater emphasis on community partnerships as Extension staff lead the way toward serving vulnerable populations.

N.C. Urban Counties
Durham
Forsyth
Guilford
Mooresburg
New Hanover
Wake

Regional City and Suburban Counties
Alamance
Henderson
Brunswick
Cabarrus
Lincoln
Catawba
Orange
Cumberland
Pitt
Davidson
Rowan
Gaston
Union

FOOD and AGRICULTURE

- Increasing agricultural awareness
- Tailoring gardening and food production services to urban environments
- Strengthening local food systems
- Promoting farmland and open space preservation

NATURAL RESOURCES

- Promoting water conservation and protecting water quality
- Improving water resource management practices
- Developing and maintaining a healthy tree canopy in urban environments

HEALTH and NUTRITION

- Promoting healthy lifestyles and decreasing risk of chronic disease via nutrition education
- Educating families on food safety, food preservation, nutrition and physical activity
- Certifying retail food managers in food safety practices
- Improving food access

4-H YOUTH DEVELOPMENT

- Teaching life skills
- Developing future leaders
- Strengthening STEM education
- Preparing underserved youth for college and careers
- Promoting healthy minds and bodies through holistic wellness strategies

Connecting Rural Communities

North Carolina is changing rapidly, a global pandemic notwithstanding. By investing in digital infrastructure at Extension county centers, research stations and field labs, the College of Agriculture and Life Sciences (CALS) is ensuring that key facilities will help keep agriculture and rural communities growing.

In 2020, Extension continued to upgrade its county centers to broadband internet with the N.C. Research and Education Network, having now expanded the service to 24 counties, all in rural areas. These Extension centers promote access to 21st century solutions vital to growing local communities and economies.

Several of the 18 research stations also incorporated high-speed fiber internet, including the Central Crops Research Station in Johnston County. Dr. Chris Reagang-Horton, Extension organic cropping specialist, is already using the station’s new network as part of a SwisCam project that tracks drought stress in corn and soybeans. Results from the project will help inform production practices for farmers across the region.

Progress Through a Pandemic

Against the backdrop of a pandemic, the importance of Extension’s services in rural communities was magnified in 2020, as farmers and consumers alike relied on Extension’s guidance to navigate challenges created by COVID-19.

- Extension provided educational services to more than 50,000 North Carolinians in rural counties
- 478 new farms began selling into rural markets with Extension’s assistance
- 25,877 new local, direct markets with Extension’s assistance
- 7,000 crop producers adopted Extension best management practices (related to production, pest control, nutrient management and more)
- 25,877 program participants increased their consumption of fruits and vegetables
- 10,460 youth in rural areas gained key career and employability skills through Extension 4-H programs
- 12,500 county centers to broadband internet with the N.C. Research and Education Network, which has expanded the service to 24 counties, all in rural areas
- 2020, as farmers and consumers alike relied on Extension’s guidance to navigate challenges created by COVID-19.

In Wake County, multiple groups of sororities and fraternities worked with Extension to put together personal packages of PPE for community members in vulnerable populations.

In Alamance County, a group of sororities and fraternities worked with Extension to promote positive behaviors to reduce the risk of COVID-19 in Alamance County.

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Extension In Your Neighborhood

**Southwest**
- Counties: 18
- Households: 311,962
- Food Insecurity Rate (2020 Projected): 18.9%
- Farms: 7,657
- Extension Employees: 147
- Extension Programs: 4,180

**East Central**
- Counties: 22
- Households: 353,302
- Food Insecurity Rate (2020 Projected): 13.7% - 24%
- Farms: 5,410
- Extension Employees: 124
- Extension Programs: 4,323

**North Central**
- Counties: 20
- Households: 468,837
- Food Insecurity Rate (2020 Projected): 17.4%
- Farms: 14,643
- Extension Employees: 129
- Extension Programs: 3,177

**Northeast**
- Counties: 22
- Households: 233,262
- Food Insecurity Rate (2020 Projected): 17.8%
- Farms: 8,788
- Extension Employees: 113
- Extension Programs: 1,621

**South Central**
- Counties: 19
- Households: 589,39
- Food Insecurity Rate (2020 Projected): 16.9%
- Farms: 9,280
- Extension Employees: 120
- Extension Programs: 5,954

**West**
- Counties: 22
- Households: 353,302
- Food Insecurity Rate (2020 Projected): 17.7% - 24%
- Farms: 5,410
- Extension Employees: 124
- Extension Programs: 4,323

**Northwest**
- Counties: 20
- Households: 468,837
- Food Insecurity Rate (2020 Projected): 17.4%
- Farms: 14,643
- Extension Employees: 129
- Extension Programs: 3,177

If you were to identify an individual who gives of herself for the good of others, you would find Michelle Estrada. An Extension FCS agent in Wayne County, “Michelle is a selfless individual that has the passion and vision to overcome adversity and achieve success at the highest level,” according to Kevin Johnson, director of Extension’s Wayne County Center. That determination was on full display in 2020, as Michelle quickly transitioned to virtual platforms to curb the impact of COVID-19, partnering with colleagues to produce high-quality, high-impact programs that have reached new audiences. Michelle is a vital resource, delivering educational resources to thousands of local citizens – particularly minority populations and at-risk communities – on eating mindfully and sustaining a healthy lifestyle. “Michelle is a rare gem and the epitome of an excellent adult educator,” added Kevin.

Among the many changes brought about by the pandemic, 2020 saw a surge in interest in cooking and home-based wellness activities. With the odds stacked against her, Ginger prioritized the needs and well-being of staff, engaging her team in regular remote check-ins and family meetings. By fostering a family environment, Ginger maintained a close connection with her staff and with Extension and the extraordinary work we’ve done bringing the university to the people in new and meaningful ways,” Ginger said.

**Northeast**

**South Central**

**West**

**Hometown Hero | Crystal Smith**

Crystal Smith, Extension director for Warren County, has served as Co-Feeding Coordinator as part of the county’s Pay It Forward program since the early days of the pandemic in April 2020. Last year, the group reformed its educational component to address COVID-19, while giving each family PPE along with food items and gifts to help them through challenging times. In addition to her full-time Extension duties, Crystal says that “serving as a Co-Feeding Coordinator has helped me to grow professionally and personally. The role has also allowed me to leverage Extension resources to break down barriers, grow new relationships, provide valuable education and resources to families, and secure support for ongoing programs.”
Translating Cutting-Edge Research Into Practical Applications

NC State Extension structures our efforts within three core areas where we are most needed, best equipped to provide solutions, and can make the greatest impacts on the state’s communities and economy.

**FEEDING OUR FUTURE**
NC State Extension keeps North Carolina’s $92 billion agriculture industry—the state’s leading economic sector—growing and sustainable by connecting growers with research-based information and technology.

<table>
<thead>
<tr>
<th>-</th>
<th>238 county employees</th>
<th>14,641 educational activities offered</th>
<th>825,672 participants engaged in program activities</th>
<th>92,219 Extension best management practices adopted by farmers</th>
<th>2,033 Extension farms adopted regular use of appropriate PPE following program participation</th>
</tr>
</thead>
</table>

**IMPROVING OUR HEALTH**
Extension helps people make healthier decisions, reduce their risk of chronic disease and live better lives with programs from gardening and nutrition to local food systems and food safety.

<table>
<thead>
<tr>
<th>-</th>
<th>111 county employees</th>
<th>1,394 educational activities offered</th>
<th>491,275 participants engaged in program activities</th>
<th>59,571 participants increased their knowledge of safe home food handling, preservation or preparation</th>
<th>120,000 adults increased their fruit and vegetable consumption</th>
</tr>
</thead>
</table>

**ENRICHING OUR YOUTH**
Extension’s 4-H program addresses the diverse issues and backgrounds of today’s youth, helping to grow hundreds of thousands of youth into healthier, more involved citizens and future leaders.

| - | 117 county employees | 2,750 educational activities offered | 76,632 number of times youth participated in 4-H activities | 12,423 youth increased career/employability skills | 60,110 youth increased their knowledge in STEM (Science, Technology, Engineering, Math) |

Discover more about our impact at go.ncsu.edu/WeStillGrowNC.

**ANNUAL SPOTLIGHT:** Partnerships Pave the Way Through Pandemic
Providing services to all 100 counties in “normal” times takes the tireless efforts of more than 1,000 NC State Extension employees. Factor in an unprecedented public health emergency, and what Extension accomplishes across the state is both urgent and essential. But we don’t do it alone. Extension relies on extensive partnerships—from local governments and community organizations to state agencies and associations—to facilitate meaningful change in our communities.

“The role of connector is absolutely vital, and that role has expanded for us during the pandemic.”

Kathy Williams, Extension director in Wake County

**COVID-19**

COVID-19 was declared a pandemic just as the spring growing season kicked off in North Carolina, introducing a novel infectious disease and new degrees of vulnerability to farmworkers. Working with the N.C. Department of Health and Human Services and other state agencies, Extension assisted in distributing personal protective equipment (PPE) to farmworkers, including nearly 1 million masks, while providing COVID-19 education and tools.

**NC State Extension’s COVID-19 website**

NC State Extension’s COVID-19 website is a one-stop shop for research-based resources that assist North Carolinians in adjusting to the “new normal.” The site shares tools and updates from Extension experts and other partners to help families, farmers and agribusinesses, communities and leaders address the many COVID-19 challenges. Launched in March, the site served over 100,000 pageviews to more than 30,000 users in 2020.

**NC State Extension’s Safe Plates program**

NC State Extension’s Safe Plates program has developed more than 150 educational resources that have been adopted by the food processing community. The program activities have also helped food businesses safely reopen and operate amid the pandemic. The program has certified around 7,500 businesses, while another 14,555 businesses were in progress at the end of 2020.

**NC State Extension's 4-H program**

Extension’s 4-H program addresses the diverse issues and backgrounds of today’s youth, helping to grow hundreds of thousands of youth into healthier, more involved citizens and future leaders.

“...building a community that is diverse, inclusive, resilient, healthy, and co-creative.”

A. Richard Bonanno, Extension director in Wake County

**NC State Extension’s COVID-19 site**

Discover more about our impact at go.ncsu.edu/WeStillGrowNC.

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**“Face to Face”**

Judy Moore has worked from home through most of the COVID-19 pandemic. "I’ve still been able to offer timely face-to-face service without risk of infection, acting as a virtual extension for Extension’s Lincoln County Center. When a client enters the office, an automatic sensor emits a Judy at the desk. She immediately responds on a screen and has a real-time, two-way conversation with the client, putting them in the appropriate advisor or guiding them to materials. Judy also has maintained her role as an essential resource for the office through the use of a second computer with remote access to her office desktop. This has allowed her to access files, programs and even print documents for the Lincoln staff.**

“…the role of connector is absolutely vital, and that role has expanded for us during the pandemic.”

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**Discover more about our impact at go.ncsu.edu/WeStillGrowNC.**
Workers across North Carolina are feeling the pinch of COVID-19, a pandemic affecting every aspect of life. Agricultural workers, in particular, are facing new stressors brought on by the pandemic, like reduced demand for agricultural commodities and new regulations to protect workers from COVID-19.

**Risk and Resilience**

Though farmers are hurting, they continue to demonstrate perseverance and ingenuity. As restaurants, schools and universities closed, scaled back or moved online due to the pandemic, futures prices for agricultural commodities nosedived. COVID-19 rocked the meat industry. Processing plants closed or slowed production as workers got sick and companies implemented safety measures. From April to June 2020, processing capacity was down as much as 40% for pork and beef, Piggott said.

Prices and production aren’t the only problems. Farming and stress have long been synonymous, but today, the stress is getting worse, creating dangerous, sometimes life-threatening situations. Farmers’ mental health has become a major focus for Extension, which together with East Carolina and N.C. A&T State universities operates the N.C. Agromedicine Institute.

The partnership addresses the health and safety risk faced by farmers, their families and communities. Together, they’re raising awareness among health-care professionals, agricultural foresters and Extension agents, while providing resources for farmers experiencing anxiety or depression.

“Helping farmers in a time of strength, not weakness,” says Rich Bonanno, NC State Extension director. “We support one another like a family, and this situation calls for community as much as any I’ve seen.”

Though farmers are hurting, they continue to demonstrate perseverance and ingenuity. And more help is on the way.

**N.C. Agriculture Industry**

Agriculture remains North Carolina’s largest industry, generating $92.2 billion annually while employing nearly 18% of the state’s workforce. Out’s is the third most diverse agriculture economy in the country, with more than 80 commercial crops and a large animal agriculture presence.

- 772,000 jobs
- 46,200 farms
- 8,4M acres
- 95% of N.C. farms are family/individual operated
- 40% of all crop acres in sweet potatoes, tobacco and poultry/egg cash receipts
- 18% of all livestock cash receipts
- 85% of N.C. farms have access to the internet

**Transforming Field Days**

The pandemic threatened to put the brakes on invaluable Extension events across the state, including the highly anticipated 50th annual Blackland Farm Managers Tour. Other on-site events throughout the state, like field days, farm tours and research demonstrations, faced a similar fate in 2020. Undeterred, Extension experts adapted and transitioned many programs to virtual platforms, keeping farmers connected to expertise and research they depend on while engaging new audiences. Extension also curated a Virtual Events library covering a wide variety of crops and topics.

**Building a Stronger Agricultural Future**

NC State Extension develops and implements better agricultural practices and products, while providing growers and agribusinesses with the resources they need to continue producing high-quality, economically-significant crops and livestock.

**Protecting Farmworkers: The Pandemic Dilemma**

Each year, North Carolina agriculture depends on 70,000 to 80,000 farmworkers across the state. As the public was being told to practice social distancing last spring, these workers were on the job, often in close quarters, producing and packing our food. Leveraging its vast network of partners, NC State Extension has played a vital role in helping agribusinesses keep workers safe while empowering farmworkers to protect each other. As the rollout of COVID-19 vaccines continues, Extension will remain a key player in farmer health during the pandemic.

**Supporting the Food Supply Chain**

When the pandemic created pinch points in the national food supply, particularly at food processing plants, the impact was felt from the farm to the consumer. NC State Extension joined North Carolina’s frontline effort to address food production and distribution issues across the state, helping to ensure that all North Carolinians were fed and that the links in the state’s food supply chain remained strong.

The North Carolina Agromedicine Institute – a partnership between NC State, East Carolina and N.C. A&T State universities – is working to address farm stress and provide farmers with resources to help them tackle issues of anxiety or depression.

**Ask for Help Is a Sign of Strength**

These days, farmers face a rising tide of issues that can erode mental health and well-being, and that of their families. In a world where anxiety and stress are too often accepted as a normal part of the job, COVID-19 poses a new and dangerous threat to farmers’ mental health.

If you or a farmer you know needs help, don’t wait, call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255) or text 741741 to the Crisis Text Line.

Find farm stress resources at go.ncsu.edu/Farm-Stress-Program.
While restaurants waited out mandatory closures due to the coronavirus pandemic, Extension personnel were inundated with questions from restaurateurs about how to safely reopen once they got the green light. How could their staff protect both themselves and returning customers while restoring consumer confidence?

Extension food safety experts became the drivers behind an evidence-based, educational program for restaurants, hotels and other food businesses. Count On Me NC, comprised a suite of best practices or reopening and operating food service businesses.

Prior to reopening, 16,595 employees and 7,541 establishments got the green light. How could their staff protect both themselves and guest safety during COVID-19.

Meanwhile, NC State Extension distributed 160 COVID-19 resources, in English, Spanish, Creole and Mandarin, that were branded or co-branded for use in at least 40 states, and social media exposure exploded.

Food Safety

There are around 48 million cases of foodborne illnesses every year in the United States, notwithstanding a pandemic that disrupted food supply chains and altered how we cook and consume food in 2020. Extension has played a crucial role in providing families, growers and businesses with best practices for navigating COVID-19 and managing food safety risk.

- 93.8M digital media contacts
- 160 NC State Extension COVID-19 resources developed (in 4 languages)
- 706 COVID-19 resources produced for 20 partners
- $500k individuals reached via Safe Plates Food Safety Information Center social media campaigns

Count COVID-19 food safety resources at go.ncsu.edu/COVID19-FoodSafety.

Consumer Food Preparation and Preservation

Consumer programs focus on food preparation and preservation skills that help promote healthy eating through evidence-based information and food safety guidance. Programs such as Extension Master Food Volunteers, Safe Plates, Med Instead of Meds and Cook Smart, Eat Smart teach healthy and safe food preparation techniques.

- 55,779 consumers increased their knowledge of safe home food handling, preservation or preparation practices
- 36,240 participants learned how to prepare local foods, including home food preservation techniques
- 120,000 adults increased their consumption of fruits and vegetables
- 2,186 pounds of local food donated for vulnerable populations

SNAP-Ed (Steps to Health)

The Supplemental Nutrition Assistance Program – Education (SNAP-Ed) promotes improved access to healthy food and lifestyles for limited-resource individuals and families nationwide. NC State’s SNAP-Ed program is called Steps to Health. While 2020 was a challenging year for all, Steps to Health quickly shifted all program delivery to a virtual format, continuing to make a difference in the fight against food insecurity.

- 5,460 participants in Steps to Health (4,300 youth and 560 adults)
- 538 partnering organizations
- 28,364 educational contacts made statewide
- 352,250 impressions from social media campaigns

EFNEP

The Expanded Food and Nutrition Education Program (EFNEP) is a federally-funded Extension program that provides practical education on nutrition, healthy lifestyles and food safety for limited-resource youth, families and pregnant teens. EFNEP offered a variety of strategies to reach low-income audiences with nutrition education. Although enrollment did not increase in 2020, outreach did.

- 2,053 and 16,731 youth enrolled in EFNEP
- 3,177 low-income adults not enrolled in EFNEP participated in live-remote and online lessons
- 65,140 individuals viewed nutrition information via social media

EFNEP, with Extension’s Local Foods and Steps to Health programs, reached 102,000 families with nutrition and food safety information through 264 emergency food distribution sites.

Learn more about EFNEP’s annual impact at go.ncsu.edu/EFNEP2020.
Embryology Goes Live on Facebook

Heidi day in Julie Warner’s classroom at East Rockingham Elementary School arrived not a moment too soon. After 21 days of waiting, her second-graders finally got to meet their fuzzy chicks and continue the scientific observations that are part of their 4-H embryology curriculum. Unfortunately, they and other students statewide were sent home indefinitely just days later due to the coronavirus pandemic. Many students involved in other embryology classes had to abandon eggs in incubators in hundreds of empty classrooms.

Like heroes, 4-H agents stepped in to take the classes online and the incubators into Extension offices across the state. Courtney Stanley, an Extension 4-H agent in Johnston County, was determined to make sure the show would go on. She created a Facebook livestream that allowed her to teach the curriculum, answer questions and virtually show students the incubation and hatching process. By the end of March, the Facebook Live page had reached 90,000 individuals and been shared nearly 500 times.

4-H’s embryology class has become a go-to course of study for many of the state’s public and private schools. It has alignments with science and language arts curriculum standards. Youngsters dissect fertilized and unfertilized eggs, learn the parts of the egg in its different stages, practice taking measurements in both inches and centimeters, and draw approximate comparisons with other kinds of eggs. They also write descriptions of colors, sounds, textures and activity.

4-H curriculum like embryology is implemented through the cooperation of teachers, volunteers and 4-H agents working through 101 local North Carolina Cooperative Extension centers statewide. It not only sparks experiential learning in the classroom, it also exposes some children to 4-H for the first time.

Discover more at go.ncsu.edu/ChicksandClicks.

2020 was a difficult year for everyone, with children among those experiencing the most dramatic changes. Youth watched as schools closed, clubs and activities were canceled, and friends and loved ones were separated as a result of COVID-19. Striving to bridge the gap and return some sense of normalcy to young lives, NC State Extension 4-H staff quickly transitioned an array of activities and programs to virtual platforms.

For more than 80 years, 4-H camps have strengthened the foundations of the diverse communities they serve while instilling valuable, lifelong lessons in campers. While the pandemic did not allow youth to attend summer camp in person in 2020, staff at three N.C. 4-H camps – Betsy-Jeff Penn, Camp Millstone and Eastern 4-H Center – were busy supporting 4-H’ers statewide with virtual programming. Among the highlights was a free, family-oriented virtual campout that hosted 550+ families from 79 North Carolina counties and 17 U.S. states. Help secure the future of these camps for generations and ensure a healthy, fit and responsible North Carolina for years to come!

Support N.C. 4-H camps at go.ncsu.edu/ExtensionGift.
Extension faculty and staff in the College of Natural Resources (CNR) are committed to solving natural resources challenges by helping communities, businesses and citizens to manage and sustain our shared natural environment.

In 2020, Extension staff in CNR quickly adapted to guidance and restrictions resulting from the COVID-19 pandemic, meeting the needs of clientele and carrying out critical Extension activities during challenging times, while supporting non-Extension colleagues with virtual technology guidance and expertise.

A System of Solutions

NC State Extension serves as a bridge between North Carolinians and our state’s preeminent research university. We put research into action, delivering practical solutions across the state through our vast network of partnerships, local centers and digital platforms.

Extension is committed to engaging and inspiring all North Carolinians — before, during and long after the pandemic — serving communities in the ways they need us most.

IDENTIFY ISSUES
Extension experts in every county engage with farmers, businesses and families to determine local needs.

RESEARCH SOLUTIONS
County agents collaborate with campus specialists, applying science and technology to better understand and address local issues.

TRANSFER RESULTS
Extension delivers research-based tools and recommendations back to the communities, translating knowledge into everyday applications.

Agritourism is a way to immerse yourself in the beauty and splendor of North Carolina agriculture - discover more at go.ncsu.edu/Homegrown-Agritourism.

Wood Products Extension
- Transitioned 13 meetings to address forest product marketing issues identified by the N.C. Wood Product Industry to a virtual format for 138 individuals.
- Partnered with the N.C. Natural Science Museum to present a virtual mass timber program for 70 participants (another 200 watched a YouTube recording).
- Provided a lumber drying short course to 21 participants, who estimate an average of $540,000 in improved lumber quality and throughput resulting from the course.

Tourism Extension
- Partnered with Recreation Resources Services to deliver a program to 82 participants that helped communities and festival planners both continue to develop events through the pandemic, as well as celebrate culture and identity while supporting local businesses and entrepreneurs.
- Facilitated a multi-day virtual workshop for 30 National Park Service staff to assess the sensitivity of archeological sites to climate change impacts.
- Provided a virtual presentation for the National Park Service Vanishing Treasures Program on adaptation of planning tools for historical and archeological resources.

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