

## COOPERATIVE EXTENSION SERVICE

### Statement of Purpose

North Carolina Cooperative Extension - Catawba County Center is a cooperative educational agency sponsored jointly by the United States Department of Agriculture, North Carolina State University, North Carolina A&T State University, and Catawba County. It provides Catawba County citizens with scientifically based information and informal educational opportunities focused on local needs and issues in four major areas: Agricultural and Natural Resources, Family and Consumer education, 4-H and Youth, and Community and Rural Development.

### Outcomes

1. One hundred and fifty green industry professionals in the nursery, greenhouse, and landscape business will receive professional training from North Carolina Cooperative Extension (NCCE) throughout the year and be encouraged to adopt and use practices associated with Best Management Practices (BMP), ornamental plant selection, innovative production practices, Integrated Pest Management (IPM), alternatives to conventional practices, and environmentally sound practices related to protection of water quality. Evaluations will be based on implementation of practices adopted and implemented, client self-report and participation in workshops. Those practices related to IPMs and BMPs will impact the amounts of pesticides applied to the environment in Catawba County and will create an awareness among green industry professionals and employees on being better environmental stewards.
2. Twenty additional tracts and/or 1,000 acres of farmland will be enrolled in the Voluntary Agricultural District (VAD) Ordinance. Grant funding will be sought to begin development of a Farmland Protection Plan.
3. One hundred livestock and forage producers will increase their knowledge and implement one or more management practices that will improve farm profitability during Fiscal Year 2011/12. Evaluation methods will include formal surveys of program participants, personal communications with clients to document savings or increased income from practice adoption, participation/attendance in educational programs and financial comparisons of various feeding/marketing methods to determine success. Based on recommendations presented by the Livestock Advisory Committee, North Carolina Cooperative Extension will provide educational programming as listed below.
  - a. Improved skills in evaluating feed ingredients with regard to price and quality that will result in lower feed expenses and/or higher production goals for the farm enterprise.

- b. Improved marketing programs for feeder calves and replacement heifers that will result in increased returns over more traditional marketing methods. The opportunities to market calves through state sponsored graded sales, direct on-farm tele-auction and private treaty will be emphasized this year. A grant from the Rural Advancement Foundation will be sought to help local producers develop infrastructure to assist them in advanced marketing efforts.
  - c. Youth livestock participants will learn responsibility, financial management skills, animal husbandry skills, good decision-making, and livestock selection priorities through their participation in various 4-H youth livestock programs and events. Evaluation will be conducted by participation in club meetings, livestock shows, testimonials from participants and their parents, number of participants who choose career paths in agriculture and gain acceptance at universities and colleges.
- 4. As a result of North Carolina Cooperative Extension programming and with the collaboration and support from Catawba County Public Health and other Catawba County health and wellness education agencies, 90 percent of a projected 300 adults and youth will enhance their ability to make healthy food choices, achieve the recommended amount of physical activity, and reduce risk factors for chronic diseases. Achievement will be measured by client self-report, written evaluation tools, and other evidence of practice adoption.
- 5. One hundred fifty food handlers and consumers will adopt safer food handling practices that will increase the quality and safety of food that Catawba County residents prepare and consume. Seventy percent of participants will increase their knowledge in one or more food preservation technique, increase their food safety knowledge, and food service employees will receive ServSafe certification. Behavior change will be measured by the number of participants who implement recommended food safety practices and the number of participants who implement ServSafe skills. Pre and post-tests, surveys, client self-report, and national certification scores will measure results.
- 6. Seventy-five parents and child care educators will increase their knowledge and skills in providing safer, more nurturing, appropriate environments for pre-school age children as a result of participation in educational opportunities offered by North Carolina Cooperative Extension. Parents and child care educators will effectively use recommended parenting and self-care practices, and community resources. Evaluation will be based on the number of participants, number of educational credits awarded, and client reports of changes made as a result of North Carolina Cooperative Extension's programs or resources.
- 7. As a result of programming efforts, 80 percent of a projected 50 caregivers and older adults will increase awareness and knowledge, change attitudes, develop skills, and adopt practices and behaviors to implement better self-care and care giving skills, and

will increase their ability to effectively use community resources. Results will be assessed by pre- and post-workshop surveys and client self-report.

8. Fifty Catawba County youth and adults (40 adults and 10 youth) will participate in money management workshops. Sixty percent of the participants will increase awareness and knowledge while changing their attitudes about making and using money management plans. Change will be demonstrated by the application of financial management practices to cover basic necessities, increase savings, reduce debt, or build long-term assets. Results will be assessed by pre- and post-workshop surveys and client self report.
9. Fifty adults and youth will volunteer 150 hours delivering 4H educational programs in different locations in the community on behalf of Cooperative Extension. Fifty percent of the volunteers will demonstrate improved confidence, knowledge, and skill in their volunteer role as a result of participating in training offered through Cooperative Extension. Value of training will be measured using a written survey and volunteer hours and value of service collected periodically through the year by Extension staff.
10. Thirty middle and high school students will show improved leadership and related life skills as a result of their participation with the Catawba County Youth Council and 4-H County Council. As a result of participation, students will demonstrate their ability to lead an effective business meeting, gain skills in planning and implementing projects based on needs, and improve self-esteem, leadership, and communication skills based on pre- and post-surveys.
11. One thousand five hundred youth participating in 4-H after-school programs, school enrichment, clubs, or short term programs will build employability skills as they improve their knowledge of science and entrepreneurship and/or improve skills in critical thinking, decision-making, and communication in order to build future employability skills. Changes in knowledge and skill will be measured using written evaluations completed by parents, teachers, and caregivers.
12. Through a collaborative between the United Hmong Association, North Carolina A&T State University, and North Carolina Cooperative Extension, 20 area Hmong farmers will develop improved skills in the following:
  - a. Season extension techniques
  - b. Marketing and selling with new direct markets
  - c. Post-Harvest, handling, grading, packaging, and food safety security tips
  - d. Composting
  - e. Organic production
  - f. Small fruit production
  - g. Pesticide/Insecticide training

This will be accomplished through participation in field demonstrations, mentoring, and technical assistance for individual farmers. The measurement of success will include participant surveys, personal success stories, and one-on-one contact.

13. Twenty dairy and other farmers will potentially maximize farm profitability and demonstrate improved knowledge through implementation of one or more of the following farm management practices:
  - a. Animal waste and fertilizer management
  - b. Soil and plant tissue sampling
  - c. Soil conservation practices
  - d. Forage/feed analysis
  - e. Proper manure application equipment calibration
  - f. Record keeping
  - g. Maintenance of animal waste operator certification

Evaluations will be based on participation in meetings, workshops, one-on-one assistance, field days, informal feedback, adoption of improved record keeping and business management practices, success stories, and economic impacts.

14. Seventy-five individuals currently active or considering an agricultural enterprise will increase their comfort level in regards to evaluating new enterprise(s) and learning new production and marketing skills. North Carolina Cooperative Extension will hold a "Putting Small Acreage to Work," a "Foothills Fresh Growers Institute," and/or other similar workshops during the Fiscal Year 2011/12 aimed at supporting part-time, limited resource farmers. Evaluations will be based on pre- and post-surveys of workshop participants, one-on-one contact, and participation in the Foothills Fresh local foods initiative.
15. To increase the amount of locally produced food sold, five hundred citizens will receive information on the availability of locally produced foods, the nutritional value of eating locally grown produce, meats and eggs, the ease of procurement, and the economic benefits of purchasing direct from the farmer. This will be accomplished through local marketing and advertising efforts for Foothills Fresh, weekly/monthly articles written for local news publications, workshops, and meetings. Achievement of this goal will be measured by 20 (or higher) percent of local food producers stating they either "agree" or "strongly agree" that they have experienced growth in the amount of locally produced food sold.
16. Twenty-five local food service establishments that offer the most potential for the use of locally produced foods in their menus will be identified for follow up from Cooperative Extension. These establishments will be identified by their positive responses to surveys and other factors that might allow their use of locally produced

foods. The follow-up will consist of increasing their awareness of the availability of local produce, helping them connect with local producers, and teaching them about the economic and health benefits of using local foods. Twenty percent of the identified food service establishments will offer local produce on their menus.

17. Seventy-five horse owners will increase their knowledge of horse management by participating in programs on weed control and pasture management on horse farms, farm management, disease control and prevention, horse evaluation/selection, hay and feed evaluation, and horse waste management.
18. Two hundred and fifty residents of Catawba County will gain an increased awareness of litter issues caused by improper solid waste management through educational programming, workshops, and events offered by North Carolina Cooperative Extension and other relevant agencies including *Keep Catawba County Beautiful (KCCB)*. A major component of roadside litter in Catawba County is plastic shopping bags. KCCB will promote proper disposal of plastic shopping bags and the use of alternative reusable bags. Evaluation will be based on evidence gathered from Litter Index surveys and Litter Sweeps that show a decrease in the number of plastic bags observed as litter. KCCB volunteers will visit 30 local stores and determine the number of stores that currently offer recycling of plastic bags and encourage the use of reusable bags. Stores that currently recycle will receive a letter thanking them for recycling and a sticker to display on their door that says they recycle plastic bags. Stores that do not offer recycling or promote reusable bags will be contacted individually to encourage their participation in the effort.
19. Twenty-five Catawba County residents will adopt one or more new or improved waste management practices such as composting and recycling as a result of educational opportunities provided by North Carolina Cooperative Extension and other agencies concerned with proper solid waste management. Achievement will be tracked through success stories reported by clients, written evaluation, and evidence of practice adoption.
20. North Carolina Cooperative Extension in conjunction with *Keep Catawba County Beautiful* will complete two community beautification projects. Projects will involve participation by communities and will strengthen and improve community responsibility. Projects will encourage ownership of the community by the residents which is the most effective way to reduce litter in the community. Documentation of pre and post beautification litter amounts will be used to measure the impact the two projects made in reducing litter for the communities.
21. Five hundred citizens will show increased knowledge and awareness of proper plant selection, plant management, and/or pest management practices in residential and community landscapes. This outcome will be met through plant clinics, workshops, and

individual consultations. Evaluation will be based on contact data, success stories presented by clients, and written evaluation.

22. Seventy-five individuals will adopt one of more environmentally sensitive landscaping practices as a result of participating in North Carolina Cooperative Extension's educational programs. Programming will include proper watering and fertilizing methods, erosion control, landscaping to encourage wildlife, conserving and protecting ground and surface water, and stormwater management. Skills learned will reduce the negative impact of landscaping practices on the environment by minimizing soil and water contamination and improving environmental diversity. Evaluation will be measured by success stories reported by clients, follow-up surveys, and evidence of practice adoption.
23. Twenty producers will improve their knowledge of producing high quality hay by attending a workshop and/or a demonstration field day. Topics that will be taught include proper moisture levels, fertilization, storage, stage of harvest, and forage species. This will allow new and current producers to improve their hay production and quality.
24. Grain producers will improve their knowledge on grain marketing by attending a seminar. Grain marketing is an important portion of grain production and can determine the profitability of the current crop. Producers have expressed an interest in improving their knowledge about futures and options and strategies they can use to increase profitability and better manage their risks.
25. Thirty field and forage crop producers will learn about technology and management practices to improve farm profitability in one or more of the following areas:
  - a. Efficient use of crop nutrients
  - b. Weed management and managing herbicide resistance
  - c. Improved disease and insect control that will result in higher production goals
  - d. Producers will learn this through production meetings, newsletters and field days. Ten producers will implement one or more of these practices to improve farm profitability and sustainability. Evaluation will be based on participation in meetings, follow-up survey, and one-on-one contact.

# Cooperative Extension Services

## Reinventing Department

Organization: 310050

	2009/10 Actual	2010/11 Current	2011/12 Requested	2011/12 Approved	Percent Change
<b>Revenues</b>					
Local	\$27,661	\$15,626	\$15,828	\$15,828	1%
General Fund	250,984	290,881	290,782	274,284	-6%
<b>Total</b>	<b>\$278,645</b>	<b>\$306,507</b>	<b>\$306,610</b>	<b>\$290,112</b>	<b>-5%</b>
<b>Expenses</b>					
Personal Services	\$190,934	\$104,326	\$30,556	\$30,616	-71%
Supplies & Operations	87,711	202,181	276,054	259,496	28%
Capital	0	0	0	0	0%
<b>Total</b>	<b>\$278,645</b>	<b>\$306,507</b>	<b>\$306,610</b>	<b>\$290,112</b>	<b>-5%</b>
<b>Employees</b>					
Permanent	7.80	6.80	0.80	0.80	-88%
Hourly	0.00	0.00	0.00	0.00	0%
<b>Total</b>	<b>7.80</b>	<b>6.80</b>	<b>0.80</b>	<b>0.80</b>	<b>-88%</b>

### Fiscal Year 2009/10 Outcome Achievements

Total Outcomes	Achieved	Partially Achieved	Not Achieved	Success Rate
27	27	0	0	100.0%

## Budget Highlights

Cooperative Extension's budget reduced five percent compared to Fiscal Year 2010/11. Staffing turnover resulted in savings of \$10,000. Other small operational reductions are made totaling \$6,558.

Effective January 1, 2011, Cooperative Extension Services' (CES) employees Statewide became "send-in." The County has an agreement with the State that says we will share expenses on a 50/50 basis. Historically, that meant employees were on the State and County payroll and benefit systems, which required employees to keep two sets of records. The State decided to simplify the process and make all CES staff State employees so that the employee receives one check. The County still pays the same amount, the funds are simply sent to the State for payment now which shifts the expenditures from personal services to operating. Six positions are eliminated as a result.

## Performance Measurement

### Fiscal Year 2011/12

In the upcoming fiscal year, Cooperative Extension will strive to meet outcomes that focus on collaborating with different community groups, promoting local agriculture to county citizens and restaurants, and helping farms become more profitable while promoting sustainable

agriculture practices. Additionally, Cooperative Extension will educate the public on responsible financial practices and promote green practices by working with Keep Catawba County Beautiful on beautification projects and educating the community about responsible solid waste management. Cooperative Extension Services will continue to focus on young citizens by offering leadership opportunities in 4H and encouraging youth to make healthy decisions by educating them about healthy food choices.

### ***Fiscal Year 2010/11***

Cooperative Extension Services have achieved or are on target to achieve 100 percent of their outcomes at midyear of Fiscal year 2010/11. These outcomes focus on educating youth in the sciences and the dangers of illegal substances, educating agricultural professionals in utilizing best practices and increasing profitability of their farms, and promoting local foods in the community. The department has exceeded their goal in recruiting 20 additional tracts of farmland and has obtained signed agreements from 29 owners to include their farms in the Voluntary Agricultural District (VAD) Ordinance. Cooperative Extension plans to carry out two beautification projects in the County in cooperation with the Keep Catawba County Beautiful Board.

### ***Fiscal Year 2009/10***

Cooperative Extension achieved 100 percent of their outcomes in Fiscal Year 2009/10 including the following:

- One thousand one hundred fifty-three 5<sup>th</sup> and 6<sup>th</sup> graders participated in LifeSkills where they learned about the dangers of alcohol, marijuana, and tobacco use, exceeding their goal of 700 students. Of these, 79 percent showed improved knowledge and/or improved skills in decision making, communication, goal setting, or refusal skills based on pre and post tests and teacher evaluations, exceeding their goal of 75 percent.
- Forty-six farms and over 5,700 acres of farmland were enrolled in the Voluntary Agricultural District (VAD) Ordinance, exceeding their goal of 25 farms and 2,000 acres of farmland.
- Eighty-five field crop producers participated in programs to learn current research and new management practices in corn and soybean production. Several producers have implemented one or more of the practices shared during the meeting and have reported improved profitability.
- By participating in the *C3 Leadership Institute* and *Catawba Youth Council*, 32 high school students increased their understanding and interest in local government careers and issues, exceeding their goal of 30 students.
- Over one hundred limited resource individuals and families participated in money management workshops. At least 60 percent of the participants increased awareness and knowledge while changing their attitudes about making and using money management plans.