

# Cooperative Extension Services

## Reinventing Department

Organization: 310050

	2011/12 Actual	2012/13 Current	2013/14 Requested	2013/14 Approved	Percent Change
<b>Revenues</b>					
State	\$0	\$0	\$0	\$3,000	0%
Local	1,992	0	0	0	0%
General Fund	242,742	294,238	304,827	321,514	9%
<b>Total</b>	<b>\$244,734</b>	<b>\$294,238</b>	<b>\$304,827</b>	<b>\$324,514</b>	<b>10%</b>
<b>Expenses</b>					
Personal Services	\$19,662	\$22,384	\$28,778	\$74,136	231%
Supplies & Operations	217,686	271,854	276,049	250,378	-8%
Capital	7,386	0	0	0	0%
<b>Total</b>	<b>\$244,734</b>	<b>\$294,238</b>	<b>\$304,827</b>	<b>\$324,514</b>	<b>10%</b>
<b>Employees</b>					
Permanent	0.80	0.80	0.80	1.80	125%
Hourly	0.00	0.50	0.00	0.00	0%
<b>Total</b>	<b>0.80</b>	<b>1.30</b>	<b>0.80</b>	<b>1.80</b>	<b>38%</b>

### Fiscal Year 2011/12 Outcome Achievements

Total Outcomes	Achieved	Not Achieved	Success Rate
26	26	0	100%

## Budget Highlights

### Performance Measurement

#### Fiscal Year 2013/14

Outcomes for Fiscal Year 2013/14 focus on continuing to deliver educational services to the community while also implementing Catawba County's responsibilities related to the community-based Farm & Food Sustainability Plan. A major focus of Cooperative Extension in the upcoming fiscal year will be on increasing and supporting the local agriculture economy. The very successful Hmong demonstration garden will graduate more established farmers so that additional farmers can be trained. Cooperative Extension will continue to partner with Keep Catawba County Beautiful to decrease the use of plastic bags, plan community-wide litter collection events, and promote systemic litter reduction through promotion of the Adopt-a-Road program. Cooperative Extension will also continue to focus on young citizens by offering leadership opportunities in 4H, college readiness programs, and increased access to Science, Technology, Engineering, and Math (STEM) curriculum both in and out of school.

### **Fiscal Year 2012/13**

Cooperative Extension was deeply engaged in the development of Catawba County's Farm and Food Sustainability Plan. In April 2013, the Board of Commissioners reviewed and accepted in the Plan and adopted the action items for which Catawba County is responsible. Cooperative Extension continued to educate youth in science programs and life skills development and continued to educate adults in healthy eating, physical activity and chronic disease risk reduction. Additionally, Cooperative Extension is working to increase farm profitability, with the following achievements in Fiscal Year 2012/13:

- Best Management Practices, taught by Cooperative Extension, saved growers over \$172,000.
- Catawba County livestock and forage producers saved over \$88,000 as a result of Cooperative Extension's education efforts on the utilization of by-product feeds in rations.
- Other best practices were shared with farmers, which have the potential to increase yield of Catawba County farms by \$785,000.

### **Fiscal Year 2011/12**

Cooperative Extension Services achieved all its outcomes for Fiscal Year 2011/12. These outcomes focused 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 following are some accomplishments:

- Livestock and forage producers increased knowledge and implemented management practices to improve profitability, saving producers over \$95,000. Cooperative Extension helped the local cattleman's association receive a \$30,000 grant funding the construction of the facility, which has marketed over 280 head of calves to date, resulting in producers realizing \$51,000 more than traditional marketing methods would have produced.
- Cooperative Extension exceeded its goal of providing professional training to 150 green industry professionals by educating 437 landscapers on landscape Integrated Pest Management (IPM) and Best Management Practices (BMP), resulting in a savings of \$308,330.
- To increase the amount of locally produced food sold, over 500 citizens received information on the availability and benefits of locally produced foods. Additionally, 35 local restaurants were contacted and offered assistance in connecting with local foods producers.
- On America Recycles Day, 120 individuals signed a pledge to recycle more, including plastic shopping bags.
- Cooperative Extension exceeded its goal of increasing the awareness of 500 citizens with regard to plant selection and plant and pest management by providing 829 Individuals

individual consultations. Also, Master Gardener Volunteers reported making 2,018 contacts to assist members of the community in these same areas.

## 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

#### Farm and Food Sustainability Plan Action Items

1. To promote and support the local agricultural economy, NC Cooperative Extension will support and promote fruit and vegetable production in Catawba County as outlined in the Farm & Food Sustainability Plan. NC Cooperative Extension will complete the following action items to 1) increase the amount of land producing fruits and vegetables from 147 to 162 acres, 2) increase the number of producers selling their agricultural products from 73 to 88, 3) increase the number of county residents who buy from local farmers from 250 to 300, and 4) maintain the net income from sales of locally produced agricultural products at \$100,000.
  - a. Create an innovative educational program that will increase the knowledge of 50 interested producers on all aspects of fruit and vegetable production, enabling them to begin/expand production. 50 percent of participants will report plans to begin/expand growing of fruits and vegetables as a result of the program.
  - b. Develop and fully incorporate a strong 4-H/youth component to educational programming for fruit and vegetable production so as to recruit new producers to the industry. Success will be measured by at least 15 students participating in programming and reporting an interest in fruit and vegetable production in the future.
  - c. Educate the public on local farming and gardening best practices for the region by hosting gardening classes and demonstration events for different levels and in different seasons, incorporating both organic and conventional techniques. Utilize the Eco-complex as a resource in such programs. (Specifically, expansion of existing Eco-complex field days from 1 day to 2 days and targeted recruitment of different participants)
  - d. Participate in the Foothills Aggregation Center Feasibility Study to gauge farmers' interest in building/utilizing a facility that would assist them in marketing products to retailers and institutions by combining produce from several smaller

farmers together to meet higher demand volumes than any individual farmer could meet independently.

- e. Gather input on what is in demand by restaurants, institutions, etc. but is not available locally and communicating this demand to potential producers.
- f. Develop and promote enterprise budgets to help prospective growers identify the costs and potential returns from various fruit and vegetable crops. NC Cooperative Extension will promote the availability of these budgets and will assist 50 producers in utilizing these budgets to help select the crops that best fit their resource capabilities.
- g. Request a Cost of Community Services study from NC State University. The study will determine the average fiscal contribution of current land uses within the County (residential, commercial and agricultural/rural) and compare revenues generated to the service and infrastructure demands.
- h. Gather information from farmers and farmer's market patrons regarding 1) the foods that people do not know how to use and 2) the best way to support people trying new foods. Then launch a program that addresses the identified gaps and encourages the public to buy foods they may not know how to cook.

### **Beautification**

2. To promote a cleaner and more beautiful community, NC Cooperative Extension, in partnership with Keep Catawba County Beautiful (KCCB), will maintain a Litter Index Average below 2.0 and will:
  - a. Coordinate and promote 2 public litter collection events and expand the pool of volunteers recruited to participate to 90 volunteers, a 50 percent increase.
  - b. Promote and expand participation of community organizations, businesses, and individuals in the Adopt-a-Road/Street/Highway program, increasing the number of roads adopted to 80, a 15 percent increase, targeting areas with high Litter Index scores.
  - c. Persuade 5 grocery stores, 26 percent of grocery stores, to adopt the Best Bagging Practices Guide and develop a method of measuring the use of reusable bags.
  - d. Implement two beautification projects, expand the pool of unduplicated volunteers recruited to participate to 12, a 50 percent increase, and solicit sponsors to provide grants or donations for future projects

### **Local Food Production**

3. To promote and support the local agricultural economy, NC Cooperative Extension will work to increase the number of producers and the amount of food being produced in Catawba County.

- a. Support part-time, limited resource farmers, NC Cooperative Extension by expanding the “Putting Small Acreage to Work” program to appeal to citizens interesting in small-scale fruit and vegetable production. This program will clear the path to small-scale production for Catawba County citizens by linking to other related programs. As a result of NC Cooperative Extension’s support, 10 people will establish a new enterprise and 10 people will expand existing operations.
  - b. Develop and launch a monthly Farm School that will successfully usher 25 Catawba County citizens interested in farming into production. The curriculum will include agricultural training as well as business education.
  - c. Assist 7 farmers in developing demonstration farms and host demonstration events that will create a learning environment for other farmers interested in diversification.
  - d. Transition out established demonstration plot farmers to allow for 6 more producers at the Eco-complex.
  - e. Develop and launch a program that will coordinate matching surplus land with citizens interested in using the land for fruit and vegetable production.
  - f. Create a County-wide inventory of producers by commodity type.
  - g. Coordinate the expansion of the agriculture industry through farm tours and by partnering with the Catawba County Chamber of Commerce.
4. To increase demand for local food, NC Cooperative Extension will launch a campaign to increase awareness of the availability and benefits of local food.
    - a. Be involved in the planning of another Eat, Drink, & Be Local event and a local food activity during “Taste of Hickory”, building the capacity to plan future events.
    - b. Launch and coordinate an ongoing local awareness campaign – including websites, newsletters, newspaper articles, etc. promoting local food. Contribute to the enhancement of the Foothills Fresh website by suggesting additions, deletions, and modifications to the website.
5. To increase local food production and community involvement in gardening, NC Cooperative Extension will support Extension Master Gardener Volunteers as they provide high-quality residential landscape and gardening expertise to the community. Extension Master Gardener Volunteers will increase the value of produce grown in community and personal gardens by \$5,000 by:
    - a. Assisting citizens in managing their landscapes and gardens by successfully answering 95 percent of horticulture assistance calls within 24 hours.
    - b. Developing online content, particularly relating to high-demand topics.

- c. Establishing and maintaining 2 community fruit/vegetable demonstration gardens and hosting workshops, resulting in 25 unduplicated people starting gardens or diversifying existing gardens.
- d. Launching a food security project, resulting in 10 low-income individuals supplementing their income by growing fruit/vegetables, and all participants planning to continue growing some of their own food next season.

### **Farm Support**

- 6. To increase farm profitability NC Cooperative Extension will host meetings, workshops, and field days, and will provide one-on-one assistance and informal feedback to 19 dairy farmers, 100 percent of dairy farmers in the four county area, saving farmers a total of \$20,000. All farmers will implement 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 and business management practices
  - g. Maintenance of animal waste operator certification
- 7. To increase the profitability of farms in Catawba County, NC Cooperative extension will provide 100 aspiring and existing forage and livestock producers with educational programming based on recommendations of the Livestock Advisory Committee.
  - a. 20 producers will save approximately \$500 each from utilizing alternative feeds in rations for weaned calves and replacement heifers.
  - b. NC Cooperative Extension will facilitate a group of producers to share knowledge and make cooperative decisions for selling weaned and preconditioned feeder calves, enabling producers to sell cattle for a better price than if they sold separately. Utilization of the scale and load-out facility constructed with grant funds during 2011 will be actively encouraged, resulting in a 20 percent increase in participation.
  - c. NC Cooperative Extension will also educate producers on health protocols, weaning strategies, feeding programs and marketing decisions that will improve profitability of cattle operations by 10%.
  - d. Youth livestock participants will gain a variety of skills such as improved recordkeeping, improved communication skills, responsibility, critical thinking, decision-making and subject matter expertise through their participation in 4-H club meetings, youth livestock shows, live animal projects, knowledge competitions and livestock judging. Based on post-surveys, 90 percent of

participants will agree that they increased their skills and are better prepared to become producers.

8. 175 green industry professionals in the nursery, greenhouse and landscape business will adopt pest management best practices which will decrease the amount of pesticides applied to the environment in Catawba County and will save participants \$100,000 in chemical and labor costs.
9. To support the local agricultural economy and provide education on the safe and sustainable use of pesticides, educational programming will be offered to pesticide applicators to help them understand regulations, environmental stewardship, pest identification and control and economic thresholds. 80 percent of participants will obtain or maintain licensure.
10. To ensure that Hmong farmers receive the proper skills and ability to maintain a viable and sustainable farm operation, 14 Hmong farms will gain skills in sustainable and alternative production through the participation in the Grower's school or demonstration site by the end of 2014. Farmers will adopt and demonstrate at least two different techniques or skills in the following areas:
  - a. Plasticulture
  - b. High Tunnel Production
  - c. Season Extension
  - d. Business and Marketing Management
  - e. Alternative farm production
  - f. Food Safety

Impact and success of the program will be measured through the adoption of techniques, one-on-one contacts, and farm visits.

### **Youth Education**

11. To assist youth in acquiring knowledge and developing life skills:
  - a. 50 percent of the estimated 1000 youth participating in clubs and special interest programs will show improvement in 5 or more skills based on data gathered through surveying a representative sample of club leaders and participating families. Evidence of growth and skills development will also be measured by successful completion of project work, presentations, leadership roles, and other competitive events.
  - b. Two 4-H programs will be established specifically targeting underserved communities, such as low-income or minorities. Targeted youth will be introduced to 4-H/ Extension through promotional events and/or short-term special interest programs.
12. 40 middle and high school youth will increase their capacity to enter and complete higher education as a result of participating in educational programs that improve

college readiness, such as College Trek, College Readiness Night, Youth Council, Golden Leaf Mentorship, and Juntos. Success will be measured by 95 percent of participants reporting educational plans that include college.

13. To improve the critical thinking skills of youth and to increase their knowledge in the areas of science, technology, engineering and math (STEM):
  - a. 600 youth will participate in 4-H science programs with 50 percent indicating in their grade-level survey a change in their level of scientific knowledge, problem solving capabilities or interest in a science-related career.
  - b. 4-H science curriculum will be utilized in 30 different classrooms, after-school programs, or summer programs to help youth develop critical thinking skills and scientific knowledge. 80 percent of the instructors will report the program/resources effective in helping students improve their scientific knowledge and critical thinking skills.
  - c. 100 teachers, 27 percent of eligible teachers, will learn about the availability of 4-H science school enrichment programs as a locally available resource. 10 new teachers and/or other adult volunteers will receive training and start using 4-H science curriculum.

#### **Environmental Protection**

14. 75 individuals will adopt one or more environmentally sensitive landscaping practices as a result of participating in NC Cooperative Extension's educational programs. Programming will include composting, proper watering and fertilizing methods, erosion control, landscaping to encourage wildlife, conserving and protecting ground and surface water, and storm water 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.

#### **Health and Wellness**

15. As a result of NC Cooperative Extension programming and with the collaboration of other Catawba County agencies, 225 adults and youth will increase their ability to make healthy food choices, increase their physical activity, and reduce risk factors for chronic diseases. Behavior change will be measured by client self report, written evaluation tools, and other evidence of practice adoption.
16. To reduce instances of food borne illness in Catawba County, NC Cooperative Extension will:
  - a. Provide food safety trainings to food handlers with 220 adopting safer food handling practices.

- b. Launch a food safety campaign to draw awareness of community organizations to proper food handling practices.
  - c. Make high quality food safety training videos available online.
- 17. 125 parents and child care educators will increase their knowledge and skills in providing experiential learning practices and including a greater variety of learning activities for young children as a result of participation in educational opportunities offered by North Carolina Cooperative Extension. Evaluation will be based on the number of educational credits awarded and clients' reports of intended changes made as a result of programming and resources.