

Annual Report
Agricultural Extension Service

The most significant development for the Agricultural Extension Service in 1972 was the progress made in expanding resources at A. & T. State University.

N. C. State University and A. & T. State University, the state's two land-grant universities, have collaborated effectively in programs of the Agricultural Extension Service for many years.

However, a new funding procedure established by Congress in 1971 permitted Extension in 1972 to begin utilizing more fully the resources at A. & T. Eight professional workers and 10 program assistants were added to the A. & T. staff during 1972 and by the end of the year they reported reaching 1,127 families in 29 urban communities and neighborhoods in the Greensboro area.

The added resources appropriated for North Carolina's 1890 land-grant institution is permitting Extension to expand several programs. However, the emphasis is being placed on disadvantaged families, both in the city and on the farm. Limited resource farmers are being aided in expanding income and inner city families are being aided through family living, 4-H and community development programs.

Another highlight of 1972 was the completion of the first year of the Agricultural Extension Service's new long-range program, Impact '76.

Farm income, one of the program areas under Impact '76, reached record levels during the year. Gross crop sales increased by \$136 million to \$1,132 million, a 14% gain over 1971. Livestock and poultry receipts rose \$78 million to \$743 million, a 12% increase over 1971.

Extension added a "Cotton Insect Pest Management Program" in 1972 to its already successful "Tobacco Insect Pest Management Program." These two programs are helping farmers to protect the environment by reducing pesticides. Steps were also taken in 1972 to carry out the responsibilities received from the 1971 General Assembly to train pesticide dealers and applicators.

Environmental quality was designated in Impact '76 as one of Extension's five major program areas, so a determined effort was made in 1972 to give visibility to this area of work. Many specific activities were carried out relating to pesticides, solid wastes, natural resources, and soil, water and air quality.

Extension programs in family living focused on young adults -- those 15 and above -- in 1972. Information was disseminated to help young adults understand their present

lives and prepare for the future. Attention was also given to the "generation gap" between younger and older adults.

A new 4-H expansion program got underway in 10 urban and 8 rural counties. The Governor's Highway Safety Commission and 4-H merged mutual goals to develop the Nation's first 4-H Traffic Safety Program. A 4-H television series, "Mulligan Stew", reached over 124,000 young people with a positive message on nutrition. The 4-H camps were used to reach over 9,000 disadvantaged youth and a record 7,000 youth participated in the regular 4-H camping program. North Carolina's 1972 national 4-H delegation set a record by winning 14 national honors and \$11,000 in college scholarships. Over 25 key N. C. leaders accepted responsibility in the 4-H Development Fund's Special Interest Drive to raise \$375,000.

One of the 1972 goals in Community Resource Development was to help citizens better understand land use planning. Eleven counties improved their planning boards during the year. Fifteen counties were in some phase of a study on a county-wide system for water and sewers in 1972. Sixty counties were actively involved in improving or developing a system of solid waste collection and disposal.

A Task Force on Rural Health was formed in 1972 by the State Rural Development Committee, of which Extension is a principal participant. The Agricultural Extension Service also reorganized its administrative districts during the year.