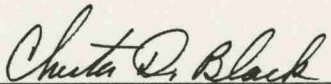


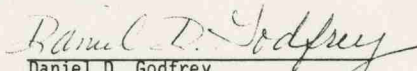
ANNUAL UPDATE FOR FY 1986 FY 84-87 PLAN OF WORK

NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE

A&T and N.C. State Universities



Chester D. Black
Chester D. Black
Associate Dean and Director



Daniel D. Godfrey
Daniel D. Godfrey
Associate Dean and Administrator

STATUS CODES

2 - AMENDMENT INCLUDED IN THIS BATCH
 3 - NEW PLAN IN THIS BATCH
 4 - COMBINED INTO CONTROL # _____
 5 - COMPLETED
 6 - DELETED

V. UPDATING OPTIONS - MAJOR PROGRAMS (FORM A)

Status
 Code

2 Major Programs With Amendments

- o Place an X in the amendment box on the top of Form A - side 1.
- o List on cover sheet as "status code 2".
- o Prepare Form A in one of the following ways:

CHANGE IN "TEXT"

-Provide all information required on Form A - sides 1 and 2.

CHANGE IN "ESTIMATED IMPACTS"

-Provide all information required on Form A - sides 1 and 2. Text and estimated impacts should be consistent.

CHANGE IN OTHER PARTS OF FORM A-CHANGE IN "TITLE" ONLY:

-Only provide all information required in "Title" block of Form A - side 1.

-CHANGE IN "CONTACT" ONLY:

-Provide all information required in "Title" block on Form A - side 1.

-Provide all information required in "Contact" block on Form A - side 1.

-CHANGE IN "KEYWORDS" ONLY:

-Provide all information required in the "Keyword" block on Form A - side 2.

-CHANGE IN "ESTIMATED FTE" ONLY:

-Provide control number in "Keywords" block of Form A - side 2.

-Provide all information in "Estimated FTE" block of Form A - side 2.

-CHANGE IN "REPORTING PLANS" ONLY:

-Provide control number in "Keywords" block on Form A - side 2.

-Provide all information in "Reporting Plans" block on Form A - side 2.

-CHANGE IN "SCOPE" ONLY:

-Provide control number in "Keywords" block of Form A - side 2.

-Provide all information in "Scope" block on Form A - side 2.

-CHANGES OTHER THAN ANY OF THE ABOVE:

-Provide all information required on Form A - sides 1 and 2.

3 New Major Program Plan Being Added to POM

- Place an X in the "New Plan" box on the top of Form A - side 1.
- Provide all information required in all blocks of Form A - side(s) 1 and 2.
- List on cover sheet as "status code 3".

4 Major Program Combined

- Provide control number of the major program into which this one was combined.
- List on cover sheet as "status code 4". (See sample cover sheet.)

5 Major Program Completed

- List on cover sheet as "status code 5".

6 Major Program Deleted for Reasons Other Than Completion or Being Combined With Another Major Program

- List on cover sheet as "status code 6".

ANNUAL UPDATE FOR FY1986 FY84-87 PLAN OF WORK

Cover Sheet

<u>NC</u>	State
<u>7/26/85</u>	Date Submitted to ES-USDA
<u>1</u>	Overview Statement
<u>2</u>	# of Table I's
<u>4</u>	# of Table II's
<u>1</u>	# of Table A's
<u>48</u>	# of Form A's (Major Programs)
<u>0</u>	# of Form B's (Impact Studies)
<u>2</u>	# of Form C's (Civil Rights)

State Major Programs, State Impact Studies, Civil Rights Plans, and Tables with Current Status and Transmission Codes:

Control Number	Title	Batch Status Code	Transmission Code	Comments
NC01	Flue-Cured Tobacco	2	PC	Includes current NC01
NC02	Tobacco Diseases	4		Combined into NC01
NC03	Burley Tobacco	2	PC	
NC04	Feed Grain Production	2	PC	Includes all feed grains
NC05	Peanut Production	2	PC	
NC06	Soybean Production	2	PC	
NC07	Cotton Production	2	PC	
NC08	Cotton IPM	4		Combined into NC13
NC10	Weed Management	4		Combined into NC13
NC11	Turf	2	PC	
NC12	Seed Production	4		Combined with others
NC13	IPM	2	PC	FTEs only
NC15	Ornamental Plants	2	PC	Includes current NC15
NC16	Vegetable Crops	2	PC	
NC17	Fruit	2	PC	
NC18	Nursery Crops	4		Combined into NC15
NC19	Home Horticulture	4		Combined into NC16
NC20	Pest Survey	4		Combined into NC13
NC23	Swine	2	PC	
NC24	Farm Structures	2	PC	Includes current NC24
NC25	Swine Nutrition	4		Combined into NC23
NC26	Swine Health	4		Combined into NC23
NC27	Dairy	2	PC	

NC28	Milking	4		Combined into NC27
NC29	DHIA	4		Combined into NC27
NC30	Dairy Replacements	4		Combined into NC27
NC31	Waste	2	PC	
NC32	Beef	2	PC	
NC33	Beef Improvement	4		Combined into NC32
NC34	Beef Nutrition	4		Combined into NC32
NC35	Beef Reproduction	4		Combined into NC32
NC36	Sheep	2	PC	
NC37	Equine	2	PC	
NC40	Residues	5		Project ended
NC42	Management/Marketing	2	PC	
NC43	Natural Resource	2	PC	
NC44	Agribusiness	2	PC	
NC45	Legal	4		Combined into NC42
NC46	Tax	4		Combined into NC42
NC47	Leadership	4		Combined into NC44
NC48	Drainage	4		Combined into NC43
NC49	Forage Economics	4		Combined into NC09
NC50	Post-Harvest, grain	4		Combined into NC68
NC51	Tobacco Policy	4		Combined into NC42
NC52	Agricultural Policy	2	PC	
NC53	Farmers' Markets	4		Combined into NC44
NC54	Vegetable Handling	4		Combined into NC42
NC55	Transportation	4		Combined into NC44
NC56	Food Processing	2	PC	
NC57	Food Quality	4		Combined into NC56
NC58	Raw Materials	4		Combined into NC56
NC59	Forest Products	2	PC	
NC60	Private Forests	2	PC	
NC61	Business Management	4		Combined into NC42
NC62	Marketing	4		Combined into NC42
NC63	Timber Firms	4		Combined into NC59
NC65	Wildlife	2	PC	
NC66	Wildlife	4		Combined into NC65
NC67	Computer Development	2	PC	Contact Person
NC68	Grain Drying	2	PC	
NC69	Water Management	2	PC	
NC70	Energy	4		Combined into NC01
NC71	Biomass	4		Combined into NC59
NC72	Water Quality	4		Combined into NC69
NC73	Energy Demonstrations	4		Combined into NC69
NC75	Farm Safety	2	PC	
NC75c	FOP - Management	2	PC	
NC75g	Small Woodlot	3	PC	
NC76	Citizen Participation	2	PC	
NC79	Local Government	4		Combined into NC76
NC80	Facilities	4		Combined into NC76
NC88	Outdoor	2	PC	
NC95	FESS - Management	2	PC	
NC97	FESS - Marketing	2	PC	
NC99	FESS - Home production	2	PC	
NC101	FESS - Resources	2		
NC103	FESS - Legal	6		Personnel lost
NC104	FNH - Summary	2	PC	

NC105 FNH - Eat right	2	PC	
NC107 FNH - Buying	2	PC	
NC109 FNH - preservation	2	PC	
NC111 FNH - EFNEP	2	PC	
NC131 Life Skills	2	PC	
NC132 Self-Concept	2	PC	
NC133 Volunteers	2	PC	Includes NC134
NC134 Volunteers-Youth	4		Combined into NC133
NC135 Networking	6		
NC136 New Audiences	2	PC	
NC137 4-H in SMSAs	4		Combined into NC136
NC138 Involving Families	6		
NC139 6-8 year olds	4		Combined into NC136
NC140 Latchkey	4		Combined into NC136
NC141 Public Housing	4		Combined into NC136
NC142 Marketing 4-H	2	PC	
NC143 Public Awareness	4		Combined into NC143
NC EFNEP	3	PC	Senate Directive
NC Table I (1890)	2	HC	
NC Table I (1862)	2	HC	
ANR Table II (1862)	2	HC	
CRD Table II (1862)	2	HC	
4-H Table II (1862)	2	HC	
HE Table II (1862)	2	HC	
NC Table A	2	HC	
NC Civil Rights	2	HC	Form C
NC EEO	2	HC	Form C

OVERVIEW STATEMENT

Major adjustments are being made to the North Carolina Agricultural Extension Service Plan of Work at this two year interval in the planning process. The changes reflect an attempt to shift resources to meet new needs of the state's agricultural industry and the citizens of the state. There has also been a move to broaden the major programs to increase flexibility and inter-disciplinary cooperation.

The amendments to this plan of work began with meetings and recommendations from the 100 County Advisory Councils. County Extension staffs prepared revisions to their plans of work which were forwarded to specialists and program administrators. The needs of the county staffs for program assistance and the leadership role of the specialist staff have provided the direction for the plan of work amendment.

The agricultural plan of work contains an increased intent to provide management information to producers and processors. It recognizes the importance of technology to the producer and focuses on maximum economic return versus maximum production.

Marketing education is also a focal point for the agricultural plan of work. Product quality is stressed along with post harvest physiology and marketing techniques. The overall goal is to improve the efficiency and effectiveness of the agricultural industry in a declining farm economy.

The 4-H program will increase its emphasis in life skill development and the development of a positive self concept. Leadership development for both youth and adults is being stressed by the 4-H staff. Experiential teaching is emphasized for both volunteer and professional staff efforts.

Home Economics major programs continue to provide a contribution to the state's families. Programs in stress management are increasingly important as economic conditions in many rural communities deteriorates. Revisions in food buying and management, eating right for life, and increasing the effectiveness of EFNEP provide a redirection for educational programs.

OVERVIEW STATEMENT

Overview - Page 2

Amendments to the Community and Rural Development program stress increasing the effectiveness of community services and finding alternative income for rural families. Educational programs for elected officials to increase their service to constituents is planned for the next two years.

Affirmative Action measures undertaken in the interest of sensitizing county staffs to program availability by all peoples have been completed. Measures are underway to reinforce and monitor the self imposed guidelines. Recruitment of professional staff continues to take place at all major institutions in North Carolina and surrounding states. A special toll free telephone number has been added to make employment information immediately available. Plans are underway to computerize the employment processes in the next two years.

Efforts to document the impact of the educational programs of the North Carolina Agricultural Extension Service continue. Some adjustment of impact studies is underway to bring our intent in line with resources available.

The Agricultural Extension Service is pleased with the progress to date in the four year plan of work. Adjustments have been made through amendments to provide a more pro-active and effective educational program. The priority needs of the clientele have been reviewed and reconfirmed with the goal of providing a positive difference in the lives of North Carolina's citizens.

:HEADLINE Amendment

NC01 IMPROVED TECHNOLOGY FOR FLUE-CURED TOBACCO PRODUCTION IN
NORTH CAROLINA

:TEXT

*SITUATION

U.S. flue-cured tobacco has failed to keep its share of the market due, at least in part, to the quality and price of the tobacco marketed. This has decreased farm profits from tobacco. Rising production costs of recent years have not been offset by rising tobacco prices, which has also reduced farm profits from tobacco. With present production costs estimated at \$1.30 per pound and average selling prices estimated at \$1.70 per pound, a grower can expect only \$.15 per pound profit after paying a \$.25 per pound marketing assessment. Improper fertilization (sometimes as much as 100 pounds N per acre), chemical damage and residues (sometimes in excess of the market acceptance level), disease and insect damage (estimated at 7 to 10% in 1984), untimely harvesting and improper curing (sometimes requiring \$.15 per pound for fuel), inadequate market preparation, and a lack of understanding of program changes combine to hinder efficient production of top quality tobacco for maximum profit.

*OBJECTIVES

- To increase profitability to \$.50 per pound by
1. reducing costs to \$1.00 per pound
 2. increasing yields to 2100 pounds/acre
 3. reducing fertilizer use to 55# N per acre
 4. reducing disease losses to 5%
 5. reducing insect damage to 2%
 6. reducing fuel costs to \$.10 per pound for curing

*PLAN OF ACTION

Educational activities include farm tests, agent training, grower meetings, agribusiness sessions, publications, press releases, radio programs, TV programs, tours, field days and short courses for farm men and women.

*EVALUATION

Indicators of progress shall include cost of production determinations; soil test reports; fertilizer sales; stabilization receipts of tobacco; percentage of undesirable grades of tobacco marketed; disease loss estimates; MH-30 residues; R9P participation; blue mold control reports; number of alternate fuel users; energy saved; and surveys of acceptance of improved practices.

*CONTACT

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*KEYWORDS

NC01

NC

1984-87

Agriculture

Production Technology

Flue Cured Tobacco

Farmers, agribusiness, Extension and other professionals and paraprofessionals

Demonstrations, training sessions, publications, radio, TV, meetings, tours, field days, conferences, visits, slide/tapes, and workshops

*ESTIMATED IMPACTS

Profitability increased	\$.50 per pound
Costs reduced	reduced to \$1.00 per pound
Yields per acre increased	2100 pounds per acre
Fertilizer use reduced	55# N per acre
Reduced disease losses	reduce to 5%
Reduced insect damage	reduce to 2%
Fuel saved	\$.10 per pound for curing

*ESTIMATED FTE

	Prof	Para	Vol
1984	10	1	1.5
1985	10	1	1.5
1986	25	1	1.5
1987	25	1	1.5

*REPORTING PLANS

	Accom	St	Impac
1984			
1985			
1986			
1987	X		

*SCOPE Co in St 100 In Prog 65

(919) 737-2675

:HEADLINE Amendment

NC03 NORTH CAROLINA BURLEY TOBACCO EXTENSION PROGRAM

:TEXT

*SITUATION

Burley tobacco is a quota controlled, labor intensive, high value cash crop in western North Carolina. In 1984 quotas were assigned to 19,000 farms with a gross return of 42 million dollars. In 1985 the no-net cost assessment was raised from 9 to 30 cents per pound and the support price increased only 4 cents per pound. There is a strong possibility that support prices may be lowered by 40-50 cents in the future. This will make U.S. burley more competitive in the world market but will require reducing production costs while maintaining quality. Specific problems for North Carolina burley producers include: under-production of quotas; rising production costs; scarcity of labor; poor quality; improper use of lime and fertilizer; losses from disease and insects; shortage of barn space; and lack of understanding of tobacco program changes.

*OBJECTIVES

1. Full quota production of high quality leaf
2. Reduction of labor by use of loose leaf marketing, sucker control chemicals and herbicides
3. Application of lime and fertilizer based on soil test results and insecticides at threshold levels
4. Prevention of diseases by proper use of resistant varieties, cultural practices and chemical control
5. Improvement of quality by proper grading and handling
6. Reduction of barn construction costs by use of home grown timber*
7. Better understanding of the tobacco program and changes as they occur*
(* not specifically measured)

*PLAN OF ACTION

Conventional Extension educational methods will be used, such as on-farm tests, agent training, grower meetings, newsletters, radio and TV, publications, field days and tours

*EVALUATION

Quota production can be measured from stabilization receipts and quality by pounds sold by grades. Cost and labor saving practices can be determined by surveys conducted with agents. Improvement in fertilization practices can be determined by numbers and contents of soil test reports and fertilizer sales. Improvement in pest control can be evaluated by disease loss estimates and insect scouting.

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KEYWORDS

NC03

NC

1984-87

Agriculture

Production Technology

Burley Tobacco

Burley farmers, small farmers, extension professionals, non-extension professionals

Committee action, demonstrations, meetings, tours, radio, newsletters, publications, training sessions, field days

*ESTIMATED IMPACTS

Crop produced	At or near 100% quota
Marketing improved	Increased from 70% to 90% marketed as loose leaf
Labor reduced	90% of acreage treated with sucker control; 70% of acreage with herbicide
Diseases reduced	Reduced from 10% to 5%
Insect control	20% increase in use of insect thresholds
Quality improved	Mixed strip reduced from 30% to less than 10%
Improved fertilization	Increase soil testing from 10% level to 25%

*ESTIMATED FTE

	Prof	Para	Vol
1984	5	2.0	
1985	5	2.0	
1986	8	2.0	
1987	8	2.0	

*REPORTING PLANS

	Accom	St Impac
1984		
1985		
1986		
1987	X	

*SCOPE	Co in St	100	In Prog	19
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:HEADLINE Amendment
NC04 SYSTEMS APPROACH TO FEED GRAIN PRODUCTION IN NORTH CAROLINA

:TEXT

*SITUATION

N.C. farmers produce between 1.5 to 2.0 million acres of corn and 300,00 to 400,000 acres of small grains each year. Corn and small grains function as a principal enterprise on many farms while serving as rotation or supplemental crops on other farms (in support of strong poultry, swine and cattle industries). Opportunities for more profitable corn and small grain enterprises exist in North Carolina if farmers package their production practices to support high yields while conserving inputs. This "systems approach" to high yields means producers must be made more aware of the subtle but important management details such as planting dates, timeliness, uniformity of operation, selection of varieties, herbicides, fungicides and cultural practices best adapted to specific situations. It is our intention to concentrate on delineating systems (packages) of corn management practices that work best in problem areas (eg. drouthy soils, Johnsongrass infestations, ryegrass infestations etc.)

*OBJECTIVES

1. To increase the number of acres using computer-scheduled irrigation to 10,000
2. To reduce soil erosion by increasing conservation tillage to 300,000 acres of corn and wheat
3. To increase yield per acre of small grains by 4 bushels/acre (equivalent to \$10/acre)
4. To increase producer understanding of systems approach to feed-grain production

*PLAN OF ACTION

State Level: To develop and distribute a publication that will emphasize the systems approach to corn production; to develop and train agents to use microcomputer software package for corn irrigation scheduling (this would benefit 33% of the irrigated acreage immediately and be extremely useful in reducing potential nutrient contamination of surface waters in environmentally sensitive areas where irrigated corn acreage is increasing rapidly).

County level: To use mass media, field days, newsletters, individual consultation and troubleshooting with growers; to publicize the software and teach producers to use it

*EVALUATION

Achievement of small grain objectives will be monitored with (1) measurement of state acreage production and income from small grains; (2) results of detailed survey of growers and agents; (3) one-on-one interviews with agents and growers; and (4) a survey of agribusiness personnel dealing with small grains.

*CONTACT

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*KEYWORDS

NC04

NC

1984-87

Agriculture

Feed Grain Production System

Corn, Wheat, Barley, Oats, Rye

Agribusiness, Farmers, Professionals

Computer-assisted programs, demonstrations, publications, large group presentations, workshops, tours, consultation, mass media

*ESTIMATED IMPACTS

Irrigation improved 10,000 acres computer-scheduled

Soil erosion reduced 300,000 acres corn wheat planted without primary tillage

Small grain productivity increased 4 bu/per acre (\$10/acre) increase

*ESTIMATED FTE

	Prof	Para	Vol
1984	6	2.5	.2
1985	6	2.5	.2
1986	10	2.5	.2
1987	10	2.5	.2

*REPORTING PLANS

	Accom	St Impac
1984		
1985		
1986	X	
1987	X	

1984

1985

1986 X

1987 X

*SCOPE

Co in St 100 In Prog 88

PLAN OF ACTION

State level: To develop and distribute a publication that will support the system approach to grain production to develop and train agents to use microcomputer software package for non irrigation scheduling (this would benefit 5% of the irrigated acreage) study and be extremely useful in reducing potential nutrient contamination of surface waters in environmentally sensitive areas where irrigation corn acreage is increasing rapidly.

County level: To use data from field data, newsletters, individual consultation and troubleshooting with growers to publish the soil-ware and teach producers to use it.

EVALUATION

Achievement of small grain objectives will be monitored with (1) measurement of state acreage production and income from small grain; (2) results of detailed survey of growers and agents; (3) one-on-one interviews with agents and growers; and (4) a survey of agribusiness personnel dealing with small grains.

CONTACT

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:HEADLINE Amendment

NC05 IMPROVED TECHNOLOGY FOR PEANUT PRODUCTION IN NORTH CAROLINA

:TEXT

*SITUATION

North Carolina has about 9,000 commercial peanut growers producing 150,000 acres of peanuts. High yield peanuts require intense use of high cost inputs such as seeds, herbicides, fungicides and insecticides. Most growers are following a preventative approach to pesticide usage rather than a prescription approach. Most growers are currently spending over \$150 per acre for crop production chemicals. Growers are not utilizing proven scouting procedures that provide the necessary information so that the prescription approach to pesticide application can be implemented.

*OBJECTIVES

In order to reduce production costs and increase net income and production efficiency, 30 percent of our peanut growers need to

1. understand integrated pest management concepts
2. understand scouting principles, thresholds and pesticide recommendations for peanuts
3. develop and implement weed, insect and disease management programs with emphasis on identifying specific problems, selection of appropriate pesticides and proper application of pesticides
4. improve overall management ability to include crop rotations, seed selection and use, tillage and marketing.

*PLAN OF ACTION

Extension agents and specialists with peanut responsibilities will disseminate information on IPM, scouting, threshold pesticide usage and other cultural practices. Several methods will be used to disseminate information.

1. Mass media to emphasize the need for improved production practices and to create an awareness of the need for change among growers.
2. Training opportunities for growers to learn new production techniques.
3. On-farm tests and demonstrations to encourage the adoption of new practices.
4. Develop software for our computer systems that can be used by agents with appropriate grower audiences.

*EVALUATION

County agents will survey a sample of growers in each peanut county to determine changes in pest control practices. Compare the costs of peanut production using scouting and prescription pesticide applications versus preventative applications. Survey chemical dealers to determine trends in pesticide usage.

*CONTACT

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*KEYWORDS

NC05

NC

1984-87

Agriculture and Natural Resources

Crop Management, IPM, Food Production, Resource Conservation

Peanuts

Extension Professionals, Farmers, Agribusiness

Mass media, on-farm tests, training sessions, computer-assisted programs

*ESTIMATED IMPACTS

Reduced production costs \$40/acre (150,000 acres)

Scouting practices adopted 30% of 9,000 farmers

Pesticide recommendations followed 50% of 9,000 farmers

*ESTIMATED FTE

	Prof	Para	Vol
1984			
1985	5	.5	.3
1986	9	.5	.3
1987	9	.5	.3

*REPORTING PLANS

	Accom	St Impac
1984		
1985		
1986		
1987	x	

*SCOPE Co in St 100 In Prog 15

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Crop Science Extension Specialist (Peanuts)
Dr. Gene A. Sullivan

:HEADLINE Amendment

NCO6 IMPROVED TECHNOLOGY FOR SOYBEAN PRODUCTION IN NORTH CAROLINA

:TEXT

*SITUATION

North Carolina grows 1.65 million acres of soybeans with a farm value of almost \$300 million. Developments in new technology and understanding of soybean growth have raised potential soybean profits to well above the level that most growers achieve. Only 700,000 acres are now grown in rows narrower than 36 inches, and 800,000 are grown in a planned rotation. Research has shown these two practices could add \$40 per acre profit. Profits from soybeans are currently low enough that many growers feel compelled to base their management decisions on short-term returns at the expense of long-term profits. Profit consequences of marketing and production alternatives, especially in pest management, will be the focus of educational efforts.

*OBJECTIVES

1. To increase the number of soybean varieties grown on 1% or more of the state's acreage, to decrease the percentage of the acreage planted to varieties which were released 10 years or more ago, and to decrease the reliance on resistant varieties as a sole nematode control practice.
2. To increase the percentage of soybeans grown in rows narrower than 36 inches.
3. To increase the percentage of soybeans grown as part of a planned rotation, to decrease erosion from soybean acres, and to decrease acres of soybeans grown on unproductive soils.
4. To increase understanding of soybean productivity and profits, and interactions among management decisions.

*PLAN OF ACTION

Use on-farm tests and demonstrations to acquire data on management interactions and to train agents, supplemented with meetings, memos, slide sets and personal visits. Support agents' teaching efforts with grower meetings and tours, mass media releases, variety characteristics chart, on-farm test reports and computer programs. Refine computer programs that will be useful to growers and agents in planning for profitable soybean production.

*EVALUATION

Use Crop Reporting Service data on varieties grown and row width used, SCS data on erosion, and annual survey of growers who participate in meetings and of agents for remaining data. Evaluation forms will be sent to a sample population in counties utilizing microcomputers.

*CONTACT

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***KEYWORDS**

NC06

NC

1984-87

Agriculture, Natural Resources

Variety selection, cultural practices, pest management, soil erosion, farm management

Soybeans

Farmers, young farmers, small farmers, agribusiness,

non-Extension professionals

On-farm tests, demonstrations, computer assisted programs, meetings, slides, television, newspaper, radio, publications, individual conferences

***ESTIMATED IMPACTS**

Acres impacted	20,000 acres (variety numbers)
Acres impacted	40,000 acres (old varieties)
Acres impacted	40,000 acres (row width)
Acres impacted	20,000 acres (rotation)

***ESTIMATED FTE**

	Prof	Para	Vol
1984	6	0.6	
1985	6	0.6	
1986	10	0.6	
1987	10	0.6	

***REPORTING PLANS**

	Accom	St Impac
1984	x	
1985	x	
1986	x	
1987	x	

***SCOPE** Co in St 100 In Prog 85

Use on-farm tests and demonstrations to acquire data on management
interactions and to train agents, supplemented with meetings, news-
letters, support agents, teaching efforts with
grower meetings and tours, mass media releases, variety character-
istic charts, on-farm test reports and computer programs. Refine com-
puter programs that will be useful to growers and agents in planning for
profitable soybean production.

EVALUATION
Use Crop Reporting Service data on varieties grown and row width used,
SRS data on erosion, and annual survey of growers who participate in
meetings and of agents for remaining data. Evaluation forms will be
sent to a sample population in counties utilizing microcomputers.

***CONTACT**
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:HEADLINE Amendment

NC07 COTTON PRODUCTION AND MANAGEMENT IN NORTH CAROLINA

:TEXT

*SITUATION

Cotton growers have production and management problems, including stand establishment, tillage practices, variety selection, fertility, weed and insect management, defoliation and fiber quality. New areas of concern include use of growth regulators and no-till production.

*OBJECTIVES

Cotton Baseline and Projected Production:

Item:	Baseline (1977-82):	Projection (1984-87):	Percent increase:
Acres	64,500 ('82 = 70,000)	100,000 ('87 goal = 112,000)	55
Yield per acre (lb. lint)	481	550	14
Total mean production (lb. seed)	31,000,000 40,900,000	55,000,000 72,600,000	77 77

PLAN OF ACTION

A major portion of the total program effort will be directed toward on-farm tests designed to develop efficient management programs. Emphasis will be placed on integrated weed management programs, efficient use of fertilizers, wise selection and use of defoliant and plant growth regulators, and high-yield varieties with good fiber quality. Minimum till and no-till practices will be critically evaluated and, if successful, promoted in areas subject to erosion or wind damage. Programs will be developed to adjust seeding rate according to seed quality. Programs for early-season insect and disease management will be developed and promoted. Information acquired from these tests and other sources will be extended to growers and agents via conventional Extension techniques such as meetings, training sessions, tours, and electronic and print media.

PLANS FOR EVALUATION

Exact measures of impact are impossible to obtain. However, relative measures would include: (1) percentage of growers following recommended agronomic and pest management practices; (2) average yields compared to previous 10-year period; and (3) acreage changes which in the absence of government programs would give an indication of profitability.

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***KEYWORDS**

NC07

NC

1984-87

Agriculture

Yield and quality, fertility, pest management, production systems
Cotton, improved stands, fertilizer use and placement, growth
regulators, variety selection, weed management
Farmers, agribusiness, professionals, cooperatives
Demonstrations, meetings, publications, newsletters, tours, radio,
television

***ESTIMATED IMPACTS**

Productivity improved	14%
Pest losses reduced	10%
Acres increased	55%
Cottonseed production increased	77%

***ESTIMATED FTE**

	Prof	Para	Vol
1984	5	.7	.1
1985	5	.7	.1
1986	6.5	.7	.1
1987	6.5	.7	.1

***REPORTING PLANS**

	Accom	St Impac
1984	x	
1985	x	
1986	x	
1987	x	

	Co in St	In Prog 20
1984	x	
1985	x	
1986	x	
1987	x	

***SCOPE**

A major portion of the program effort will be directed toward
on-farm tests designed to evaluate the integrated weed management program.
Emphasis will be placed on integrated weed management and use of herbicides and
efficient use of fertilizers, and high-yield varieties with good fiber
quality. Minimum till and no-till practices will be critically
evaluated and, if successful, promoted in areas subject to erosion or
wind damage. Programs will be developed to adjust seeding rate
according to seed quality. Programs for early-season weeding and
disease management will be developed and promoted. Information
acquired from these tests and other sources will be extended to
growers and agents via conventional extension techniques such as
meetings, training sessions, tours, and electronic and print media.

PLANS FOR EVALUATION

Exact measures of impact are impossible to obtain. However, relative
measures would include: (1) percentage of growers following
recommended agronomic and pest management practices; (2) average
yields compared to previous 10-year period; and (3) average changes
which in the absence of government program would give an indication
of profitability.

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:HEADLINE Amendment

NC11 TURFGRASS MANAGEMENT IN NORTH CAROLINA

:TEXT

*SITUATION

Turfs comprise about 800,000 acres in North Carolina with minimum annual maintenance costs of \$450,000 million. North Carolinians rely on turf for aesthetic, recreational and functional purposes. Timely and accurate information must be disseminated to encourage turf managers and homeowners to employ practices that result in efficient use of pesticides and natural resources. Service support groups must be informed of latest turf research. School athletic fields are typically poorly managed.

*OBJECTIVES

Turfgrass managers will

- 1) increase use of adapted grasses and
- 2) adopt recommended cultural practices such as pest management, irrigation, fertilization, and soil testing.

*PLAN OF ACTION

1. Develop educational materials to include circulars, guides, brochures and newsletters, video cassettes or slide sets where applicable for use by county agents, turf managers, retailers, lawn care personnel and homeowners.
2. Conduct workshops, seminars, agent training sessions, walking tours to educate 500 turf managers and 150 service support personnel regarding pest management and turfgrass cultural practices.
3. Develop turfgrass demonstration plots and conduct on-site testing to demonstrate value of proper grass selection, pest management and cultural practices.
4. Disseminate timely information via mass media.

*EVALUATION

Questionnaires and spot survey will be used to evaluate turfgrass manager acceptance of proper and efficient turfgrass pest management and cultural practices. Turfgrass managers will:

1. increase use of adapted grasses,
2. adopt recommended cultural practices such as pest management, irrigation, fertilization, soil testing.

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*KEYWORDS

NC11

NC

1984-87

Agriculture

Turfgrass Management

Turfgrass Management

Adults, Adult Volunteers, Cooperatives, Distributors, Farmers,

Homeowners, Managers, Non-Extension Professionals

Computer-assisted programs, Demonstrations, Meetings,

Newsletters, Newspaper, Publications, Radio, TV, Slides

*ESTIMATED IMPACTS

Improved turf management 80,000 acres

*ESTIMATED FTE

	Prof	Para	Vol
1984	5	1	.05
1985	5	1	.05
1986	5	1	.05
1987	5	1	.05

*REPORTING PLANS

Accom St Impac

1984 x

1985 x

1986 x

1987 x

*SCOPE Co in St 100 In Prog 100

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:HEADLINE Amendment

*KEYWORDS

NC13

*ESTIMATED FTE

	Prof	Para	Vol
1984			
1985			
1986	11.5	.7	
1987	11.5	.8	

:HEADLINE Amendment

NC15 IMPROVED PRODUCTION EFFICIENCY AND UTILIZATION OF ORNAMENTAL PLANTS

:TEXT

*SITUATION

The trend toward containerized nursery production has greatly increased the unit production cost of nursery stock. Hand labor for weeding and fertilizing one acre of container nursery stock may cost \$7,000 annually. Poor weed control and fertilization practices often result in a lower quality plant that may sell for less or be culled. The use of chemical weed control and the use of slow-release fertilizer will greatly reduce the unit cost of production. The implementation of known improved production practices would result in improved efficiency. In newly established landscape plantings the mortality rate of trees, shrubs and groundcovers is often 20-50 percent. This is a direct result of poor adaptability, poor planting techniques, incorrect backfill, soil moisture problems and poor site preparation.

*OBJECTIVES

1. Reduce hand labor requirements for nursery crops by 15 percent.
2. Reduce cull plants by 10 percent.
3. Increase efficiency by reducing time required to produce salable plants by 20 percent.
4. Decrease mortality of plants in new landscape plantings by 15 percent.
5. Reduce cost of landscape maintenance by 15 percent through improved cultural techniques.

*PLAN OF ACTION

On-farm tests/demonstrations to show the value of chemical weed control and slow-release fertilizers. Workshops to show the newest techniques in culture. Utilize accurate cost records to assure minimum unit cost of stock. Landscape maintenance workshops for agents and contractors to teach proper techniques in site preparation and plant installation. Establish five new urban IPM programs.

*EVALUATION

Surveys will be made during workshops and other training programs to assess changes in production costs and the degree of utilization of newly provided information. Landscape contractors and maintenance contractors will be asked to provide information to measure improvement in plant livability.

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*KEYWORDS

NC15

NC

1984-87

Agriculture and Natural Resources

Cultural Practices and Utilization

Ornamental crops

Horticulture Agents, Nurserymen, Producers

Workshops, On-Farm Tests, Meetings, Tours, Mass Media

*ESTIMATED IMPACTS

Fertilizer applications reduced From 4 to 3 applications per year

Weed management costs reduced By \$3 per square foot

Reduction in cull plants 10 percent

Plant loss reduced 15 percent

*ESTIMATED FTE

Prof Para Vol

1984 3.0 1.3

1985 3.0 1.3

1986 15.0 1.3

1987 15.0 1.3

*REPORTING PLANS

Accom St Impac

1984

1985 x

1986 x

1987 x

*SCOPE Co in St 100 In Prog 100

:HEADLINE Amendment

NC16 IMPROVED PRODUCTION AND MARKETING OF VEGETABLE CROPS

:TEXT

*SITUATION

North Carolina produces about 25 different vegetable crops on an estimated 200,000 acres. The crop is valued at approximately \$235 million. Increases in total value of vegetables is expected to continue at about 10 percent each year. Major problems are poor stands, poor quality transplants, excessive guesswork in fertilizers and pest control and a lack of post-harvest knowledge. Very little attention is given to optimizing yield and minimizing costs.

*OBJECTIVES

1. Improve production and marketing technology and increase efficiency of production.
 - a. Increase by 50% acreage grown with plastic mulch.
 - b. Increase by 25% acreage grown from container-grown transplants.
 - c. Increase fertilization by soil test by 20%.
2. Increase acreage under improved water management practices.
 - a. Increase acreage under irrigation by 100 %.
 - b. Increase acreage of vegetables planted on raised rows.
3. Increase by 30% the number of packing facilities with cooling capabilities.
4. Improve pest control procedures and costs.
 - a. Increase the acreage of vegetable crops under Integrated Pest Management by 15 percent.
 - b. Reduce the costs of pest control by 15 percent.

*PLAN OF ACTION

On-farm tests/demonstrations on the latest techniques in vegetable production and marketing; coordinating with other specialists to assure that all components of production are included; multi-county vegetable schools for agents and growers in each district; establish 8 new county plant clinics; use of newsletters; mass media; tours and field days.

*EVALUATION

Baseline data for program objectives is currently being determined via survey. The number of improved facilities for growing transplants and for packing and cooling will be monitored regularly for any changes. The number of growers using irrigation and acres of irrigated vegetables will be determined regularly. These will largely be determined by on-site visits and surveys of appropriate agents.

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*KEYWORDS

NC16

NC

1984-87

Agriculture and Natural Resources

Cultural Practices, Post-harvest Handling, Pest Management

Vegetable Crops

Farmers, Agents, Shippers, Small Farmers

Meetings, Demonstrations, Mailings, Mass Media, Tours

*ESTIMATED IMPACTS

Soil Testing 20% increase

Increased acreage under IPM 15%

Irrigation 100% increase

Diagnostic skills increased 8 new county clinics

Increased acreage planted with container-grown plants 25%

Increase in cooling facilities 30%

Increased acreage with plastic mulch 50%

*ESTIMATED FTE

Prof Para Vol

1984 8.5 1.7

1985 8.5 1.7

1986 13.5 1.7

1987 13.5 1.7

*REPORTING PLANS

Accom St Impac

1984

1985 x

1986 x

1987 x

*SCOPE, Co in St 100 In Prog 100

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:HEADLINE Amendment
NC17 IMPROVED PRODUCTION EFFICIENCY AND QUALITY OF FRUIT IN NORTH CAROLINA

:TEXT

*SITUATION

Increased production costs and failure of market prices to follow suit have caused a severe cost-price squeeze for fruit operations. The number of N.C. grape vineyards declined from 282 in 1976 to 160 in 1983. Further reductions are expected as average yield per acre remains at about 3 1/2 tons. High quality western CA apples, along with intensive promotions, have recently exerted significant pressure on N.C. growers to improve their fruit quality and marketing strategies or face potential 30% loss of production within five years. North Carolina blueberry growers face a similar prospect from new blueberry acreage in Florida, Georgia and Arkansas. Approximately 90% of the peach crop was lost in both 1982 and 1983; in 1985, 100% loss occurred. Over 50% of the strawberry crop, 60% of apples and 80% of blueberries were lost to spring freezes in 1982. Approximately 80% of the blueberry crop was lost in 1985 as a result of a late spring frost.

*OBJECTIVES

1. Increase by 40% the percentage of pre-cooled blueberries by 1987.
2. Increase number of solid-set irrigation systems and other mechanisms for frost and freeze protection by 25% by 1987.
3. Increase yield of grapes and blueberries 15% by 1987.
4. Increase number of producers who implement pest management technology.
5. Improve quality of apples.

*PLAN OF ACTION

On-farm tests on pruning and training of grapes, blueberries, peaches and apples. IPM programs for apples, blueberries and grapes will be integrated into approved production practices. Cooperate with blueberry marketing organizations to promote greater use of blueberry precooling and stricter quality standards. Develop educational literature and hold workshops with fruit growers and marketing organizations so that less premature fruit enters the early market. Conduct workshops and training sessions and develop educational literature on frost/freeze protection for various fruit crops.

*EVALUATION

Agent surveys will be conducted to determine

1. the percentage of early market fresh blueberries that receive preshipment cooling
2. number of frost/freeze protection systems for frost protection in orchards and berry plantings
3. number of producers implementing pest management practices
4. yields of grape and blueberry producers
5. pack out percentages of USDA grades in apples

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***KEYWORDS**

NC17

NC

1984-87

Agriculture and Natural Resources
Cultural Practices, Postharvest Handling
Fruits (Apples, Peaches, Blueberries, Grapes, Strawberries)
Farmers, Horticultural Agents
Workshops, On-farm Tests, Meetings, Tours

***ESTIMATED IMPACTS**

Increased precooling of blueberries 40%
Yields increased 15%
Frost protection increased 25%

***ESTIMATED FTE**

	Prof	Para	Vol
1984	5.9	1.5	
1985	5.9	1.5	
1986	7.9	1.5	
1987	7.9	1.5	

***REPORTING PLANS**

	Accom	St Impac
1984		
1985	x	
1986	x	
1987	x	

***SCOPE** Co in St 100 In Prog 100

***OBJECTIVES**

1. Increase the percentage of pre-cooling of blueberries from 10% to 40% by 1987.
2. Increase the yield of blueberries from 15% to 25% by 1987.
3. Increase the number of producers who implement post-harvest management practices.
4. Increase the number of producers who implement post-harvest management practices.
5. Increase the number of producers who implement post-harvest management practices.

***EVALUATION**

1. The percentage of early market blueberries that receive precooling.
2. The number of frost/ice protection systems for frost protection in orchards and berry plantings.
3. The number of producers implementing post-harvest practices.
4. The yield of grapes and blueberry products.
5. The cost per acre of blueberry production.

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:HEADLINE Amendment

NC23 PRODUCTION TECHNOLOGY FOR SWINE IN NORTH CAROLINA

:TEXT

*SITUATION

Pork production is a \$400 million enterprise in North Carolina. With the utilization of recommended practices and the adoption of total programs, net income can be greatly enhanced. In 1984 approximately 475,000 litters were produced with 7.85 pigs per litter, 1.58 litters per sow and 12.4 pigs per sow per year. Total production has remained relatively constant but has been concentrated in fewer operations.

*OBJECTIVES

1. Swine producers to adopt recommended practices of feeding, facilities, disease and parasite control.
2. Increase reproductive efficiency to 9.5 pigs per litter and 2.3 litters per sow yearly.

*PLAN OF ACTION

Identify program strengths and weaknesses, assimilate information toward applicable recommendations and work toward getting practices carried out by producers. Vulnerable areas can be highlighted through records and actual demonstrations and farm tests. Regular programs plus printed materials, news releases, and presentations through schools and clinics on county, regional and state basis are planned. Cooperation with federal and regional programs along with intensive in-service training on livestock agents will be utilized. Youth activities will continue at present level.

*EVALUATION

Agents and producers will be surveyed to determine practice adoption; demonstration units will be evaluated to assess production parameters including feed conversion ratios; and reports of laboratory analyses of feeds, diseases and parasites.

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***KEYWORDS**

NC23

NC

1984-87

Agriculture

4-H Youth

Swine Production Technology

Swine

Producers, managers, associations, agribusiness, youth, adults
Conferences, demonstrations, meetings, newsletters, publications,
radio, slides/tapes, tours, workshops

Attitudes changed, practices adopted, productivity improved, income
increased, farm management improved

***ESTIMATED IMPACTS**

Number pigs per litter Increase to 9.5

Number litters per sow per year Increase to 2.3

***ESTIMATED FTE**

	Prof	Para	Vol
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1984			
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1985			
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1986	19		
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1987	19		
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***REPORTING PLANS**

	Accom	St	Impac
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1984			
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1985			
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1986			
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1987	x		
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***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment
NC24 FARM STRUCTURES IN NORTH CAROLINA

:TEXT

*SITUATION

Proper housing facilities and environmental management maximizes production output of farm animals. For example, although 18 pigs per year is a reasonable number for swine production, North Carolina averages only 13 pigs per sow per year. Swine and poultry losses can be reduced with properly heated, ventilated, and constructed facilities. At the same time energy requirements can be reduced, with renewable (wood) resources used in many cases.

*OBJECTIVES

Producers will improve livestock facilities, and thereby

- 1) decrease losses of livestock by 10%, and
- 2) decrease energy costs for livestock housing by 10%.

*PLAN OF ACTION

Demonstration facilities in selected counties; training programs for agents, producers, agribusiness, and builders; field days and tours; written guidelines and building plan designs; consultation with builders and producers.

*EVALUATION

Demonstration units will be performance assessed to determine environmental requirements and production parameters such as growth rate, mortality, energy use, etc. A survey of Extension agents and producers constructing/remodeling facilities will examine effects of new housing on productivity, energy costs, and net income.

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*KEYWORDS

NC24

NC

1984-87

Agriculture

Farm Structures

Livestock, Small animals, environment

Producers, Agents, Agribusiness

Demonstrations, applied research, meetings, in-service training, consultation, building plans

*ESTIMATED IMPACTS

Decreased livestock losses 10% decrease

Decreased energy costs 10% decrease

*ESTIMATED FTE

	Prof	Para	Vol
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1984

1985

1986 3

1987 3

*REPORTING PLANS

	Accom	St Impac
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1984

1985

1986 X

1987 X

*SCOPE Co in St 100 In Prog 100

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:HEADLINE Amendment

NC27 PRODUCTION TECHNOLOGY FOR DAIRY FARMERS IN NORTH CAROLINA

:TEXT

*SITUATION

Production efficiency on many North Carolina dairy farms is below achievable levels. Less than 60 percent of the Grade A dairy farmers use any organized herd management or production record system. Poor reproduction performance results in an average of 136 days open for cows in DHI herds. Poor calf and heifer management results in a 12 percent calf loss and heifers which average 27 months of age at first calving. Mastitis infection rates are high as indicated by 11 percent of the cows with DHI somatic cell counts being greater than 565,000 cells per milliliter (linear score of 5). Feed costs are high due to lack of knowledge about feed nutrients, feed additives, toxins and nutrient requirements of cattle.

*OBJECTIVES

To provide dairymen with relevant and useful information to improve production efficiency. Increase the proportion of dairymen using organized herd management records to 65 percent. Increase the average level of milk production for DHI herds by 200 lb per cow per year. Reduce the average days open for DHI herds by 10 days, reduce calf losses to 10 percent and reduce average age at first calving to 26 months. Reduce the number of DHI cows with somatic cell linear scores of 5 or greater to 7 percent of the total. Increase the number of feed samples analyzed for nutrients by 10 percent per year and increase the treatment of corn silage with anhydrous ammonia to 8 percent of the total.

*PLAN OF ACTION

Provide technical support to the North Carolina Dairy Herd Improvement Association to maintain a quality DHI record program and promote expansion of service to new participants. Develop and expand the use of microcomputer programs in the area of dairy herd management data and ration formulations. Develop more integrated dairy programs in cooperation with producer organizations, milk plant fieldmen, sanitarians, veterinarians, dairy supply firms and feed dealers. Provide dairymen with summaries, analyses and updates through newsletters, conferences, workshops, meetings, consultations, tours, demonstrations and publications.

*EVALUATION

Summaries of DHI management records will provide the best available measure of progress in the area of record utilization, reproductive performance and mastitis control. Use of the forage and feed testing services provided by the North Carolina Department of Agriculture and the resulting data will provide data to measure certain feeding practices. A survey of dairymen will be used to measure certain feeding practices. A survey of dairymen will be used to measure progress in calf raising and feeding practices.

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***KEYWORDS**

NC27

NC

1984-87

Agriculture and Natural Resources

Dairy Herd Management

Dairy

Dairy farmers, agribusiness personnel

Newsletters, conferences, workshops, meetings, consultations,

tours, demonstrations, publications

***ESTIMATED IMPACTS**

Increased management record use	65% of dairymen
Breeding performance improved	Reduce open days by 10
Earlier first calving age	Reduce to 26 mo.
Calves saved	Reduce to 10% loss
Mastitis reduced	Reduce SCC score greater than 5 to 7%
Feeds analyzed	10% increase/yr. to 6,000
Corn silage improved	8% treated with anhydrous ammonia
Increase production	200 lb. milk/cow/year

***ESTIMATED FTE**

	Prof	Para	Vol
1984			
1985			
1986	18	1	
1987	18	1	

***REPORTING PLANS**

	Accom	St	Impac
1984			
1985			
1986			
1987	X		

***SCOPE Co in St 100 In Prog 79**

and promote expansion of service to new participants. Develop
and expand the use of teleconferencing programs in the area of dairy
herd management data and action formulations. Develop new tele-
vised dairy programs in cooperation with program organizations,
milk plant feedhubs, educators, veterinarians, dairy supply
firms and feed dealers. Provide dairymen with newsletters,
analysis and updates through newsletters, conferences, workshops,
meetings, consultations, tours, demonstrations and exhibitions.

EVALUATION

Summary of herd management records will provide the best avail-
able measure of progress in the area of record utilization,
reproductive performance and mastitis control. Use of the tele-
vised and lead testing services provided by the North Carolina Depart-
ment of Agriculture and the resulting data will provide data to
measure certain leading practices. A survey of dairymen will be
used to measure certain leading practices. A survey of dairymen
will be used to measure progress in cell testing and leading
practices.

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:HEADLINE Amendment

NC31 AGRICULTURAL WASTE MANAGEMENT IN NORTH CAROLINA

:TEXT

*SITUATION

Development, refinement and implementation of waste collection, handling, treatment, and utilization methods are needed to provide improved waste management systems on N. C. livestock and poultry farms which optimize farm production while avoiding excessive degradation of air and water quality. Approximately 16 million wet tons of manure are produced annually on N. C. livestock farms alone. Add to this one million tons of broiler and turkey litter and 600,000 tons of layer manure.

*OBJECTIVES

In order to increase use of manure as a renewable resource, to enhance farm operating efficiency, to improve water quality, and to prevent nuisance conditions, livestock and poultry producers will adopt practices of waste management as appropriate:

1. manure containment
2. waste water treatment
3. land application systems

*PLAN OF ACTION

1. Monitor and promote new waste management techniques on demonstration farms through field days, tours, equipment demonstrations, and performance results;
2. Explain proven recommendations and new innovative techniques to extension agents and other agricultural advisory agencies through in-depth training sessions and to producers through local, regional and statewide commodity meetings;
3. Use, where appropriate, extension publications, plans, slide sets and magazine articles for user-oriented technology transfer;
4. Use the emerging electronic media as a tool to speed up and assist the farmer's decision-making processes relative to selection of a "best-fit" waste management plan; and
5. Serve as a resource person to technology users needing data or other information for more informed decision-making.

*EVALUATION

1. Implementation of recommended waste management systems with a comparison of before and after operating expenses;
2. Number of animal waste analyses;
3. Comparison of requests for cost-share assistance with available money; and
4. Number of environmental complaints registered.

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***KEYWORDS**

NC31
NC

1985-86

Agriculture

Waste management & utilization, water quality, quality of rural living

Dairy, beef, swine, poultry, sheep

Extension and non-Extension professionals, farmers, agri-business

Workshops, publications, slide sets, computer software, demonstra-
tions, tours

***ESTIMATED IMPACTS**

Practices adopted

animal waste analyses on 10% of live-
stock farms

Water quality improved

existing stream pollution problems from
livestock farms reduced by 7.5%

Waste management systems
installed

5% of livestock farms

***ESTIMATED FTE**

Prof Para Vol

1984

1985

1986 5 0.5

1987 5 0.5

***REPORTING PLANS**

Accom St Impac

1984

1985

1986

1987 X

*SCOPE Co in St 100 In Prog 100

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:HEADLINE Amendment

NC32 BEEF PRODUCTION AND MARKETING IN NORTH CAROLINA

:TEXT

*SITUATION

The beef industry consists of about 400,000 cows and their offspring (January 1, 1983). Most are located in herds of 50 head or less. The industry is made up largely of cow-calf and stocker (backgrounding) operations; only about 25,000-30,000 head are finished for slaughter annually. Improper forage fertilization and grazing management limit production and increase feed costs. Preliminary data suggest that about 85% of the cattlemen do not test feeds for nutrient content, often resulting in improper supplementation and increased feed costs per unit of production. About 50% of our cattlemen do not use a restricted (65-day or shorter) breeding season. Only 270 herds (10,600 cows) are enrolled in the state performance testing program. One-third of the producers have no handling facilities. Only 65% of the producers vaccinate for one or more diseases, and over three-fourths of the cattlemen do not use a growth implant. About one-third of the cattlemen devote little effort to marketing their cattle. Only 53,000 head (1983) of cattle were sold in state organized sales. The proportion of youth who understand animal agriculture and its contributions to the economy and society is decreasing.

*OBJECTIVES

1. Increase feed samples analyzed by 50%;
2. Increase herds on performance testing by 20% and increase weaning weights in tested herds by 10%;
3. Increase by 20% the number of cattle sold in graded sales;
4. Increase average sale weights in graded sales by 40 lb/head and reduce by 20% the number of small frame cattle;
5. Increase by 20% the number of cattlemen using growth stimulants;
6. Increase by 10% performance tested herds in which 70% of the calves are born during the first 21 days of calving;
7. Develop production schemes and economic predictors for stockering and finishing cattle; and
8. Increase by 20% the number of youth participating in beef projects, livestock judging and beef demonstrations.

*PLAN OF ACTION

Educational meetings, conferences and shortcourses, Beef Management Handbook factsheets, development of relevant computer software, newsletters, video-tapes, individual consultation, on-farm practice demonstrations, cooperating with NCDA and Livestock Market Operators in graded sales, and use of mass-media. Youth effort will be continued.

*EVALUATION

A random survey of beef producers to collect baseline data. Follow-up surveys and data already available from BCIP and state graded sales to evaluate progress. Feed samples tested and requests for ration formulation assistance monitored. Participation in 4-H and youth beef activities is routinely monitored.

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***KEYWORDS**

NC32

NC

1984-87

Agriculture, 4-H Youth

Animal Science

Beef production and marketing, performance testing, nutrition, reproduction, backgrounding, finishing, youth activities

Beef producers, associations, youth

Meetings, conferences, shortcourses; Beef Management Handbook; computer software; newsletters, video tapes, newspaper, radio, other mass-media; consultation; demonstrations; performance testing; assisting with cattle sales.

***ESTIMATED IMPACTS**

Herds on performance testing	20% increase
Fed samples analyzed	50% increase
Cattle sold on graded sales	20% increase
Average weight of cattle in graded sales	40-lb. increase
Cattle implanted	20% increase
70% of calves born in first 21 days of calving in performance tested herds	10% increase
Youth participation in beef production	20% increase

***ESTIMATED FTE**

	Prof	Para	Vol
1984		.10	
1985		.2	
1986	20	.2	
1987	20	.2	

***REPORTING PLANS**

	Accom	St	Impac	
1984				
1985				
1986				
1987	x			

***SCOPE** Co in St 100 In Prog 100

***PLAN OF ACTION**

Educational meetings, conferences and shortcourses, Beef Management Handbook factbooks, development of relevant computer software, newsletters, video-tapes, individual consultation, on-farm practice demonstrations, cooperating with NEMA and Livestock Market Operators in graded sales, and use of mass-media. Youth effort will be continued.

***EVALUATION**

A random survey of beef producers to collect baseline data. Follow-up surveys and data already available from NCIP and state graded sales to evaluate programs. Feed samples tested and reported for action. Livestock assistance monitored. Participation in 4-H and youth beef activities is routinely monitored.

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:HEADLINE Amendment

NC36 SHEEP PRODUCTION AND MARKETING IN NORTH CAROLINA

:TEXT

*SITUATION

About 7500 ewes are in production on N. C. farms. Most sheep are in small flocks and represent only a minor part of gross income to most owners. A major factor limiting expansion of the industry is the lack of a year-round, easily accessed market for slaughter lambs. Development of a lamb slaughter plant in western Virginia could have a stimulating effect on North Carolina's sheep industry. Other problems also limit the size of the sheep industry and total income that it generates. The availability of high quality, rapidly growing breeding stock is very limited. Producers trying to establish or expand flocks must go to other states to purchase replacement animals. To take advantage of highest prices, lambs should be ready for slaughter by mid- to late-May. However, due to late birth dates, improper feeding and poor management, many lambs are not ready for slaughter until July or August. Producers who sell later in the summer realize decreased returns. Any increase in sheep production will need to be supported by an educational program to train agents and producers in techniques for managing flocks and marketing lambs for highest value. Sheep and lambs offer an excellent opportunity for youth to gain experience managing a livestock project.

*OBJECTIVES

1. Increase sheep production by 20%;
2. Increase by 20% the number of choice and prime lambs marketed through state assisted sales;
3. Assist producers to enable them to shift sales of most slaughter lambs from July to August to late May and early June;
4. Increase the availability of performance tested rams;
5. Increase by 20% participation in youth sheep projects, demonstrations and judging activities.

*PLAN OF ACTION

The following methods will be used: county, area and statewide educational programs for producers and youth; field days and demonstrations; provide assistance to the state producers association; individual consultations; newsletters and bulletins; newspapers and other mass media; assisting with lamb and wool sales. A performance testing and central ram test are being initiated.

*EVALUATION

Evaluation of the program will be made by monitoring: sales data obtained from lamb and wool sales, North Carolina Department of Agriculture sheep estimates, number of flocks on performance testing, and the number of rams on the central performance test. Participation in 4-H and youth sheep activities is routinely monitored.

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*KEYWORDS

NC36

NC

1984-87

Agriculture, 4-H Youth

Animal Science

Sheep Production and Marketing, Performance Testing, Youth Activities

Sheep producers, small farmers, associations, youth

Meetings, newsletters, demonstrations, field days, computer programs,

performance testing program

*ESTIMATED IMPACTS

Increase sheep production	20%
Increased marketing through State sales	20%
Increased breeding stock availability	30 rams
Increased participation in youth activities	20%

*ESTIMATED FTE

	Prof	Para	Vol
1984	.35	.05	
1985	.45	.10	
1986	.45	.10	
1987	.45	.10	

*REPORTING PLANS

	Accom	St Impac
1984		
1985		
1986		
1987	x	

*SCOPE	Co in St	100	In Prog	100
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1. Increase sheep production by 20%
 2. Increase by 20% the number of sheep and goat lambs marketed through state assisted sales.
 3. Assist producers to enable them to shift a portion of most sheep lambs from July to late May and early June.
 4. Increase the availability of performance tested rams.
 5. Increase by 20% participation in youth sheep projects, demonstrations and judging activities.

PLAN OF ACTION
 The following methods will be used: county, area and statewide shows; fairs; regional shows and county fairs and demonstrations; provide materials to the state producers association; fairs; dual competitions; newsletters and bulletins; newspapers and other mass media; assisting with lamb and wool sales. A performance testing and central was test are being initiated.

EVALUATION
 Evaluation of the program will be made by monitoring sales data obtained from lamb and wool sales. North Carolina Department of Agriculture sheep estimator, number of lambs on performance testing and the number of rams on the central performance test. Participation in 4-H and youth sheep activities is constantly monitored.

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:HEADLINE Amendment

NC37 BREEDING, MANAGEMENT AND MARKETING OF EQUINE IN NORTH CAROLINA

:TEXT

*SITUATION

The North Carolina horse industry is a major agricultural enterprise which consists of a diversified breed population totaling in excess of 200,000 head located on over 53,000 farms. A large percentage of business-oriented and hobby horse owners have limited management skills, contributing to nutritional, health and reproductive problems. Management problems affect the productivity, size and number of horse operations and the well-being of recreational owners. The more than 5,800 youth horse projects are an indicator of youth interest in the state. This contributes substantially to the growth of the industry in the state.

*OBJECTIVES

Horse owners and youth interested in horses will learn recommended husbandry and management practices such as feed ration balancing, health management techniques (e.g., vaccination, de-worming), breeding selection, judging skills, and breeding techniques; and will apply these practices as appropriate. It is assumed that adoption of these practices will decrease ownership costs, increase profits and expand operations.

*PLAN OF ACTION

A series of regional educational conferences and workshops will be offered to equine owners, breeders and trainers, farm managers, 4-H members, leaders, and parents. Local Extension agents and horsemen, veterinarians, feed and equipment manufacturers and tack shop owners will cooperate in the meetings. A bimonthly horse program newsletter, "Horse Scribble," will be distributed. Demonstrations incorporating live animals and actual management techniques will provide hands-on experience. Special contests, workshops, and other events will be planned to create and maintain youth interest.

*EVALUATION

Program participants will be asked to provide information on knowledge gained, practices adopted, cost savings, and increased earnings. Results will be calculated as proportions of 7,500 youth and adults expected to participate.

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***KEYWORDS**

NC37

NC

1984-87

Agriculture, 4-H Youth

Equine Production, Management, Marketing

Equine Production and Management

Adult and Youth Horsemen, 4-H Volunteer Leaders and Members

Conferences, demonstrations, large group presentations, meetings,

visual, publications, contests, youth events

***ESTIMATED IMPACTS**

Increased knowledge 65% participants

Increased skills 60% participants

Practices applied appropriately 40% participants

Income increased 40% participants

***ESTIMATED FTE**

	Prof	Para	Vol
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1984

1985

1986 10 20

1987 10 20

***REPORTING PLANS**

	Accom	St Impac
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1984 x

1985 x

1986 x

1987 x

***SCOPE** Co in St 100 In Prog 49

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:HEADLINE Amendment
NC42 FARM MANAGEMENT AND MARKETING OF N.C. AGRICULTURAL COMMODITIES

:TEXT

*SITUATION

Farmers and ranchers in the United States have been, and are currently faced with, declining commodity prices, increased production costs, and decreasing returns to land and management. For the next several years, the production sector will be confronted with changes in production restrictions, a record farm debt, decreasing land values and severe cash flow problems. In this economic environment, farmers need to improve their farm management and marketing skills.

*OBJECTIVES

Producers will

1. be familiar with and understand a variety of management and marketing techniques;
2. set up and maintain appropriate record-keeping systems;
3. adopt other appropriate management and marketing techniques.

It is assumed that adoption of appropriate marketing and management techniques will stabilize or increase farm profits.

*PLAN OF ACTION

1. Develop and conduct programs to assist farmers in developing and analyzing cost of production by enterprise;
2. Conduct programs to analyze the costs of machinery, land and quota ownership for various farm enterprises with varying levels of use;
3. Evaluate investment opportunities on livestock and poultry housing, greenhouses, equipment, storage facilities, etc.;
4. Conduct programs to evaluate the economic feasibility of changing production practices such as fertilization rates, chemical use, post-harvest handling, product quality control, etc.;
5. Conduct programs on marketing alternatives for NC commodities;
6. Develop and conduct programs providing economic analyses of farm commodity programs;
7. Implement continuing programs on financial management;
8. Conduct workshops and seminars to train agents, agricultural leaders and producers in the economic evaluation of modern production techniques and financial management;
9. Prepare and publish newsletters, fact sheets and circulars on selected production and management subjects;
10. Develop and disseminate audio-visual and microcomputer farm management and marketing programs for use throughout NC.

*EVALUATION

Survey sample of participants to determine changes in knowledge and adoption of management and marketing practices and in farm and enterprise profitability.

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*KEYWORDS

NC42

NC

1985-87

Agriculture

Farm Management, Marketing, Production Economics

All Commodities

Farmers & ranchers

Workshops, group meetings, demonstrations, tours, publications

*ESTIMATED IMPACTS

Increased understanding of management and marketing techniques	50% of participants
Appropriate record-keeping established	20% of participants
Adoption of appropriate management & marketing techniques	35% of participants
Improved/stabilized profitability	50% of participants

*ESTIMATED FTE

	Prof	Para	Vol
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1984

1985 10

1986 15

1987 15

*REPORTING PLANS

	Accom	St Impac
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1984

1985 X

1986 X

1987 X

*SCOPE Co in St 100 In Prog 100

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:HEADLINE Amendment
NC43 NATURAL RESOURCE ECONOMICS

:TEXT

*SITUATION

There are several land and water based resource problems/opportunities with which Extension can (and has been) assisting. These include a significant commercial mountain trout industry in western North Carolina, the potential for culturing salt water species, land drainage in coastal North Carolina, soil and water conservation, and agribusiness (including cooperatives) management for resource-based firms. Specific problems include the 1) growth of the mountain trout industry from what was once primarily a recreational market to food-fish markets (accompanied by changes in product form and marketing techniques), 2) insufficient information available regarding payoff to draining coastal soils for tree or crop production, and accompanying potential environmental costs, and 3) the private and social costs to managing soil erosion.

*OBJECTIVES

1. Increased sales and distribution areas for mountain trout;
2. Clientele will make informed production and policy decisions regarding land clearing and drainage and soil conservation.

*PLAN OF ACTION

Update trout production cost information; improve trout processing co-op's management skills, including product line profitability analysis; develop cost-return budgets for classes of coastal soils, using data from the 1982 National Resource Inventory (NRI); reports and publications prepared for landowners and policy makers, and use of meetings/workshop delivery; develop cost-return budgets for conservation practices; develop yield response functions for topsoil losses.

*EVALUATION

Records of trout-marketing cooperative will be monitored for changes in distribution and sales. Follow-up with audience of soil conservation and land drainage educational efforts will provide check on understanding of information presented, and use of that information in decision-making.

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***KEYWORDS**

NC43

NC

1985-87

Agriculture & Natural Resources

Aquaculture, Agricutusiness, watershed management, soil conservation,
land reclamation

Fish, wetlands, black lands, soil conservation land use

Farmers, landowners, fish farmers, state government, local government,
cooperatives

Applied research, meetings, workshops, publications

***ESTIMATED IMPACTS**

Increased sales of trout/food-fish 10% annual increase

Improved understanding of economic
basis for natural resource decision-
making 20% of participants

***ESTIMATED FTE**

Prof Para Vol

1984

1985 3.2

1986 3.2

1987 3.2

***REPORTING PLANS**

Accom St Impac

1984

1985 X

1986 X

1987 X

***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment
NC44 AGRIBUSINESS MANAGEMENT AND MARKETING

:TEXT

*SITUATION

Production agriculture depends upon the complex and interrelated services of the agribusiness sector. The agribusiness sector is vital to the efficient functioning of rural communities and the rest of the food and fiber processing industry in the state. Cooperatives form a specialized and highly organized sub-sector of agribusiness. Educational needs of this sector lie in business management techniques, taxation, transportation and financial management.

*OBJECTIVES

Agribusiness managers and decision-makers will

1. understand principles of business management, finance, personnel, taxation, transportation, and strategic decision-making
2. understand agribusiness functioning and interrelationships with the general economy
3. apply principles as appropriate to their situation

*PLAN OF ACTION

1. Prepare and disseminate educational publications in selected subject matter areas directed to specific audience groups
2. Organize and conduct educational meetings, workshops and conferences to increase the understanding of issues by agribusiness managers, directors, employees, shareholders and the general public
3. Serve as resource persons to county staff and the business community on educational programming in agribusiness marketing and management

*EVALUATION

Informal interviews with a sample of audiences will be used to determine client understanding and appropriate application of business marketing and management decisions. Clientele will be asked if their net profitability has improved/stabilized.

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***KEYWORDS**

NC44

NC

1985-87

Agriculture

Cooperatives, Agribusiness

All Commodities

Agribusiness, financial institutions, managers

Meetings, workshops, publications

***ESTIMATED IMPACTS**

Increased understanding of business

principles

50% of clientele

Appropriate application of principles

35% of clientele

Net profitability improved/stabilized

50% of clientele

***ESTIMATED FTE**

Prof Para Vol

1984

1985 5.6

1986 5.6

1987 5.6

***REPORTING PLANS**

Accom St Impac

1984

1985 X

1986 X

1987 X

***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment
NC52 NORTH CAROLINA AGRICULTURAL POLICY EDUCATION

:TEXT

*SITUATION

The mid-1980's promise to be years of significant agricultural policy changes. Federal tobacco and peanut programs are under heavy fire. The federal dairy support program is currently under review, and program changes seem likely. At the state level, there are proposed changes in many areas to adjust to national changes.

Whatever the changes, they will have a significant impact on the N.C. farm sector. Analysis of these changes will be needed and explanations of their effects on the farm sector will be expected.

*OBJECTIVES

Producers, policy makers, and agribusiness will

1. understand present and potential effects of current and proposed agricultural policies
2. be able to use policy-relevant information in making decisions

*PLAN OF ACTION

1. Prepare Extension leaflets, circulars and articles dealing with specific agricultural policies or commodity programs;
2. Conduct applied research in marketing and program alternatives for tobacco, peanuts, dairy, and use value assessment of land;
3. Offer in-service training programs to county Extension staff on the economic aspects of agricultural policy;
4. Conduct an annual Economic Outlook and Agricultural Policy Conference for statewide participation;
5. County meetings on demand to discuss agricultural outlook and policy.

*EVALUATION

Participants in educational programs will be asked to provide feedback about their understanding and application to decision-making of information conveyed.

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***KEYWORDS**

NC52

NC

1985-87

Agriculture & Natural Resources, Community & Rural Development

Agricultural Commodity Policy, Land Use Policy

All Commodities

Farmers & ranchers, financial institutions, private landowners,

general public

Meetings, publications, workshops

***ESTIMATED IMPACTS**

Improved understanding of agric. policy 20% of participants

Application of Information to decision-making 20% of participants

***ESTIMATED FTE**

Prof Para Vol

1984

1985 3

1986 3

1987 3

***REPORTING PLANS**

Accom St Impac

1984

1985 X

1986 X

1987 X

***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment

NC52 NORTH CAROLINA AGRICULTURAL POLICY EDUCATION

:TEXT

*SITUATION

The mid-1980's promise to be years of significant agricultural policy changes. Federal tobacco and peanut programs are under heavy fire. The federal dairy support program is currently under review, and program changes seem likely. At the state level, there are proposed changes in many areas to adjust to national changes.

Whatever the changes, they will have a significant impact on the

:HEADLINE Amendment

NC56 INTRODUCING NEW TECHNOLOGY INTO THE NORTH CAROLINA FOOD PROCESSING INDUSTRY

:TEXT

*SITUATION

Numerous small food firms in North Carolina require technical assistance from Extension personnel. Even though larger firms have technical staffs, they also depend on assistance in specific areas. Many are "making-do" with old equipment and processing systems. New processing methods have been introduced to industry for improving product quality and/or productivity. Establishing quality assurance programs are needed. Management requires encouragement for the needs and requirements of quality assurance programs.

*OBJECTIVES

Small food firms to which technical assistance is given will:

1. improve product yields, process efficiencies, employee performance, raw and finished product acceptability, utilization and conservation,
2. maintain a quality and economical food supply and decrease the man hours required to produce each unit of finished product.

*PLAN OF ACTION

Food plant personnel will be presented demonstration and information workshops to improve process operation by maintaining product quality, increased productivity and/or increased profitability. Management will be advised of new technologies through meetings, newsletters, "Timely Tips," "Hotline," and information from scientific publications.

*EVALUATION

Processed foods will be assessed for reduced amount of defective quality characteristics, the extension of shelf life and further reduction of product spoilage. Processed product yields will be examined. When new technology is incorporated into existing processes, productivity will be measured.

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NORTH CAROLINA AGRICULTURAL POLICY BOARD

1987

ANNUAL REPORT

The mid-1980's period is a year of significant agricultural policy changes. Federal support programs are under review and the Federal policy support programs are currently under review. At the state level, there are program changes now likely. As the state level, there are program changes now likely to national changes. They will have a significant impact on the changes.

***KEYWORDS**

NC56
 NC
 1984-87
 Agriculture and Natural Resources
 Food Processing
 Processing Foods - poultry, fish, livestock, dairy, fruit and vegetable products
 Food processing personnel, limited resource audience
 Conferences, demonstrations, meetings, newsletters, publications, workshops, surveys.

***ESTIMATED IMPACTS**

Yields improved 0.5% and up
 Productivity improved 10.0% less manhours
 Profitability increased 15.0% gross income
 Quality enhanced 0.5% and up

***ESTIMATED FTE**

	Prof	Para	Vol
1984	4	.3	
1985	4	.3	
1986	4	.3	
1987	4	.3	

***REPORTING PLANS**

	Accom	St Impac
1984	x	
1985	x	
1986	x	
1987	x	

***SCOPE** Co in St 100 In Prog 100

Information regarding to improve process efficiency and increase product quality. Management will be advised to use technology through meetings, newsletters, "family type", "mailing", and information from scientific publications.

Processed foods will be assessed for reduced amount of defective quality characteristics. The extension of shelf life and further reduction of product spoilage. Processed product yields will be enhanced. When new technology is incorporated into existing processes, productivity will be measured.

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:HEADLINE Amendment

NC59 IMPROVING FOREST PRODUCTS MARKETS AND UTILIZATION IN NORTH CAROLINA

:TEXT

*SITUATION

North Carolina's forest products industry is a major contributor to the state's economy. It is the second highest industrial employer and also ranks second in value of shipments. There is a trend toward decreasing size and quality of available trees. As a consequence, landowners in many areas of the state are unable to sell low quality hardwoods and pine thinnings, and industry is sometimes forced to use less profitable raw material. In addition, improper manufacturing, drying, handling and storage at sawmills and furniture plants causes substantial material and financial losses. The timber harvesting industry provides a vital link between the landowner and the forest products industry. It consists primarily of small firms with limited time and financial resources to devote to implementing improved technology and business methods. If the forest products industry is to maintain or increase its contribution to the economy of the state, there is a critical need for expansion of markets for forest products and increased implementation of new technology by timber harvesting companies, sawmills and furniture plants to reduce current raw material waste. Also, there is a need for improved consumer awareness of the proper selection and use of wood products and the importance of the forest industry in the state.

*OBJECTIVES

In order to increase the profitability of the N.C. wood products industry and expand markets for N. C. wood products,

1. Furniture manufacturing plants and sawmills will adopt appropriate technology to decrease seasoning losses and improve product size control,
2. loggers will adopt improved cost accounting procedures,
3. sawmills, builders, and consumers will accept new products, e.g., yellow poplar framing lumber, wood foundations.

*PLAN OF ACTION

Goals will be achieved through case studies and demonstrations at cooperating forest industries, workshops, meetings, tours, trade shows, publications, videotapes, media releases, and development of microcomputer software. Improved communication between all phases of the industry will also be promoted to achieve program goals. This program will be partially supported with RREA funds.

*EVALUATION

Surveys of program audiences will provide data on changes in practices.

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***KEYWORDS**

NC59

NC

1984-87

Agriculture and Natural Resources

Forest Products Utilization and Marketing

Timber harvesting, market development, quality control, drying, yield, wood utilization

Forest products industry, timber harvesting firms, consumers, non-forest products industry

Case studies, demonstrations, meetings, tours, newsletters, trade shows, publications, videotapes, computer assisted programs

***ESTIMATED IMPACTS**

Seasoning losses 10% reduction

Product size control in sawmills 10% decrease in variability of product size

Improved cost accounting procedures Procedures implemented by 20 loggers

New product acceptance 5 mills producing yellow poplar lumber

50 builders using permanent wood foundation

***ESTIMATED FTE**

	Prof	Para	Vol
1984	5	1	1
1985	5	1	1
1986	5	1	1
1987	5	1	1

***REPORTING PLANS**

	Accom	St Impac
1984		
1985		
1986		
1987	x	x

1984

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***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment

NC60 NONINDUSTRIAL PRIVATE FOREST LAND MANAGEMENT IN NORTH CAROLINA

:TEXT

*SITUATION

North Carolina's 18.5 million acres of commercial forest land are under increasing pressure to provide recreation, wildlife, and quality water while continuing to supply raw materials for a growing industrial sector. Growth and sale of timber is an important source of income to the state's farmers and other landowners. Yet, sound timber management practices are applied on only a small proportion of the 14 million private nonindustrially owned acres. Ignorance of management options, inappropriate or incompatible recommendations, historical timber abundance, and poor utilization have all contributed to the problem. Income from managed forests exceeds returns from many other long-term investments. However, most private nonindustrial woodlot owners lack the knowledge and/or business management skills necessary to make economically sound forest management and timber marketing decisions and do not fully use the various forestry incentive programs available.

*OBJECTIVES

1. Increase by 1,000 number of nonindustrial woodlot owners who develop forest management plans.
2. Increase by 1 million number of woodland acres covered by multiple use forest management plans.
3. Increase forest landowners' income by \$10 million.

*PLAN OF ACTION

Efforts will be focused on county forest landowner associations, interagency small woodlot committees, meetings, tours, demonstrations, media releases, videotapes and publications to make landowners and the general public aware of the economic and other benefits of forest management. Special programming will be targeted for forestry professionals, environmental interest groups, female and absentee landowners, tax preparers and financial advisors, and decision makers. Microcomputer applications in forestry will be emphasized. This program will be partially supported with RREA funds.

*EVALUATION

Survey data from landowners, consultants, industry and agency foresters will provide changes in numbers of owners with management plans, acres under management, acres regenerated, income to landowners, utilization of low value products and adoption of sound business management practices.

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AMERICAN FOREST RESTORATION PROJECT

North Carolina's 18.7 million acres of commercial forest land are under increasing pressure to provide recreation, wildlife, and quality water while continuing to supply raw materials and other products to the state's farmers and other landowners. The state's forest management practices are expected to help a small private forest owner...

***KEYWORDS**

NC60
NC

1984-87

Agriculture & Natural Resources, Community & Rural Development
Forest Management

Timber production, timber management, regeneration, protection, economics, taxation, marketing

Forest landowners, non-Extension professionals, limited resource landowners, financial institutions, associations

Workshops, landowner associations, demonstrations, mass media, tours, newsletters, computer assisted programs, publications, interagency committees, videotapes, home learning packet

***ESTIMATED IMPACTS**

Acres impacted	1 million
New management plans developed	1,000
Income increased	\$10 million

***ESTIMATED FTE**

	Prof	Para	Vol
1984	14	2	
1985	14	2	
1986	14	2	
1987	14	2	

***REPORTING PLANS**

	Accom	St	Impac
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1984
1985

1986

1987 x

***SCOPE** Co in St 100 In Prog 100

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919/777-3355

:HEADLINE Amendment
NC65 WILDLIFE AND FISHERIES MANAGEMENT PROGRAMS IN NORTH CAROLINA

:TEXT

*SITUATION

Demand for hunting, fishing and other recreational uses of wildlife and fisheries resources continues to grow, while the amount of habitat decreases, and access to the resources becomes more restricted. These trends are accelerated by more intensive agricultural practices, spreading urbanization, and more posting of private land. Problems brought on by the conditions include: (1) a more urgent need for better and more intensive management of wildlife and fisheries resources, particularly on privately-owned lands, (2) more extensive wildlife damage to crops and structures, (3) increased public concern over the lack of outdoor ethics and stewardship of natural resources, and (4) lack of understanding by both youth and adults of the nature and importance of our fisheries and wildlife resources. Along with these problems there is a related concern about the quality and quantity of water resources.

*OBJECTIVES

1. Increase wildlife management and planning activities by 2,000 landowners and 100,000 acres in 1987.
2. Reduce wildlife damage to crops, trees and structures by 5% in 1987.
3. Increase participation in youth educational activities (demonstrations, projects, camps) from 2,934 to 3,200.
4. Increase public knowledge of importance of wildlife and fisheries resources and management.

*PLAN OF ACTION

Continue a cooperative effort with other state agencies and private organizations. Set up demonstrations on wildlife habitat management and planning. Develop videotapes, conduct agent training sessions, and carry out landowner demonstrations on wildlife damage control. Conduct demonstrations, short courses and training sessions on pond management. Plan and implement special weekend programs for youth, develop project material and involve youth in demonstrations and other special activities. Train volunteer leaders for youth programs. Use computer to establish baseline data and store day-to-day information to assist in reporting and redirecting program efforts. Develop printed and other media information and respond to requests by clientele with wildlife concerns.

*EVALUATION

Conduct survey of 20 counties in 1985 to establish baseline data for objectives 1 and 2, and do follow-up survey in 1987 to determine changes. Develop computer network to collect, store and summarize data collected. Use ES 237 and camping enrollment reporting system to compile youth participation in wildlife activities.

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*KEYWORDS

NC65

NC

1984-87

Agriculture, Natural Resources, Forestry

Wildlife/Fisheries Management, Natural Resources Management,

Youth Education

Wildlife/Fisheries Management

Extension Professionals, Landowners, non-Extension Professionals,

Youth and Adults

Demonstrations, Videotapes, Media Releases, Workshops, Publications

*ESTIMATED IMPACTS

Reduce wildlife damage 5%

Wildlife management planning 2,000 landowners; 100,000 acres

Wildlife 4-H 3,200 youth participating

*ESTIMATED FTE

Prof Para Vol

1984 2

1985 2.5

1986 2.5

1987 2.5

*REPORTING PLANS

Accom St Impac

1984

1985

1986

1987 x

*SCOPE Co in St 100 In Prog 100

:HEADLINE Amendment
NC67 COMPUTER DEVELOPMENT IN THE NORTH CAROLINA AGRICULTURAL
EXTENSION SERVICE

*CONTACT
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AGRICULTURE
NCSU
1982-83
Agriculture
Drying, Storage, Handling, Small Grain
Corn, Soybeans, Peanuts, Small Grain
Farmers and Landowners

:HEADLINE Amendment

NC68 NORTH CAROLINA GRAIN DRYING AND STORAGE

:TEXT

*SITUATION

There has been a rapid increase in grain storage capacity in North Carolina in recent years. North Carolina has approximately 210 million bushels of grain storage capacity. Approximately 80 million bushels of this storage capacity is located on the farm. Much of the on-farm grain drying is done in the storage bin (in-storage or layer drying). This puts a strain on the capacity of the grain dryer, especially the in-storage bin drying method. If the grain, especially corn, is not dried in a reasonable time, it may mold and develop aflatoxin in the bin. High aflatoxin levels are detrimental to livestock, especially swine and poultry.

The cost of energy for drying farm corn, soybeans, peanuts, and small grain is a significant portion of the total harvest and marketing cost. This project will continue.

*OBJECTIVES

1. To increase capacity of grain handling facilities and services by 10%.
2. To decrease fuel usage for grain drying by 10%.
3. To reduce losses in grain due to mold by 15%.

*PLAN OF ACTION

To study ways of reducing the energy requirements for crop drying. To conduct training workshops for the county Extension agents in proper drying and storage methods for grain. To revise the peanut curing bulletin and publish a grain aeration bulletin. To provide publications on drying equipment, selection, handling arrangements, and proper operation for the drying and storage equipment. To reduce the losses from mold and aflatoxin in grain.

*EVALUATION

A system for monitoring on farm grain drying and storage will be developed using a sample of farmers and Extension agents.

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*KEYWORDS

NC68

NC

1984-87

Agriculture

Drying, storage, aeration, curing, engineering

Corn, soybeans, peanuts, small grain

Farmers and ranchers, professionals

Meetings, publications

*ESTIMATED IMPACTS

Facilities and services improved Increase capacity 10%

Reduce fuel use Reduce 10%

Reduced mold losses Reduce losses 15%

*ESTIMATED FTE

	Prof	Para	Vol
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1984	.4	.1	
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1985	.4	.1	
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1986	1.0	.1	
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1987	1.0	.1	
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*REPORTING PLANS

	Accom	St Impac
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1984		
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1985	x	
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1986	x	
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1987	x	
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*SCOPE Co in St 100 In Prog 30

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01/137-2022

:HEADLINE Amendment

NC69 WATER MANAGEMENT IN NORTH CAROLINA

:TEXT

*SITUATION

Approximately 200,000 acres of agricultural crops were irrigated in 1984. Of the 6.5 million acres of cropland, 0.7 million acres are classified as droughty. Short duration droughts can severely reduce yields. Some 1.4 million acres of cropland require drainage and without proper drainage, yields only average 40 to 50% of potential. Subsurface drainage systems used for sub-irrigation have the potential to increase yields 15 to 30% above the increase for drainage alone. In addition to supplying soil moisture, solid-set and permanent irrigation systems are used for frost/freeze protection and chemigation. Irrigation scheduling and use of more efficient irrigation systems can save considerable water and energy.

*OBJECTIVES

1. Increase water use efficiency on poorly-drained soils through the use of controlled drainage techniques and sub-irrigation;
2. Increase irrigation use on apples, strawberries and blueberries, including frost/freeze protection on strawberries and blueberries;
3. Increase irrigation on vegetable crops;
4. Increase the number of growers using some type of irrigation, irrigation scheduling, and chemigation.

*PLAN OF ACTION

Commodity meetings, shortcourses, field days, demonstrations and training sessions. To teach a 3-week course in 1986 on water management for agents. To work with SCS on demonstrations at seven sites and several private farms that are using controlled drainage or sub-irrigation systems. To demonstrate best management practices and analyze their effects on soil, water, and nutrient losses; energy efficiency; and water quality. To cooperate with county agents and other specialists in promoting well designed and efficient water management systems. To work with irrigation and drainage system installers and to cooperate with SCS and other agencies in water management programs.

*EVALUATION

Survey agents in 1985 and 1987 to determine the number of acres being irrigated by type of system and crop, and use of irrigation scheduling and chemigation. Data from a survey on controlled drainage and sub-irrigation systems conducted by SCS annually will also be used.

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***KEYWORDS**

NC69

NC

1986, 1987

Agriculture

Water Management

Field crops, tree fruits, small fruits, vegetables, nursery crops, ornamentals, grass crops

Farmers, Extension professionals and paraprofessionals, SCS professionals, irrigation and drainage equipment designers, dealers and installers

Workshops, tours, demonstrations, conferences, meetings, farm visits, publications, individual instructions, designs of water management systems, slides/tapes, field days, Extension Summer School

***ESTIMATED IMPACTS**

More acres sub-irrigated 100% increase in sub-irrigation
and with controlled drainage 50% increase in controlled drainage

More acres of vegetables irrigated 10% increase in acreage of vegetables

More acreage of strawberries, blueberries and apples irrigated 10% increase in strawberries, 25% in blueberries and 3% in apples

Increase irrigation efficiency through irrigation scheduling 5% increase in number of growers using irrigation scheduling

More acres using drip irrigation 100% increase in acreage on fruits and vegetables

More acres using chemigation 100% increase in acreage

***ESTIMATED FTE**

	Prof	Para	Vol
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1984

1985

1986 2.0 0.1 0

1987 2.0 0.1 0

***REPORTING PLANS**

	Accom	St Impac
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1984

1985

1986

1987

***SCOPE** Co in St 100 In Prog 100

:HEADLINE Amendment
NC75 FARM SAFETY IN NORTH CAROLINA

:TEXT

*SITUATION

While pursuing a living in the farming occupation, N. C. farmers are exposed to a wide variety of injuries, either of minor effect or very disabling. These injuries are caused by unsafe procedures being used to operate harvest, forage and loading equipment.

Emergency medical personnel who respond to farm accident situations need to be familiar with various types of machinery to provide the most efficient and safe extrication method for the victim.

*OBJECTIVES

1. Reduce incidence of farm accidents;
2. Reduce severity of farm accidents, including reduced loss of life and reduced insurance claims.

*PLAN OF ACTION

Educational activities include training of farm families, agents and emergency personnel in farm safety and victim extrication. Publications, safety presentations, demonstrations, displays, radio programs, and press releases will be used.

*EVALUATION

Annual reports of the Insurance Services Office and emergency medical treatment records will be analyzed to determine incidence and severity of farm accidents.

*CONTACT

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***KEYWORDS**

NC75

NC

1984, 1985, 1986, 1987

Agriculture

Safety

Farm Safety

Farmers, agri-business, Extension and other professionals, emergency medical personnel and technicians

Demonstrations, training sessions, publications, radio workshops, conferences, visits

***ESTIMATED IMPACTS**

Reduction in loss of life due to farm accidents 5 per year
Farm accidents reduced 10% per year
Reduction in insurance costs reduce by 10%

***ESTIMATED FTE**

	Prof	Para	Vol
1984	1.0		
1985	1.0		
1986	2.0		
1987	2.0		

***REPORTING PLANS**

	Accom	St Impac
1984		
1985		
1986		
1987		

***SCOPE** Co in St 100 In Prog 100

:HEADLINE Amendment

NC75c FARM OPPORTUNITIES PROGRAM - FARM MANAGEMENT (NORTH CAROLINA)

:TEXT

*SITUATION

The on-going effort to improve farm income of small/limited resource farmers focuses to a considerable extent on improving their farm management practices. Farm management includes both production and marketing decisions. It is recognized that economic aspects of production and marketing become crucial in times of high capital costs, low farm gate prices and increased market concern for quality control. Small/limited resource farmers face particular farm management problems due to education deficiencies, lack of information about marketing needs, and a reluctance to put their farm on a business footing. This failure often prevents small farmers from securing sufficient capital for operating efficiency or expansion either in terms of production or of marketing.

*OBJECTIVES

The objectives of this program will be for small/limited resource farmers:

1. To become aware of the various kinds of farm record keeping and budget systems.
2. To become aware of other business management tools such as cash flow statements, tax management.
3. To become aware of alternative marketing strategies.

*PLAN OF ACTION

The agricultural technician, under the supervision of his/her supervising agent, will explain and train Farm Opportunities Program participants in the use of farm records and other management practices. Participants will be encouraged to take part in training seminars, workshops, general Extension meetings, tax form meetings, etc., to improve their management skills. News releases, TV and radio information will also be distributed to Farm Opportunities Program participants.

*EVALUATION

The evaluation will consist of surveys to determine:

1. Numbers of FOP participants in skills improvement meetings.
2. Numbers of FOP participants filling out their own FmHA dossiers, adopting the NCSU farm record system.
3. Participants' perception of the farm record/budget techniques.
4. Numbers of FOP participants participating in market strategy meetings.

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***KEYWORDS**

NC75c

NC

1984-87

Agriculture

Farm Management/Marketing

Management/Record Keeping/Financial Planning

Limited Resource

Demonstrations, Meetings, Workshops, Seminars, TV and Radio Programs,

Tours, and Publications

***ESTIMATED IMPACTS**

Record keeping skills developed/ improved	700 FOP limited-resource families
Business management techniques developed/improved	25% set up effective record keeping system
Planning and cash forecasting skills improved	25% cash approval rate increased
Developed new market outlets	10% of FOP cooperators per county

***ESTIMATED FTE**

	Prof	Para	Vol
1984	1.5		
1985	2		
1986	2		
1987	2		

***REPORTING PLANS**

	Accom	St Impac
1984		
1985	x	
1986		
1987	x	

***SCOPE** Co in St 100 In Prog 20

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:HEADLINE New
NC75G NC A & T NATURAL RESOURCES - SMALL WOODLOT MANAGEMENT - NORTH
 CAROLINA

:TEXT

*SITUATION

A 1974 USDA Forest Survey indicated that 18 of the counties with agricultural technicians in the NC A & T Farm Opportunities Program (FOP) encompassed more than 6.0 million acres. Farmers owned 2.0 million of some 3.8 million acres of commercial forestlands in those FOP counties. The USDA survey also showed that commercial forests are declining statewide. Between 1964 and 1974, commercial forests declined 2% (i.e., 20.0 to 19.5 million acres). The average farm size of nearly 650 cooperators in the FOP is only 70 acres. A 1978 Small Woodlot Task Force report indicated that 89% of the 245,000 forest landowners in North Carolina owned 36% of the forestland in tract sizes of 1-100 acres. And those forests were producing at a rate far less than their potential. The FOP woodlot owners, just like other nonindustrial woodlot owners, need educational assistance in all areas of productive timberstand management including regeneration, timberstand improvement, harvesting, marketing, and overall awareness of both public and private forestry assistance agencies.

*OBJECTIVES

For 90% of the FOP woodlot owners to become:

1. Aware of profitable and productive timber management practices,
2. Knowledgeable of existing agencies that are available to assist them in managing their woodlots.

*PLAN OF ACTION

1. Conduct one- to two-day training sessions for agricultural technicians to provide them with basic forest management information needed by their cooperators.
2. Help each technician to increase their job related functions to include at least 10% natural resource activities.
3. Establish forest demonstration sites for landowner observance of managed timberstands.
4. Develop and disseminate publications or related audiovisual material to assist with the educational efforts within the natural resources program.
5. Use mass media (i.e., radio, TV, and newspapers, etc.) and individual consultations to publicize programs and to encourage FOP cooperators to implement recommended forest management practices.

*EVALUATION

This program will be evaluated by a survey of FOP cooperators to determine the number who use or plan to use the recommended practices and number of persons who can identify agencies that can assist them in managing their woodlots.

*CONTACT

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***KEYWORDS**

NC75G

NC

1984-1987

Agriculture & Natural Resources

Natural Resource Management

Forest Management

Forest Landowners, Farm Opportunities Program (FOP) cooperators

Demonstrations, meetings, tours, mass media, publications, individual contacts

***ESTIMATED IMPACTS**

Forest management practices adopted 50% of FOP cooperators

Awareness of forestry assistance 90% of FOP cooperators

agencies increased
Agricultural technician forest management responsibilities increased 10% of total responsibilities

***ESTIMATED FTE**

	Prof	Para	Vol
1984	1.0	1.0	
1985	1.0	1.0	
1986	1.0	2.5	
1987	2.0	3.0	

***REPORTING PLANS**

Accom St Impac

1984

1985

1986

1987 X

***SCOPE** Co in St 100 In Prog 20

***EVALUATION**
This program will be evaluated by a survey of FOP cooperators to determine the number who use or plan to use the recommended practices and number of persons who can identify agencies that can assist them in carrying their workload.

***CONTACT**
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Natural Resources Specialist
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919/335-1957

1. Conduct one- to two-day training sessions for agricultural technician class to provide them with basic forest management information needed by their cooperators.
2. Help each technician to increase their job related functions to include at least 10% natural resource activities.
3. Establish forest demonstration sites for landowner observation of managed timberlands.
4. Develop and disseminate publications or related audiovisual material to assist with the educational efforts within the natural resource program.
5. Use mass media (i.e., radio, TV, and newspapers, etc.) and individual communications to publicize program and to encourage FOP cooperators to implement recommended forest management practices.

1. Conduct one- to two-day training sessions for agricultural technician class to provide them with basic forest management information needed by their cooperators.
2. Help each technician to increase their job related functions to include at least 10% natural resource activities.
3. Establish forest demonstration sites for landowner observation of managed timberlands.
4. Develop and disseminate publications or related audiovisual material to assist with the educational efforts within the natural resource program.
5. Use mass media (i.e., radio, TV, and newspapers, etc.) and individual communications to publicize program and to encourage FOP cooperators to implement recommended forest management practices.

:HEADLINE Amendment

NC76 CITIZEN PARTICIPATION AND LOCAL GOVERNMENT

:TEXT

*SITUATION

North Carolina is a state of many small towns and incorporated areas. This results in a large number of elected officials, the potentials for duplicated facilities and services, or the lack of services due to cost, etc. This situation can be improved by providing programs in which elected officials can learn and plan together, providing public policy education on community concerns and citizen organizations for input into local government and "self help" programs which substitute for publicly funded facilities and services.

*OBJECTIVES

1. To maintain 1500 community organizations
2. To initiate 50 new community organizations
3. To increase citizen participation in public affairs
4. To improve facilities and services in one community
5. Public officials to increase their awareness of community needs

*PLAN OF ACTION

Specialist will prepare and disseminate educational materials and train county personnel for public policy education regarding community issues.

Agents will provide most of the resources for implementing the program by assisting existing community organizations, organizing new community groups and working with elected officials through a series of seminars or other structures.

Self-help programs and citizen involvement in community affairs will be emphasized.

*EVALUATION

Input and participation data and supplementary reports from counties will be used to determine the number of counties working with elected officials, number of community organizations assisted and number of new community groups organized. Efforts will also be made to determine the impact of these efforts, i.e., new facilities and services, cooperative plans, etc.

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*KEYWORDS

NC76

NC

1984-87

Community & Rural Development

Local Government & Citizen Organizations

Public Policy Education, Community Organization, Public Facilities and Services

Community Leaders and Elected Officials

Community organization and maintenance, elected official seminars, meetings, workshops and consultation

*ESTIMATED IMPACTS

Community organizations maintained

1500

New organizations initiated

50

Increased citizens participation in public affairs

18 counties,

1800 leaders

Increased awareness of public officials of community needs

200 officials

Improved facilities and services (in one area)

22

*ESTIMATED FTE

Prof Para Vol

1984 8.4

1985 8.5

1986 8.2

1987 7.8

*REPORTING PLANS

Accom St Impac

1984

1985

1986

1987 x

*SCOPE Co in St 100 In Prog 100

:HEADLINE Amendment

NC88 OUTDOOR RECREATION IN NORTH CAROLINA

:TEXT

*SITUATION

Outdoor recreation is responsible for a large, expanding and essential part of North Carolina's economy and is a major factor in the quality of life. It also produces substantial social benefits, such as promoting health and stimulating labor productivity. In North Carolina, with a population of about 6 million well dispersed throughout the State, Extension has the opportunity to help people improve the quality of life through outdoor recreation programming.

*OBJECTIVES

To improve the quality of life through development of outdoor recreation facilities by community residents:

- A. Constructing 5 campgrounds
- B. Developing 7 hiking trails
- C. Developing 7 outdoor classrooms
- D. Improving facilities in 15 communities

*PLAN OF ACTION

This plan will be accomplished through the use of media and specifically through the production of a quarterly newsletter that will announce meetings, workshops, assistance available, new publications, research results and technical information. In addition, Extension will provide assistance on developing outdoor recreation facilities, such as trails, outdoor education areas, private campgrounds, picnic areas and other outdoor recreation activities.

*EVALUATION

Evaluation techniques will include such things as numbers of requests for assistance; increase in requests for assistance; number of new campgrounds developed with Extension assistance; number of outdoor education classrooms developed; and number of trails (nature and exercise) developed.

*CONTACT

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***KEYWORDS**

NC88

NC

1984-87

Community and Rural Development, Agriculture and Natural Resources

Outdoor Recreation

Outdoor recreation, quality of life, social benefits, outdoor leisure, environmental education, newsletter

Rural Communities, campground owners, schools, individuals, agencies, organizations

Individual and group consultation, newsletters, campground designs, trail planning, outdoor education, classroom development, meetings, news releases, leader training.

***ESTIMATED IMPACTS**

Number of campgrounds 5

Number of trails 7

Number of outdoor classrooms 7

Communities assisted 15

***ESTIMATED FTE**

Prof Para Vol

1984 .9

1985 .7

1986 .7

1987 .7

***REPORTING PLANS**

Accom St Impac

1984

1985

1986

1987 x

***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment

NC95 FAMILY ECONOMIC STABILITY AND SECURITY - FINANCIAL MANAGEMENT -
1890 (NORTH CAROLINA)

:TEXT

*SITUATION

Financial management remains a crucial area of importance for the limited-resource family in North Carolina. Since 1975, the number of people living in poverty increased by 157,000 persons. The number of poor and near-poor population in the state reached 1,172,000 people or one out of five persons. Minorities accounted for nearly half of the poverty households in North Carolina during 1981. The annual income for 333,000 persons within the state was not more than 25% above the federal poverty level for a family of four.

*OBJECTIVES

Limited-resource families and individuals will apply and utilize financial management skills and knowledge to meet family goals. Expected results include: (1) 1,100 families and individuals acquire skills and experience in budgeting income and maintaining financial records, (2) 1,100 families and individuals improve their skills to manage financial resources to meet current and future living costs, (3) 300 families and individuals develop their credit management skills to reduce debts and protect their credit rights, (4) 100 families and individuals educate their children in basic money management principles.

*PLAN OF ACTION

Seminars, workshops, demonstrations, special interest meetings, bulletins and other literature will be provided to agents, paraprofessionals, and limited-resource families and individuals on money management, credit management, and financial recordkeeping.

*EVALUATION

EV-1, EV-2 or other appropriate evaluation tools will be developed and used.

*CONTACT

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***KEYWORDS**

NC95

NC

1984-87

Home Economics

Family Economic Stability and Security

Financial Management

Limited-resource families, individuals, adults, young families, youth

Seminars, workshops, demonstrations, special interest meetings,

bulletins, classes

***ESTIMATED IMPACT**

Practices adopted, skills

developed

Knowledge gained, skill

developed

Behavior changed, practices

adopted

1,100 families budget income and

maintain financial records

700 families reduce debts and

start savings accounts

100 families and individuals

teach children money management

***ESTIMATED FTE**

Prof

Para

Vol

1984

1985

1986 1

1

1987 1

1

***REPORTING PLANS**

Accom

St Impac

1984

1985

1986 x

1987 x

***SCOPE**

Co in St

100

In Prog 20

:HEADLINE Amendment

NC97 FAMILY ECONOMIC STABILITY AND SECURITY - MARKETPLACE STRATEGIES -
1890 (NORTH CAROLINA)

:TEXT

*SITUATION

For many limited-resource persons, cultural and educational barriers impede their abilities to operate as competent and responsible consumers. Nearly 80% of households at the poverty threshold and below are headed by persons with less than a high school education. Other factors play a role in denying this audience access to knowledge of the marketplace. A few are: unwillingness to change traditional shopping habits, avoidance of new experiences which could produce embarrassing or risk situations, inexperience with marketplace terminology and operation, poor reading and math skills, and a means of transportation to get to market areas.

*OBJECTIVES

Limited-resource families and individuals to develop buying skills to be confident consumers in the marketplace by: (1) improving their knowledge of marketplace terminology and operation and their consumer rights, (2) exercising sound buying skills in the marketplace, and (3) utilizing shopping skills and knowledge.

*PLAN OF ACTION

In-service training, workshops and special interest programs will be held. Publication will be developed on Clothing Buymanship Strategies.

*EVALUATION

EV-1, EV-2 or other appropriate evaluation tools will be used.

*CONTACT

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*KEYWORDS

NC97

NC

1984-1987

Home Economics

Family Economic Stability and Security

Marketplace Strategies

Limited-resource audiences, adults, homemakers, young families, youth

Home teaching visits, meetings, in-service training, workshops, publications

*ESTIMATED IMPACTS

Cost reduced by \$380,000

Income extended by \$380,000

Knowledge gained by 4,750 families

*ESTIMATED FTE

	Prof	Para	Vol
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1984	1		
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1985	1		
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1986	1		
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1987	1		
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*REPORTING PLANS

	Accom	St Impac
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1984	x	
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1985	x	
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1986	x	
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1987	x	
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*SCOPE Co in St 100 In Prog 25

:HEADLINE Amendment

NC99 FAMILY ECONOMIC STABILITY AND SECURITY - HOME PRODUCTION AND RENOVATION - 1890 (NORTH CAROLINA)

:TEXT

*SITUATION

The continuing increase in the cost of goods and services is making it nearly impossible for the limited-resource families and individuals in North Carolina to substitute and stretch resources to meet their needs. It is crucial that these families develop skills in such home production techniques as construction, refurbishing and renovation, in an effort to extend their limited incomes.

*OBJECTIVES

Limited-resource families and individuals in North Carolina extend income and resources in home production and/or renovation to provide for family needs. Results expected are: (1) 8,000 people gain or improve home sewing skills saving \$120,000, (2) 1,100 families renovate or repair clothing items, saving \$3,200, and (3) income is extended by \$133,200.

*PLAN OF ACTION

In-service training, workshops, and special interest meetings will be conducted on clothing construction, garment repair and home repair techniques. A kit of clothing repair techniques will be developed. Family education agents and aides will be responsible for disseminating the information.

*EVALUATION

EV-1, EV-2 or other appropriate evaluation tools will be used.

*CONTACT

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***KEYWORDS**

NC99

NC

1985, 1986, 1987

Home Economics

Family Economic Stability and Security

Home Production and Renovation

Limited-resource audiences, adults, youth

Home teaching visits, small group sessions, workshops, publications

***ESTIMATED IMPACTS**

Skills learned by 4,000 families

Garments constructed 2,500 garments

Garments repaired 1,500 garments

Income extended by \$133,200

***ESTIMATED FTE**

Prof Para Vol

1984

1985 1

1986 1

1987 1

***REPORTING PLANS**

Accom St Impac

1984

1985 x

1986 x

1987 x

***SCOPE** Co in St 100 In Prog 40

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:HEADLINE Amendment
NC101 FAMILY ECONOMIC STABILITY AND SECURITY - MANAGEMENT OF
RESOURCES - 1890 (NORTH CAROLINA)

:TEXT

*SITUATION

Limited-resource families and individuals in North Carolina are faced with critical decisions and challenges on how best to manage their scarce personal and financial resources. Seventy-seven percent of the households below poverty are headed by a person with less than a high school education. Most of these persons lack the income, skills and confidence to successfully manage their available resources in an efficient manner. It becomes crucial that they develop and improve practices that maintain and extend these resources to meet basic family needs.

*OBJECTIVES

Limited-resource families and individuals develop and improve their management abilities to fully utilize and extend personal and economic resources. Results should include: 2,500 families and individuals practice proper laundry care techniques of their garments extending garment life by two years.

*PLAN OF ACTION

Seminars, workshops, demonstrations, special interest meetings, bulletins, and other literature will be provided to agents, para-professionals, limited-resource families and individuals on laundry care,

*EVALUATION

EV-1, EV-2, or other appropriate evaluation tools will be developed and used.

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***KEYWORDS**

NC101

NC

1984, 1985, 1986, 1987

Home Economics

Family Economic Stability and Security

Management of Resources

Limited-resource families and individuals

Seminars, workshops, demonstrations, special interest meetings,
bulletins

***ESTIMATED IMPACTS**

Practices adopted, knowledge gained 2,500 families and individuals
practice laundry care
techniques

***ESTIMATED FTE**

	Prof	Para	Vol
1984	1	1	
1985	1	1	
1986	1	1	
1987	1	1	

***REPORTING PLANS**

Accom St Impac

1984	x			
1985	x			
1986	x			
1987	x			

***SCOPE** Co in St 100 In Prog 45

:HEADLINE Amendment

NC104 FOODS, NUTRITION AND HEALTH IN NORTH CAROLINA - SUMMARY

:TEXT

*SITUATION

The incidence of many diet-related diseases in N. C. remains higher than the national average. Infant mortality rate is one of the highest in the country. One out of five poverty households shows inadequate nutrition. Children, teens and the elderly present unique nutritional needs. Nutritional problems are increasingly associated with substance abuse. Food Buying and food management are major problems of N. C. citizens. Changing food and equipment technology and shifting household roles are impacting on food management in the home at all income levels. There is renewed interest in home food preservation due to inflation and energy constraints. Consumers have concerns about additives, naturally-occurring toxicants, food safety and safe energy conservation. Growing numbers of group meals are being prepared in communities by untrained food handlers.

*PROGRAM SEGMENTS

-Eating Right for Life -Food Preservation and Safety

-Food Buying and Food Management -EFNEP

*OBJECTIVES

The incidence of diet-related diseases will decline and the health status of north Carolinians will improve through diet modification and physical fitness.

The nutritional and health status of individuals will improve during critical stages of their life cycle including pregnancy, infancy, childhood, adolescence.

Teens and adults will increase their awareness of substance abuse practices that contribute to nutritional imbalances such as misuse of dietary supplements, vitamins, alcohol, drugs and caffeine.

North Carolina families will maximize dollars and/or other available resources for the procurement of food and its preparation to meet nutritional needs.

The incidence of food-borne disease in North Carolina will decrease.

Family members will shift their concern from perceived to real food safety problems.

EFNEP families improve their dietary level and become more efficient and effective users of available resources.

*PLAN OF ACTION

Major delivery methods will include: Teletip, classes, seminars, point-of-purchase programs, food expo, kits, packaged programs, video-cassettes, computer programs, newspaper, radio, television and the master volunteer program.

*EVALUATION

EV-2 or other appropriate evaluation tools will be used. EFNEP and day care project will be evaluated separately.

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***KEYWORDS**

NC104

NC

1984-87

Home Economics

Foods, Nutrition and Health

Foods, Nutrition and Health

Families, adult volunteers, elderly, 4-H youth, youth, limited audiences, paraprofessionals, professionals, EFNEP families, working women, young families with children

***ESTIMATED IMPACTS**

Volunteers trained	800 trained volunteers
Buying practices & Decision-making improved	120,000 improve buying practices and decision making
Improved dietary practices	300,000 persons improved
Improved nutritional status	50,000 persons improved
Food preserved	\$4 million worth annually

***ESTIMATED FTE**

	Prof	Para	Vol
1984	67.0		
1985	61.2		
1986	59.3		
1987	59.0		

***REPORTING PLANS**

	Accom	St Impac
1984	x	
1985	x	
1986	x	
1987	x	

***SCOPE** Co in St 100 In Prog 100

:HEADLINE Amendment

NC105 FOODS, NUTRITION AND HEALTH--EATING RIGHT FOR LIFE IN
NORTH CAROLINA

:TEXT

*SITUATION

The incidence of diet-related diseases remains higher than the national average for heart disease, atherosclerosis, diabetes and hypertension. Obesity and dental disease are major health problems. One out of five poverty households in N. C. shows inadequate nutrition. Infant mortality rate remains one of the highest in the country. With more than 50% of N. C. mothers in the labor force, children and teens have increased responsibility for food choices. The growing elderly population presents unique nutritional needs, including diet and drug interactions. Nutritional problems are increasingly associated with substance abuse. As the science of nutrition expands, so does the market for nutritional abuse.

*OBJECTIVES

1. 150,000 individuals make food choices that comply with the 1980 RDA's for their age/sex group.
2. 150,000 individuals modify their food consumption habits to comply with USDA's Dietary Guidelines.
3. 50,000 individuals increase their knowledge of evaluation of nutrition information.

*PLAN OF ACTION

A nutrition education campaign aimed at preventive nutrition will start in 1983 called "Eat Right for Life." It will involve expanded computer dietary analysis programs, workshops, mass media, Teletip "Recipe of the Week" and "Cooking Light" demonstrations. "Motion for Life" weekend retreats will be conducted statewide, combining nutrition and physical fitness topics for teens. Special nutrition classes will be conducted for pregnant and lactating women and parents of infants and preschoolers. Portable exhibits will be developed for use at health fairs. Self-learning tapes and study guides on special diets will be marketed. Special emphasis will be given to preschoolers through training of day care operators, the elderly through Teletip and pregnant women through a mailout series. Agents will be trained in how to combat nutrition fads and fallacies and the media will be used to combat misinformation. Nutrition and substance abuse will be addressed through the "Eat Right for Life" program.

*EVALUATION

EV-1 and EV-2 forms will be used for evaluation. Day care project will be evaluated separately. Mailouts to pregnant women will be evaluated separately by questionnaire.

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*KEYWORDS

NC105

NC

Foods, Nutrition and Health

Nutrition and Health

Young families with children, working women, EFNEP families, elderly, adolescents, families low-income persons.

Computer assisted program, demonstrations, leader training, workshops, radio, television, publications, small group sessions.

*ESTIMATED IMPACTS

Attitude changes 50,000 change attitude
Dietary practices improved 300,000 improve dietary practices
Nutritional status improved 50,000 improve nutritional status

*ESTIMATED FTE

	Prof	Para	Vol
1984	24.4		
1985	26.3		
1986	24.4		
1987	24.4		

*REPORTING PLANS

	Accom	St Impac
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1984	x	
1985	x	
1986	x	
1987	x	

*SCOPE Co in St 100 In Prog 100

:HEADLINE Amendment

NC107 FOODS, NUTRITION AND HEALTH--
FOOD BUYING AND FOOD MANAGEMENT IN NORTH CAROLINA

:TEXT

*SITUATION

A major problem of North Carolina families as identified by county Extension Advisory Committees was food buying and food management. Problems cited were "increased numbers of women in the labor force," "17% of families with annual incomes less than \$8,500 and 8.5% unemployment," "shifting household responsibilities and roles," "changing food technology in the food marketplace" and "consumers' need for help with meeting dietary changes."

*OBJECTIVES

1. 60,000 families will manage and maximize food dollars through selection of nutrient dense foods.
2. 20,000 elderly individuals and 30,000 employed homemakers will utilize management skills in food selection, preparation and storage.
3. 10,000 individuals will distinguish between conventional foods and new food products in the marketplace in making selections that meet their individual needs.
4. 400 volunteers trained in improved buying practices and decision-making.

*PLAN OF ACTION

A "Point of Purchase" volunteer program will be used to teach food buying principles in the supermarket. (84-86) A new volunteer-based Cart Smarts program will be developed and piloted to teach food buying principles and food management on individual or group basis. (86-87) Cart Smarts program will be conducted throughout North Carolina. (84-86) Food Expo, an introduction to new food products and processes, will be used throughout North Carolina. (84-87) Information to assist families in selection and use of food equipment will be disseminated.

*EVALUATION

EV-2 evaluation tools or other appropriate tools will be used with targeted audiences.

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***KEYWORDS**

NC107

NC

1984-87

Home Economics

Foods, Nutrition and Health

Food Buying, Food Management

Families, adult volunteers, elderly, 4-H youth, youth, limited resource audiences, paraprofessionals, professionals

Teletip, computer-assisted program, conferences, demonstrations, newsletter, Lunch & Learn, workshops, special interest group pilot projects, video

***ESTIMATED IMPACTS**

Improved buying practices 110,000 change 2 or more food buying practices

Volunteers trained 400 trained volunteers

Decision-making improved 10,000 change 1 or more purchase decisions

***ESTIMATED FTE**

	Prof	Para	Vol
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1984	10.1		
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1985	10.1		
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1986	10.1		
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1987	9.8		
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***REPORTING PLANS**

	Accom	St Impac
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1984	X	
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1985	X	
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1986	X	
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1987	X	
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***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment

NC109 FOODS, NUTRITION AND HEALTH--
FOOD PRESERVATION AND SAFETY IN NORTH CAROLINA

:TEXT

*SITUATION

The Agricultural Extension Service is unique in being identified as a reliable source of information on home food preservation for consumers. With renewed interest in home food preservation due to inflation and energy constraints, the need for updated and reliable information is critical. Also, concerns regarding additives, processing procedures, naturally occurring toxicants, sanitation and safe energy conservation are being voiced by consumers. Increased efforts by Extension educators to aid clientele in interpreting this information and in applying it to daily living will help consumers to obtain benefits from science and technology.

*OBJECTIVES

- 5,000 families preserving food at home follow correct procedures.
- 40,000 individuals follow safe food handling procedures in home and at group meal preparation sites.
- 400 volunteers learn correct and safe food handling procedures.

*PLAN OF ACTION

The Master Food Preserver program will be revised from pilot project and offered for statewide use for the 1984-87 food preservation seasons.

Annual orientation training in food preservation and safety for agents new to the foods and nutrition area of responsibility (84-87). Updated Food Preservation Sample Kits for use in teaching food preservation workshops (84-87).

Food preservation publications will be updated as procedures change and will include a section titled "Preserving Without Salt and Sugar." (84-87).

Food preservation slide set "Canning and Freezing in N. C. " will be revised during '84-85 seasons.

Mass media will be utilized for teaching safe food preparation and preservation practices in the home (84-87).

*EVALUATION

EV-1 and EV-2 (F-3) will be used where applicable. Other appropriate evaluation measures will be developed as needed.

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***KEYWORDS**

NC109

NC

1984-87

Home Economics

Foods, Nutrition and Health

Food Preservation and Safety, Foods & Nutrition

Families, adult volunteers, elderly, 4-H youth, youth, limited resource audiences, paraprofessionals, professionals

Teletips, workshops, conferences, demonstrations, newsletters, Lunch &

Learn and special interest workshops, television, slide tape, radio

***ESTIMATED IMPACTS**

Food preserved

\$4 million annually

Safe Food practices adopted

40,000 change 1 or more unsafe practices

Volunteers trained

400 trained volunteers

***ESTIMATED FTE**

	Prof	Para	Vol
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1984	12.8		
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1985	12.8		
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1986	12.8		
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1987	12.8		
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***REPORTING PLANS**

	Accom	St Impac
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1984	x	
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1985	x	
------	---	--

1986	x	
------	---	--

1987	x	
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***SCOPE** Co in St 100 In Prog 100

:HEADLINE Amendment

NC111 FOOD, NUTRITION, AND HEALTH
NORTH CAROLINA EXPANDED FOOD & NUTRITION EDUC. PROGRAM

:TEXT

*SITUATION

The State EFNEP program is conducted in 44 units with 175 aides permanently employed on a three-quarter time basis to work with low-income families and youth to improve their diets in normal nutrition. 1980 Census data indicates 15 percent of persons and 12 percent of families in North Carolina have incomes below poverty guidelines. Four out of ten poverty households have children present and over half of these households have a single-female parent. Twenty-two percent of households below the poverty level consume inadequate diets. Meager resources and low-income lifestyles carry the potential for poor dietary habits and related health problems. Milk and fruits and vegetables are most often lacking in their diets.

*OBJECTIVES

The program objectives are: (1) 40,000 enrolled EFNEP families with young children manage available money, food stamps or other resources to consume diets that meet the minimum number of recommended servings from the four groups; in a series of 4-H EFNEP group activities; (3) 6,000 volunteers develop leadership skills to recruit, organize, lead, and/or teach EFNEP youth and/or adults; (4) All supervising EFNEP agents develop supervisory and management skills.

*PLAN OF ACTION

Recommendations made by a 1983 EFNEP Study Committee appointed by the Director for increasing efficiency and effectiveness of total program will be implemented. District and area training sessions will be conducted for EFNEP Supervising Agents on program management. Group training will be conducted for EFNEP Area Agents and Aides in subject-matter, teaching techniques and application of nutrition principles and practical skills. Special efforts will be made to facilitate involvement of EFNEP users and cooperating agencies in planning, implementing and evaluating. An organized approach to recruit and train volunteers for leadership roles will be developed and utilized. EFNEP Units Reviews will be conducted. Emphasis will be placed on increased frequency of homemaker and youth teaching/learning activities and use of a structured curriculum and progression model to decrease length enrollment and accelerate graduation and progression of EFNEP families and youth.

*EVALUATION

ES-255 and ES-256 reports will be summarized and analyzed for each district and the state semi-annually. Workshop evaluations will be used to indicate additional needs.

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*KEYWORDS

NC111

NC

1984-87

Home Economics

Food, Nutrition, Health

Expanded Food and Nutrition Education Program

EFNEP families, volunteers, 4-H EFNEP youth, professionals, paraprofessionals

Video, workshops, district, area and multicounty meetings, conferences, computer assisted programs, home teaching visits

*ESTIMATED IMPACTS

Dietary Practices Improved 40,000

Leadership Skills Improved 6,000 volunteers trained

Multi-agency Cooperating Enhanced 75% of operating units

Committee Action 100% of operating units have functioning EFNEP User Advisory Representation

*ESTIMATED FTE

	Prof	Para	Vol
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1984	17.7		
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1985	10.0		
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1986	10.0		
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1987	10.0		
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*REPORTING PLANS

	Accom	St Impac
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1984	x	
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1985	x	
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1986	x	
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1987	x	
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*SCOPE Co in St 100 In Prog 44 units/55 counties

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:HEADLINE Amendment

NC131 DEVELOPING LIFE SKILLS IN YOUTH THROUGH 4-H IN NORTH CAROLINA

:TEXT

*SITUATION

Development of life skills is the goal of 4-H. The life skills that research indicate are most critical could be classified as (1) competency--developing subject matter related skills and knowledge; (2) coping--developing interpersonal skills which enable one to overcome situational or personal barriers; and (3) contributory--increasing sharing skills which allow others to overcome situational and personal barriers. Experts agree more assistance is needed in helping youth meet the challenge of providing transitional skills for adolescents in our post industrial society.

These categories of life skills have been operationalized through the goals and objectives of 4-H. In North Carolina the following data serve as benchmark indicators of life skill development: (1) Competency--51,248 youth enrolled in home economics and agriculture curriculum, 24,000 youth enrolled in health and safety curriculum, 2,609 youth enrolled in economics, jobs and careers curriculum; (2) Coping--300 youth participating in a pilot self concept building program in 1984, 300 youth changed self esteem in a positive direction in 1984, 17,540 enrolled in leisure education and cultural arts projects; (3) Contributory--12,500 youth involved as youth leaders, 12,079 youth enrolled in citizenship and youth development projects, 16,952 youth serving as officers in club, county, district or state 4-H organization.

*OBJECTIVES

1. All (100%) of 4-H members to participate in at least one life skills program by 1987.
2. At least 50% of the state's 4-H club members to develop increased skills in all three life skill domains.
3. One third of 4-H members to learn a more complex level of skill category as tenure in 4-H increases.

*PLAN OF ACTION

1. Organize and maintain renewable 4-H club units each year; develop the capacity of units to plan and implement curriculum;
2. Introduce use of youth leadership curriculum to community club 4-H members and encourage adoption;
3. Expand the use of project planning at the individual and unit levels using plan-do-review, program planning guides and member literature; and
4. Develop life skills implementation/evaluation materials which encourage their integration into overall program.

*EVALUATION

1. Survey leaders for numbers and growth in 4-H'er level of participation;
2. Use ES-237 reports to document change in base data; and
3. Design and conduct an impact study on life skills development through 4-H.

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***KEYWORDS**

NC131

NC

1984-87

4-H & Youth

Youth Development

Life Skills

4-H Youth

Publications, workshops, clubs, special interest

***ESTIMATED IMPACTS**

Youth with increased knowledge based competency 145,000

Youth with increased contributory skills 60,000

Youth with improved coping skills 68,000

***ESTIMATED FTE**

	Prof	Para	Vol
1984	4	1	
1985	4	1	
1986	4	1	
1987	4	1	

***REPORTING PLANS**

	Accom	St Impac
1984		
1985		
1986		
1987	X	

***SCOPE** Co in St 100 In Prog 100

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:HEADLINE Amendment

NC132 BUILDING SELF-CONCEPT THROUGH 4-H NORTH CAROLINA

:TEXT

*SITUATION

Youth professionals in North Carolina identified lack of self-esteem, or pride in oneself, as a top priority problem of youth. Also, teens involved in two youth forums recognized a lack of self-esteem as a major reason for the high incidence of substance abuse and teenage pregnancy. Social science research supports that self concept or our perception of ourself is acquired through relationships with others. This affirms that social learning experiences are programming factors that contribute to the development of self-esteem.

Many 4-H curricula have an element of self-esteem designed into the program. However, it is felt that a special curriculum designed specifically to enhance self-esteem would have the potential of bringing about more sustained change in levels of self-esteem. Research has shown that adult volunteers who participate in the 4-H program significantly increase their mental health also.

*OBJECTIVES

1. For 4-H youth participating in the "I've Gotta Be Me" self-concept program to change self-esteem in a positive direction.
2. For adults who give leadership to the self-concept program to change their self-esteem in positive direction.
3. For 10,000 youth to participate in "I've Gotta Be Me" special interest program and 30,000 to complete the self-concept project.

*PLAN OF ACTION

1. Develop and pilot test a self-concept program tailored to the varying developmental needs of six to eight year olds, nine to twelve year olds, and thirteen to nineteen year olds. The program will be delivered through special interest sessions, retreats, day camps and community 4-H clubs.
2. Encourage utilization of parts of the self-esteem building curriculum with other ongoing curriculum efforts such as youth leadership or "Motion for Life".
3. Implement a volunteer leadership development program focused on enhancing youth self-esteem through: (a) the use of incentives; (b) goal setting and successful attainment of goals; and (c) adult and peer interaction,
4. Develop and implement a 4-H project on self-concept.

*EVALUATION

1. Conduct pretest/posttest examination of self-esteem with a follow-up posttesting after 6 months. Will use a self-anchoring scale, the Rosenberg, self-esteem scale and a semantic differential scale.
2. Ask program participants for self evaluation information after the program and six months later to determine the extent of behavioral change.

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*KEYWORDS

NC132

NC

1984-87

4-H and Youth

Youth Development

Self-concept/self-esteem

4-H Youth, 4-H Volunteers

Special interest groups, retreats, leader training

*ESTIMATED IMPACTS

Increase self-esteem in youth 10,000

Increase self-esteem in adult volunteers 1,000

Completion of self-concept project 30,000

*ESTIMATED FTE

Prof Para Vol

1984 2

1985 2

1986 2

1987 2

*REPORTING PLANS

Accom St Impac

1984 x

1985 x

1986

1987 x

*SCOPE Co in St 100 In Prog 100

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:HEADLINE Amendment

NC133 DEVELOPING 4-H ADULT AND YOUTH VOLUNTEERS IN NORTH CAROLINA

:TEXT

*SITUATION

There are approximately 20,000 4-H adult volunteers in North Carolina who function in direct support of 4-H members or indirect service to the 4-H program. There are also approximately 2,500 youth volunteers or about 12% of the total. This number has remained relatively constant in North Carolina for a ten-year period with a 15% increase in 1984. A survey of counties indicated that all volunteers need systematic orientation and in-service training to develop self confidence to do their job and to foster commitment to 4-H. Another survey indicates that only 68% of direct service volunteers actually receive formal leader training.

*OBJECTIVES

1. By 1987 adults and teens will volunteer for leadership roles in the 4-H program to maintain a leader/member ratio of one to six.
2. By 1987 all club, project, and special interest volunteer leaders will be able to plan, sequence on a calendar, implement and evaluate an educational program.
3. By 1987 youth volunteers will increase their involvement in the 4-H program and will become 25% of the total number of volunteers in the leadership system.
4. By 1987 all youth volunteers will be able to organize units, plan and implement activities, and/or teach subject matter.

*PLAN OF ACTION

1. Incorporate ISOTURE model in developing awareness and training volunteers to utilize other adult and youth volunteers.
2. Develop and implement leader orientation training program and design innovative models for delivery.
3. Use and evaluate appropriate life skill curriculum packages for training adult and youth volunteers to teach youth.
4. Produce audiovisual leader training materials on practical application of learning and human development theories.
5. Develop, implement, and evaluate model delivery programs such as conferences, lock-ins, and retreats for training master adult and youth volunteers.
6. Strengthen the N.C. Volunteer 4-H Leaders' Association and State 4-H Council through program development and officer training.

*EVALUATION

1. Design a reporting system to collect yearly data on training and use of adult and youth volunteers.
2. Develop and pilot test instruments for measuring change in leader's perceived capability to perform each leadership role after receiving training.

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:HEADLINE Amendment

NC136 DEVELOPING 4-H COMMITMENT IN NEW YOUTH AUDIENCES OF NORTH CAROLINA

:TEXT

*SITUATION

The 4-H program is presently reaching less than 9% of the North Carolina potential youth audience. The majority of the present youth membership includes rural, 9-14 years old, middle income youth who participate primarily in evening clubs or activities. Current societal and economic conditions have created specific needs of certain clusters of youth which can be addressed through 4-H-type programs. For example: Over 52% of the youth population can be found in urban (SMSA) areas; After-school supervision of youth of working mothers is lacking, since N.C. has the highest percentage of working mothers in the nation; Over 150,000 youth live in public housing, implying low income status and feeling of alienation from society; Nearly one-fourth of all youth of N.C. are 6-8 year olds and need more interaction with adults; Nearly one-fourth of all youth 5-17 in N.C. live in low-income households and exist on less than the desired minimum diets for insuring adequate nutrition.

*OBJECTIVES By 1987,

-48,000 youth from SMSA counties will be involved in 4-H.

-10,662 youth will be involved in 4-H programming between the hours of 3-6 p.m. on week days.

-15,000 youth in public housing will be involved in 4-H programs with 40% of these youth in clubs and 60% in special interest groups.

-17,000 youth 6-8 years of age will be involved in learning experiences designed to enhance their developmental stage through small group or individualized activities with parents and/or other adults.

-40,000 low income youth will be involved in 4-H EFNEP food and nutrition focused opportunities that teach good nutrition principles, practices and skills.

-4-H volunteers will possess adequate organizational maintenance competencies to ensure that at least 20% of all 4-H units are renewable.

*PLAN OF ACTION

Conduct needs assessment as appropriate to facilitate curricula development, volunteer staffing, and organizational strategies. Involve community leaders in planning through organization and utilization of advisory groups/councils. Design appropriate curricula and training materials. Train staff in recruitment, implementation, marketing, and evaluation of respective units. Establish active programming units and/or activities. Establish network of integrated strategies with other major state program efforts.

*EVALUATION

Utilize supplement feature of ES-237 to acquire base line and developmental data describing growth of participation for respective targeted audiences. Use validated instruments and observation to assess change in social skills. Utilize appropriate project materials and participation records to assess participation levels and acquisition of relevant competency, coping, and contributory life skills.

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*KEYWORDS

NC136

NC

1984-1987

4-H and Youth

Youth Development Expansion

EFNEP, urban, low income, 6-8 year olds, after-school youth
EFNEP youth, EFNEP volunteer, urban youth, urban volunteers, limited
resource youth, latch key youth, 6-8 year olds, parents, volunteers
samll groups, leader training, committee action, newsletters, after
school meetings, clubs, special interest, television, EFNEP groups

*ESTIMATED IMPACTS

Increased commitment through "Partners in Learning" programs	20,300
Increased commitment through EFNEP	40,000
Increased commitment through urban programs	45,500
Increased commitment through public housing programs	15,000
Increased commitment through after school programs	42,488

*ESTIMATED FTE

	Prof	Para	Vol
1984	35	45.2	
1985	35	45.2	
1986	35	45.2	
1987	35	45.2	

*REPORTING PLANS

	Accom	St Impac
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1984

1985

1986

1987 x

*SCOPE Co in St 100 In Prog 100

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:HEADLINE Amendment

NC142 PUBLIC AWARENESS AND SUPPORT: MARKETING 4-H

:TEXT

*SITUATION

The public generally views 4-H as positive but is unaware of program mission, goals, and benefits. There also remains confusion about target audiences (rural-urban) of the program. 4-H is presently progressing with the Agricultural Extension Service to apply a "Marketing" philosophy to its program design, delivery and support. This marketing philosophy in 4-H is aimed at developing an integrated, self-directed management system whereby salaried and volunteer staff can successfully market the 4-H program to and through three basic active and potential target markets: 4-H'ers/Youth; Volunteers/Youth-Adult; Supporters/Sponsors. County 4-H programs vary greatly in their efficiency and effectiveness in organization and management of funds. A systematic funding/budgeting management approach is needed.

*OBJECTIVES By 1987,

1. 100% of agents to have "Public Awareness and Support: Marketing 4-H" resource materials package, and to develop basic competencies;
2. key groups of volunteers and agents to become involved in the statewide 4-H integrated marketing program;
3. at least 50% of agents to use a marketing data base compatible with the 4-H accountability data collection design.

*PLAN OF ACTION

1) Establish state "Public Awareness and Support: Marketing 4-H" task force to: Generate 4-H agent, volunteer, sponsor competencies/develop competency based chapter for 4-H Agent's Guide; Establish priorities for needed resources and appropriate management systems:

- | | |
|---------------------|----------------|
| 1. Print/literature | 3. Video/TV |
| 2. Radio/audio | 4. Other media |

Suggest key on-going committee; task forces to monitor-guide marketing thrusts: Develop/implement 4-H agent, competency-based county 4-H program management program to be added to 4-H agent orientation; Begin publication of "integrated" promotional package; Pilot 4-H county program "Annual Report" development and utilization; Establish integrated marketing research design compatible with "4-H SEE"/ES-237 to provide a network which accumulates and presents support data from 4-H programs to appropriate target in a timely fashion. 2) Provide a consistent, program-wide marketing function by networking with other elements of the departmental plan of work. 3) Provide a consistent, program-wide budget/funding management function by networking with other elements of the departmental plan of work.

*EVALUATION

1."Public Awareness and Support: Marketing 4-H" resource materials package in hands of 4-H agents. 2."Public Awareness and Support: Marketing 4-H" 4-H agent competencies in 4-H Agent's Guide and part of 4-H orientation. 3.Pilot groups in place and functioning.

*CONTACT

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***KEYWORDS**

NC142

NC

1984-87

4-H and youth

Program Support, Public Awareness, Marketing 4-H

Program Support, Public Awareness, Marketing 4-H

4-H'ers, volunteers, 4-H Supporters/Sponsors

Print, Audio/Video Media

***ESTIMATED IMPACTS**

Increased Public Awareness 100 Units

Increased Marketing Effectiveness 100 Units

Increased Funding/Budgeting 100 Units

Increased Funding/Budgeting Effectiveness 100 Units

***ESTIMATED FTE**

	Prof	Para	Vol
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1984	5		
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1985	5		
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1986	5		
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1987	5		
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***REPORTING PLANS**

	Accom	St Impac
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1984		
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1985		
------	--	--

1986		
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1987	x	
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***SCOPE** Co in St 100 In Prog 100

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Theodor F. McKinney, Extension 4-H Specialist

***CONTACT**

4-H orientation, 3. Public groups in place and functioning.

Marketing 4-H, 4-H agent communication in 4-H Agent's Guide and part of

package in hands of 4-H agents. 2. Public awareness and support:

1. Public awareness and support; Marketing 4-H resource materials

EVALUATION

other elements of the departmental plan of work.

program with budget/funding management function by networking with

elements of the departmental plan of work. 3) Provide a consistent,

consistent, program-wide marketing function by networking with other

programs to appropriate target in a timely fashion. 2) Provide a

provide a network which communicates and generates support data from 4-H

extends marketing research capabilities with 4-H 887/22-127 to

program "Annual Report" development and utilization; Marketing data-

publication of "Integrated" promotional package; Print 4-H county

program management program to be added to 4-H agent orientation; Begin

physical development/implementation 4-H agent, county-based county 4-H

suggest key on-going committee task focus to monitor guide marketing

2. Radio/telev

1. Print/illustrators

for needed resources and appropriate management systems.

competency based chapter for 4-H Agent's Guide; Marketing production

focus for Generator 4-H agent, volunteer, sponsor communication/development

1) Research state "Public Awareness and Support; Marketing 4-H" task

PLANS OF ACTION

to use a marketing guideline package.

1. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

2. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

3. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

4. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

5. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

6. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

7. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

8. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

9. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

10. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

11. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

12. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

13. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

14. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

15. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

16. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

17. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

18. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

19. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

20. 4-H integrated marketing program; 4-H 4-H integrated marketing program;

:HEADLINE New
NC EFNEP - Directive

SENATE REPORT (98-566)

:TEXT

*SITUATION

The Senate Report (98-566) Appropriation Bill 1985 cited the Committees' concern for increased emphasis for nutrition advice for low-income families. The Committee states: "The EFNEP program plays a vital role in providing nutrition advice to low-income families. The Committee believes that more should be done under the program to assure that all eligible individuals are made aware of the various Federal nutrition programs, eligibility requirements, and program benefits. The Committee will expect additional emphasis to be placed in this area in the fiscal year 1985 EFNEP program and will expect a report on what action is taken to implement this directive."

*OBJECTIVES

6,000 EFNEP families and other eligible individuals/families to become aware of various federal nutrition programs.

*PLAN OF ACTION

1. Local EFNEP professionals initiate contacts with food stamp offices to learn of new food stamp rules, eligibility requirements and program benefits.
2. Referral systems between EFNEP and Food Stamp offices and other appropriate offices be maintained or established where needed with mutual referral when possible.
3. On-the-job training for EFNEP paraprofessional program aides to include information (eligibility and benefits) on other federal nutrition programs.
4. Food stamp and child nutrition program personnel participate in EFNEP aide training on a systematic basis.
5. Information on other federal nutrition programs to be distributed to all EFNEP families and potentially eligible individual/families by EFNEP aides such as FNS flyer "Facts about the Food Programs."
6. Information on how to contact or locate local food stamp and other appropriate offices (address and phone) to be made available to EFNEP families and other potentially eligible families/individuals.
7. Materials explaining EFNEP to be made available in food stamp/other appropriate offices.

*EVALUATION

Response should include the number and percent of:
Program families receiving information about federal nutrition programs; Paraprofessionals and professionals trained on the particulars of the nutrition program; If not already enrolled, referral to other nutrition programs; Distribution of flyers related to other federal nutrition programs; Food Stamp office media programs: (a) EFNEP poster in Food Stamp Office; (b) Video messages in Food Stamp Office; (c) Flyers in Food Stamp Office; (d) Others.

*CONTACT

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***KEYWORDS**

NC EFNEP

NC

1985

Home Economics

EFNEP Nutrition

Senate Directive

EFNEP families

Paraprofessional training, federal nutrition programs flyers, EFNEP flyers, EFNEP posters, EFNEP video tapes

***ESTIMATED IMPACTS**

Program families receiving 6,000 Enrolled 100%
information about federal program families
nutrition programs

Paraprofessionals trained relative 175 100%
to other federal nutrition programs

Professionals trained relative to 47 100%
other federal nutrition programs

Families, not already enrolled, 4,000
referred to other federal nutrition programs

Distribution of flyers 15,000

Media program delivered 20

***ESTIMATED FTE**

Prof Para Vol

1984 17.7

1985 10.0

1986 10.0

1987 10.0

***REPORTING PLANS**

Accom St Impac

1984 X

1985 X

1986 X

1987 X

***SCOPE** Co in St 100 In Prog 55

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**Table I
Planned Allocation of Professional/Paraprofessional Staff Years
by Program Area¹**

Fiscal Year 85

State North Carolina Institution 1890

(1862, 1890, Tuskegee)

Program Area	1984		1985		1986		1987	
	Prof	Para	Prof	Para	Prof	Para	Prof	Para
AG	4.5	23.0	6.0	27.0	6.5	29.0	7.0	32.0
NR	1.0	1.0	1.0	1.0	1.0	3.0	2.0	4.0
CRD	1.5	1.0	1.5	2.0	2.5	3.0	2.5	4.0
HE	7.25	5.0	11.5	13.0	14.0	15.0	12.0	17.0
4-H	4.0	10.0	5.0	14.0	6.0	16.0	7.0	18.0
Total	18.25	40.0	25.00	57.0	30.00	66.0	30.5	75.0

¹Staff year allocations account for total available FTE's. Calculate to one decimal place. Staff resources allocated to administration, management, staff development, etc., are to be allocated to relevant program areas. This table should account for all staff years available in 1862 and 1890 Institutions.

**Table I
Planned Allocation of Professional/Paraprofessional Staff Years
by Program Area¹**

Fiscal Year 85

State North Carolina **Institution** 1862
(1862, 1890, Tuskegee)

Program Area	1984		1985		1986		1987	
	Prof	Para	Prof	Para	Prof	Para	Prof	Para
AG	316.4	19.5	316.4	19.6	272.2	24.2	272.2	34.2
NR	56.1	9.7	56.1	9.7	36.7	3.6	36.7	3.6
CRD	46.1	0	46.1	0	45.7	0	45.7	0
HE	191.5	142.4	191.5	142.4	223.8	138.0	213.8	138.0
4-H	164.4	42.0	164.4	42.0	130.0	79.4	130.0	79.4
Total	774.5	213.6	774.5	213.7	708.4	245.2	698.4	255.2

¹Staff year allocations account for total available FTE's. Calculate to one decimal place. Staff resources allocated to administration, management, staff development, etc., are to be allocated to relevant program areas. This table should account for all staff years available in 1862 and 1890 Institutions.

**Table II
Planned Distribution of Sex and Racial-Ethnic Participation—Status and Targets
Professional and Paraprofessional Staffs
FY 1984-1987**

State North Carolina

Institution 1862
(1862, 1890, Tuskegee)

Program Area¹
ANR HE 4-H CRD

Racial-Ethnic Composition ²										
		White Not of Hispanic Origin	Black Not of Hispanic Origin	American Indian or Alaskan Native	Hispanic	Asian or Pacific Islander	Total	Total Data by Sex		
								M	F	
Potential Recipients		No.	1,815,695	520,08	25,773	21,098	9,368	2,394,315	1,204,017	1,190,350
		%	75.8	21.7	1.1	.9	.4	100.0	50.3	49.7
FY 8 2	Actual Contact Participation	No.	318,402	64,745	4,127	121	63	387,516	298,996	88,520
		%	82.2	16.7	1.1	--	--	100.0	77.2	22.8
FY 8 4	Contact Participation (Actual)	No.	582,510	62,493	3,897	281	113	649,515	500,126	149,389
		%	89.6	9.6	.6	--	--	100.0	77.0	23.0
FY 8 5	Contact Participation Projected	No.	499,739	107,835	8,011	281	113	616,201	462,151	154,050
		%	81.1	17.5	1.3	--	--	100.0	75.0	25.0
FY 8 6	Contact Participation Projected	No.	521,176	116,536	9,064	281	113	647,424	483,626	163,798
		%	80.5	18.0	1.4	--	--	100.0	74.7	25.3
FY 8 7	Contact Participation Projected	No.	549,328	127,192	10,312	281	113	687,519	508,077	179,442
		%	79.9	18.5	1.5	--	--	100.0	73.9	26.1

¹In cases where states prefer to report agriculture and natural resources separately, another box may be added to the upper right corner of this form.

²The anticipated number of face-to-face contacts to be made in the conduct of programs including consultations, workshops, conferences and seminars. The intent is to identify people whose race is discernible and who will have personal contact with Extension programs.

Columns do not add to the total because there is no column for "other."

Table II
Planned Distribution of Sex and Racial-Ethnic Participation—Status and Targets
Professional and Paraprofessional Staffs
FY 1984-1987

State North Carolina

Institution NCSU
 (1862, 1890, Tuskegee)

Program Area'
 ANR HE 4-H CRD

Racial-Ethnic Composition ¹										
			White Not of Hispanic Origin	Black Not of Hispanic Origin	American Indian or Alaskan Native	Hispanic	Asian or Pacific Islander	Total	Total Data by Sex	
									M	F
Potential Recipients		No.	227,998	67,218	3,331	2,725	1,513	302,785	147,154	155,631
		%	75.3	22.2	1.1	0.9	0.5	100	48.6	51.4
FY 8 2	Actual Contact Participation	No.	27,880	8,523	284	1	23	36,711	20,682	16,029
		%	75.9	23.3	0.8	< 0.1	< 0.1	100	56.3	43.7
FY 8 4	Contact Participation (Actual)	No.	31,500	7,417	484	0	3	39,404	21,278	18,126
		%	80	19	1	0	0	100	54	46
FY 8 5	Contact Participation Projected	No.	30,468	9,575	312	2	25	40,382	22,210	18,172
		%	75.4	23.7	0.8	< 0.1	< 0.1	100	55	45
FY 8 6	Contact Participation Projected	No.	31,862	10,001	326	3	26	42,217	22,797	19,419
		%	75.4	23.6	0.8	< 0.1	< 0.1	100	54	46
FY 8 7	Contact Participation Projected	No.	33,256	10,427	340	4	27	44,053	22,907	20,705
		%	75.4	23.6	0.8	< 0.1	< 0.1	100	53	45

¹In cases where states prefer to report agriculture and natural resources separately, another box may be added to the upper right corner of this form.

²The anticipated number of face-to-face contacts to be made in the conduct of programs including consultations, workshops, conferences and seminars. The intent is to identify people whose race is discernible and who will have personal contact with Extension programs.

Participation contacts are numbers of individuals, not different contacts.

No significant changes in 1890 component.

**Table II
Planned Distribution of Sex and Racial-Ethnic Participation—Status and Targets
Professional and Paraprofessional Staffs
FY 1984-1987**

State North Carolina

Institution 1862/1890
(1862, 1890, Tuskegee)

Program Area'
ANR HE 4-H CRD

Racial-Ethnic Composition ²										
		White Not of Hispanic Origin	Black Not of Hispanic Origin	American Indian or Alaskan Native	Hispanic	Asian or Pacific Islander	Total	Total Data by Sex		
								M	F	
Potential Recipients		No.	873,312	343,261	21,131	11,589	4,329	1,253,622	626,811	626,811
		%	69.7	27.4	1.7	0.9	0.3	100.0	50.0	50.0
FY 8 2	Actual Contact Participation	No.	63,350	38,102	1,042	62	109	102,665	43,844	58,821
		%	61.7	37.1	1.0	0.1	0.1	100.0	42.7	57.3
FY 8 4	Contact Participation Actual	No.	69,500	42,068	626	67	114	112,375	49,307	63,068
		%	61.8	37.4	0.6	0.1	0.1	100.0	43.9	56.1
FY 8 5	Contact Participation Projected	No.	70,436	38,851	1,422	452	175	111,336	48,917	62,419
		%	63.3	34.9	1.3	0.4	0.1	100.0	43.9	56.1
FY 8 6	Contact Participation Projected	No.	73,979	39,225	1,612	647	208	115,671	51,456	64,215
		%	63.9	33.9	1.4	.6	.2	100.0	44.5	55.5
FY 8 7	Contact Participation Projected	No.	77,520	39,600	1,800	840	240	120,000	54,000	66,000
		%	64.6	33.0	1.5	0.7	0.2	100.0	45.0	55.0

¹In cases where states prefer to report agriculture and natural resources separately, another box may be added to the upper right corner of this form.

²The anticipated number of face-to-face contacts to be made in the conduct of programs including consultations, workshops, conferences and seminars. The intent is to identify people whose race is discernible and who will have personal contact with Extension programs.

No significant changes in 1890 component.

**Table II
Planned Distribution of Sex and Racial-Ethnic Participation—Status and Targets
Professional and Paraprofessional Staffs
FY 1984-1987**

State North Carolina

Institution 1862
(1862, 1890, Tuskegee)

Program Area¹
ANR HE 4-H CRD

Racial-Ethnic Composition ²										
		White Not of Hispanic Origin	Black Not of Hispanic Origin	American Indian or Alaskan Native	Hispanic	Asian or Pacific Islander	Other	Total	Total Data by Sex	
									M	F
Potential Recipients	No.	1,817,000	432,000	22,700	20,000	6,800	6,500	2,305,000	900,000	1,405,000
	%	78.8%	18.7%	1%	.9%	.3%	.3%	100%	39%	61%
FY 82 Actual Contact Participation	No.	394,113	184,342	7,075	234	309	474	586,547	52,789	533,758
	%	67.2%	31.4%	1.2%	.04%	.05%	.08%	99.96%	9%	91%
FY 84 Contact Participation	No.	508,823	183,211	6,483	187	266	231	699,201	91,813	607,388
	%	72%	26.2%	.09%	.02%	.04%	.03%	100%	14%	86%
FY 85 Contact Participation Projected	No.	725,000	310,000	7,150	200	300	300	1,042,950	187,731	855,219
	%	69.5%	29%	.06%	.01%	.02%	.02%	98.16%	18%	82%
FY 86 Contact Participation Projected	No.	1,000,000	500,000	10,000	500	600	400	1,511,500	302,300	1,209,200
	%	66%	33%	.06%	.03%	.03%	.02%	99.14%	20%	80%
FY 87 Contact Participation Projected	No.	1,250,000	750,000	15,000	1,000	1,200	1,000	2,018,200	444,000	1,574,200
	%	62%	37%	.07%	.04%	.05%	.04%	99.20%	22%	78%

¹In cases where states prefer to report agriculture and natural resources separately, another box may be added to the upper right corner of this form.

²The anticipated number of face-to-face contacts to be made in the conduct of programs including consultations, workshops, conferences and seminars. The intent is to identify people whose race is discernible and who will have personal contact with Extension programs.

No significant changes in 1890 component.

TABLE A:
EXTENSION PROFESSIONAL STAFF YEARS (FTE's) PLANNED AND
PROJECTED BY CATEGORIES: FY 1984, 1985, 1988 AND 1990

ES/USDA
5/10/85

STATE/INSTITUTION _____ NORTH CAROLINA--1862 AND 1890 COMBINED _____

CATEGORY*	PLANNED		PROJECTED			
	1984**	1985	1988**		1990	
			At 100% 1984 FTE	At 120% 1984 FTE	At 100% 1985 FTE	At 120% 1985 FTE
(a)	(b)	(d)	(e)	(f)	(g)	
1. Soil, Water and Air	19.8	<u>19.8</u>	19.8	24.5	<u>19.8</u>	<u>24.5</u>
2. Forest, Range and Wildlife	25.6	<u>24.6</u>	25.6	32.7	<u>24.0</u>	<u>25.5</u>
3. Crop Production and Protection	155.2	<u>154.0</u>	147.5	177.0	<u>147.5</u>	<u>177.0</u>
4. Animal Production and Protection	99.0	<u>98.0</u>	100.0	118.0	<u>100.0</u>	<u>120.0</u>
5. Processing, Marketing & Distribution	17.3	<u>16.8</u>	22.5	31.0	<u>19.7</u>	<u>31.0</u>
6. Human Nutrition, Health, Safety	82.8	<u>82.0</u>	82.8	91.0	<u>82.5</u>	<u>91.0</u>
7. Youth Programs	117.0	<u>116.0</u>	117.0	140.0	<u>117.0</u>	<u>140.0</u>
8. Community & Rural Development	31.8	<u>31.8</u>	31.8	38.0	<u>31.8</u>	<u>38.0</u>
9. Family Strengths	60.3	<u>59.8</u>	60.3	72.3	<u>60.3</u>	<u>72.3</u>
10. Financial Planning & Management (AG)	41.5	<u>43.7</u>	43.5	59.5	<u>45.0</u>	<u>60.0</u>
11. Family & Consumer Programs	47.6	<u>47.6</u>	45.6	52.4	<u>45.0</u>	<u>52.5</u>
12. Financial Planning & Management (HE)	88.5	<u>88.5</u>	90.0	108.0	<u>90.0</u>	<u>108.0</u>
13. Agricultural (and Resource) Policy	6.4	<u>6.5</u>	6.4	7.0	<u>6.4</u>	<u>7.0</u>
TOTALS***	792.8	789.0	792.8	951.4	789.0	946.8

* Categories specified by the Joint Council on Food & Agricultural Sciences, modified to fit Extension.

** From Institution's February 1984 projections.

*** From or calculated from Table I of FY 1984-87 Plan of Work & Update.

Form-C

**Civil Rights/Equal Opportunity
Plan of Work/Report**

State North Carolina

Institution N. C. State University

Plan
 Report

<p>Civil Rights Narrative for (Check appropriate box(s))</p> <p><input type="checkbox"/> Program Planning and Participation</p> <p><input type="checkbox"/> Administrative Civil Rights Requirements</p> <p><input checked="" type="checkbox"/> Equal Opportunity Employment</p>	<p>Program Area (Check appropriate box (s))</p> <p><input type="checkbox"/> ANR <input type="checkbox"/> 4-H</p> <p><input type="checkbox"/> HE <input type="checkbox"/> CRD</p> <p><input checked="" type="checkbox"/> Combined report, all program areas</p>
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Title Equal Employment Opportunity in North Carolina

Text: Because of civil rights litigation currently in appeal status, the North Carolina Agricultural Extension Service is not required to provide data on civil rights programs as set forth by Title VI. The following information is provided on the basis of the organization's commitment to the principles of equal employment opportunity as set forth by Titles VII and IX.

Employment goal for all position groups--professional, paraprofessional, secretarial--is for all employment related decisions to reflect a commitment to racially and sexually representative human resource management within the Extension organization. Within the non-professional positions this is to be achieved through the public notification plan and adherence to affirmative action principles in hiring, training, and promoting. For all county professional positions, the NCAES shall conduct regular recruitment at all colleges and universities in North Carolina and surrounding states--South Carolina, Virginia, Georgia, Kentucky, and Tennessee--which have degree programs in agriculture or home economics and traditionally have a substantial number of black and/or female students. Nearly one-third of all campus recruitment will be at predominantly minority institutions. The object of this recruitment program shall be to attract qualified minority applicants so that they constitute at least a percentage of total applicants equal to the percentage of total minority graduates with the appropriate degree areas at institutions within the Southern Extension Region. Further, representation in the applicant pool will be no less than the percentage of minorities with professional degrees employed in these fields by USDA as reported annually. Job vacancy announcements will be mailed to all applicants monthly for a period of six months after initial receipt of the application. Further, a Teletip job vacancy listing will be provided for

continued

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Telephone	(919) 737-2812

Form-C

Civil Rights/Equal Opportunity
Plan of Work/Report

State North Carolina

Institution N. C. State University

Plan
 Report

Civil Rights Narrative for
(Check appropriate box(s))

- Program Planning and Participation
- Administrative Civil Rights Requirements
- Equal Opportunity Employment

Program Area

(Check appropriate box (s))

- ANR
- HE
- Combined report, all program areas
- 4-H
- CRD

Title Equal Employment Opportunity in North Carolina

Text:

anyone to call to receive a monthly update of position vacancies.

Training is designed to provide equal opportunity for preparation for positions of greater responsibility and opportunity. Extension In-Service Training offers a free choice of training opportunities for employees for up to five days.

The organization plans to increase the capability to better assess employment functions through computerization of applicant files. Periodic reports of applicant characteristics will be compiled for administrative use. The organization will continuously assess employment processes and remain progressive in implementing procedures to assure that adverse impact is not an organizational characteristic.

Contact Person:

Dr. R. C. Wells

Name and Title

Associate Director

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Telephone

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Form-C

**Civil Rights/Equal Opportunity
Plan of Work/Report**

State North Carolina

Institution N. C. State University

Plan
 Report

Civil Rights Narrative for

(Check appropriate box(s))

- Program Planning and Participation
- Administrative Civil Rights Requirements
- Equal Opportunity Employment

Program Area

(Check appropriate box (s))

- ANR
- HE
- Combined report, all program areas
- 4-H
- CRD

Title Administrative Civil Rights Requirements

Text: Because of civil rights litigation, currently in appeal status, the N. C. Agricultural Extension Service is not required to provide data on civil rights programs set forth by Title VI. However, the following information is provided on the basis of commitment to these principles. Sex discrimination is being addressed in the effort to comply with civil rights laws.

Situation Description: The N. C. Agricultural Extension Service remains committed to the principles as well as the laws, regulations and guidelines of the nation regarding Affirmative Action. As an educational institution, this Extension Service provides equal opportunities in programs and employment regardless of race, color, national origin, age, sex, handicap or religion.

Program Objectives: (1) All Extension employees to be knowledgeable of Affirmative Action policies and sensitive to equity issues and (2) All Extension employees to further develop and maintain a data-based system that identifies eligible populations and measures delivery of program benefits.

Plan of Action: An Affirmative Action Task Force was established in 1983, as part of a state "self-study" program, to determine strategies to reinforce and reaffirm the organization's commitment at the county level. The Task Force recommended a two-fold approach for the four-year planning period:

- (1) Workshops in all 101 county units to help all professional staff members reaffirm:
 - a) Affirmative Action policies and guidelines including sex discrimination
 - b) Records necessary to assess the extent to which all potential clientele are being served
 - c) A positive approach to Affirmative Action Programs

continued

Contact Person:

Dr. Elizabeth U. Meldau

Name and Title

District Extension Chairman

Address

Box 7604, NCSU, Raleigh, NC 27695-7604

Telephone

(919) 737-2789

Form-C

**Civil Rights/Equal Opportunity
Plan of Work/Report**

State North Carolina

Institution N. C. State University

Plan
 Report

<p>Civil Rights Narrative for (Check appropriate box(s))</p> <p><input type="checkbox"/> Program Planning and Participation</p> <p><input checked="" type="checkbox"/> Administrative Civil Rights Requirements</p> <p><input type="checkbox"/> Equal Opportunity Employment</p>	<p>Program Area (Check appropriate box (s))</p> <p><input type="checkbox"/> ANR</p> <p><input type="checkbox"/> HE</p> <p><input checked="" type="checkbox"/> Combined report, all program areas</p> <p><input type="checkbox"/> 4-H</p> <p><input type="checkbox"/> CRD</p>
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Title Administrative Civil Rights Requirements

Text:

(2) Affirmative Action data will be reviewed annually with the County Extension Chairmen as part of their performance appraisal conference and also as part of the bi-annual County Program Review process with the entire professional staff.

<p>Contact Person:</p> <p>Name and Title</p> <p>Address</p> <p>Telephone</p>	<p>Dr. Elizabeth U. Meldau</p> <p>District Extension Chairman</p> <p>Box 7604, NCSU, Raleigh, NC 27695-7604</p> <p>(919) 737-2789</p>
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