



target 2

North Carolina Goals For 1971

Farm Income by Commodities

Commodity	1965 (million dollars)	1971	Percent Increase Over 1965
Corn	89.0	104.3	17
Other Grains & Forage Crops	27.8	45.8	65
Beef Cattle	49.0	64.6	32
Milk	81.6	96.4	18
Swine	95.0	121.6	28
Broilers	135.9	192.9	42
Turkeys	20.5	40.6	98
Eggs	104.7	109.1	4
Other Poultry & Livestock	33.5	36.4	9
Tobacco	457.4	601.3	31
Cotton	42.1	55.6	32
Peanuts	44.8	56.7	27
Soybeans	56.7	97.8	72
Vegetables	77.1	100.1	30
Fruits & Ornamentals	40.1	64.7	61
Forestry	97.1	127.5	31
Seafood	15.6	19.0	22
TOTAL SALES	1,467.9	1,934.4	32
Government Payments	43.7	43.7	Same
TOTAL INCOME	1,511.6	1,978.1	

Production and Marketing

Help North Carolina farmers increase their gross income to \$1,978 million by the end of 1971 through more efficient use of their resources. This would create a market for \$155 million worth of additional agribusiness supplies. It would also mean that North Carolina farm products would have a retail value of about \$5.2 billion by the end of the period.

Family Living

Help all people, especially teenagers, young families, working mothers, the aging and the poor—to cope with problems connected with food, clothing, housing, health and human relationships.

4-H and Youth

Reach 130,000 North Carolina young people through 4-H type activities, including 50,000 boys and girls from disadvantaged families. Appeals will be made to nonfarm as well as farm youth, and the help of 16,000 volunteer leaders will be solicited in this endeavor.

Community Resources

Help to organize 500 more communities. (The state now has 1,000 organized communities.) An effort will be made to involve 150,000 families from these communities each year in educational programs.

Natural Resources

Help North Carolinians to increase their income from forestry and commercial fishing and encourage better use of all the state's natural resources—soil, water, and air.

Blueprint For Action

Target 2 is the long-range educational program of the Agricultural Extension Service. Its main objectives are to help the people of North Carolina increase income and improve family living.

The state goals for Target 2 are summarized on the inside of this folder. It should be pointed out, however, that each county had a part in developing Target 2 and that each county has its own goals under the program.

The planning and study that went into the development of Target 2 took an entire year and involved practically every Extension worker in the state. Many research workers at North Carolina State University also assisted in the planning. Especially appreciated is the fact that 7,600 lay people helped to set the county goals.

Target 2 is an action program. It spells out the specific ways that Extension agents can help people in five program areas: agricultural production and marketing, family living, 4-H and youth, natural resource development, and community resource development.

Finally, Target 2 is geared to the immediate needs of the people, as the people themselves have helped to define those needs. Yet, the program has the built-in flexibility needed to help the people of North Carolina solve new problems and seize upon new opportunities as they arise.

We firmly believe that Target 2 is a blueprint for progress, and we invite the assistance of every forward looking citizen in this endeavor to advance North Carolina.

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