

Title Promotion Package

XXXXX XXXXX

Assistant Agent Seeking Associate Agent

XXXXX XX, 20XX

Introduction

I am XXXXX XXXXX, Agriculture Extension Agent with NC Cooperative Extension Agent at the XXXXXXXXXXXX County Center. I have served in XXXXXXXXXXXX County with programming responsibilities in the areas of XXXXXX and XXXXXX XXXXXX since XXXX 20XX and previously served in the same capacity in XXXXXX County from XXXXXX 20XX to XXXXXX 20XX.

XXXXXXXXXXXX County is located in the XXXXXX District. Geographically, XXXXXXXXXXXX County is located along the XXXXXX and 65% in the middle and upper XXXXXX regions of NC. The remaining 15% of the land is in the XXXXXX along the XXXXXX the county. The population of the county is diverse with XXX% white, XXX% black or African-American, and XXXX% Hispanic/Latino according to the 20XX US Census.

The 20XX US Census reported a population of XXXXX; an increase of XXXX from 2000, or XX%, establishing XXXXXXXXXXXX County as one of the fastest growing counties in NC. Major residential growth is occurring along the XXXXXXXXXXXX border and communities in the western portion of the county. Major US Highways XXXXXXXX have a substantial influence on residential, commercial and industrial development in XXXXXXXXXXXX County.

In spite of rapid residential growth, agriculture continues to thrive in XXXXXXXXXXXX County. Important agricultural commodities include XXXXX, XXXXX and XXXXX crops, XXXXX, XXXXX, XXXXX and XXXXXXXXXXXX. The county is consistently a top producer of XXXXX, XXXX, and XXXXXX crops. In 20XX, XXXXXXXXXXXX County ranked XXX in XXXXXX, XXXX and XXXXX receipts; XXX in crop receipts; and XXX in Total agriculture cash receipts, according to the NC Dept. of Agriculture & Consumer Services Ag. Statistics.

I. Cooperative Extension Programs

My responsibility is to provide research-based information to farmers producing XXXXXX, as well as to develop and implement 4-H XXXXXX educational programs. I report under two objectives; Profitable and Sustainable Agriculture Systems and School to Career (XXXXXX and Adults.)

A. Objective-Profitable and Sustainable Agriculture Systems

XXXXXX species produced in XXXXXXXXXXXX County include XXXXXXXXXXXXXXXXXXXX. XXXXXXXXXXXX County has XXX farms with some number of XXXXXXXXXXXX, according to the 20XX USDA Census of Agriculture, a total of XXXXXXXXXXXX. The same census also reports XXX XXXX on XXX farms in XXXXXXXXXXXX County. XXXXXX in XXXXXXXXXXXX County are typically a component of a diversified farming operation or a part-time enterprise operated by an owner with off-farm income. Farms with XXXXX are typically part-time enterprises that provide supplemental income through sales of XXXXX for meat or as XXXXXX projects for 4-H and FFA XXXXXX. XXXXXXXXXXXX County is on the XXXXX of the major XXXX and XXXXX producing region of NC, and most XXXXX operations are contract growers for integrated

companies. For this reason, XXXXXX growers typically have no need for Extension programming related to nutrition, husbandry or breeding, but rely heavily on Extension for programming related to waste management and forage production. This is particularly true for XXXXX producers, who must have a Waste Applicator's License for applying XXXXXX to crops, and must obtain Continuing Education Credits to maintain that license.

a. Planning

The XXXXXXXXXXXX County XXXX Association and the XXXXXXXXXXXX County XXXXX Producer's Association both hold regular meetings and events. The officers and boards of directors of these associations both serve as Extension Program Advisory Committees for these respective areas. I began meeting with these boards multiple times each year. Each of these boards have been instrumental in identifying trends, issues and educational needs for my program area. Meeting with these boards collectively and individually, along with other key individuals and thought leaders in the county, provides guidance for Extension XXXXXX programming in XXXXXXXXXXXX County. Additionally, survey instruments used at meetings, field days and workshops ask participants to identify other topics or issues that they would like Extension programs to address. Every time I use a survey, I dedicate some time to compiling results, including comments, to seek out emerging issues. Also, a survey of XXXXX program needs was distributed to XXXXXX producers in XXXXX 20XX. The greatest priority needs returned from this survey included pest management, management of production costs, increase in animal stewardship, improving forage production and grazing management, and better marketing.

b. Design

- i. Program Goals-The respective committees, with my guidance, identified the following broad program goals:
 1. XXXXXX producers will adopt improved pest management strategies.
 2. XXXXXX producers will adopt best management practices related to animal care and husbandry.
 3. XXXXXX producers will adopt best management practices related to forage production and utilization.
 4. XXXXXX producers will avail themselves of marketing strategies that increase income to their operations.
- ii. Objectives-Adoption of best management practices will reduce input costs, increase returns, and increase the value and quantity of XXXXXX in XXXXXXXXXXXX County.
- iii. Outputs/Activities-After identifying goals and objectives, a series of educational activities was designed to address these goals. The activities included producer meetings, field days, farm tours, short courses, interactive workshops and demonstrations, in addition to newsletters, emails and office and farm visits.
 1. Producer meetings- Each year the XXXXXXXXXXXX Producers Associations hold membership meetings for their respective groups. These meetings provide Extension an opportunity to market Cooperative Extension and educate our target audience. These meetings typically consist of a sponsored meal with presentations by key leaders such as extension specialists, veterinarians, research technicians and extension agents. Local

producers also provide farm profiles to share their experiences with the audience. Sponsors provide information and visit with producers at the meetings.

2. Field Days-The XXXXXXXXXXXX County XXXXX Producers Association hosts a field day, Hands on XXXXX, held annually since 20XX. Local producers provide demonstrations of basic management practices such as XXXXXX, vaccination, tattooing, XXXXXX. Extension specialists, veterinarians, extension agents and other resource persons present seminars on a variety of topics. Local vendors offer products, provide information and visit with producers. Regional and national vendors supply catalogs for producers to pick up and donate door prizes. Producers have the opportunity to be guided in conducting XXXXXXXX for their animals.
3. Farm Tours-The XXXXXXXXXXXX County XXXXX Producers host annual tours, usually of a farm. This allows participants the opportunity to learn from the experiences of others. One tour was also held at a local, long-standing feed manufacturing operation.
4. Short Course-A XXXXXX management short course entitled XXXXXX 101 was instituted in 20XX. This is a four-session short course that covers record keeping, nutrition, reproduction, forage management, and facilities.
5. Interactive workshops-A variety of interactive workshops have been held. A XXXXXX artificial insemination course was conducted, two XXXXXX Quality Assurance workshops, two XXXXXX trainings, forage workshops, XXXXXX handling demonstrations, and an area XXXXXX conference. In addition, I have participated in planning and implementing several regional conferences including the XXXXXX Conference, XXXXX Conference, and the XXXXX XXXXXXXXXXXXX Conference.
6. Newsletters and Email-I have worked almost all my career with a group of XXXXXX agents in XXXXX NC to produce a bi-monthly XXXXXX newsletter. This group of agents instituted a writing rotation schedule such that each agent writes 3 or 4 articles per year, but each issue of the newsletter will have 5 or 6 articles, depending on length. Each issue contains articles on forage management, XXXXXX XXXXXX, XXXX or XXXXXX, and either XXXXX or XXXXXX XXXXXX, as well as waste management updates. Each agent receives the articles and updates the front page with local news and upcoming events before distributing to their respective mailing lists. This effort led to this group newsletter being awarded a state communications award and listed as a national finalist with the National Association of Agriculture Agents. As Extension clients increasingly adopt the use of electronic communications, the opportunity exists to delivery more information and to deliver that information in a more timely and cost-effective manner. In 20XX, I circulated mailing list update sheets to those receiving the XXXXXX newsletter in XXXXXXXXXXXX County, giving those recipients the opportunity to receive communication by electronic means. This reduced the number of mailed copies from over 600 to under 400, and generated an email list of 190.
7. Office and Farm Visits-Individual consultations are an extremely important part of Extension work. Many clients drop into the office with questions or to discuss ideas for their operations. Agents are frequently requested to visit farms to provide technical assistance with a variety of production issues. Over the last five years, I have averaged XXX farm visits per year. I believe that personal contact with producers is critical to build and maintain relationships that provide for opportunities for the agent to deliver extension programs. I feel that I have been able to gain the trust of many producers in XXXXXXXXXXXX County. Recently I was called to visit a XXXXXX to provide recomXXXXXXXXdations. The owner

related to me that she was impressed with her neighbor's XX, whom I have advised for a few years. She told me, "They've done exactly what you said to do, and their XX look awesome!"

- iv. Evaluation Strategies-Several methods are used to evaluate Extension programs. Certainly, formal survey tools such as those available on the One Stop Shop are very useful, and I have utilized those regularly at meetings, workshops and field days. But, relevant changes in behavior and knowledge can also be observed through informal conversations with producers, advisory committees and others, as well as by observing production trends in the county.

c. Outputs/Activities

- i. Strategies and teaching methods-Several methods are used in my Extension programs. Lectures are useful to disseminate a large volume of information in a short period of time, and are most common at our producer meetings or as part of a larger event such as a field day or conference. However, I find that more interactive teaching methods generate greater interest and involvement, and will outline some examples of those that I have used.

At the annual XXXXX XXXXX field day, interactive workshops are common. For example, in 20XX a PhD candidate in Food Science broke down a half of a XXXX XXXXX into primal, sub-primal and retail cuts. Participants had the opportunity not only to observe, but to ask questions during and after.

Several times I have utilized panel discussions to deliver information. One example is at our most recent XXXXXXXXXXXX meeting, where a veterinarian and two feed industry representatives discussed impacts of the new Veterinary Feed Directive rule, which will likely affect most XXXXXX producers beginning in 2017.

Demonstrations are very popular, according to survey results I have obtained. At field days, experienced XXXXX XXXXX demonstrate practices such as XXXX XXX XXXXX, and veterinarians demonstrate pregnancy ultrasound and artificial insemination.

At field days and XXXXXX Quality Assurance (BQA) workshops, participants have the opportunity for guided practice. At BQA workshops, this consists of administering ear tags and vaccines and performing castration techniques, as well as mixing and preparing medications and interpreting label information.

During several weed management workshops, I have asked participants to label potted weeds with their correct name. The weeds were collected prior to the workshop, and names were printed on note cards and distributed randomly to participants, who then worked together to place the correct names on the plants.

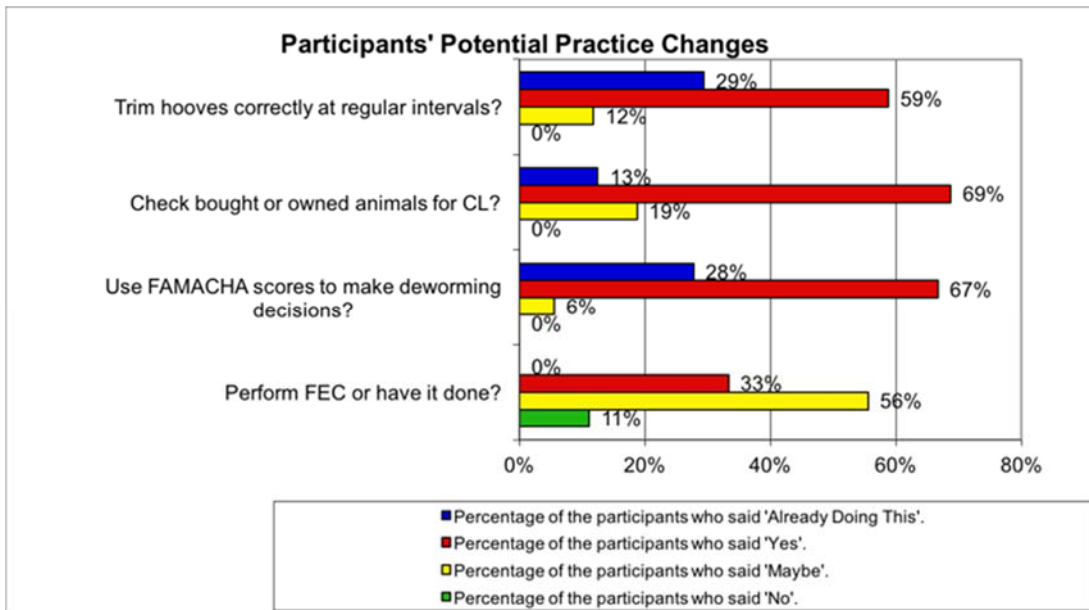
As Mentioned earlier, a XXXXXX management short course began in 20XX. Each participant received a 200-page notebook of resources, and four sessions were held to cover particular information. Participants also received record books, grazing sticks, and handouts.

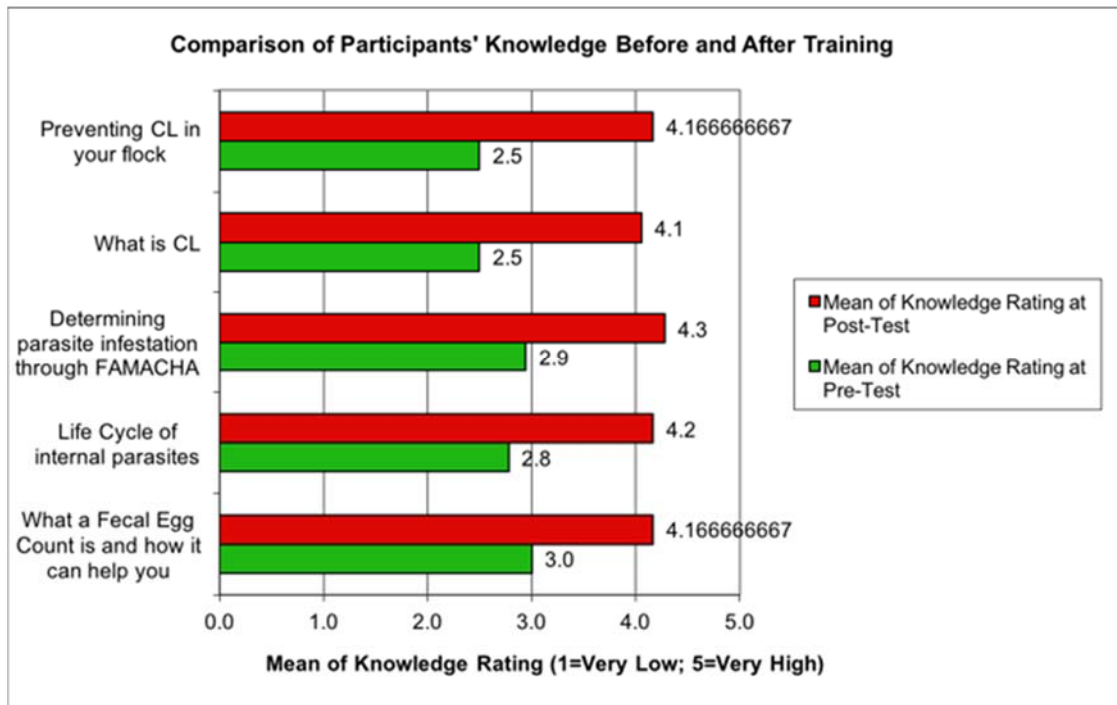
ii. Funding-I have worked closely with the XXXXXXXXXXXX and XXXXX XXXXX Associations to secure funding for programs. Sponsors are a valuable asset to these efforts, and over \$XXXX in sponsorships have been received for annual meetings in the last five years. I have also worked closely with the XXXXX XXXXX Association to secure funding for their annual field day by collecting raffle items, generating over \$XXX per year to support that effort. Also, participants in the XXXXXX 101 Short Course pay a \$25 registration fee to offset the cost of materials, snacks and printing. Very recently I submitted a community grant application to the NC AgVentures program on behalf of the XXXXXXXXXXXX County XXXXXXXXXXXX Association and was awarded a \$XXXXXX grant to purchase portable XXXXXX handling equipXXXXXXt. This will be a very valuable asset to producers in XXXXXXXXXXXX County who have little or no access to proper equipXXXXXXt with which to implement management procedures like vaccination, pregnancy diagnosis, etc. as well as an invaluable aid to conducting hands-on instruction in these and other processes.

d. Outcomes and impacts

i. Evaluation data

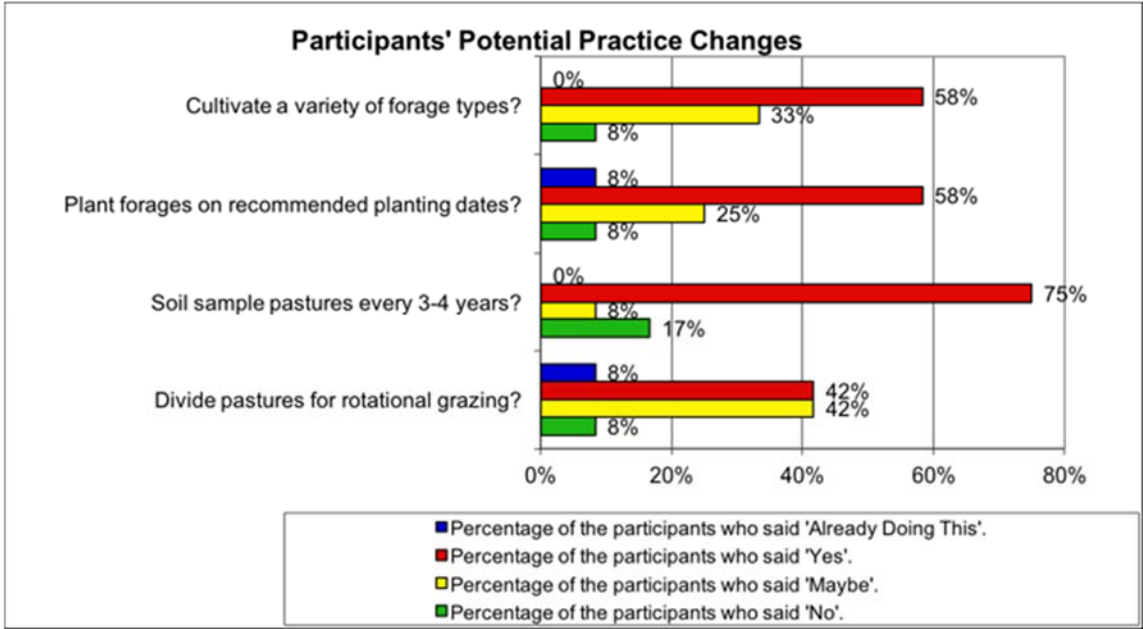
The Hands on XXXXXX Field Day is held annually in XXXXX. I have distributed surveys and analyzed data from this event each year. Since 20XX, attendance at this event has averaged XX. Consistently, 100% of attendees have indicated that the training met their expectations and that they would recomXXXXXXd the event to others, as well as that the knowledge gained could save them money. Indications of changes in knowledge and aspirations to adopt good management practices have also been indicated, as in the following tables from the 20XX field day.



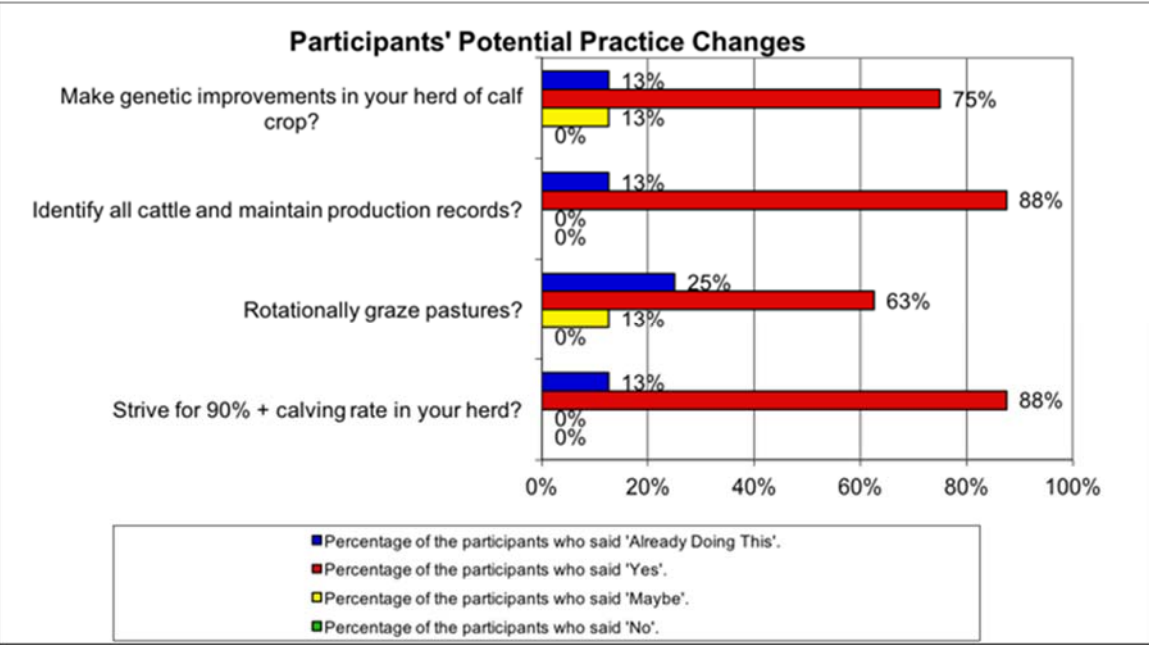


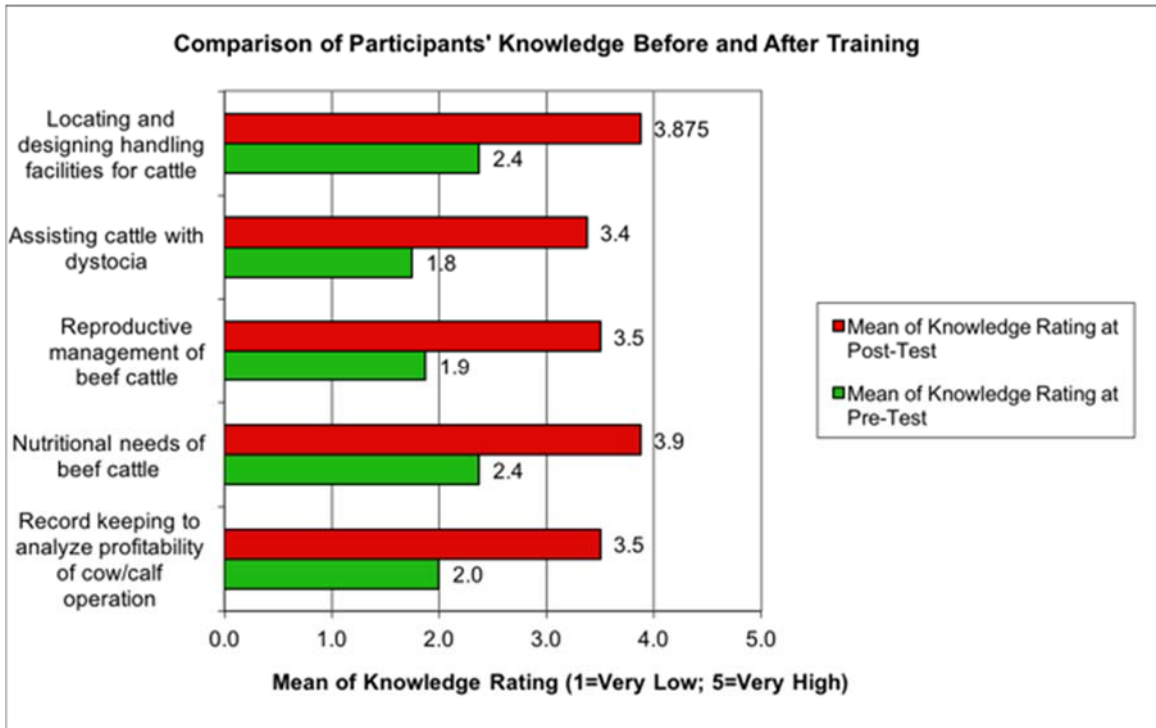
Pasture Tours and forage workshops have gained increasing popularity in NC as input costs have risen and interest in annual forages have resurged. I have held several such tours and workshops, including a stockpiled bermudagrass workshop, summer annual mixtures workshop following an on-farm test, and an evening tour of a goat farm focused on forage varieties and grazing management. I have included satisfaction ratings and potential practice changes from the XXXX pasture tour below.





The XXXXXX 101 Short Course is designed for participants who are new to operating a XXXXXX XXXXXX herd, although a few participants who wished to take the course have had XXXXXX for decades. The program was very well received, reaching the registration limit only 3 weeks after publicizing the program. I have shared two charts below that were generated from a follow-up survey that participants mailed back to the Extension office.





ii. Testimonials

In 20XX, I visited with XXXX XXXX to evaluate his pastures and winter feeding plans. After visiting several of his pastures, I realized he had a great opportunity to utilize stockpiled forage in one particular pasture to extend grazing time and reduce hay needs. We worked together to come up with a plan to strip-graze the pasture. After putting the plan into place, XXXX was very pleased with the amount of time the XXXXXX were able to graze. Essentially, he was able to allow XX XXXXXX to XXXXX XX days in early winter without feeding them any hay. He told me “When it was finally used up, I just wished I had another field to go to! I’m definitely going to use this (technique) again next year.”

XXXXX XXXXX, Executive Director of the NC XXXXXXXXXXXX Association, wrote in a 20XX letter, “I have observed XXXX for a number of years and have always been impressed with XXXXX quiet, understated but powerful and effective leadership of both XXXXXX and adults. XXXXX is a unique talent in that XXX has a wealth of knowledge in a wide variety of areas but never flaunts XXXX knowledge or intellect. I have yet to ask XXXX a question that XXXX did not have a base knowledge to allow for further investigation, which XXXX rapidly does and reports back to help remedy a problem.”

XXXX XXXX wrote, “As the 20XX President of the XXXXXXXX Council, I wanted to express our gratitude for all the work you put into this 20XX Midwinter Conference in XXXXX. I thought it was one of the best ever. The room, the set-up, and presentation were great.”

e. Success Stories

Date: 20XX-12-29 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Feeding XXXXXX over the winter represents the greatest period of feed costs in a XXXXX operation. Typically, XXXXXX are fed hay that has been either purchased or produced on the farm during the growing season. Adoption of strategies such as rotational grazing and stockpiling forages can significantly reduce the duration of the winter feeding period and the associated costs, yet producers are often unaware of how to implement these strategies. One XXXXXXXXXXXX County farmer turned to the XXXXXX agent for advice on how to extend the grazing season to reduce costs. The agent suggested the farmer use stockpiled forage to graze his XXXXXX during the late fall. With assistance from the agent, the farmer developed a plan to use seven acres of stockpiled forage during what would have been the first part of the winter feeding period. By using temporary electric fencing, the farmer was able to graze XXXXX an additional 24 days rather than feeding hay. Producing stockpiled forage can be 60% cheaper than harvesting hay, and hay feeding costs can approach \$2 per head per day. Using these figures, **this farmer saved \$XXXX** over the 24-day period by using stockpiled forage rather than feeding hay. Additionally, a tour was held with over a dozen fellow XXXXXXXXXXXX learning how to set up a stockpiled grazing system.

Date: 20XX-01-03 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

The XXXXX industry in NC is growing. Small farmers and limited resource landowners are interested in production of small XXXXXX, but need information relating to management, health and reproduction. Additionally, there is a shortage of veterinarians serving the food animal sector, and vet bills for small XXXXXX are often more than the market value of the animal. The XXXXXXXXXXXX County XXXX XXXX Association works closely with Cooperative Extension to plan and implement educational programs for XXXXX XXXXX in the county and beyond. In 20XX, Cooperative Extension assisted the group in planning and conducting their annual Hands on XXXXXX Field Day. The event was attended by over XXX XXXXX owners from the mountains to the coast and even some producers from out of state. Three university specialists and a veterinary student gave seminars on diseases and pests of XXXXXX, and experienced goat owners gave demonstrations of XXXX, XXXX AND XXXX. Participants were able to get hands-on experience at a variety of techniques. Surveys were conducted, and **100% of respondents improved their knowledge of management strategies, indicated a desire to implement new practices on their farms, and indicated that the lessons learned could save them money in input costs on their operations.**

Date: 20XX-09-19 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

The use of artificial insemination in a XXXXXX XXXXXX XXXX allows a producer to select better and more varied genetics than purchasing and using a XXXX XXX. XXXXXXXXXXXX County Cooperative Extension hosted a 3-day Artificial Insemination school attended by several

local producers. These producers were presented with 8 hours of classroom instruction by a NCSU Animal Science specialist on heat detection, body condition scoring, use of Expected Progeny Difference statistics, and XXXXX handling. Participants also received 12 hours of hands-on guided practice with live XXXXXX. Every participant passed the course and was issued a certificate of completion. Surveys indicated **100% of participants were either satisfied or very satisfied** with every aspect of the course. Additionally, **73% indicated they would begin using artificial insemination** to make genetic Improvements in their herd and **87% indicated they would use estrus synchronization** to produce a more uniform XXXX crop.

Date: 20XX-12-20 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Control of internal parasites (worms) represents one of the greatest challenges to XXXX XXXX. XXXXXX are highly susceptible to infestation by several classes of internal parasites. Making the problem worse, worms are increasingly becoming resistant to different classes of anthelmintics (dewormers.) To combat this problem, an integrated approach to parasite management has been developed and is recomXXXXXXXXded by veterinarians and XXXX specialists. One of the most useful tools in this integrated parasite management system is XXXXXX, which is a system of comparing the color of the mucus membranes around a XXXXX XXXX to a chart called a XXXXXX chart. This method can specifically identify the level of infestation of the XXXXX worm. A XXXXXX certification was held in XXXXXXXXXXXX County to train XXXXX XXXXX to use this management strategy. A university specialist led the training, which included a seminar and hands on guided practice with live XXXXXX using the XXXXXX chart. **XXX XXXXX XXXXX attended the training, with XX obtaining certification and receiving an official XXXXXX chart.**

Date: 20XX-12-30 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Winter feed costs represent one of the greatest inputs in managing a XXXXXX XXXXXX herd. The goal of many producers is to extend grazing while delaying hay feeding as long as possible to reduce costs. One XXXXXX farmer in XXXXXXXXXXXX County worked with his extension agent to create a plan for managing grazing through the fall and early winter. XXX acres of stockpiled pasture were identified as a possible location for using intensive rotational grazing to make the most efficient use of the available forage. The agent recomXXXXXXXXded a strategy for dividing the pasture into sections and using temporary fencing to give the XXXXXX gradual access to new grass. The producer implemented the strategy and was very pleased with the results. XX XXXXXX grazed the field for just over a month, then XX XXXXXX were left to continue grazing for another month. This equated to grazing XX XXXXX for XX days on this single pasture. Research has indicated a cost of feeding hay at \$2 per head per day, with grazing stockpiled forage realizing a 60% savings over feeding hay. Using these figures, this **producer saved \$XXX** in hay feeding costs over this grazing period. In a follow up conversation with the agent, the producer stated, "I wish I had another field to continue this grazing" and, **"I'm planning on using this (technique) next year."**

Date: 20XX-05-14 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Agricultural producers are often faced with financial obstacles to increasing the size and scope of their operations. One XXXXXX producer in XXXXXXXXXXXX County wished to participate in XXX XXXXX sales to increase the value and return for his XXXX crop, but lacked adequate facilities and transportation equipXXXXXXt to implement the management strategies necessary to participate in XXXX XXXXX sales. The producer asked for Cooperative Extension's assistance to apply for the XXXX XXXX XXXX grant administered by the XXXXXX Foundation International. The agent worked with the producer and his wife to write their grant proposal, create a budget, and a project timeline. **The producer was awarded a \$XXXXXX grant to upgrade his XXXXXX handling facilities and purchase a much-needed XXXXXX trailer.** With this equipXXXXXXt, the producer is able to safely and efficiently give vaccines and other medicines as well as sort and haul his XXXXXX to drop-off points for a regional truckload video auction sale.

Date: 20XX-05-14 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Consumers demand a high quality eating experience every time they purchase XXXXXX for a meal. Assuring quality XXXXXX is the responsibility of XXXXXX producers, as well as others up the processing chain. XXXXXXXXXXXX County XXXXXX producers are no exception. Cooperative Extension teamed with the XXXXXXXXXXXX County XXXXXXXXXXXX Association to present a XXXXXX Quality Assurance training program. By attending the training and passing a required certification exam, XX XXXXXX producers earned a three-year XXXXXX Quality Assurance certification. A chute side injection demonstration was presented as a part of the training. The Extension XXXXXX agent and experienced producers demonstrated proper injections techniques, ear tagging, and XXXXXX handling. Novice XXXXXXXXXXXXXXX had the opportunity to practice and hone their processing skills on the demonstration XXXXXX. **The newly certified producers can now join the other producers in cooperative marketing efforts that will enhance income potential.**

Date: 20XX-10-01 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Internal parasites (worms) are the greatest cause of production losses in XXXXX and XXXXXX. Compounding the problem is the fact that these parasites are developing site-specific resistance to dewormers. A group of migrant workers on a large farm in XXXXXXXXXXXX County were keeping a XXXXXX and XXXXXX to supplement their diet with their preferred meats of choice while reducing their grocery bill. However, their animals were unthrifty and eventually death losses began to mount. With the language barrier, these individuals were unsure where to turn. After losing five animals, the workers finally informed their employer of the problem. The employer immediately turned to Cooperative Extension for advice. The XXXXXX agent visited the grower and the workers and examined the animals, finding them to be severely anemic according to the XXXXXX system that the agent is certified to use. This anemia is most frequently caused by blood sucking internal parasites. The agent advised research-based

strategies of rotating pastures and strategic deworming to combat the problem. **These practices were immediately put into place, and no more animals have been lost.**

Date: 20XX-07-03 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

A cool, wet winter followed by a late spring led to problems for some hay producers in XXXXXXXXXXXX County. Extension was requested to assist in diagnosing spotty stands in established bermudagrass hayfields, some with stand loss as high as 60%. In each case, low Potassium level was identified as the primary concern. In some instances, this deficiency was coupled with low soil pH. These conditions coupled with the unusual wet and cool weather contributed to significant stand losses. Extension offered growers research-based information and recommendations to increase soil fertility and save the crop. **Avoiding replanting these fields saved the producers up to \$XXX per acre.**

Date: 20XX-07-03 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Face flies and horn flies are serious pests of XXXXXX, particularly XXXXXX XXXXXX. These pests bite and feed off XXXXXX's blood, reducing feed intake and weight gain, and can also spread diseases such as pinkeye. University research indicates that XXXXXX protected from these pests gain an additional 7 pounds of weight prior to weaning, and XXXXXX marketed with evidence of pinkeye infection are discounted 10 to 12 cents per pound. Cooperative Extension in XXXXXXXXXXXX County conducted a fly control workshop for XXXXXX producers. A veterinary entomologist discussed the important pests of XXXXXX XXXXXX and strategies to control flies and fight parasite resistance. 25 XXXXXX producers attended the meeting. **Implementing effective fly control strategies could earn these producers an additional \$XXXX in value of increased gains, while avoiding potential discounts of up to \$XXXX!**

Date: 20XX-01-09 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Most XXXX XXXXX in North Carolina are comprised of XXXXXX XXXXXX. Buyers of feeder XXXXXX are most interested in truckload lots of uniform XXXXXX, but most producers lack the numbers to fill such a load. A value-added XXXXX XXXX sale was planned in XXXXXXXXXXXX County to allow smaller producers to consign XXXXXX with identical health programs to be placed in like lots for sale. Participation was lower than expected, and the sale was cancelled. However, XXX producers who had weaned and vaccinated XXXXXX for the sale were able to commingle two loads of XXXXXX for a private-treaty sale straight from their farms. These XXXXXX sold for \$XXXXXX higher than the weekly sale average that week. **With XXX loads at XXXXX pounds each, these XXX producers were paid \$XXXXXX more than they would have received at the weekly sale for those same XXXXXX.**

Date: 20XX-01-09 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Feed costs account for 60-70% of the expense of maintaining a XXXXXX XXXXXXXXXXXX, and the greatest bulk of this expense is incurred during the winter feeding period. Several XXXXXXXXXXXX in XXXXXXXXXXXX County turned to Cooperative Extension for assistance in analyzing hay and using byproduct feeds such as dried distiller's grains, whole cottonseed and cull peanuts to reduce winter feed costs. Several rations were developed for these producers, with one ration in particular reducing the producer's cost to maintain XXXX of XXXXXX from XXXXX/day to XXXXX/day. Extended over a 120-day feeding period, **this producer saved \$XXX in feed costs using this ration.** Also, the producer was made aware of the need to supplement Calcium using this diet, greatly reducing the chances of nutrient deficiency and imbalance and resulting vet bills and death losses.

Date: 20XX-09-04 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Title: Culling XXXXXX XXXXXX Prevents Losses, Increases Profits

Situation: XXXXXX XXXXXX that lose mobility or fall into poor body condition represent a loss to the XXXXXX producer. One traditional cull XXXXXX market closed in late 20XX. The XXXXXXXXXXXX County XXXXXXXXXXXX Board of Directors expressed a need for producers to learn to make wise culling decisions in their herds.

Response: At the annual XXXXXXXXXXXX meeting, a Veterinarian from NCSU College of Veterinary Medicine gave a presentation on making culling decisions in the XXXXXX XXX. XXX participants from across the county attended.

Evaluation: Based on informal interviews and observations, XXXXXXXXXXXXXXX in XXXXXXXXXXXX County are deciding to cull older or lame XXXXXX earlier, while those animals are still able to process through the traditional market channels.

Results: **Marketing cull XXXXXX before they become non-ambulatory allows the XXXXXX producer to receive a salvage value, and prevent the need to bury animals on the farm.**

Date: 20XX-09-04 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Title: Preventing Predation Losses in XXXX XXXX

Situation: According to the NC Wildlife Resources Commission, coyotes have increased their range into NC, and are now found in all 100 counties. These predators are very capable of killing XXXX XXXXXX, including XXXXXX.

Response: At the annual XXXXXXXXXXXX County XXXXX XXXXX Meeting, a wildlife biologist with the NC Wildlife Resources Commission gave a presentation discussing the spread of coyotes, how coyotes hunt and patrol territory, when coyotes are most active, and ways to prevent predation losses to coyotes and other wildlife. XX XXXXX XXXXX from across the county attended.

Evaluation: A survey was distributed at the end of the meeting. 18 surveys were returned, representing 366 breeding XXXXXX.

Results: 89% of respondents indicated they learned techniques to prevent predation losses, and 83% learned when coyotes are most active and how they hunt. Every participant indicated satisfaction with the training, and that they would recommend the training to others. According

to market reports from NC Department of Agriculture, feeder XXXX sell for around \$XXXX. This would place the value of the 20XX XXXX crop from the survey respondents at \$XXXXX. **Preventing even a 5% predation loss would be worth \$XXXX.**

Date: 20XX-12-29 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Title: XXXXXX Producer Changes Feed, Feeding Habits

Situation: The winter of 20XX-XX was one of the coldest in many years. One XXXXXX producer in XXXXXXXXXXXX County lost several animals. Necropsy results yielded no direct cause of death, but the XXXXXX were in very poor body condition, forage was limited, and hay was of low quality.

Response: Extension worked with the producer to collect and submit samples of the hay, and worked with his feed supplier to design a ration that was higher in energy and protein. After consulting with the feed manufacturer, a ration was developed that could meet the animals' nutritional needs with less bulk, at a cost of only 50 cents more per bag.

Evaluation: Observation

Results: Based on follow-up conversations with the producer, no more animals were lost during the winter feeding period, and body condition of the XXXXX began to improve. **With current XXXXXX prices, weaned XXXXXX sell for over \$XXXX each. Preventing further losses in this XXXX helped protect the operation's income.**

Date: 20XX-07-16 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Title: Area XXXXXX Conference Helps Producers Understand Pricing

Situation: The XXXXXX XXXXXX industry is very segmented, and often members of one section do not have a good understanding of what is important to members of another section. Most XXXXXX XXXXXX producers in NC have XXXXXX operations. They are often disappointed by the price received for weaned XXXXXX at an auction market, and indicate a lack of understanding of discounts received.

Response: A team of agents partnered with a local XXXXXX auction operator and an order buyer to design an interactive workshop with live XXXXXX. Over XX XXXXXX producers attended. XX XXXXXX of varying sex, color, muscling, age and frame size were brought into a ring one at a time, and participants rated each XXXX as to frame size, muscle score, and potential discounts using hand-held response transmitters. After each XXXX was evaluated by the audience; the order buyer, auction operator and the agents had an opportunity to explain potential discounts for each animal.

Evaluation: At the conclusion of the program, participants were polled on their satisfaction with the relevance and quality of the program and the training facilities, and were also asked to rate their knowledge before and after the program on evaluating XXXXXX.

Results: **97% of respondents indicated they were satisfied with the relevance of the program to their needs, and 95% were satisfied or very satisfied with the overall quality of the program.** Every participant indicated they increased their knowledge of at least one criteria used to evaluate XXXXXX offered for sale at local markets. Also, many positive comments

were offered to the agents as participants were departing, including one who said it was **“the best Extension meeting I’ve ever been to!”**

Date: 20XX-07-22 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Title: XXXXXX 101 Short Course Inspires XXXXXXXXXXXXXXX

Situation: Most XXXXXX operations in XXXXXXXXXXXX County are XXXXXX enterprises operated as a part-time venture; either part of a larger, diversified agricultural operation or a supplement to off-farm income. Many new residents to XXXXXXXXXXXX County purchase XXXXXX for newly acquired acreage without a solid background or education in XXXXXX management.

Response: Cooperative Extension developed and offered a four-session short course entitled XXXXXX 101. XX XXXXXX producers registered and participated. Topics included Forage and Grazing Management, Record Keeping, Genetics, Reproduction, Nutrition and Health Management. Each participant received a course notebook with nearly 300 pages of information. Each participant also received an IRM Redbook for tracking production information and an NRCS grazing stick to aid in managing grazing.

Evaluation: An end of course survey that asked participants to rate their knowledge before and after the program, as well as their potential practice changes, was mailed to each participant one week after the final session. XX surveys were returned.

Results: All respondents indicated they increased their knowledge on at least four of the five management aspects covered. Each indicated a desire to implement at least three practice changes on their farm. **Data indicates the potential returns of this improved management, adopting these practices will increase revenue of the XX respondents by over \$XXXXX.**

Date: 20XX-01-02 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Title: Toxic Plants Create Animal Death Loss

Situation: In 20XX, a local couple who raise XXXXXX suddenly found three animals dead and four more sick in one pasture.

Response: The Extension Agent worked with the local veterinarian and the NCDA&CS Veterinary Diagnostic Lab to submit two of the animals for necropsy. While waiting for results, the agent scouted the pastures and surrounding area for toxic plants, locating a large amount of Perilla Mint that had been browsed heavily by the XXXXXX. Perilla Mint is a known toxin, but is not considered to be endemic to the county according to NCSU bulletins. When necropsy results were complete, the findings were consistent with poisoning from Perilla Mint. The agent issued an alert via email and radio, which was picked up and also distributed by the NC XXXXXXXXXXXX Association.

Evaluation: Several more local producers found the plant in their pastures, but no more deaths have been reported.

Results: XXXXXX poisonings are rare, but can be tremendously devastating financially and environmentally. Efforts to educate producers about toxic plants are continuing. There are over XXX mature XXXXXX XXXXXXs in XXXXXXXXXXXX County. **If distributing this information saved only XXXXX, that represents a value of over \$XXXXXX.**

Date: 20XX-01-02 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: Profitable and Sustainable Agriculture Systems

Title: XXXXX XXXXX XXXX Collection

Situation: XXXXX XXXXX need access to the best genetics to improve their XXXXX (XXXXXX) are half of every XXXX. Good XXXXX are expensive, and the loss of these animals can be a major setback to improving a flock. Producers who own superior XXXX could also make money from selling XXXXX from those animals, but there are no companies in NC capable of collecting and processing XXXX XXXXX.

Response: Working with the XXXXXXXXXXXX County XXXXX XXXXX Association, Extension planned a XXXX collection held at the local XXXXXXX arena. A collector and processor from Idaho came to perform the collection. XXXXX were collected from producers as much as three hours away, and over XXXXX of XXXXX were processed and stored.

Evaluation: The processor indicated this was the smoothest ran and best XXXX collection yet. Every XXXXX was adequately prepared and collected with no problems.

Results: By preserving genetic material, these producers could partially withstand the potential loss of an animal worth several hundred dollars. Additionally, goat XXXXX is valued at least \$XXXX, with some superior animals selling for \$XXXXXX of more. **The value of the XXXXX collected and processed would be at least \$XXXXX.**

B. Objective- School to Career (XXXXXXXX and Adults)

There are over XXXXXXX thousand school-aged children in XXXXXXXXXXXX County. Extension has a major niche through 4-H programming to engage this audience, and there are over XXX XXXXXXX enrolled in 4-H clubs in XXXXXXXXXXXX County. The XXXXXXXXXXXX County XXXXXXX XXXXXXX Show & Sale has been held annually since XXXX, with over XXX XXXXXXX participating in each of the last five years. There are XX high schools in XXXXXXXXXXXX County, each of which have Agriculture Education programs.

a. Planning

I began educational efforts in the XXXXXXX XXXXXXX program within the first month of working in XXXXXXXXXXXX County. The XXXXXXX XXXXXXX advisory committee was already in place, and I began meeting regularly with this group of key leaders. However, it became quickly apparent that the members of this group had served in their roles for indeterminate amounts of time, most over four years. Within six months, I worked with this group to devise a system of rotation on this board that would allow opportunities to involve new members. This group takes a major role in identifying needs, evaluating programs, engaging potential supporters and securing resources for program development and implementation. The committee also serves key leadership roles in programs and fundraisers that support this very visible program. I meet with this group at least 4 times per year, and regularly seek and receive input from these members throughout the year, as well as program participants and parents. I also receive valuable input through my professional network within the University and the XXXXXXX industry.

b. Design

- i. Program Goals-Applicable goals and priorities under the School to Career objective include Community, Leader and Volunteer Development; Life Skills and Parenting; Workforce and Economic Development; and XXXXXX and Adults Achieve Educational Success.
- ii. Objectives-My objectives under School to Career are:
 1. XXXXXX will participate as members of 4-H clubs.
 2. XXXXXX will increase knowledge of career/employability skills.
- iii. Outputs/Activities-A variety of activities are used to address the goals of the XXXXXX XXXXXX program.
 1. XXXXXX Show & Sale-This is an annual event that is one of the most visible and integrated programs of the XXXXXXXXXXXX County Extension Center. Over XXX XXXXXX from across XXXXXXXXXXXX County have participated in each of the last five years. This event is always held during XXXXXXXXXXXX County School's spring break, with sign-ups beginning in November. XXXXXX purchase, feed, train and groom steers, heifers, hogs, lambs and market XXXXXX for the show. Their animals are tagged-in on the farm months before the show. During the Show & Sale, the animals are evaluated and placed based on market or breeding quality, and the XXXXXX are evaluated and placed based on their showmanship ability. Over \$2000 worth of ribbons and trophies are awarded each year. Participants solicit support for their projects, and 100-percent of sale proceeds are returned to the XXXXXX. Scholarships are awarded to high school seniors involved in the program.
 2. Interactive Workshops-Several workshops are held each year. XXXXXX XXXXX Quality Assurance training is offered at least once per year, with certification being required for those XXXXXX that exhibit XXXXXX at the NC State Fair and the Carolina XXXXXX Showmanship Circuit. Multiple workshops for XXXXXX judging are conducted each year, beginning with an introductory practice during winter break and continuing through the summer and into the fall. For the last three years, members of the XXXXXX judging team have participated in judging camps in Tennessee, Georgia and Oklahoma.
 3. Newsletters and Email-The XXXXXX Newsletter regularly features a XXXXXX XXXXXX article. I have written several of these articles with topics ranging from packing for a XXXXXX show to meeting target weights with project animals. Also, two newsletters are generated every year specifically for the XXXXXX XXXXXX program. Together with the 4-H agent, I maintain an email list serve for the XXXXXX XXXXXX program. This allows us to very efficiently provide updates of programs in XXXXXXXXXXXX County and beyond. There are currently XXX subscribers to this list serve.
 4. Social Media-I began a Facebook page for XXXXXXXXXXXX County XXXXXX XXXXXX in 20XX. This has become a popular venue for posting photos of events and program updates, allowing for a very efficient means of providing brief information or links to more complex information. There are currently XXX "likes" on this page.
 5. Office and Farm Visits-As Mentioned in the narrative for Profitable and Sustainable Agriculture, office and farm visits are critical methods of engaging clients and providing solutions. It is quite common for parents to visit the office to discuss plans and seek out opportunities for their children to participate in educational opportunities. Visiting

XXXXXX who have XXXXXX projects bolsters confidence in their ability to complete projects and achieve success. One of the more common scenarios for farm visits related to School to Career is visiting families that are new to showing XXXXXX. Quite often these individuals are uncertain about an aspect of feeding, training or managing XXXXXX. I am happy to share my experience, or to draw on my professional network to access needed information or resources. Also, since I began working in XXXXXXXXXXXX County, I have gradually made it a point to personally tag every market animal for the Show & Sale. Early on, this was done by the agent, 4-H leaders, FFA advisors, and farmers. These individuals are still very much involved in this effort, but I find that making these visits personally allows me to engage participants and their families at a much greater level, and allows for consistency in program implementation.

6. Outreach and Fundraising Events-XXX major fundraisers support the XXXXXX XXXXXX program. The XXXXXX XXXXX is held each year the week XXXX XXXXX, and regularly serves over XXX plates prepared by program participants and other volunteers. This event has been held for over XX years and is widely anticipated in the community. The XX annual XXXXXXXXXXXX County XXXXXX Contest will be held in 20XX in conjunction with the XXXXXXXX Festival. This is a XXXXXX contest sanctioned by the NC XXXXX Council. Contest teams prepare XXXX, which is then served to festival goers by program participants. These fundraisers serve a critical role as a very significant source of non-traditional program funding, but are also very impactful in driving volunteerism and promoting entrepreneurship among XXXXXX XXXXXX participants.

iv. Evaluation Strategies-The XXXXXX XXXXXX committee spends a significant amount of time discussing program outcomes and searching for ideas to improve the program. I find it is especially important to seek and be sensitive to the opinions and ideas of participants, parents, 4-H club leaders, FFA advisors and others. I am very passionate about the XXXXXX XXXXXX program, and always ready to engage anyone interested in sharing feedback or suggestions. In addition to these informal methods, a state-wide survey of XXXXXX XXXXXX participants was conducted in 20XX, which included XXX respondents from XXXXXXXXXXXX County, and I distributed a survey to parents at the 20XX XXXXXX XXXXXX Show & Sale which generated XXXXXX responses.

c. Outputs/Activities

i. Strategies and teaching methods-Most strategies used to deliver education in the XXXXXX XXXXXX program are very interactive and hands-on. Participants in the Show & Sale spend many hours over the course of months to train, groom and prepare their animals for show. This involves daily tasks such as feeding, watering and monitoring animals, as well as regular training in leading, bracing, setting up, driving, etc. These participants often invest time in weighing their animals to monitor progress, and also are responsible for keeping records of weight gain, feed intake and project expenses. After the Show & Sale, XXXXXX are required to finalize their record books with final weights, show placings, sale proceeds, and general knowledge of their chosen species. These record books, along with thank-you letters to their buyers, are required to be submitted to Extension before XXXXXX receive their sale proceeds.

XXXXXX XXXXX Quality Assurance (YPQA) is a national program funded by the XXXXX Checkoff that focuses on animal well-being, consumer confidence and food safety. To receive a one-year certification, XXXXX must attend a one-hour training. Upon completing a training, XXXXX can elect to take a certification exam. Successful completion of this exam results in the XXXXX being YPQA certified until they reach the next of four age divisions, or reach adulthood.

I coach the XXXXXXXXXXXX County 4-H XXXXX Judging team and implement several teaching methods with this group. I offer an introductory XXXXX judging workshop annually, where I use a PowerPoint presentation and videos to introduce the basic fundamentals and priorities of XXXXX judging. Every participant at this workshop also receives a 14-page judging manual that includes judging priorities, breeds of XXXXX, parts of animals, and oral reasons outlines and terminology. I also regularly use similar methods to instruct XXXXX judging team members on using performance and genetic data to evaluate XXXXX. All of these concepts are reinforced at other XXXXX judging activities.

I maintain a small library of XXXXX judging videos and subscribe to a Texas A&M video website, XXXXXXXXXXXX, as another means of teaching XXXXX evaluation. These videos feature classes of XXXXX, followed by official placings and comments. This strategy is very useful to offer a large volume of practice in a short period of time with no travel required, and is also very useful to salvage scheduled on-farm practices that are interrupted by weather!

On-farm practice is my favorite means of teaching XXXXX judging. Several farms in and around XXXXXXXXXXXX County are very generous to welcome the judging team for practice on their animals, and often volunteer significant amounts of time in penning animals for practice, numbering animals, and even offering their experienced opinions or listening to oral reasons. I conducted ten XXXXX judging practice sessions in 20XX.

XXXXXX judging camps are an excellent opportunity for XXXXX to be immersed in XXXXX judging for a period of time, and quite often to be exposed to a greater level of competition. Since 20XX, I have participated in XXXXX judging camps in other states with members of the XXXXXXXXXXXX County 4-H XXXXX Judging team. The XXXXX XXXXX program supports this involvement by funding the majority of the cost of registration, travel and lodging for team members. In 20XX, eleven members participated in a camp at the University of Tennessee, five members participated in the Northwest Georgia XXXXX Judging camp in 20XX, and thirteen members participated in the Connors State College XXXXX Judging Camp in 20XX in Warner, OK.

XXXXXX Judging Contests are a very exciting culmination of the hard work and dedication invested by judging team members. The XXXXXXXXXXXX County 4-H XXXXX Judging team regularly competes in 4-6 contests per year, including the NC Jr. Hereford Association's Judging in January, the NC State 4-H XXXXX Judging Contest, and the NC State Fair XXXXX Judging Contest. Most contests include 5-10 classes of XXXXX for participants to place, and participants must deliver oral reasons for 2-4 of those classes.

- ii. Funding - The XXXXXX XXXXXX program generates a very significant amount of non-traditional funding through in-kind donations, user fees and sponsorships. The largest block of incoming funding is generated by the XXXXXX Show & Sale, with 100 percent of those funds being passed on to XXXXXX. This has grown from \$ XXXXX in 20XX to over \$XXXXXX in 20XX, **totaling over \$XXXXXX** in the five-year period. While this money is passed directly on to the participants with no strings attached, a majority of parents indicate that their children either use this money for future XXXXXX projects or save it for college expenses.

Sponsors provide critical support for many Extension functions. Since 20XX, sponsors of the XXXXXX Show & Sale have contributed a total of **\$XXXXX in sponsorship** of awards and scholarships.

As Mentioned above, two major fundraisers support the XXXXXX XXXXXX program in XXXXXXXXXXXX County; the XXXXXX XXXXXX and the XXXXXXXXXXXX County XXXXXX Contest. These two fundraisers have generated **\$XXXXX in net income** since 20XX, and the XXXXXX Contest has received **\$XXXXX in sponsorship** in the same time period. Much effort has been invested to strengthen the success of these fundraisers, and securing in-kind donations of supplies, ingredients and materials has greatly boosted the net return of these activities. In the last five years, over **\$XXXXX worth of ingredients, supplies and materials have been donated** for these fundraising efforts.

Seniors graduating from the XXXXXX XXXXXX program are eligible to apply for the XXXXXXXXXXXX County XXXXXX XXXXXX Scholarship. **\$XXXXX in scholarships have been awarded to XX seniors since 20XX.** Most of these scholarships are paid with funds generated by our XXXXXX fundraisers.

XXX endowments exist that help fund scholarships to graduating seniors in the XXXXXX XXXXXX program; the XXXXXXXX Endowment and the XXXXXXXX Mutual Endowment. In 20XX, I worked with XXXXX XXXXX and other members of the XXXXXXXX Mutual board to rename the scholarship given from that Endowment in honor of XXXXXXXX and XXXXXXXX. It is fitting that this scholarship be so named, as XXXXXXXX XXXX has had a very long record of public service and involvement in the XXXXXXXX industry in XXXXXXXXXXXX County and North Carolina. This re-naming was announced at the XXXXXXXX XXXXXXXX, and other marketing strategies were used to publicize the renaming. **Over \$XXXXX was donated to the Endowment** in honor of the XXXXXX. This has resulted in significant growth in the amount of scholarship awards that can be funded by that Endowment.

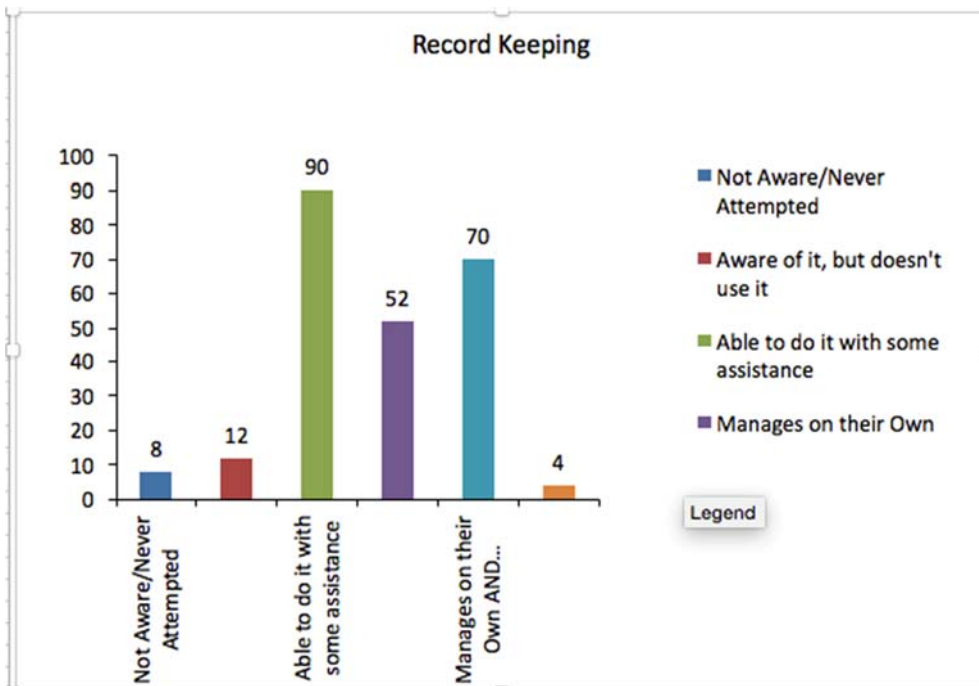
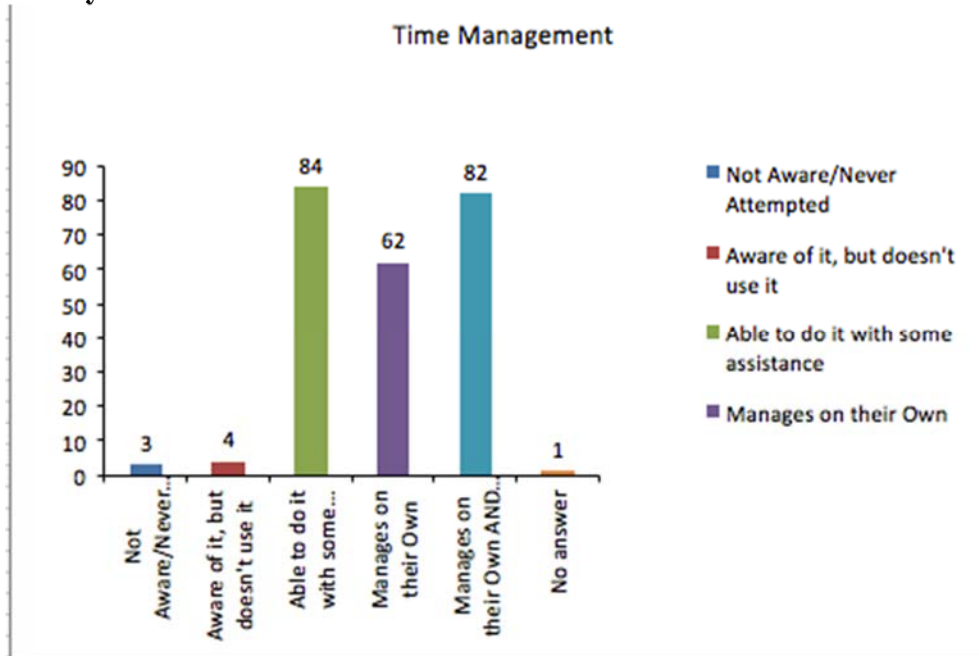
d. Outcomes and impacts

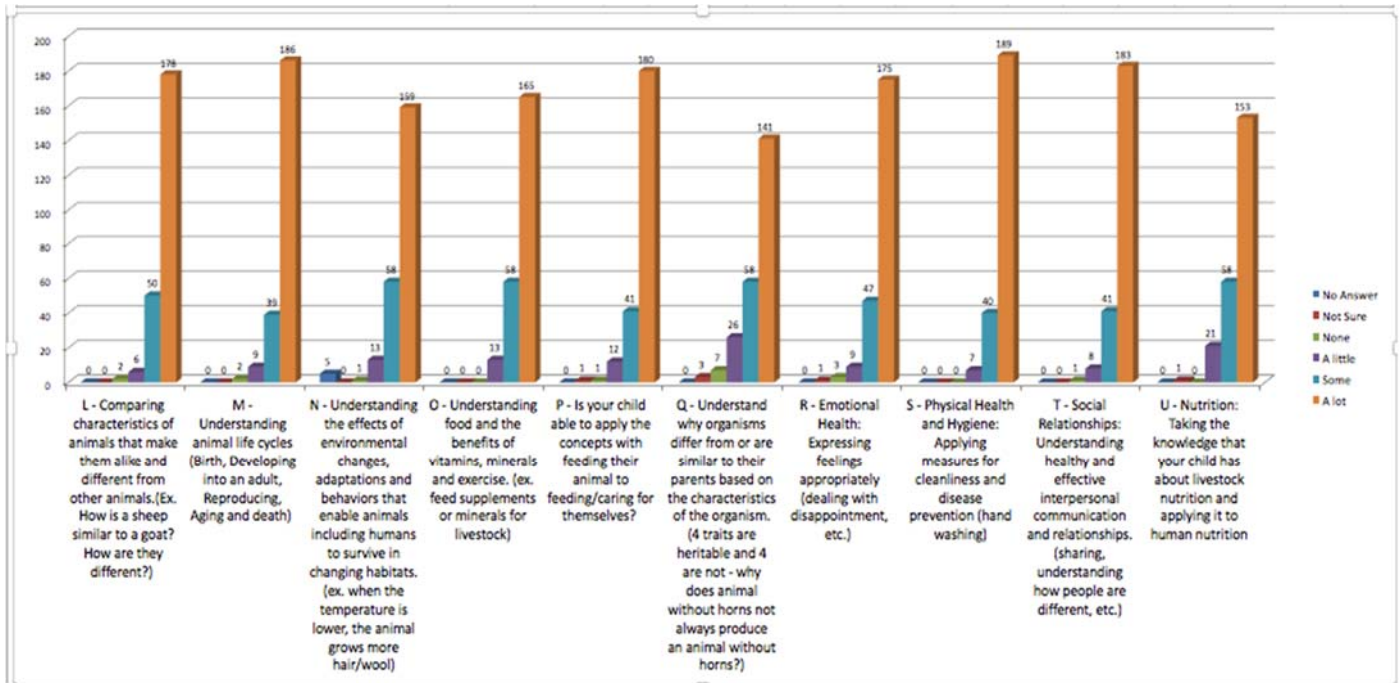
- i. Evaluation data

In 20XX, a state-wide effort to capture the impact of XXXXXX XXXXXX programs was initiated by XXXX XXXXX, 4-H agent in XXXXX County. Several 4-H and XXXXXX agents, including myself, aided in this effort. Personally, I reviewed a draft of the survey instrument and forwarded the completed survey on the XXXXXXXXXXXX County XXXXXX XXXXXX email list serve. XXX parents from across the state completed the survey,

including XX in XXXXXXXXXXXX County. This survey asked parents to evaluate their child's development of skills such as record keeping, time management and teamwork that they would attribute to their involvement in XXXXXX projects, as well as science knowledge such as life cycles and nutrition, and health topics such as emotional, physical and nutritional health.

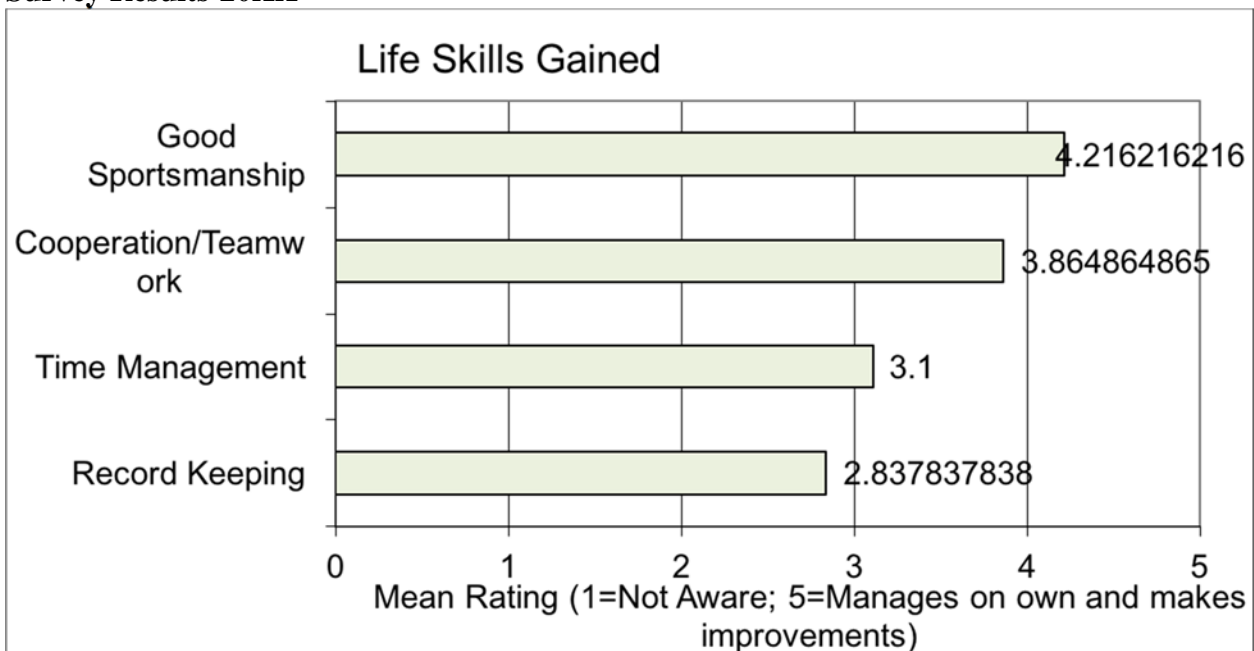
Survey Results-20XX



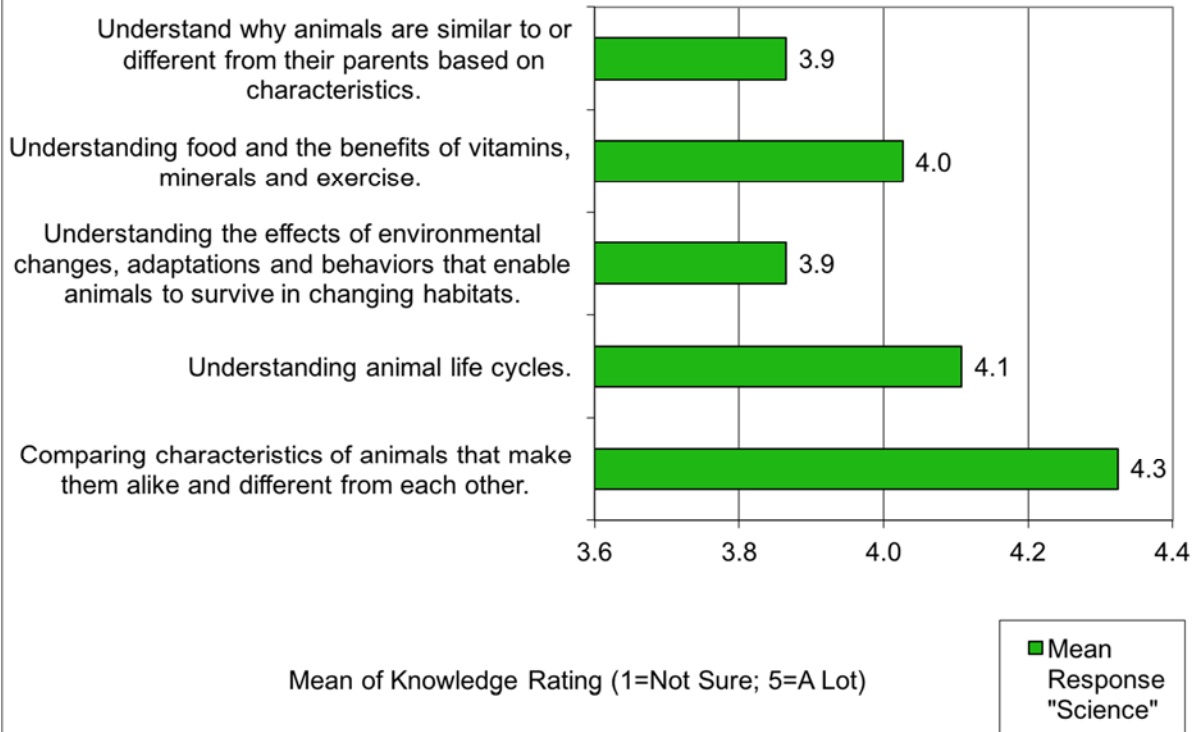


At the 20XX XXXXXXXXXXXX County XXXXXX XXXXXX Show & Sale, each parent received a survey instrument in their child’s show packets. XX of these were returned to Extension. This survey asked parents to rate many of the same metrics as the statewide survey from a few years earlier.

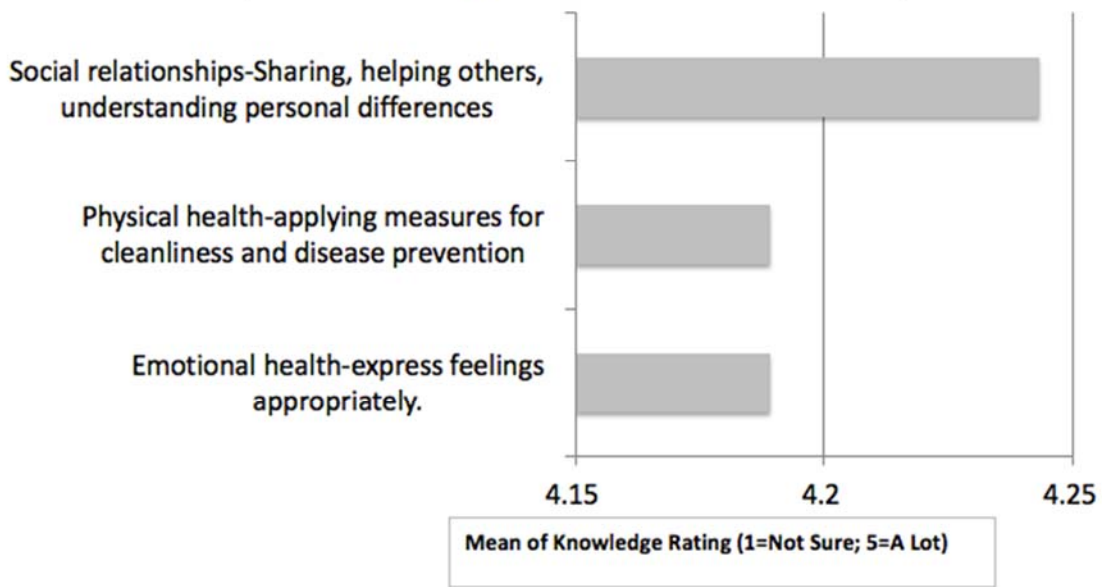
Survey Results-20XX



Science Knowledge/Skills Gained



Health Knowledge/Skills Gained



ii. Testimonials

XXXX XXXX, a member of the XXXXXXXXXXXX County 4-H XXXXXX Judging team wrote, “Dear XXXXX, thank you for taking me to Tennessee. It was my first really long trip away from home and I had a lot of fun! Thank you for coaching me. You have helped me a lot since I first started judging. Thank you for taking us to practices and contests.”

XXXXX XXXXX, Agriculture teacher at XXXXXXXXXXX High School wrote, “Thank you for taking time out of your busy schedule to come speak to our XXXXXXXX Science 1 Class. XXXXXXXXXXXX County is thankful to have you as our XXXXXXXX extension agent. Thanks again for all that you do not only in XXXXXXXXXXXX County but for being an advocate for agriculture!”

I received a very nice note from XXXX XXXXX, a young 4-H member whose XXXX became lethargic and stopped eating while at the Show & Sale. “Thank you for helping me with my XXXX and giving it the electrolytes and the shot of B-12. I’m glad it helped my XXXXX feel better. She is doing much better now. I learned to help people when their animals are sick.”

XXXX XXXXX, 4-H XXXXXXX XXXXX in the Department of XXXX XXXX at NC State University wrote, “XXXXX has excelled as an agent and has garnered the respect of producers, XXXXXXX and their parents, and XXX peers. XXX has produced numerous educational programs for XXXXXXX and producers, and conducted XXXXXXX events of the highest quality. XXXX work in continuing to develop the 4-H XXXXXXX XXXXXXX Program in XXXXXXXXXXXX County has helped hundreds of XXXXXXX as they look to excel in their own career paths...As an extension specialist I have the opportunity to watch countless agents work with XXXXXXX from across North Carolina, and there is no question XXXX continues to motivate, drive, and passionately work with young people to an unmatched degree.”

e. Success Stories

Date: 20XX-05-06 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX

Objective: School to Career (XXXXXX and Adults)

Fear of public speaking is said to be the number one fear of American adults. However, skills such as public speaking, sound decision-making, and critical thinking are essential skills for the workplace. The XXXXXXXXXXXX County 4-H XXXXXXX Judging team gives students the opportunity to develop these skills while learning about agriculture and XXXXXXX. XXXXXXX from across the county are trained to rank meat animals according to prioritized criteria and to defend those placings by giving oral reasons to an official judge. After numerous classroom and on-farm practices, the group participates in XXXXXXX judging contests. **In 20XX, the junior team from XXXXXXXXXXXX County has won XXX contests, with members placing in the top ten individually at each contest.** This activity offers these XXXXXXXs an opportunity to travel, interact with XXXXXXX with similar interests and develop skills that will benefit them the rest of their lives. **One graduating senior has even accepted a full XXXXXXX judging scholarship to a two-year college in Illinois.**

Date: 20XX-07-01 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: School to Career (XXXXXX and Adults)

XXXXXX XXXXXX projects teach children about responsibility, financial management, record keeping and saving money. In XXXXXXXXXXXX County XXXXXX have the opportunity to purchase, raise and train XXXXXX and participate in the XXXXXXXXXXXX County XXXXXX XXXXXX Show and Sale. The project begins months before the show, and children are personally responsible for the daily needs of their animals. Participants keep record books on their projects and track expenses, medications and weight gain of their animals. Parents of XXXXXX are educated along with their children and are exposed to the benefits of agriculture. **In 20XX, the sale netted the XXX participants an average of \$XXX each from XXX participating buyers.** Most of the children save their money for future projects or higher education. **Additionally, XXX graduating seniors received a total of \$XXXX in scholarship money.**

Date: 20XX-10-01 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: School to Career (XXXXXX and Adults)

Children need positive role models and XXXXXXtors to help them develop skills and gain experience in areas that they XXXXXX wish to pursue as a career. XXX XXXXXXXXXXXX County XXXXXX, interested in becoming a large-animal veterinarian, turned to her XXXXXX agent for help. The XXXXXX was accepted into the Animal Sciences Career Institute and needed opportunities to gain hands-on experience and complete an educational project dealing with a XXXXXX topic. The young lady was able to job-shadow the agent while conducting farm visits, taking forage and soil samples, and while meeting with and advising XXXXXX producers. With the agent's guidance, the young lady also conducted a XXXXXXXXXXXX test on her 4-H XXXXXX to determine the level of XXXXXX XXXXXX in her animals and the efficacy of the dewormers used to control them. **Using research-based information supplied by the agent, she created and delivered a presentation to the Animal Science Career Institute on her findings, qualifying her for graduation from the Institute.** She has also accepted an invitation to give her presentation at the annual field day of the XXXXXXXXXXXX County XXXXXX XXXXXX Association.

Date: 20XX-01-09 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: School to Career (XXXXXX and Adults)

XXXXXX Judging gives XXXXXX the opportunity to develop skills in sound decision making, public speaking and defending a position while learning about desirable qualities of XXXXXX. **In 20XX, the XXXXXXXXXXXX County team won XXXX contests, including the state 4-H contest. XXX senior members gained the opportunity to try out for the state XXXXXX judging team.** Team members who participated in at least three contests and six practices are awarded an embroidered team jacket, and XX members met those requirements. These XXXXXXs are learning that persistence and dedication are rewarded.

Date: 20XX-09-04 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: School to Career (XXXXXX and Adults)

Title: XXXXXX Program Creates Success, Instills Values

Situation: XXXXXX need to be involved in and exposed to agriculture.

Response: XXXXXX XXXXXX projects teach children about responsibility, financial management, record keeping and saving money. In XXXXXXXXXXXX County, XXXXXX have the opportunity to purchase, raise and train XXXXXX and participate in the XXXXXXXXXXXX County XXXXXX XXXXXX Show and Sale. The project begins months before the show, and children are personally responsible for the daily needs of their animals. Participants keep record books on their projects and track expenses, medications, and weight gain of their animals. Parents of XXXXXX are educated along with their children and are exposed to the benefits of agriculture.

Results: In 20XX, the sale netted the XXX participants an average of \$XXXX each from over XXX participating buyers. Most of the children save their money for future projects or higher education. **Additionally, XXX graduating seniors received a total of \$XXXX in scholarship money.**

Date: 20XX-12-29 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: School to Career (XXXXXX and Adults)

Title: Success Through XXXXXX Judging

Situation: XXXXXX need experience in making sound decisions, using firm logic, public speaking, and defending a decision.

Response: The XXXXXXXXXXXX County 4-H XXXXXX Judging Team held 8 practices and participated in six contests in 20XX. XXX team members additionally participated in an out-of-state XXXXXX judging contest.

Evaluation: Observations and contest results

Results: The XXXXXXXXXXXX County 4-H XXXXXX Judging team had numerous wins in the junior and senior divisions. **At the State 4-H XXXXXX Judging Contest, XXX senior participants from XXXXXXXXXXXX County ranked XXXXXXXXXXXX, respectively, in individual rankings; a nearly unprecedented finish for a three-member team.** XXX senior participant, who also ranked in the top twenty individually, participated in three national and regional competitions with the state 4-H judging team, including the national 4-H contest at the North American International XXXXXX Expo.

Date: 20XX-07-22 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: School to Career (XXXXXX and Adults)

Title: XXXXXX XXXXXX Program Builds Character Traits

Situation: XXXXXX need to learn and practice responsibility, teamwork, sportsmanship, and time management. Involvement in XXXXXX projects helps XXXXXX build these traits as well as learning about biological science and health.

Response: The XXXXXXXXXXXX County XXXXXX XXXXXX Show & Sale is an excellent program for young people to gain and develop needed life skills. XXX XXXXXXXXXXXX County 4-H members participated in 20XX. Projects included XXXXXX XXXXXX, XXXXX,

XXXXXX and market lambs. Participants were required to register months in advance and care for their animals until show day. These XXXXXX also train and groom their animals to prepare them for show. Additionally, each child is required to submit a record book and thank-you letters to their buyers before they receive their sale proceeds.

Evaluation: Each parent received a survey form in their child's show packets. The survey instrument asked parents to rate how their child had developed responsibility, teamwork and sportsmanship, as well as learning about science and health concepts, as a result of participating in the Show & Sale.

Results: Over XXX buyers from around the area contributed to the sale. **The sale grossed over \$XXXXXX to be returned to the participants, and ten graduating seniors received scholarships totaling \$XXXX.** Survey results were very positive. The highest mean responses were in the areas of social, physical and mental health (mean=4.18 or higher out of 5.) Results were similarly high for Science Knowledge and Life Skills. There were many positive comments expressed in the returned surveys. When asked to share the most positive result for the child's involvement in the program, one parent wrote "becoming responsible for another living being."

Date: 20XX-01-02 *Person Reporting:* XXXXX XXXXX *Location:* XXXXXXXXXXXX
Objective: School to Career (XXXXXX and Adults)

Title: Success Through XXXXXX Judging

Situation: XXXXXX need experience in making sound decisions, using firm logic, public speaking and defending a position.

Response: The XXXXXXXXXXXX County 4-H XXXXXX Judging Team held 10 practices and participated in five contests in 20XX. Thirteen team members additionally participated in a judging camp in XXXXXXXX.

Evaluation: Observations and Contest Results.

Results: **The XXXXXXXXXXXX County 4-H XXXXXX Judging Team had numerous wins in the junior and senior divisions, including the state 4-H Contest. Additionally, XXX XXXXXXXXXXXX County XXXXXX participated with the state 4-H team in contests in XXXXX and XXXXX. XXXX XXXXXXXXXXXX County XXXXXX also represented NC at the national 4-H contest at the North American International XXXXXX Expo.**

II. Marketing of Cooperative Extension and University Engagement

I strive to represent Cooperative Extension in a positive manner, and I am constantly reminded that no matter the time of day, or day of the week, I am an Extension agent to members of the community. Developing relationships is critical to my success as an agent and to the success of XXXXXXXXXXXX County Cooperative Extension as a whole. I strive to build a relationship of trust with Extension clients by being responsive to requests in a timely manner, being honest about the limitations of my own knowledge, and following up with information or resources when the need arises. I also strive to build relationships with other agencies that interact with Extension clients. One way I do this is by inviting their representatives to provide updates at my meetings. I have enjoyed a particularly good relationship with Soil & Water and the Farm Services Agency in XXXXXXXXXXXX County.

A- Mass Media

Every XXXXXX at XXXXX, XXXXXXXXXXXX County Cooperative Extension provides a 15-minute program on XXXX radio station. The agents in our office rotate providing this program, so I typically take the air spot 4-5 times per year. XXXX reports a typical listenership of XXXXXX during that time slot. This provides a great opportunity to deliver news of upcoming events or timely tips for producers, and we often receive calls or other feedback about items mentioned in the Extension Report. I regularly submit articles of interest, including results of XXXXXX judging contests and the XXXXXX Show & Sale, to news outlets in and around XXXXXXXXXXXX County.

B- Report to Commissioners

Every year in XXXX, the XXXXXXXXXXXX County Extension Center holds its Report to the Commissioners. County commissioners, state representatives, advisory council and committee members are invited to this luncheon each year. Typically, this event highlights success stories or features testimonials from Extension clients. I participate in this event every year by sharing program highlights and accomplishments, having program participants speak, etc. Two members of each of my advisory committees are invited to this event.

C- Fundraisers

As mentioned earlier, the fundraisers held by the XXXXXX XXXXXX program are very visible and well-attended. 4-H and Extension logos are featured on signage and promotional pieces. I invite county commissioners, heads of county Departments and other key leaders to serve as judges of the XXXX XXXXXX Contest.

D- Website

NC Cooperative Extension websites were recently standardized across the state to give a consistent look. My newsletters are always uploaded to the Animal Agriculture section of the XXXXXXXXXXXX site, and my workshops, field days and other events are added to the calendar.

E- Social Media

I have started a Facebook page for the XXXXXXXXXXXX County XXXXXX XXXXXX program and a Facebook group for the XXXXXXXXXXXX County XXXXX XXXXX Association. These have proven very effective in delivering short pieces of information or links to more complex information. Social media played a key role in reviving interest in the XXXXX XXXXX field day in 20XX. I made frequent updates to the event page, and held a contest a week before the event for those who would share the event on their personal pages. The event was shared XXXXXX times in XXX days, and attendance increased from XXXX in 20XX to XXXXXXXXXXXXXXX in 20XX.

F- Outreach

I am regularly asked to speak to groups or at events not organized by Extension. These opportunities are a great chance to market Extension and interact with potential clients. In the last five years, I have spoken XX at the XXXXXX XXXXXFarmer Appreciation Day events. At these meetings, I have interacted with producers from XXXXXXXXXXXX and

other counties, and have had opportunities to direct them to agents in their respective counties or to information available through Extension offices or websites. I have been asked to speak at customer events for XXXXX Farm Service Center and XXXXXXXX Hardware on topics such as hay production and pasture management. I have also operated a station at two Progressive Farm Safety Days at XXXXXXXXXXXX County schools.

G- Faculty/University Involvement

NC State University has a wealth of talent among the faculty, staff and students. At producer meetings and field days, I have asked a variety of these individuals to speak or present. Those I have had present to audiences in XXXXXXXXXXXX County include Extension specialists and research technicians from the Animal Science and Crop Science Departments, professors and students from the NCSU College of Veterinary Medicine, and graduate students from the Department of Food, Bioprocessing and Nutrition Science.

H- Research

On farm tests are very interesting to producers, and provide very relevant information to the performance of varieties or methods in the local area. I have collaborated with a local XXXXXX producer to evaluate grazing stockpiled bermudagrass in 20XX, and provided a workshop on the topic near the end of the test. I carefully analyzed the results of this effort, and those findings were included in the updated Bermudagrass Production in North Carolina publication. I also collaborated with a group of agents in the area to harvest and measure the performance of seeded bermudagrass plots for three years, generating data which was also included in the publication. This publication won the state award for Publication from the National Association of County Agriculture Agents and was a national finalist in 20XX.

III. Leadership Career and Professional Development

A. In-service Training

Regular in-service training is a great opportunity to develop knowledge and skills that can be used to engage Extension clients, as well as a great opportunity to network with Extension specialists, agents, and other training leaders. Below are some of the in-service trainings I have completed.

1. XXXXXX/XXXXXX Agent Training Conference-Annual XXX-day conference in XXXXX. I have participated each year since employed.
2. XXXXX XXXXXXXXXXXX Conference-an annual conference featuring a trade show, guest speakers and demonstrations. I have attended annually since 20XX.
3. XXXX XXXX Parasite Management and XXXXXXXX Training-I completed the training and was certified in April 20XX.
4. Certified XXXXX Training-I completed this training in October 20XX. I used this skill to assist/lead in certifying XX XXXX.
5. Pastured XXXXX Training-I attended this workshop in February 20XX. This type of production system has increased greatly in NC, including several operations in

XXXXXXXXXX County. In 20XX, I assisted one such producer in successfully applying for a \$XXXX grant from NC AgVentures.

6. XXXXXXXX XXXXX Conference 20XX and 20XX.
7. XXXXXXXX Artificial Insemination-I completed this three-day training course in 20XX. Besides developing the skill of performing artificial insemination, this course developed an understanding of genetic selection, estrus synchronization and other reproductive management concepts.
8. Winter Feeding Management of XXXXXXXX XXXXXXXX-I attended this training in February 20XX. Many of these concepts have been promoted to XXXXXXXXXXXX County producers and implemented on farms including stockpiling forages, incorporating annual forages, and utilizing temporary fencing to extend grazing.
9. Genetic Selection Workshop 20XX-This workshop focused on developing XXXXX and introducing the “Got to Be NC XXXXXXXX” program.
10. NC Forage and Grasslands Council Winter Conference Series-annual one-day conference with nationally recognized forage experts and local producers. I have attended each year since employed. XXXXXXXXXXXX County hosted the event in 20XX, and I have worked with XXXXXXXXXXXX County producers to present their experiences at this conference on two occasions.
11. State Extension Conference 20XX and 20XX.
12. NC XXXXXXXXXXXX Conference-I have attended this conference each year since employed except 20XX. This conference features a “XXXXXX College” and an excellent trade show. I have made contact with several vendors at this conference that later sponsored events in XXXXXXXXXXXX County.
13. Interagency Training to Enhance Pasture-Based Agriculture Programs-This training focused on partnering with other agencies to trouble-shoot problems in pasture-based XXXXXXXX systems and provide solutions. XXXXX XXXXX, XXXXXXXXXXXX County Soil & Water technician, and I spoke to the group about our shared experiences in collaborating with XXXXXXXX producers.
14. XXXXXXXX Artificial Insemination-I completed this XXXX-day training course in 20XX. Besides developing the skill of performing artificial insemination, this course developed an understanding of genetic selection, estrus synchronization and other reproductive management concepts.

B. Formal Coursework

I began enrolling in graduate courses at XXXXXXXX in XXXXXXXX 20XX. I was conferred a Masters of XXXXXXXX in XXXXXXXX 20XX. Core XXXXXXXX XXXXXXXX courses have greatly increased my ability to impact Extension clients by balancing rations, evaluating breeding stock, etc. Most of my elective courses were Agriculture and Extension Education courses such as Program Planning and Design, which increased my understanding of the Extension programming process.

C. Team Efforts

Since 20XX, I have collaborated with a group of agents to deliver several Extension programs and educational activities. We write a team newsletter that is delivered bi-monthly to producers in our counties. This newsletter won the NACAA state communications award in 20XX and was a national finalist. This group also worked

together to harvest and collect data for three years from seeded bermudagrass plots, and to update the NCSU publication *Bermudagrass Production in NC*. This publication won the NACAA state award in 20XX and was a national finalist. We also work together to plan and implement the Eastern Carolina XXXXXXXXXXXX Conference.

D. Associations/Affiliations

I have attended the NCACAA State Annual Meeting/Professional Improvement Conference each year since employed except 20XX. This conference is always an excellent networking opportunity and features great professional development tours. I attended the NACAA National Annual Meeting/Professional Improvement Conference in 20XX. I received XXXXXXXX from NACAA totaling \$XXXXXX that I used for tuition for graduate courses.

E. Committee Service

I have served on the NCSU 4-H XXXXXXX XXXXXXX Committee since 20XX. I served on the committee to select the NC XXXXXXX XXXXXXX XXXXXXX in 20XX. I spoke on program development for new agents at the 20XX XXXXXXX/XXXX Agent Training Conference. I have presented workshops on XXXXXXXXXXXXXXXXXXXXXXXX Leadership Institute in 20XX and 20XX.

F. Community leadership

I have served several roles at Benson Grove Baptist Church. I was an actor and prayer walker during the JudgXXXXXXXXt House drama in 20XX, and have served as a special music provider since 20XX. I taught the middle school grades in Vacation Bible School 20XX. I have performed music services at approximately 35 churches across NC since 20XX. I have also played fiddle with the XXXXXXXXXXXX County Chorale in 20XX and 20XX.

G. Honors and Awards

Besides the team communication awards Mentioned in section C above, I have also won individual state communication awards from NACAA.

1. 20XX- Computer Generated Graphics (Regional Winner) *Identifying Hayfield and Pasture Weeds*
2. 20XX- Program Promotional Piece (flyer) *Backyard Poultry Workshop*
3. 20XX- Publication XXXXXXXXXXXX *County Heifer Project Guide*

In 20XX, I was awarded the XXXX XXXXXXX Award for Outstanding Extension Agent. I was nominated by my County Extension Director, XXXXX XXXXX.