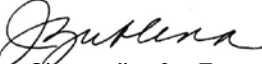


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MEMORANDUM

TO: State Advisory Council Members
 County Advisory Leadership Councils
 County Commodity Committees
 Extension Foundation Leadership

FROM: Joe Zublena 
 Assistant Vice Chancellor for Extension, Engagement, and Economic Development and
 Associate Dean and Director for North Carolina Cooperative Extension Service

DATE March 25, 2011

SUBJECT: Supports of Cooperative Extension and the Agricultural Research Station

Dean Wynne informed us that the Higher Education Budget will be discussed next week. As you recall, this is where the College's Agricultural Programs which include the Cooperative Extension Service (CES) and Agricultural Research Service (ARS) budgets, reside. Per your previous requests, ***this note is to alert you that this weekend and next week is the time for greater action.*** There is no question that our budgets are in significant jeopardy.

Recent information from downtown has not been favorable for the University or us. Conversations for cuts are now in the range of 25 - 30%. For CES a 30% reduction is over \$13M which would require the closing of 300 - 400 positions. Similar cuts face research. Needless to say this would be devastating to our abilities to meet the current and future needs of our citizens. In 2010 CES reported over 5.8 million contacts.

In addition to general budget reduction issues, this week the Legislative Program Evaluation Division (PED) released a draft of their 2011 - 2012 Work Plan, Potential Projects. This list contains 42 programs being put on the table for the legislature to determine which should be studied. Alphabetical listing put agriculture as #1 and was cited as follows:

"1. Agricultural Research and Extension Services

This proposed evaluation will explore potential strategies to optimize agricultural services provided by the land-grant universities and the Department of Agriculture and Consumer Services. Together, 100 county Cooperative Extension Services, 18 agricultural research stations, the NC A&T University Farm, and 8 university field laboratories provide research and/or extension services. Other states, such as Nebraska, Virginia, and Wyoming have regionalized or otherwise restructured services to save costs. The total budget for entities that provide services to North Carolina farmers is approximately \$52.1 million".

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March 25, 2011

RE: Supports of Cooperative Extension and the Agricultural Research Station

Please note that Extension has now not only been linked to the Experiment Station review but of funds noted, approximately \$37M is from CES. In addition, the university and NCDA CS have had a synergistic relationship regarding the experiment stations for years and this topic has already been studied. Also note the regional extension concept is not as effective as local presence within counties and most states that have this system have significantly less local support and fewer significant impacts. NC currently has one of the nation's highest support levels from local governments because we align and work hand and hand with them. This study will not be beneficial to agriculture or CES.

Here are the links to the joint legislative Planning and Evaluation non-standing committee members and the entire PED list of possible studies.

http://www.ncleg.net/gascripts/Committees/Committees.asp?sAction=ViewCommittee&sActionDetails=Non-Standing_6354

<http://www.ncleg.net/DocumentSites/committees/JLPEOC/Minutes%20and%20Handouts/2011/3-22-2011/PED%20Potential%20Project%20Brief%20Descriptions%203-18.pdf>

Below are some *additional key points that may be useful*. Keep in mind every program we provide is at risk. When interacting with your legislators speak from the heart and about the programs you believe in and support within their and your districts.

- The CES budget is only 0.23% of the General Fund. The Research Budget is 0.30% of the General Fund. Combining these two with NCDA CS (0.31%) and NCA&T SU, the primary research, extension, marketing and development organizations supporting agriculture are only 1% of the General Fund. Agriculture is the #1 industry at \$74.3B and more than 688,000 jobs in the state. This data clearly shows a very frugal, effective and efficient system of support for such a significant and important industry in our state.
- A recent (March 2011) Council on Agriculture Science and Technology report showed North Carolina is among the states that has seen the greatest growth from 1960 through 2004 in agricultural output. In addition the report showed nationally that agricultural productivity is largely responsible for the fact that the percentage of U.S. household income spent on food has decreased from 22.3 to 9.5 percent at the same time that total food consumption increased. The report also points to studies that conclude that each dollar spent on public agricultural research returns \$32 to society. Information from this report validates that agricultural research and extension is a significant value to society and our efforts in NC have been one of the best in the country. This was not by accident, we've had a state that understood the importance of agriculture and invested in its future through CES and ARS.
- Research today provides adaptability, economic development, competitiveness and sustainability for our state's future. Most research takes 4-10 years to provide reliable outcomes. Adoption of that research by producers and adaptation of the research for local conditions occur through Extension.

- 4-H is one of the Nation's premier youth development programs. Compared to their peers, youth engaged in 4-H: stay in school longer, have higher graduation rates, have higher college attendance and graduation, smoke less, have significantly lower rates of criminal conduct and arrests, and are more involved in their communities. In 2010 NC 219,000 youth and 22,000 volunteers participated in 4-H. Youth in 4-H make significant contributions throughout the state and will be our future leaders just as many of our 1,000,000 4-H alums are leaders in their communities today.
- Since the early 1900's NC communities have had strong leadership through the efforts of rural women participating in home demonstration clubs and now Extension and Community Associations. We will be celebrating their 100th anniversary this year and their accomplishment are many including the development of rural libraries and book mobile programs, establishing hot lunch programs in NC rural schools, selling more than \$2M in war bonds for the WWII hospital ship, Larkspur whose total cost was \$4M and helping bring electricity to rural NC. Today's Family and Consumer Sciences Extension programs train women in leadership development and empower them to publicly address family and community issues, provide education for their families on financial management, energy conservation and nutritious and safe food preparation.

We appreciate your continued support for Extension and Research within your College of Agriculture and Life Sciences. **Your efforts today will shape the future!**