

**CALS Strategic Planning Meeting – Listening Session #5**  
**Duplin County**  
**January 24, 2013**

This document is a summary of ideas that surfaced during a Listening Session of 27 participants on January 24, 2013. The session focused on six questions to guide the discussion. You are encouraged to review this document and consider the themes that are emerging from this session. This is the original language used by groups as they discussed the questions (it has not been edited). As the listening sessions continue, these lists of ideas will be consolidated into major themes.

**Question 1** - What do you see as the three most significant POSITIVE trends on the horizon for your area of work over the next five years?

- Youth related agriculture programs
- Diversity with agribusiness
- Product efficiency for increase demand
- Recovering economy
- High commodity prices
- We do more with less greater efficiency
- Rising export markets
- Extension – positive with some industries, weaker with other
- Diversity of ag. and the products this area can provide
- High market demand for ag. Commodities
- Collaboration is better than ever (multistate, within NC, etc.)
- Technology is connecting us
- People are beginning to see the importance of agriculture (local foods, food safety, community gardens etc.)
- Utilize waste products for biofuel industry
- Demand for talent to work in Ag
- Good commodity prices and increasing demand for food
- More health conscience consumer
- More focused on sustainability
- People have reprioritized the spending of their money
- Increase demand for Ag. products food, feed, etc.
- Increase in partnerships
- Additional opportunities for crop production
- Addressing resistant weed research
- Technology

**Question 2** – What do you see as the three most significant NEGATIVE trends on the horizon for your area of work over the next five years?

- Farm turnover/aging farmers/lack of opportunity for young and non based farmers
- Transportation cost and fuel costs
- Funding
- Regulations-fed and state – waste, pesticides, erosion
- Lack of understanding of Ag
- Research for new pesticides (ex. herbicide resistance)
- Regulatory burdens (increased regulations)
- Loss in farm land
- Changing demographics
- Loss of lands, resources
- Environmental challenges
- Ability of young people to carry on in the agricultural field
- Ag industry challenges of uninformed people/increase reg. and decrease of funding
- More drug use equals less parenting skills
- High commodity prices – competition – food vs. fuel
- Communication – educating the public
- Extension – defining new roles in integrated industry
- Public funding for Ag research - less in public funds greater need for private funding
- Lack of agronomy grads to serve NC field crop ag.
- Competition of water/land
- Specialist funding (priorities)
- Loss of farmland
- Cultivate interest in Ag in youth but understand organic/local is not sole solution
- Strengthen interest in Ag to help find ways to develop a next generation of farmers
- Political interference in Ag by people who do not understand issues
- Lack of financial support for research and extension
- Lack of labor
- Limited resources (land, \$, talent)
- Climate changes
- Disconnection from agriculture
- Youth, government leaders, others don't always understand the issues

**Question 3** – How would you define the purpose of CALS today and in the near future (next 5 years)?

- Foster and improve all aspects of ag. and research challenge students to “think outside box”
- Source of future employees for agriculture/agribusiness

- Research for education of stake holders
- Communication – education
- Ag research dissemination of information and technology
- Enhance the connections between campus and our communities to secure NC Ag's place as an international leader, recruiting and maintaining excellent talent in labs, classrooms, farms and families
- Education next teachers, leaders in Ag
- Provide research and extension
- Improve access to information to our clients while ...
- Improving the image of agriculture
- CALS is to support existing and future NC agribusiness through research and innovation to help them meet the challenges they face related to competitiveness and sustainability
- Continue to encourage youth to encourage youth to advocate for Ag.
- Innovative technology to increase agricultural efficiency
- Agricultural awareness to public (everyone should be aware where their products come from)

**Question 4** – What do you see as the 1 to 3 greatest opportunities for CALS over the next 5 years?

- Research in leadership of CALS to build relationships with industry and teaching
- Cultivate industry relationship and support soils departments
- Tap into rural students
- Continue unbiased research partner with community colleges to find new students
- Having field professional at each office
- The ability to teach leadership skills and tie in the awareness of agriculture within the community
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- Public/private partnerships – meeting the needs of industry
- Help increase profitability in NC agriculture
- Meet needs and concerns of NC agriculture
- Public – long term research goals
- Private – short term, profit driven goals
- Local input for program direction
- Maintain county funding partner
- Proactively reorganize from 20<sup>th</sup> to 21<sup>st</sup> century model (CES)
- Promote ag. as socially acceptable
- Ag must be a part of general education for all students at NC State and every K-12 classroom in NC
- Alternative energy
- Research based environmental stewardship

- Opportunities for CALS
- Relevancy = facilitate relationships with NC agri-business and allow CALS to become a relevant part of decision making

**Question 5** – What do you see as the 1 to 3 greatest challenges for CALS over the next 5 yea

- Budget cuts/lack of funding
- Academics
- Maintaining university credibility – partner with CC
- Communication – public education enrollment
- Prioritize issues and allocate resources to address them
- Funding to support our goals
- Helping NC citizens to understand the history and importance and continued need of a agriculture
- Funding – diversity
- Public disconnect from Ag – agritourism can help address this)
- Make careers in Ag exciting, desirable and profitable
- Consumer perception of sustainable commercial ag.
- Sustainable – not just organic
- Funding
- Maintaining youth involvement in Ag.
- Management
- Blending of business management and vocational skills
- Proactive (not reactive)
- Structure of CALS/CES
- Funding, funding, funding
- Limited resources to provide
- Having to teach the same classes, etc. with these limited resources
- Motivating people
- Looking at the long term (set challenging goals)
- Dream Big!

**Question 6** – How can CALS best help your area of interest (subject, constituency, program, etc.) over the next 5 years?

- More effective communication within agencies
- Adapt more technology in Ag.
- Look at enrollment requirements
- Direct access to research based information
- Continued research using Ext. and CALS
- Food production
- Fostering transfer of knowledge

- Communication – education public on value of ag.
- Research
- Continue to support local Extension offices
- Educate youth through FFA and 4-H about agriculture
- Communication – impact on their lives
- Industry certifications – sustainability/accountability
- Could be an alternative – down stream user (public) in mind
- Providing update information (statistics on farm safety, etc.)
- Public awareness of the health benefits of Muscatine grapes (state fruit)
- Maintain ag. institute
- Maintain strong local
- Extension programs
- Local grain – increase quality, quantity of local grain used for feed/stuff
- Continuing to offer research to farms
- Move faster to recruit, place or retain the best people (Castle Hayne fac.)
- Get Ag topics in all classrooms
- Help Ag operations preserve and protect the environment and national resources
- Educate families about farms
- Help me (Coop Ext.) bring the best info to people in my community (farms, families, youth, gardens)

