

**CALS Strategic Planning Meeting – Listening Session
Union County
February 6, 2013**

This document is a summary of ideas that surfaced during a Listening Session of 88 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?

- Export opportunities
- New technology
- More people/interest in Ag
- Educate consumers
- Economic engine
- Low interest rates
- Available work force
- Interest in local food
- Improvement in production parameters
- Increase in home horticulture/small farms
- Young people
- Agricultural jobs
- Technology growth
- Increased production and efficiency
- Water recycle
- Urban agriculture – growing vertical
- Increase in farming technology – GPS etc.
- Demand means growth!
- Ability to work outside the box

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
- Less land for farming
- Lack of consumer education about food prosecution
- Lack of agriculture knowledge in industry overall – uneducated public

- Lack of funding
- More Urbanization
- Less home gardeners
- Cost of agriculture
- Politics
- Animal rights
- Urbanization
- Lack of communication and agricultural knowledge
- Urbanization
- Political power from urban areas
- Transition of older to younger producers
- Financial resources
- Loss of land

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

- To help maintain agriculture as a major economic power in NC
- To educate and train students to enter and improve the Ag. industry through research, increased interest in the field, new ideas and leadership
- Educating the next generation
- Financial support of research
- Research – production – market
- Inform the public of agriculture
- Prepare students for the future of agriculture
- Real world hands on experience
- Emphasis on research
- More practical time for students- labs and hands on work
- Educate public on CALS work
- Propagation of opportunities and provide knowledge

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

- Marketing strategies for farmers
- Developing new leaders (outreach to public schools and through extension)
- New technology to increase efficiency
- Marketing
- Keep industry involved
- Seeking feedback from communities
- Provide research that industry need
- Funding

- Research
- Co-op programs with community colleges
- Education of consumers
- Producing Ag graduates
- Public/private partnership – due to proximity to RTP
- Social media
- Technology (scientific research)
- Connection between health and access to local foods

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

- Financial resources and finding
- Educating the public (current negative perception by non-farmers)
- Splitting of college/student recruitment
- Funding
- Communication (working as team)
- Bettering students (qualified) for Ag industry
- Environmental challenges
- Consumer awareness of food safety and humane treatment
- Recruiting top students
- Funding for programs and research
- Remaining relevant
- Resources
- Funding
- Providing graduates with needed background
- Addressing changes in agriculture

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
- Educating next generation to enter industry
- Support for alumni (Agricultural Leadership Program)
- Bring more technology to rural areas
- More agents in the field
- Replacing retired researchers
- Preserve agriculture
- Learn by doing
- Internships with Ag business
- Schools provide information on careers in agriculture
- Connect extension with FFA
- Update master gardeners manual
- Making the University accessible and open to ideas

- Getting educated students in Ag jobs
- Greater interaction between NC State and interested high school students