

CALS Strategic Planning Meeting – Listening Session #6
Vernon James Center
January 24, 2013

This document is a summary of ideas that surfaced during a Listening Session of 21 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
- Use of technology with crops and chemicals
- Extension and youth development
- Positive trend in Ag. community
- More international level
- Increase research and technology
- People engagement
- Bio energy needs
- Tools available – breeding, traits, precision Ag
- New areas of Ag – biotech, renewable fuels
- Changing demographics
- Need to increase knowledge, training
- High demand for our products – food, fuel, info. energy
- Increased recognition of food production
- Technology, increased production, education
- More youth involvement
- Greater interest in where food is produced
- Greater economic opportunities
- Student interest in Ag
- New technology
- The land grant system
- Workforce opportunities opening up due to higher demand with changes in farming trends – organic slow – food - local

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
- Cost pressures – how long will good farm economy last
- Over consolidation
- Diminished political influence
- Land loss
- Less agricultural representation
- Increasing pressure of regulations
- Public perception, urbanization, few farms
- Lack of education in public about commercial agricultural
- Decrease in funding
- Environmental regulations
- Rural NC to urbanism (public disconnect)
- Competition to Ag and land resources
- Budget
- Environmental regulations
- Lack of interest in Ag – young people
- Difficult to start up in Ag
- Population less connected to Ag
- Funding
- Faculty turnover
- Quality of work force
- Lack of funding due to decreased interest in Ag (farmers leaving farmers, low profit)
- Ag illiteracy

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
- Keep education non-Ag students about commercial Ag
- Support agriculture through research and education and extension
- Effective research, outreach extension
- Stay true to mission of CALS and not other agenda driven groups
- To educate everyone on Ag
- Focus on small to mid size
- Farms through regional variety development
- Teach – inspire, educate those in our state
- Research
- Extension
- Larger part in global development

- Developing LEADERS
- Fulfill the land grant mission
- Staying in front of changes
- Higher education
- Teaching/research

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

- To prepare for greater opportunities for NC commodities in export
- Unbiased research
- Innovation of Ag
- Global awareness
- Education in agriculture
- Consensus building
- Evolving technology
- Partnership opportunities
- To meet growing demand for locally produced food
- Chance to educate people moving into the state
- Increase need for life skills
- Ag technologies
- Resources available to Ag
- Developing Leadership in Ag
- Meeting resource demands
- Existing programs, partnerships to strengthen Ag industry

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

- Financial resources and finding
- Misinformation
- Support of legislature
- Retirements of campus, field faculty and research staff
- Increase public funding
- Public perception
- Remaining relevant
- Funding
- Relevant programs and showing impacts
- Public perception
- Budget and funding
- Land resources
- Remain as unbiased source of info. – integrity
- Money/funding loss of departments in CALS public perception

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
- Information exchange
- Youth in Ag
- Ag profitability
- Resources and research and technology
- Efficient information flow i.e. maintain extension
- Money not only going to research but to people who work in ag and can use it
- New and Innovative programs/techniques
- Support/partnerships in Extension (new)
- Leadership and direction
- More support – personnel, funding
- Allow flexibility
- Continue to educate young people about Ag trends
- Stay ahead of technology, hands-on practical experience

