

CALS Strategic Planning Meeting – Listening Session #4
NC Biotech Center, Research Triangle Park
January 11, 2013

This document is a summary of ideas that surfaced during a Listening Session of 50 participants on January 11, 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?

- Local food systems – socially and environmentally and nutritionally sustainable
- Support aspiring young farmers and farm workers
- Increased student interest in plants, environment and agriculture
- Life sciences generates good jobs for NC and CALS produces the talent in biotech/biomed, sustainability and environmental science
- Extension Programs enhance and support agricultural endeavors
- Growing demand for ag products and challenges to increase productivity
- Faculty: research to meet “Grand” challenges “ex. Food, bio energy) food security
- Trends: I-85/I40 corridor focus on Ag/investment/scale
- Uniquely positioned – advanced manufacturing, analytics
- Diversity of Ag/ “test beds”
- Tremendous interest in local and organic food systems at all levels of producers and consumers
- Belief that working together we can solve challenging problems
- New appreciation of science as teacher for wide range of ag practices and communities
- Confusion about how sustainability should be framed
- LOCAL food
- Organic production
- Smaller, more diverse farms
- Next generation food producers
- Increased consumer awareness of the links between food, health and environment
- Interest in food labeling
- Networking and engagement through the web, access to information

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?

- Aging farmers and collapsing farm communities
- Loss of farmland
- Disproportionate support for large and small scale ag
- Reduced funding for research institutions
- Diminishing resources
- Scarce Resources
- Retaining world class scientists and world class instrumentation
- Student recruitment and ROI
- Poor infrastructure
- Rural areas greatly impacted
- Lack of sufficient funding at state and national and international levels for research
- Increased pressure on water quality and quantity
- Regulations, including use of science-based decision-making and potential for over regulated/unintended consequences
- Decrease in number of young people in ag
- Regulatory systems that militate against small-scale and community farming
- Climate change is going to make solving problems more difficult and a moving target
- Ownership of seeds and breeds should be in public interest- farmers should not lose control
- Budget crisis
- Corporate influence negative impact on ag
- Loss of biodiversity (heritage breeds and seeds)
- Loss of farmland everywhere, particularly ear urban centers
- Aging formers and lack of resources for young and beginner farmers

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

- Support small and large scale ag
- Empower research, extension and teaching
- Educate next generation of scientists
- Dissemination of knowledge
- Leading the future of agriculture
- Develop programs that make CALS a world leader in research that advances ag and life sciences in response to local and global problems

- Grow the strength of NC food systems from inside-out and so it becomes a model for the world
- Back to Ag roots!!!
- Lead transition from conventional – sustainable ag.
- Collaboration between stakeholder groups and support agriculture of all kinds and sizes

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

- Increase resources to empower programs
- Make use of genomic science to address key agricultural and nutritional problems
- Partner with local institutions on small ag initiatives
- Utilize new knowledge to solve grand challenges
- Attract/educate students to/in our disciplines
- Bring resources to rural areas, knowledge, interest groups, collaborations
- Raise our stature/visibility at national and international level
- CALS can be a leader in increasing recognition of NCSU
- Interdisciplinary initiatives with life sciences, ag, engineering, medical, business
- Build life sciences vision, strategy, ext., stakeholders
- Abundance of interest/emergence of interest in ag
- Advances in science, analytics, food safety/security , geo special intelligence, complex landscape management
- Be the leading institution for sustainable ag in the SE by collaborating with all the others
- CEFS
- Local extension/community colleges
- Interdisciplinary studies of bio systems
- Opportunity to collaborate with other universities, national orgs and gov't
- Supporting campus farms, student dining and campus community
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Question 5 – What do you see as the 1 to 3 greatest challenges for CALS over the next 5 years?

- Money
- Integration of fields and cross-learning/cross communication
- Build life sciences to continue/strengthen basic research and drive translational research, for future ag problems
- Better facilities – this affects everything from research to attracting students, branding of college and departments
- Building relationships with industry partners and others
- Raising visibility and branding
- Funding
- Attracting and retaining talent

- Educating public and policy makers
- Setting priorities with for scarce resources
- Nimble? Student ROI
- Transition from client/corporate funding and focus t independent leadership of the NC ag agenda
- Less dependence on web - not working for rural counties
- Distance ed – not working for rural counties
- Insufficient access to locally grown organic food for communities across NC
- Transparency – freedom for eternal researchers to publish and verify industry claims
- Funding – patents and ownership of info

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

- Provide solutions/solve problems
- Allow/Help CEF's to grow
- Be a communication/knowledge hub
- Help establishing and funding umbrella graduate programs
- Need influx of new faculty and expertise
- New and innovative ways to attract private support (industry collaboration/individuals/others
- Providing resources and support to allow life science to thrive
- Shorten lines of communications
- Improve availability of seen\ds and breeds
- Focus on NC climate and agriculture – need viable distribution, processing, etc.
- Continue to lead with extension by ensuring all extension agents are qualified to work with all scales of farmers and production practices
- Increase partnerships, increase employment opportunities
- Land gran should increase accessible appropriate technology
- Increase support and facilitation of education to grow small/community agriculture
- Young people, beginning farmers
- Policies, access to tools, farm planning, money