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Dairy Success is an educational program delivery approach designed to meet Extension’s goals for engagement in the 21st century.

Dairy Success
A 21st Century Extension Program for the North Carolina Dairy Industry

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DAIRY SUCCESS

- is a coordinated, multi-faceted dairy educational program for the 21st century
- is responsive to the educational needs of the North Carolina dairy industry
- is focused on helping the state’s dairy industry be competitive and sustainable
- provides information to help dairy producers be better managers
- networks with dairy industry representatives
- provides technical advice and information
- strives to strengthen partnerships to deliver subject matter information
- delivers information by:
  - area and county meetings
  - on-farm discussion groups
  - newsletters and articles
  - internet and electronic media
  - individual consultations
  - up-date sessions for industry representatives and Extension Agents
  - field day programs
  - state-wide meetings
  - state-wide conferences
  - other ways that will be developed as the need or requests arise
- builds upon existing Core and Support programs conducted by Extension

Core Programs:
- Dairy Production Management; nutrition, replacements, milking and mastitis management, reproduction, alternative production systems
- 4-H Dairy Youth Programs
- Marketing & Public Policy
- Business & Financial Management
- Production Records Use
- Nutrient Management

Support Programs:
- Biosecurity & Bioterrorism
- Value Added Enterprises
- Land Use Management
- Public Dairy Issues
- Disaster Planning
- Risk Management
- Farm Stress

- obtains financial support from various sources to conduct and implement the programs