



*Celebrating 100 Years . Extending Knowledge . Changing Lives*

# Cooperative Extension Today

*Extending knowledge, changes lives*

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*Extension100Years.net*







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## **What Does Cooperative Extension Do for YOU?**

Provides education you can trust to help people, businesses and communities solve problems, develop skills and build a better future.

- **Ensuring an Abundant and Safe Food Supply**
- **Crisis Management: Responding to Disasters**
- **Preparing a Strong Workforce**
- **Fostering Greater Energy Independence**
- **Helping People Live Better**
- **Making Agriculture More Profitable**
- **Protecting Natural Resources and Environment**





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## **Crisis Management: Responding to Disasters**

- **New Mexico** Extension Service helped form the Southwest Border Food Safety and Defense Center protecting the nation's food supply from security threats.
- **Oregon** Sea Grant Extension helps coastal communities prepare for tsunami threats resulting in many counties developing public safety and planning policies.
- **Arkansas** Extension's Breakthrough Solutions Community and Economic Development team and 18 partners help communities build strong economic futures. Harrison, the pilot community, reported an increase of 35 new businesses in a 3 year period.



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## Preparing a Strong Workforce

- Nationwide, Cooperative Extension is addressing the potential shortage in the future workforce through 4-H and youth **STEM** (science, technology, engineering and math) programs. More than 100,000 **New York** youth are involved in STEM projects. **Bio-Science Montana** connects 4-H teams in grades 8-11 to top university scientists for a year-long experience.
- **Florida's** Institute of Food and Agricultural Sciences offers worker certification programs -- Green Industry BMPs, Pest Management University and ServSafe<sup>®</sup>, provide training ranging from sustainable landscape practices to safe food handling.
- **North Dakota** Extension Center for Community Vitality focuses on building a strong core economic base helping hundreds of existing/future business owners.







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## **Making Agriculture More Profitable**

- **Michigan** Extension created Enviro-weather, a comprehensive network of weather stations, leading to a \$1.8 million gain for the tree fruit industry.
- Peonies can be produced in **Alaska** when no other peony is available in the world. Extension faculty are providing BMPs and working with growers – injecting \$2.75 million into the economy.
- Beef 706, a 2 day educational program from **Texas** Extension, teaches cattle producers to improve consistent and high-quality beef products - increasing returns to producers is estimated @ \$17.5 million since 2006.
- **Ohio** Extension is offering “Transferring the Farm to the Next Generation,” and participants say it has helped them improve family communication to begin retirement and estate planning.





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# National Events

**Overview** – The activities will celebrate Cooperative Extension's heritage while primarily focusing on contemporary efforts and opportunities in the future.

**Proposed schedule of engagement –**

- **Ag Outlook Forum – February 21, 2014**
- **AHS/CARET-Capitol Hill Reception - March 5, 2014**
- **PILD-April 7-9, 2014**
- **Convocation & National Awareness Events-May 7-8, 2014 –  
*May 8, 2014 is the anniversary of the signing of the Smith Lever Act – Presidential Proclamation***
- ***Plan to have special viewings of the Smith-Lever Act @ Archives***
- ***Plan to have official proclamations in states and counties/parishes***

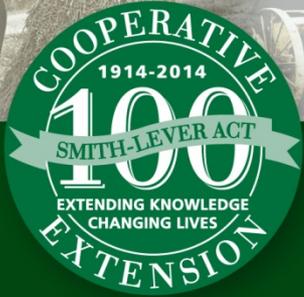


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# Call to Action

- This is a national celebration that can't happen without your support
- Use the tool kit and adapt for your state and local needs
- Tell our story, this is a once in a lifetime opportunity
- Plant 100 trees, develop 100 leaders, share 100 successes, reach 100 new people and recruit 100 volunteers

**This is your celebration! So make it yours! Own it!**



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# Thank You!