

FY 2005 - FY 2006

Plan of Work

Update

**Cooperative Extension Service
Purdue University**

**Submitted By:
David C. Petritz
Associate Dean of Agriculture
And
Director, Cooperative Extension Service**

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Preface:

The “FY 2005 - FY 2006 Plan of Work Update” which follows provides information about accomplishments resulting from work performed by faculty and staff of the Purdue University Cooperative Extension Service, and the changes and additions to the Plan of Work for FY 2005 and FY 2006. The report is organized so as to correspond with the five national goals and our update is submitted under those goals. The Plan of Work Update includes four components: Goals 1-5; Stakeholders’ Input Process; Multi-state Extension Activities; and Integrated Research and Extension Activities. This update indicates progress toward our overall goals, and indicates the changes and additions that Purdue Extension will be focusing on in the coming years.

Impact statements from Purdue's Schools of Agriculture, Consumer and Family Sciences, and Veterinary Medicine, and the Cooperative Extension Service may be viewed at the following website: <http://www2.agriculture.purdue.edu/impact/>.

David C. Petritz
Associate Dean of Agriculture and
Director, Purdue University Cooperative Extension Service
102 Agricultural Administration Building
615 West State Street
West Lafayette, IN 47907-2053
Telephone: 765-494-8489
Fax: 765-494-5876
Electronic mail: dpetritz@purdue.edu

Goal 1. An agricultural system that is highly competitive in the global economy.

Through research and education, empower the agricultural system with knowledge that will improve competitiveness in domestic production, processing, and marketing.

Accomplishments:

Purdue Extension has concentrated its efforts in a number of program areas to develop a highly competitive agriculture system in the global economy. These include:

- Agricultural Competitiveness

- Horticulture and Turf

- Alternative Agricultural Enterprises and Practices

- Agricultural Awareness and Understanding

Purdue Extension has been successful in helping Indiana citizens to better understand the agricultural industry through a variety of educational methods and learning opportunities.

With the increased demand for home and consumer horticulture education, Purdue Extension has reallocated resources to address these emerging needs.

Programs addressing the rapid growth in diversification of crop and livestock production in the state have been a major focus during this Plan of Work. Purdue Extension has worked with producers throughout the state as they face challenges associated with off-farm employment and/or the need to add horticultural crops to their cropping systems.

Purdue Extension has accomplished their short term goals of awareness and knowledge gained during this Plan of Work period. We are seeing agricultural producers change practices and make technology changes in their operations. Great strides have been made in improving the competitiveness of beef cattle production in this state and surrounding states as well as the diversification of agricultural products through Purdue Extension programs and contacts.

Changes and Additions:

Purdue Extension will continue the program efforts that were developed from the 2000-2004 Plan of Work. More emphasis and resources will be allocated to addressing the needs of non-farm clientele as they seek education on issues related to home and horticulture issues.

Purdue Extension will continue to build the local and statewide agency network needed to address the emerging demand for transition to alternative agricultural opportunities. The New Ventures Team established in 2002 and now functioning will focus on working with individuals and groups as they move through the process of developing a new value added business. They will also be delivering educational programming in areas of business management and technical analysis.

More resources will be allocated to the education of agricultural producers of the emerging technologies and adaptive tools that are now available to help farmers improve their competitiveness.

Goal 2. A safe and secure food and fiber system. To ensure an adequate food and fiber supply and food safety through improved science-based detection, surveillance, prevention, and education.

Accomplishments:

Purdue Extension food safety education has focused on all stages of the food handling system, including production, processing, distribution, preparation and consumption during the FY 2000- FY 2004 Plan of Work period. Constant education is required to ensure the food supply is safe for all consumers.

Emphasis for the past several years has targeted the food service industry. Educational programs such as the National Restaurant Association's *ServSafe* have been presented in the majority of the state's counties. A Food Safety Day program has also been offered throughout the state to food service workers and general consumers.

Food safety programs with research-based information have reached consumers, low income audiences, day care providers, and children. Some of the major programs offered include Safe Food and You: Food Safety during Pregnancy, Professor Popcorn, and the curriculums of the Expanded Food and Nutrition Program and The Family Nutrition Program.

A highlight of food safety efforts during this Plan of Work period is the effort of Purdue Extension to address contaminants such as mercury and PCBs in fish. Purdue Extension staff developed a website, Angling Indiana, to protect anglers and their families. A pre-post test evaluation is used with the educational programs. Data indicate that prior to the program, only 19% of the audience consulted the Fish Consumption Advisory. After participating in the program, 67% said they would consult it prior to eating recreationally caught fish.

Changes and Additions:

There are no additions to the Food Safety efforts in Indiana. Purdue Extension staff will continue to educate the public and those working in the food service industry about food safety practices.

Extension staff will continue to provide Food Safety programs to low income audiences through the Expanded Food and Nutrition Program and the Family Nutrition Program. The Angling Indiana program will be offered to those audiences as part of their regular programming.

Indiana Extension is reaching out to child care providers, and will focus on this in the coming years. Programs that stress the basics of safe food handling, cleanliness, cooking temperatures, cooling appropriately, and preventing cross contamination will be targeted to these audiences.

Another thrust in the coming years will be a program focused on Food Biotechnology. This program, to date, has been offered to consumers and to high school teachers, dieticians, nurses, physicians, and health department staff. Purdue Extension will continue to target these professional audiences. The goal of this effort will be to raise awareness and increase knowledge of this important and current topic.

Goal 3. A healthy, well-nourished population. Through research and education on nutrition and development of more nutritious foods, enable people to make health-promoting choices.

Accomplishments:

Purdue Extension has emphasized nutrition education to both youth and adults across the state of Indiana. The Dietary Guidelines for Americans continue to be the backbone of nutrition education. Coupled with the Food Guide Pyramid and the Food Label, Extension staffs help consumers make informed dietary choices using basic nutrition information.

Nutrition for youth audiences focuses on building better food habits and maintaining healthy weight. Extension staffs use the Professor Popcorn and Hooked on Health curriculums to bring these important messages to Indiana's youth.

The Expanded Food and Nutrition Program (EFNEP), and the Family Nutrition Program (FNP) are two programs that have been used to bring health and nutrition information to limited income audiences. Both programs have been addressing wise nutrition choices, careful meal planning, and sound food budgeting. These programs help Indiana's limited resources audiences stretch their food resources, while still maintaining high quality nutrition and balanced diets.

Dealing with Diabetes has been an effort begun in 2003. A curriculum was developed to work with the public on this disease. The program focuses on what happens with diabetes, how to tell if you have it, and what you can do to prevent the onset of diabetes, or delay the complications.

Purdue Extension has promoted the Have a Healthy Baby program throughout the FY 2000 –FY 2004 Plan of Work period. This program is targeted to at-risk pregnant women with information on adequate weight gain expectations, lifestyle habits for best pregnancy outcomes, and good nutrition. The goal of this program has been to lower the number of low birth weight babies born in the state. Data collected from this endeavor show the rates of low birth weight babies from mothers taking the Have a Healthy Baby program are consistently below the state average.

Changes and Additions:

Purdue Extension staffs will continue to offer high quality Nutrition education program to the people of Indiana. Programs offered will have the goals of helping individuals develop healthy dietary practices to support longer, healthier, and happier lives. The programs mentioned above will continue to address these needs.

In addition, Purdue Extension staff will be highlighting programs that address the obesity problems in Indiana. Curriculum is being developed to help both youth and adults understand the need for, and learn habits that will lead to lifestyles geared to maintenance of healthy weights. Youth and adult participants in these programs will learn healthy eating and exercise habits that will promote a healthy lifestyle.

The Diabetes thrust will continue through the Plan of Work period with emphasis on helping the public learn more about this disease, and how healthy nutrition and lifestyles can help to prevent the disease.

Goal 4. Goal Four. Greater harmony between agriculture and the environment.

Enhance the quality of the environment through better understanding of and building on agriculture and forestry's complex links with soil, water, air, and biotic resources.

Accomplishments:

Purdue Extension staff provides education and outreach programs that allow the general public to reach sound judgments regarding the use of natural resources. Educational programs have been developed and delivered that provide all Indiana citizens the opportunity to analyze and adopt useful emerging technologies, which help maintain family farms, protect the waters of the state, and provide wildlife habitat for future generations.

Extension staffs have concentrated their educational efforts on water quality, private pond management, and forest and crop protection programs.

Indiana's population growth has caused major land use changes with local government systems. Purdue has responded with a well-trained and focused Land Use Team that work with county officials to address land use issues when planning growth and development. Planning with POWER (Protecting our Water and Environmental Resources) has been a successful program that helps county officials understand the critical need for protecting natural resources from encroachment.

Purdue Extension has focused its efforts on outreach efforts on issues that affect both farmers and non-farming citizens. The outcomes have resulted in increased awareness of environmental issues.

Changes and Additions:

Purdue Extension will continue to be at the forefront of environmental education needs to address the issues facing the agricultural community of the state.

Extension staff will continue to program in environmental areas of interest to the general public. Programs that deal with clean water at the tap, septic system maintenance, pond management, and hazardous waste products will be offered throughout the state.

Methamphetamine has been a difficult problem in Indiana. Extension staff will be offering programs about this issue. Farmers often get caught up in this problem because their fertilizer can be stolen to make the illegal drug. Extension staff will work with farmers in their communities, as well as their local emergency personnel to learn more about the physical properties of anhydrous ammonia, law enforcement concerns, legal and liability issues for farmers, and general safety measures.

Efforts will be made to promote the use of conservation by farmers across the state. Purdue Research and Extension efforts have been an essential part of the growing acceptance of this conservation practice. Extension Staff will be offering programs and educational experiences for the agricultural community to learn more about these practices which saves soil and preserves the long-term productivity of the land.

Goal 5. Enhanced economic opportunity and quality of life

for Americans. Empower people and communities, through research based information and education, to address economic and social challenges facing our youth, families and communities.

Accomplishments

Purdue Extension's Youth Development programs are divided into three programming methods: club programming, school enrichment, and community programming. School enrichment programs continue to grow at the fastest rate. To enhance this effort, all 4-H curricula have been aligned with the state mandated teaching standards.

The Strong Resilient Families Plan of Work group offers a diversity of programming to strengthen families through learning and use of positive personal practices. The *It's My Child Too* program continues to reach non-custodial fathers with critical information on parenting. The website developed to respond to 9/11/01 has been maintained and materials to help children deal with terrorism, violence, and war have been added.

Financial management programming encompasses many different aspects of both personal and financial management. Programming efforts in family resource management range from *High School Financial Planning* to *Focus on Financial Management*. Continued use of the Web-based educational tool *planning for a secure Retirement* has been high.

Purdue Extension is placing increased effort behind its Leadership and Community Development program and the importance of making a significant contribution to the high priority (a) Indiana is placing on economic development and (b) Purdue is placing on university-wide engagement. Extension's work in this area is organized into five thrusts: community planning and visioning; entrepreneurial and economic development; leadership and civic engagement; workforce development; and local government decision support. Much of the workforce development programming has been orchestrated through several community-based "learning centers" that Extension has incubated during the past 2-3 years. Incubating these centers is a premier example of Extension's role in community development and of the importance of local collaborative partnerships with business and industry, local government, and other community based organizations. The learning center initiative as well as other aspects of Extension's work in community and economic development is enabling Extension to reach new audiences, including the growing number of new immigrants to Indiana.

Changes and Additions

Purdue Extension will continue to pursue youth development programming beyond the club structure. Emphasis will be directed to after school programs, to focusing on career

development and leadership skills in the 4-H Junior Leader program, along with character education, and community service efforts.

Strengthening Families will continue to be a major thrust for Purdue Extension. Programs geared toward life skill development will be a priority. Target audiences are, and will continue to be at-risk youth, and low income audiences. Staff will develop programming to help individuals with work readiness skills, and job retraining. Parenting programs, including Parenting Piece by Piece and Its My Child Too will be emphasized along with programming for Child Care providers, and those with Aging parents.

Financial management programming has been and will continue to be, an effort for all program areas. Targeted programming for the years to come will include retirement planning, financial management for youth, high school financial planning, and efforts with court-ordered audiences.

Leadership and Community Development will receive increased attention as Extension's capacity becomes better recognized by other agencies and organizations who are involved in the community and economic development arenas. Extension already has a strong programmatic base in the leadership area. A comparable foundation will need to be built in the other four subareas of work: community planning and visioning; entrepreneurial and economic development; workforce development; and local government decision support.

Stakeholders' Input Process

The initial development of the 1999-2004 Plan of Work had extensive input by a cross-section of the citizens of Indiana. Over 5,000 citizens representing the diversity of the Indiana community participated in a series of two meetings hosted by each county extension staff. The purpose of the first meeting was to discover what citizens believed were the important issues in their community. During the second meeting, the listing of issues was reaffirmed with the group establishing a priority ordering of those issues. The county extension staff then prepared county Plans of Work as well as reports that transmitted the findings of each county to the state Program Leaders. From the 92 reports, the Program Leaders classified the many issues into 16 priority issues that form the Indiana Plan of Work.

Since that original issue identification process, Purdue Extension has continued to get input and direction from its stakeholders. Each of Indiana's County Extension Boards is made up of wide representation of the community. These boards annually review the programs offered and help to prioritize program offerings as well as provide ideas for new programs or thrusts that should be considered. During 2003, in addition to regular discussions at Extension Board meetings, stakeholders' interviews were conducted to get input on the progress Purdue Extension was making toward the goals of the Plan of Work and suggestions for new topics that the system should be addressing.

In addition, Indiana has a very active Council on Agricultural Research, Extension, and Teaching (CARET). This group is made of representatives of Extension Boards, elected officials, community leaders, staff from K-12 education, and business. These council members participate in twice-a-year meetings with county, district, and state administration, as well as the Dean of Agriculture, and the Directors of Academic Programs, and International Programs where they focus on issues of concern to local citizens, and how Extension may address them.

Once a year a State Conference is held for CARET members and County Extension Directors. The format of the program is to provide an opportunity for obtaining input from the participants in a facilitated and structured manner. The conference also provides an awareness of what Extension is providing to the citizens of Indiana and allows participants to provide input on their expectations of future educational needs and issues.

Input from County Extension Boards and the CARET group will continue as Purdue Extension has found these input efforts into the Plan of Work an effective and efficient way to obtain stakeholder input.

