

## **F. Integrated Research and Extension Activities (Update)**

As required by the AREERA Act of 1998, the Experiment Station and the Cooperative Extension Service at Clemson University have integrated their efforts to foster knowledge development and transfer for the citizens of South Carolina. The process of involving the integration of research and Extension efforts are as follows:

A critical element for successful integration efforts is the joint appointment of faculty in both research and Extension. This is done both at the administrative and specialist levels. In addition, programs are jointly conducted by both research and Extension faculty at the South Carolina Research and Education Centers. Each center has a specific program focus where both research and Extension faculty collectively work together to identify problems, develop solutions to address the problems and then develop a mechanism to transfer appropriate solutions and/or recommendations to the citizens of the state.

The following program initiative teams, composed of faculty and staff drawn from both research and Extension, met to develop and implement programmatic plans for the year.

Risk Management Systems for Agricultural Firms  
Agricultural Bio-security  
Sustainable Forest Management and Environmental Enhancement  
Sustainable Agricultural Production Systems/ Reducing the Impact Of Animal Agriculture On the Environment  
Food Safety and Nutrition  
Environmental Horticulture Education  
Natural Resources and the Environment  
Integrated Pest Management (IPM)  
4-H, Youth, and Families  
Community, Leadership, and Economic Development (CLED)  
Household and Structural Pest Control and Pesticide Training

One of the major accomplishments of the teams was the planning of the 2004 PSA Conference. The Conference was an opportunity to bring together research and Extension assets in order to forge more cohesive and unifying programs and training for PSA. The conference theme was, "Securing the Future of South Carolinians," and had the following objectives:

- To learn how to promote effective Extension outreach to our constituency
- To learn how to pool our resources (people, money, facilities, etc.) to provide focused Extension programs that meet significant public needs
- To offer subject-matter training
  - To provide information to update and educate on (re-organization, research, etc.)
- Develop revised action plans to fulfill PSA goals
- To learn how to more effectively communicate
- To provide an opportunity for visioning for the next 20 years

Subject matter tracks included: Agriculture, Food Safety and Nutrition, 4-H, CD, and Horticulture. A general session, "Securing South Carolina Against Terrorist Threats," featured Stan McKinney, SLED, followed by sessions addressing "Clemson's Role in Security," - Agroterrorism Response Teams, Animal Issues, Plant Issues, Community Development, and Youth. Special guest presenters were brought in to conduct some concurrent sessions and professional development training. In addition, a poster session was held.

The marketing program initiated with the support of both research and Extension contributed to more than 30 national media placements during the year on activities related to Extension and research activities, to include the following:

Atlanta Journal-Constitution, July 8, 2005, "Study shows trout prefer to stay home"

Associated Press Story, July 19, 2005, "Clemson, Genetic Center team up on research initiative"

Associated Press Story, August 9, 2005, "New degree programs produce chief-scientists"

The Corn and Soybean Digest, September 1, 2005, "Cotton DNA database launched to help find plant resistance."

Industry News September 2005, Vol 13, No.9, "Clemson, Diversa sign nutrition deal"

Research and extension faculty generated 40 publications:

- 7 brochures
- 8 digital HGIC leaflets
- 3 Extension bulletins
- 3 posters
- 19 miscellaneous leaflets

As examples, a new quarterly publication, Clemson Impacts, was launched in the Spring of 2005, which features research and Extension activities and programs in South Carolina. The publication also features Regulatory, Livestock and Poultry Health activities and those of various institutes with a research and Extension focus. A new information brochure was developed for the Experiment Station in an electronic format so that it can be constantly updated and produced in a "just in time" format for distribution to visitors, stakeholders and elected officials.

The Experiment Station designed and produced a unique spiral bound desk calendar with different pictures and narrative for each month describing research initiatives and activities.

A brochure was developed on the research, education and training programs at Clemson's Archbold Tropical Research and Education Center located in the Commonwealth of Dominica.

U.S. Department of Agriculture  
 Cooperative State Research, Education and Extension Service  
 Supplement to the Annual Report of Accomplishments and Results  
 Multistate Extension Activities and Integrated Activities  
 (Attach Brief Summaries)

Select One:  Interim  Final  
 Institution: Clemson University  
 State: South Carolina

	Integrated Activities (Hatch)	Multistate Extension Activities (Smith-Lever)	Integrated Activities (Smith-Lever)
Established Target %	15%	2.19	8.79
This FY Allocation (from 1088)	\$3,210,998	5,152,187	5,152,187
This FY Target Amount	\$ 481,649	112,832	452,877

Title of Planned Program/Activity

Turf Grass	\$113,323		59,083
Marketing	50,000		50,000
Agro-Ecology (Integrated Pest Man)	63,572		173,854
Fruit Crops	24,008		25,000
Field Crops (Integrated Crop Man)	230,746		275,000
Virtual Small Fruit Center		35,000	
Regional Forestry Position		6,581	
Regional Water Qual Pos. (EPA)		15,000	
Orchard Floor Management		15,000	
Fire Ant Program ....		54,984	
Regional Apple Position		8,000	
Total		134,565	
<b>Total</b>	<b>\$481,649</b>	<b>134,565</b>	<b>582,937</b>
Carryover	0	0	0

Certification: I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays represented here accurately reflect allowable expenditures of Federal funds only in satisfying AREERA requirements.

Director \_\_\_\_\_ Date: 04/01/06

Form CSREES-REPT (Revised 09/04)

#### Experiment Station Narrative Summaries:

**Turf Grass:** The Experiment Station provided funds to support Extension staff and programs in selected counties in conjunction with on-going turf research initiatives.

**Marketing:** The Experiment Station and Extension provide equal funding for a joint public relations/marketing unit.

**Information Technology:** The Experiment Station shares the expenses for supporting the technology information office that coordinates computer support at all on and off campus locations.

**Agro-Ecology Program:** The Experiment Station continues to support this innovative Agro-ecology Program.

**Fruit Crops:** The Experiment Station works closely with Extension in the development and transfer of technologies and approaches to deal with root rot and brown rot in commercial peach orchards with special emphasis on use of reduced risk fungicides.

**Field Crops:** The Experiment Station and the Extension Service are heavily involved in coordinated and integrated research, technology transfer and educational programs for growers at the university's research and education centers in Florence, Blackville and Charleston. Major crops include cotton and soybeans and beef cattle is a major emphasis as the Blackville station.

#### Extension Service Narrative Summaries:

**Turf Grass:** The Extension Service provided funds to support research staff and programs in selected counties in conjunction with on-going turf research initiatives.

**Integrated Pest Management(Agro-ecology):** Extension uses demonstration plots and conducts field days at the Research Centers. These activities are on-going and require a significant commitment of equipment and staff to insure quality demonstration plots and field days.

**Fruit Crops:** Extension works closely with the Experiment Station in the development and transfer of technologies and approaches to deal with root rot and brown rot in commercial peach orchards with special emphasis on use of reduced risk fungicides.

Integrated Crop Management (Field Crops): Extension and Research work closely with the development of practical application of technologies and approaches for various field and fruit crops.

Enhancement of Applied Research and Extension Activities (information Technology and Marketing): The Experiment Station and Extension provide equal funding for a joint public relations/marketing unit.

Information Technology: The Extension Service shares the expenses for supporting the technology information office that coordinates computer support at all on and off campus locations.