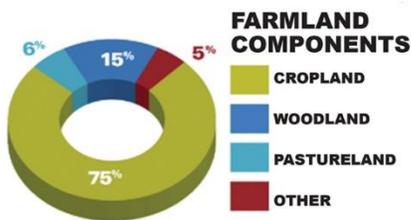


# 2020 REPORT

## Nash County Center



**DID YOU KNOW?**



There are 425 **FARMS** with 129,478 acres of agriculture production generating over \$162 million.

Nash was #1 in **TOBACCO** cash receipts in NC



**SOYBEANS** are the largest crop grown in Nash



**POULTRY and EGGS** is the highest-valued Nash agriculture crop



Farmers reported planting over 11,580 acres of **SWEET POTATOES**

### What is Cooperative Extension?

N.C. Cooperative Extension is a collaborative effort between the state's land-grant universities – North Carolina State University and North Carolina A&T State University and county government to bring research-based knowledge to citizens in the communities served. Our Extension agents, staff and volunteers working with local government to support agriculture, food, health and nutrition, community and rural development and development of youth.



### Just a few 2020 Highlights . . .

- over **520** individuals gained basic financial management, and family economic security.
- over **680** crop farmers adopted and improved their best management practices in plant production.
- over **333,040** is a combination of direct, digital, mass media and indirect contacts
- over **1,130** participants learned, with local foods, the value of home food preservation techniques.
- over **103** teachers trained in 4-H Curriculum, Embryology and STEM programs.
- over **185** producers increased their knowledge of animal health and nutrition practices.

### How Extension Supports Nash County

N.C. Cooperative Extension has offices in every county of North Carolina and the Eastern Band of Cherokee. Our Extension agents, staff and volunteers work with local government to support agriculture, horticulture, livestock, conservation and environmental protection, nutrition and health, community and rural development, as well as a variety of consumer, youth and economic concerns. Through a wide variety of programs and resources Extension helps to create prosperity resulting in the enrichment of lives, the land and the local economy.

Extension faculty and staff work together to:

- Collaborate with specialists to find potential answers
- Transfer research-based knowledge to North Carolinians
- Translate knowledge into practical applications
- Improve the economy
- Enhance citizens' quality of life

### Generated Revenue

over **\$130,384**

received from workshop and meeting fees, program fees, donations, grants and in-kind contributions.



**\$9,535** collected vendor fees

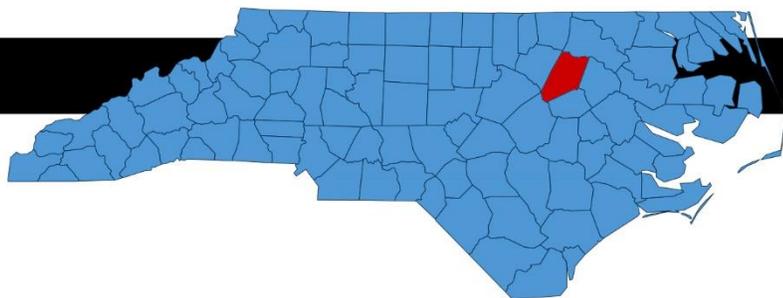
**\$21,226** SNAP/EBT dollars distributed

**\$6,470** Fresh Bucks dollars distributed

### Volunteers Strengthen Extension

In 2020, adults and youth donated time to various Nash County Extension programs, making a difference in their own communities and contributing to Extension's ongoing success.





## Nash County Center Success

### Virtual LIFT

Lifelong Improvements  
Through Fitness Together

LIFT is a group-based strength training program lasting 8 weeks. Participants meet 2 times per week for 1-hour sessions. The classes help improve your strength and mobility, learn about healthy food choices, and most importantly help form a community. The program was viewed by 1003 viewers and 17 participants exercised along with the FCS agent each Tuesday and Thursday on the live sessions. The participants were of the senior population and homebound due to the pandemic. One participant stated had it not been for the LIFT program she would not have exercised daily. This simple program was able to reach one of our most vulnerable populations during this pandemic and let them know we haven't forgotten about them and how important they are to us.

### Connecting the Faith

Meeting Community Needs in a Crisis

In response to the COVID-19 pandemic the Community and Rural Development (CRD) agent, Traci Dixon partnered with Edgecombe and Harnett County CRD agents to present the virtual series *Connecting the Faith: Meeting Community Needs in a Crisis*. We formed a partnership with State Representative James D. Gaillard, Senior Pastor of Word Tabernacle Church in Rocky Mount to help faith-based and community organizations learn how to respond to community needs during this crisis.

From this series, over 130 participants learned the importance of collaboration, adaptive leadership, community outreach and engagement during a crisis. Planning for more collaborative efforts have begun. 92% of the attendees reported gaining knowledge that will propel their agency to better engage with their community to provide resources, information, and support during this crisis.

### Distribution of PPE

During Covid-19 Pandemic for Farmworkers

The agriculture industry generates \$84 billion to the total economy in NC. North Carolina utilizes 74,096 farmworkers per year with Nash County housing 3,706 workers. With that said, farmworkers needed to protect themselves against the covid-19 pandemic on and off the farm.

Nash counties agriculture team began delivering PPE supplies to farming operations for farmworkers to protect themselves. A total of 13,855 cloth masks, 43,945 procedure masks, 6,309 bottles of hand sanitizer, and 63 thermometers were distributed. While out delivering PPE supplies, growers verbalized their appreciation of supplies and mentioned how workers had taken it upon themselves to prioritize sanitation, many farmers designated sanitation areas for workers to use 3x a day. Moving forward, the Ag team has begun distributing supplies for 2021.

### Generous Donors Support 4-H

Annually, National 4-H presents an educational STEM program in the fall during National 4-H Week. As we were in the midst of a pandemic and brainstorming how to deliver a program Nash County 4-H received a substantial donation of \$8150. With this generous donation we moved forward with distributing over 670 STEM Challenge Mars Base kits to fifth graders in local schools. Previous kits were designed for in-classroom environments however due to the pandemic these kits were altered for at-home use and included family involvement exercises. Included was a QR Code that linked participants to a survey and it also registered them for a 4-H Prize Pack and a NC State University CALS tailgate kit. Prize packs were also awarded to the teachers of the winners. Even further, an additional donation of \$10,000 was secured to support 20 scholarships for fifth graders to attend 4-H Summer Residential Camp in June of 2021. Applications and referrals by teachers will assist with determining the scholarships awarded in 2021.

### Truckloads for Essential Workers

House of Raeford

During the initial stages of the COVID-19 Pandemic, the availability of fresh meat was scarce due to large processing plants - such as Smithfield and Tyson - closed and experts were unsure when fresh meat would be available in grocery stores again. To alleviate the situation, and provide fresh meat to essential workers in Nash County, Nash Cooperative Extension organized two truckloads with the House of Raeford where over 33,960 pounds of fresh chicken was purchased. All employees were incredibly grateful for this opportunity with many calling it a blessing. While this may not have been a typical program for Extension, it certainly was a service that filled an immediate need in our community.

### Nash County Farmers Market EBT A Success

Many parts of Nash County are identified as food deserts, including areas in close proximity to the Nash County Farmers Market. To help increase food access, the Farmers Market began processing EBT transactions late in the 2019 market season. Shortly after launching the EBT program, Cooperative Extension received a grant from USDA-RAFI allowing the market to match up to \$20 of any EBT transaction through the Fresh Bucks program.

Over the 37 week long 2020 market season, a total of \$21,226 in EBT sales were recorded at the Farmers Market, with an additional \$6,470 in Fresh Bucks. Combined, these transactions represent a \$27,696 increase in sales for farmers market vendors, while meeting a critical need for healthy and affordable food.

#### Sandy Hall

County Extension Director | County Extension Agent, 4-H Youth Development

#### Traci Dixon

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Community and Rural Development

#### Kelsey Lichtenwalner

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Livestock

#### Regina Moseley

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#### Maryanna Waters

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