

## **An Inspirational Story ~ Never Give Up!**

Devote time and Energy to Positive People ~ Don't let anyone undermine your dreams  
~ Think Positive ~

Once upon a time there was a bunch of tiny frogs who arranged a racing competition. The goal was to reach the top of a very high tower. A big crowd had gathered around the tower to see the race and cheer on the contestants.

The race began...

~Honestly, No one in crowd really believed that the tiny frogs would reach the top of the tower. The crowd yelled statements such as:

"Oh, WAY too difficult!!!" "They will NEVER make it to the top." "Not a chance that they will succeed. The tower is too high!"

The tiny frogs began collapsing. One by one. Except for those, who in a fresh tempo, were climbing higher and higher. The crowd continued to yell, "It is too difficult!!! No one will make it!" More tiny frogs got tired and gave up.

But ONE continued higher and higher. This one wouldn't give up!

At the end everyone else had given up climbing the tower. Except for the one tiny frog who, after a big effort, was the only one who reached the top! When this tiny frog came down to receive his winner's ribbon, all of the other tiny frogs naturally wanted to know how this one frog managed to do it?

And so, another contestant asked the tiny frog how he had found the strength to succeed and reach the goal? It turned out. That the winner was DEAF!!!

:: Moral of the Story ::

Never listen to other people's tendencies to be negative or pessimistic. because they take your most wonderful dreams and wishes away from you — the ones you have in your heart!

Always think of the power words have. Because everything you hear and read will affect your actions! Therefore, ALWAYS BE POSITIVE! You be the one with encouragement.

Be DEAF when people tell YOU that you cannot fulfill your dreams!

<http://rishikajain.com/2012/06/20/beautiful-thoughts-of-lifeinspirational-storiespicturesquotethink-positive/>

# College of Agriculture and Life Sciences

## Plant Sciences Initiative

### What Is It?

**The Plant Sciences Initiative** is a public-private-partnership of NC State University, NC Department of Agriculture & Consumer Services, agricultural commodity organizations/partners and private industry that will serve as a powerful hub for **plant science innovation**, spur **innovative research collaborations** and form a **state-of-art education center/complex on Centennial Campus** for producing the plant scientists of the future.

### Why Here, Why Now?

- We have all the assets from geography to people.
  - We are the 3<sup>rd</sup> most diverse agricultural state in the nation; we have great farmers and agribusinesses in North Carolina.
- We can create new jobs.
  - Direct Jobs/Impact – **2,400 Jobs (\$1.4 billion impact) over the next 10 years**
  - Indirect Jobs/Impact (multiplier) – **32,000 Jobs (\$9.2 billion impact) over the next 10 years**
- We can train tomorrow's leaders.
  - Experts project a shortfall in the number of qualified graduates needed for future plant science careers in NC and the world.
- We can grow the NC agricultural industry to \$100 billion.
  - Agriculture is a \$77 billion industry in the state with a goal of achieving the \$100 billion mark over the next 5 years.
- We can increase the quality of life in rural and urban NC.
  - New innovations and scientific discoveries in plant sciences will result increase yield and productivity and an increase in entrepreneurial investments in the state.
- We can be the world leader in plant science.
  - Nowhere in the world can you find the research universities, 90+ diverse agricultural commodity organizations, Research Triangle Park, agricultural research infrastructure and public/private agricultural leadership assets provided by North Carolina.

### Request

To provide **\$9 million in planning funding** (2015 State Budget) from the North Carolina General Assembly for the Plant Sciences initiative. Stakeholders/supporters of this initiative have raised \$9 million to match the state investment.

### Contact

Dr. Steve Lommel, Associate Dean for Research, NC State University College of Agriculture and Life Sciences at [slommel@ncsu.edu](mailto:slommel@ncsu.edu) or 919-515-2717.

# THE NORTH CAROLINA PLANT SCIENCES INITIATIVE

A proposal to establish North Carolina as the world leader in plant sciences research and innovation.

**NC STATE**  
UNIVERSITY

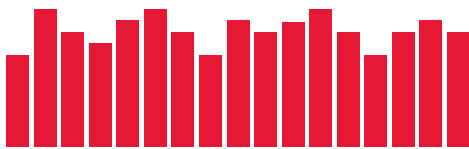
College of Agriculture  
and Life Sciences

2x

The world must double food production in 35 years to feed a population estimated at nine billion. Sustainable plant production is the key to achieving this challenge.

#1

Agribusiness is the number one sector in the state's economy and is projected to exceed \$100 billion before 2020.



North Carolina is the nation's third most diverse agricultural state, with nearly all climatic and soil conditions represented.

\$1 = \$19.90

Every \$1 spent on agricultural research in North Carolina returns \$19.90 in economic benefits to the state.

Over the  
next 25 years

84%

of U.S. agricultural jobs are projected to be in the plant sciences disciplines.

A growing population. A reduction in farm acreage. Shifts in climates and water sources. The grand challenges facing agriculture require the best minds from academia and industry — as well as those from traditionally non-agricultural disciplines such as physics, engineering, mathematics, modeling and economics.

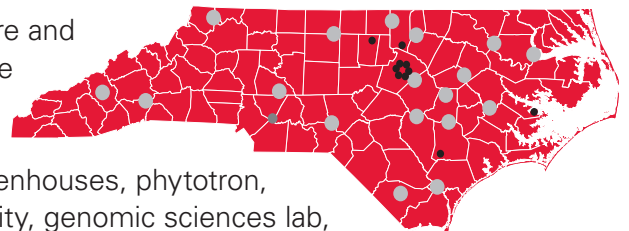
The Plant Sciences Initiative is based on an interdisciplinary systems approach. North Carolina's agriculture and biosciences assets, concentrated in a new world-class interdisciplinary research complex, will lead to increased crop yields, nutrition diversification, sustainability and an extended growing season.

North Carolina is an enviable location to host such an initiative. It is the nation's third most diverse agricultural state, offering nearly all climatic and soil conditions, and a strong agricultural economy. Leading global biotechnology companies have headquarters or major facilities in Research Triangle Park. NC State University has the largest plant breeding program in the world.

The College of Agriculture and Life Sciences at NC State has 10 field laboratories in addition to its core

research facilities — greenhouses, phytotron, biological resources facility, genomic sciences lab, feed mill, and poultry and animal waste research center.

It also oversees 18 off-campus research stations in partnership with the N.C. Department of Agriculture and Consumer Services.



Additionally, CALS is a partner in the Center for Environmental Farming Systems (CEFS) near Goldsboro, and runs the Plants for Human Health Institute at the N.C. Research Campus in Kannapolis.

Collectively, our existing assets and unparalleled research enterprise create a truly unique opportunity for North Carolina to establish itself as the world leader in plant sciences. Your community and those across the globe will benefit from enhancements in food security, production practices, water resources, nutrition and environmental sustainability.

The Plant Sciences Research Complex at NC State University will be the engine to transform these assets into economic impact for our state. Join us in the quest to secure \$180 million to establish North Carolina as the world leader in plant sciences research and innovation.





1. Plant Sciences Research Complex
2. BTEC (Golden LEAF Biomanufacturing Training and Education Center)
3. Partners II building and greenhouse
4. Engineering I, II, III buildings
5. James B. Hunt Jr. Library

■ Completed structures  
■ Planned structures



## Plant Science Research Complex

Located at the heart of NC State's world renowned Centennial Campus, the complex incorporates key features to make it the premier interdisciplinary plant sciences research center in the nation:

- Leasable corporate lab suites
- Leasable startup suites
- Atrium collaborative space
- Faculty labs and offices  
*Accommodates Plant Sciences research faculty plus incubator and startup project faculty*
- 30,000 sq. ft. rooftop greenhouse  
*10,000 sq. ft. biosafety level 3 compliant*
- Partners II greenhouse access
- Plant processing laboratory for integration with BTEC facility  
*Biosafety level 2 compliant*
- Seminar/classroom space
- Administrative suite

For more information, please contact

Steven Lommel  
Associate Dean for Research

slommel@ncsu.edu 919.515.2717



## College of Agriculture and Life Sciences

### Food Processing and Manufacturing Initiative

#### What Is It?

The **Food Processing and Manufacturing Initiative** is an endeavor to **grow the value-added food manufacturing industrial sector** in the state of North Carolina by fully **leveraging existing agricultural resources** and industrial capacity in the state, with a particular **focus in rural areas** and North Carolina's key innovation centers, **to reverse the manufacturing losses** in textiles, tobacco and furniture-making.

#### Why Here, Why Now?

- We have all the assets from geography to people.
  - We grow a diversity of crops and animals (3<sup>rd</sup> most diverse in the nation); we have a great workforce across that state (many who were displaced due to the loss of textile, tobacco and furniture-making jobs).
- We can create new jobs.
  - Direct Jobs/Impact – **38,000 jobs (\$1.9 billion impact) over the next 6 years**
  - Indirect Jobs/Impact – **290,553 jobs (\$15.4 billion impact) over the next 6 years**
- We can grow the NC agricultural industry to \$100 billion.
  - Agriculture is a \$77 billion industry in the state with a goal of achieving the \$100 billion mark over the next 5 years.
- We can increase the quality of life in rural and urban NC.
  - A vast majority of the new food manufacturing/processing jobs will be located in rural areas due to the proximity to raw agricultural products for processing.

#### Request

Seeking an investment of **\$1.5 million to develop this initiative** that will include the development of a statewide business plan and food manufacturing network to leverage and coordinate existing food manufacturing/processing activities and the establishment of: (1) a food product/processing innovation center; (2) value-added food entrepreneurship network; (3) industrial recruitment campaign; and (4) regulatory training/outreach.

#### Contact

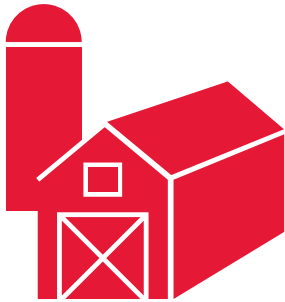
Dr. Christopher R. Daubert, Department Head of Food, Bioprocessing, and Nutrition Sciences, NC State University College of Agriculture and Life Sciences at [cdaubert@ncsu.edu](mailto:cdaubert@ncsu.edu) or 919-515-2951.

# THE NORTH CAROLINA FOOD PROCESSING INITIATIVE

Manufacturing jobs for North Carolina

NC STATE  
UNIVERSITY

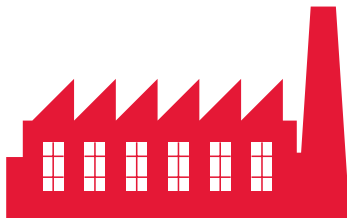
College of Agriculture  
and Life Sciences



Taking the products of North Carolina's number one industry



Adding research and technology from its largest university



Transferring that knowledge to commercial endeavors



Creating jobs, new products and a manufacturing economy

## Bringing manufacturing back to N.C.

In 2014, the North Carolina General Assembly funded this initiative to diversify and add value to agricultural-based businesses through food processing. The goal is to expand the economic impact of agriculture and agribusiness in our state by 22 percent — to \$100 billion — by 2025.

+22%

## A greater bread basket

Increases in food and beverage manufacturing — entirely possible given North Carolina's highly diverse variety of crops, livestock, soils and climate — will be the cornerstone of this initiative. To this end, we are conducting a feasibility study and an economic assessment.

## Collaborative partners

We will focus the strengths of our university, government and industry entities towards a common goal — an enhanced food entrepreneur assistance program centered on job growth.



## Innovation and entrepreneurship

Our university develops and transfers new technologies and research to startup and commercial enterprises. These new technologies drive innovation and efficiencies that will result in entrepreneurial development in communities across North Carolina and the globe.

## We will grow jobs

From innovations that can transfer commercially to increased payrolls at new manufacturing sites, our goal is clear: Grow jobs. To do this, we propose competitive proof-of-concept funding to assist our campus in moving promising technologies and strategies from theory into reality.



For more information, contact Chris Daubert at [chris\\_daubert@ncsu.edu](mailto:chris_daubert@ncsu.edu)

## — County Advisory Council Development

CAC are putting some new members on their councils and getting an active rotation schedule. Projects that gets CAC members involved has been a good way to get them engaged. Chatham and Yacklin are working on new Ag Centers. Wilkes and Davidson are looking at moving into new office facilities.

## — Marketing &amp; Communications

CAC members are involved in marketing Extension programs. Reports to the People, Reports to the Commissioners and Communities. Many counties do monthly or quarterly activity reports with inputs to county partners. Some offices have a strong media, especially TV/radio presence. Most utilize social media to assist in marketing their programs.

## — Government Relations and Advocacy

CAC members are encouraged to visit with their local, state & federal decision makers. These decision makers are invited to attend all Extension Events. Commissioners and state legislators sometimes are involved in agent, CES interviews. CAC members who are involved in other community agencies or boards are encouraged to talk about all that CES offers and bring concerns back to the CAC meetings.

## — Resource Development

Counties are starting Ag Foundation accounts to secure funding for building and other projects. Several counties, ~~to~~ with the help of CAC members conduct golf tournaments as fundraising. Organizations like the Farm Bureau, Grange, and other local boards <sup>and foundations</sup> are a good source for local grants to help support Extension programming efforts.

**NC STATE**

Tracy Brown &lt;tbrown2@ncsu.edu&gt;

**Attachment #4**

---

**SAC-SCD Report**

2 messages

**Clinton McRae** <camcrae@ncsu.edu>

Tue, Feb 24, 2015 at 11:23 PM

To: "tracy\_brown@ncsu.edu" &lt;tracy\_brown@ncsu.edu&gt;

The SAC members in the SCD are working with their respective CEDs and DED to develop a plan to strengthen the advisory system for the district. The committee met in December 2014 to begin planning. See below:

- Assess current status of advisory councils in all 19 counties. two surveys are under design to gather information from CEDs and local advisory chairs.
- Data from surveys will be used to create a plan and well as plan the next district advisory conference.
- Establish training tools to all counties have access

-  
--

Clinton McRae  
South Central District Extension Director  
North Carolina Cooperative Extension Service  
North Carolina State University  
Campus Box 7604  
Raleigh, NC 27695-7604  
Phone 919.515.8433/Fax 919.515.4702

---

**Tracy Brown** <tbrown2@ncsu.edu>

Wed, Feb 25, 2015 at 9:59 AM

To: Clinton McRae &lt;camcrae@ncsu.edu&gt;

**Thanks Clinton! Stay warm.****Tracy**

[Quoted text hidden]

--

Tracy E. Brown  
NC State University  
Extension Administration  
Campus Box 7602, 120 Patterson Hall  
Raleigh, NC 27695

919.515.2813 (P) 919.515.3135 (F)



**NC STATE**

Tracy Brown &lt;tbrown2@ncsu.edu&gt;

**Attachment #5**

---

**SAC West District Report Notes**

---

**Eric Caldwell** <encaldwe@ncsu.edu>  
To: Tracy Brown <tracy\_brown@ncsu.edu>

Tue, Feb 10, 2015 at 9:26 PM

Hi Tracy

Below is a brief outline of the report I gave to the SAC this afternoon. As this is my first time doing this please let me know if you need more (or less) info, preferred format etc.

**WEST DISTRICT:**

As new DED my Vision Statement for the District is as follows:

To elevate NCSU/Cooperative Extension programs and presence in western NC and to encourage and equip the extension professionals in the district.

**Challenges:**

- Location in terms of distance from Raleigh/ Perception that many NCSU resources do not extend very far west
- Challenging demographics and limited opportunities for economic growth in many of the small western Counties.
- Current cost share percentages are well below 50% for most western counties

**Opportunities:**

- 2 Research Stations and a compliment of Departmental researchers and Extension specialists housed in WNC
- WNC Livestock Market and Education Center in Canton
- Soon to come: 2 ASAs and 2 Extension Associate Pathology positions

**Advisory Leadership:** Improvements needed in many counties, excited about the training and evaluation tools that Clinton outlined!

**Marketing:** Working with CEDs to develop a variety of tools including charts, graphs etc. to create a "dash board" to market cost /benefit data as well as capture testimonials

**Government Advocacy:** continuing to visit with county managers and elected officials to gain "buy in" and build an appreciation for the value that CES programs bring to their county,

**Resource Development:** Loretta Shelton with the Development office has been successful in not only capturing a significant amount of local gifts but also empowering CEDs and staff to identify opportunities in their counties and the District.