

2010 Strategic Opportunities for Extension

<http://www.aplu.org/NetCommunity/Document.Doc?id=2019>

Sustain profitable plant and animal production systems.

- Increase the sustainability and profitability of agriculture, forestry, and green industries.
- Increase and diversify the number and success of profitable alternative agricultural and forestry enterprises, value-added and niche markets, and organic production systems.

Prepare youth, families and individuals for success in the global workforce and all aspects of life.

- Increase the number of youth selecting science, technology, engineering, and mathematics (STEM) courses, majors and careers by providing multiple ways to engage youth in STEM experiential activities.
- Increase financial literacy and financial independence of youth and adults.

Create pathways to energy independence.

- Increase the skills of homeowners, business owners, farmers, ranchers, individuals and families to implement conservation and efficiency practices related to energy use.
- Increase knowledge through science-based energy efficiency technologies and energy conservation to develop greater energy independence among consumers (youth and adults in households, farmers/ ranchers, and small business, industry, and government sectors).
- Reduce U.S. dependence on fossil fuels through the effective implementation of renewable energy production, transportation, and marketing and distribution systems.

Ensure an abundant and safe food supply for all.

- Reduce food borne illnesses and diseases by improving food preparation, processing, and handling practices at the individual, family, production, and supply system levels.
- Increase the use of locally produced food to maximize quality and minimize long distance transport.
- Increase limited-resource families' and communities' access to local, safe, nutritious, and affordable foods.

Assist in effective decision-making regarding environmental stewardship.

- Improve water quality and accessibility through seasonal management, watershed protection and enhancement, water- and chemical-sensitive agriculture and horticulture production systems, xeriscaping, and responsible irrigation.

Assist communities in becoming sustainable and resilient to the uncertainties of economics, weather, health, and security.

- Increase civic and social responsibility among youth and adults in urban and rural communities by developing and enhancing leadership, citizenship, and public participation skills through partnerships which lead to sustainable communities.
- Improve community economic capacity through retaining and growing wealth opportunities by developing and providing tools in marketing, entrepreneurship, risk analysis, and decision-making for both adults and youth.

Help families, youth and individuals to become physically, mentally, and emotionally healthy.

- Improve overall health and decrease obesity in children, youth, and adults.
- Improve the health and well being of the growing senior population.

The Cooperative Extension Section represents the directors and administrators of member Association of Public and Land-grant Universities (APLU) organizations.

The above represents CES's view of strategic opportunities for Cooperative Extension in 2010 and beyond.

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