Introduction to Extension Long Range Plan

The Cooperative Extension Service in Pitt County focuses on five major programming areas which include Enhancing Agricultural, Forest, and Food Systems; Developing Responsible Youth; Strengthening and Sustaining Families; Conserving and Improving the Environment and Natural Resource; and Building Quality Communities. These objectives determine educational programming efforts that are delivered at the county level.

Executive Summary

Pitt County was formed in 1760 and has a land area of approximately 656 square miles. As of July 1, 2002, the North Carolina Office of State Planning has estimated Pitt County’s population at 137,901. In the 2000 Census, the County's population was 133,798. Greenville, the county seat and largest city, is centrally located in the County. There are nine other incorporated municipalities within Pitt County. Through its location at the hub of a radiating highway network, the County serves the largest concentration of population and industry in the eastern portion of North Carolina. Over one-half million people live within a 45-mile radius of the County.

Pitt County is a rapidly growing, well-diversified employment and service center for eastern North Carolina. As one of the fastest growing centers in the state, the population increased by 23.34% between 1990 and 2000. Pitt County now ranks as the 13th most populous county in North Carolina. The Greenville Metropolitan Statistical Area (MSA), which encompasses all of Pitt County, was the fourth fastest growing MSA in the State during the 1990’s. Greenville is the home to East Carolina University and the East Carolina University School of Medicine. Major employers in the area include East Carolina University, Pitt County Memorial Hospital, DSM Pharmaceuticals, NACCO Materials Handling Group, Collins & Aikman, DIMON International, and ASMO. As a university community with a strong business and manufacturing base, the area is characterized by an expanding, highly productive, multi-skilled labor force; a diversified economic base; a low cost of living; an excellent educational system; a large regional health care complex; abundant cultural and recreational opportunities; financially sound, progressive, and pro-business local government; and a mild climate.

Despite a rapidly growing urban sector, Pitt County ranks among the state’s top counties in terms of total farm income. Leading commodities include soybeans (4th), flue-cured tobacco (6th), wheat (8th) and peanuts (10th). Pitt County is also ranked 11th in the production of hogs and pigs. A thriving green industry as well as a growing farmers market is also included in Pitt County’s agricultural diversity.

Located on the coastal plain, the County is in the eastern part of North Carolina, approximately 90 miles east of the capital city of Raleigh, 75 miles from the Atlantic Ocean, and 220 miles south of Washington, D. C. The Tar River runs through the center
of the County. The land generally slopes toward the east and is level with low rolling hills in the west. The temperatures average from a daily high of 73 degrees to a daily low of 50 degrees. The average precipitation is 47 inches of rainfall with only occasional accumulations of snowfall each year.

The County operates under the Commissioner-Manager form of government with the nine members of the Board of Commissioners being elected from districts on a partisan basis for staggered, four-year terms. The Chairman presides over all County Commissioner meetings (held on the first and third Monday of each month) and has the ability to vote on any issue. The Commission enacts all general and technical ordinances, approves the annual budget and sets the accompanying tax rate, approves contracts and originates general management policies. The Commissioners employ a County Manager, who serves at the Board's pleasure and who directs the daily operations of the County with the assistance of three Deputy Managers.

Property taxes may be levied by the County without a vote of the people and are collected as an annual ad valorem tax ($0.70 per $100 valuation for fiscal year 2004) on the appraised value of all real and tangible personal property within its boundaries.

More that sixty county leaders were interviewed regarding their perception of educational needs in Pitt County. These interviews ranged from focus groups to workshop surveys as well as one on one interviews. In terms of agriculture, low commodity prices coupled with a need to inform producers of governmental programs were recognized as dominate needs. Commercial and horticultural needs include water conservation, improved knowledge of plant materials and alternative crops. The Family and Consumer Science emphasis will be placed on the prevention of lifestyle diseases and obesity. Food Safety will also be an area of emphasis. For 4-H, advisory leaders urged staff to focus on teen programming as well as identifying opportunities for 4-H to collaborate with other organizations.

Focus Areas and Objectives

Listed below is each focus area that Extension will address along with educational objectives.

**Enhancing Agricultural, Forest, and Food Systems**

Objective A-1: Animal, poultry and aquaculture producers including limited resource audiences will implement practices or enterprises that will achieve individual and family goals related to profitability and quality of life

Objective A-3: Youth involved in animal projects will improve personal development and learn leadership and life skills related to animal husbandry including: record keeping, finances, producing high quality animal products, sportsmanship, and appropriate treatment of animals

Objective A-4: Field crop growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life

Objective A-5: Commercial horticulture growers will implement recommended and
potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life

Objective A-6: Turf and Green Industry growers will implement recommended and potential production practices and systems, investigate innovative agricultural opportunities, develop business and human resource plans, and explore marketing options to ensure continued farm productivity and profits and quality of life

Developing Responsible Youth

Objective Y-1: Long term support systems in 4-H clubs will develop competent youth by building internal and external assets through life skill development

Objective Y-12: Youth and adult volunteer ism will strengthen a community’s capacity for positive youth development

Objective Y-13: Youth and adults will be engaged in positive community leadership roles

Strengthening and Sustaining Families

F-1: Objective: North Carolinians, including limited resource individuals/families will improve the quality of their lives through eating healthy, being active, handling food safely, managing resources for food security, and practicing health-promoting behaviors.

F-2: Objective: Families, including those with limited resources, and those who work with families will gain knowledge and practice skills in understanding lifespan development, positive interpersonal relationships, and improving quality of life

F-4: Objective: Individuals and groups will develop leadership skills and take action to maximize development and use of community resources leading to improved quality of life for all families

F-5: OBJECTIVE: North Carolinians, including those with limited resources, will improve the safety and health of their working and living environments

Conserving and Improving the Environment and Natural Resource

Objective E-1: Livestock, poultry, and fish producers will adopt and promote economically and environmentally sound practices to manage water and waste materials for the purpose of improving air and water quality protection

Objective E-3: Green industry, greenhouse, fruit, vegetable, and turf growers and turf landscape professionals will adopt and promote economically and environmentally sound practices to manage water, soil, nutrients and pesticides for the purpose of enhancing environmental quality.

Objective E-8: All commercial pesticide applicators, public operators, consultants, dealers and private pesticide applicators will be certified and trained in pesticide BMP to protect worker health, crop safety, beneficial insect populations and other environmental protection issues.
Additional Programs

In addition to the previously stated objectives, The Pitt County Extension Center will provide support for the Pitt County Farmers Market, Pitt County Beaver Oversight Committee, and planning for the County Animal Response Team (CART). The local Extension staff continues to support the Pitt County Government objective, “To improve the health and well being of Pitt County citizens”.

Extension educational programs fit under goal # 4 which is “Improving the health and well being of Pitt County citizens. Goals include “Improving the Quality of Life as it relates to Agriculture, 4-H, and Family and Consumer Science Education”.

Commitment to Diversity

North Carolina State University and North Carolina A&T State University commit themselves to positive action to secure equal opportunity regardless of race, color, creed, national origin, religion, sex, age, or disability. In addition, the two Universities welcome all personal without regard to sexual orientation. North Carolina State University, North Carolina A&T State University, U.S. Department of Agriculture, and local governments cooperating.

Program Delivery and Evaluation Statement

As a part of our mission, the North Carolina Cooperative Extension Service delivers research-based information through a variety of methods. Such methods include face to face contacts, meetings, workshops, newsletters, and other forms of mass media. Information can also be accessed through our local website which is http://pitt.ces.ncsu.edu

Programs are evaluated on an on-going basis to determine effectiveness.

Advisory Leadership System Membership

Membership in the various committees include the following:

Pitt County Advisory Council – Victoria B. Bergstedt, Maureen Bryant, Jo Costello, Lena Darden, Robin High, Ginger Livingston, Juanita Nobles, Ashton Watkins, Carlton White, Luella Wills, Delano Wilson

4-H Advisory Committee – Allison Buck, Kelvin Yarrell, Mildred Council, Robert Pittman, Thomas McMillan, Wanda Wynne, Kerri Briley, Lisa Briley, Debbie Rhodes, Nicole Roy, and Brenda Hawkins


Commercial Landscape – Corey Handley, Greg Cornelius, Todd Cannon, Rocardo
Bagan, Kevin Heifferon, and Frank Lifesay

Master Gardeners - Lynn Bueche, Sue King, Pam Mastin, Linda McGowan, Tom Parsons,

FCS Advisory Committee - Kay Anderson, Erica Benson, Theresa Blount, Betty Byrnes, Shantel Carter, Phyllis Connor, Debbie Everett, Dawn Grant, Mary Hall, Nancy Harris, and Beatrice Henderson

Tobacco Advisory Committee – Henry Bunn, Dan Wynne, Chris Stancil, and Garland Mozingo

Livestock – Doug Pierce, Jerry Flanagan, Keith Spain, Ken Rakestraw, Johnny House, Council Burney, Ronald Evans, and Phil Page

Youth Livestock – Lisa Briley, Jim Coleman, Jane James, Miriam Lewis, David Pittman, James Roy, Aubrey Wynne, Ken Ross, and Nicole Roy

Feed Grains – Charles Davenport, Steve Sutton, Robert Cannon, Jim Martin, Clevie Averette, Wayne Loftin and Gardner Smith

Cotton – David Brock, Crowell Pope, Tim Stancil, Allan Howard, Carl Briley, and Russell Farmer

Peanuts – J.R. Bunting, Mike Corey, Charles Tucker, Bill Turnage, Clayton Warren, Sam Allen, Freddie Chance, and Thurston James

Staff Membership
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How to reach us!

The Pitt County Extension Center can be visited weekdays from 8:00 to 5:00 p.m. At the Pitt County Office Complex. The address of our Center is 403 Government Circle, Suite 2, Greenville, North Carolina. For a map of our location, please visit our website at http://pitt.ces.ncsu.edu