



Cooperative Extension FY2021 Performance Indicators

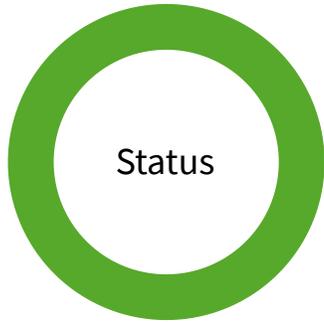
Date not set

Report Created On: Aug 24, 2021

4

Goal

Overall Summary



On Track

%
100.0

0%
Progress

Report Legend

 No Update

 Overdue

 **Priority**

Goal 4.1.1

Ongoing - Ongoing

On Track

Highlight economic impact of agriculture

Owner: Colleen Church

Update provided by Colleen Church on Jul 14, 2021 13:37:24

Update this period: Next steps: Disruptions (if necessary): formed 6 county region to join Visit NC Farms App, Davie assets to go live in July

Goal 4.1.1 > Metric

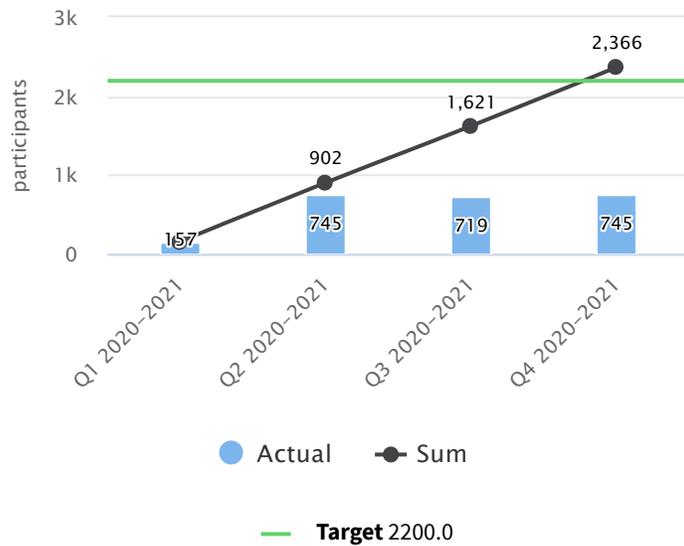
Participants increasing knowledge of local food & ag

Number of participants reporting increased knowledge of local food and agricultural systems each fiscal year (Goal: 2,200 or more)

Goal 4.1.1 Highlight economic impact of agriculture

Owner: Colleen Church

Last Update: Jul 13, 2021 15:04:51



Acres enrolled in programs to protect working lands

Number of acres enrolled in available programs that result in protection of working lands (Goal: 7,694 acres or more by June 30, 2021)

Goal 4.1.1 Highlight economic impact of agriculture

Owner: Colleen Church

Last Update: Aug 24, 2021 13:31:32



Comment

Cooperative Extension staff are working diligently to achieve the 10% goal. This is certainly a stretch goal since the 2017 Census of Agriculture (released in 2019) shows Davie County farmland acreage increased by 29% over the 2012 census. Total land in farms in 2012 was 59,618 acres and in 2017 was 76,933 acres.

Percent of farmland enrolled in programs for protection of working lands

Percentage of farmland enrolled in available programs that result in protection of working lands (goal: 10% or greater)

Goal 4.1.1 Highlight economic impact of agriculture

Owner: Colleen Church

Last Update: Aug 24, 2021 13:31:11



Comment

Cooperative Extension staff are working diligently to achieve the 10% goal. This is certainly a stretch goal since the 2017 Census of Agriculture (released in 2019) shows Davie County farmland acreage increased by 29% over the 2012 census. Total land in farms in 2012 was 59,618 acres and in 2017 was 76,933 acres.

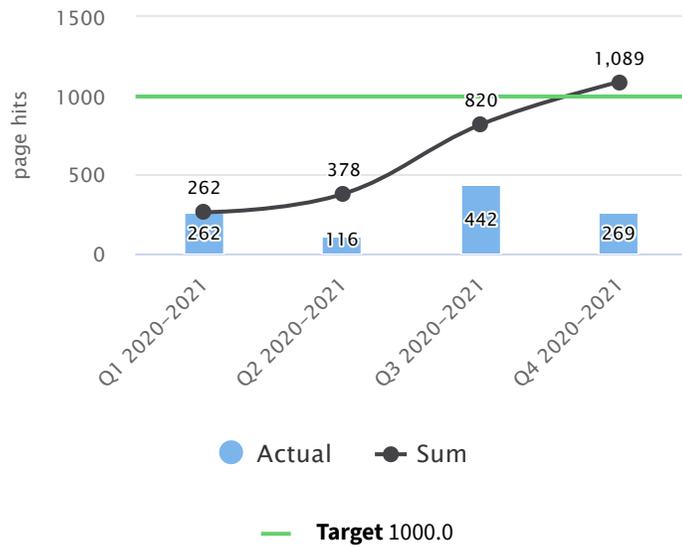
Page hits on On-line marketing tool promoting agri-tourism

Increase awareness of local farms and agri-tourism operations among consumers by promoting online marketing tool for local farms and supporting businesses (Goal: 1,000 page hits)

Goal 4.1.1 Highlight economic impact of agriculture

Owner: Colleen Church

Last Update: Jul 13, 2021 15:54:18



Develop Davie County Farms brand

Develop Davie County Farms brand and promotional materials to market local farms and products (Goal: 100% complete by June 30, 2021)

Goal 4.1.1 Highlight economic impact of agriculture

Owner: Colleen Church

Last Update: Jul 13, 2021 15:16:46



Comment

Working to get Davie represented in a state level marketing/branding campaign for the NC Farm App with NCDA&CS

Goal 4.1.2 Ongoing - Ongoing On Track

Promote and improve access to healthy, local foods - Cooperative Extension / 4H

Owner: Colleen Church

Update provided by Colleen Church on Jul 14, 2021 13:36:19

Update this period: Next steps: Disruptions (if necessary): mobile market wrapping up, local foods and nutrition outreach with Smith Grove Farmers Market, 4-H community gardens in place

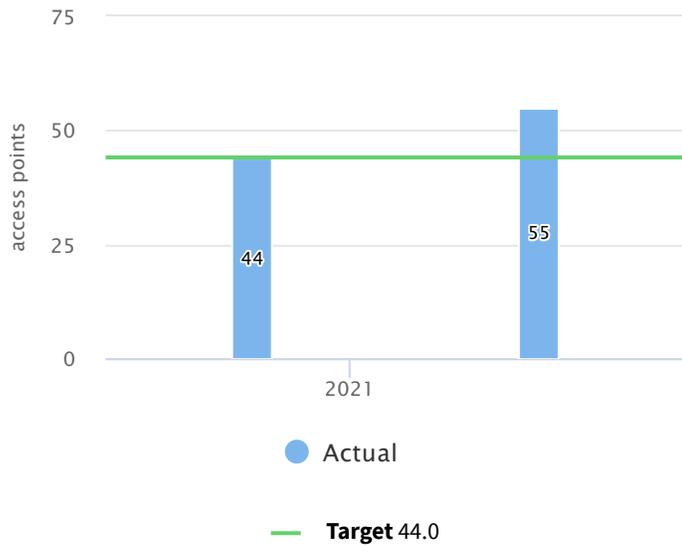
Access points for fresh, local fruits and vegetables

Number of new and existing access points that expand or improve their offerings of fresh/local fruits and vegetables. Access points include farmers markets, retail stores, schools, institutions, restaurants, etc. (Goal: 44 or more -5% increase or greater)

Goal 4.1.2 Promote and improve access to healthy, local foods - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Jul 14, 2021 13:33:21



Access points who participate in SNAP

Percentage of access points participate in/offer SNAP (Supplemental Nutrition Assistance Program) benefits. Access points include farmers markets, retail stores, schools, institutions, restaurants, etc. (GOAL: Sustain at 50% or higher)

Goal 4.1.2 Promote and improve access to healthy, local foods - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Jul 14, 2021 13:33:36



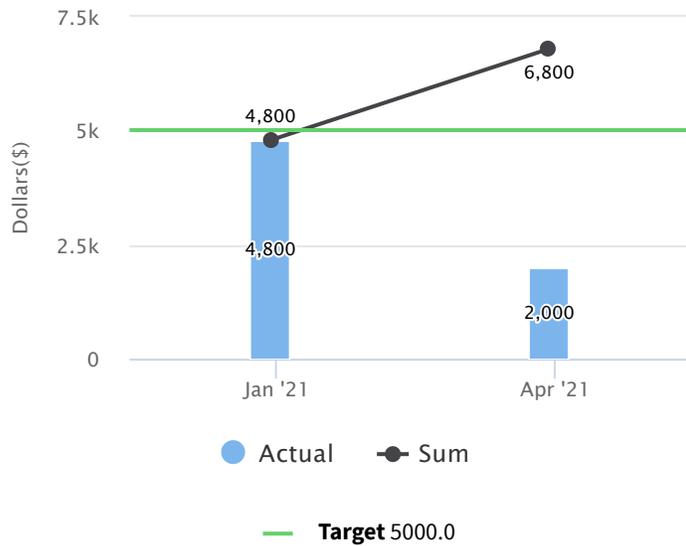
Grant funds awarded to subsidize a truck to transport food

Grant funds awarded to subsidize a food truck in partnership with our farmers to transport food throughout the county, including local restaurants (Goal: \$5,000 or more)

Goal 4.1.2 Promote and improve access to healthy, local foods - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Apr 12, 2021 21:05:40



Number of farmers selling at local markets

Number of farmers selling at local markets (Goal: 61 or more - 5% increase or greater over previous year)

Goal 4.1.2 Promote and improve access to healthy, local foods - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Jul 13, 2021 15:24:32



Goal 4.1.3 Ongoing - Ongoing On Track

Promote citizenship - Cooperative Extension / 4H

Owner: Colleen Church

Update provided by Colleen Church on Jul 14, 2021 13:38:30

Update this period: Next steps: Disruptions (if necessary): very busy 4-H Summer Fun schedule, volunteer groups beginning in-person meetings and activities again

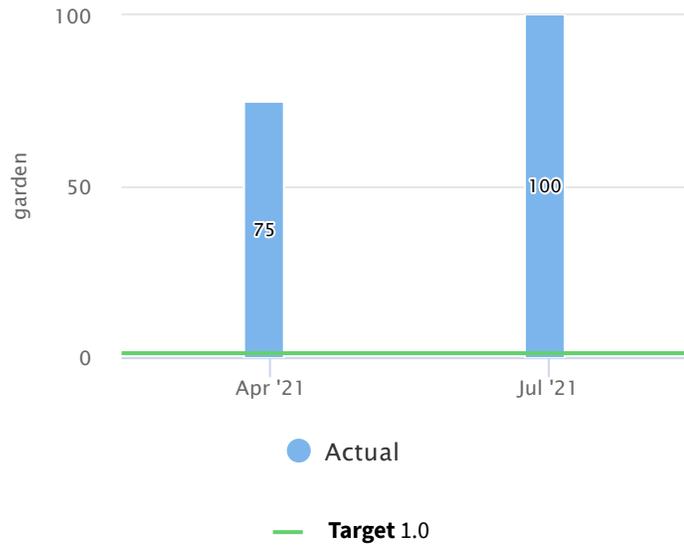
Create teaching / demonstration garden at County Park

Create teaching/demonstration garden at new county park
(Goal: by 6/30/2021)

Goal 4.1.3 Promote citizenship - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Jul 13, 2021 15:27:31



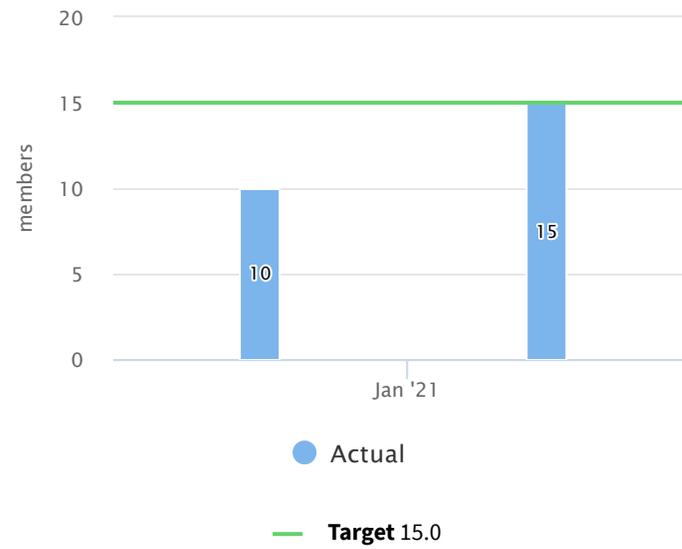
Local food council members

Create county local food council
(Goal: Increase number of council members to 15 or more)

Goal 4.1.3 Promote citizenship - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Apr 12, 2021 21:02:51



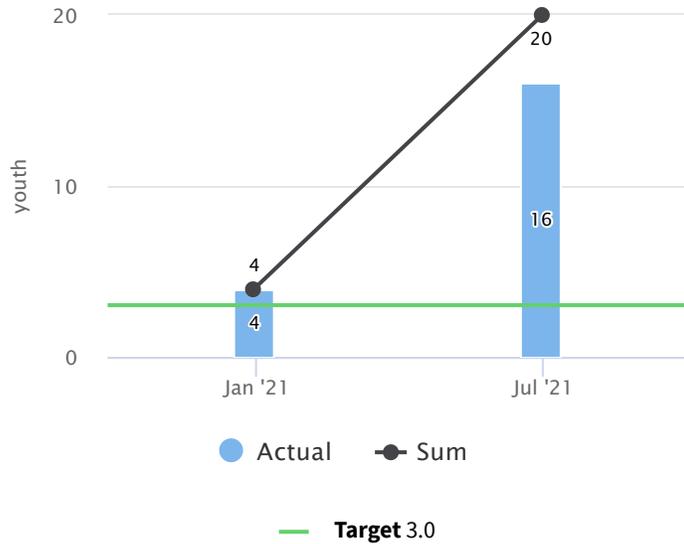
Youth volunteers serving in expanded roles in community

Number of youth volunteers serving in new or expanded roles beyond Extension (4H), including community boards and task forces (Goal: 3 or more youth)

Goal 4.1.3 Promote citizenship - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Jul 13, 2021 15:30:34



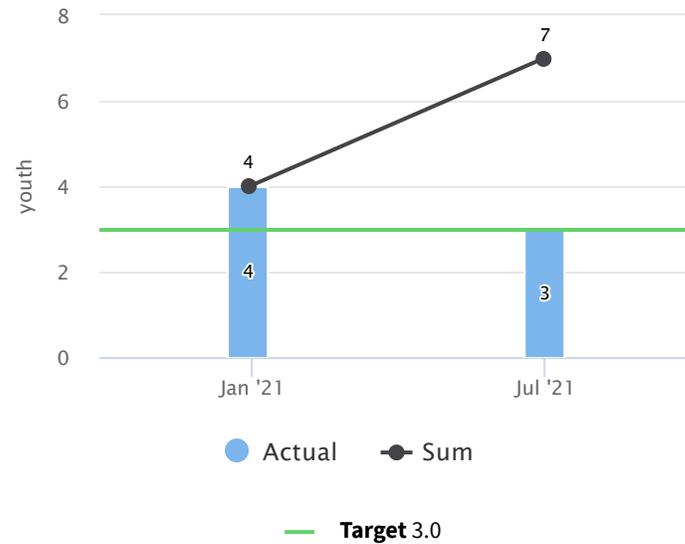
Youth in community leadership roles

Number of youth assuming new / expanded leadership roles in the community (Goal: 3 or more youth)

Goal 4.1.3 Promote citizenship - Cooperative Extension / 4H

Owner: Colleen Church

Last Update: Jul 13, 2021 15:30:05



Goal 4.1.20 Ongoing - Ongoing On Track

Support agricultural education and training (including youth education, support to farmers, and farm to table initiatives)

Owner: Colleen Church

Update provided by Colleen Church on Jul 14, 2021 13:55:39

Update this period: Next steps: Disruptions (if necessary): completed 8 of 16 4-H summer camps, only 1 remaining camp has open slots

Goal 4.1.20 > Metric

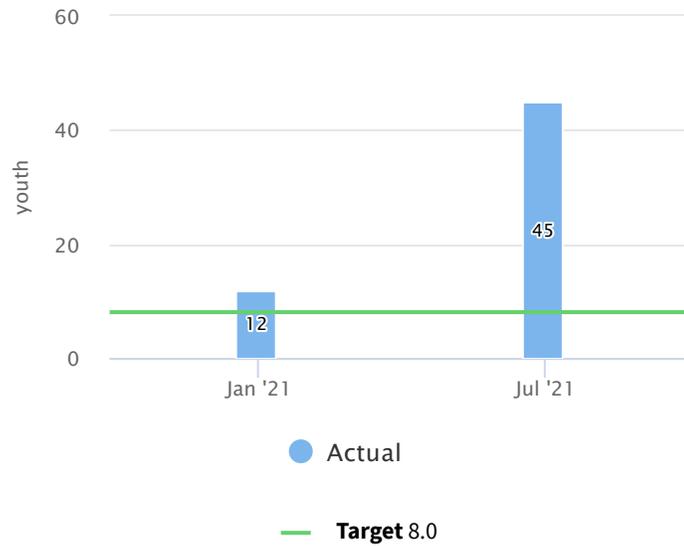
Youth in expanded Extension roles

Number of youth volunteers serving in new or expanded roles within Extension (Goal: 8 or more youth volunteers)

Goal 4.1.20 Support agricultural education and training (including youth education, support to farmers, and f...

Owner: Colleen Church

Last Update: Jul 13, 2021 15:31:24



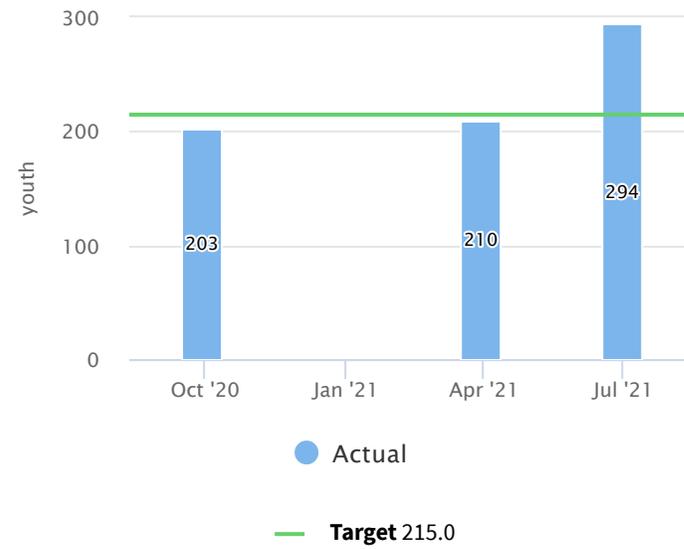
Youth enrolled in 4H

Number of youth enrolled in 4H (Goal: 215 or more youth)

Goal 4.1.20 Support agricultural education and training (including youth education, support to farmers, and f...

Owner: Colleen Church

Last Update: Jul 13, 2021 15:31:59



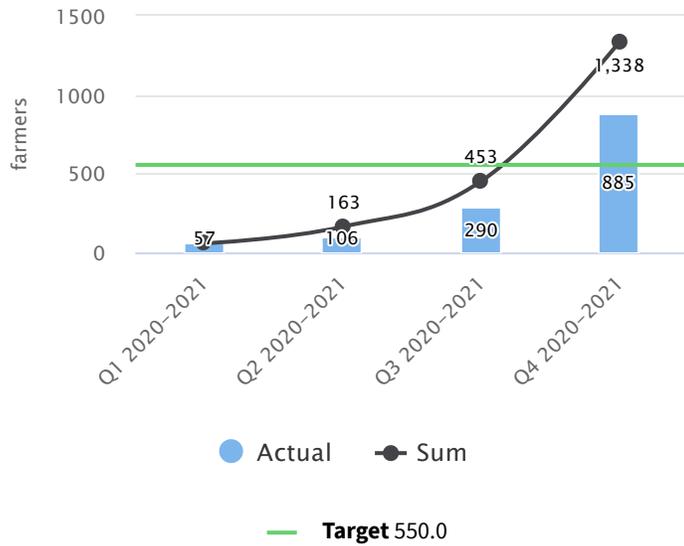
Farmers participating in training opportunities

Number of farmers participating in training opportunities to develop business management, marketing and production skills (Goal: 550 or more farmers)

Goal 4.1.20 Support agricultural education and training (including youth education, support to farmers, and f...

Owner: Colleen Church

Last Update: Jul 13, 2021 15:47:43



Training opportunities offered to farmers

Number of farmer training opportunities offered to develop business management, marketing and production skills (Goal: 19 or more trainings)

Goal 4.1.20 Support agricultural education and training (including youth education, support to farmers, and f...

Owner: Colleen Church

Last Update: Jul 13, 2021 15:43:29

