2-1989

CC302 Revised 1989 Fact Sheet

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Increasing Agricultural Profitability:
including integrating marketing and management practices; alternative crop and livestock enterprises; development of value-added products; sustainable agriculture and public policy education.

Revitalizing Rural Communities:
including community self-assessment, planning and action; leadership development; management of existing businesses and support of entrepreneurship.

Enhancing Water Quality:
including domestic water supplies; reducing nitrates, pesticides and other synthetic organic contaminants in groundwater.

Improving Nutrition and Health:
including dietary choices which reduce disease risk factors; safe food handling; and healthy lifestyles for youth.

Where are we located?

How are we funded?

Sources of Funding
Grand Total $19.8 million

What are our priorities?

Strengthening Individuals & Families:
including effective parenting; child care provider training; reducing abuse; youth career development; and management of resources, credit and debt.

Conserving/Managing Natural Resources:
specific areas include soil erosion; water conservation; and efficient range land and ranch management.
What difference do we make?

"Lowfat Living," a slide/tape set developed by a nutrition specialist, was endorsed by the American Heart Association, recognized by Agricultural Communicators in Education and purchased by Extension educators in nearly every state.

Farmstead engineering assistance saves our clients an estimated $4 million per year.

Nebraska is one of a few states with legislation to protect contamination of groundwater which can result from chemicals applied through irrigation systems. To date, 4,686 of our clients have been trained in safe "chemigation."

Satellite downlink installations have sprouted in 20 locations across Nebraska since January 1988. Future plans include up to 70 downlink sites.

Swine Herd Health programming saves our clients an estimated $1.5 million per year.

Producers in 17 Nebraska counties have reduced energy consumption by 1.1 million gallons of diesel fuel (worth $1 million), labor requirements by 100,000 hours (worth $340,000), soil erosion by 3.0 million tons and improved water use efficiencies through adoption of conservation tillage, ecofallow and irrigation water management practices.

"Prevention and Control of Wildlife Damage," remains the most widely used reference of its type with more than 7,270 copies in circulation. National impact of this book is estimated at $200 million per year.

Managing Main Street Business (MMSB) has enabled 293 businesses in 36 Nebraska counties to improve operations and profits. Follow-up surveys of MMSB businesses show that most engaged in market analysis, used financial figures and set long and short range goals. A quarter experienced an average increase in profits of 9.5% that they could attribute to improved skills covered in MMSB training.

Fertilizer Effectiveness training saves our clients an estimated $1.4 million per year.

Family and Community Leadership has enabled thirty-three Nebraskans to turn 30 hours of training into 3,020 hours of community effort in leadership, communication, issue analysis, resolution, community affairs, public policy, and volunteerism.

IPM recommendations save our clients an estimated $6.5 million per year.

Eating Today for a Healthier Tomorrow instruction has resulted in 900 persons in 40 Nebraska counties significantly changing all of 30 nutrition-related behaviors by the end of the course.

Expansion of "school enrichment" has helped 4-H enrollment climb for the past five years (currently 71,985 youth). School enrichment supplements existing science curriculum in the schools. In 1988, 4,122 youth in 26 counties participated in the 4-H Wheat Science Project, incorporating experience in food science, consumer education, nutrition, production economics, vocabulary and applied mathematics.

During the year, one hundred sixty-six market leads came into the Food Processing Center and were referred to 500 Nebraska companies. Five startup companies have secured assistance from the Center and have the potential of creating up to 125 new jobs after five years operation.

Over 300 youth believe that our Babysitting Clinics improved their knowledge of child care and made them more responsible thus reducing risk to their charges.