



Descriptive Phrases

Use these phrases to describe Extension. Pick the one that would be the most appealing to your target audience.

North Carolina Cooperative Extension partners with communities to deliver education and technology that enrich the lives, land and economy of North Carolina.

Extension is affordable. We're not in it for the money!

Extension is trustworthy. Our research is objective and unbiased.

Extension is accessible. With 101 locations statewide, we're a part of the community.

Extension is committed. We began in 1914, and we're still here!

Extension is high-tech, high-touch and highly effective.

Extension impacts people's lives for the better.

Extension specializes in

- Creating safe, profitable and sustainable food and green industry
- Developing youth and adults to improve health and create stronger communities
- Conserving and preserving the natural environment

Extension is down to earth and practical.

We develop real-world solutions to real-world problems.

Extension is approachable. Our professionals like working with people!

Extension is innovative. We mix research and creativity to develop new solutions.

Extension is world class. Our researchers are recognized for excellence around the globe.

Extension is cool in a crisis. We offer tested, proven, professional assistance when natural disasters strike our state.

Extension is friendly. We partner with people, groups and governments to achieve great things.

Extension creates growth through research and innovation.

Extension finds workable solutions to the problems people face today.

- We shape the leaders of tomorrow.
- Our agriculture programs promote safety, stewardship and profitability for producers and growers.

Extension specializes in water quality, land stewardship, air quality, energy conservation and waste reduction.

Extension plays a critical role in helping North Carolina recover from natural disasters.

Cradle to grave, Extension helps families live healthier, more productive lives.

When you need help, be sure to remember Extension.

Extension provides exceptional service and exciting results.

Extension provides exceptional educators.

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