

**CALS NC PSI Information and Listening Session
Guilford County
September 12th, 2016**

This document is a summary of ideas that surfaced during an information and listening session on September 12th, 2016 in Guilford County, NC.

1. Impacts

- a. **The greatest impact that the PSI is making globally/nationally/regionally is:**
 - i. **Blue Group:** Cutting edge technology to provide food; Green Industry
 - ii. **Goldenrod Group:** National security from a food standpoint; Model for others to do research in local conditions; economic stability for farmers, public assistance with technology
- b. **The greatest impact that the PSI is making for our state is:**
 - i. **Blue Group:** Grow ag industry and keep up knowledge leader; Attract \$ and economic development
 - ii. **Goldenrod Group:** Help farmers with technology so they can continue to sell our products; Provide real ___ food to NC residents
- c. **The greatest impact that the PSI is making for my local community is:**
 - i. **Blue Group:** Provide knowledge and support for local ag creating better opportunities and encourage students
 - ii. **Goldenrod Group:** Increase yields so more profitable farms, more production, keeps land in production and green space; Bring ag to a bigger stage to increase exposure

2. Programmatic Improvement:

- a. **The PSI makes our research better because**
 - i. **Blue Group:** SOA facility raises expectations and results. Also validates private industry research/technology
 - ii. **Goldenrod Group:** Bring all the different sectors of ag together under 1 goal; The research must fit the needs of the industry
- b. **The PSI improves our effectiveness of Cooperative Extension because:**
 - i. **Blue Group:** Allows for more direct communication and efficiency; Possibly more resources for extension
 - ii. **Goldenrod Group:** More timely research, more long term effects; More input from industry, what are industry needs

- c. **Our Undergraduate/graduate student experience is better because:**
 - i. **Blue Group:** Broaden horizon, hands on experiences
 - ii. **Goldenrod Group:** Their exposure to world class research; Real world exposure how could actually make a difference

3. Partnerships

- a. **The new partnerships and collaborations that the PSI helped create are:**
 - i. **Blue Group:** More institutions of all types and outside of state
 - ii. **Goldenrod Group:** Partnerships with other companies
- b. **Our partnership model is better because:**
 - i. **Blue Group:** More exchange of knowledge, support across disciplines while centrally located
 - ii. **Goldenrod Group:** Provide closer working relationships; Pipeline between students, faculty, and industry farmer