

**CALS NC PSI Information and Listening Session
Mountain Horticulture Crops Research Station
74 Research Drive, Mills River, NC
August 16th, 2016**

This document is a summary of ideas that surfaced during an information and listening session of 42 participants on August 16th, 2016 at Mills River NC.

1. Impacts

- a. **The greatest impact that the PSI is making globally/nationally/regionally is:**
 - i. **Pink Group:** Dealing with greater instability; keeping farms profitable
 - ii. **Green Group:** Innovation/tech efficiency; food security to be able to feed the world
 - iii. **Blue Group:** Providing science based information to consumers and ag industry professionals in order for them to make educated decisions; combining the resources in our state to provide solutions and product development in order to feed the world
 - iv. **Goldenrod Group:** Federal funding for issues for NC commodities; Showing NC to interdisciplinary research/extension; Solve the global issues-yield for growing population quality, susceptibility
- b. **The greatest impact that the PSI is making for our state is:**
 - i. **Pink Group:** Greater farm efficiency solutions; Match enterprises to resources to remain competitive in markets
 - ii. **Green Group:** Innovation/tech job creator; state specific research
 - iii. **Blue Group:** Practical outputs or products for economic growth for our state
 - iv. **Goldenrod Group:** Continue the growth with our 87 billion dollar ag industry- including more jobs; Put NC on the research map with increased jobs and better use of the land
- c. **The greatest impact that the PSI is making for my local community is:**
 - i. **Pink Group:** FSMA & Regulation-alt. techniques (FDA); “Does it help the farmer”
 - ii. **Green Group:** Innovation/tech; Farmland preservation
 - iii. **Blue Group:** Also, consumer related benefits food safety, production, medical; New technology to ag industry (innovation), increase profitability of the farm level and farm land and farmer presentation
 - iv. **Goldenrod Group:** Keeping locally produced specialty crops- in a profitable manner; Improving sustainability both economically and environmentally

2. Programmatic Improvement:

a. The PSI makes our research better because

- i. **Pink Group**: Ag Kids getting into Ag programs (admissions); Research for all scales of farm
- ii. **Green Group**: Inter disciplinary participation/ industry part; worry about losing control of tech/int within state; commodity groups have a say
- iii. **Blue Group**: Current and future needs with better cooperation, better equipment and better people than ever before brought together with the same exceptional passion
- iv. **Goldenrod Group**: Apollo 18 effect- bring a team together to find the answers; Attract the best scientists by having the state of the art facility

b. The PSI improves our effectiveness of Cooperative Extension because:

- i. **Pink Group**: Strengthen pipeline, high quality science- agent and then back to university; Looking at all farming systems- give them the tools they need, better technology of labs
- ii. **Green Group**: Better information/collaboration; Web info from research
- iii. **Blue Group**: The information is better research and factual, grower driven research agenda and move quickly to growers through Extension
- iv. **Goldenrod Group**: Up to date/ timely research to share with growers; Attract the best and brightest to Extension

c. Our Undergraduate/graduate student experience is better because:

- i. **Pink Group**: Best facilities bring the best people; International Experiences
- ii. **Green Group**: Access to Inv. Faculty; collaboration
- iii. **Blue Group**: Access to world class resources; Training of students for farmers and employment to support Ag industry
- iv. **Goldenrod Group**: Expose/ hands-on experiences with state of art research; Retention of students within the state because of opportunities (including farmers)

3. Partnerships

a. The new partnerships and collaborations that the PSI helped create are:

- i. **Pink Group**: Private sector working to provide good research; 40+ Commodity groups
- ii. **Green Group**: interdisciplinary collaboration within and beyond college; open concept

- iii. **Blue Group**: partnerships redefined and new partnerships; more of a pipeline (feed to animal to people) redefined
 - iv. **Goldenrod Group**: Broader teams; Public/private partnerships
- b. **Our partnership model is better because:**
- i. **Pink Group**: Full/Broad range of basic & applied research
 - ii. **Green Group**: More inclusive than exclusive
 - iii. **Blue Group**: More interaction to getting things; Team approach in excellence; no one likes a no pro farmer
 - iv. **Goldenrod Group**: Outside the box; Evolving teams- decline-new teams