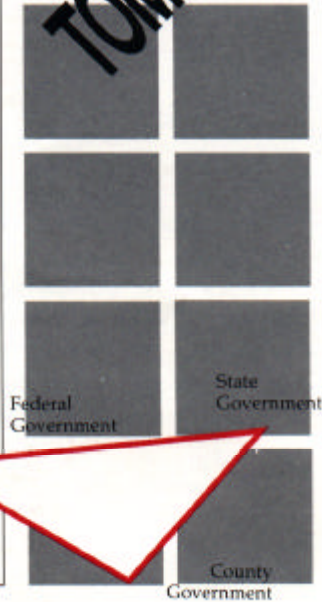




**KANSAS
EXTENSION
YOUR LINK TO**

TOMORROW

- 1 Agricultural sustainability and profitability
- 2 Rural revitalization
- 3 Water quality
- 4 Conservation of natural resources
- 5 Solid waste management
- 6 Food quality and safety
- 7 Youth at risk



Cooperative Extension Service

Kansas State University

YOUR LINK TO TOMORROW



The future of Kansas depends, in part, on its people being well prepared to face critical social, economic and environmental issues. Cooperative Extension has implemented statewide program planning that focuses on critical educational needs for the 1990s.

CORE PROGRAMS

- Agricultural viability
- Community and economic development
- Family strengths and economic well-being
- 4-H and youth development
- Leadership and volunteer development
- ❑ Natural resource, energy and environmental stewardship
- Nutrition, diet and health

Extension's seven initiatives are based on our ongoing core programs and support the issues identified by county program development committees and local agents. Program development teams from all subject areas are creating educational programs related to these key initiatives.

Using means as diverse as computer analyses, workshops and satellite television broadcasts, Extension brings the resources of Kansas State University to people throughout the state.

People—their needs and concerns—will remain central to Extension's program planning process as we move toward the 21st century.

1

AGRICULTURAL SUSTAINABILITY AND PROFITABILITY

Producers today face a dual challenge: Agriculture must be profitable in a competitive world market, using methods that will sustain production for future generations.



To help Kansas agriculture maintain a sustainable and profitable position in U.S. and world markets, Extension has teams working to integrate production, financial management and marketing procedures for the state's major commodities, exploring new ways to use agricultural products, and addressing environmental issues.

Extension programs encourage adoption of advances in technology and management, and track the economic consequences of production and management decisions with computer records and analyses. Specialists working with value-added foods help businesses with new food products.

2 RURAL REVITALIZATION



Kansas is a rural state. A downturn in the farm economy and oil industry quickly spreads to Main Street businesses and the jobs these industries support.

Rural communities have faced declines in population, economic base and infrastructure for many years. Agricultural production, processing and marketing have powerful multiplier effects for businesses and communities, while a depressed agricultural economy leaves families and communities struggling to survive.

County agents and specialists work with local leaders to assess resources, analyze trends and design development strategies. Primary development targets include diversifying the local economy and strengthening the knowledge and leadership skills of local decision-makers.

Nearly 100 communities are enrolled in the Kansas PRIDE community improvement program each year. Many of the calls to Extension's DIRECT center concern economic development: creating income and jobs.





3

WATER QUALITY



Water is the life support—for people, industry and agriculture. The warning signs are increasing that we need to take action to protect this valuable resource.

Environmentally sound management strategies are the key to preserving our natural resources.

While research continues on the factors affecting water quality in Kansas, Extension programs are educating people on the need to take action to protect this valuable limited resource.

Water quality teams are conducting programs on protecting water resources from contamination by fertilizers, pesticides, septic tank systems, landfills, non-point sources and livestock and crop production systems.

4

CONSERVATION OF NATURAL RESOURCES

Natural resources have come under increased pressure in recent years from high erosion rates, urbanization, government incentive programs and ever-increasing yields. Adoption of conservation tillage has reduced topsoil loss by about 15 percent over the last decade. Irrigation efficiency and moisture conservation are also important issues statewide.



Kansas' diversity in soils, climate and cropping practices requires diverse management and structural techniques to meet conservation needs. Extension, linking with other agencies, has expanded efforts to preserve our natural resources of soils, lakes, streams, woodlands, native grasses and wildlife.

5 SOLID WASTE MANAGEMENT



No one wants a landfill in the backyard, but everyone generates waste. Learning to reduce, reuse and recycle can alleviate the pressure on landfills.

Kansans are becoming increasingly concerned about what is thrown away and the impact of waste on the environment. Many landfills are near capacity, and could potentially leak contaminants into groundwater. New landfills are costly and face strict regulation and public opposition.

Extension programs help local officials find ways to dispose of the nearly 1.6 million tons of residential and commercial solid waste generated in Kansas each year.

Specialists and agents provide up-to-date information to help people reduce waste, reuse items that might otherwise be thrown away, and recycle waste into usable products. Educational programs help local decision-makers assess environmentally sound alternatives for collecting, transporting and disposing of waste.



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6 FOOD SAFETY AND QUALITY



MEALTIME *FamilyTime*

Consumers today are further removed from the food production system. Changing consumption patterns indicate a need for information on healthful diets.

Evidence is mounting on the role of diet, lifestyle and health practices in reducing the risk of health problems such as obesity, high blood pressure, heart disease and cancer. Food choices are changing, and the need for reliable information on diet, nutrition and health has increased. The land-grant university, with its access to research and its statewide educational network, is uniquely positioned to meet this need. Extension programs are designed to reach families and individuals at all stages of the life cycle.

A safe food supply is also of concern today. Extension educates consumers as well as producers on residue avoidance measures and regulations, prevention of foodborne diseases, and safe food handling practices in stores, restaurants, day care centers and homes.

The goal is to enable people to make informed choices and to evaluate conflicting claims about nutrition, food labeling and health issues.

7 YOUTH AT RISK



Extension programs develop self-esteem in young people and strengthen family support systems.

4-H CARES

Families are feeling the effects of enormous social and economic change. Young people are confronted by choices unknown to earlier generations.

In a sense, all youth are “at risk.” But the risk escalates under three primary conditions: poverty, lack of family support and negative peer pressure. Low esteem, limited view of the future, and limited skills in decision-making and communication are characteristic of youth at risk. They are the stories behind the headlines about teenage pregnancy, drug and alcohol abuse, school dropouts, depression and suicide.

Extension’s efforts center on preventive programs that strengthen family support systems, build self-esteem and the skills young people need to grow into healthy, productive adulthood. Parent and community involvement are critical. For example, 4-H Cares, a nationally recognized drug abuse prevention program, avoids scare tactics, instead involving parents and children ages 7 to 9 in activities that enhance self-esteem and build skills in making decisions and handling peer pressure. Parents have opportunities to talk with their children about substance abuse and other concerns. Other programs help working parents meet the need for child care and after-school care.