

Extension and Engagement Mentor's Primary Objectives (Please review "Draft Guidelines for Crafting Undergraduate Engagement Opportunities" before completing this section):

NC State, in conjunction with NC A & T University and several environmental, sustainable agriculture, farmer, and consumer groups, has received a grant to develop and implement an alternative food systems model for pork production. A key component of the grant is student involvement, both as a means to facilitate the work of the project, but also as a way to more fully engage the teaching mission of the University with its research and extension activities.

The project is in need of students to help with a variety of different components:

- The development of material for Extension publications.

These could include informational brochures regarding the processes associated with and/or benefits of alternative swine production practices.

The intended audiences could be potential farmers, consumers, or Extension Agents (who would then use this information to inform their constituent farmers and consumers).

- The development and implementation of a survey of Extension Agents regarding the small-scale farmers in their area to both identify potential interest and/or barriers to adoption, and to showcase existing best practices in sustainable production.
- The development and testing of consumer messages to be used to market the product and/or identification of alternative marketing strategies E.g., Farmers' markets, CSAs (Community Supported Agriculture programs)
- Development of informational material for potential slaughter facilities regarding necessary procedures to help generate interest in and identify potential processing partners for the project.
- Development of teaching materials about alternative pork production for on-campus classes (e.g., swine management).

Compensation:

 X NO wages/stipend available though cost of materials and transportation would be reimbursed.