

## Key Themes – Three Highest Priorities

What three key themes should have the highest priority for Extension programs, 2006-2010?	Statewide Extension Personnel (N = 313)		State Ext. Adv. Council (N = 22)		100 State Leaders (N=85)		State Phone Interviews (N=352)	
	N	%	N	%	N	%	N	%
<b>Managing Food System Changes in Agriculture</b> <ul style="list-style-type: none"> <li>Industrialized food systems</li> <li>Differentiation strategies in ag</li> <li>Food safety and biosecurity issues</li> </ul>	47	15.0	3	13.0	31	36.5	53	15.5
<b>Educating People for Better Health/Health Care</b> <ul style="list-style-type: none"> <li>Limited access to health care for Hispanics</li> <li>Rising health care costs</li> <li>Increase in chronic diseases like diabetes</li> </ul>	103	32.9	8	36.0	22	25.9	68	19.9
<b>Educating People in Land Use and Conservation</b> <ul style="list-style-type: none"> <li>Geospatial technologies</li> <li>Ecologically sound agriculture</li> <li>Loss of ag lands to non-ag purposes</li> <li>Animal waste management</li> <li>Absentee landowners</li> </ul>	61	19.5	8	36.0	34	40.0	104	30.4
<b>Meeting the Needs of Older Tennesseans</b> <ul style="list-style-type: none"> <li>Healthier behaviors</li> <li>Healthier environments</li> </ul>	37	11.8	6	27.0	18	21.2	70	20.5
<b>Meeting the Needs of the Working Poor</b> <ul style="list-style-type: none"> <li>Adequate diet</li> <li>Basic nutrition, food preparation</li> </ul>	42	13.4	8	36.0	17	20.0	49	14.3
<b>Curtailing the Overweight and Obesity Epidemic</b> <ul style="list-style-type: none"> <li>Impact on health status</li> <li>High cost of obesity</li> </ul>	124	39.6	3	13.0	26	30.6	77	22.5
<b>Managing and Marketing for Ag Profitability</b> <ul style="list-style-type: none"> <li>Organic agriculture</li> <li>New farm enterprises</li> <li>Value-added agriculture</li> <li>Feeder calf health concerns</li> </ul>	126	40.3	4	18.0	36	42.4	113	33.0
<b>Managing Technology Changes in Agriculture</b> <ul style="list-style-type: none"> <li>Profitability of grid soil sampling</li> <li>Precision agriculture technologies</li> </ul>	63	20.1	1	4.0	16	18.8	96	28.1
<b>Building Personal &amp; Family Financial Skills</b> <ul style="list-style-type: none"> <li>Debt among young consumers</li> <li>Consumer protection...electronic marketplace</li> <li>Subprime and predatory lending</li> </ul>	128	40.9	10	45.0	22	25.9	43	12.6
<b>Preparing Youth: A Diverse &amp; Demanding Future</b> <ul style="list-style-type: none"> <li>Diverse global society</li> <li>Workforce Preparation</li> </ul>	92	29.4	9	40.0	32	37.6	109	31.9
<b>Involving the Community for Positive Youth Development</b> <ul style="list-style-type: none"> <li>Out-of-school time</li> <li>Youth-adult Partnerships</li> </ul>	63	20.1	3	13.0	20	23.5	94	27.5
<b>Protecting Crops and Resources from Pests and Diseases</b> <ul style="list-style-type: none"> <li>IPM for grain quality losses</li> <li>Sudden Oak Death</li> <li>Soybean Rust Threat</li> <li>Exotic insect pests</li> </ul>	82	26.2	3	13.0	28	32.9	133	38.9

## Key Themes – Three Lowest Priorities

What three key themes should have the lowest priority for Extension programs, 2006-2010?	Statewide Extension Personnel (N = 313)		State Ext. Adv. Council (N=22)		100 State Leaders (N=85)	
	N	%	N	%	N	%
<b>Managing Food System Changes in Ag</b> <ul style="list-style-type: none"> <li>Industrialized food systems</li> <li>Differentiation strategies in ag</li> <li>Food safety and biosecurity issues</li> </ul>	107	34.2	11	55.0	20	23.5
<b>Educating People for Better Health/Health Care</b> <ul style="list-style-type: none"> <li>Limited access to health care for Hispanics</li> <li>Rising health care costs</li> <li>Increase in chronic diseases like diabetes</li> </ul>	41	13.1	3	15.0	30	35.3
<b>Educating People in Land Use and Conservation</b> <ul style="list-style-type: none"> <li>Geospatial technologies</li> <li>Ecologically sound ag</li> <li>Loss of ag lands to non-ag purposes</li> <li>Animal waste management</li> <li>Absentee landowners</li> </ul>	113	36.1	3	15.0	20	23.5
<b>Meeting the Needs of Older Tennesseans</b> <ul style="list-style-type: none"> <li>Healthier behaviors</li> <li>Healthier environments</li> </ul>	89	28.4	6	30.0	22	25.9
<b>Meeting the Needs of the Working Poor</b> <ul style="list-style-type: none"> <li>Adequate diet</li> <li>Basic nutrition, food preparation</li> </ul>	89	28.4	1	5.0	23	27.1
<b>Curtailing the Overweight and Obesity Epidemic</b> <ul style="list-style-type: none"> <li>Impact on health status</li> <li>High cost of obesity</li> </ul>	50	16.0	2	10.0	34	40.0
<b>Managing and Marketing for Ag Profitability</b> <ul style="list-style-type: none"> <li>Organic agriculture</li> <li>New farm enterprises</li> <li>Value-added agriculture</li> <li>Feeder calf health concerns</li> </ul>	60	19.2	4	20.0	16	18.8
<b>Managing Technology Changes in Ag</b> <ul style="list-style-type: none"> <li>Profitability of grid soil sampling</li> <li>Precision agriculture technologies</li> </ul>	91	29.1	10	50.0	15	17.6
<b>Building Personal &amp; Family Financial Skills</b> <ul style="list-style-type: none"> <li>Debt among young consumers</li> <li>Consumer protection in the electronic marketplace</li> <li>Subprime and predatory lending</li> </ul>	40	12.8	2	10.0	22	25.9
<b>Preparing Youth: A Diverse &amp; Demanding Future</b> <ul style="list-style-type: none"> <li>Diverse global society</li> <li>Workforce Preparation</li> </ul>	53	16.9	4	20.0	15	17.6
<b>Involving the Community for Positive Youth Development</b> <ul style="list-style-type: none"> <li>Out-of-school time</li> <li>Youth-adult Partnerships</li> </ul>	100	31.9	7	35.0	17	20.0
<b>Protecting Crops and Resources from Pests and Diseases</b> <ul style="list-style-type: none"> <li>IPM for grain quality losses</li> <li>Sudden Oak Death</li> <li>Soybean Rust Threat</li> <li>Exotic insect pests</li> </ul>	31	9.9	6	30.0	14	16.5