

Partnered Pest Management Training

Engaging with eastern NC small farmers & the next generation of ag industry professionals

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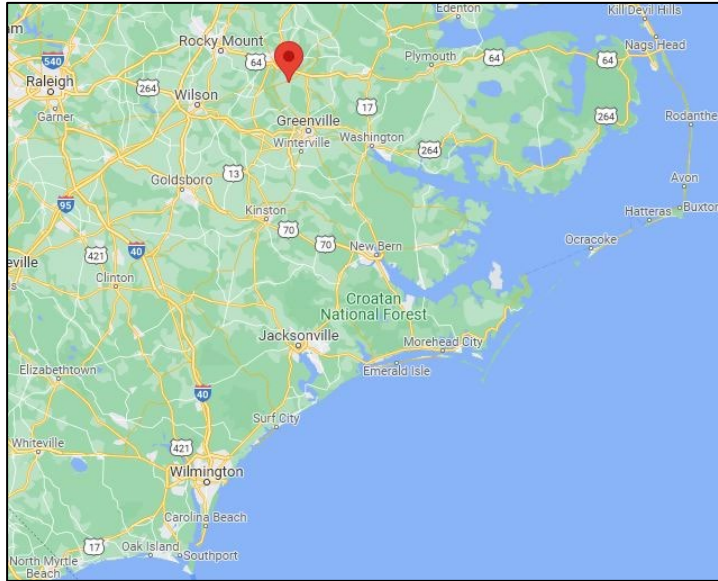
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An Opportunity Aligned:

With NCSU CIPM's Mission "...to **advance IPM**. We **serve** and **partner** with government, **industry**, and university **stakeholders locally**, nationally, and internationally."

With United Nations Sustainable Development Goals, including

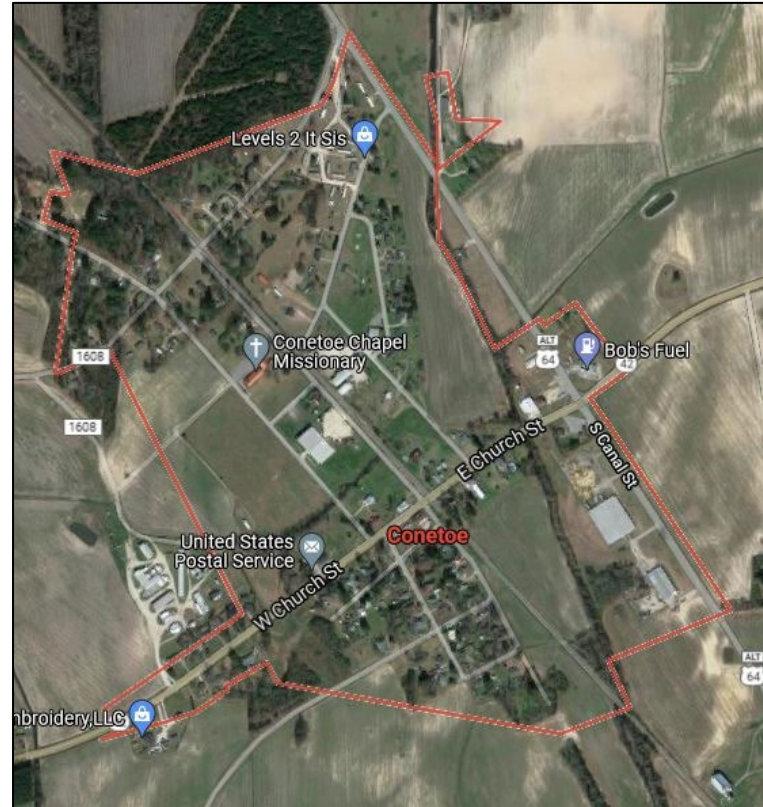
- Zero **Hunger**
- Good **Health** and **Well-Being**
- Quality **Education**
- Sustainable Cities and **Communities**



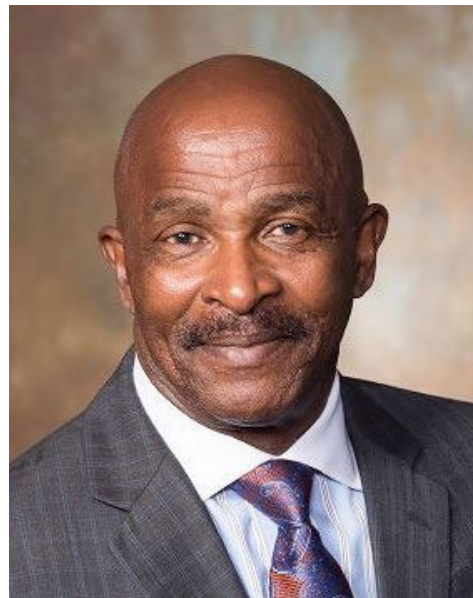
Conetoe, Edgecombe County

85 miles E. of Raleigh

119 miles W. of Nags Head

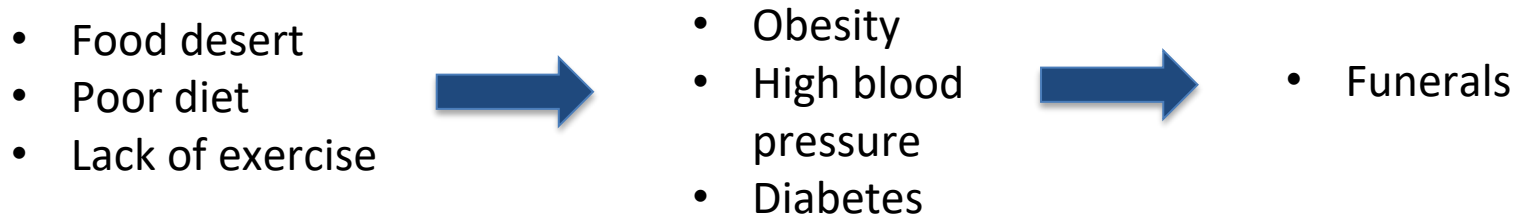


Population 266 (2020 census)



Rev. Richard Joyner asked:
**“Why so many congregation
funerals?”**

Examination of congregation circumstances, characteristics, and consequences:



Solution: Church community garden – vegetables and honeybees:

- Congregation engagement
- Youth-education
- Healthy food
- Exercise
- Improved health



Church community garden → **Conetoe Family Life Center**, 501(c)(3) nonprofit founded 2007:

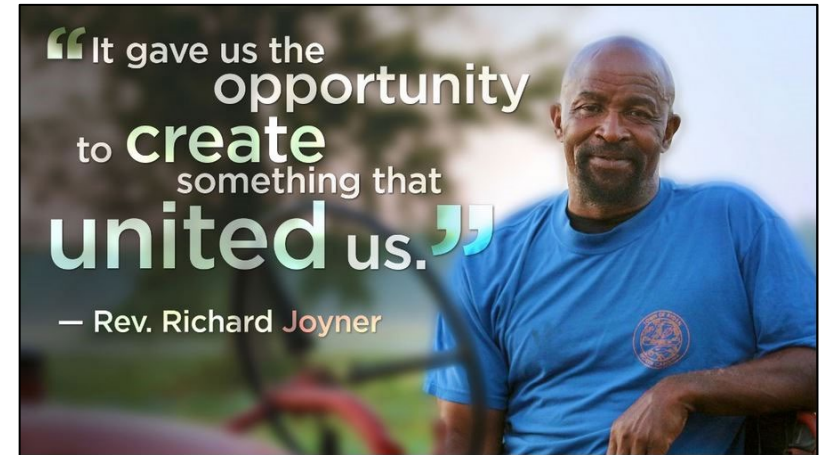
Vision – “Conetoe families, and neighboring communities, are **proud of their agricultural heritage**, have their needs met, and have a voice in all community matters.”

Mission – “to **improve the health of youth and community by increasing access to healthy foods, increasing physical activities**, and providing access to health services.”

Elements & Characteristics of Conetoe Family Life Center Success:

- Community self-reliance in identifying, confronting, and solving a problem
- Improved health
- Development of youth social skills
- Youth summer camps
- Farm internships
- Vegetable, honey, and pollinator-service businesses

2015 CNN Hero: Rev. Richard Joyner, founder of Conetoe Family Life Center



Success Amplification: Adoption of the CFLC model in Nash and Edgecombe Counties:

- 6 small farmers
- 30 gardeners
- City of Rocky Mount – 4 community gardens to
 - provide opportunity to grow vegetables
 - increase physical activity
 - “...foster and maintain a sense of community between users of the community garden.”

Conetoe Family Life Center Strategic Plan Goals include:

- “**Develop relationships with businesses and industry**, particularly **agriculture & health care**”
- “Strengthen relationships with universities to create a **pipeline to college** for participants and get **technical support**”

CFLC Strategic Goals ➡ Opportunities for “...businesses and industry...”:

- Workforce development - mentor and motivate youth to work for ag industry
- Motivate academic achievement to build “...**a pipeline to college...**” for company talent diversification
- Develop name recognition for products and services that provide “...**technical support.**”

Identified Technical Support Priority:

Pest management training for CFLC staff, CFLC students, and CFLC-associated small farmers in Edgecombe and Nash Counties.

Priority pests:

- Insecticide-resistant caterpillars

Crops:

- Mustard greens, cabbage, collards, broccoli
- Sweet corn
- New potatoes
- Cucumber
- Summer & winter squash

CFLC pest management challenge: Minimize crop losses; maximize preservation of kids, honeybees, and natural enemies

Insecticides that serve IPM:

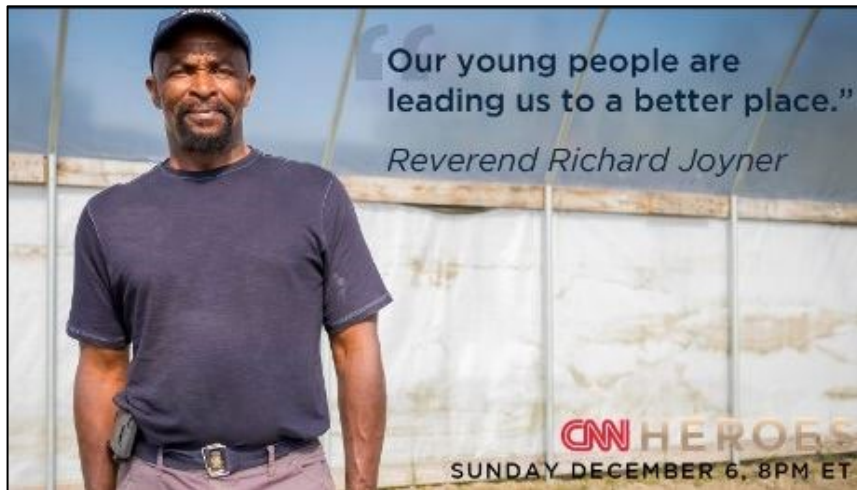
- chemical
- microbiological

Training challenge for industry professionals: The Audience (youth without graduate degrees)



Inviting:

Individuals to meet with CFLC leadership to talk about current activities, priorities, and partnership opportunities.



Our CIPM role:
Facilitate these meetings.