

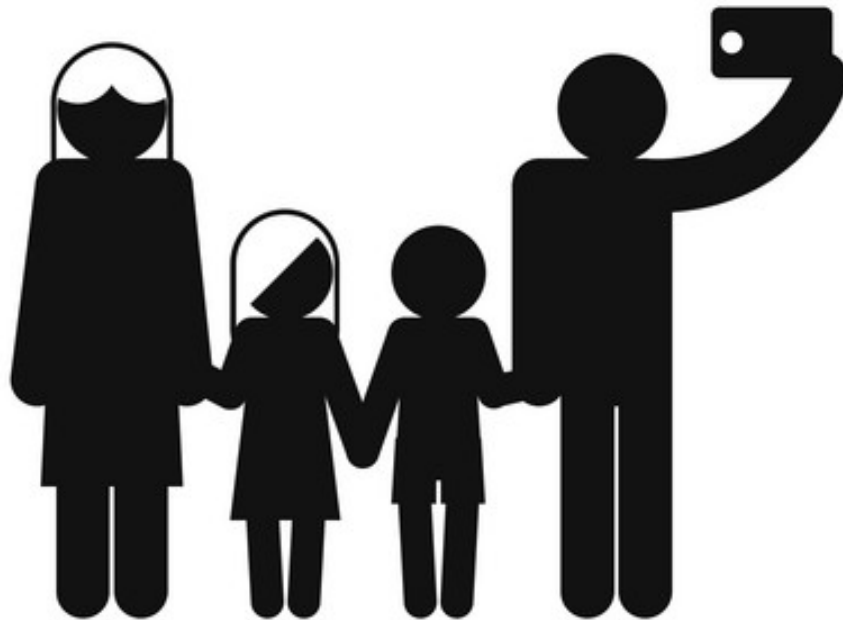
Homegrown

NC STATE EXTENSION

PRIMARY OBJECTIVE

**Increase awareness and value
of Extension through a
strong, sustainable
Homegrown brand.**

“Everyday solutions for everyday lives”



SOLUTIONS-DRIVEN CONTENT



VIDEO TOPICS RUBRIC

- ✓ Do we have a **simple but research-based solution** to offer (from an Extension/CALS expert)? **Y / N**
- ✓ Does the topic offer a **clear, relevant consumer benefit**? **Y / N**
- ✓ Is the topic **relevant to adults w/young kids living in an urban or suburban area**? Does it address their needs or interests? **Y / N**
- ✓ Can they **easily apply the solution** in their **everyday lives**? **Y / N**
- ✓ Are **people talking or thinking about the topic**? **Y / N**
- ✓ Is the topic easily **categorized into Kitchen, Farm or Garden**? **Y / N**

If you answered "No" or "I don't know" to any question, please spend more time refining the topic prior to submitting.

VIDEO TOPICS RUBRIC

**If you answered “Yes” to all of the prior questions,
please answer these final questions:**

- ✓ Explain what your topic teaches or demonstrates – clearly describe how the “solution” addresses a consumer challenge:

- ✓ Explain how this relates to an urban/suburban audience:

- ✓ List your contacts with email/phone number and describe how you see them participating:



GARDEN



KITCHEN



FARM

NC STATE EXTENSION
Homegrown

GARDEN

In The Garden

Growing a Pollinator Garden

August 16, 2019 | [Justin Moore](#)



Pollinators are essential to the survival of many flowering plants, producing over 85% of our food and fiber producing crops.

A pollinator is any animal, most often insects like bees or butterflies, that transfer pollen from the male to the female parts of flowers for reproduction while feeding and flying from plant to plant.

While wind, water and other factors contribute to plant pollination, flowering plants rely on birds, bees and butterflies among others. And every one of us depends on productive pollinators to help provide the food we eat.

More than 3/4 of the world's flowering plants, including fruits and vegetables, depend on animal pollinators.

In The Garden

Controlling Fire Ants in Your Yard

July 19, 2019 | [Justin Moore](#)



As red imported fire ants continue to spread across North Carolina, you may be a bit more leery about new ant mounds in your yard. We all had that moment when we find little six-legged scavengers and a dreaded fire ant has set up shop.

But how do you spot a fire ant infestation? What do fire ants look like? And, importantly, how can you get rid of them? Homegrown shares tips to help keep your yard fire ant-free in our latest segment featuring Extension pest management specialist, [Mike Waldvogel](#).

In The Garden

Worms Can Recycle Your Garbage

June 20, 2018



Ever heard of vermicomposting?

Chances are you've heard of *composting*: a form of waste disposal where organic materials – like bananas, leaves and egg shells – decompose naturally, broken down by billions of microorganisms into the essential component of soil called humus (which happens to be a fantastic, environmentally-friendly fertilizer).

Well, just add worms into the mix and, voila, you have vermicompost!

FROM FOOD SCRAPS TO FERTILIZER



A Can of Worms

Read a quick, essential roundup of vermicomposting basics, including simple steps for starting a worm bin and how to use vermicompost to enhance your plants.

KITCHEN

In The Kitchen

The Safest Way to Wash Produce

April 10, 2019 | [Justin Moore](#)



It's always important to make sure you're buying quality produce and that it doesn't end at the store. Once you're home, you want to make sure you get as much bacteria as possible so you and your family can enjoy a healthy and sweet treat.

That's where washing your fruits and vegetables comes into play. You can't just use your standard scrub-a-dub-dub in a tub. Because of the texture and shape of fruits and vegetables, you'll need to approach cleaning them in different ways.

You might be tempted to skip washing fruits like cantaloupe because they have a thick rind, but that's not a good idea. The rind can have bacteria on it, and if you cut into the fruit, you can get sick.

In The Kitchen

Food Safety When the Power Goes Out



North Carolinians are no strangers to severe storms and the occasional power outage. Whether it's hurricanes and tropical storms near the coast or other weather events throughout the state, you should be prepared for what to do when the power goes out.

WHEN DISASTER STRIKES



We'll Help You Prepare

Stock up on helpful tips and resources for managing a flooded home, coping with emotional distress at the Extension Information Center so you can better prepare for the storm.

[Learn more →](#)

In The Kitchen

How to Safely Prepare a Turkey

November 15, 2018 | [Victoria Smith](#)



Although turkey is often associated with Thanksgiving and the holidays, it can be cooked any time of the year. Like chicken, it's important to cook turkey to the right temperature and to follow best practices so you can enjoy a healthy and safe meal.

Always cook your turkey to a minimum internal temperature of 165°F as measured with a digital food thermometer.

On The Farm

Tickled About Pickles: The Story of Cucumbers in North Carolina

June 19, 2019 | [Julie Hayworth-Perman](#)



Cucumber production is an important part of North Carolina's agricultural economy. The state ranks fifth in the nation for cukes, with Sampson County leading production statewide.

While cucumbers can be grown in any part of the state, cucurbit plants thrive in the loamy, sandy soil found in Eastern North Carolina. Between 6,000 and 10,000 acres of North Carolina farmland are dedicated to growing cucumbers for the production of pickles.

Some 149 million pounds of cucumbers are harvested in North Carolina each year.

On The Farm

N.C. Agriculture: Feeding Families, Growing the Economy

May 31, 2019 | [Julie Hayworth-Perman](#)



As more people move to the urban centers of North Carolina, consumers lose their previously close connections with where their food comes from.

“No farms, no food” is just the tip of the iceberg. Agriculture benefits everyone in

On The Farm

How to Pick the Perfect Pumpkin

October 18 | [Victoria Smith](#)



Pumpkins are widely used as decorations during the fall season, as they are in season during the harvest, but you probably associate them with Halloween the most.

With Halloween around the corner, it's important to choose the right pumpkins and know how to store them – no one wants rotten pumpkins on their porch or stinking up the house just as it's getting cold outside.

At the end of Homegrown, [Penny Perkins-Veazie](#), a researcher in postharvest research at NC State – she studies what happens to fruits and vegetables after they've been harvested – shares her tips and tricks on which types of pumpkins work best for your jack-o-lanterns and how to safekeep them to make the most of your decorations.

ING...



Carving a New Pumpkin Market

SAMPLE TOPICS BY CATEGORY

In the Garden

- ✓ Home Gardening
- ✓ Sustainable landscapes
- ✓ Fruits, vegetables & herbs
- ✓ House plants
- ✓ Lawn care and Weed control
- ✓ Shrubs, plants, flowers and trees

In the Kitchen

- ✓ Food safety
- ✓ Food preservation
- ✓ Cost-conscious nutrition
- ✓ Healthy cooking & eating
- ✓ “Celebrity Chef Favorites”

On the Farm

- Environment
- Animal care & welfare
- Antibiotics and hormones
- GMOs
- Grocery store markets & terms (what do they really mean?)
 - Local
 - All-natural
 - Conventional
 - Organic
 - Whole foods
 - Grass-fed
 - Pasture-raised
- “My Farm Story” (Local Producers)

OUR TEAM

- | | |
|-------------------------|-------------------|
| ✓ Sara Awad | ✓ Debra Ireland |
| ✓ Richard Campbell | ✓ Chris Liotta |
| ✓ Ken Ellzey | ✓ Justin Moore |
| ✓ Julie Hayworth-Perman | ✓ Mallory Simpson |

WEBSITE

go.ncsu.edu/Homegrown

NEWSLETTER

go.ncsu.edu/Homegrown-Newsletter

