PRIMARY OBJECTIVE

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

“Everyday solutions for everyday lives”
SOLUTIONS-DRIVEN CONTENT

URBAN MILLENNIAL FAMILIES

- Practical Solutions
- Clear Benefit
- Relevant / Timely
- Research-based
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

FARM

KITCHEN

NC STATE EXTENSION
Homegrown
Growing a Pollinator Garden

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 butterfly, 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 depend on productive pollinators to help grow the food we eat.

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

Controlling Fire Ants in Your Yard

As red imported fire ants continue to spread across North Carolina and the rest of the country, you may be a bit more leery about new ant mounds in your yard. But did you know that all had that moment when we find little six-legged scavengers a bit intimidating? If you’re sick of that dreaded fire ant has set up shop.

But how do you spot a fire ant infestation? What do fire ants look like? What do they enjoy eating? How do you get rid of them? Homegrow shares his best tips to help keep your yard fire ant-free in our latest segment featuring Extension pest management specialist, Mike Waldvogel.

Worms Can Recycle Your Garbage

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 SCRAP 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.
The Safest Way to Wash Produce

April 10, 2019 | Justin Moore

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

That's where washing your fruits and vegetables comes into play. Instead of your standard scrub-a-dub-dub in a tub. Because of the texture of certain fruits and vegetables, you'll need to approach cleaning them differently.

You might be tempted to skip washing fruits like cantaloupe because they have an outer layer that looks clean. But even this bright, green exterior can harbor bacteria. This is why it's important to wash it thoroughly.

Food Safety When the Power Goes Out

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 or extreme weather events like ice storms, you should be prepared.

WHEN DISASTER STRIKES

You'll need to plan ahead to prepare for the unexpected. It's important to know how to safely store food when the power is out.

Although turkey is often associated with Thanksgiving and the holidays, it can make for a delicious meal 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.

How to Safely Prepare a Turkey

November 15, 2018 | Victoria Smith

Stock up on helpful tips and tricks for safely preparing a turkey. From emotional distress at Extreme Information Center so you don't forget any step. Learn more ➔
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 prefer a loamy, sandy soil found in Eastern North Carolina. Between 6,000 and 7,000 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.

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 previously close connections with where their food comes from.

“No farms, no food” is just the tip of the iceberg. Agriculture benefits everyone in the state, from the environment to the economic.
## 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
✔ Richard Campbell
✔ Ken Ellzey
✔ Julie Hayworth-Perman
✔ Debra Ireland
✔ Chris Liotta
✔ Justin Moore
✔ Mallory Simpson
WEBSITE

go.ncsu.edu/Homegrown

NEWSLETTER

go.ncsu.edu/Homegrown-Newsletter