

APPROPRIATIONS REQUEST

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE



Greater funding needed for timely programs bringing the enormous research, education, and outreach resources and expertise of the nation's land-grant universities to the Internet.

Since 2004, the Cooperative Extension System — a collaborative enterprise consisting of the U.S. Department of Agriculture's National Institute of Food and Agriculture (NIFA) and America's land-grant universities — has been building, testing, and refining a unique and innovative Internet resource called eXtension.

This exciting and important initiative brings the enormous research, education, and outreach resources and expertise of the nation's land-grant universities to the Internet, and it links communities of experts with communities of users on an ongoing basis. Using "Communities of Practice" as a communications model, eXtension provides real answers in real time based on objective, scientific, peer-reviewed results. eXtension stands apart from other Internet portals or sites which contain information that may — or may not — be accurate or true.

USDA has supported eXtension from the beginning, providing approximately \$1.425 million per year over the past four fiscal years, while the Cooperative Extension System has redistributed \$2.2 million per year to start the initiative and millions more in expertise. However, with the official launch of eXtension.org on February 21, 2008, the time is right to move eXtension toward its full potential by increasing funding to \$5,000,000.

Existing eXtension communities address critical content areas such as financial management (focusing on the needs of families), rural and economic development, crop and animal systems, horticulture, diversity, care-giving, parenting, and pest management. However, enhanced funding could support new topical areas such as next generation farming, food systems, green technologies, seniors, health and wellness, technology, workforce development, and more.

A.P.L.U. urges Congress to greatly expand eXtension by appropriating \$5 million for the "New Technologies for Ag Extension" line item within the budget for the National Institute of Food and Agriculture. eXtension is a timely and essential resource to help the country deal with the serious economic and social challenges today.



A.P.L.U. PRIORITY REQUEST FOR FY 2010

New Technologies for Ag Extension (eXtension).....\$5 M

eXtension offers what other Internet sites cannot...

- Credible expertise.
- Rapid response to critical national issues such as the current financial crisis.
- Reliable answers based upon sound research and field-tested data.
- Connections to the best minds in American's land-grant universities.
- Creative solutions to today's complex challenges.
- Dynamic, relevant, and timely answers to users' specific needs.
- Contact to over 3,000 local Cooperative Extension offices.
- Community-building features, including blogs, online chats, content evaluation and rating, and more.

For additional information see page two
or contact Hunt Shipman at
(202) 448-9500 or hshipman@cgagroup.com

New Technologies for Ag Extension (eXtension)

Appropriations Bill	Agriculture				
Agency	National Institute of Food and Agriculture (formerly Cooperative State Research, Education, and Extension Service)				
Account	Extension Activities				
Program Name	New Technologies for Ag Extension (eXtension)				
Requested Amount	\$5,000,000				
Authorization	7 U.S.C. 343(d), (Sec. 3(d) of the Smith-Lever Act of 1914).				
Description	This program provides funding to develop an Internet portal to America's largest educational and information system, branded with individual land-grant university Cooperative Extension identification.				
Benefits/Impacts	<p>The New Technologies for Ag Extension (eXtension) program:</p> <ul style="list-style-type: none"> ■ Brings the enormous research, education, and outreach resources and expertise of the nation's land-grant universities to the Internet to bear on critical national issues. ■ Links communities of experts with communities of users on an ongoing basis. ■ Using "Communities of Practice" as a communications model, eXtension provides real answers in real time based on objective, scientific, peer-reviewed results. ■ Stands apart from other Internet portals or sites which contain information that may — or may not — be accurate or true. 				
Funding History					
FY 2010 President's Budget	FY 2009	FY 2008	FY 2007	FY 2006	FY 2005
\$1,500,000	\$1,500,000	\$1,475,000	\$1,485,000	\$1,485,000	n/a
Misc. Information					
Matching Funds	This program operates under the 3(d) authority of the Smith-Lever Act. No match is required.				
Final Recipients	Funds are distributed by NIFA to a consortium of land-grant universities and distributed to individual contributing institutions.				
Note for Senate Offices	Funding is not being requested for this program through another appropriations bill.				
Additional Information	www.land-grant.org/kb.htm				

The Association of Public and Land-grant Universities represents 217 U.S. universities and has members in all 50 states, the District of Columbia, and the U.S. territories.