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**DISCOVERY TO APPLICATION**

*Cooperative Extension Innovation for the Next 100 Years*

**Washington, DC—April 2, 2014, For Immediate Release –** Innovation in cooperative Extension for the next 100 years, as part of the celebration of the 100th anniversary of the cooperative Extension system, will be the focus of a presentation at National C-FAR’s hill seminar on Tuesday, April 8. The seminar will occur twice—first at 10 am in 337 Russell Senate Office Building, and again at noon in 1302 Longworth House Office Building. The featured speaker is Jimmy Henning, Ph.D., Associate Dean for Extension and Director of the Cooperative Extension Service, University of Kentucky, and chairs the Extension Committee on Organization and Policy (ECOP).

“Cooperative Extension transforms farms, families, kids and communities by extending the educational resources of the land grant universities,” says Jimmy Henning, who directs statewide Extension programs for the University of Kentucky and chairs the nationwide Extension Committee on Organization and Policy. “As Extension celebrates 100 years of excellence this year, we are redoubling our efforts to extend knowledge and change lives by translating research to practice.”

“This presentation provides an excellent example of the value of federally funded food and agricultural research, Extension and education in producing the scientific outcomes and outreach needed to meet 21st century challenges and opportunities,” says Chuck Conner, President of the National Coalition for Food and Agricultural Research (National C-FAR).

ABSTRACT: On May 8, 1914, the Smith-Lever Act was signed creating the Nation’s Cooperative Extension System operating through 106 land-grant universities. The centennial celebration in 2014 will focus on innovation for Cooperative Extension as it launches the next 100 years of translating agricultural research for practical application, engaging targeted audiences to find solutions to vexing problems, and changing lives through transformational education. While celebrating Cooperative Extension’s rich history, participants will learn what Cooperative Extension accomplishes today and how it is positioning for the future based on relevance, rigor, and relationships. Comments will relate to Cooperative Extension priorities of strengthening the profitability of animal and plant production systems, protecting our rich natural resources, improving human health, ensuring a safe and abundant food supply, and growing the next generation of leaders.

The seminar is open to the public and the media.

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**NATIONAL C-FAR** is a nonprofit, nonpartisan, consensus-based, and customer-led coalition that brings food, agriculture, nutrition, conservation, and natural resource stakeholders together with the food and agriculture research and Extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, Extension, and education. National C-FAR’s Hill Seminar Series, now in its tenth year, regularly presents leading-edge researchers working to provide answers to pressing issues confronting the public and Congress. The Hill Seminar Series helps demonstrate the value of public investment in food and agricultural research—investment that returns 45 percent per year on average, and $20 in economic benefit from every $1 investment in food and ag research.

Go to [http://www.ncfar.org/Hill_Seminar_Series.asp](http://www.ncfar.org/Hill_Seminar_Series.asp) for more information about the seminar series and past topics. Interviews with National C-FAR President Chuck Conner are available by request. For additional information, go to [www.ncfar.org](http://www.ncfar.org); or contact Tom Van Arsdall, Executive Director, at [tom@vanarsdall.com](mailto:tom@vanarsdall.com) or (703) 509-4746.