



## News

### North Carolina Research Campus, Kannapolis April 7, 2010

**Media Contacts:** Leah Chester-Davis, coordinator of communications and community outreach, N.C. MarketReady, 704-250-5406 or [leah\\_chester-davis@ncsu.edu](mailto:leah_chester-davis@ncsu.edu); Tara Vogelien, director for business and research administration, Plants for Human Health Institute, 704-250-5400 or [tara\\_vogelien@ncsu.edu](mailto:tara_vogelien@ncsu.edu)

### N.C. State University Announces Spring Seminar Series at the N.C. Research Campus

KANNAPOLIS, N.C. – N.C. State University has a research and Cooperative Extension presence at the N.C. Research Campus. Faculty from the Plants for Human Health Institute and N.C. MarketReady will deliver weekly seminars to discuss the programs they lead. This will give the public an opportunity to learn more about the research and outreach conducted at Kannapolis for the benefit of the entire state. Presentations are free and open to the public each Tuesday in May from 7 to 8:30 p.m. in the David H. Murdock Core Laboratory Event Room on the N.C. Research Campus in Kannapolis.

“The community interest in the university’s presence at the Research Campus remains high. These seminars offer a platform to keep the community informed about the work we have under way,” says Tara Vogelien, director for business and research administration, Plants for Human Health Institute. Researchers and Extension specialists will offer presentations and an opportunity for questions from the audience.

### Upcoming N.C. State University Seminar Series

#### Tuesday, May 4

The Fresh Produce Safety Initiative in North Carolina—Diane Ducharme, GAPs program coordinator and Extension associate in horticulture & food safety, N.C. MarketReady

N.C. MarketReady plays an instrumental role in working with North Carolina farmers to help them minimize risks when it comes to providing a safe food supply. Gain a better understanding of how Good Agricultural Practices, including traceability, are important to consumers. In addition to providing educational materials for Cooperative Extension agents and producers, N.C. MarketReady provides leadership to the N.C. Fresh Produce Safety Task Force.

#### Tuesday, May 11

BioExploration for Natural Health Products: From the Cloud Forests of Ecuador to the Hidden Corners of Your Own Backyard – Mary Ann Lila, Ph.D., director, Plants for Human Health Institute

The Global Institute for BioExploration (GIBEX) was collaboratively developed by faculty at N.C. State, University of Illinois and Rutgers, the State University of New Jersey. Dr. Lila is a leader in its mission to enable and empower scientists from the developing world. The institute promotes sustainable exploration of local plants to identify the potential for pharmaceuticals based on medicinal properties found in nature. Dr. Lila has traveled to developing countries, where the medicinal needs are not currently met by the pharmaceutical industry, to equip scientists with innovative, cost-effective and  
(more)

## **N.C. State University Spring Seminar Series, p.2**

portable pharmaceutical discovery tools that can be used in forests, savannas, deserts, meadows and marshes. The most promising discoveries have been derived from little-known endemic plants, known by the local traditional healers to be useful for specific disease conditions.

### Tuesday, May 18

Value-Added Agriculture: An Emerging Sector of N.C. Agriculture – Brittany Whitmire, program coordinator, N.C. Value-Added Cost Share Program, N.C. MarketReady

N.C. MarketReady, a program of Cooperative Extension based at the N.C. Research Campus, works with value-added agriculture across the state. Learn what value-added agriculture is and how N.C. MarketReady, in cooperation with the N.C. Tobacco Trust Fund Commission, is helping North Carolina producers become more competitive through the N.C. Value-Added Cost Share Program (NCVACS). This seminar will showcase the enterprises of the 2009-2010 NCVACS recipients and provide an overview of the ways in which value-added agriculture is growing in North Carolina.

### Tuesday, May 25

Meet The Produce Lady – Leah Chester-Davis, coordinator of communications and community outreach, N.C. MarketReady, and Brenda Sutton, director of N.C. Cooperative Extension, Rockingham County

The Produce Lady loves North Carolina grown foods and she wants you to love them, too. The Produce Lady videos – find them on [www.theproducelady.org](http://www.theproducelady.org), YouTube and the Almanac Gardener TV show – share selection, preparation, storage and preservation tips. Learn why buying from local farmers is important and what The Produce Lady program does to support local farmers. Sutton is The Produce Lady. Chester-Davis is executive producer of the videos. Free recipes will be provided and there will be a drawing for free market shopping bags.

“The seminars will be targeted toward a general audience,” adds Vogelien. “We encourage the entire community to attend.”

For more information about the seminars, contact [PHHI info@ncsu.edu](mailto:PHHI_info@ncsu.edu) or call 704-250-5400.

###

Writer: Megan Bame