



Harris County

In the competitive world of agriculture, having an effective marketing system in place is critical. Newly established and older farms in and around Harris County realized they needed a more intensive marketing plan. The Harris County Extension Agent was asked to work collaboratively with producers to help prepare a marketing plan for the farms. Collaboratively, the farms hosted an educational marketing seminar on their farm. Lunch was served on the farm. The menu included fresh vegetables harvested directly from the field and beef grown on the farm. The target audience was chefs from the metro Atlanta Area. The emphasis was to increase market share by increasing awareness of product quality.

extension.uga.edu/Harris

County economic output:

\$364,894,675

County farm gate value:

\$24,897,184

County jobs in agriculture:

1413

Top commodities:

Forestry, Livestock & Horses, Fruits & Nuts, Forages

2024 Ag Snapshots
UGA Center for Agribusiness and Economic Development

A healthy Georgia is a better Georgia.

University of Georgia Cooperative Extension offers programming focused on mental health, financial well-being, nutrition and everything in between. UGA Extension had 1,808,305 face-to-face contacts in 2023. Of these, 170,771 contacts addressed health and wellness topics, including rural and farm stress.

Extension is committed to helping rural Georgia farmers and families thrive. UGA Extension provides physical and mental health resources to keep rural Georgia growing stronger, especially when times are tough. Our new Behavioral Health Team provides fact sheets, trainings and a weekly blog—all to help Georgia individuals and families thrive.



Get the facts.

UGA Extension publications are the go-to source for unbiased, research-based information in the state of Georgia.

Growing cities.

UGA Extension helps urban gardeners develop school gardens, community gardens and urban farms to benefit their communities. Extension works with educators to create sustainable outdoor classrooms that function as successful teaching tools. Community gardeners are supported in growing healthy food crops in small spaces while urban farmers are encouraged to apply the latest agricultural research to grow their businesses.

Committed to Georgia's youth.

Georgia's 4-H enrolled 173,505 youths across the state during the 2022-23 school year.





2024 FAST FACTS

UGA Extension translates the science of everyday living for families, farmers and communities to foster a healthy and prosperous Georgia.

331 agents
across 159 counties

ASSISTED BY

10,009
trained volunteers



Working in local communities for a better Georgia from the ground up

1,808,305

FACE-TO-FACE
CONTACTS WITH
GEORGIANS
MADE IN FISCAL
YEAR 2023

26,917

PROGRAMS
TEACH, LEAD
AND HELP
GEORGIANS LIVE
BETTER LIVES

1337

PUBLICATIONS
BASED ON LEADING
RESEARCH

2,361,297 visits to
publication webpages

195,575 publication
downloads

487,584 visits to CAES
Newswire

AGRICULTURE AND NATURAL RESOURCES

141 agents



424,050
face-to-face contacts



40,961
on-site consultations



123,525
diagnostic tests
by agricultural
& environmental
services labs



4,840
programs



1,962
Master Gardener
Extension Volunteers

4-H YOUTH

129 agents



1,183,125
face-to-face contacts



173,505
4-H'ers



19,245
programs



92,733
visitors to
4-H centers



6,255
teen and adult
volunteers

FAMILY AND CONSUMER SCIENCES

61 agents



170,771
face-to-face contacts



3,298
programs



648
ServSafe® certificates
issued



22,912
nutrition education
program participants



1,792
volunteers

All data from FY2023