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*NORTH AMERICAN AGRICULTURAL
ADVISORY NETWORK*

Promoting engagement among Canadian,
Mexican, and U.S. agricultural and rural
development advisory services, and
their counterparts around the world.



ABOUT THE NORTH AMERICAN AGRICULTURAL ADVISORY NETWORK (NAAAN)

Agricultural extension and rural advisory services have played a key role in the steady growth of agricultural productivity across North America. However, cross-border interactions between agricultural extension and advisory services have been surprisingly limited in North America. In 2019, the North American Agricultural Advisory Network (NAAAN) was established to promote learning and collaboration among agricultural extension and rural advisory services in Canada, Mexico, and the United States.

Beyond North America, the NAAAN also connects North America's agricultural extension and advisory services with 16 other regional networks covering nearly every country worldwide. This is accomplished through its active membership in the Global Forum for Rural Advisory Services (GFRAS), an international non-governmental organization.

MISSION STATEMENT

NAAAN's mission is to facilitate learning, collaboration, innovation, knowledge utilization, and information sharing among North America's agricultural extension and advisory services to enhance their effectiveness in promoting improved agricultural productivity, sustainability, and rural livelihoods in their respective countries.

GOVERNANCE

The NAAAN Secretariat is hosted by the Colorado State University System (CSUS) and is guided by the NAAAN Steering Committee. The NAAAN Steering Committee includes representation from member countries and institutional stakeholders. The committee consists of 10 members: one ex officio and two committee members from each country and the CSUS Chancellor.



THREE THEMATIC AREAS

Advisory services in biodefense and management of natural disasters



Disease spread and natural disasters including drought, extreme weather patterns, and wildfires threaten agricultural systems and economies. NAAAN partners with the Coalition for Epi Response Engagement and Sciences (CERES), Extension Disaster Education Network (EDEN), and other public and private partners to mitigate risk by:

- Sharing best practices for developing natural disaster and biosecurity plans
- Engaging with rural and urban communities to adopt effective infection control
- Advocating for more robust cross-continental policies related to high consequence threats

Climate change: improving soil health and water management



Soil health and water management are fundamental aspects of productive agricultural activities. They are also critical elements in the mitigation of, and resilience to, climate change. NAAAN has a vital role in supporting soil health and water management by:

- Providing education around water- and climate-wise farming practices to reduce water and energy consumption
- Creating engagement opportunities between local, regional, and national stakeholders to help bridge rural and urban viewpoints for more productive conversations
- Advocating for regenerative policies that support healthy soil and efficient water use

Building the next generation of leaders in agriculture



Farming is a vital and in-demand career essential to North America's health, economy, and food security. Building on the existing work of groups like Together We Grow (TWG) and Young Professionals for Agricultural Development (YPARD) that are preparing the next generation of leaders in global agriculture, NAAAN facilitates cross-border learning and collaboration in these areas by:

- Expanding farmer training and education opportunities through a digital knowledge base
- Providing communication tools and mentorship opportunities for emerging agriculturalists
- Advocating for policies that provide necessary resources for emerging food producers





WORKSTREAMS

- Collecting and building upon extension and rural advisory best practices in member countries to facilitate collaboration across national borders.
- Working with teams in each country to develop overviews of the evolution and present state of extension in Canada, Mexico, and the United States. The United States Department of Agriculture will publish a report on behalf of the NAAAN in 2022.
- Providing an agricultural extension forum for discussion within and between member countries through surveys and country convenings.
- Building and expanding relationships and shared learning by identifying and enhancing programmatic overlap in NAAAN’s key thematic areas.
- Providing a digital knowledge base and expert directory to accelerate information sharing for increased food production and food security.

To learn more, or to get involved,
e-mail NAAANinfo@colostate.edu



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NAAAN PARTNERS:

