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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 NAAAN

The North American Agricultural Advisory Network (NAAAN) is a network of stakeholders in agricultural advisory services.

NAAAN links agricultural extension communities with one another and with stakeholders within Canada, Mexico, and the U.S. NAAAN connects with counterparts in other countries through its membership in the Global Forum for Rural Advisory Services (GFRAS). GFRAS connects and supports regional agricultural advisory service networks around the world, and serves as a platform for networking, learning, knowledge sharing, and advocacy for agricultural extension programs and service providers.

OUR ROOTS

NAAAN was formed as an affiliate of GFRAS based on broad consultation with:

- Agriculture and Agri-Food Canada (AAFC)
- Mexico's Secretariat of Agriculture and Rural Development (SADER)
- Association of Public and Land Grant Universities (APLU)
- USDA's National Institute for Food and Agriculture (NIFA)
- Extension Committee on Organization and Policy (ECOP) of the U.S. Cooperative Extension System
- U.S. Agency for International Development (USAID)
- Key agricultural stakeholders in Canada, Mexico, and the U.S.

NAAAN FOCUSES ON INFORMATION SHARING

We welcome our partners to:

- Build upon existing extension and advisory services to bring best practices into collaboration
- Provide a forum for discussion of agricultural extension





- Build and expand relationships with shared learning and programming
- Expand opportunities for extension practitioners and stakeholders to have more exposure to the richness and diversity of the North American experience
- Accelerate information sharing in a changing environment for food production and food security

CORE FUNCTIONAL AREAS



1 KNOWLEDGE
DEVELOPMENT
& MANAGEMENT



2 NETWORKING



3 POLICY
ADVOCACY

GOVERNANCE AND PROGRAMMING

A NAAAN Steering Committee representing member countries and institutional stakeholders will provide strategic guidance to the NAAAN Secretariat and programming activities. The committee has nine members: one ex officio, and two committee members from each country.

NAAAN's Secretariat was established in 2019, and is hosted by the Colorado State University (CSU) System office. In 2022, the office will relocate to CSU Spur, a Denver campus focused on food, water, and health around the global challenge of feeding a world with 10 billion people sustainably.

KEY THEMATIC AREAS



ADVISORY SERVICES IN BIODEFENSE AND MANAGEMENT OF NATURAL DISASTERS

Diseases, climate change, and natural disasters threaten agricultural systems and economies. Advisory services can coordinate responses and help mitigate risk. NAAAN will partner with the Coalition for Epi Response Engagement and Sciences (CERES), and other public and private partners, including Extension Disaster Education Network (EDEN), for:

- Agile stockpiling to thwart regional and national outbreaks.
- Rapid detection of high consequence threats.
- Engagement with urban and rural communities to effect adoption of better infection control practices and innovation.



ADVISORY SERVICES IN CLIMATE CHANGE: IMPROVING SOIL AND WATER MANAGEMENT

Soil and water management are fundamental aspects of productive agricultural activities. They are also critical elements in the mitigation of, and resilience to, climate change. Advisory services have an important role in supporting management of soils and water.

- Develop an inventory of advisory services in NAAAN countries to provide soil and water management guidance, and anticipate effects of climate change on food production.



ADVISORY SERVICES IN BUILDING SKILLS AND CAREER DEVELOPMENT FOR YOUTH

Building on the existing work of groups to prepare the next generation of leaders in global agriculture, including work with:

- Together We Grow (TWG): North America consortium of agriculture companies, NGOs, academics, and government focused on building a skilled, diverse, and inclusive workforce.
- Young Professionals for Agricultural Development (YPARD): Program leading GFRAS youth work, based in Europe with network hubs worldwide.

TO LEARN MORE, OR TO GET INVOLVED, E-MAIL NAAANINFO@COLOSTATE.EDU

– NAAAN PARTNERS –

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