

A fundraising initiative to support:

The Dr. Ronnie Heiniger Distinguished Chair in Corn Extension Agronomy

In the Department of Crop & Soil Sciences



Growing the future of corn together

The NC Corn Industry

The corn industry in North Carolina is a vital part of our economy at multiple levels. Corn provides the feed energy without which the pork and poultry industries would not be profitable. In addition, many products we use daily such as foods for humans and pets, oils, cosmetics, paper products, building materials, and cleaning supplies come from corn. Corn is an essential part of North Carolina's \$94 billion agribusiness industry. Each dollar a farmer spends on growing a corn crop returns three dollars to the local economy

Legacy of impact on the NC Corn Industry

Dr. Ron Heiniger has served as the sole corn extension specialist for NC corn growers since 1995. At that time, corn average corn production in North Carolina was 49 bushels per acre. As of 2021 (the last year records are available), the average corn yield in North Carolina was 149 bushels per acre, an increase of 45% in less than 30 years. Dr. Heiniger has been instrumental in this tremendous increase in production through applied research and teaching best management practices to farmers. The endowment will help continue and grow this legacy, lessening North Carolina's dependence on grain for feed grown elsewhere.

One way to ensure the future of this important position is to establish an Endowed Distinguished Chair in the area of corn extension and crop management. This faculty position will be at the intersection of the long standing relationship between the Corn Growers Association of North Carolina, NC State Extension and the NC State Department of Crop & Soil Sciences.

The Importance of Endowed Chairs

Endowed faculty positions are essential in to thriving research and outreach efforts. Endowed positions signal the commitment of the university to an academic discipline at the highest level. They attract leading scholars who, in turn, attract top faculty and students.

This endowed chair may provide salary supplements and other resources to attract and retain highly respected faculty to the area of crop management.



The Corn Growers Association of North Carolina has kicked off the initiative with a \$500,000 pledge. Once fundraising reaches the level of \$1.833M, it will open an opportunity for an additional \$667k in matching funds for a total of a \$2.5M distinguished chair. The ultimate goal for this fundraising initiative is a \$5M endowment to fully support the corn extension program.

We are now asking individual growers, industry partners and friends to contribute towards this goal. One-time contributions and pledges of all sizes are appreciated and multi-year pledges can be made up to a period of five years.

\$700M

Approximate cash receipts created from North Carolina corn production

900,000+

number of acres in North Carolina dedicated to growing corn

2nd

ranking of corn amongst North Carolina top crops

Checks should be made out to: "The Endowment Fund NCSU" with "Heiniger" on the memo line.

Mail to:
NC State University
Campus Box 7645
Raleigh, NC 27695

Questions? Call (919) 691-0190

NC STATE UNIVERSITY

Funds supporting the Heiniger Distinguished Chair are collected and managed by the Endowment Fund North Carolina State University, Inc., a 501(c)3 non-profit, Tax ID 56-6000756. You will receive a receipt for your donation.