

UNIVERSITY OF MISSOURI

Extension

2017 AUDRAIN COUNTY - THE YEAR IN REVIEW

MISSOURI STATE FAIR

Local residents chosen as State Fair Farm Family for Audrain County

Mexico Mo. -Matt and Sherra Deimeke and family of Mexico were among the families honored during the 59th annual Missouri Farm Family Day, Aug. 14 at the Missouri State Fair.

The Deimeke family was selected as the Audrain County Missouri Farm Family by the Audrain County Extension Council and local Farm Bureau.

Each year, the fair sets aside a day to recognize farm families from across the state who are active in their communities, involved in agriculture, and/or participate in local outreach and extension programs such as 4-H or FFA. The Deimeke family operates a row crop and cow/calf operation.

The annual event is sponsored by five partner agencies: the Missouri Farm Bureau, the Missouri Department of Agriculture, the Missouri State Fair and Commissioners, the University of Missouri College of Agriculture, Food and Natural Resources, and University of Missouri Extension.

One hundred twelve of Missouri's 114 counties were represented this year, with two counties still dealing with the aftermath of the recent flooding in southern Missouri.

The event showcases the impact Missouri Farm Families have on the economy and heritage of the state. "These families are involved in agriculture activities in their communities, and are active participants in local outreach and extension," said Missouri State Fair Director Mark Wolfe. "As the showcase for Missouri agriculture, the Missouri State Fair is most certainly the appropriate place to celebrate these families."



(front row) Matt, Audri, and Sherra Deimeke. Also in the photo with the family are (left to right): Ted Sheppard – Missouri State Fair Commissioner, Jack Magruder - Missouri State Fair Commissioner, Miss Natalie Ayers- 2017 Missouri State Fair Queen, Todd Hays, Missouri Farm Bureau Board of Director's Vice President, Christine Chinn- Director, Missouri Department of Agriculture, Rob Kallenbach- Assistant Dean MU CAFNR, Blake Naughton- Associate Vice Chancellor for MU Extension and Engagement.

Donations to Audrain County Extension Endowment

Did you know that Audrain County Extension could accept donations? Donations can be monetary or in the form of physical assets such as land or equipment. Audrain County Extension donations/gifts are an excellent estate planning option. Audrain County Extension is a not-for-profit organization. Money or gifts given to Audrain County Extension are tax deductible donations. Your gifts and donations can be in the form of a general donation or it can be given for a specific extension program. Anyone with an interest or potential interest in donating to Audrain County Extension should contact the Audrain County Extension office for specific details. We have professionals ready to assist you with your donation plans. The wording of a donation plan is critical to ensure your donation stays in Audrain County and is used solely to help the citizens of Audrain County. Our office is always looking for ways to improve the lives of Audrain County citizens. We do this by providing educational programming in the areas of family financial education, agriculture, youth development and nutrition. Anyone wishing to donate or discuss how to donate can call our office at 573-581-3231 and ask for Stephanie Femrite or Mary Sobba, County Program Directors for confidential assistance.

For More Information on University of Missouri Extension Call 581-3231

2017 Audrain County Extension in Review

University of Missouri Extension in Audrain County has offered many programs, activities and services to the citizens of Audrain County this past year. The programs offered provided educational programming in the areas of Agriculture, 4-H and Youth, Nutrition, Personal Finance and variety of other educational opportunities. University of Missouri Extension is the University of Missouri's classroom in communities across the state. It was created by federal land-grant and state statutes. University of Missouri Extension connects the citizens of Audrain County to research-based education that improves the county's economy and quality of life.

University of Missouri Extension prides itself in being relevant, reliable and responsive to the citizens of Audrain County. We would like to thank all our stakeholders for their support in 2017. We would especially like to thank the Audrain County Commission for its steadfast support of the Audrain County Extension office. Without the financial support that is provided by the Audrain County Commission, the local office would not be able to provide educational programming to the citizens of Audrain County. With this local financial support, the Audrain County Extension Council provides input and recommendations for what is best for the community in the area of educational programming and the expenditure of Extension funds. This

vital partnership results in a buy-in from the community, adoption of policies, implementation of plans, and increased economic activity. As a result, the citizens of Audrain County benefit from this wise use of public and private resources.

Extension is frequently referred to as Cooperative Extension. The term Cooperative Extension comes from the fact that Extension is made of up of three components – federal, state and local. The educational resources used in Extension teaching comes from all three areas federal, state and local (county) and the funding to support Extension educational efforts also come from all three – federal, state and local. Investing in University of Missouri Extension programs benefits not only the direct participants, but local communities and society as a whole. County, state and federal dollars invested in MU Extension enables local communities' access to public services they would not have otherwise. MU Extension programs, using unbiased research-based information, focus on preventing problems, which is much less expensive to the citizens of Audrain County than trying to fix problems after they are created.

Extension on the national level is the educational branch with the U.S. Department of Agriculture which cooperates with land grant universities across the nation to develop educational programs needed within the states.

In Missouri, Extension continues strong ties with all four campuses and Lincoln University. The county offices continue to be the local link between the four University of Missouri campuses and Lincoln University and the people throughout the state. University of Missouri Extension's land grant mission is to "improve lives, communities and economies by producing relevant, reliable and responsive educational strategies that enhance access to the resources and research of the University of Missouri". Extension is part of an educational system that is committed to enhancing human potential in changing social and economic environment, to improve people's lives. County extension councils consist of elected and appointed citizens that plan and oversee local extension activities. The 2017 Council Members are listed on the back page. It is through their dedication and devotion, a high quality of life for Audrain residents is maintained.

The Audrain office staff works very hard to provide and support programs for the residents of Audrain County. With dedicated staff, council members and many volunteers, valuable programs are available to all to Audrain County residents. The Audrain University of Missouri Extension Center is located in the Audrain County Courthouse, Room 304. The office is open Mon.-Fri., from 8:00 a.m. to noon and 1 to 5 p.m.

MU Extension Undergoes Statewide Assessment

December 4, 2017

Dear County Commissioners and Friends of MU Extension:

For much of the past year, MU Extension was focused on a long-overdue assessment of statewide needs and a deep look at how we respond to these needs with programs and resources.

We crisscrossed the state to gather input from 42 community conversations with 1,200 people and reviewed analysis and recommendations from a range of external experts. As a result, MU Extension is working on a variety of changes in the interest of providing better university engagement with your communities.

We are steadfast in our resolve to help local communities and the state meet grand challenges associated with economic opportunity, educational excellence and healthy

futures. These challenges reflect what Missourians from every corner of the state told us they were most concerned about.

As you read your county's annual MU Extension report, I believe you will be pleased to see the results that have been accomplished through county-based University of Missouri faculty. These faculty members work in response to input received from local extension councils.

At the state level, local MU Extension efforts really add up. Though we have long known extension funds were leveraged, an independent review revealed that MU Extension created more than \$945 million dollars of public value from the \$80 million it received from federal, state, county, grant and contract partners. A public value ratio exceeding 11:1 even

surprised us.

As we go about implementing changes based on the recently completed needs assessment and review of our organization, I am confident that our ability to create value at the local level will be even greater.

I encourage you to read the attached annual report from your MU Extension county center to gain an understanding of how MU Extension has worked this past year to serve your community.

Your support of MU Extension and your efforts in your community is greatly appreciated. As always, I welcome input on how the University of Missouri can better serve your community and its people.

Sincerely,
Marshall Stewart,
Ed.D.

Vice Chancellor for Extension and Engagement

Learning MyPlate at Mexico Elementary Health Fairs

In the Fall of 2017, Nutrition and Health Education Specialist Megan Samson talked with 326 first, third and fifth graders of Hawthorne and McMillian Elementary at their annual Health Fairs. Utilizing the USDA MyPlate poster, these students learned the five different food groups and how they benefit our bodies, and they were able to name foods belonging to each

food group. This newly learned knowledge was practiced by incorporating a physical activity. The activity was a relay race: with two teams, one student from each team had to run to grab a picture of a food (i.e. an apple) and pin it on the corresponding food group (i.e. Fruits) on the MyPlate image posted on the wall. Then, the student ran back to their team to tag the next per-



son to do the same until their plate was full. The students enjoyed reviewing their answers and playing multiple rounds.

MU Extension Tax Schools

During 2017, University of Missouri Extension ag economics department and regional ag business specialists worked together to coordinate one summer and six fall tax schools. The schools were designed for those who prepare taxes including: enrolled agents, tax preparers, CPAs, individuals and attorneys.

The training included new tax legislation, rulings and cases, individual taxpayer issues, affordable care act, IRS rules and regulations, business issues, retirement issues, cybersecurity, ethics and agricultural topics. The schools were approved for 8 hours of continuing education credit by the IRS, Missouri Bar and for CFP continuing education. Total continuing education reported to IRS for the schools was 2,674 hours.

The 2017 school attendance was a total of three hundred eighty-two people. The schools were held in Cape Girardeau,



Catherine Murphy, former IRS Stakeholder liaison explained the new rules applying to tax preparers in the fall schools.

Columbia, St. Joseph and Springfield. The participants were from all over the state. There were 16 participants from Audrain County.

The teaching teams included a CPA and former IRS employee, an IRS certified retired ag economics professor, an attorney and a regional extension ag business specialist.

The trainings received positive evaluations and planning is underway to offer additional trainings in 2018. Local county residents benefit when local tax preparers have the opportunity to gain knowledge they can use to benefit their clients. The statewide tax schools are coordinated by Mary Sobba, ag business specialist

Business Development Program

Business Counseling & Training creating stronger businesses and communities

Business Development Program Specialist and business counselors with MU extension, Missouri Small Business & Technology Development Centers (MO SBTDC), counsel people and their companies with start-up and management counseling, training and other assistance. In Audrain County in 2017, through the support of Business Development Specialist Charles Holland, one business was started and three jobs were created. An additional five clients/companies received business counseling.

As Entrepreneur's and innovators, Missouri's small businesses are be-

coming a more diverse group that continues to make the state's economy productive. There are approximately 500,000 small businesses in Missouri. Nearly 98 per cent of all businesses with employees are categorized as small businesses. In assisting owners and managers of those businesses, MU Extension contributes to a county's economic development through growth in jobs, sales, innovation, technology development and commercialization. Training and business counseling result in businesses making better financial and management decision leading to stronger businesses and a stable business community.

Procurement Technical Assistance Center assists businesses-including small, disadvantaged and women owned firms in obtaining feder-

al, state and local government contracts. MO PTAC specialists have years of experience helping identifying opportunities and understanding the contracting process so small businesses can take advantage of government sales dollars.

The state wide impact of the SBTDC includes

Loans and Equity:	\$91,002,145
Sales Increase:	\$478,772,408
Jobs:	
Created	3106
Retained	3675
New Businesses Created:	198
Number of Trainings	633 with 10,685 total participants and 1876 hours of classroom hours.
3458 Client counseled	with 25,110 hours of counseling.
PTAC Awards	\$403,359,341

Soils & Crops Conference

The 92nd annual Audrain Soils & Crops Conference was held January 30, 2017. A variety of sessions were taught including: offsite movement of dicamba, maintenance/service of equipment, variable rate fertilizer, new rules of UAV's, USDA update, MU soils health lab and MU soils lab and grain storage management. Also, there were three family sessions on home canning, straw bale gardening and cooking with beef. In addition, there was a general session the MU program Pharm-to-Farm.



Max Glover, regional MU Extension agronomist explained details about soybean cyst nematodes including how to locate them, lifecycle, and management.

The conference was designed to begin with a general session, then have three rounds of concurrent sessions. Each round of concurrent session had five choices. Some of the concurrent sessions were repeated so that participants had the opportunity to attend the sessions of their choice.

Sponsors for the program included Audrain Extension Council, Mexico Young Farmers, Missouri Soybean Merchandising Council and Audrain County Farm Bureau. Instructors included state



Roberta Smith, Audrain Master Gardener explains how to prepare, plant, fertilize and harvest using straw bales.

and regional extension specialists, an MU graduate student, USDA personnel, local business owners, Audrain County Cattlemen, area farm-

ers and Master Gardeners. Sixty-one people from seven counties attended the program.

MU Extension 4-H Youth Development

Audrain County 4-H creates environments in which young people are valued, contributing, members in their community. 4-H provides Audrain County youth with hands-on learning opportunities in a safe environment where they can experiment, innovate, and think independently with the help of caring volunteers.

Audrain County 4-H Community
255 Members
150 Volunteers

A Community of Youths Learning Leadership, Citizenship and Life Skills

MU Extension 4-H connects 5,176 young people to University of Missouri campuses.

Being on campus is a predictor of youth going on to higher education (Dalton & St. John, 2016). 4-H youth are nearly twice as likely to go to college compared to their non 4-H peers (Lerner & Lerner, 2011).

4-H youth are equipped with the knowledge, skills, attitudes and health for the 21st century workforce. 4-H youth are engaged in programs anchored in science

(Arnold, Bourdeau, & Nott, 2013).

A study from Tufts University reports that young people in “4-H far outperform their non-4-H peers” in developing the skills, leadership and interest in science and science careers that drive our nation’s future. In fact, 4-H’ers are more likely to pursue careers related to science, engineering and technology because they spend more time engaging in science programs (Lerner & Lerner, 2011). It is not surprising that 4-H youth are three times more likely to go into science related careers than similar peers (Lerner & Lerner, 2008).

4-H Connects Kids to College and a Higher Quality of Life

Missouri 4-H Members are twice more likely to have been on a college campus than their non-4-H peers. Being on campus is a predictor of a youth going on to higher education (Hoover, 2006). Audrain County young people ages 5-18 often participate in 4-H events on the MU Campus. These students are more likely to go to college and enjoy increased financial

success for themselves and their family, and

- Be better consumers
- Improve quality of life through more opportunities for leisure and hobbies
- Improve health for themselves and children (Porter, 2003)
- More likely to vote as adults
- More likely to contribute to their community (Lerner, 2009; Zaff et al, 2003)



Arts & Crafts Project members participate in a jewelry making workshop lead by Melinda Bastian. From front to back on left: Lauren Laferty, Amber Nichols, Erin Nichols

Youth who earn a bachelor’s degree increase annual earnings by \$2 million over their lifetime (NACUBO, 2012). If 50% of the Audrain youth participating in 4-H events on a college campus receive a Bachelors degree, 4-H would help young people acquire \$255,000,000 more of lifetime earnings.

4-H clubs

Audrain County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others. Members

learn by doing under the guidance of adult volunteers, who teach projects ranging from computers science and arts to animal science and healthy living. Clubs also involve youth in community service, camping and educational trips.

How Did Audrain County Participants Benefit?

Learning by doing is the Audrain County 4-H way. Within Audrain County 4-H Clubs youth engage in long-term educational experiences in which members learn life skills such as decision making, public speaking, and working with others. Members learn by doing under the guidance of adult volunteers, who teach projects ranging from robotics and arts to veterinary science and woodworking. Clubs also involve children and teens in community service, camping and educational trips.

Communities reap long-term benefits by supporting programs like 4-H. Youth engaged in the program are 60% more likely to vote than their non-engaged peers. In addition, 4-H youth are more likely to volunteer and contribute to their communities than youth participating in other youth programs.

4-H members supported by 150 youth and adult volunteers

4-H is a great return on investment. Volunteers create, support, and are part of the 4-H community. Missouri 4-H volunteers responding to a survey report they contribute on average 100 hours per year. Valuing their time at \$24.14 per hour, based on average Missouri incomes, the contribution of Audrain

County 4-H volunteers was worth more than \$362,100 in 2017! More importantly, these adults serve as mentors for our youth helping them transition into health adulthood, priceless.

4-H Camping Program

4-H Camp is one of the many highlights of the 4-H year for local youth. Camp is planned, conducted, and evaluated by 4-H Youth Development Specialists Stephanie Femrite and Patty Fisher, with the involvement and assistance of about twenty teen-aged Camp Counselors. Over 115 youth and teens take part in one of two annual 4-H Camp programs, held at Camp Cedar Crest north of Mexico, MO.

4-H youth and parents identify 4-H camp as having a strong, positive impact on

was found that in general, 4-H youth camp counselors in Missouri experience transformative learning and leadership/life skill development as camp counselors. Evidence was found that youth experience a shift in thinking from the way that things have always been done to the change that they experienced both internally and externally at camp. Many counselors indicated that their experiences as a camp counselor transformed their thinking about themselves into a leader. This leadership came with a caveat however, that they would have to make personal changes as well. These personal changes were not always comfortable in the shifting dynamic of the camp experience.

According to the data collected, there is strong



At 4-H Camp, campers have the opportunity to work with staff from the Missouri Corp of Engineers to learn to canoe. Some even practiced the art of tipping and correcting, a canoe.

life skills development in youth. In both 2005 and 2006, 4-H members aged 10-13 across Missouri and their parents were surveyed to assess their perceptions of the Missouri 4-H Camping program’s effectiveness in building life skills in youth. The results were overwhelmingly positive.

In a recent study with camp counselors (Femrite & Flatt, 2017), evidence

evidence to suggest that there are personal transformations taking place at camp. Leadership and life skill development was an important facet that camp counselors experienced. Team management skills were developed to push individuals to learn collectively in an effort to teach collaboratively. Specific themes of organization, time management, and responsibility were indicated as skills that



Melvorn “Junior” Worley was inducted into the Missouri 4-H Hall of Fame in recognition of over 20 years of service and dedication to the Audrain County 4-H program. Ceremony was held during the Missouri State Fair.

were developed as a result of camp. Leadership and life skill development however, was not always an easy transition to make. There were obvious challenges for counselors in their development process. This arena is where personal transformations occur, as camp counselors are attempting to expand their leadership and life skill development, they are pushed outside of their comfort zones with the intent to grow and develop.

Hatching Chicks in the Classroom

4-H Embryology teaches students about science and respect for life. Students hatch chicks in the classroom and witness the exciting miracle of life. Through this program, pre-incubated eggs are delivered to the school where they hatch

about four days later. During this time, students have the opportunity to learn the scientific process of embryology including: incubation, preparing a brooder, hatching, identifying parts of an egg, development of chicks in the egg and once they have hatched, handling chicks, and careers in the poultry industry. While students care for the eggs and chicks, they learn leadership, responsibility, sharing, decision making, critical thinking, and teamwork.

Number of Audrain County learners: 275 pre-kindergarten through 5th grade students and 12 classroom teachers

Total Hours of learning in 2017: 2,136 hours of classroom learning in 15 Audrain County classrooms

The 4-H Embryology Program gives children of all ages a hands-on experience in hatching chickens while developing personal confidence and leadership ability through embryology project activities. Children learn by listening, observing, experimenting and applying their knowledge to real-world situations. As students continue on their learning journey they have increased knowledge and skills in nutrition, food production, food safety, and food systems. Within this program Audrain County students have the opportunity to develop and practice life skills including working on a team, identifying one's own competencies, creative expression, and short term goal setting.

The Missouri Strip Trial Program

An Opportunity for Audrain County Farmers and Crop Advisors

The Missouri Strip Trial Program is a new, grower-focused program initiated in 2016, designed to help Missouri farmers and crop advisors compare on-farm management decisions and practices in a low-cost, low-risk setting.

Farmers utilize their own precision ag equipment to conduct on-farm research in their own crop fields.

Participating farmers work with a specialist from the University of Missouri Extension, or other crop consultant of their choice

to guide the planning, implementation and methodology used for the trial. This extra guidance and assistance helps ensure growers receive a reliable, statically valid and unbiased evaluation of a particular practice, method or idea.

When coupled with in-season aerial imagery collected with drone technology and GPS referenced yield monitor data, trials will allow farmers to evaluate two or three agronomic treatments through carefully managed, side-by-side comparisons.

In Audrain County, three on-farm strip trials were initiated in 2017. These trials focused on evaluating the seed treatment ILeVO to mitigate soybean sud-

den death syndrome (SDS) and soybean cyst nematode (SCN). Of these trials, a soybean yield advantage of 2.8 bushels per acre of ILeVO treated seed compared to no seed treatment was realized. This in-turn has a positive economic impact to the farmer of \$15.00 per acre. This trial addresses the emphasis area of "improving soybean management practices through research and demonstration" through the Missouri Soybean Merchandising Council.

This program is made possible by support from the Missouri Corn and Soybean Merchandising Councils, their checkoff and University of Missouri Extension.

Family Nutrition Program (FNP)

University of Missouri Extension's Family Nutrition Program (FNP) reached 85 participants directly and 666 indirectly with nutrition education in Audrain County during 2017 a significant percentage of which were low income. FNP provides information on nutrition, food safety, and physical activity for lifelong health and fitness by working with qualifying schools, community groups and agencies.

Total Hours of Collective Workshop Participation in 2017: 423 collective workshop hours

Youth from Pre-school to 8th grade learned through kid-friendly, hands-on lessons and activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. Education for adults also includes nutrition, food safety, and physical activity, as well as food resource management.

Nutrition Program Associates (NPAs) go into schools and other grant eligible locations and interact with community members to help them make healthier choices and build healthy habits. They see the difference the program makes in people's lives.

The Family Nutrition Program (FNP) brought \$9,681, 129.00 federal funds to the state of Missouri. These funds were used to provide



While programming at the new Help Center in Mexico Deann Turner, Kelly Rich and Sarah Woodrow shared recipes from the Seasonal and Simple App using foods from the Help Center's Food Pantry and a few purchased items. Most of the adults that attended the Food Tasting demonstration downloaded the app and enjoyed the recipes. (Pictured –right) Kelly making fruit salsa while Deann assists and (pictured left) Deann making Asian Snow Peas while Kelly assists. Not pictured Sarah working with clients to download the Seasonal and Simple App. Deann, Kelly and Sarah provided this program as Sarah and Jolene were hired on 9/25 and 11/13 of 2017.

nutrition education to 838,295 Supplemental Nutrition Assistance Program recipients and eligible citizens of Missouri. There were 3,831,270 educational contacts. This year we had 3,064,781 indirect educational contacts. Indirect contacts are reached through newsletters, health fairs, food pantries and the Show Me Nutrition help line. 751 of these participants reside in Audrain County.

Participants in FNP become more aware of nutrition, make healthier meal and snack choices, eat breakfast

more often, are more willing to try new foods, increase their physical activity and in general make healthier food choices. Those who practice healthy eating and activity behaviors are more likely to enjoy a high quality of life as an adult and into old age. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important programming effort serves to reduce healthcare costs over the participant's lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.

Ag Lender Seminars

Late last fall there were three agriculture lending seminars held in Northeast Missouri: Mexico, Hannibal and Kirksville. A total of 91 lenders attended from 24 Missouri counties, plus Illinois attended. There were 32 participants at the Mexico location.

The seminars were about 5 ½ hrs in length for a total of over 500 hours of education.

What did they learn? Topics for the seminars included: Macro Economics, Land Values and Rental Rates, Crop & Livestock Outlook, Update on Taxes, Marketing Opportunities, and the Affordable Care Act.

Lenders received the 2018 Missouri Farm Financial Outlook book, which includes 2018 budgets for all major crop and

livestock enterprises in the state and articles on many current agricultural topics.

What action did they take? Agriculture lenders work with a variety of customers each year from small producers to large producers. The goal is for the knowledge gained at the seminars to help them work with the clients and to share information and resources gained.

The evaluations showed the tools most often helpful include: budgets, crop and livestock market outlooks, rental rates, land values, tax and health insurance information and marketing tools.

How does this make Audrain County and Missouri better? The lenders in attendance manage well over 5,000 loans totaling \$1.5 billion (response from

70 of the 91 lenders). By attending University of Missouri's Agricultural Lenders' seminars, lenders are able to help their clients make better decisions based on risk management tools, budgets, and other resources provided. This benefits their portfolio of producers and landowners by an increased understanding of enterprise budgets and cash flow affecting families' and businesses' financial health. This is especially important with the downturn in the agricultural economy as both crop and livestock producers expect lower incomes, continued high input costs, challenging marketing decisions, and uncertainty with the upcoming Farm Bill.

How to get an "A" in retirement

A total of 299 participants learned how to get an "A" in retirement in 2017 through a popular online University of Missouri extension course with that title. Of those learners, 29 were residents of Audrain County. The course combines research and best practices from both personal financial planning and positive psychology to help people take positive steps to increase their wellbeing in retirement (and in the years leading to retirement.) One hundred percent of this county's participants recommend the course to you and say it was worth their time, energy and fees. 100% of participants would consider taking another Extension online course, similar to this one, on a different topic. Over 98% have taken positive steps for retirement planning.

Participants identified retirement goals they are excited about and feel less stressed about retirement.

When you support retirement planning education for Missouri residents, people replace worry with action solutions like having more adequate emergency funds and investments for retirement, which serves to reduce financial stress and increase productivity. There is a substantial cost to employers of financially distracted workers.

Individuals comment:

"This is a polished and professional course based on years of research and experience."

"I have really been pushing folks to sign up for this course as it really is a 'one stop shop' for all things retirement."

"I liked the positive psychology the best... I think of courses about retire-

ment as financial courses. This one was so much more."

"Taking this course and going over what I've been learning with him (my spouse) has brought us both a greater sense of calm."

"I find the positive psychology aspect of this class to be very valuable... In addition to being financially sound, I want to be happy and healthy in retirement, too, and this is helping."

How to get an "A" in retirement will be expanded in 2018 to more counties and participants. This website gives details and registration information <https://extension2.missouri.edu/programs/how-to-get-an-a-in-retirement>

Contact your regional family financial education specialist or course author Dr. Cynthia Crawford at crawfordc@missouri.edu for details.

Agronomy and Horticulture

Education Plus Diagnostic Services for Farm and Garden Success

Over 1000 Audrain County residents participated in a University of Missouri Extension agronomy or horticulture program in 2017. Participants include farmers and Clark produce auction growers who attended Private Pesticide Applicator Training, Master Gardeners, people who seek gardening advice from Master Gardeners at the Mexico Farmer's Market, people who learn from Master Gardeners at the Mexico Community Garden, soil test customers, plant diagnostic clinic custom-



Audrain Master Gardeners look over entries in the Audrain 4-H veggie contest.

ers. In 2017 agronomy and horticulture programs resulted in over 850 hours of learning by Audrain County residents. Audrain Master Gardeners volunteered over 900 hours, with many of those

hours volunteered at the Mexico Help Center and Mexico Farmers Market. Audrain Master Gardeners play a key role supporting Mexico Community Gardens, a collaborative effort between several groups and individuals to support community gardens and healthy food choices in Mexico. Evaluations showed that people learned basic gardening, how to prepare food from the garden, pest control, how to apply fertilizer to crops and gardens, and safe use of pesticides. People used what they learned to grow food, reduce pollution in streams and lakes, and stay safe as they work in their gardens and fields. By utilizing research proven best practices in their gardens and on their farms citi-



Don Dohrer, Joan Dohrer, Ron Kendall, and Janice Kendall completed the 14 week Missouri Master Gardener Training program in Audrain County in 2017.

zens of Audrain County improve their local economy. Regardless of whether research proven best practices are used to produce locally grown produce for the Clark Produce Auction, or corn and soybeans that are marketed globally, there are clear benefits

to increasing efficiency, productivity, and safety. Current and future generations benefit when research proven best practices are used and result in improved productivity and reduced negative environmental impacts.

Community Conversations

On March 8, 2017 Audrain County hosted a moderated community conversation to talk about the crucial issues and challenges in our communities that deserve close attention in the next three to five years.

In addition to extension council members and partners, 24 participants included leaders in business, agriculture, government, health care, media and education; and representatives from various nonprofit entities, including civic, and social service.

The discussion was one of 42 community conversations across the state in late 2016 and early 2017.

“It was a concerted effort to hear from a broad cross-section of Missourians,” said Mary Leuci, director of evaluation and engaged scholarship for MU Extension. Leuci oversaw the Community Conversations project with Mark Stewart, MU Extension’s director of off-campus operations.

“The local forums were a way for community members to connect, and talk about future challenges and opportunities,” Stewart says.

Trained facilitators conducted the conversations using a process developed in the mid-1990s called “World Cafe.” “It’s a research-based, tested process,” Leuci said. “You get a very different kind of engagement from people thinking and talking together about the issues compared to individuals responding to a survey.”

In MU Extension’s Community Conversations, participants formed small groups that selected and prioritized key issues, offered possible strategies for addressing them and identified potential partners for implementing those strategies

“The format allows people to

build sequentially off of a group’s ideas and provide feedback,” Leuci said.

Regional directors, county program directors and field faculty helped with the enormous task of selecting sites, scheduling forums and compiling lists of invitees. “We wanted to reach beyond the usual suspects,” said Stewart. “We tried to include people who didn’t know us very well.”

Following the conversations was the less visible but equally crucial task of collecting and analyzing the data generated by the forums. Extension collaborated with MU Department of Agricultural Education and Leadership on this process of qualitative analysis, which identified 158 issues. Most of these issues fell within one or more of six overarching themes: economy, education, food and natural resources systems, health, infrastructure, and youth and families.

The participants created a prioritized list of what they saw as the critical needs of Audrain County/northeast Missouri including: education (tech skills, soft skills), basic life skills for youth, food (access, nutrition), financial responsibility, retention of youth in the community, and loss of small farms.

The data and insights gained from the Community Conversations have value outside of MU Extension, Leuci says. For example, an entrepreneurship class in the Trulaske College of Business will use information about key challenges in community to develop real-life case studies. Students will create entrepreneurial solutions to issues.

Leuci says the findings will also be of use to university units such as the Engagement Council and the Broader Impacts Network, as well as campus and UM System leadership.

Area Residents Learn More about Marketing Ag Products

In November, a four-night class titled Women Marketing Grain & Livestock class was held in Mexico. There were twelve participants from Audrain County: 3 from Martinsburg, 4 from Mexico and 4 from Vandalia.

Participants were given a pre and posttest with a scale of 1 to 5, with 1 being not understanding at all to 5 very knowledgeable. Participants reported an increase in knowledge on the following topics and the amount of change.

The difference between hedging and speculating increased 2.6 points

Using futures and options contracts to manage risk increased 2.1 points.

Components of a marketing plan increased 2.1 points.

Calculating basis increased 2

points

Marketing terms and concepts increased 2.0 points.

Different types of cash contracts increased 2.0 points.

Participants were also asked if and/or how they planned to use the knowledge from the class. Following are the responses.

86% plan to develop a marketing plan

71% will calculate basis

71% visit with their crop insurance agent.

71% will calculate cost of production

71% will consider using futures and/or options

How does this help Audrain County?

The participants attending Women Marketing Grain and Livestock class are better pre-

pared to help market the products on their farms.

The goal of the class is for the participants to learn about marketing tools. The average farm size was 1,900 acres. For example, if those acres are split 50-50 corn and beans and assuming a 40 bu/ac yield for beans and 125 for corn, and if a marketing plan could help increase soybean selling price by \$0.10 per bushel and \$0.05 for corn, that would result in an average of over \$9,700 additional income per participant.

This class helps students make better and informed marketing decisions and gain an understanding of a marketing plan, which leads to better marketing and increased income which helps the local economy.

MU Extension-Audrain County Extension County Business Awards

The University of Missouri Extension - Audrain County Council presented its 21st annual business awards to the Vandalia Leader and Centralia Fireside Guard. This year’s recipients were chosen for their continued positive impact on Audrain County and both have held a close working relationship with the MU Extension.



Stephanie Femrite (left), county program director, presents the award to James Smith, Centralia Fireside Guard Editor.



Bobby Stone (left), council chairman presents the award to Ron Schott, Vandalia Leader Editor.

2017 Audrain Extension Council Members

Officers

Bobby Stone, Chariman
Scott Brooks, Vice Chairman
Nate Birt, Secretary
Tina Schmeling, Treasurer

Appointed Members

Tracy Graham	County Commission
Laura Pitts	City of Mexico
Bobby Stone	MFA

Elected Members

District 1 – NW Area
District 2 – SW Area
District 3 – NE Area
District 4 – SE Area
District 5 – City of Mexico

Scott Brooks and Abby Sudbrock
Ryan Hollenberg and Linda Norwald
Bobby Stone and Samantha Jensen
Tina Schmeling and Aaron Cope
Cameron Oliver, Jason Young, Nate Birt,
and Garf Thomas

Extension Staff Headquartered in Audrain County

Stephanie Femrite	4-H Youth Development Specialist, Co-County Program Director
Mary Sobba	Agriculture Business Specialist, Co-County Program Director
Jolene Rogers	Nutrition Program Associate
Daniel Nunnally	Youth Education Assistant
Kathy Nichols	Administrative Assistant

Additional Staff with Responsibilities in Audrain County (Offices are in other counties)

Karisha Devlin
Interim Regional Director

Charles Holland
Business Development Specialist

Renee Christensen
Human Development and Family
Science Specialist

Daniel Mallory
Livestock Specialist

Sarah Geist
Nutrition Program Associate

Megan Samson
Nutrition & Health Education Specialist

Max Glover
Agronomy Specialist

Jennifer Schutter
Horticulture Specialist

John Gulick
Community Development Specialist

Kent Shannon
Natural Resource Engineering Specialist

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University of Missouri Extension Mission Statement

Our distinct land-grant mission is to improve the lives, communities and economies by producing relevant, reliable and responsive educational strategies that enhance access to the resources and research of the University of Missouri.

Beef Improvement Program

Regional livestock specialist assists these producers with their performance record program by taking weaning and yearling weights and frame scores on their calves. These producers then sell bulls in the annual NEMO Performance Tested bull sale held in Palmyra. In 2017, one producer in Audrain County purchased one bull in the sale.

The annual Performance Tested bull sale is a value added program, 47 bulls averaged \$3,481 per head.

Participants of the beef improvement program use the data when they sell the bulls to other producers such as in the performance Tested Bull sale. Learn importance of keeping performance records by taking weaning and yearling weights and heights on the farm. Currently, one beef producer in Audrain County is enrolled in the Northeast Missouri Beef Improvement Program.

Beef AI Breeding Program

The use of artificial insemination (AI) breeding in beef cattle has increased over the past nine years as a result of new technology in this area including fixed time AI demonstration done in the region.

As a result the NEMO BCIA owns three AI breeding boxes which are available for use in the area. These boxes help improve the conception rate when using AI.

In, 2017, area producers used the boxes for a total of 30 days with approximately 2,000 cows and heifers being AI bred in the boxes. The AI conception

rate is increased by 5-15 percent due to the lower stress levels on heifers/cows as a result of the design of the breeding boxes, and increases the productivity of a producer's herd affecting his profitability creating a positive impact on the economy of Audrain County.

Show-Me Quality Assurance (SMQA)



Youth participants learn more about peripheral vision and how to approach livestock safely.

This certification is for youth and includes a one-hour workshop. Participants must do this three times during their showing career. They must attend twice under the age of 13 and once when they are 14 and older. Forty youth across Audrain County completed the training in 2017. This program meets the requirements for certification required to exhibit meat producing animals and allows livestock and poultry project members to meet this requirement to complete their project.

SMQA increases the knowledge and awareness of Missouri youth about food quality issues related to animal production, as well as increase quality of care and knowledge of livestock produced by youth in Audrain County.



One of the double AI breeding barns available to rent. For more information contact Daniel Mallory, Livestock Specialist (573) 985-3911