

UNIVERSITY OF MISSOURI Extension

2011 AUDRAIN COUNTY - THE YEAR IN REVIEW



Annual Business Awards Presented

On December 7, 2011, the Audrain County Extension Council presented its 15th annual large business award to Mexico MFA Agri-Services and its 15th annual small business award to All Seasons Lawn Care. Each year the Audrain County Extension Council recognizes two Audrain County businesses that have demonstrated a positive impact on Audrain County and has had a close working relationship with University of Missouri Extension programs. Above, Sara Brown, Audrain County Extension Chairperson and Virgil Woolridge (left), Audrain County Business Development Specialist present the 2011 Large Business Award to Joe Weydert, manager of the Mexico MFA. Below, Chairperson Brown and Business Development Specialist Woolridge are shown presenting the 2011 Small Business Award to All Seasons owners Randy and Cathy Mitchell.



PHOTOS COURTESY OF
THE MEXICO LEDGER
PHOTOGRAPHER BRENDA FIKE

Long time Audrain County 4-H Specialist Retires



Eleanor Kloeppe, the Audrain County 4-H Youth Specialist, retired from University Extension on December 21, 2011 with over 19 years of service. Eleanor has served as 4-H Youth Specialist in Audrain and Callaway counties since January 2005. Eleanor's time in Audrain County has seen many changes; probably the most dramatic was the construction of the new 4-H building where she played a significant leadership role in that project.

Eleanor is married to her husband, Norman and is a mother of 11 children. She started out as a 4-H and Extension volunteer in Osage County in 1975. In 1992, she joined University Extension as a 4-H Youth Program Assistant in Cole County. During this time she began working on and completed her Bachelor's Degree and then successfully completed her Master's Degree in May 2004. Upon completion of her Master's Degree, she applied and was hired as the Audrain and Callaway 4-H Youth Specialist. Eleanor was only the 12th 4-H Specialist to serve Audrain since 1913. Eleanor will be missed; her dedication to Audrain County and the 4-H program was unsurpassed. She will always be a part of the Audrain County Extension family, and we wish her the best in her retirement.

For More Information On University Of Missouri Extension Call 581-3231

University Extension Addresses Health Care Act Concerns

By **KIMBERLY LONG**
The *Mexico Ledger* staff writer

The University of Missouri Extension (Audrain County Office) held a presentation at the 4-H Center in Mexico regarding Federal Health Care Reform and its impact on individuals, families and businesses in Missouri. The speaker for the seminar was Thomas McAuliffe, a policy analyst with the Missouri Foundation for Health, MFH.

During the seminar, McAuliffe discussed the health care reform law, and presented some of the hot topics, such as insurance exchanges and individual mandates, regarding the health care measure. The program is part of Cover Missouri, a project of MFH to promote quality, affordable health coverage for every Missourian. A question and answer session followed.

As the 2014 deadline for a health care plan steadily draws near and Missouri legislators continue to evade voting on the issue, MFH has found from its presentations, that most of the public agrees that "health reform is needed, but most think it's not the solution we need," McAuliffe said.

According to a recent survey commissioned by MFH, McAuliffe noted half of the respondents said they oppose the Affordable Care Act, while 30 percent support it. Twenty percent remain undecided. These results, he said, reveal a continued softening in opposition to the act. When last surveyed in August 2010, nearly 55 percent of Missouri said they opposed the act.

"It's important for folks to understand the health care law. And, they need unbiased information – which is what the Missouri Foundation for Health is doing," McAuliffe told the crowd of some 30 Advanced Technology Center nursing students and handful of hospital, area nursing home and insurance representatives attending. It's apparent, he said, that Missourians "are afraid of change. However, data shows many attitudes change as people begin to learn what actually is in the health care act."

In fact, the survey found that fewer than one in four respondents (22 percent) knew that all of the provisions discussed in the survey were actually part of the law. Overall support for health reform rose from 30 percent to 43 percent after respondents had a better understanding of the provisions included, he said.

Some of the key provisions of the legislation that overwhelming majorities support are:

- Giving small businesses tax credits that make it easier for them to purchase health insurance for their employees (88 percent).
- Protecting against price-gouging by health insurance companies (88 percent).
- Having a voluntary program where workers can purchase insurance that helps pay for personal care and supportive in-home services as an alternative to nursing home care (86 percent).
- Requiring insurance plans to cover preventive health care such as breast and colon cancer screenings (85 percent).

- Making it illegal for insurance companies to cut off coverage when patients get sick, and outlawing hidden caps on their coverage (84 percent).

- Helping purchase coverage for low- and moderate-income Americans who don't get insurance through their jobs (76 percent).

- Making it illegal for insurance companies to deny care based on pre-existing conditions (74 percent).

In the last 18 months, the Missouri Foundation for Health has conducted more than 150 presentations on health care reform to clear up misunderstandings about what is included in the act. The nonpartisan discussions touched on the act's strengths, such as connecting patients to providers, as well as its weaknesses, such as its cuts in provider reimbursements for Medicare patients.

Ryan House, with the Advanced Technology Center's LPN program, had his nursing students attend the presentation for the "opportunity to learn about what's going on in politics and health care. If not for themselves, for their patients who will want to know."

Marlis Love, administrative assistant with the King's Daughters Home, agreed on the importance of knowing the facts. "It's an issue that all employers, as a business with employees, should know about," she said. Love intends to take back what she learned to share with her staff. The home currently employs 44 workers, and houses 29 (full-care) residents.

McAuliffe said talking about

health care reform hasn't been easy, but the desire for accurate information appears strong. During the seminar he fielded questions about the costs associated with some of the reforms, how chronically ill Medicaid patients put the most financial strain on the health care system, how private insurance costs continue to climb and how the act will limit some of those expenses. As of Sept 1, 2010, insurance companies are currently required to report how they spend their money.

Several of the groundbreaking provisions that will affect the greatest number of Americans won't go into effect until 2014. During the next few years, federal and state officials will be working with leaders in the health and insurance industries to restructure the nation's health care system.

That restructuring means most Americans will be required to have health insurance and most businesses will be required to offer it to their employees. It also means the creation of another kind of insurance plan, called a health insurance exchange – which is state-run, and offers additional marketplace options that will serve as an easy, cost-affordable way to get individual or employee-based insurance.

If citizens don't have coverage by the 2014 deadline, and they are not one of the groups that's an exception to the rule, they will be subject to penalty. If penalized, they will pay \$95 or 1 percent of their taxable income, whichever is greater. In 2015, the fine will be \$325 or 2 percent of taxable income, and in 2016 the penalty will be \$695 or 2.5 percent of income. Each year after 2016, the government will refigure the fine based on a cost-of-living adjustment. To help meet the cost of mandated insurance, the government will offer premium credits and cost sharing subsidies to qualifying individuals and their families.

You may not be required to purchase health insurance if you face financial hardships, have been uninsured for less than three months, have religious objections, are American Indian, are a prison inmate, or are an undocumented immigrant.

More information is available at www.covermissouri.org or by following@CoverMissouri on Twitter and Facebook.



New University of Missouri President

After nearly an almost year-long national search, the University of Missouri (System) Board of Curators announced the appointment of Timothy M. Wolfe, 53, as the 23rd system president. The MU business school alumnus will assume responsibilities presently held by Interim President Stephen J. Owens, effective Feb. 15, 2012.

Wolfe, formerly Novell's president of the Americas and a 20-year IBM executive, went to Rock Bridge High School in Columbia, where he led the football team to a state championship as its quarterback. He is the son of two university professors — a father who taught communications and a mother who is a law professor.

In commenting on Wolfe's appointment, former system President Gary Forsee said in a written statement, "I applaud the selection of Tim Wolfe as the next president of the University of Missouri System. As a Missourian, a graduate, and an accomplished executive, he will bring the requisite skills and passion to the role of president. He understands the critical role of public higher education and the unique role each of the four campuses of the system plays in our state. He understands the stewardship and accountability that he is being entrusted with and all Missourians should reciprocate by giving him their full support."



Over thirty nursing students, hospital personnel, area nursing home and insurance representatives attended the presentation held at the Advanced Technology Center.

Review of 2011 in Audrain County

University of Missouri Extension in Audrain County has offered many programs, activities and services to the citizens of Audrain County this past year. 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 2011. We would especially like to thank the Audrain County Commission, for its steadfast support of the Audrain County Extension office. Without the financial support of the Audrain County Commission the Audrain County Extension Office would not be able to provide educational programming to youth, businesses and the agricultural community. When you support University of Missouri Extension programming, citizens determine what is best for their community. The educational process results in buy-in from the community, adoption of policies, implementation of plans, and increased economic activity. The citizens of Audrain County benefit from the wise use of public and private resources.

Extension is quite often 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.

Extension on the national level is the educational branch with the U.S. Department of Agriculture and then 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 mission is to "Serve Missouri by extending the research-based knowledge and problem-solving resources of the University of Missouri and Lincoln University to focus on high-priority needs of people throughout the state".

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 2011 Council Members are listed on the back page. It is through their dedication and devotion to Audrain County that helps Audrain County maintain a high quality of life for our residents.

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 Audrain County residents.

The Audrain University of Missouri Extension Center is located in the Audrain County Courthouse, Room 304. The office is open Monday-Friday, from 8:00 a.m. to noon and 1 to 5 p.m.

(Submitted by Virgil Woolridge, County Program Director)

University of Missouri Extension Month Proclamation



Audrain County Presiding Commissioner Steve Hobbs signs a proclamation stating July is University of Missouri Extension Month in Audrain County. On hand for the signing are (front row, from left) Shelley Harvey, Audrain County Clerk; Roger Young, Eastern District Commissioner; Hobbs, Tom Groves, Western District Commissioner; back row, Velma Jones, Kathy Nichols, extension staff; Virgil Woolridge, county program director for the extension office; Mary Sobba, agriculture business specialist; Eleanor Kloepfel, 4-H youth specialist, and Sara Brown, Extension Council chairperson.

Giving to Audrain County Extension

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 can be an excellent estate planning option. Audrain County Extension is a not-for-profit organization. Money or gifts given to Audrain County Extension are completely tax deductible donations. Your gifts and donations can be in the form of a general donation or it can be given for a specific program. 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 business, agriculture, youth development and nutrition. We would be happy to accept donations that could be used to further improve the services we provide. Anyone wishing to donate or discuss how to donate can contact our office at 573-581-3231 for more details. Donations and gifts are an excellent way to reduce your end of year tax liability.

University of Missouri Extension Mission Statement

The primary purpose of University of Missouri Extension is to serve Missouri by extending the research-based knowledge and problem-solving resources of the University of Missouri System to people throughout the state.

University of Missouri Extension is supported by a unique partnership of federal, state and local governments. University of Missouri Extension provides access to the University's information and educational resources most needed by the people of Missouri. County extension councils, as established by state statute, and field-based faculty are partners in the development, implementation and evaluation of educational programs. The Extension Service of the United States Department of Agriculture is also a formal partner in the cooperative extension program.

University of Missouri Extension cooperates with Lincoln University to deliver a single, coordinated cooperative extension program. Extension clientele are youth and adults from all socioeconomic, racial and ethnic groups represented in the state.

2011 Audrain County 4-H and Youth Highlights



Each year members choose a Fair King and Queen. The members must be at least 14 years of age and in good standing and apply.

Their job is to help the judges during the shows and interview younger kids and help wherever else needed. Pictured are the Queen Candidates from left to right in back row: Alex Foster, Haley Toalson, Karley Newsom, Ruthie McWhorter and Caitlyn Hoffman. In the front row are Queen Brittney McBride and King Caleb Quinlan

When youth participate in 4-H programs they not only learn valuable life skills, which will continue to enrich their lives, they develop skills and values that will help them to be valued members of the community for their entire lives. Communities reap long-term benefits by supporting programs like 4-H. Youth engaged in the programs are 60 percent 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.

As a part of the Land Grant

University Extension System, 4-H offers research based curriculum for a wide variety of interests; and through several events held on the MU campus many 4-H members are given the opportunity to have a glimpse of campus life several years before they enter college. A survey of 4-H members showed that the second most common reason for them to visit a college campus was to attend a 4-H event.

4-H project work and related educational experiences help youth explore interests in citizenship, communications and leadership. 4-H Youth report 3 times more

opportunities than their non-4-H peers to engage in meaningful community leadership roles. This helps them to not only take on leadership roles today but build the skills to be the community leaders of tomorrow

The 4-H Study of Positive Youth Development has shown that youth involved in 4-H experience high levels of positive youth development (PYD); are more likely to contribute to themselves, their families and their communities; and are good citizens. PYD is a strength-based perspective of adolescence that emphasizes the potential for youth to successfully grow into mature adults.

The study has shown that 4-H youth are substantially more likely than other youth to make contributions to their communities. 4-H

Each July 4-H families throughout Audrain County gather at the Audrain 4-H Youth Fair to allow the youth an opportunity to show the projects that they have worked on throughout the year in a friendly and competitive environment. The event is for the entire community and not just 4-H. The event showcases youth projects, but also includes entertainment events and shows, and a time to gather as a community.

youth were shown to be less likely to experience depressive symptoms or to engage in risk/delinquent behaviors. 4-H participants had better grades, were more behaviorally and emotionally engaged with school, and were more likely to see themselves going to college. In addition to making better grades, 4-H members are more likely to participate in science, engineering or computer technology programs and are 70% more likely to go on to college and 40% more likely to pursue a career in science, engineering or computer technology, areas which are showing the greatest need for workers.



Zane Stone, F & L Hustler 4-H member and his younger brother Stetson made sure his chickens had shade and water before Zane showed them in the Poultry Show at the 4-H Youth Fair.

This past year in Audrain County 191 youth participated in the 4-H club program under the guidance of 125 volunteers. An additional 68 youth participated through School Enrichment or Camp programs.

By participating in 4-H youth increase their own skills through hands-on project work, learn valuable communication and leadership skills through the club program, have the opportunity to learn to meet and work with others through a variety of local, regional, state and national events and activities. Through the community service activities of their clubs 4-H members give back to the community today and, through the skills and values learned in 4-H, most will continue to give back to their community in the future.

Richard Lerner, leader of the Study on Positive Youth Development states:

"The true value of 4-H programs comes not from short-term results or even the effects over a few years. It comes from the programs' influence on lifelong pathways of development."

Details of the 4-H Study of Positive Youth Development are available on the Missouri 4-H Web Site

For information about joining 4-H contact the University of Missouri Extension Office at 573-581-3231 or e-mail audrainco@missouri.edu. Find more information about 4-H on the web at:

<http://extension.missouri.edu/audrain> or <http://mo4h.missouri.edu>

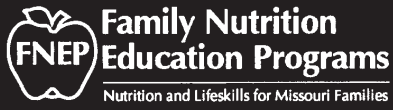


Patty Meyers, Arts & Crafts judge (left), is inspecting a project made by Ashlee Saxton, Country Bumpkins 4-H Club member.



Part of being in 4-H is learning by doing.

Chase Monte, B&G Hustlers 4-H member (showing his steer) chose beef for his 4-H project last year which included learning about the care and nutrition of beef animals.



Family Nutrition Education Programs

Julie Royse,
FNEP Regional Coordinator
www.extension.missouri.edu/fnep

University of Missouri Extension Family Nutrition Education Programs (FNEP) provided nutrition education in Audrain County during 2011. The Family Nutrition Program (FNP) brought \$8,951,100 in Federal funds to the state of Missouri. These funds were used to provide nutrition education to 433,152 food stamp recipients and food stamp eligible citizens of Missouri. One thousand one hundred seventy-eight (1,178) of these participants reside in Audrain County. It also funds one full-time job with quality benefits plus expenses for making the program available to qualified schools and agencies in the county. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness.

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 impor-

tant programming effort serves to reduce healthcare costs over the participant's lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.

Seventy-five adults were reached at the local food pantry with recipes and information on low cost food preparation and physical activity tips.

During 2011, Joyce Jerman, nutrition program assistant, provided classes to students at Van Far Elementary and Community R-6 (Laddonia) Elementary Schools. Show Me Nutrition Education for youths provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. At each of the seven lessons taught, a newsletter goes home to the family. It provides a summary of the lesson taught, sometimes using a game or puzzle as an interactive way for parents to discover what their student learned.

Show Me Nutrition Education Displays updated teachers and staff on nutrition and health information. Teachers use this information in the classroom or by modeling healthy behaviors to their students. With these exhibits we are "training trainers" to deliver good nutrition messages.

For youths who participated in Food and Nutrition Program the following positive results have been reported:

Student changes reported by teachers	
Student Changes	Percent of teachers who observed each type of student change
More aware of nutrition	91%
Make healthier meal and/or snack choices	62%
Eat breakfast more often	47%
More willing to try new foods	76%
Improved hand washing	84%
Improved food safety other than hand washing	36%
Increased physical activity	62%



During 2011, Joyce Jerman, nutrition program assistant, provided classes to students at Van Far Elementary and Community R-6 (Laddonia) Elementary Schools. Show Me Nutrition Education for youths provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. At each of the seven lessons taught, a newsletter goes home to the family. It provides a summary of the lesson taught, sometimes using a game or puzzle as an interactive way for parents to discover what their student learned. Pictured above is a Van-Far Elementary School, Second grade class that participated in the Cereal Box competition which goal is to teach students how to make healthier breakfast choices.

Audrain County Financial Management Workshops

Many individuals coming for financial education are behind on bills or see that they are dangerously close to being unable to pay for necessities. Quality financial education can help families get and stay current on bills. When families can pay their bills, it helps community businesses stay in business. It fuels a stable tax base. That's fundamental economic development for Audrain County and for Missouri.

When you support financial education for Audrain County citizens, participants learn quality financial strategies which result in increased success in reaching financial goals, stronger credit reports and better-informed consumer purchasing decisions. This helps lower costs for public assistance programs, reduce debt discharged in bankruptcy and results in more productive employees. It has become increasingly clear in recent years that individual financial decisions collectively affect the local and state economy.

Forty-eight Audrain County learners participated in Extension family financial education in 2011, including agriculture landowners and community leaders. In total, more than five hours were spent in financial learning workshops. In these workshops, participants were taught estate planning strategies and financial education programming opportunities. As a result of this training, participants found that learning about financial management with Extension can be a positive experience and they would recommend it to others. In addition, participants reduced their financial stress by taking positive actions such as: building wealth, not debt and making more deliberate, well-informed financial decisions.

Conference on Managing Your Farm Financial Risk

When you support the Women in Boots & Blue Jeans program, participants will use farm management skills and concepts to make better business decisions for their farms, which will lead to more profitable farms and more money to be spent in the local community.

The five-hour Women in Boots & Blue Jeans conferences were held in six locations throughout Missouri – Albany, Carrollton, Jackson, Kirksville, Mexico and Warrensburg. The participants came from 15 counties to learn about issues dealing with financial risk in agriculture. The topics included ag market outlooks, using crop and forage budgets, 2010 tax bill, crop insurance and estate planning issues.

Participants heard from a variety of speakers with expertise in the fields including an attorney and specialists. Participants learned where to find budgets, market outlooks, about changes in tax law and estate laws and crop insurance tools. These topics all affect the financial health of a farm business. The participants included land owners and farm operators. The class was targeted towards farm women.

Participants were sent a follow up survey a few months later to access the use of the information, with a 30% response rate. They were asked what actions they had taken or planned to take. Their responses include:

- * Used information to help make tax decisions - 62%
- * Reviewed estate plan or started one - 86%
- * Used the crop insurance information – 46%

In the Central Missouri region the participants were from Audrain, Boone, Carroll and Moniteau counties. This program was partially funded through a grant from the USDA Risk Management Agency. Plans are underway to have a Women in Boots & Blue Jeans conference in Audrain county in 2012.



These ladies are just part of the class that completed Annie's Project in Mexico in January 2011. From left to right: Delana Becker (Ladonia), Loretta Taylor (Mexico), Alice Willott (Mexico), Robin Bullard (Ashland) and Lisa Cox (Mexico)

Annie's Project Teaching Useful Risk Management Tools

When you support the program Annie's Project, participants will gain farm management and communication skills and concepts to make better business decisions for their farms, which will lead to more profitable farms and more money spent in the local community.

Annie's Project is an educational program that was created specifically for farmwomen. The program was created by Ruth Hambleton, University of Illinois Extension, Farm Business Management and Marketing Educator, who was inspired by her mother's challenges and successes in agriculture. Annie's Project is a program that takes her experiences and shares it with farmwomen living and working in a complex business.

Twelve Annie's Project courses were held this past year. The locations include Buffalo, Cape Girardeau, Higginsville, Maryville, Mexico, Nevada, Osceola, Queen City, Shelbyville, Ste. Genevieve, St. Joseph and Winthrop. The programs were delivered through face-to-face instruction and ITV. One hundred thirty-four women participated in Annie's Project.

The Annie's Project topics include risk management, record keeping software, ownership of property, insurance, financial statements, spreadsheets, writing a business plan, estate planning, leases, communication issues, personality traits, and marketing.

Annie's Project provides farmwomen with the knowledge, skills, and abilities to make informed risk management decisions regarding their farm business operations. This enables farmwomen to become better managers, and in turn, increase the viability of their farming operation. It also gives farmwomen an opportunity to network and interact with other women involved in agriculture.

All participants indicated a gain in knowledge as a result of participating in Annie's Project. All participants said they increased their understanding of personality traits and how to work with all types of personalities. Participants indicated they have or plan to make changes including: checking how property is titled, reviewing/evaluating leases, adding POD/TOD on titles and accounts, communication with family and business partners, prepared/analyzed balance sheet, use a financial scorecard and review insurance policies.

Participants were sent an electronic survey approximately six months after completing the class. The response rate was 32%. Ninety-five percent said they had shared class information with at least two other people.

Sixty-six percent used the financial scorecard (the 21 ratios identified by the Farm Financial Standards Council) to calculate financial ratios. The survey asked if they had made changes in any leases, 32% said yes and an additional 29% are planning changes.

A purpose of Annie's Project is to empower farm women to be better decision makers. The survey asked if they had made purchasing decisions by themselves or helped farm partners, 66% yes, and another 22% said not yet. This indicates they are applying class information.

Annie's Project was partially funded with a grant from the USDA Risk Management Agency.

Annie's Project will continue and MU Extension will be offering about twelve classes this year in various locations throughout the state. Future class locations can be found online at <http://extension.missouri.edu/annie>

Audrain County Business Development

As entrepreneurs and innovators, Missouri's small businesses are becoming a more diverse group that continues to make the state's economy productive. There are approximately 500,000 small businesses in Missouri. Nearly 98 percent of all businesses with employees are categorized as small businesses. In assisting the 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.

In Audrain County, during 2011, business development program specialists and business counselors with MU Extension, Missouri Small Business & Technology Development Centers (MO SBTDC), Missouri Procurement Technical Assistance Centers (MO PTAC), Missouri Environmental Program, Missouri Career Options Project, and the Missouri Market Development program served 21 people and their companies with business start-up and management counseling, training, and other assistance. In addition, entrepreneurs and business owners in Audrain County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

- New jobs: 1
- Sales increases: \$327,421
- Jobs retained: 4
- Loans and investments in

business: \$281,500

- Clients/companies receiving business counseling: 21
- Business training attendees and conference participants: 35

Overall, the University of Missouri's Business Development Programs (BDP) served 17,207 people and their businesses state-wide. The total impact for all businesses assisted by the BDP was:

- New jobs: 5,765
- Sales increases: \$235,430,804
- Government contracts: \$191.5 Million
- New businesses: 249
- Jobs retained: 1,708
- Loans and investments in business: \$199,474,000
- Acquired assets: \$77,573,861
- Investment in commercializa-

tion: \$151,567,881 in research grants or research proposals submitted with \$4,337,056 awards received

- Clients/companies receiving business counseling: 3,095
- Business training attendees and conference participants: 14,111

For more information on the small business development program contact Audrain County Business Development Specialist Virgil Woolridge at 573-581-3231 or email at woolridgev@missouri.edu

Show Me Quality Assurance:

Youth completing the Show Me Quality Assurance workshops have a greater understanding of their role and responsibility in producing high quality food animal products. For some people the only connection they have with livestock production comes from visiting the livestock barn at the local or state fair. As representatives of the livestock industry the youth exhibitors are sometimes the only picture of livestock production a consumer may see. Their understanding and demonstration of the ethics of livestock production helps bridge the gap between producer and consumer and assures the public of high quality products produced by these young entrepreneurs.

Every 4-H member enrolled in a food animal project is required to attend 2 three-hour sessions as well as a "refresher ses-

sion" after age 14. These sessions cover the basics in animal care including handling, nutrition, avoiding contamination, using health care products (including proper storage and withdrawal times) and the importance of exhibiting good character in the care, showing and selling the project animals.

Pre/Post tests have shown that youth participating in Show Me Quality Assurance workshops have between 10 and 80 percent increase in knowledge with an average increase of about 45%. In 2011 seventy-eight Youth from Audrain & Callaway Counties attended a Show Me Quality Assurance Workshop or completed the program on line. Show Me Quality Assurance was developed by University of Missouri Livestock Specialists with input from 4-H Youth Development Specialists.

Many Agronomic Programs This Past Year

Integrated Pest Management (IPM)

IPM has been a county program since the mid-1980s. The adoption of IPM by farmers and the introduction of transgenic crops eliminated the need for Extension sponsored crop scouting. IPM benefits counties by reducing the number of pesticide applications, amount of pesticides applied and also increases the effectiveness and assures the need for pesticide applications, which makes the environment safer and cleaner for all residents.

Pheromone traps were used to survey for pest insects during the growing season. Adjacent crop fields were used for insect and disease surveys. Additional field surveys were made through the cooperation of county farmers. Results were sent to the University of Missouri IPM program, therefore available online and through the extension weekly postcard program. The information was also distributed through radio and newsprint.

Extension sends weekly IPM post cards to approximately 150 producers in Audrain, Callaway, Cole, Osage, and Boone Counties as a quick and timely way to inform of pest occurrences and pest related issues. Over the years, respondents liked the post cards with 90% rating it good to excellent and that the information made a difference in their pest management planning. Comments included "thanks", "excellent" and "right on target".

Stink Bugs - More Than Just a Bad Smell

Stink bugs are becoming an economic pest in Missouri. In response, field monitoring to locate and survey for stink bugs was conducted during the growing season. Sweep net and visual surveys were used to count stink bug numbers and species. A new pest stink bug, the brown marmorated stink bug may be entering Missouri in 2011 or 2012. It is known to significantly

reduce yields in vegetable and field crops in the Eastern US and enters homes to overwinter. It has not been captured in Missouri yet.

Private Pesticide Applicator Training - It's the Law

Since 1978, farmers must be trained and certified as private applicators to purchase, apply and supervise the application of Restricted Use Pesticides (RUP). This training educates farmers in the safe and proper use of RUP. The certification process demonstrates that farmers can handle, apply and store agricultural pesticides properly.

Subjects covered include proper pesticide handling, personal protective equipment, pesticide regulations, safe storage, worker protection, endangered species and environmental protection, pesticide laws and required record keeping.

A private applicator certification class was held during February in Audrain County. Twenty-eight Audrain County residents were certified or recertified. Program evaluation results revealed that participants had become aware to very aware and familiar to very familiar (a 4 or 5 rating on a 5 points scale) with subjects including laws and regulations. Survey comments included: "very good"; "I actually enjoyed it"; and "I am planning to update my storage".

Another training is planned for February 16, 2012. Call the Extension Center (573-581-3231) for details.

Drought Damaged Animal Feed

Drought conditions can make forages or field crops that have been salvaged for animal feed, toxic from nitrate accumulation. Farmers from Audrain, Callaway, Audrain and Osage Counties took advantage of on site or Extension Center nitrate testing. Two grower meetings were held in Osage County

with Osage and Audrain County farmers attending. No animals were reported sickened by or killed by nitrates from farmers taking advantage of nitrate testing. Additional information was provided on prussic acid poisoning.

Test for Soil Fertility

Missouri soils are highly variable with a tendency toward low phosphorus and low pH or acid soils. The levels of fertility and subsequent fertilizer recommendations to correct nutrient imbalances will increase yields and make crops less susceptible and attractive to pest injury. Recommendations are based on research done on Missouri soils.

Low pH, acid soils do not release nutrients in the soil and tie up applied fertilizers. Easily available agricultural lime, applied at recommended rates, neutralizes the soil acidity releasing nutrients for more efficient crop growth.

Applying fertilizer without a soil test will either not supply enough nutrients for ideal crop growth or mean excessive, uneconomical amounts of nutrients might injure crops, possibly pollute surface or ground water or not stimulate a proportional increase in yield.

During 2011, 264 soil tests were processed for Audrain County residents. This does not include soil tests recalculated at the farmers request for different crops or different yields from previous soil test analyses. All soil tests are reviewed by a specialist before being released.

All of these programs and services are part of the agronomy program in Audrain County. When you support MU Extension's Agronomy Program, you help in educating area farmers in many high priority topics that help farmers make informed and timely decisions about fertilizer, insects, chemicals and more which leads to more profitable farms. The local economy benefits and prospers when area farmers have profitable crops.



Dan Pehle (on the right in striped shirt) explains how they started out grain drying and how they have made energy improvements to their system.

Energy Conservation Summer Farm Tour

Energy is a necessary input for agriculture, so with special statewide energy programs that was the topic of the summer farm tour sponsored by the Audrain Extension Council. The tour visited two area farms so that participants could see a variety of energy upgrades in grain drying and shops. The two farms visited were: Roth Farm, and Pehle Farm. Forty-eight area farmers attended this event.

The tour included comments from each farm about how they decided on making improvements and upgrades. The farm operators talked about the initial equipment that was installed and the improvements in the new equipment installed, programs available that may help, and lessons that were learned. Kent Shannon, Ag Engineer and Brent Erisman extension associate presented helpful information about energy usage, improvements, and programs available for farmers.

Energy affects all farmers since it is necessary in producing crops and producing them into food products. Special Energy programs are a tool that can help some local farmers in updating current equipment to be more efficient. Extension associate Brent Erisman is available to visit area farms and help in determining estimated energy savings with improvements. Call the Audrain Extension Center to reach Brent.

When you support MU Extension's Summer Farm Tours, you help in educating area farmers in high priority topics that help them make improvements to their farm through equipment modifications, modified practices and changed methods. This helps promote communications with farmers, more efficient and safer farms leading to more informed decisions and long term profitability.

Day Care Provider Training

Licensed Day Care providers both those providing care in their own home and centers are required to participate in 12 hours of training per year. These individuals play a major role in the lives of children by making available a safe and stimulating environment thus allowing parents to be employed.

In 2011, two 2-hour trainings were provided in Jefferson City. Of the ninety-four participants, three were from Audrain County. The titles of the trainings were: Building Relationships with Children and Youth Who Challenge Us and Giving Your Best: Making Secure Attachments.

"Great job." "Really appreciated the ideas for working within a limited budget." And "Thanks for providing us with an opportunity to get our hours we need. Since we don't have access to getting them during the day." were quotes from participants. The majority of the participants would recommend the trainings to others and found them worthwhile and helpful.

Another two hour training was held in Mexico, with thirty-two participants. The topic for the session was The Terrific Twos. This workshop focused on the unique challenges and delights of caring for toddlers in groups. Some of the topics covered were: what to expect from 2-year-olds, planning the day, age-appropriate activities, and effective strategies for guiding 2-year-olds.

2011 Audrain Extension Council Members

Officers

Sara Brown, Chairperson
Bill Kessler, Vice Chairperson
Tom Groves, Secretary
Dennis Isgrig, Treasurer

Appointed Members

Tom Groves County - Commission
Saiid Fayad - City of Mexico
JoAnn Roth - Farm Bureau
Dennis Isgrig - MFA

Elected Members

District 1 – NW Area of Audrain County - Dan Swiney & Linda Ahmann
District 2 – SW Area of Audrain County - Jennifer Benne & Kent Norfleet
District 3 – NE Area of Audrain County - Steve Goshorn & Sherry Sonwalt
District 4 – SE Area of Audrain County - Bill Kessler & Dave Schmeling
District 5 – City of Mexico - Sara Brown, Laura Pitts, Beverly Henke and Karen Potter

Extension Staff Headquartered in Audrain County

Virgil Woolridge - Business Development Specialist, County Program Director
Mary Sobba - Agriculture Business Specialist
Eleanor Kloepfel - 4-H Youth Specialist
Joyce Jerman - Nutrition Educator
Daniel Nunnely - Youth Educational Assistant
Velma Jones - Secretary
Kathy Nichols - Office Manager & Bookkeeper

Additional Staff With Responsibilities in Audrain County (offices are in other counties)

Mark Stewart, Interim Regional Director
Kent Shannon, Agricultural Engineer
Heather Smith, Livestock Specialist
Jim Jarman, Agronomy Specialist
Larry Dickerson, Community Dev.
Kathy Dothage, Human Dev. Specialist
Lynda Zimmerman, Nutrition Specialist
James Quinn, Horticulture Specialist
Vivian Mason, Family Financial Education Specialist

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Audrain Master Gardeners



Audrain County Master Gardener Core Class Trainees of 2012

Front Row: Karen Nichols, Jim Peck, Teresa Douglass, Nancy Cash, Shari Love, Back Row: James Henry Jarman (ACMG Master Gardener Advisor), Jim Quinn (Regional Horticulture Extension Specialist), Mary Orth, Julie Hamilton, Kerry Dubbert, and Marcia Becker VanCleave. Not pictured: Delana Becker and Sonny Orth.

The Audrain County Master Gardener group contributed over 1500 hours of volunteer service by members of the group for the 2011 year has been tabulated for our county. Based on the "Points of Light" Independent Sector calculations, the active members volunteer service was valued as nearly \$32,500.

Missouri Master Gardeners from all over the state recorded over 40,000 volunteer hours have been reported via the state Master Gardener reporting system.

Since this Extension program was added in Audrain County in 2004, over one-hundred area citizens have participated in this Level I Core Master Gardener training.

An eleven session Master Gardener Core training course was conducted in the fall of 2011 at the 4-H Center. Ten participants completed the course.

After completion of this training, trainees are to provide 30 hours of Master Gardener volunteer service in the county in which they reside. One trainee, Nancy Cash, has already upgraded her Master Gardener status from "Trainee" to "Certified Active" Master Gardener by completing her 30 hours of volunteer service.

Through the Missouri Master Gardener program, one-hundred and three trainees that live in Audrain County or adjacent counties have taken the training. This training has been conducted in our county from 2004 and continues through 2011.

Among the projects and activities being

planned for Audrain County Master Gardener chapter are the development of a demonstration garden at the 4-H Center, a Plant/Garage Sale in the spring for a fund-raiser, and continuing to provide answers to horticulture questions pertaining to Audrain County and Missouri.

The Audrain County Master Gardener officers for 2012 are: President: Cathy Mitchell, 1st Vice-President Programs: Tom Maxwell, 2nd Vice President Public Relations & Membership: G. Sue Priest, Secretary: Gail Langford, Treasurer and Parliamentarian: Laura Pitts, Reporter: Jackie Hanke, Photographer: Bob Hanke, and Advisor: James Henry Jarman.

Five local Master Gardeners attended the State convention at Hannibal in September. Riverboat cruises, tours of local gardens, and the demonstration garden in downtown Hannibal were among the highlights of this event. Among those attending were: Marilyn Tedrow, Laura Pitts, G.Sue Priest, Orlin Callicoat, Gunta Witherall and Betty Clark. Clark and Callicoat also attended the international convention in West Virginia.

Anyone interested in more information about the Audrain County Master Gardener program please contact the Audrain County Extension Office at 573- 581-3231 or email at audrainco@missouri.edu or email: Sue Priest at

genevasuepries8567@sbcglobal.net