Public Value of MU Extension’s Business Development Programming Efforts:

By supporting business development programming efforts, enterprising Missourians receive information and training to successfully start, run and expand businesses. This increased business activity creates jobs, increases consumer demand, promotes economic development and generates tax revenue for the public’s welfare.

A unique partnership exists between University of Missouri Extension and local government. In Cass County, we’re proud of the many ways our partnerships with local government, organizations and coalitions have worked to improve lives of our residents. This annual report is intended to be a snapshot of our program highlights. This past year MU Extension had **38,337** direct and **189,087** indirect educational contacts within our county! Over 6000 hours, valued at $112,200.00, were contributed by volunteers. We are committed to changing lives through local strengths.

MU EXTENSION, MO SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTERS (MO SBTDC), MO PROCUREMENT TECHNICAL ASSISTANCE CENTERS (MO PTAC), MO ENVIRONMENTAL PROGRAM, MO CAREER OPTIONS PROJECT, AND THE MO MARKET DEVELOPMENT PROGRAM. Served 45 people and their companies with business start-up and management counseling, training, and other assistance.

Entrepreneurs and business owners in Cass County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

<table>
<thead>
<tr>
<th>Cass County Business Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Jobs Created</td>
</tr>
<tr>
<td>Increase in Sales</td>
</tr>
<tr>
<td>Government Contracts</td>
</tr>
<tr>
<td>New Business Start-up</td>
</tr>
<tr>
<td>Jobs Retained</td>
</tr>
<tr>
<td>Loans and Investments in Business</td>
</tr>
<tr>
<td>Acquired Assets</td>
</tr>
</tbody>
</table>


COALITION PARTNERSHIPS. Vital partner with three leading coalitions: Oral Health Coalition (opening a free children’s dental clinic in July 2011); CHART (focus on county health education needs); and Cass County Coalition for Drug Prevention and Recovery (focus on education and services for those in recovery).

As entrepreneurs and innovators, Missouri’s small businesses are becoming a more diverse group that continues to make our state’s economy productive and vibrant. There are 500,000 small businesses in Missouri, with over 1000 in Cass County. Nearly 98 percent of all businesses with employees are categorized as small businesses.

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Gary Mallory  
Sue White  
Bill Cook  
2010 Cass County Commission
Public Value of MU Extension’s Healthy Lifestyles Programming Efforts:

By supporting healthy lifestyles programming efforts, people become more active and make healthier food choices leading to a lower risk for disease and illness which increases disposable income for families (reduction in medical/pharmacy expenses, fewer days missed from school/work, etc) and eventually leads to lower long term medical costs for families and communities.

STAY STRONG, STAY HEALTHY. 81 senior adults improved strength, balance and flexibility. 100% of the participants agree that the program has “greatly improved” their lifestyle and health. Five sites meet regularly under volunteer leadership.

FAMILY NUTRITION EDUCATION PROGRAM. 3223 preschool & elementary school students, teachers and parents learned about healthy eating, fitness and food safety. 4 of 5 reported making healthier food choices, while 3 of 5 reported eating breakfast more often; 4 of 5 reported improved hand washing and 3 of 5 reported increased physical activity. This program also partnered with Cass Regional Medical Center and Harrisonville Parks and Recreation to conduct a week-long Healthy Kidz Kamp for 89 youth.

FOOD POWER. 1302 elementary students and teachers explored nutrition/fitness via an interactive, hands-on gymnasium-sized exhibit starting with production and consumption of food and the breakdown and use of nutrients by the body. Schools participating: Cass-Midway, Drexel, Harrisonville, and Peculiar.

SUCCESSFUL AGING. 1943 adults participated in at least one hour of education focusing on practical dietary and fitness tips to reduce the common challenges of aging. 90% reported adopting at least one healthy habit to maintain independent living. Multiple media efforts supported this programming.

TAKING CARE OF YOU: BODY, MIND & SPIRIT. A multi-session series to help people make lasting behavior changes in one’s health on dealing with life’s stress and enhancing positive emotions. Series was offered to Cass County employees and Belton Head Start employees; 100% agreed the program improved their mental health, while 4 of 5 used learned techniques daily to manage stress.

CHRONIC DISEASE PREVENTION. 2132 adults participated in chronic disease prevention education designed to reduce the risk of heart disease, cancer, diabetes and/or osteoporosis through dietary and fitness changes; 90% reported the adoption of at least one healthy habit that reduces their risk of chronic disease development. Multiple media efforts supported this programming.

FOOD PRESERVATION. 482 gained basic to advanced skills of home food preservation through canning, freezing and dehydration workshops and assistance. Follow up surveys showed that participants preserved 2818 quarts and 4967 pints of produce, valued at $27,900.

STRENGTHENING FAMILIES. Through partnerships with county schools and agencies, families receive Smart Parenting (for parents of young children) and Kindred Spirits (for grandparents raising grandchildren); which focuses on nutrition, health, consumer education, and housing issues.

FOCUS ON KIDS. A parenting program to assist parents to help their children adjust to their parent’s divorce. 35 parents attended, stating the class provided useful ideas, would influence their decisions and think of new ways to resolve conflicts regarding the children with the children’s other parent.

LICENSED CHILD CARE PROVIDER TRAINING. 123 providers received CEUs in nutrition and health to maintain licensed status.

AGING IN PLACE. According to a recent AARP study, most people want to live in their present home for as long as they can. 157 citizens made their homes safer via low cost strategies using universal design principles to prevent falls. Home design webpage views were 4,779.

STRETCHING FAMILY INCOME. 232 citizens accessed information on indoor air quality, kitchen remodel, roof replacement, flooring care and repair, and interior lighting strategies. 95 participants completed classes on basic financial management.

Overweight and obesity are major concerns. In Missouri, more than one in five adults are considered obese, and more than half are overweight. The rates of overweight among children are also dismal. It’s estimated $1.6 billion is spent annually in Missouri on obesity-attributed medical expenses in adults, approximately half is paid by Medicare and Medicaid. On average, obese adults (18 to 65 years of age) spend 36 percent more on medical expenses annually than those of normal weight. These costs do not include emotional and physical costs attributed to obesity.
PUBLIC VALUE OF MU EXTENSION'S AGRICULTURAL PROGRAMMING EFFORTS:

By supporting agricultural programming efforts, farmers and producers gain knowledge and skills that lead to improved efficiencies of production, profitability and sustainability in their farming operations. This benefits the citizens of Cass County and Missouri by improving farm businesses and agricultural economy, along with rural community viability; protects and enhances natural resources and water quality and assures a plentiful production of a safe and wholesome meat and food product, feed and fuel.

"SHOW-ME-SELECT" REPLACEMENT BRED HEIFER PROGRAM. Proven heifer development and management to minimize calving difficulty with producers selling 131 head of heifers for an average of $1434 per head, grossing $188,000 in direct sales.

CATTLE ARTIFICIAL INSEMINATION SCHOOL. A hands-on training for cattle producers that provides knowledge and skills related to artificial insemination of cattle, allowing producers the opportunity to use high accuracy, proven genetics in their operation to improve growth and production, maternal traits and carcass quality.

LIVESTOCK PRODUCTIVITY. Cattle, equine, sheep, goat and poultry producers received assistance with nutrition, health, genetics, economics, animal welfare and management issues to improve productivity and profitability and sustainability.

SOILS AND CROPS CONFERENCE. The 86th annual conference focused on agricultural commodity market outlook, corn/soybean yield, corn nitrate testing, and beef cattle profitability.

INTEGRATED CROP MANAGEMENT. Crop producers gained knowledge regarding advances in crops production (diseases, insects, fertility, etc.) soil fertility and nutrient management. Soil fertility analysis and private pesticide applicator training enhance integrated crop management.

ADVANCED MANAGEMENT OF GRAZING/FORAGE PRODUCTION. Emphasis placed on soil quality, forage utilization, forage persistence and yield, livestock productivity and management, while maintaining and enhancing environmental quality.

SMALL FARM MANAGEMENT. Assistance provided to small farm landowners regarding small ruminant production, fruit and vegetable production, along with management options related to supplementing their family income.

SMALL FARM VALUE-ADDED MARKETING. Assistance provided to local farmers and growers on marketing fresh, locally-grown products through local farmers markets and/or direct marketing to consumers.

HOME HORTICULTURE. 400+ citizens received assistance/guidance on fruit and vegetable production, lawn and landscape management through the Master Gardening hotline and weekly help clinics. Master Gardeners adopted the gardens at Cass Regional Medical Center.

CASS COUNTY'S AGRICULTURE SUPPORTING DATA:

Cass County, Missouri had a market value of agricultural products produced and sold of $81,355,000.00 in 2007. Crop sales accounted for $58.28 million or 72% and livestock sales accounted for $23.08 million or 28 percent of the market value of Cass County agriculture.

<table>
<thead>
<tr>
<th>Crops, acres (MO rank)</th>
<th>Livestock, head (MO rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soybean 65,230 (25)</td>
<td>Cattle 47,379 (36)</td>
</tr>
<tr>
<td>Corn 36,292 (39)</td>
<td>Hogs 27,393 (26)</td>
</tr>
<tr>
<td>Forage 60,614 (12)</td>
<td>Equine 3,319 (5)</td>
</tr>
<tr>
<td>Wheat 11,920 (27)</td>
<td>Goats 1,247 (22)</td>
</tr>
</tbody>
</table>

Missouri had $7.51 billion value of agricultural products sold in 2007.
Public Value of MU Extension’s 4-H Youth Programming Efforts:

4-H helps youth explore interests from animal science to aerospace, resulting in increased interest in science at a rate three times that of non-4-H peers. Interest in science is a predictor for young people to choose science-related careers. This interest in science, along with 4-H members’ 70 percent greater likelihood to go to college than youth participating in other out-of-school programs, is helping grow future scientists. Future scientists are critical to our state, national and global economy; three-quarters of Missouri’s $10.6 billion in products and services exported in 2005 were science, engineering and technology-based industries (Lerner and Lerner, Wave 6; MERIC).

4-H PARTICIPANTS = 274 members in 12 community 4-H clubs and 70 members in 4-H afterschool clubs - Cass 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 aerospace and arts to vet science and sport fishing. Clubs also involve children and teens in community service, camping and educational trips.

4-H PARTICIPANTS IN SCHOOL PROGRAMS = 1142 youth - Cass County 4-H school enrichment programs provide short-term educational experiences that supplement learning in the classroom. Most are led by teachers or 4-H volunteers. The most popular 4-H school program in Cass County is Hatching Chicks in the classroom.

4-H MEMBERS SUPPORTED BY YOUTH AND ADULT VOLUNTEERS - Volunteers create, support and are part of the 4-H community. Missouri 4-H volunteers report they contribute on average 100 hours per year. Valuing their time at $18.70/hour, based on average Missouri incomes, the contribution of Cass County 4-H volunteers was worth more than $205,700.00 in 2010! More importantly, these adults serve as mentors for our youth, which is priceless.

4-H BUILDING LIFE SKILLS - Life skills are defined in a variety of ways. 4-H has given special attention to youth’s interest, attitudes and engagement in science, engineering and computer technology. Active 4-H members spend almost ten times more of their out-of-school time engaged in science-based activities than their non-4-H peers. Project work builds important life skills. In 2010 Cass County 4-H members participated in 1984 4-H projects and 1744 of those youth contacts were related to science, engineering and technology.

4-H HAS VALUED COMMUNITY SERVICE AND LEADERSHIP - Community service is integral to positive youth development programs. Missouri 4-H youth report significantly more leadership experiences and higher scores on internalizing the value of service than their non-4-H peers. In 2010 Cass County 4-H members participated in 97 different community service projects.

One of every four Missourians between the ages of 5 and 18 participated in a Missouri 4-H program in 2010. In 2010, Cass County had 1530 youths building life skills, engaging in science and connecting to community.

Cass County’s Supporting Data for Youth Development:

25,736 youth live in Cass County this is 26.1% of the total population 28.2% are provided with free or reduced lunches 8.5% live in poverty

4-H youth development programs address the broader developmental needs of young people, emphasizing assets rather than deficits. These developmental needs include cognitive, social-emotional and physical growth—head, heart, hands and health.
**2010 CASS COUNTY FINANCIAL SUMMARY**

<table>
<thead>
<tr>
<th>Category</th>
<th>County Funds</th>
<th>State/Federal Funds</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Wages / Benefits</td>
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<td>$285,664.00</td>
<td>$285,664.00</td>
</tr>
<tr>
<td>Office Operations (in-kind support of office space, phone, custodial service, maintenance)</td>
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<td>$2,896.00</td>
<td>$2,896.00</td>
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<tr>
<td>Office Supplies / Equipment</td>
<td>$6,900.00</td>
<td>$0</td>
<td>$6,900.00</td>
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<tr>
<td>Marketing / Postage</td>
<td>$0</td>
<td>$2,896.00</td>
<td>$2,896.00</td>
</tr>
<tr>
<td>Travel</td>
<td>$12,215.00</td>
<td>$4,812.00</td>
<td>$17,027.00</td>
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<tr>
<td>County Funds</td>
<td>$32,195.00</td>
<td>$0</td>
<td>$32,195.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$102,034.00</td>
<td>$293,372.00</td>
<td>$395,406.00</td>
</tr>
</tbody>
</table>

**FIRE AND RESCUE TRAINING INSTITUTE.** Provided professional training to 210 county firefighters and emergency response personnel.

**LAW ENFORCEMENT TRAINING INSTITUTE.** Trained 21 county and city officers in basic to advanced skills.

**MISSOURI TRAINING INSTITUTE.** Provided 23 area business, public & nonprofit organization employees and board members training in human resource management.

**INDEPENDENT STUDY/DISTANCE LEARNING.** High school and university credit/non-credit courses were provided through the internet, interactive television and independent study to 155 residents.

**2010 CASS COUNTY EXTENSION COUNCIL** The Extension Council serves as an advocate for University of Missouri Extension in Cass County. Elected and appointed members provide assistance in setting and accomplishing education program goals and objectives, managing center operations, and determining program priorities.

Scott White, Chairman, Belton
Kevin Iseman, Vice Chairman, Harrisonville
Lynn Lee, Secretary, Pleasant Hill
Patte’ Klaus-Schreihofe, Treasurer, City of Belton

Marilyn Bartholomew, Drexel
Ken Buell, City of Raymore
Barry Crudup, Belton
Matt Drake, Freeman
Matt Moreland, Harrisonville

**CASS COUNTY FACULTY and SUPPORT STAFF**

**AGRICULTURE/ NATURAL RESOURCES**
- Travis Harper, Agronomy Specialist, 816.885.5556
- David Hoffman, Livestock Specialist, 816.380.8460
- Lala Kumar, Horticulture Specialist, 816.252.5051
- Whitney Wiegel, Agri-Business Specialist, 660.584.3658
- Jeff Yearington, Lincoln University Small Farm Program, 816.377.4931

**COMMUNITY DEVELOPMENT**
- Ryan Wescoat, Business Development Specialist, 816.380.8460
- Dennis Minzes, Community Development Specialist, 816.252.5051
- Crystal Weber, Local Food Systems Specialist, 816.252.5051

**FAMILIES & COMMUNITIES**
- Marsha Alexander, Housing Specialist, 816.482.5850
- Carole Bozworth, Financial Education Specialist, 816.482.5850
- Nina Chen, Human Development Specialist, 816.252.5051
- Rhonda Kasper, Family Nutrition Program Associate, 816.380.8460
- Amy Prindle, Family Nutrition Program Assistant, 816.380.8460
- Susan Mills-Gray, Nutrition & Health Specialist, 816.380.8460
- Sarah Torbet, 4-H Youth Specialist, 816.380.8460

**SUPPORT STAFF**
- Karrie Grimes, County Center Administrative Assistant, 816.380.8460
- Wayne Prewitt, Interim West Central Regional Director, 816.252.7717
- Milly Carter, West Central Regional Administrative Assistant, 816.252.7717

Visit our web site:

**EXTENSION.MISSOURI.EDU/CASS**
Equal opportunity is and shall be provided to all participants in Extension programs and activities, and for all employees and applicants for employment on the basis of their demonstrated ability and competence without discrimination on the basis of their race, color, religion, sex, sexual orientation, national origin, age, disability, or status as a Vietnam-era veteran. This policy shall not be interpreted in such a manner as to violate the legal rights of religious organizations or military organizations associated with the armed forces of the United States of America.