The Brian and Rebecca Black family of Liberty were honored at the Missouri State Fair as Clay County 2013 Farm Family of the Year. The annual event is sponsored by the Missouri Department of Agriculture, Missouri Farm Bureau, the Missouri State Fair, the University of Missouri College of Agriculture, Food and Natural Resources, and University of Missouri Extension. The Black family was selected based on their active agricultural engagement, participation in Clay County Extension programs and their commitment to their community.

Every day, MU Extension helps create value for citizens. For example:
Throughout the state, MU Extension provides information to help address issues and opportunities related to Missouri’s economic infrastructure, public services, economic development, jobs and educational access. Counseling more than 3,000 business clients in FY’12 resulted in 9,328 new jobs, sales increase of $188 million, $213 million in new business financing and government contracts of more than $195 million.

Livestock production accounts for about 53% of the state’s agricultural receipts.

MU Extension’s Tier Two Show-Me-Select Replacement Heifer Program, which improves reproductive efficiency of beef herds, has garnered producers $237 to $357 per heifer, depending on breeding protocol followed. Statewide economic impact of the program has exceeded $65 million.

These are just two examples of MU Extension’s impact—made possible through your support of MU Extension in your community.

As we enter 2014, we at University of Missouri Extension celebrate our 100-year partnership with you, with the state of Missouri and with the federal government. Through the Smith-Lever Act of 1914, the Cooperative Extension Service was established to provide practical application of research knowledge “to persons not attending or resident in said colleges in the several communities.” Over the years, the mission to bring you relevant, reliable and responsive education to improve lives and local economies remains the same. Yet, we also have changed to help you meet emerging issues and to take advantage of emerging opportunities.

Michael Ouart
Vice Provost and Director
University of Missouri Extension
In 2013, the Business Development Program assisted 300 clients/companies through individualized business counseling and 59 individuals through training programs. The economic benefit from these projects included $677,498 in increased sales, 4 new businesses and $1,290,090 in new financing for client businesses. During 2013, Clay County businesses were able to utilize a full suite of University of Missouri Extension programs for start-up assistance, management counseling, training and other assistance. The Missouri Small Business & Technology Development Center (SBTDC), Missouri Procurement Technical Assistance Centers (PTAC), Missouri Environmental Program, Missouri Career Options Project and the Missouri Market Development program provide educational assistance for business owners to start, maintain and grow their Missouri-based businesses.

**ORGANIZATIONS BENEFIT FROM PLANNING PROCESS**

**NEUTRAL FACILITATOR ASSISTS PARTIES IN NEGOTIATING ORGANIZATIONAL PROCESSES**

Groups and organizations of various number often find it difficult to work through visioning sessions and planning meetings without falling prey to the personalities and past histories of their own group and its members. Utilizing an outside facilitator allows a group to experience a structured meeting in which all members feel comfortable for their voices to be heard and valued. Clay County businesses and organizations working through planning processes or needing assistance in organizational change can find assistance with Extension’s Community Development program.

**FOOD AS AN INDICATOR OF COMMUNITY HEALTH**

A multi-disciplinary team of faculty members representing Missouri’s metropolitan areas continue to identify new opportunities for educational programming in the areas of food access, food security, local food production and consumption, decreasing obesity, farm-to-school and healthy retail. University Extension recognizes its historic knowledge in these areas and seeks to implement programs to address these needs in Missouri’s more populated communities.
MU Extension Family Nutrition Education Programs provide information on nutrition, food safety and physical activity for lifelong health and fitness. FNEP reached 3,264 low-income participants with nutrition education in Clay County during 2013.

**Volunteers deliver nutrition info at Clay County farmers markets**

With financial assistance from the Menorah Legacy Foundation, Clay County residents were able to obtain nutrition education on-site at the Historic Liberty Farmers Market and at the North Kansas City Farmers Market through Extension’s Farmers Market Nutrition Volunteer Program.

Demand for Extension faculty to present nutrition education at farmers markets continues to increase with each market season. In order to meet demand, Extension faculty in Clay and Jackson Counties have developed a program to educate volunteers in nutrition education and farmers market relationship development and program delivery.

In 2013, a ‘Cooking Core’ of 17 volunteers participated in the training and began participating in two Clay County farmers markets. Seasonal recipes, food demonstrations and tastings aided in market goers increasing comfort in trying AND purchasing new fruits and vegetables.

**Hands-on food preservation courses offered**

The University of Missouri Extension continues to be a source for current research-based recommendations for food preservation methods in the home. During 2013, Nutrition faculty offered preservation courses in dehydrating fruit, vegetables and meats, canning fruit and savory salsas, freezing and dehydrating fruits and vegetables and pressure canning. These hands-on courses provided participants with an opportunity to learn safe procedures and gain experience and comfort in working with equipment for pressure and water bath preservation.
Northland Grandfamilies program provides support to Clay County caregivers

According to the 2010 Census, nearly 4,000 Northland households are headed by a grandparent with children under the age of 18 residing in the home. Extension, in financial partnership with Clay County Senior Services, began the Northland Grandfamilies program in 2012.

Typically citing financial concerns, legal issues and healthcare needs, Northland grandparents, aunts, uncles or other family members are seeking the tools and support to raise these children with little outside assistance. Currently, 50 Clay County families actively participate in the twice-monthly support groups and case management services. They also benefit from over 40 agency referrals. Participants benefit from interactive presentations from Legal Aid, Clay County Public Health Center, Tri-County Mental Health, Synergy Services, school social workers and counselors and, most importantly, benefit from regular interactions with individuals facing similar situations.

Early childcare providers strengthen skills through professional development seminars

The Northland Early Education Council (NEEC), chaired and administered by the University of Missouri Extension in Clay County, continues to offer high quality professional development opportunities for early care and education professionals offering center-based and family child care in Kansas City’s Northland.

In 2013, NEEC offered four professional development seminars; strengthening the education exchange among 124 participating public and private providers, school districts, Head Start, Parents as Teachers and area agencies and organizations.

Additional early education information can be obtained by subscribing to the Smart Parenting newsletter, produced by University of Missouri Extension faculty.
The shooting sports program enhances the physical, cognitive, social and emotional development of youth through safe, educational and socially acceptable involvement in shooting related activities. Participants are exposed to a broad array of vocational activities related to shooting sports and natural resource stewardship. All participants must complete 6 hours of instruction in shooting sports safety. A total of 19 Clay County youth represented their clubs at the State 4-H Archery contest this year.

Since the 1970s a unique partnership has existed between MU Extension and the Earnest Shepard Youth Center in Liberty to provide area youth with leadership and teambuilding education. Utilizing the center’s outdoor challenge courses, in addition to indoor activities, participants experience in real-time, the value of communication, strategic thinking and teamwork. In 2013, faculty, staff and nearly 855 volunteers partnered to deliver 90 workshops and 10 summer camp programs, reaching 3,558 Missouri youth.
Master Gardeners of Greater Kansas City share their horticulture training

In early July of 2013 the University of Missouri Extension in Clay County hosted an agricultural tour for University of Missouri Curator John Phillips of Kansas City. Phillips, one of nine governing members of then entire University of Missouri System, wanted to better understand the role Extension plays in fulfilling the mission of the University of Missouri. He was able to hear first-hand from Extension clients and explore Extension’s efforts in addressing the agricultural development needs of a rapidly urbanizing county.

Missouri’s grape and wine industry continues to see new entrants and University of Missouri Extension continues to be a leader in educating Missouri’s grape and wine producers in Clay County. With significant up-front costs, a three year turn around for new vines to produce a marketable crop and weather disease and insect risks, Missouri grape growers find immeasurable value in Extension education.

MASTER GARDENER VOLUNTEERS EXPAND EXTENSION’S REACH

Step into an Extension office in spring or summer and you’ll likely encounter a client seeking lawn and garden information. The demand is so great that University Extension relies on local Master Gardener volunteers to assist in meeting clients’ needs. Master Gardener volunteers answered more than 1,270 hotline calls in 2013, providing unbiased, research-based information. The 323 active Master Gardeners donated more than 19,423 hours of service, the equivalent of $430,025 worth of services (based on Independent Sector’s national value for volunteer time).
MU Extension delivered $665,812 in programming value in 2013, serving residents of all ages and all racial and socio-economic groups. A total of 9,323 direct educational contacts were made (81.45% Caucasian, 9.96% African American, 2.78% Hispanic, 1.91% Asian American, .33% Pacific Islander, 6.34% Race Unknown).

### 2013 FUNDING FOR CLAY COUNTY PROGRAMS
- Clay County Commission $51,940
- USDA nutrition grant $120,270
- Value of volunteers* $13,173
- Local grants & contracts 41,420
- Educational activities & services 4,334
- Miscellaneous Income 107
- University of Missouri Extension 554,838

**TOTAL** $786,082

*based on Independent Sector Value of Volunteer time

### COUNCIL GENERAL OPERATIONS

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**TOTAL** $106,562

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**Clay County**

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Milly Carter, Regional Administrative Associate, 816-252-7717

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