Cole County Extension Council

2013 Annual Report

What Extension does and why:
Extension improves communities and people’s lives by providing relevant, responsive and reliable research-based education.

The University of Missouri Extension is a partnership between the University of Missouri, the people of Missouri through county extension councils, the Cooperative State Research, Education and Extension Service of the U.S. Department of Agriculture and other partners and stakeholders.

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Extension Program Highlights From 2013

Business Development
Columbia County clients assisted by the Business Development Program reported these impacts:
- 23 new jobs;
- $1,590,767 in increased sales;
- $2,390,005 in government contracts;
- 3 new businesses;
- 315 jobs retained;
- $487,645 in business loans and investments;
- $68,100 in acquired assets;
- 70 clients received business counseling;
- 93 training program attendees or conference participants;
- Partnered with the Chamber of Commerce to conduct the Small Business Academy;
- Partnered with the Jefferson City Business and Entrepreneurial Support Team to conduct the Start-Up Jeff City Business Plan Pitch Contest.

Family Nutrition Education Programs
- Combated childhood obesity by reaching 5,043 youth or adults with nutrition education.

4-H and Youth Development
- 48 youth increased their likelihood to pursue higher education and the subsequent increase in lifetime time revenues by participating in programs held on a college campus;
- 309 youth learned life skills by participating in 4-H clubs;
- 275 adult volunteers served as club or project leaders;
- 3,676 participated in 4-H sponsored enrichment programs in their schools.

Health and Fitness Education
- 42 citizens improved their health and ability to stay in their homes through regular exercise classes;
- 52 children ages 6 to 12 learned to safely prepare healthy meals and snacks;
- 20 families learned to reduce their food budgets through safe food preservation.

Master Gardeners
- 158 Master Gardeners saved local organizations over $250,000 by donating more than 13,000 hours of labor.
- 15 graduated from the Master Gardener program.

Agriculture
- Female farm owners were trained in livestock production;
- 65 producers received agronomy support.

Horticulture and Natural Resources
- Responded to 855 contacts concerning natural resource issues such as identifying plant diseases and insects;
- Protected the environment and improved crop yields by training 34 private pesticide applicators and interpreting 365 home and field soil fertility tests;
- 36 attended the Square Foot Gardening class.

Safety
- 268 Cole County fire fighters are better prepared to respond to emergencies after attending training provided by Extension’s Fire and Rescue Training Institute.
- 32 Cole County law enforcement personnel enrolled in Extension’s Law Enforcement Training Institute.
- 145 Cole County medical professionals received continuing education through Extension programs.
- 87 youth were educated in the responsibilities of using firearms along with their safe and proper handling through 4-H shooting sports programs led by 15 adult volunteers.

Human Development and Family Financial Education
- 150 day care providers were provided continuing education;
- 100 participated in financial education programs or received individual counseling;

County Extension
- 15,248 or 20 percent of Cole County citizens were reached with programs or information;
- Processed 365 soil tests;
- Provided a testing location for 35 students enrolled in correspondence courses;
- Hosted monthly commercial pesticide applicator testing;
- 377 events scheduled for our conference rooms;
- Planned, prepared, and conducted the 37th Fall Festival with 3,000 attending;
- Successfully integrated into a new region and adapted to new county support assignments.
December 2013

Dear County Commissioners and Associated Friends of MU Extension:

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.

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 FY12 resulted in 9,328 new jobs, sales increases of $188 million, $213 million in new business financing, and government contracts of more than $195 million.

- Our state and nation are in need of workers who are highly proficient in science, technology, engineering and math (STEM). Research has shown that 4-H members develop an increased interest in science three times higher than their non-peers. Both non-traditional activities, such as robotics, and more traditional activities, such as livestock judging and food preparation, are doorways to science-related careers.

- Livestock production accounts for about 53 percent 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 three examples of MU Extension’s impact – made possible through your support of MU Extension in your community. I look forward to our continuing partnership, and as always, your ideas for improving our partnership are welcome.

Sincerely,

Michael D. Ouart
Vice Provost and Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating

EQUAL OPPORTUNITY/ADA INSTITUTIONS
June 2013

Dear Citizens, Legislators, Commissioners and Supporters:

As required by Missouri Statue 262.617, we present you with our annual report for the Cole County Extension Center. Please find detailed information about our programs and events that took place during 2013.

We would like to extend a special thanks to the Cole County Commission and United Way for their continued support to the Cole County Extension Center.

Marc Ellinger, presiding commissioner
Kris Scheperle, western district commissioner
Jeff Hoelscher, eastern district commissioner
Ann Bax, United Way president

We would also like to thank all of our volunteers who are too numerous to be named. The Cole County Extension Office couldn’t operate to its full ability without your help.

Sincerely,

Bill Case
Cole County Extension Council Chair

Alice Longfellow, United Way president

Chris Thompson, County Program Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating equal opportunity/ADA institutions
Business Development
Chris Thompson, business development specialist

Jobs Remain Priority 1!
Key to improving the economy is creating and retaining jobs. Clients of MU Extension’s Business Development Program (BDP) created or retained 338 jobs in Cole County and 5,495 jobs across the state. In addition to jobs, Extension’s BDP also helped clients improve sales, start businesses and obtain government contracts, all of which contributes to creating and retaining jobs and improving the local economy. BDP clients can be existing businesses or those wanting to start a business; either way they can access confidential counseling and coaching at no cost, competitively priced training and other services.

How We Make A Difference
During 2013 BDP specialists served 70 Cole County residents and their companies. These entrepreneurs and business owners reported the following economic impact:

- New jobs: 23
- Sales increases: $1,590,767
- Government contracts: $2,390,005
- New businesses: 3
- Jobs retained: 315
- Loans and investments: $487,845
- Acquired assets: $68,100
- Clients/companies receiving business counseling: 70
- Business training attendees and conference participants: 85

Across the entire state Extension’s BDP served 21,920 people and businesses. The reported state-wide impact was:

- New jobs: 1,981
- Sales increases: $237,046,646
- Government contracts: $218,500,000
- New businesses: 253
- Jobs retained: 3,514
- Loans and investments: $217,050,115
- Acquired assets: $32,205,965
- Investment in commercialization:
  - Research proposals submitted: $12,762,930
  - Research awards received: $5,159,574
- Clients/companies receiving business counseling: 3,080
- Business training attendees and conference participants: 18,840

Activities
In accomplishing these achievements, the Cole County business development specialist delivered 104 hours of classroom instruction in 30 individual programs. Total attendance, including those not residing in Cole County, was 93. This number includes individuals who attend multiple programs.

Counseling activities involved 446 hours of individual contact and preparation, with 30 percent of clients reporting economic impact.

Additionally, the local business specialist was trained and certified by the Palladium Group in the Balanced Scorecard.
**Jefferson City Small Business Academy**  
One program that continues to generate laudatory comments and economic impact is the Small Business Academy. Conducted in partnership with the Jefferson City Area Chamber of Commerce, the Academy provides existing small business owners the knowledge and skills needed to successfully grow their business. Using a curriculum developed by the Kauffman Foundation of Kansas City, five participants attended 11 weekly 3-hour sessions. The Academy combines lecture, guest speakers, practical exercises, new techniques and peer learning.

**Start-Up Jefferson City**  
In addition to the counseling, coaching, and training programs, the local business specialist assisted in the Start-Up Jefferson City effort. Designed to help smaller entrepreneurs develop the plans and confidence to start their business, this effort conducted three separate events during the year to inspire, educate and allow entrepreneurs to pitch their idea to a panel of business professionals. At the final session, 10 different individuals presented their business concept for the panel’s review. The top three entrepreneurs were each awarded $2,000 contributed by RMI, Inc.

As more entrepreneurs take advantage of the Missouri Business Development Program, the impact in Cole County will continue to grow. To learn more visit the county business development program website and the state business development program website at [www.missouribusiness.net](http://www.missouribusiness.net).

**Youth Development**  
**Jenny Flatt, 4-H youth specialist**

A community of 309 youth building life skills, engaging in science and connecting to the community.

One of every five Missourians between the ages of 5 and 18 participated in a MU Extension 4-H Youth Development program in 2013.

**4-H Connects Kids To College And A Higher Quality Of Life**

Being on a campus is a predictor of youth going on to higher education (Hoover, 2006). The benefits of higher education include:

- Increased financial success for themselves and their offspring;
- Being better consumers;
- Improved quality of life through more opportunities for leisure and hobbies;
- Improved health for themselves and their children (Porter, 2003);
- More likely to vote as adults;
- More likely to contribute to their community (Lerner, 2009; Zaff et al, 2003);
- Youth who earn their earn bachelor’s degree increase annual earnings by $2.4 million over their lifetime (NACUBO, 2012).
Missouri 4-H members are twice more likely to have been on a college campus than their non-4-H peers. During 2013, 48 Cole County young people ages 5 to 18 participated in 4-H events on the MU Campus. These students are more likely to go to college and enjoy the benefits listed above. If 70 percent of the Cole County 4-H members who participated in 4-H events on the MU Campus go onto earning their bachelor’s degree, 4-H will help young people earn $80.64 million more of lifetime earnings.

**References:**


**4-H Clubs**

4-H participants = 309*

Sixteen Cole 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 veterinary science and sport fishing. Clubs also involve children and teens in community service, camping and educational trips.

**4-H School Programs**

4-H participants = 3,676*

Cole County 4-H school enrichment programs are 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 Cole County is the Chick Hatching or Incubation and Embryology program.

*Duplicates not removed
4-H Members Supported By 275 Youth And Adult Volunteers
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 $19 per hour, based on average Missouri incomes, the contribution of Cole County 4-H volunteers is valued at $522,500. More importantly, these adults serve as mentors for our youth helping them transition into healthy adulthood, which is priceless.

Financial Management Education For 100 Cole County Residents
Vivian Mason, family financial education specialist

How Are Cole County And Missouri Better?
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 also fuels a stable tax base. That is fundamental to the economic development of Cole County and for Missouri.

When you support financial education for Cole 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, reduces 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.

Number Of Learners
100 Cole County learners participated in Extension family financial education or counseling including:

- Unemployed adults;
- Community leaders;
- Adults experiencing financial stress or crisis.

Collective Learning Hours
In total, approximately 200 hours were spent in financial learning by Cole County citizens.

What Did They Learn?

- How to take control of their personal finances;
- To worry less and do more to improve their finances;
- To communicate more effectively with family members and professionals;
- To pay off debt at least on schedule;
- To monitor credit reports at AnnualCreditReport.com;
- To make a household inventory;
- Having savings is life changing;
- To continue to use University of Missouri Extension as an important source for quality, unbiased, science-based information.
They also found that learning about financial management with Extension is a positive experience and they would recommend it to others.

**What Action Did They Take?**

Participants reduced their financial stress by taking positive actions such as:

- Acting on estate planning goals;
- Avoiding predatory lenders;
- Building wealth, not debt;
- Making more deliberate, well-informed financial decisions;
- Tracking spending for at least 30 days;
- Reducing costs;
- Balancing income with spending.

**Livestock Programming – Pearls of Production**

Heather Smith, livestock specialist

**How Does This Make Cole County And Missouri Better?**

Programs like this are increasingly relevant in the modern livestock production market. According to a study recently released by USDA’s Economic Research Service, *Characteristics of Women Farm Operators and Their Farms*, the number of women-operated farms (the individual most responsible for day-to-day management of the farm) nearly tripled from 1978 at 5 percent to 14 percent by 2007.

Of the 3.3 million U.S. farms surveyed in 2007, 30.2 percent (more than 1 million) were primarily owned by women. The number of female operators jumped 19 percent from 2002 to 2007, far outpacing the 7 percent growth in the total number of farmers.

When people support livestock programs, such as this for female producers, women are more empowered to manage livestock operations and better prepared to make research-based decisions on a day-to-day basis. With this empowerment, women can advocate for the agriculture industry as a more informed member of the industry.

**Number of Learners and Training Hours**

Six women from the region, including Cole County attended the two-day, 12-hour workshop.

**What Did They Learn?**

Female presenters from the agricultural industry addressed critical topics which included:

- Use of antibiotics in livestock production;
- Genomics;
- Meat consumption;
- Issues facing livestock production;
- Producer associations;
- Technologies that can make the job easier;
- Livestock production as a business;
- Animal health products.

Breakout sessions the second day break allowed participants to choose from the following areas and topics:

- Swine: reproductive techniques, farrowing management and crate side necropsy.
- Small Ruminants: herd health and quality assurance, parasite management, hoof trimming and kidding and lambing.
- Beef: Beef Quality Assurance Certification and reproductive techniques.
- Forages: basic forage identification and physiology, forage production and fertility, pasture monitoring and cover crop plants.

**What Action Did They Take?**
Participants gained knowledge in all of the above areas. Participants, based on comments, plan to promote animal agriculture and improve their operations using the information provided. Comments were made about increasing their use of available technologies and treating their farm operations as a business.

More pictures from this event can be found at [http://www.flickr.com/photos/cafnr/sets/72157637599066364/](http://www.flickr.com/photos/cafnr/sets/72157637599066364/)

**Family Nutrition Education Program**
**Julie Royse, East Central FNEP project director**

**How This Program Improves Cole County**
This important program helps reduce health care costs, saving taxpayers money in reduced public health care benefits and insurance premiums and providing a healthier labor force.

**What The Program Does**
University of Missouri Extension’s Family Nutrition Education Programs (FNEP) provides information on nutrition, food safety, and physical activity for lifelong health and fitness. FNEP reached 5,043 low-income adults and youth with nutrition education in Cole County during 2013.

Nutrition education for youth 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. Education for adults includes nutrition, food safety, physical activity and food resource management.

**So What Are The Results?**
Evaluation data collected across the entire state reflects the positive impacts that result from FNEP (county data not available). Participants in FNEP 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.

During 2013, 2,874 youths and 2,169 adults were served through schools, community groups and agencies. The following is a list of local schools where students were educated:

- Blair Oaks Elementary
- East Elementary
- Big Top Child Development Center
- Open Book Early Literacy
- Thorpe Gordon Elementary
- Jefferson City High School
- Capital Region Child Care Center
- Pioneer Trails Elementary
- Jefferson City Day Care Center
- Apple Tree Academy
- Cole County East Head Start

**Federal Funding For Local Benefits**
The Family Nutrition Program (FNP) brought $7,653,958 in federal funds to the state of Missouri. These funds were used to provide nutrition education to 1,069,104 food stamp recipients and food stamp-eligible citizens of Missouri. In Cole County it also funds 1 full-time job with quality benefits plus expenses for making the programming available to qualified schools and agencies.

**Home Food Preservation**
**Lynda Zimmerman, nutrition specialist**

“I have had my canner over 25 years and never used it. I feel now I could use it.” This statement says volumes about the confidence gained by those who participated in MU Extension’s food preservation workshops.

**Meeting A Growing Demand**
In recent years there has been resurgence in preserving food at home, along with an increased interest in local foods and gardening. Having current, research-based information is critical for even the most experienced home food preservers, as methods learned in the past may not necessarily be safe methods today.

A total of 20 people attended the 5-week food preservation workshop series in Jefferson City.

**Healthy And Safe**
The 2½-hour sessions provided safe and reliable recommendations for water bath canning, pressure canning, freezing and dehydrating food, as well as procedures for making jams, jellies, salsa and pickles. Participants completed evaluations at the end of each session, which showed:

- 100 percent had better knowledge of how to safely preserve food;
- 80 percent planned to preserve food as a result of the session they attended;
- 77 percent would use tested recipes from reliable sources;
- 80 percent described their knowledge, skills or understanding of food preservation as “a lot” or “a great deal” after the sessions, increased from just 16 percent before;
• 50 percent planned to share food preservation information with other people.

Most participants considered knowing proper and safe procedures and strictly following tested recipes as the most important things learned.

Other comments about the workshops included:

• “I appreciate this series of classes.”
• “I enjoyed the workshop!”
• “This is very beneficial.”
• “This class has great recipes to try.”
• “Thanks for your expertise and sharing with us.”
• “It was fun!”

Stay Strong, Stay Healthy And Advanced Stay Strong, Stay Healthy
Lynda Zimmerman, nutrition specialist

How This Makes A Difference
Each year an individual can safely live at home rather than in a care facility saves the individual or the taxpayer $51,645. The Stay Strong, Stay Healthy program helps make these savings possible by providing aging adults opportunities to participate in a safe, structured and effective strength training program. Participants improve their strength, flexibility and balance thereby allowing them to stay in their homes longer.

Two Programs – The Same Results
Stay Strong, Stay Healthy is a 10-week strength training program developed for middle-aged and older adults. The program’s exercises use resistance from body weight, hand weights and ankle weights to help improve strength, flexibility and balance.

Advanced Stay Strong, Stay Healthy, also 10-weeks, is a follow-on program to Stay Strong, Stay Healthy. The advanced program challenges participants with new and more complex exercises. This helps individuals continue making gains in muscle strength and overall health. Both programs also provide aging adults needed social interaction.

A total of 42 people participated in two Stay Strong, Stay Healthy and two Advanced Stay Strong, Stay Healthy program series conducted in Jefferson City during 2013.

The Results
Participants’ pre- and post-program fitness assessments and program evaluations showed:

• 100 percent would recommend the program to someone else and were satisfied with the program.
• The majority felt that they had benefitted because of the classes, including:
  o Improved health 89 percent;
  o Increased strength 93 percent;
  o Greater flexibility 88 percent;
  o More energy 76 percent;
  o For those who previously experienced sleep difficulties, 70 percent felt the class helped improve their sleep.
• 24 percent improved in five measures of fitness, 48 percent improved in four of
five measures and 19 percent improved in three of five measures.

- 89 percent described their knowledge, skills or understanding of strength training as “a lot” or “a great deal” after the program, whereas just 33 percent were at this high level before.
- 67 percent did the exercises at home one or two additional times per week, 86 percent purchased weights after taking the class, and 56 percent added other regular physical activities in addition to the Stay Strong Stay Healthy exercises.

Participants shared these comments about the program:

- “I can lift heavier weights and have more stamina.”
- “I like the social interaction in a group setting.”
- “Excellent class!”
- “Lynda is a great motivator and instructor.”
- “Now I can handle grocery bags when I go to the store.”
- “I can reach farther and get up and down easier.”

Once Again, Why This Is Important
By supporting MU Extension’s Nutrition and Health programming, such as Stay Strong, Stay Healthy, people become more active and make healthier lifestyle choices leading to a lower risk for disease and illness. This increases disposable income for families (reduction in medical or pharmacy expenses, fewer days missed from school or work, etc.) and eventually leads to lower long-term care and medical costs for families and communities.

To learn more about Stay Strong, Stay Healthy programs, visit the website: http://missourifamilies.org/sssh

Kids in the Kitchen
Lynda Zimmerman, nutrition specialist

Home Alone
Because many kids arrive home from school before their parents, they have a greater need for knowledge of nutrition, food safety and cooking skills. Kids are spending more time in the kitchen. And they are not just helping their parents; they are preparing snacks and meals on their own.

Healthy, Safely And Fun
Kids in the Kitchen is a MU Extension program aimed to help kids learn how to safely prepare healthy meals and snacks. The program provides kids with fun, hands-on experiences that help them learn about following a recipe, using measuring spoons and cups, simple cooking procedures, hand washing and nutrition.
A total of 52 children 6 to 12 years old participated in Kids in the Kitchen while their parents attended monthly meetings of the Missouri Adoption and Foster Care Association. Half of the families attended 4 or more of the 6 sessions held between January and July. The program was jointly sponsored by Central Missouri Ways to Enhance Children’s Activity and Nutrition (CeMO WeCan) and MU Extension.

The Results
After each Kids in the Kitchen class, the children wrote something they learned on an index card. Examples included:

- “Spices.”
- “Safety.”
- “Abbreviations for some measuring methods.”
- “How to use a cutting board.”
- “To cook with an adult.”
- “That broccoli can have a tangy taste, but after all it can still be good!”
- “About some new fruit.”
- “Even if it looks like a lot of ingredients just be patient and wait and walk through it with an adult.”
- “Wash hands first.”
- “Don’t lick your hands or knife when you’re cooking.”

Parents completed an evaluation at the last session. Eighty-three percent rated their children’s knowledge and skills with cooking as “a lot” or “a great deal” after the program, compared to just 17 percent at this level at the start. All gave examples of new cooking skills their children had learned. Parents also listed benefits from their children’s participation in the program, many of which went beyond cooking such as “teamwork,” “social interaction,” “following directions,” and “vocabulary.”

Horticulture
James Quinn, horticulture specialist

Improving the Environment And The Quality Of Life For 855 Cole County Citizens
Gardening is the most popular hobby in the country, which adds to the quality of life. Many horticulture businesses benefit from our programs. The Cole County Extension Center responded to over 500 requests with high quality, unbiased and research-based horticultural information. It also reached over 315 county citizens with ‘face-to-face’ programs.

Greener Plants And A Greener Earth
Proper fertilization improves plant performance, generally reduces fertilizer expense and reduces water-runoff pollution. Proper fertilization was a common request for assistance during 2013.

Individuals were educated on the best way to fertilize; be it turf, vegetables, flowers, shade trees or other plants. Part of this effort included the submission of 122 horticultural soil samples.

Pests
To maximize their pest control efforts, over 123 citizens requested diagnostic assistance. Sometimes they were seeking positive identification of a pest, sometimes optimal control measures, and sometimes both. Providing diagnostic assistance is a wonderful learning opportunity and Extension publications are consulted and provided in this process.

How Do I…?
Over 268 citizens sought home horticulture assistance, such as tree pruning, plant variety selection or lawn maintenance. Most often Extension resource publications provided the needed answers. Over 200 individuals, 130 from Cole County, attended either the third
Annual Spring Garden Seminar, held at LU’s Carver Farm, or presentations at the Jefferson City library.

Master Gardeners - Making Things Look Great While Helping Organizations Save Money
Central Missouri Master Gardeners (CMMG) is the official name of the local Master Gardener group. They are a volunteer group of 158 members (122 Cole county residents) who maintain 11 beautification sites in Cole County. Master Gardeners worked over 13,000 hours, valued at $250,000, in these beautification sites, saving site owners both time and money.

Master Gardeners Grow Their Own
Fifteen new Master Gardeners were “grown” during 2013 (12 from Cole County). To become a Master Gardener requires the completion of the basic training program. The program provides 30 or more hours of horticultural training. Topics include landscaping, lawns, vegetables, flowers and fruit. This prepares participants for their 30 hours of volunteer service.

Strengthening Commercial Horticulture - Missouri Grown, Community Food Systems And Nursery/Greenhouse/Lawn Service
The climate, soils and population base of Missouri are conducive to growing certain high value horticulture crops such as tomatoes, berries, melons, wine grapes and peaches. Providing growers and businesses with unbiased and research-based information to make better decisions will help them be successful with commercial production and marketing of their crops. MU Extension provides this information through workshops, newsletters, field days, farm tours, grower conferences and other methods. Over 40 adults from Cole County were reached in the past year.

Youth And Gardening
For the third year a Garden and Grow program was conducted at the Boys and Girls Club. A Master Gardener volunteer coordinated and conducted the instruction and program activities, which occurred twice a week over 12 weeks. Sixteen youth participated not only in gardening, but in eating vegetables from their garden. Some were more engaged than others and in an evaluation one said “I would like it if we had garden and grow every day”.

Youth And Gardening
Focus On Kids
Kathy Dothage, human development specialist

Mandated Class Assists Families In Transition
In 1998, the state of Missouri passed a law that mandated any person in court for a divorce, a motion to modify a decree, or custody/paternity issues with children 18 years of age and under must participate in a parenting class. Focus on Kids is a class that was developed by the Human Development and Family Studies Department at the University of Missouri to fulfill this need.

Participants
Approximately one hundred thirty five parents participated in twelve workshops provided in Callaway County during 2013. The number of Cole County parents was eight. The number of Cole County participants is low because there is no local class, so the judge waives participation. Some attorneys continue to encourage their clients to participate.

What Do The Participants Think Of This Mandatory Requirement?
Quotes from participants included:
- “This class was very beneficial”;
- "Good for children and parents";
- "I think a similar course should be regularly offered for other family members/friends/parents and new partners".

In the end-of-session evaluation the majority of participants found the class worthwhile and helpful.

It Makes A Difference To Families And The Community
This program was developed not only to fulfill the mandate but also to reduce the number of parents that need to return to court for motions to modify their original decree. This saves money and time for the parents, the courts and therefore the community. With increased knowledge parents will also be more cooperative which reduces the stress on their children and themselves. With reduced stress children and parents are more productive in school, work and home.

Training For Day Care Providers
Kathy Dothage, human development specialist

What Was Done And Who Participated
During the year, four 1-hour trainings were conducted in Jefferson City. Of the 165 participants, 150 were from Cole County. The instructed subjects included:
- Eating Well - Basic Nutrition for Kids and for You;
- Childhood Obesity & MO's Eat Smart Guidelines for Child Care;
- Setting the Stage for Eating Well;
- Healthy Habits for Life - Teaching Nutrition to Preschool Children.

These workshops were provided at no charge through a grant from the Division of Health and Senior Services.

How This Improves Lives
Licensed day care providers, both those providing care in centers and their own home, are required to participate in 12 hours of training per year. These individuals play a major role in the lives of children by creating a safe and stimulating environment allowing parents to be employed and focused in their job.

How Was The Training Received?
The majority of the participants would recommend the trainings to others and found them worthwhile and helpful. After class participant comments included:
- "Interesting information";
- "Thank you for our books, love them";
- "Workshop was fun and educational, not boring".
Agronomy
Joni R. Harper, agronomy specialist

World population is currently estimated to be around 7 billion people. At current growth rates, the world’s population is expected to reach approximately 9 billion by 2050. This population growth will put even greater pressure on food production. The goal of Agronomy programming is to support current food production levels as well as to increase the production of a safe, affordable, and dependable food supply and protect the environment at the same time.

Over 65 adults from Cole County were assisted in the following areas.

Missouri Crop Management
This program informs producers of the latest research related to crop, water and soil management. It also provides information on how various techniques can be used to incorporate that information to build efficient crop management systems. Information is provided on various topics including variety and hybrid selection, planting rates, pest management, nutrient management, soil erosion, cover crops, use of technology and tillage systems. Maintaining a vibrant and productive agricultural industry provides many benefits to the local community. Profitable operations provide employment directly and indirectly in the county and across the state and strengthens area businesses. The associated taxes support schools and various governmental organizations.

Private Pesticide Applicator Training
The private pesticide applicator training (PPAT) program consists of initial training for first time applicants and recertification of private pesticide applicators. Proper and judicious use of pesticides is important to managing pests, controlling costs, protecting the environment and preventing resistance building up in the pest population. These combined factors provide economic benefit to the producer as well as maintaining a more dependable and affordable food supply.

The Forage Production and Management Program
Forage is the largest agricultural industry in Missouri. This program teaches Missouri’s 90,000 forage producers to better manage their forage resources for improved economic return while protecting the environment. Information is provided on various topics including management-intensive grazing, pasture-based dairying, year-round grazing management including winter feeding systems and summer pasture utilization, and fescue toxicosis. The outcomes from this program include increased economic development and social viability of rural Missouri. The direct economic impact to Missouri can be expected to exceed $200,000,000 annually.

The Office...
Jane Kempker, extension administrative assistant

2013 brought the first-ever online council elections to the Cole County Extension Center. It was exciting to offer this to Cole County residents. It was a learning process but we grow by trying new things and it was very successful. It was also a lot less work and cost than copying, folding, stuffing and mailing 6,000 ballots.

During 2013 the Cole County Extension Center joined the East Central Region due to reorganization of all regions in the state. The new region comprises 17 counties which are shown on the next page. As a result regional support responsibilities have been changed. Several new specialists now serve Cole County and Cole County specialists have new regional support assignments.
The Master Gardeners have always been willing to help and this year for six months they started answering gardening questions a couple of days each week. The Master Gardener Hotline was well received by those calling with questions and the hotline helped free the time it took for staff to research insects, diseases, plant problems and other gardening questions.

The preparations and conduct of 4-H Camp and the Cole County Fair kept us busy during June and July. Although planning and preparation for the annual Fall Festival takes place all year, July through September are the months when most of the activity occurs.

In July and August the Extension Council participated in the annual planning review process. This process is one of the means by which council members provide input on the types of programs needed to respond to local needs.