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January 2012

Dear County Commissioners and Associated Friends of MU Extension:

“Efficiency” and “Innovation” are two watchwords of citizens and government in our currently challenging economy. I am pleased to report that University of Missouri Extension has kept these words in the forefront and acted accordingly for the benefit of Missouri residents statewide.

Funded through the support of federal, state and county government; grants and contracts; fees for services; and private gifts, MU Extension leverages every dollar received to create expanded educational opportunities. Every dollar provided from counties is leveraged with an additional $6.00 to create a significant return on investment.

MU Extension creates value for citizens – including those who do not participate directly in its programs. For example:

- **The federal Expanded Food and Nutrition Education Program provided $1.6 million to the state of Missouri.** These funds provide nutrition education to limited-resource families. Participants who graduate from the program improve the way they manage their food dollars; demonstrate acceptable food safety practices and make healthier food choices. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important program reduces healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.

- **2011 has been a difficult year due to natural disasters in Missouri. The MU Extension statewide Community Emergency Management Program and local emergency management groups provided immediate on-site assistance by coordinating with the State Emergency Management Agency, Red Cross and other groups and by providing online resources through web pages and other media. As a result, citizens learned how to avoid scammers, ensure safe drinking water and food, and recover from a disaster. MU Extension’s emergency management program helps communities, businesses, schools and residents reduce a community’s disaster recovery period. This action saves lives and countless dollars in emergency recovery operations and avoids job loss. Additionally, the whole community builds a greater sense of cohesion.**

These are just two examples of MU Extension’s public value impact. I’m sure you will find many other examples in your local community.

I want to thank you for your support of MU Extension as a critical team player in your locale. Your ideas for improving our partnership are always welcome.

Sincerely,

Michael D. Ouart
Vice Provost and Director
Dear Friends of the University of Missouri Extension,

The University of Missouri Extension faculty, staff and council would like to thank the Daviess County and Caldwell County Commissioners for their continued support and funding for programming in 2011. The faculty, staff and council remains committed to improving people’s lives by providing relevant, reliable, and responsive educational programs for the citizens of Daviess and Caldwell Counties.

The University of Missouri Extension is a part of the network of the nation’s more than 100 land-grant colleges and universities and is your local connection to the University of Missouri campuses. Using science-based knowledge, University of Missouri Extension engages people to understand change, solve-problems and make informed decisions. In 2011, more than one million Missourians statewide turned to University of Missouri Extension to gain practical knowledge, learn how to compete in the global marketplace, balance the responsibilities of work and family, protect natural resources and adapt to new technologies.

By tapping into statewide university research, MU Extension specialists provide Missourians with a wide range of programs in agriculture, community development, human environmental sciences, business development, youth development and continuing education. Current programming efforts statewide focus on agricultural profitability and viability; building family and individual strengths; building human resources; business, community and economic development; enhancing health and nutrition; environmental quality and stewardship; and positive youth development.

The contents of this report are a summary of the highlights of our educational efforts during the past year. We hope this report provides a greater understanding about University of Missouri Extension programming efforts in Daviess and Caldwell Counties.

Jayla Smith  
Daviess Council Chairman

Jerry Creason  
Caldwell Council Chairman

Becky Simpson  
Daviess County Program Director

Kevin Hansen  
Caldwell County Program Director
Elected Officials Serving Caldwell and Daviess Counties

Caldwell County Commission

Bud Motsinger
Presiding Commissioner
3629 NE State Rt. U
Hamilton, MO 64644

Donnie Cox
Associate Commissioner
3275 SE Sunnyvale Rd
Braymer, MO 64624

Gerald McBrayer
Associate Commissioner
875 NW Carter Rd
Kingston, MO 64650

Daviess County Commission

Randy Sims
Presiding Commissioner
PO Box 162
Winston, MO 64640

David Cox
Associate Commissioner
18141 St Hwy P
Jamesport, MO 64648

Danny Heldenbrand
Associate Commissioner
29809 175th Street
Altamont, MO 64620

Missouri House of Representatives

Daviess: District 3
Casey Guernsey
201 West Capital Ave., RM 406B
State Capital Building
Jefferson City, MO 65101

Caldwell: District 7
Mike Lair
201 West Capital Ave., RM 305A
State Capital Building
Jefferson City, MO 65101

Missouri Senate

Senatorial District 12
Brad Lager
State Capital Building
Room 429
Jefferson City, MO 65101

U. S. House of Representatives

U. S. Congressional District 6
Sam Graves, Jr.
1407 Longworth
HOB
Washington, D.C. 20515

U. S. Senate

Christopher “Kit” Bond
274 Russell Senate Building
Washington, D.C. 20510

Claire McCaskill
SH-717 Hart Senate Building
Washington, D.C. 20510
Faculty and Staff Members serving Daviess & Caldwell Counties

Becky Simpson is the 4-H Youth Specialist for Daviess County with additional responsibilities to Gentry and Harrison Counties. Becky serves as County Program Director for Daviess County.

Tim Baker is the Horticulture Specialist for Daviess, Caldwell, Harrison, Mercer, Grundy, and Livingston Counties.

Debbie Davis is the 4-H Youth Specialist for Caldwell County with additional responsibilities to Clinton and Livingston Counties.

Kevin Hansen is the Ag Business Specialist for Livingston, Caldwell, Daviess, Grundy, and Mercer Counties. Kevin serves as County Program Director for Caldwell County.

Kathy May is the secretary for the Daviess/Caldwell office.

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<td>Debbie Davis</td>
<td>Dr. Rebecca Travnichek</td>
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<td>Caldwell County</td>
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<td>Jessica Trussell</td>
<td>Meridith Berry</td>
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<td>Jim Humphrey</td>
<td>Jim Crawford</td>
<td>Deborah Herrold</td>
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<td><a href="mailto:humphreyjr@missouri.edu">humphreyjr@missouri.edu</a></td>
<td><a href="mailto:crawfordj@missouri.edu">crawfordj@missouri.edu</a></td>
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<td>Sara Brooke</td>
<td>Tracy Minnis</td>
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<td>Nodaway County</td>
<td>Nutrition Program Assistant</td>
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<td>Karma Metzgar</td>
<td>Angie Rhoad</td>
<td>Kathy May</td>
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<tr>
<td>St. Joseph, MO</td>
<td>Nutrition Program Assistant</td>
<td>Daviess/ Caldwell Counties</td>
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Daviess and Caldwell County’s 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 is a community of young people across America learning leadership, citizenship, and life skills.**

### Impact in 2011

**Daviess County 4-H Clubs**

Knee-Hi—Gallatin   Brushy Squirrels—Jamesport

**Caldwell County 4-H Clubs**

Pleasant Hill Hustlers-Braymer
Achievers & Shooting Stars- Hamilton,
Polo Trail Blazers-Polo
Kidder Lone Stars-Kidder

Many Daviess County and Caldwell County families take advantage of the numerous opportunities offered through the 4-H program. These opportunities are described on the following pages of this report.

**Daviess County 4-H**

This year in Daviess County, there were 87 4-H members enrolled. Without the help of Daviess County’s volunteer base of 36 recognized volunteers, 4-H would not have been as successful. Volunteers report they donate 100 hours per year to 4-H. In Daviess County the value of their time is estimated to be $67,320!

**Caldwell County 4-H**

This year in Caldwell County, there were 154 4-H members enrolled. Caldwell County has a volunteer base of 82 volunteers to support the 4-H program. Volunteers donating their time to 4-H have been estimated to donate approximately $153,340 of their time to the youth of Caldwell County.
Northwest Region 4-H Camp 2011

“Here We Go”
A community of 154 youth building life skills, engaging in science and connecting to community.

One of every four Missourians between the ages of 5 and 18 participated in a Missouri 4-H program in 2011.

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

Missouri 4-H Members are twice more likely to have been on a college campus than their non-4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus (Lerner, 2008). Being on a campus is a predictor of youth going on to higher education (Hoover, 2006).

- Caldwell County young people ages 5-18 participating in 4-H events on the MU Campus
- These students are more likely to go to college and enjoy
  - increased financial success for themselves and their offspring
  - be better consumers
  - improve quality of life through more opportunities for leisure and hobbies
  - improve 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 $2.01 million over their lifetime (Porter, 2003). If 70% of the Caldwell County’s members participating in 4-H events on the MU Campus go onto earning their Bachelors, 4-H would help young people earn $35.18 million more in lifetime earnings (154 youth X 0.70 X @$2,010,000 = $216.67 million).

**4-H clubs**

4-H participants = 154

Caldwell 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 = 220*

Caldwell 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 Caldwell County is Embryology.

*Duplicates not removed

**4-H youth and adult volunteers**

4-H participants = 82

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 $18.70 per hour, based on average Missouri incomes, the contribution of Caldwell County 4-H volunteers was worth more than $153,340 in 2011! More importantly, these adults serve as mentors for our youth, priceless.

**References:**


A community of 87 youth building life skills, engaging in science and connecting to community.

One of every four Missourians between the ages of 5 and 18 participated in a Missouri 4-H program in 2011.

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

Missouri 4-H Members are twice more likely to have been on a college campus than their non-4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus (Lerner, 2008). Being on a campus is a predictor of youth going on to higher education (Hoover, 2006).

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- These students are more likely to go to college and enjoy
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  - be better consumers
  - improve quality of life through more opportunities for leisure and hobbies
  - improve 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 $2.01 million over their lifetime (Porter, 2003). If 70% of the Daviess County’s members participating in 4-H events on the MU Campus go onto earning their Bachelors, 4-H would help young people earn $122.4 million more in lifetime earnings (87 youth X 0.70 X @$2,010,000 = $216.67 million).

4-H clubs

4-H participants = 87

Daviess 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 = 75*

Daviess 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 Daviess County is Embryology.

*Duplicates not removed

4-H youth and adult volunteers

4-H participants = 36

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 $18.70 per hour, based on average Missouri incomes, the contribution of Daviess County 4-H volunteers was worth more than $67,320 in 2011! More importantly, these adults serve as mentors for our youth is priceless.

References:


4-H Grows Future Scientists

Annually, 4-H faculty, staff and volunteers create opportunities for 309,285 youth. 4-H project work and related educational experiences 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 9.5 billion in products and services exported in 2009 were science, engineering and technology-based industries (Lerner and Lerner, Wave 6; MERIC).

4-H Kids Move

Annually, 4-H faculty, staff and volunteers create opportunities in Healthy Living for 239,039 youth. 4-H project work and related educational experiences helps youth explore interests in nutrition, health and physical activity. 4-H Youth are 3 times less likely to engage in risk behaviors affecting their health and 25% more engaged in helping others than youth in other out-of-school programs. Eating healthy and being physically active at an early age is important. Young children are among the most active of all segments of the population. By the teen years activity levels begin to decline, continuing into adulthood. The Center for Disease Control predicts the direct health costs to Missourians associated with obesity to be $3.37 million for 2013 and $8.2 million by 2018 if Missourians waistline keeps expanding.

4-H’ers are Leaders for Life

Annually, 4-H faculty, staff and volunteers create opportunities for 336,318 youth. 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 meaningfully community leadership roles. This interest in leadership and community service along with 4-H members’ 70 percent greater likelihood to go to college than youth participating in other out-of-school programs is growing leaders today and for tomorrow.

Compared to non 4-H Youth, 4-H Youth are…

- 70% more likely to participate in science, engineering, or computer technology programs
- 40% more likely to pursue science, engineering, or computer technology courses or career
- 40% more likely to be doing well in science, engineering, or computer technology courses
- 300% times more likely to be helping and contributing to their families and communities
- 300% less likely to engage in risk/problem behaviors
- 76% more likely to make better grades
- 70% more likely to go onto college
- 20% more likely to graduate from college

Compared to non 4-H Girls, 4-H Girls are…

- 90% more likely to plan to pursue science, engineering or computer technology courses or careers
- 200% more likely to participate in afterschool engineering courses
- 50% more likely to do well in science, engineering or computer technology courses

http://mo4h.missouri.edu/resources/evaluation/pyd/pydfacsheet9-25-09.pdf
http://mo4h.missouri.edu/resources/evaluation/pyd/wave6/pydwave6report.pdf
Family Nutrition Education Program

University of Missouri Extension Family Nutrition Education Programs (FNEP) reached 16,971 low-income participants with nutrition education in the Northwest Region during 2011. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness.

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

This year, FNEP was able to extend the importance of nutrition and physical education to the adult audience. For example, Connie Mower, Nutrition Program Associate, worked with a diversified audience this last summer. This is what she had to say:

This summer, I focused on trying to reach a more diversified audience with my teaching. One new audience for me was the Cathedral of St Joseph. I contacted the Coordinator of their Early Childhood Center to see if they would be interested in having me come in July and August to teach the Show Me Nutrition Preschool curriculum, Let’s Read, to their 3 year old and 4 year old groups. They were pleased to be offered the lessons and excited each time I was there. Each lesson highlights one of the food groups. Participants would learn about the ‘food group of the day’ by discussion (naming foods in the group and why that group is important), reading a book and having a food tasting. These are some of the comments shared by the teachers:

- “Wonderful program – builds on things we discuss and focus on daily. Let’s continue to do the program in the future!”
- “Very conscious about what they (students) are served at snack, ask for fruits.”
- “Very effective for you and teachers to model trying the new foods and healthy behaviors.”

I am looking forward to teaching more nutrition classes at the Early Childhood Center and possibly at the Cathedral of St Joseph School “to teach them (students) how to make behavior changes to achieve lifelong health and fitness.”

Connie Mower

Evaluation data collected across the entire state reflects the positive impacts that occur in every county with FNEP.

For youths who participated in FNEP, results summarized for the state revealed the following positive impacts:

- Three thousand three hundred sixty (3,360) teachers gave us feedback.
- 53 percent have participated in FNEP for three or more years.
- 98 percent (3,305 teachers) reported one or more changes in students after FNEP.

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<th>Student changes reported by teachers</th>
<th>Percent of teachers who observed each type of student change</th>
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<td>More aware of nutrition</td>
<td>91%</td>
<td>85%</td>
</tr>
<tr>
<td>Make healthier meal and/or snack choices</td>
<td>62%</td>
<td>75%</td>
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<tr>
<td>Eat breakfast more often</td>
<td>47%</td>
<td>51%</td>
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<tr>
<td>More willing to try new foods</td>
<td>76%</td>
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<tr>
<td>Improved hand washing</td>
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<tr>
<td>Increased physical activity</td>
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<td>64%</td>
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In addition to the numbers, local success stories demonstrate program impact.

**Angie Rhoad** reports:

While entering the building at Hamilton Elementary, the Principal stopped me. She said that I was the topic of conversation in the bathroom the day before. I asked her if I dare ask what the topic was. She said that a kindergarten student was leaving the restroom and 2 other girls asked her why she had not washed her hands? They then said to remember what Ms Angie told them, “You should always wash your hands before leaving the restroom.” The kindergartener said, “Oh yeah, I forgot.” While they were washing their hands one little girl stated “Look at all of my bubbles. Bye, bye germs!” The principal then told me that she was glad that our program was making a difference and that I was doing a great job with the students.

In Daviess County, at Covel D. Searcy Elementary School, they had perfect attendance throughout out the entire elementary. This was announced over the intercom while I was there teaching lesson #3. The principal said that she was just sure that Ms. Angie had helped with this great accomplishment, due to all of the hand washing lessons and teaching the kids how to fight germs.

**Tracy Minnis** reports:

While teaching the 5/6th grade class at Mirabile C-1 in Caldwell County, I was approached by a 7th grader that I had in class last year. The kids were asking about our tasting that day and the 7th grade girl said, “Oh I know what it is. I still make that snack all the time at home.” It was a simple yogurt smoothie that we made in class that she was referring to. It is a success that the children we serve the tastings to are taking these simple nutritious snacks and making them again at home. I get comments from children all the time, sharing that they still make our tastings. I love being able to share inexpensive food tastings that the children can make all by themselves! These children might not live in a home that values nutrition, but we are equipping them with tools so they can make their own healthy choices. This is a simple way that we can start to make small changes in the whole family.

**Debbie Harold** reports:

At North Daviess Elementary, we were reviewing during the last lesson of the session. When we got to the fruit group, a first grader related that when they were shopping over Christmas break, she told her mother that 100% juices counted as fruit & helped her to stay healthy & not get sick as much. Her mother then purchased the 100% juice for her daughter. The child was excited about having healthy juice that we had talked about in class & I was excited that another family had made a healthy change in their household!

The Family Nutrition Program (FNEP) brought $8,951,100.00 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. 1024 of these participants reside in Caldwell County and 874 participants reside in Daviess County.

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. In addition, this important programming effort serves to reduce healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.
Beef Producers Meeting
Beef producers gathered in July for on-farm visits to local producer farms to gain insight on artificial insemination practices, rotational grazing, and practical uses of handling facilities. Farm site hosts shared their vision of what they wanted to accomplish with genetic engineering in their herd and how they were going about it. Great discussion followed with the 20+ participants on the tour. Gaining more information that can be used for future reference will indeed benefit the beef industry and our local producers by placing more profit on their bottom line due to higher genetics and managerial decisions.

Good handling facilities are a must if working cattle often. At one of the stops, we viewed facilities that were not only locally owned but were locally manufactured by another beef producer nearby. By promoting local manufacturing and quality design not only enhances the efficiencies of all operations but assists in the economic base of our local community.

With the assistance of NRCS / SWCD, we were able to address issues of rotational grazing and the impact of watering system designs on the beef herd. Quality water not only enhances the feed sources for the herd, but also enhances the productivity of the herd through better health and viability.

Managing Your Farm Financial Risk Conference
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%

QuickBooks
When you support the QuickBooks training program, participants are able to manage their farming business through wise decision making utilizing the powerful reporting system which allows the participant to identify segments of the business that create profitability and contribute an economic benefit locally in Missouri.

Training programs have been offered twice a year with hands on training using the program in a computer lab setting. Participants have the opportunity to engage in real life examples and enter data into the program to see how reports are generated and affected. The training consists of 5 nights each of three hours to get exposed to all the different data entry and reporting opportunities available. Evaluations are positive and the learning that takes place is key in the development of risk management strategies applied to the farm. Participants are excited about taking the program and leave after the program with a feeling of accomplishment and the desire to make changes in their own operation.
Agriculture continues to provide a solid base for the economy of Northwest Missouri, and livestock production continues to be a significant part of that economy. During 2011 we held several livestock and forage educational meetings on a local and regional basis throughout Andrew, Buchanan, Caldwell, Clinton, DeKalb and Livingston counties. Additionally we provided an electronic livestock newsletter “Stock Talk” on a monthly basis as well as news releases and radio programs throughout the year. Below is a list of the major educational programs we have provided to livestock producers this past year.

**2011 MU EXTENSION COMMERICAL AGRICULTURE STATE BEEF TOUR**

This tour was held at four beef/forage operations located in Andrew County Missouri. These operations showcased how they upgrade cattle, the construction and design of new livestock hoop buildings, dealing with receiving cattle, managing trichomoniasis, New Zealand Feed Reader, managing for maternal and carcass traits, Show Me Beef University, water and grazing systems, using ultrasound in pregnancy diagnosis, not feeding hay until February, managing your genetics, and beef nutrition. Over 150 producers from throughout the state of Missouri and Iowa attended the beef tour on Saturday August 27, 2011. Over $5,500 was generated through donations acquired by the University of Missouri Extension Commercial Agriculture Program, the Andrew County Extension Council, and myself, to ensure this was a top notch educational program for all attendees.

**SHOW-ME-SELECT REPLACEMENT HEIFER PROGRAM**

Several beef producers from the area continue to participate in the Show-Me-Select Replacement Heifer Program in Northwest Missouri. Several of the heifers enrolled in the program do not go through a Show-Me-Select Replacement Heifer Sale, but are sold at the farm or the producers retain these heifers as their own replacements. This past year we had 2 producers sell over 70 Show-Me-Select Replacement Heifers on the farm for $1,500/head. This program is open to any beef producer in Missouri.

**YOUTH LIVESTOCK**

We continue to hold several of the Show Me Quality Assurance educational programs throughout the region, some by ITV and some as face to face. These programs are designed to educate youth livestock producers about animal ethics, proper handling of livestock, quality assurance and that the livestock our youth are showing can have a positive or negative impact on the rest of the livestock industry. These programs are usually well attended and we have several hands on activities we do with the participants to help get our message across to them.

**BEEF CARCASS AND GENETIC EVALUATION**

I have been working with four beef producers representing over 1,400 offspring born each year on analyzing their calf, feedlot, and carcass information. This is being done to give producers additional information on their cattle to help them make more informed decisions on the genetics they are using and why they are using these genetics. We are recording information such as dam, sire, birth dates, weaning information, additional weight information, herd health, treatments, feedlot performance, carcass weights, rib-eye areas, backfat thickness, quality grades, yield grades, carcass premiums, carcass discounts, death loss, shipping weights, total carcass values; as well as additional information specific to each producer. This information is recorded in a spreadsheet customized for each producer’s data set. Additionally, this information is shared with state specialists on the University of Missouri campus and other producers with permission from the data originators. One producer’s 2009 calf crop harvested in spring 2010 was 98% choice or higher, the national average is 63%. The 2010 steer crop harvested in summer 2011 was 100% choice or higher, again the national average is 63%. Additionally, this producer received a $53.33/carcass premium on his 84 steers harvested in 2011.
GRAZING WEDGE AND DIGITAL PASTURE PLATE METER
In 2011 Bob Kelly and Jim Humphrey continued working with the New Zealand Feed Reader as well as continuing their work with the Digital Pasture Plate Meter they purchased from New Zealand. With the help of several area producers we continued measuring the density and quantity of forages on locations throughout Northwest Missouri. In addition to the forage measurements we were obtaining we kept track of management practices producers were performing on their individual operations. This information is being kept for future comparisons. Once forage measurements were taken they were entered in a web based program developed by the University of Missouri Extension Plant Sciences Division called the “Grazing Wedge”. Additionally, the grazing wedge creates charts that allow producers to monitor and track forage growth and yield over multiple months and years.
Horticulture Programming in Northwest Missouri

New and existing growers keep Tim Baker, Horticulture Specialist, busy almost year-round by answering questions and helping when troubles arise.

Educational meetings such as the Great Plains Growers Conference are offered each year. In 2011, two special grower meetings were held. A tomato workshop was held in June in Spickard. And in December, a growers meeting was held in Jamesport. Both meetings featured talks by regional and state-level horticulturists.

(Right) An outbreak of Bacterial Canker disease in tomatoes resulted in severe losses for at least 12 growers in Daviess, Grundy, Harrison, and Mercer Counties. Growers will have to take measures next year to fight the disease.

(Right) The USDA Natural Resources Conservation Service has a program to provide cost share funding for new hoop houses for growers. In cooperation with the NRCS, Mr. Baker works with these growers to get them off to a good start.

(Left) New greenhouses and high tunnels are going up all the time. These four houses near Gallatin have automatic ventilation and temperature control. Most of these houses grow tomatoes, and are sold in varying markets, including farmers markets and the produce auction in Jamesport.

Diagnostic Services for Homeowners and Commercial Growers

Throughout the year, the Daviess County Extension Center receives questions on horticultural questions, insect identification, weed identification, and even agronomic questions. When questions come in, Extension Specialists respond with timely, research-based information and a site visit when needed.

A homeowner asked to have this mushroom identified. It turned out to be *Polyporus squammosus*, identified by a MU mycologist.

Another homeowner observed a few leaves dying on her pecan. This was caused by an insect pest, the hickory shoot curculio.

Commercial growers and homeowners alike enjoyed the 2011 NW Missouri horticulture tour, held in Atchison County. Over 70 attended.

By supporting horticulture: When you support MU Extension’s horticulture programs for commercial producers, farmers are aided in their battle with insects, diseases, and the everyday challenges of growing fruits and vegetables. Helping these growers gives Missouri citizens a source of locally-produced and nutritious food of much higher quality compared to food which has been shipped thousands of miles. More nutritious food leads to better health for everyone.
Daviess County Master Gardeners

The Daviess County Master Gardeners have completed their sixth year of service to the community.

Master Gardeners meet monthly and perform both group and individual community service projects. Group projects include landscaping projects at the Gallatin Library and Log Cabin. The Daviess County Master Gardeners also participate in the MODot Adopt-A-Highway program for a section of Highway 13 around their ornamental landscape beds on the north edge of Gallatin.

In addition to community service, members continually learn by attending and conducting educational meetings. They also take interesting tours and field trips. Continuing education classes are also offered to Master Gardeners, on topics such as plant propagation, winter injury to woody plants, and beneficial insects.

By supporting the MU Master Gardener Program: When you support MU Extension’s Master Gardener program, Master Gardener students are trained in all aspects of horticulture to serve their fellow citizens through volunteer work. This may take the form of community beautification programs, working with youth or elderly, or educating the public about gardening. This results in more beautiful communities, leading to increased property values, teaching youth to be better citizens, leading to decreased crime, and producing more nutritious food, leading to better health for everyone.

Daviess County Master Gardeners learn about native plants in the landscape at the home of Trish Wendt, a Grundy County Master Gardener.

Tours can educate in any aspect of horticulture, including this commercial tomato greenhouse on the farm of Freeman Gingerich, near Jamesport.
Business Development

MU Extension
Business Development Programs
County Annual Report
Fiscal Year 2011

Business Development Specialist Name: Tom Kelso

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 Caldwell 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 4 people and their companies with business start-up and management counseling, training, and other assistance. In addition, entrepreneurs and business owners in Caldwell County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

- New jobs: 2
- Sales increases: $225,000
- Jobs retained: 3
- Loans and investments in business: $30,000
- Acquired assets: $30,000
- Clients/companies receiving business counseling: 4
- Business training attendees and conference participants: 1

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 commercialization: $151,567,881 in SBIR/STTR 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

The business development faculty contributing to these business successes are from the programs identified above. These staff have regional and statewide assignments and work with businesses in all counties across the state.
The Business Development Program Delivery Network Includes

Business Development Specialists headquartered at University of Missouri Extension centers; centers located on the University of Missouri campuses at Columbia, Kansas City, St. Louis and Rolla; and centers at most of the state universities across Missouri. The named programs delivered through this network include:

Missouri Small Business & Technology Development Centers (MO SBTDC) – Funded by the U.S. Small Business Administration, this award is matched on the local level by state university hosts and private sector partners. Services include individualized business counseling and a wide variety of educational opportunities. One of the products offered through those centers is the MoFAST SBIR/STTR assistance. Specialists in this area work with university faculty and other innovators to win awards in support of the commercialization of technology.

Missouri Procurement Assistance Centers (MO PTAC) -- Funded by the U.S. Defense Logistics Agency, this program helps businesses win government contracts for a wide range of products and services.

Missouri Market Development Program – This program, which is funded at by the Environmental Improvement and Energy Resources Agency via the Missouri Department of Natural Resources, helps business owners find markets for recycled materials and helps other businesses in securing funding for manufacture of new goods using those recycled materials.

Career Options – Improving individual capacity is the focus of the MU Extension Career Options program, which is funded through a partnership with the Missouri Department of Economic Development Workforce Development unit. This program assists displaced workers and others in many ways, including through the exploration of business ownership and career repositioning following company closings, layoffs and other employment-related changes.

Missouri Environmental Program -- Showing businesses how to save money by reducing waste, understanding regulations and using recycled materials.

Contact Information
For further information, Contact:
Tom Kelso
BD Specialist
Holt County Extension Center
101 East Missouri
P.O. Box 407
Oregon, Missouri 64473
Phone: (660) 446-3724
kelsot@missouri.edu

Visit our state business development program website at: www.missouribusiness.net
Missouri State Fair Farm Families

Daviess County
Kevin & Pam Critten Family
Gallatin, Missouri

Caldwell County
Chris & Penny Copeland Family
Cowgill, Missouri
Daviess County Council

Chairman
Jayla Smith, Jamesport, appointed member, City of Jamesport

Vice Chairman
Raymond Heldenbrand, Winston, elected member

Secretary
Ginger Harlow, Gallatin, elected member

Treasurer
Alicia Chrisman, Gallatin, appointed member, 4-H

Other Members:
Bob Teegarden, Northwest Region 4-H Camp, appointed member
Frank Dunnington, appointed member
Carl Carder, Daviess County Commissioner
Colleena Johnson, elected member
Chase Hiley, elected member
Terry Jarboe, elected member
Lori McLaughlin, elected member
Marcia Bird, elected member
Chretta Mastin, elected member
Olin L. Vanderslice, elected member

Caldwell County Council

Chairman
Jerry Creason, appointed member

Vice Chairman
Don Smith, elected member

Secretary
Penny Copeland, elected member

Treasurer

Other Members:
Tommie Sue Feil, elected member
Don Creach, elected member
Regina Burnett, elected member
Michael Pollard, elected member
James Dotson, elected member
Lisa Prater, elected member

Nancy Snyder, elected member
Dorothy Silvey, elected member
Gerald McBrayer, Caldwell County Commissioner
Jack Critchfield, elected member

Unique partnership
Daviess and Caldwell Counties University Extension Councils are a full partner with Missouri’s land-grant universities to deliver high-quality education and research-based information that helps people solve real-world problems and take advantage of opportunities. Council members:

- Work with extension specialists to provide the county with quality educational programs;
- Manage finances of local extension operations;
- Provide personnel to carry out extension activities; and
- Elect and organize the local extension council.
### University of Missouri’s Contribution to County Extension Program

University of Missouri provides salaries and benefits for all professional and all para-professional staff members headquartered in Daviess/Caldwell County.

### State, Federal and County Funding for Extension

University of Missouri Extension programs in Daviess and Caldwell Counties are funded by Daviess and Caldwell Counties, state and federal appropriations. Local funding for support of the Daviess/Caldwell County Extension Center is provided by the Daviess and Caldwell County Commissions. They provide office space, funds for office expenses, clerical salaries and travel expenses of extension specialists who conduct educational programs in Daviess and Caldwell Counties.

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### Daviess County 2011 Financial Report

#### Income

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**Total Income**: 29,500.00

#### Expense

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<td>7710</td>
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**Total Expenses**: 27,128.99

**Net Income**: 2,371.01
Caldwell County 2011 Financial Report

INCOME

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TOTAL INCOME 15,500.00

EXPENSE

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Total Expenses 14,931.84

Net Income 586.16

State, Federal and County Funding for Extension

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University of Missouri’s Contribution to County Extension Program

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Daviess County/Northwest Missouri Regional Camp

Daviess County is the holding entity for the Northwest Region 4-H Camp funds. The money is assigned to an account in the bookkeeping system of Daviess County. The monies are considered *funds held for others* and do not directly effect the finances or services of the Daviess County Extension. The local council acts as an oversight board, while the 4-H Youth Specialists of the Northwest Region determine how the funds should be spent.
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.