This year we celebrated the 150th Anniversary of the Morrill Act of 1862, which created the land-grant university system of which the University of Missouri is a part. University of Missouri Extension plays a key role in extending the land-grant mission of teaching, research and service to the people and communities of Missouri.

University of Missouri Extension’s educational programs are leading the way as Missouri’s economy works its way through the recovery process.

MU Extension provides comprehensive and cross-discipline approaches to addressing the complex needs of families, neighborhoods and communities in Jackson County. In 2012, Extension had more than 63,141 educational contacts with the citizens of Jackson County – a 30 percent increase from 2011. Locally, the generous funding provided by the Jackson County Legislature is leveraged to provide $12.66 in services for every dollar invested by the county. This annual report provides a brief overview of many of the innovative programs and economic development activities MU Extension offers in Jackson County.

Thank you to our many volunteers and partners who collaborate with MU Extension in working toward a better tomorrow for all of Missouri.
In 2012, the Business Development Program assisted 606 clients/companies through individualized business counseling and 465 individuals through training programs. The economic benefit from these projects included $39,281,338 in increased sales, 46 new businesses, retention of 222 jobs, $1,145,900 in acquired assets, $23,449,585 in new financing for client businesses and $71,512,691 in government contracts.

MU Extension Business Development clients Matthew Hufft, CEO and architect, and his wife Jesse are co-owners of Hufft Projects, LLC, Kansas City. The firm designs houses and commercial structures that are reshaping Midwestern architecture. A 2006 relocation from New York to Kansas City triggered rapid expansion and the addition of Edwin Blue furniture design. Hufft revenue grew from $850,000 to $1,500,000 from 2010 to 2011 and eclipsed $2 million in 2012. During that time, the company grew from 13 to 24 full-time jobs plus additional part-time help.

Gary Walker, Magic Touch Cleaning CEO, decided to use only environmentally friendly products and methods in his established cleaning business in 2004. He and his wife Trish have gone even further since, marketing more than 40 green cleaning products in a Lee's Summit store called Return to Green. Over the years, Magic Touch has secured sub-contracts with ATK Lake City Ammunition and with the Independence Events Center.

Through the Volunteer Income Tax Assistance program, MU Extension offers free tax help to people who make $50,000 or less and need assistance in preparing their own tax returns. IRS-certified volunteers can inform these residents about special tax credits for which they may qualify such as Earned Income Tax Credit, Child Tax Credit and Credit for the Elderly or the Disabled. VITA sites are conveniently located in the community; most also offer free electronic filing.
Family Nutrition Education Programs promote better health

MU Extension Family Nutrition Education Programs provide information on nutrition, food safety and physical activity for lifelong health and fitness. FNEP reached 12,533 low-income participants with nutrition education in Jackson County during 2012.

Nutrition education for youth provides information in kid-friendly terms and lessons with hands-on activities. Students have 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. Youth ate breakfast more often and adult participants learned to manage their food dollars by planning meals, shopping from a list and comparing prices when shopping. FNEP highlights the use of fresh, local produce at the City Market in Kansas City from May through October. Each weekend, the FNEP staff demonstrates healthy recipes using fresh ingredients.

Cooking Matters empowers at-risk families

Cooking Matters empowers families at risk of hunger with the skills, knowledge and confidence to make healthy and affordable meals. Topics in the six-week course included strategies to save at the store, stretching ingredients, ways to avoid cross-contamination and choosing low-fat dairy and meats. Participants learned basic cooking and knife skills, meal planning and how to read food labels. The hands-on classes featured nutritious recipes. Students received instant thermometers, cutting boards and textbooks. They also received a take-home bag of groceries after each class.
FAMILIES AND NUTRITION

TEACHING THE NUTRITIONAL VALUE OF FRESH PRODUCE

Investing in Healthy Lifestyles

**12,533** Low-income residents in Jackson County exposed to FNEP nutrition education

**$546,027** Value of 29,044 hours of service provided by 7,682 volunteers and partners

**1,200** Elementary students at 36 locations learned about healthy eating by planting vegetable gardens

**3,200** Residents received nutrition information from newly trained volunteers at 12 farmers’ markets

**450** Soil samples tested in Jackson County in 2012

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Eating From the Garden integrates gardening throughout the school system

Eating from the Garden reached more than 1,200 children this past year. The curriculum has expanded in lower elementary grade classrooms, providing nutrition and gardening education for students, staff, teachers and parents.

Additional Eating From the Garden initiatives in schools and community centers included rain barrel installation, composting, chef demonstrations and school lunchroom tastings. Eating from the Garden is making an impact on school policy and expanding into the homes of families. The program offers information to help students choose healthier snacks at home. Teachers and parents reported that 90 percent of EFTG participants are more aware of good nutrition while 80 percent are more willing to try new foods.

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Strategies for healthy, energy-efficient homes

Smart Lighting Strategies for Your Home sessions were presented to 125 high school students in Blue Springs and Lee’s Summit in 2012. The students reported an increased ability to identify energy efficient lighting products. MU Extension distributes information to low-income residents to help improve indoor air quality. Identification, removal and control of mold and mildew are of particular concern to alleviate allergy and asthma issues in young children. A curriculum focusing on energy and natural resource management was developed for 4-H After-school participants. Topics included energy efficient lighting and evaluating energy loss around windows and doors. Students learned about recycling of consumer products and finding energy wasters at home.

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EDUCATING FARMERS’ MARKET SHOPPERS

The Nutrition Education Farmers’ Market Volunteer Program delivered educational programming to shoppers at urban farmers’ markets.

MU Extension and Kansas State University Extension recruited and trained volunteers to provide nutrition information at farmers’ markets in Jackson County in Missouri and Wyandotte County in Kansas. The Cooking Core of 17 volunteers received training in nutrition, food safety and safe food handling requirements. The volunteers provided fruit and vegetable demonstrations and nutrition education for approximately 3,200 clients attending 12 farmers’ markets in urban counties.
4-H: TEENS SERVE THEIR COMMUNITY

4-H Afterschool teens became Bio Tech mentors to local youth

Teens from the Jackson County 4-H Afterschool program became biotechnology mentors to the youth of Kansas City in 2012. After training for a weekend at the Danforth Plant Science Center in St. Louis, the 4-H teens implemented five 20-hour sessions in Afterschool programs, camps and summer schools.

The Bio Tech program was also presented to Afterschool professionals at the Midwest Regional Science Conference. The teenagers also incorporated agricultural biotechnology activities into the Missouri State 4-H Congress in May and the Youth Futures conference in July.

Building Strong Families teaches practical skills

MU Extension offered the Building Strong Families program at eight family housing sites and reached 102 parents in Kansas City in 2012. A total of 60 sessions were held with topics including communication, positive discipline, stress management, family strengths, money management, job preparation, setting goals, nutrition and fitness and healthy homes.

Parents learned practical skills to improve family communication, relationships, parenting, nutrition and health and family finances.

The value of volunteer service

In 2012, Jackson County residents benefited from 29,044 hours of service from 7,682 MU Extension volunteers and partners. The total value of these volunteer services is $546,027, based on the worth of $18.80 per hour for volunteer time as set by the Independent Sector for Missouri.

FNEP STAFF
Nadine Boles, Pat Carner, Jackie Coleman, Gloria Davis, Ruby Gomez, Juli Hadfield, Sara Hazan, Lupe Hernandez, Veronica Hernandez, Eugenia Houston, Sonia Jackson, Juana Lopez, Jami Nolen, Keri Preston, Gwen Reaws, Donnell Roberts, Juanita Robertson, Sam Schemmel, La Chelle Simpson, Pamela Smith, Teri Tillman, Carol Zagar

4-H
Leon Moon, 4-H Youth Development Specialist, retired
Beth Rasa Edwards, 4-H Youth Development Specialist, 816.252.5051
Master Gardeners of Greater Kansas City share their horticulture training

Master Gardener volunteers answered more than 2,114 hotline calls in 2012, providing unbiased, research-based information on home gardening topics. They distributed more than 1,000 MU Extension guide sheets. The 318 active Master Gardeners donated more than 18,936 hours of service. A total of 29 new volunteers were trained.

The Master Gardeners are increasingly involved with Kansas City midtown and downtown residents, especially among the minority population. The vegetable demonstration garden in the Ivanhoe neighborhood produced 1,108 pounds of fresh vegetables in 2012. This past December, the Master Gardeners of Greater Kansas City received the President’s Award from the Ivanhoe Neighborhood Council. In October, the group received the second place Nonprofit Connect Philly Award for their 2011 Master Gardener Spring Seminar brochure developed by Laurie Chipman.

Master Naturalists Conserve Resources

This past year, 163 active Master Naturalists contributed more than 7,039 hours of volunteer service through 18 community partnerships in Jackson County.

Local service activities of the Osage Trails Chapter of the Missouri Master Naturalists included teaching at nature centers, river cleanup efforts, tree planting, glade restoration and invasive species removal. A total of 30 new volunteers entered training. Two members were honored by outside organizations. Bill Fessler received a Kansas City Environment Excellence Award from Kansas City Parks and Recreation. Van Wiskur was recognized as the Donald M. Christisen Prairie Volunteer of the Year by the Missouri Prairie Foundation.

Investing in Youth and Ecology

4,605 Youth participated in 4-H Clubs and enrichment programs

934 Elementary and middle school students from 14 schools enrolled in the 4-H Afterschool program

102 Parents learned practical skills to improve family strengths

18,936 Hours of service provided by 318 Master Gardeners

7,039 Hours of volunteer service contributed by 163 Master Naturalists to enhance the environment
MU Extension delivered $3,491,467 in programming value in 2012, serving residents of all ages and all racial and socio-economic groups. A total of 63,141 educational contacts were made (41.93% Caucasian, 49.10% African American, 14.75% Hispanic, 1.33% Asian American, .52% Pacific Islander, .16% Native American, 6.74% Two or More and .23% Race Unknown).

2012 FUNDING FOR JACKSON COUNTY PROGRAMS

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<th>Program</th>
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<td>USDA nutrition grant</td>
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<td>4-H after-school grants</td>
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<td>Local grants</td>
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<td>University of Missouri Extension</td>
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COUNCIL GENERAL OPERATIONS

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<td>Misc.</td>
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<td><strong>Council operations</strong></td>
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<td><strong>TOTAL</strong></td>
<td><strong>$305,504</strong></td>
</tr>
</tbody>
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OFFICE SUPPORT STAFF

Crystal Lutgen, Office Manager, 816.252.5051
Cindy Pilgrim, Receptionist/Secretary, 816.252.5051
Karen Colby, 4-H Secretary, 816.252.5051
Sherrie Norman, Administrative Secretary, 816.482.5850
Linda Byers, FNEP Administrative Assistant, 816.482.5864
Rita Ortiz, FNEP Secretary, 816.482.5854

WEST CENTRAL REGION

Wayne Prewitt, Interim Regional Director, 816.252.7717
Milly Carter, Regional Administrative Associate, 816.252.7717

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