DEAR FRIENDS,

This has been another difficult year for the economy and for Jackson County families. Through partnerships in the community, stable local funding and a growing volunteer base, University of Missouri Extension was able to step up to the challenge to connect those in need with helpful resources. We continue to work toward providing more comprehensive and cross-discipline approaches to addressing the complex needs of families, neighborhoods and communities in Jackson County. In 2011, Extension had more than 48,438 educational contacts with the citizens of Jackson County. This annual report provides a brief overview of the many innovative programs and economic development activities MU Extension offers that make a real difference in the daily lives of local individuals and families. We look forward to continuing to help the residents of Jackson County in 2012!

Pat Farrell                                               Cynthia Zluticky
Extension County Chair                               County Program Director
MU Extension in Jackson County                  MU Extension in Jackson County

A STRONG COMMITMENT TO IMPROVING THE SOCIAL & ECONOMIC DEVELOPMENT OF MISSOURIANS

Every year, more than 1 million Missourians turn to MU 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. Events such as the Greater Kansas City Food Day help create stronger communities; healthier citizens; and a more humane, resilient and safe food system. As part of Jackson County’s Urban Initiative, MU Extension develops relationships with community partners and pairs local producers with potential clients. An agreement with Swope Health Services led to gardens producing tomatoes, sweet potatoes, broccoli, lettuces and greens. The Master Gardeners of Greater Kansas City partnered with the Ivanhoe Neighborhood Council to develop an Urban Demonstration Garden using vacant land trust lots. By November, the 3,000 square foot plot yielded 1,900 pounds of fresh produce to a population in need.
SMALL BUSINESS ROUNDTABLE
WITH GOV. JAY NIXON

In April, Gov. Jay Nixon met in Kansas City with clients of the Missouri Small Business & Technology Development Centers and the Missouri Procurement Technical Assistance Centers. The theme of the roundtable discussion focused on the impact of small business on Missouri’s economic development. Nearly 98 percent of all Missouri businesses with employees are categorized as small businesses. MU Extension contributes to the state’s economic development through growth in jobs, sales, innovation, technology development and commercialization.

BUSINESS DEVELOPMENT

MU Extension’s Business Development Program provides research-based education and technical assistance to Jackson County business owners to help them improve the competitiveness and success of their small businesses. In 2011, the program assisted 557 clients/companies through individualized business counseling and 378 individuals through training programs. The economic benefit from these projects included $67,869,688 in increased sales, 40 new businesses, 319 new jobs, $6,734,600 in acquired assets, $33,173,005 in new financing for client businesses and $86,821,869 in government contracts.

**SMALL BUSINESS JOB CREATION**

Entrepreneur Shaun Thomas found business counseling assistance from the Small Business & Technology Development Center through the FastTrac© Growth Venture™ class. Today he is president and CEO of Genesis Environmental Services Inc., in Blue Springs. The environmental and storage tank maintenance, repair and replacement business has more than 20 employees. More recently working with the Missouri Procurement Technical Assistance Centers, Thomas focused on the government procurement bid process. In 2011, he secured a $1 million contract with the Missouri Department of Transportation.

**NUMBER OF NEW JOBS CREATED IN 2011 THROUGH THE BUSINESS DEVELOPMENT PROGRAM**

319

**ECONOMIC BENEFIT IN TERMS OF INCREASED SALES FOR PARTICIPATING BUSINESSES**

$67,869,688

**VALUE OF GOVERNMENT CONTRACTS ACQUIRED BY BUSINESS DEVELOPMENT CLIENTS**

$86,821,869
HOTLINE CALLS FIELDED BY 370 MASTER GARDENERS FROM MARCH TO OCTOBER

1,564

HOURS OF VOLUNTEER SERVICE PROVIDED BY 136 MU EXTENSION MASTER NATURALISTS

6,172

WEST CENTRAL REGION GROWERS WHO RECEIVED THE NEWSLETTER AGNEWSLINE

2,500

AGRICULTURE AND NATURAL RESOURCES

MASTER GARDENERS OF GREATER KANSAS CITY

Master Gardener volunteers answered 1,564 hotline calls in 2011, providing unbiased, research-based information on home gardening topics. They distributed more than 1,000 MU Extension guide sheets. The 370 active Master Gardeners donated more than 19,605 hours of service. There were 66 new applicants enrolled in the fall training class. The Master Gardeners are increasingly involved with Kansas City midtown and downtown residents, especially among the minority population. Demonstration gardens have been established at the Swope Park Community Center and in the Twin Oak and Ivanhoe neighborhoods.

OSAGE TRAILS CHAPTER OF THE MISSOURI MASTER NATURALISTS

In 2011, 136 active Master Naturalists contributed more than 6,172 hours of volunteer service through 18 community partnerships in Jackson County. A total of 22 new volunteers entered training. A broad range of service activity was offered, including teaching at local nature centers, local river cleanup efforts and support of controlled burns.

THE ECONOMIC BENEFITS OF AGRICULTURE BUSINESS

Agribusiness seminars help increase farm incomes and stability in the rural economy. This benefits all Missourians by providing a source of economic growth, job creation and an increased tax base. Renewable Energy Field Day focused on solar, wind and biomass energy sources. The Grape and Berry Production Workshop included financial planning for specialty crop production. Other workshops focused on land leases, agriculture lending and cover crops.

QUALITY FOR KEEPS: HOME FOOD PRESERVATION

RENEWED INTEREST IN FRESH, LOCAL FOODS AND GARDENING LED TO THE POPULARITY OF FOOD PRESERVATION CLASSES IN 2011. APPROXIMATELY 135 PEOPLE ATTENDED TWO SERIES OF FIVE FOOD PRESERVATION CLASSES.

HEALTH MANAGEMENT

A Chronic Disease Self-Management series was offered locally through a Tufts University national research project. Strong Women, Healthy Hearts nutrition and physical activity classes were offered to African American women more than 40 years of age.

TEAM NUTRITION PROJECT

Nutrition training helped metro centers improve food service capabilities and meet Eat Smart Guidelines to prevent childhood obesity. More than 30 hours of consultation led to the offering of wholesome, healthy food choices for children.
STUDENTS WHO LEARNED TO EAT FRESH FROM THE GARDEN IN THE PAST THREE YEARS

2,500

YOUTH AND SENIORS CONNECTED BY THE BUILDING BRIDGES INTERGENERATIONAL PROGRAM

8,197

FAMILIES AND PROFESSIONALS WHO USED RESOURCES DESIGNED TO STRENGTHEN FAMILIES

23,000

EATING FROM THE GARDEN

This nutrition and gardening program has reached more than 2,500 fourth and fifth graders in the past three years. Assisted by 40 adult volunteers, students plant and maintain outdoor vegetable gardens; taste new foods; and participate in nutrition, plant science and environmental awareness lessons. New this year were the addition of chef demonstrations in the classroom and development of an EFTEG pilot curriculum for second grade students.

HUMAN DEVELOPMENT

LIVING HEALTHY WITH CHRONIC CONDITIONS

Through community partnerships with senior housing, community centers, faith-based organizations and education institutions, the Tai Chi for Arthritis program reached 1,583 people. The majority of participants reported reduced joint stiffness, pain and fear of falling with improved balance and flexibility. These benefits lower medical and social services costs for older adults.

COMMUNITY FOOD DEMONSTRATIONS

Visitors of farmers’ markets often do not know how to store and prepare fresh produce in a healthy manner. MU Extension partnered with local coalitions to present food demonstrations at the Blue Springs, Independence and Brookside farmers’ markets in 2011.

COMMUNITY DEVELOPMENT

The Old Trails Regional Partnership promotes economic development and entrepreneurial opportunities through tourism in a nine county area along the Missouri River. In 2011, Old Trails won a Missouri Division of Tourism award for innovation in marketing tourism.
Family Nutrition Education Programs reached a low-income audience of 18,420 youth and 14,209 adults with nutrition education in Jackson County during FY11. FNEP provides information on nutrition, food safety and physical activity for lifelong health and fitness.

Nutrition education for youth provides information in kid-friendly terms and lessons with hands-on activities. Students have opportunities to taste-test healthy foods and practice skills that lead to good health.

Education for adults includes nutrition, food safety, physical activity and food resource management. Participants learned to manage their food dollars by using shopping lists, comparing prices and planning meals in advance. As a result, fewer ran out of food before the end of the month. Graduates also made healthier food choices for their families. They learned to prepare food with less salt, studied the nutrition facts on food labels and many reported that their children ate breakfast more often.

### Financial Review

MU Extension delivered $3,204,564 in programming value, serving residents of all ages and all racial and socio-economic groups. A total of 48,438 educational contacts were made (41.95% Caucasian, 46.85% African American, 8.08% Hispanic, .75% Asian American, .98% Pacific Islander, .45% Native American, 4.2% Two or More and 4.83% Race Unknown).
MISSOURIANS HELPING MISSOURIANS

In 2011, Jackson County residents benefited from 24,262 hours of service from 5,243 extension volunteers and partners. The total value of these volunteer services is $450,545, based on the worth of $18.57 per hour for volunteer time as set by the Independent Sector for Missouri.

Missouri Leaders Honor Roll designees were: Ron Curnett for his service with the 4-H community club program in Jackson County and Doris Foley and Carol Jean Mays for their leadership of the Jackson County Extension council in the area of advocacy with county and state legislators. L.E. and Vera Montgomery, of Lone Jack, were honored as the 2011 Jackson County Farm Family.

ENERGY MANAGEMENT

In 2011, an energy management mini grant targeted children in second through fifth grades attending 4-H after-school club programs. More than 260 children at three schools learned about energy and natural resource management.

MAKING MONEY COUNT

This past year, more than 100 Kansas City high school and middle school students were enrolled in the financial education program Making Money Count. The youth learned financial techniques and life skills such as budgeting, goal setting and decision making.

4-H YOUTH DEVELOPMENT

4-H BOOSTS POSITIVE LIFE SKILLS

MU Extension reached more than 6,498 Jackson County youth through 4-H clubs and enrichment programs. Studies show that one of every four Missourians between the ages of 5 and 18 actively participated in a 4-H program in the past year. Youth participate in hands-on projects related to science, engineering and technology. Overall, Jackson County 4-H was supported by 322 youth and adult volunteers.

AFTER-SCHOOL & SUMMER ACADEMICS

Designed to help students enhance personal growth, develop leadership skills and achieve academically, the 4-H after-school program serves 900 elementary and middle school youth in nine local schools. Projects range from arts and aerospace to sport fishing. In the past eight years, the 4-H contract with the Local Investment Commission has provided $2.9 million in additional funding to MU Extension.
2011 JACKSON COUNTY EXTENSION COUNCIL
The Extension Council serves as an advocate for University of Missouri Extension in Jackson County. Elected and appointed members provide assistance in setting and accomplishing extension education program goals and objectives, developing the annual operating budget and determining local educational priorities.

Pat Farrell, District 3, Chairman
Carol Kelley, District 2, Vice Chairman
Linda Verman, District 3, Secretary
Barbara Barry, District 1, Assistant Secretary
Judy Qualkinbush, Blue Springs, Treasurer
Barbara Liston-Garcia, District 1, Assistant Treasurer
Rich Boulton, District 3
DeWayne Bright Sr., Kansas City
Molly Clemons, District 2
Greg Dieckmann, Farm Bureau
C. Jo Riggs, Raytown
Hope Robinson, Grandview
Lyle Shaver, District 3
Bob Steiert, District 2
Brandon Thompson, District 1
Jan Troester, Lee’s Summit
Wayne Vinyard, District 2
Jason White, Independence

2011 MU STATE EXTENSION COUNCIL REPRESENTATIVE
Ron Ritter