Lafayette County
2010
Annual Report
EXTENDING UNIVERSITY RESEARCH-BASED RESOURCES
UNIVERSITY OF MISSOURI Extension
Live. And Learn.
We help people help themselves and link citizens with local, state, and federal resources for better living in Lafayette County.

THE OLD TRAILS REGIONAL TOURISM PARTNERSHIP (OTRTP) is promoting economic development and entrepreneurial opportunity related to tourism in a nine-county region of Missouri, including Lafayette County. Extension assists the organizational development of the partnership that has grown to 80 members. Several key accomplishments during 2010 include: 501 c (6) status was granted by the IRS; logo developed to market the region; website developed (www.oldtrails.net) and rack card; exhibited at the MO State Fair, Santa Fe Trail Wine Festival and local events. Tourism is one of the fastest growing parts of Missouri’s economy and is a larger part of the economy than most people realize.

STRONGER ECONOMIES TOGETHER (SET) - USDA selected the Old Trails Regional Tourism Partnership as one of two regions in Missouri to pilot the SET project. Forty-five regional stakeholders are addressing the future of the economy in the “Old Trails Region” of Missouri. Stakeholders learn economic development strategies that promote entrepreneurial activity, job growth, and efficiency in the public sector. People learning and working together on agri-tourism development is fuel for the county’s and state’s economy.

SHOW-ME SELECT REPLACEMENT BRED HEIFER PROGRAM More than 125 head of Lafayette County heifers were enrolled to focus on proper heifer development and management to minimize calving difficulty and optimize future productivity. 131 head of spring calving heifers sold for an average of $1434 per head, grossing $187,875 for West Central Missouri, with direct economic benefit of $73,425 to Lafayette County.

WOMEN AS LANDOWNERS CONFERENCE Through six hours of training, 130 women landowners increased their knowledge of land and asset management to become more profitable and responsible land managers. Keynote, Jeff Windett, Mo Cattlemen’s Association, empowered producers with skills to defend animal agriculture. Conference topics: lease alternatives for farms; conservation stewardship; Missouri fence laws and property rights; crop insurance options; estate planning; managed grazing; Missouri agri-tourism; and stress management.

CROP MANAGEMENT STRATEGIES FOR MAXIMUM PROFIT CONFERENCE 42 growers & agribusiness retailers learned crop management strategies to reduce risk, increase production, and improve fertilizer efficiency. Those in attendance farm or service 185,260 acres. 79% of attendees planned to change at least one management practice as a result of conference.

NITROGEN MANAGEMENT WORKSHOP More than 150 growers learned strategies to optimize corn yield potential while improving nitrogen use efficiency. An on-farm trail was conducted near Dover to investigate the yield response to in-season “rescue” N applications.

TASTE THE FRESHNESS, BUY LOCAL - MU Extension has been building capacity of the local foods movement in Lafayette County. Through a series of three workshops, more than 20 area producers gained skills in record keeping, marketing, regulations, and management that increased availability of locally grown foods for Lafayette County Farmers Markets, direct market roadside stands, schools and restaurants. Training workshops lead to the expansion of high tunnel production that extends the growing season for producers, and provides a stable climate for growing high quality fruits and vegetables.

An increased number of growers allowed for the expansion of the Lafayette County Farmers Market to three locations, Higginsville, Lexington and Concordia. In addition, Odessa, Lafayette C-1 and Lexington Schools participate in the “Farm to School” effort, and serve locally grown seasonal fruit and vegetables. The result, students experience healthier menu options. Local restaurants also showcase the “homegrown” taste and freshness on their menus. These efforts promote entrepreneurship and economic development for Lafayette County.
FAMILY NUTRITION PROGRAM  4723 individuals learned about healthy eating, fitness, and food safety through the youth and adult FNP programs. Program sessions were held at elementary & middle schools, library branches, WIC clinics, Head Start, and day cares. Through the “Food Power Adventure”, 585 elementary students in Concordia, Santa Fe and Trinity Lutheran traveled the path food takes from the farmer’s field through the body. Through these health promotion programs, youth develop basic skills in food safety, and learn the benefits of good nutrition and physical activity. 48 middle school students developed basic cooking skills in the Kids in the Kitchen series where they prepared healthy recipes and engaged in fitness activities.

ACTIVE & HEALTHY SCHOOL PROGRAM (AHSP) MU Extension partnered with Leslie Bell Elementary School in Lexington to pilot the AHSP. Using the AHSP as a roadmap, Leslie Bell Elementary is creating a school environment and culture that naturally encourages children to increase their activity and make healthy nutrition choices. Activity “zones” keep students moving on the playground, and 4 minute activity “breaks” in classrooms energize students to enhance learning, and decrease discipline issues. More fresh fruits and vegetables are served on school lunches. The AHSP was featured on Fox 4 and KMBC health segments.

HEART TO HEART: THE HEART TRUTH EVENT Keynote Dr. Marla Tobin empowered women to take charge of heart health at the March 18, 2010 health forum. Ninety percent (90%) of the 211 attendees indicated they gained new ideas to help improve their health; 79% were stimulated to modify one or more lifestyle habits to reduce risk for heart disease; 63% felt better prepared to care for their health. Over 450 health screenings were administered. 43% were new participants at the annual event.

STAY STRONG STAY HEALTHY Thirteen individuals (76%) completed the 10-week course in Wellington to improve strength, balance & reduce risk for falls. These health benefits support independent living as we age, and decrease the likelihood of entering a long term care facility. Participant surveys indicated 100% felt their health was better because of the program; 92% felt physically stronger & more flexible; 100% had more energy; 85% felt confident they will continue the strength training exercises; and 77% demonstrated improvement in all five physical assessment parameters (comparing pre & post results).

CHILD CARE PROVIDER TRAINING Research has long shown that ongoing training is essential for quality child care providers. Quality child care supports MO’s working parents and is an occupation with constant demand for qualified workers. 29 child care providers learned how to select appropriate toys for children in their care; to be better consumers; and the importance of recycling, recycling and reducing waste for future generations. 81% said they would share the toy selection information with parents and grandparents; 93% plan to purchase “advertising/character-free” toys; and 97% plan to have a recycling/reuse teaching theme in the upcoming year.

FOCUS ON KIDS 111 divorcing parents learned how to break the cycle of negative parenting by developing co-parenting skills. This reduces need for child abuse, social and mental health services, and legal fees on child support and visitation in the community. Participants overwhelmingly reported they were more knowledgeable about the effect of divorce on children and gained tools to enhance their co-parenting skills.

Youth Development  2010

4-H CLUBS (13) 436 members gained life skills in decision making, public speaking, and working with others. Members learn by doing under the guidance of adult volunteers who teach projects ranging from aerospace to veterinary science.

4-H LEADERSHIP DEVELOPMENT 243 adult and youth volunteers assisted members in project and club work. Volunteers create, support and are part of the 4-H community. National statistics suggest that the average Missouri volunteer contributes 100 hours per year. Valuing their time at $17.76 per hour, based on average Missouri incomes, the contribution of Lafayette County 4-H volunteers was worth more than $431,568.00 in 2010.

4-H COMMUNITY SERVICE 4-H members participated in programs to support the military, Adopt a Highway, Relay for Life and distributed food for food pantries and Christmas baskets, toys for Toys for Tots and provided snack packs for Harvesters. 4-H Clubs reported having 87% member participation in community service projects.

4-H members learned to be selfless, caring and responsible citizens in their community while helping others to be successful. Members learned to help people have dignity in trying situations.
2010 LAFFAYETTE COUNTY EXTENSION COUNCIL | The Extension Council serves as an advocate for University of Missouri Extension in Lafayette 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.

Phil Varner, Chairman, Odessa
Clyde Burchett, Vice Chair, Higginsville
Christa Bell, Higginsville
Gayle Copenhaver, Lexington
Joyce Haynes, City of Higginsville
Joe Piepmeier, Wellington
Josh Steffens, Lexington
Debbie Lueck, Secretary, Alma
Brandon Fahmmeier, Treas., Wellington
Lois Brandt, Concordia
Vickie Garland, Odessa
Jeff Kopp, Concordia
Gil Rector, County Commission
Olin Struchtemeyer, Mayview
Martha Wyssmann, Alma

LAFFAYETTE COUNTY FACULTY

AGRICULTURE/ NATURAL RESOURCES
*Whitney Wiegel, Ag Business Specialist
Julie Abendroth, Agronomy Specialist
David Hoffman, Livestock Specialist

COMMUNITY DEVELOPMENT
Georgia Stuart-Simmons, Community Development Specialist
Crystal Weber, Local Food Systems Specialist

FAMILIES & COMMUNITIES
*Lynda Johnson, Nutrition & Health Education Specialist
*Kathy Bondy, 4-H Youth Specialist
Lisa Wallace, Human Development Specialist
*Family Nutrition Associates: Kathy Smith, Pam Gladbach & Dena Skinner
*Marsha Corbin, Healthy Lifestyle Alliance Associate

SUPPORT STAFF
*Judy Elling, Administrative Assistant
*Headquartered in Lafayette County

SMALL BUSINESS DEVELOPMENT In Lafayette County, during 2010, business development specialists with MU Extension and the Small Business Centers served 22 people and their companies with business start-up and management counseling. 16 attended business training workshops. Business owners in Lafayette County reported the following impact: 44 new jobs; $71,000 in loans and investments in business; $412,861 in government contracts, and $2,225,960 in increased sales.

FIRE AND RESCUE TRAINING & LAW ENFORCEMENT INSTITUTE - 176 Lafayette County firefighters, law and emergency response personnel attended professional institute trainings.