

2006

UNIVERSITY OF MISSOURI
 **Extension**

Lawrence County
*University Of Missouri Extension
Annual Report*



Cindy, Tommy, Carrie, Rusty, Roy and Fran
Want to know more about them, see page 7?

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Extension's Program Guidance Comes From You

The University of Missouri Extension council and staff would like to thank the Lawrence County commissioners for their support and funding for programs during this past year. In turn, the council and staff remain committed to improving people's lives by helping them meet the opportunities and challenges of the 21st century with research-based education and information.

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 youth development.

The mission of University of Missouri Extension, a partnership of the University of Missouri campuses, Lincoln University, the people of Missouri through county extension councils, and the Cooperative State Research, Education and Extension Service of the U.S. Department of Agriculture, is to: "serve Missouri by extending the unbiased research-based knowledge and problem-solving resources of the University of Missouri and Lincoln University to focus on high-priority needs of people throughout the state." Both the University of Missouri and Lincoln are Missouri's two land-grant universities, charged by federal acts of Congress to deliver extension programs.

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

Submitted by,

Sue Matlage
Council Secretary

Jim Young
Council Chairman

Eldon Cole
Livestock Specialist/
County Program Director

LAWRENCE COUNTY EXTENSION COUNCIL ACTIVITIES - 2006

Mt. Vernon Business Expo

Visibility in the community is important for University of Missouri Extension. One activity that provides that visibility is the Mt. Vernon Business Expo. This attracts around 1000 visitors each January and the extension booth helps us show who we are and what we do.

Leaders Honor Roll

Leaders added to the University's Leaders Honor Roll for the year were Bobby and Sheila Garoutte, Aurora and Jay and Chi-Chi Steele, La Russell. The Garoutte's completed four years of serving on the council with special leadership on gardening efforts. The Steele's have been active in 4-H leadership as well as the shooting sports program. Bobby served as chairman for years. Chi-Chi has been 4-H council treasurer and secretary.



University of Missouri Extension Booth at the Mt. Vernon Business Expo



Century Farm Recipients - 2006

Century Farms—2006

The number of Century Farms in the county grew by 3 in 2007. Wilma Worm, Monett; Dennis & Donna Worm, Monett and Gary Blevins, Marionville were added and received their signs and certificates during a ceremony at Mt. Vernon's Apple Butter Makin' Days, October 13.

Wal-Mart Safety Display

Once again the Aurora Wal-Mart requested that extension provide a safety display of some type for their October Safety Month program. Since a nationwide scare had occurred about e-coli in spinach, a table top display on food safety was set up.

State Fair Farm Family

The State Fair Farm Family selected for recognition at Sedalia this year was the Rusty and Vicki Mulford Family of Aurora.

Also related to food, extension provided food buying and preparation tips to the Aurora Presbyterian church's Angel Food Ministry. They provide the food distribution once each month for persons in Lawrence and surrounding counties. The literature from extension is available for those wishing to take it. Participation has involved 1200 or more families during some months.

Extension Council's Annual Supper

The extension council held their October meeting at the University's Southwest Research Center west of Mt. Vernon. Invited guests to the potluck supper included county and state office holders, news media, farmers and business persons who have gone above and beyond the call of duty to help carry out extension educational programs. Whitley Bailey, Aurora 4-H member reviewed her Washington D.C. Citizenship Focus trip in June for the program.

4-H Youth Development

Missouri 4-H, University of Missouri Extension's youth development program, helps to create opportunities for young people to be valued, contributing members of their community. Providing opportunities for youths to develop positive self-esteem, leadership skills, decision-making skills, citizenship and practical life-skills are objectives of the extension youth program. Missouri 4-H connects kids with caring adults for learning-by-doing experience in organized clubs, enrichment programs, special-interest groups, camps and school-aged child care programs. To learn more about 4-H -- the world's largest youth-serving

Impact in 2006

Karla Deaver, 4-H Youth Development Specialist

The Lawrence County 4-H club community included 134 members and 51 volunteer leaders in nine 4-H clubs. Those clubs are: **Aurora Eagles, Farm and Home Boosters II, Freistatt Friends, Kountry Kids, Miller Champs, Mt. Comfort, Pleasant Acres and Spring River Valley**, and the newly formed **Halltown Helping Hands**. One out of every nine Missourians between the ages of 5 and 18 participated in a Missouri 4-H program in 2005, learning leadership, citizenship and life-skills.

Ongoing participation in extracurricular activities, such as 4-H, can lead to long-term payoffs. Regardless of family background, studies find that teens who consistently participate in extracurricular activities from eighth through 12th grade are 70 percent more likely to attend college. The College Board's Trends in Higher Education Series highlights benefits to individuals and society when young people attend and complete college. For example, over their lifetime, college graduates will earn an average of \$2.5 million, or \$1 million more than peers with high school educations.

A study commissioned by the Ohio State University explored the economic impact of Extension programs and offers one way to measure the impact of 4-H programs. Assuming that a 4-H experience motivates just 10 percent of Missouri's 100,700 4-H members to receive a bachelor's degree, 10,070 degrees would be earned. The College Board study suggests that this would mean an additional \$19,100 in earnings per year for those with a degree. Increased annual earnings for just this group would be nearly \$192.4 million!

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.

Following is a sampling of some of the 4-H club activities for 2006.

The newest member of the Lawrence County 4-H club network is the **Halltown Helping Hands 4-H**. The Halltown club began meeting officially in November 2005 after a series of informational meetings in the community, and got up and running in 2006.

The **Lawrence County 4-H Teen Council** was also revived in late 2005. The teen council, with the help of a community service grant from the Missouri 4-H Foundation, collected backpacks, school supplies and water bottles to be donated to **backpackin4kids**, a non-profit organization that sends backpacks filled with school supplies and water bottles to children in under-developed countries and to victims of hurricanes here in the U.S. The teens collected over \$1500 in backpacks, bags and school supplies. In December 2006, the teens sponsored a coat drive, collecting approximately 50 coats and jackets that were donated to Crosslines of Monett for local distribution.

Camps are a big part of the 4-H experience. Kountry Kids **John Dighero, Caleb Lockard** and **Brittany Groves** participated in **4-H Dairy Cow Camp**, a three day experience where thirty-eight 4-H members from Missouri and other states learned how to fit, judge and show dairy cattle. Hosted by the well-known Robthom Farm in Springfield, the camp now draws 4-H'ers from Texas, Kansas, Missouri, Oklahoma and other states.

It is generally accepted that camp is a great leisure activity for youth, and 4-H has a long tradition of providing quality camping experiences for youth. The question has been posed many times; "is 4-H Camp one of the highly effective programs that develop life skills in youth, or merely a couple of days of fun, songs and campfires?" To answer that question, a comprehensive state-wide evaluation of 4-H Camps in Missouri was conducted. This study was undertaken to determine the effectiveness of

4-H Youth Development

the Missouri 4-H camp experience in increasing one particular life skill in each of four areas: Learning to Learn, Social Skills, Teamwork, and Self-Responsibility.*

Results of the study indicate campers and parents agree - 4-H camp helps young people improve social skills, teamwork, self-responsibility and learning to learn. In a 2005 camping survey, 95% of campers agreed they made new friends, 86% learned respect for others and that being different is okay. Seventy-seven percent learned the importance of paying attention and agreed that camp helped them feel better about learning and sharing information. Ninety-percent of campers learned to value the opinions of others at 4-H camp, and learned to work well with others in a team. Eighty-five percent agreed that camp made it easier for them to talk in small groups, and 75% agreed camp helped them develop skills to work out their differences with others. 4-H camp also helped 89% of campers learn to complete jobs for which they were responsible, and 85% learned the importance of being on time. As one camper says, *"The most important thing I learned about myself at 4-H Camp this year is that being different is okay. And that I can do anything if I put my mind to it."*

Ninety percent of parents agree their children are better at meeting new people because of the social skills they gained at 4-H camp, that 4-H camp helped their child have more respect for others, and that their children are more willing to try new things following their 4-H camp experience. Eighty-seven percent of parents also agreed their child more easily works in small groups and 80% agreed their child is better at finishing projects since their 4-H camp experience. Eighty-six percent of parents agree their child has a better understanding of being on time. One parent said, *"The most important thing my child learned at 4-H camp this year is patience, caring, kindness and being a leader."* Another parent commented, *"The most important thing my child learned to do at 4-H camp this year was realized the need to think about how her words and actions impact others."* An overwhelming 99% of parents agreed they were glad they had sent their child to 4-H camp. Based upon these results, children who participate in southwest Missouri 4-H camping programs are better communicators, better team players, more responsible, more confident and have improved social skills.

The theme at 4-H camp this year was CSI – Camp Smokey Investigation. Lawrence County saw a dramatic increase in campers this year, possibly due to interest in the theme, but also through the help of service groups and individuals in the county who sponsored 11 camp scholarships this year! Thanks to all those who saw the benefit to 4-H camp participation. Counselors from Lawrence County this year were: **Aaron Adams, Caleb Adams, Allison Campbell, Heather Deaver, and Jessica Nivens.** Attending teen camp were: **Aaron Adams, Caleb Adams, Allison Campbell, Heather Deaver, Bethany Galloway and Jessica Nivens.** Attending member camps were: **Joel Adams, Michael Adams, Jonathan Bellis, Karina Critten, Krissy Garoutte, Leann Hesemann, Levi Keatts, Rachel Mareth, Emilie Shoenberger, and Jason Thompson.** Attending Clover Kids camp were: **Ariah Blevins, Bailey Fellwock, Mary Spencer, Eric Shoenberger, Jr. and Ashley Terry.**



Jay Shepherd weighs a pen of broilers at the LCYF. Some weighed in at 6 1/2 to 7 lbs. apiece at 6 weeks.

County Achievement Day was held in conjunction with the Lawrence County Youth Fair at the Freistatt Lion's Club grounds on June 2-3. 4-H'ers from across Lawrence County brought exhibits from their projects to be judged. Participation was up from 2005 with 109 projects exhibited in 24 project areas. The judges also chose from among blue ribbon winners several projects to be exhibited at either Ozark Empire Fair or Missouri State Fair. Fifty-three exhibits from 27 members went on to Ozark Empire Fair, 39 of which received blue ribbons, with six being chose grand or reserve grand champion of their division. Thirty-eight projects from 26 members were exhibited at Missouri State Fair, with one member giving a demonstration. Eleven Lawrence County members participated in Regional Achievement Day in Springfield in July.

A number of 4-H members exhibited their livestock at the **Lawrence County Youth Fair (LCYF)**. Twenty members exhibited livestock at Ozark Empire Fair and nine exhibited animals at Missouri State Fair, as well as other regional and national livestock shows.

4-H Youth Development



National 4-H Dairy Cattle Judging Contest in Madison Wisconsin (Heather is 2nd from left)

Heather Deaver, of the Miller Champs 4-H represented Lawrence County as a member of the Missouri 4-H Dairy Cattle Judging Team. The team placed 4th at the National 4-H Dairy Cattle Judging Contest in Madison, Wisconsin in October. The team won 2 breeds and Deaver received All-American recognition, finishing 16th overall. Deaver was the high individual in the Ozark Empire Fair dairy judging contest, and was sixth at the State 4-H dairy judging contest.

Lawrence County sent two livestock judging teams to the State Contest in September, competing at the state contest for the first time in several years. "Our county is fortunate to have the expertise of Jim Spencer, who has volunteered to coach our teams," says Deaver. Representing Lawrence County on the junior team were **Jonathan Bellis, Emily Schoenberger, Jason Thompson and Paige Wallace**. Thompson finished 7th overall in the contest, and the team finished fourth out of 26 teams. On the senior team were **Whitley Bailey, Rachel Cavener, Courtney Jenkins and Forrest Thompson**. The state contest was held in Columbia on September 9.

Lawrence County was also represented at the State Shooting Sports Contest, also held in Columbia on September 16. 4-H'ers **Seth Hay-**

mes, J.D. Highfill, Austin Jackson, Ivan Mareth, and Levi Mareth competed in archery, shotgun, and .22 rifle competitions. The county shooting sports program is coordinated by Chi-Chi Steele, and is one of the more popular 4-H projects chosen by Lawrence county members.

Seth Haymes of Farm and Home Boosters II represented Lawrence County at the State Public Speaking competition in Jefferson City, and **Ashley Bailey** of Mt. Comfort 4-H represented Lawrence County at the State Fashion Revue, held on the MU Campus in Columbia September 24. State 4-H Fashion Revue is a competitive event for members enrolled in 4-H Clothing and Textile projects. As a part of this project, members learn about and practice clothing construction and consumerism, appearance, grooming habits, clothing selections and more.

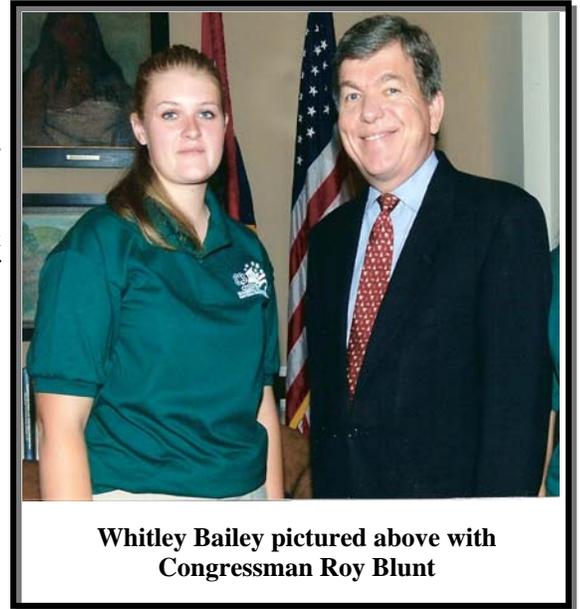
Brett Jones of Mt. Comfort 4-H attended **State 4-H Congress** in Columbia during June. "State congress is a mixture of selecting new leaders, learning about leadership and the importance of community involvement, and having fun," said Joyce Taylor, MU youth specialist and program coordinator of the week's events. Members stay on the MU campus and experience college life for the week. Brett also won a state scholarship to attend National 4-H Congress held in Atlanta, Georgia in November.

Whitley Bailey of Mt. Comfort 4-H participated in the Citizenship Washington Focus trip to our nation's capital in June. One of 39 Missouri members attending the trip, Bailey participated in workshops on leadership, government, citizenship, public speaking and others.

"The Lawrence County 4-H Council is very supportive of our members attending state events," says Karla Deaver, 4-H Youth Development Specialist. "Our activity level has increased at all levels – county, regional and state – and our goal is to encourage more and more kids to take advantage of all the opportunities 4-H has to offer."

Officers for the **2006-2007 Lawrence County 4-H Council** are: President KayLynn Pennell, Vice President Janella Spencer, Secretary Chi-Chi Steele and Treasurer Betty Highfill.

In addition to the 4-H club program, six Southwest Missouri Counties are participating in a proactive program to encourage healthy lifestyles and reduce type 2 diabetes in children.



Whitley Bailey pictured above with Congressman Roy Blunt

4-H Youth Development

According to Karla Deaver, 4-H Youth Development Specialist, University of Missouri Extension, fifth grade students in Aurora, Monett, Miller, Dadeville, Everton, Golden City, Niangua and Morrisville are participating in **Jump Into Action**, a program that will focus on teaching healthy food choices and increasing physical activity. Developed by specialists at the University of Missouri, the program utilizes pedometers to help children track their level of physical activity.

Students in Jump Into Action learn that having a healthy weight and being physically active are two ways to keep them from developing type 2 diabetes. The pedometers help them see how active they are, and they learn to trade TV or video game time for 60 minutes of physical activity every day.

Students also learn how fast they are growing now and about the food choices that can help them. They read nutrition facts and ingredient lists on food labels to make informed food choices.

“There are twice as many overweight children and three times as many overweight adolescents in Missouri as there were 20 years ago,” says Deaver. “Research has shown that with increased weight comes increased risk for long-term health problems like type 2 diabetes. That’s why this program is so important to Missouri families.”

The program, being offered in southwest Missouri through a grant from the National 4-H Council and Kraft, takes a team approach to helping kids learn about being physically active and making healthy food choices. Physical education teachers, classroom teachers and the school nurse work with educators with University of Missouri Extension to teach lessons. In addition to the pedometers, each student is given a student magazine to help them understand the concepts. Parents are asked to provide support for students as they examine their physical activity and eating behaviors and set goals to improve their choices.

Character or moral education has been identified as a key need for our citizens in America. Many believe that providing character education for all our children at home, in school and in our communities can help our nation. Teaching about character is an investment in tomorrow. Research indicates the early years of a child's life are the best window of opportunity for laying the foundations for character development in children.

Character Critters features stories for very young children with a message about six key elements of character development - responsibility, caring, trustworthiness, fairness, citizenship and respect. The stories are offered at school and in child care settings. The program also features additional components for parents and children at home.

The program is designed to increase young children's understanding of character issues, increase parents' understanding of character issues, and increase parents' involvement in developing their children's character.

The program features six characters (shown on the cover) and a corresponding story. A stuffed animal representing the character is introduced prior to the reading of the story. Children then complete a follow-up activity. The activities are either suggested by the Character Critters curriculum, or are from Terrific Teachable Moments, a publication from University of Illinois Extension that addresses character education. Students are then given a take-home sheet to complete with a parent, and a letter addressed to the parents themselves. Once the six modules are completed, students "graduate" and receive a certificate and prize, such as a ribbon, candy, or a 4-H water bottle.

Completing the program in Lawrence County in 2006 were 24 students at the Lawrence County Early Childhood Cooperative. These students have developmental, learning or physical disabilities that require more intensive therapy than is available in traditional pre-school programs. Twenty students at the Miller Little Cards pre-school program have also participated.

The children have remembered the characters and their character trait much more than anticipated, indicating a good retention of the take-home messages. Students seem to look forward to hearing the stories each session. The children really seem to bond with the character. Teachers have been very receptive to the program, and it is being offered again in 2007.



Karla Deaver visits with Miller Little Cards about Roy and friends.

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The purpose of the agriculture program is to provide information and to make recommendations that will help individuals, groups and agribusiness firms apply this knowledge. Academic support for this program comes from the MU College of Agriculture, Food and Natural Resources in cooperation with Lincoln University and county, state and federal governments.

Impact in 2006

AGRONOMY—Tom Hansen, Agronomy Specialist

The year began with the 82nd Annual Lawrence County Soils and Crops Conference with 76 local producers in attendance. Topics covered included a discussion grazing New Zealand style, finding and keeping farm workers and pasture related topics.

Other events included a private pesticide applicators training session (PAT) and two pasture herbicide demonstrations. Seventeen producers attended the PAT training. Spray demonstrations were held on the Rod Lewis Farm near Stott City and the Jerry Wrinkle Farm near Marionville. On the Rod Lewis Farm, three different herbicides were compared for control of general pasture weeds. Also two herbicides were evaluated for control of blackberries.

Because of the increasing presence of spotted knapweed in the southern part of Lawrence County, a herbicide demonstration was established on the Jerry Wrinkle farm to evaluate Milestone, a new pasture herbicide. A follow-up demonstration will be established in 2007 to compare Milestone to Grazon, Surmount and Tordon 22K.

More than 200 visits by telephone or on the farm were made to address specific concerns by Lawrence County producers. Most of the concerns centered on the droughty conditions and weed and brush control. Other concerns were pasture fertilization, MaxQ fescue, legumes for grazing or hay and general pasture maintenance.

DAIRY—Tony R. Rickard, Dairy Specialist

Milk prices had not been that favorable during the year, but rebounded fairly sharply in December to settle at \$13.47, which was \$0.10 higher than December a year ago and up \$0.63 from November 2006. This is the first time since October 2005 that a Class III price was higher than the same month of the previous year. However, it has still been a trying year for Lawrence County dairy producers due to the drought that severely reduced forage supplies and pastures and the high grain prices they now face.

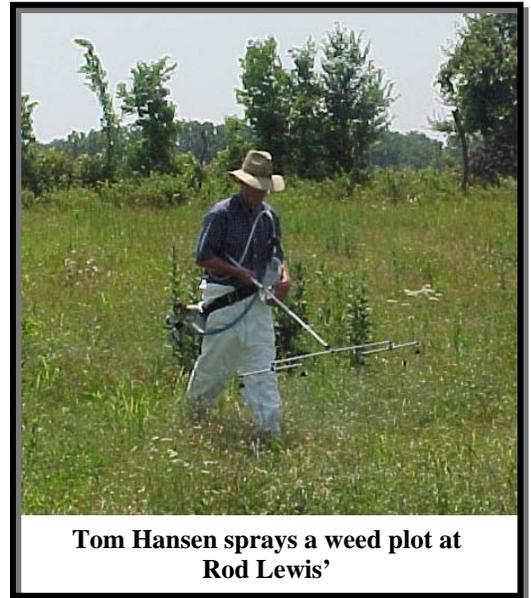
The seasonal management intensive grazing dairy at the University of Missouri SW Research Center is the focal point for educational programs and research to benefit Lawrence County's dairy producers. The dairy operation is in a state of transition and a project was initiated to identify the cool-season perennial grass that will work best in SW Missouri pasture-based operations. In the fall, based on recommendations of a dairy advisory group, half of the dairy was planted in Advance MaxQ and the other half in perennial ryegrass. The herd will be split in half and assigned to each forage. Measurements include forage productivity, quality, longevity, costs of forage production, labor requirements, milk production and cost of milk production. Unfortunately, the dry weather affected establishment and it is anticipated that reseeding will be necessary in the fall of 2007.

In January a meeting was held to discuss the merits of marketing organic milk. Representatives from Horizon discussed issues involved in transitioning land (3 years) and cows (1 year) to bring the operation into compliance for marketing organic milk. Eighteen producers were in attendance and one from Dade County is currently transitioning.

A workshop was held in February to discuss the use of the electronic plate meter in measuring pasture availability and residuals following grazing to evaluate efficiency of pasture use. Fifteen producers attended and three had purchased the plate meters from New Zealand.

A PCDART workshop was conducted in February to demonstrate options available in this program. This is part of the dairy production records system in which producers can download reports on a hand-held computer to be used in identifying cows that need to be sorted, dried, bred, etc. Fourteen producers attended the workshop.

In April a workshop was held in conjunction with the Missouri Department of Health, a milking equipment company and University



Tom Hansen sprays a weed plot at Rod Lewis'

Agriculture and Environmental Quality

of Missouri Extension. The purpose of the session was to address producing quality milk through milking machine maintenance, sanitation, proper milking procedures and rules and regulations pertaining to milk parlors. Thirty producers attended the meeting.

Demonstrating the use of the electronic plate meter and developing grazing wedges was the topic of a workshop at the MU SW Research Center in April. Twenty-two producers used the plate meter and also conducted visual observations to determine the quantity of residue that might inflate the values obtained. In addition, attendees were able to observe how the data could be used in developing grazing wedges, a graphic illustration of the current pasture status of the entire farm.

Dr. Scott Poock, State Extension Veterinarian, discussed dairy herd health programs and a vaccination schedule that the 26 dairy producers in attendance should consider. Particular attention was given to sanitation procedures that should be implemented to prevent the transmission of certain diseases, particularly Johnnes.

In October another workshop was held to discuss the potential for marketing organic milk to 12 producers. At this session Hoods discussed the opportunities of marketing organic milk and discussed how producers dealt with health issues that might arise in such an environment in which antibiotics could not be used.

With the increased use of Latinos in dairy operations, a workshop was held in August focused on these workers. Sixteen Latinos and 19 Caucasians attended the meeting. The workshop was presented in both English and Spanish and focused on proper milking procedures, mastitis and proper milking equipment maintenance.

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LIVESTOCK—Eldon Cole, Livestock Specialist

2006 brought several unusual twists to agriculture in southwest Missouri. Cattle theft, forage shortages, high hay/concentrate prices, poisonous weeds, nitrates and low water supplies were problems to name just a few. Extension staff in the region did their best to provide answers to the various questions brought up by farmers.

In May, two programs were held to give management and market outlook tips concerning dry weather. After a prolonged dry spell the drought was



Agriculture and Environmental Quality

temporarily broken a week or so prior to the meetings that were held at both the Joplin and Springfield Stockyards. Therefore, attendance was light. A few weeks later after the rain stopped, several farmers remarked that they should have attended our meetings.

The Southwest Missouri Cattlemen's Association meets at the Southwest Center and at the Lions Building in Freistatt monthly from September to May. Educational programs are offered at each meeting. Attendance averaged just over 100 in 2006 with the greatest interest in January when cattle theft and branding were the topics. (Shown on previous page) The association cooperated with extension on the annual tour which was in Dade county on September 16. A tour to Lane County Feedyard feedyard, Dighton, KS and Excel packing plant in Dodge City, KS was taken in early April. Thirty-one persons attended.

Two bull breeding soundness clinics were held at Miller and Aurora in March and April. Drs. Bloss and Dake cooperated with 62 bulls examined from Lawrence county. These clinics help focus attention on the value of a BSE ahead of bull turnout. This was the second year for the clinics here and in Cassville and Ozark. Results show about 10 percent of the bulls evaluated are not satisfactory potential breeders. Replacing those unsatisfactory bulls with good bulls will keep next years calf crop bunched.

A one-day program on "Breeding By Appointment" was held at Kleiboeker Farms, Wentworth in April. Assisted by Genex representatives, Ernie and Tammy Wallace, Stan Locke and Dona Funk, extension livestock specialist demonstrated and discussed how timed artificial insemination can be put into practice. Expected first service conception rates are in the 60-65 percent range. About 50 persons attended. A portable "breeding barn" where two cows can be bred at once attracted much attention. (see picture at right)



Extension teamed up with the Southwest

Center in the summer to evaluate the growing practice of feeding the ethanol by-product, condensed distillers solubles, also known as syrup. Forty steers, provided by Ron Fugitt, Aurora were placed in drylot at the center and fed brome and orchardgrass hay along with either syrup, syrup- whey rinse blend, corn or only hay. Results indicate syrup can be used with the results expected to be comparable to a similar amount of corn on a dry matter basis. Cost of the dry matter and convenience were major considerations also. Champ Colley, LaRussell provided storage space for the syrup. Hopefully, other trials can be arranged using syrup on other classes of cattle and under grazing conditions.



Steers enjoying CDS at Southwest Center

Genetic evaluation of cattle is a part of the on-farm testing and steer feedout programs. Participating in the on-farm program were: Gillig Angus, Jack & Pat White, Jim Bellis, Gary Gardner all of Aurora, Harold Francis, Pierce City, John Lomas and David Middleton, Mt. Vernon, Gary Duvall, Lockwood and Frank Schroeder, Marionville. Marketing is also a part of this program and most of the cooperators sold one or more bulls in the region's all-breed bull sales in Springfield. Fourteen countians bought a total of 24 bulls at the two sales.

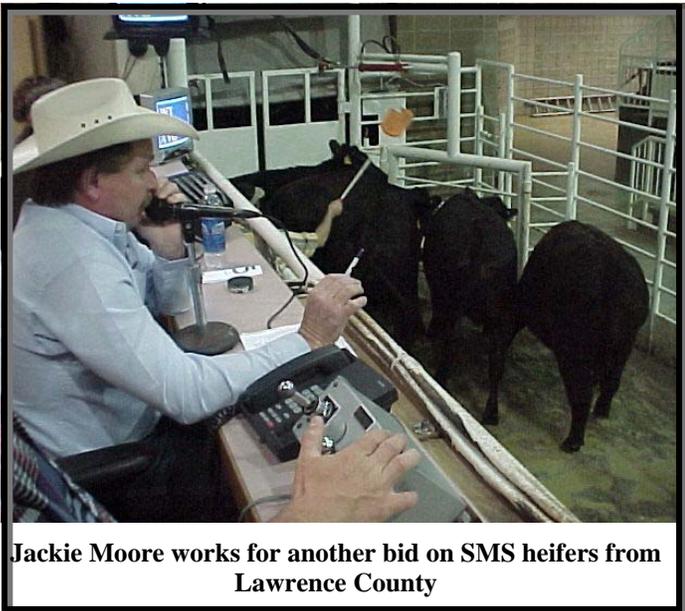
The steer feedouts were offered to producers as an opportunity to have steers fed out and carcass data obtained on them. Two feedouts a year are offered and the cattle are assembled at Joplin Regional Stockyards then sent to southwest Iowa where a group of 9 feedlots cooperate with Iowa State Extension in gathering the data. Normal data involves feedlot gains and carcass grades. In the trial that started in May, the steers were fed at a lot with the ability to monitor individual feed intake on a limited number of head. Darrel Franson, Mt. Vernon was fortunate to have 21 head in that group. Darrel's entries in the feedout showed the highest profitability among the 105 head of Missouri steers during the finishing period. Their average profit was

\$53.11 per head. The average profit for the whole pen was \$20.44. Darrel's top-profit steer returned \$235.52. His least-profitable steer showed a \$35.25 loss. Others who participated in this program were: Bornemann Farms, Mt. Vernon, Barry Merritt, Wentworth and Ron Fugitt, Aurora.

The other major beef cattle program was the Show-Me-Select Beef Replacement (SMS) effort. It stresses proper methods to develop and breed heifers that should calve easily, rebreed on schedule and be a good replacement. There is also a marketing component involved as two sales are offered at Joplin Regional Stockyards for those wishing to sell all or a portion of their heifers. Participants in 2006 were: Kleiboeker Farms, Wentworth, John Massey, Aurora, Carlene Johnson, Everton, Ray Dean Huter, LaRussell and John Wheeler, Marionville. The program has



Participants analyze their feedout data at a July Meeting.



Jackie Moore works for another bid on SMS heifers from Lawrence County

met with great success from the buyers. Surveys take after each calving season shows calving difficulty runs under 10 percent. That's about one-half the national average on first-calf heifers.

Lawrence countians purchasing SMS heifers in 2006 were: Emery Brafford, Dona Selsor and Merrill Newcomer of Mt. Vernon, Jerry Crownover, Everton, Dean Kee, Monett, Brandon White, Marionville, Todd Schubert and Jason Pendleton, Stotts City. The first five of these were repeat buyers.

The popular Red Book, a pocket-sized record book for beef cattle and pasture management was used by 18 Lawrence county producers. This is the 25th year for the book. It's popularity was enhanced this year as various age and source verification programs for cattle specifically referred to the Red Book as an accepted method of record keeping. A total of 90 books were purchased for resale in 2007.

Lawrence countians had numerous opportunities to attend livestock related educational events during the year which included: Southwest Center Field Day, KOMA Beef Conference, Monett Cattlemen's Conference, Grazing Schools, Farm Fest and the Missouri Cattlemen's Convention.

Pictured left to right: Jamie Bellis, Aurora, Christine Lewis and Alice Harrington, Stotts City along with Jean Ryan, Willard served on a panel discussion during the state convention of the Missouri Cattlemen's Association at Springfield in December. Their topic was "Women's Involvement With Beef Production."

The monthly Beef Newsletter was sent to 194 countians plus 22 received it via email. Excellent coverage of livestock news was received via the Southwest Region's News Service plus special article coverage in Ozark Farm & Neighbor, Farm Talk, Joplin Globe Sunday Farm Page, Four-State Farm & Home, Mid America Farmer Grower, Joplin Stockyards paper and a number of local papers.

NATURAL RESOURCE ENGINEER—Ed Browning,
Natural Resource Engineer

A corral was designed for Daniel Kleiboeker, Stotts City. A grape vineyard plan was developed for Ann Hall, Mt. Vernon and help on home cooling and ventilation was given to David & Brenda Schmidt, Mt. Vernon.



Horticulture and Master Gardeners

Southwest Missouri has a great blend of commercial and home horticulture. Commercially, there are a number of fruit and vegetable growers, greenhouse producers, and numerous businesses associated with the “green industry” including nurseries and lawn/landscape businesses. Two large metropolitan areas in southwest Missouri, Springfield and Joplin, account for numerous homeowners and gardeners who have a genuine interest in home horticulture. Traditionally, southwest Missouri citizens have a great impact on the horticulture industry. Gardening magazine reported that Springfield, Mo. is ranked third highest in the U.S. with per capita spending of dollars for horticulture goods and services. Only the cities of Spokane, Washington and Portland, Oregon were reported to have spent more. Due to the demand for horticulture goods and services, there is also a strong demand for horticultural education and programming. To help address the general horticulture and gardening needs of the public, a strong Master Gardener program is present in Springfield. Master Gardeners are University of Missouri trained volunteers who assist with organized horticulture education programs for the gardening public.

Impact in 2006

Gaylord Moore, Horticultural Specialist

A small fruit tree pruning demonstration was given to a dozen folks at Peter McKilligan’s orchard just south of Mt. Vernon in February.

Home gardeners were given helpful tips by Jay Chism and Gaylord Moore at a one-evening session at the Southwest Center in April. Attendance was 45.

The biggest event for the horticulture effort for several years has been the Twi-Light Tour. The 2006 tour took us to David and Sandra Brown’s at Miller. They have been using a high technology method of raising strawberries called plasticulture. 70 person registered for the event.



Gaylord Moore, horticulture specialist demonstrates fruit tree pruning at the February 15 Pruning Demonstration held at Peter McKilligan’s, Mt. Vernon.



Sandra and David Brown hosts for the 2006 Extension Twi-Light Tour give an overview of what goes on at the farm as they raise plasticulture strawberries.



A portion of the 70 attendees at the annual Twilight Tour at Brown's.

Human Environmental Sciences

Extension human environmental sciences programs focus on the needs of families and individuals in our constantly changing society. Some of the major areas addressed include family resource management, good health through nutrition, strengthening family relationships, leadership development, housing and energy management and effective decision-making to enhance the quality of life. A variety of educational programs and information is provided through Missouri's network of family and community education clubs as well as through forums, mass media and special projects.

Impact in 2006

NUTRITION AND HEALTH—Tammy Roberts, Nutrition Specialist

In June, a class was held for beginning home canners. Participants learned the basics of home food preservation from cleaning the produce to assuring a safe seal on the jar. Storage of home canned food was also covered.

In October and November Eat Well Be Well With Diabetes classes were held at the First United Methodist Church in Mt. Vernon. Participants sampled healthful foods every week and received more recipes to prepare at home. Lessons topics included Carbohydrates, Heart Health, Menu Planning and Diabetes Self Management.

HUMAN DEVELOPMENT – Jinny Hopp, Human Development Specialist

Grandfamilies in Missouri - The number of relatives (grandparents, aunts, uncles, siblings) raising children continues to grow within the state. Extension is a partner in a state wide effort to reach these families with educational programs which support positive parenting. ParentLink, a warm line at 800-552-8522 and web site for families has joined the effort for grandfamilies. This gives families help with a free phone call!



Young and not so young retrieve canning tips from Tammy Roberts.

Field Day at SW Center, September 2006—Setting Personal Goals was presented to 265 high school students from Southwest Missouri. Jinny Hopp helped students decide the difference between a dream and a goal, and reviewed the goals that might be meaningful to the students (such as going to college or buying a car) and then looked at how to measure progress toward a personal goal. Teachers reported that this was a timely topic as students are determining projects for the coming year at this time.

Other Programs Available—Alianzas is an extensive partnership designed to assist immigrants and communities in accommodating and learning from each other. **Ozark Regional Alliance** is the Southwest Missouri partnership for these efforts. The ultimate goal of Alianzas is to enhance the ability of communities to collaborate with the growing immigrant Hispanic populations through a Hispanic, university and community partnership, using a community-based, co-learner approach.

HUMAN DEVELOPMENT - Jim Wirth, Human Development Specialist

Four programs were given in Lawrence County in 2006 for the Foster Grandparents program. Sessions involved stress management, surviving depression, dealing with children's anger and teaching children respect. Twenty-five attended.

CONSUMER & FAMILY ECONOMICS—Janet LaFon, Family Financial Education Specialist

A program on "Preparing for Later Life" was presented in March at the Marionville Library. Included was information on making financial preparations and ideas for getting household records organized. There were nine participants.

A seminar focusing on home ownership was presented in Monett in October. It was co-sponsored by Habitat for Humanity and was designed for people who are involved in their program. Included was information on basic money management, taxes, insurance, home maintenance and home repair. The seminar was team taught by Jeff Barber and Janet LaFon. There were 6 participants.

Civic Communication

Southwest Region News Service is a weekly news service highlighting University of Missouri Extension programs in southwest Missouri. Weekly articles, containing useful information from extension specialists, are delivered by e-mail and reach every newspaper, magazine, television and radio station covering the issues important to residents of Lawrence County.

Impact in 2006

David Burton, Civic Communication Specialist

In total, over 2,450 reporters, editors, council members and individuals receive *Southwest Region News Service*. The articles are often published or lead to other story placements (and even television and radio interviews) that had a value of over \$1.95 million in 2006. These stories have reached over 130,000 readers by e-mail and over 30 million readers in print during 2006.

Each year, those readers are surveyed to determine how they are using the news service, how it is impacting them and what information they would like to read more about. This year's survey showed the news service successfully did the following:

- ⇒ Increased knowledge of extension programs for 96% of its readers;
- ⇒ Provided information causing 82% of readers to do something different;
- ⇒ Increased awareness of issues in southwest Missouri according to 92% of readers.

Extension specialists in Lawrence County submitted a total of 96 news articles for release during 2006. Those articles resulted in 482 published stories, not only in the newspapers of this county but in publications throughout the region.

Southwest Region News Service has two audiences. The primary target is the news media in southwest Missouri. This group was surveyed separately last year because their needs are different. Everything in SRNS is done with this target audience in mind because the ultimate goal is to see these stories published in area newspapers or used as stories on radio or TV.

Members of the public who choose to receive this information via e-mail are the secondary audience. Based on a recent demographic study of this audience (started online October 2006 and responded to by 808 persons so far) this is what we know about the members of the public who read **Southwest Region News Service**:

Background/Demographics: American Indian 1.2%; Asian .9%; Black or African American 1%; Hispanic or Latino 1.8%; White 94%

Do you consider yourself a person with a disability? Yes 4.6%; No 94.8%

Gender: Male 44.2%; Female 55.8%

Veteran status: Non-veteran 86.2%; veteran (other) 7.1%; Veteran (Vietnam) 6.7%

Age: Under 18 – 0%; 18 to 64 – 88.7%; 65-plus 11.3%

I also asked about city, county and state of residence. Missouri residents comprise 93% of the readership. There are 44 known subscribers from Lawrence County.

Business & Industry

Small business continue to be a source of economic strength in Missouri and nationally. In Missouri, nearly 98 percent of all businesses are categorized as small businesses with fewer than 500 employees. In assisting the owners and managers of those businesses, University of Missouri Extension contributes to Lawrence county's economic development and the well-being of it's citizens.

Impact in 2006

BUSINESS DEVELOPMENT PROGRAMS—Tom Keohan, Business & Industry Specialist

In Lawrence County, during 2006, business development program specialists and business counselors with MU Extension, Missouri Small Business Development Centers (MO SBDC), Missouri Procurement Technical Assistance Centers (MO PTAC), Missouri Small Business and Technology Development Centers (MO SBTDC)—including the MoFAST program, and the Missouri Market Development program served 21 people and their companies with business start-up and management counseling, training, and other assistance. In addition, business owners and managers in Lawrence County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

- New jobs: 15
- New businesses: 1
- Jobs retained: 1
- Loans and investments in business: \$70,850
- Clients/companies receiving business counseling: 9
- Business training attendees and conference participants:10
- Information transfers: 2

SIGNIFICANT ACHIEVEMENTS IN LAWRENCE COUNTY:

Partnering with the Tri-Lakes TCRC, the Business Specialist facilitated five "Learn How to Sell on eBay programs with 3 participants attending the eight hour program from Lawrence County. This program was designed by eBay to help people become better acquainted with the eBay auction. The program provided instruction to become registered as an eBay seller and acquiring a PayPal account for the transfer of funds. Another program "How to Start A New Business with eBay Stores—The First Steps was attended by 2 county individuals desiring to start a full time business selling on eBay. The program combined the elements of eBay and the basic fundamentals of starting a business. Five county residents have attended Basic Start-Up and Marketing programs offered in Greene County by the Greene County Business Development Specialist.

IMPROVING PEOPLE'S LIVES—

The Business Development Specialist was successful in counseling with 9 clients desiring to start a new business or expand their businesses in the county. This resulted in over 45 hours of direct and indirect counseling time which included research, business plan development, start-up business assistance and providing SBA, IRS and area publications along with state and local governmental agencies.

WATERSHED AND GROUND WATER—Wayne Dietrich, Community Development Specialist and Drew Holt, Water Quality Specialist

Thirty-five Mt. Vernon Middle School students heard Wayne Dietrich and Drew Holt discuss ground water and the enviroscape and other topics such as the water cycle, pollution, point and non-point source, watershed management and water conservation.



Food and Nutrition Education Program

The Expanded Food and Nutrition Education Program (EFNEP) in Missouri brings helpful information about food and nutrition to limited-resource families. It operates in 10 of the 16 counties of Southwest Region. EFNEP is a federally funded program administered through University Extension at the University of Missouri-Columbia and Lincoln University.

Nutrition education assistants (NEAs) are trained to teach homemakers and youths in small groups, in neighborhoods or in homes to learn about good nutrition and good food through activities for adults and youths. These assistants receive training and help from the county nutrition specialist as well as the University of Missouri-Columbia and from Lincoln University.

The program helps participants find out about stretching food stamps or money; fixing low-cost foods; eating better when pregnant; planning meals for babies, children and teen; storing food safely; controlling weight; helping with referrals for family problems; using food received from Women, Infants and Children's (WIC) Program or commodity distribution; and freezing, canning and growing food.

University of Missouri Extension Family Nutrition Education Programs (FNEP) reached low-income participants with nutrition education in Lawrence County during 2006. \$24,466 in-kind match was received to support FNEP programming. 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.

Teaming with school districts to develop a school wellness policy became a major emphasis. FNEP support well policies by taking part in local committees, providing a regional training, and information for teachers and parents about the importance of choosing healthy snacks and class rewards.

During 2006, 1,996 youths participated in school, after-school and summer programs. Many families participated in our adult program. Evaluation data was collected on a sample of 47 families. Families are served through agencies and community groups. Evaluation data collected across the entire state reflects the positive impacts that occur in every county with FNEP.

Impact in 2006

For adults who participated in EFNEP, results summarized for the state revealed the following upon graduation:

Food Safety

48% of participants more often followed the recommended practice of not thawing foods at room temperature

Managing Food Dollars

50% of participants more often planned meals in advance

44% of participants more often compared prices when shopping

48% of participants more often used a list for grocery shopping

34% of participants less often ran out of food before the end of the month

Healthy Food Choices

49% of participants more often thought about healthy food choices when deciding what to feed their families

38% of participants more often prepared foods without adding salt

61% of participants more often used the "Nutrition Facts" on food labels to make food choices

41% of participants reported that their children ate breakfast more often

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

Food and Nutrition Education Program

Student Changes reported by teachers:

- 95% more aware of nutrition
- 62% make healthier meal and/or snack choices
- 42% eat breakfast more often
- 66% more willing to try new foods
- 47% increased physical activity
- 82% improved hand washing

At the Pregnancy Care Center, Vicki Cornman, Nutrition Educator, focuses a lesson on getting enough iron for mom and baby. Moms discussed iron rich foods and cooking methods to get the most iron. “One participant asked questions regarding an iron skillet she just bought,” Says Vicki, “ We were able to discuss how to get the best use of the skillet. I could tell that she not only learned about iron, but she was also applying her knowledge of iron to help her family. Applying the content learned in our program is a goal for all of our clients.”

“Getting kids to taste new foods can be a challenge,” says Lisa Gillen, Nutrition educator, “Once they try new foods, they often find they like them. I often meet children and their moms in the grocery store after I have presented a food taste test. One mom told me her kids ate sweet potatoes after tasting them in class. I even received a phone call at home requesting the recipe for a bean dip we tasted with vegetables.” Eating a variety of foods helps us get all the nutrients we need.



Family Nutrition Education Programs

Nutrition and Lifeskills for Missouri Families

Lawrence County Council

Chairman

Jim Young, elected member, term ends 2008

Vice Chairman

James McCann, elected member, term ends 2007

Secretary

Sue Matlage, elected member, term ends 2008

Treasurer

Mary Hesemann, elected member, term ends 2007

Other Members:

Robert Long, elected member, term ends 2007

Evelyn Young, elected member, term ends 2007

Roger Perry, elected member, term ends 2007

Melonie Roberts, elected member, term ends 2007

Shane Jackson, elected member, term ends 2008

Darrel Franson, elected member, term ends 2007

Becky Duwe, elected member, term ends 2007

Jacqueline Schutte, elected member, term ends 2008

Brenda Foglesong, elected member, term ends 2008

Merrill Newcomer, elected member, term ends 2007

John Mareth, elected member, term ends 2008

Jeff Grimm, elected member, term ends 2008

Tom Lee, elected member, term ends 2007

Joe Ruscha, appointed member from County Commission, term ends 2007

James McCann, appointed member from Farm Bureau, term ends 2007

John Wheeler, appointed member from M.F.A, term ends 2007

Don Buchanan, appointed member from City of Aurora, term ends 2007

Unique partnership

Lawrence County's University of Missouri Extension Council is 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.



Lawrence County Courthouse

LAWRENCE COUNTY COMMISSIONERS

Joe Ruscha, Presiding Commissioner

Earl Dotson, Eastern Commissioner

Rodney Barnes, Western Commissioner

Lawrence County's University of Missouri Extension Center



Gary Emerson, Lawrence County Clerk at left, swears in the 2006 Extension council officers. L.R. Jim Young, Chairman, James McCann, Vice-Chairman, Sue Matlage, Secretary, and Mary Hesemann, Treasurer.

Office is located at:

Courthouse, P.O. Box 388

Mt. Vernon, MO 65712

Tel: (417) 466-3102

Fax: (417)-466-7299

Email: lawrence@missouri.edu

<http://muextension.missouri.edu>

Office hours:

Monday - Friday

8 a.m. to Noon

1:00 p.m.-4:30 p.m.



Council members in breakout session finalized the plan of work.

Lawrence County Staff—2006

Eldon Cole

Livestock Specialist/County Program Director

Lisa Gillen

Nutrition Program Assistant

Karla Deaver

4-H Youth Development Specialist

Janet Adams

Secretary

State, Federal and County Funding for Extension

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

University of Missouri's Contribution to County Extension Programs

University of Missouri provides salaries and benefits for two professional and one para-professional staff members headquartered in Lawrence County.

The University provides in-service training expenses, including travel and lodging for staff, postage for staff communications and matching funds for computer

Financial Statement

REVENUE

Beginning Balance	\$ 4,842.09
County Appropriations	\$ 36,500.00
Interest Income	\$ 18.83
Postage Allotment	\$ 2,991.00
Soil Lab	\$ 4,879.50
Resale	\$ 612.25
Short Course	\$ 10.00
TOTAL REVENUE	\$ 49,853.67

EXPENSES

Secretary Salary	\$ 23,360.04
Council Paid Benefits	\$ 3,054.96
Clerical Assistance	\$ 812.00
Travel	\$ 5,847.14
Postage	\$ 177.99
Postage Fund Postage	\$ 3,047.16
Permit Envelopes	\$ 270.00
Rent/Lease Space (PO Box/Booths)	\$ 132.00
Telephone-local	\$ 1,037.34
Telephone-tolls	\$ 281.64
Supplies and Service	\$ 1,532.04
Supplies (Short Course)	\$ 10.00
Internet Connection Service	\$ 400.00
Insurance-Bond	\$ 100.00
Miscellaneous Expense	\$ 24.50
Extension Council Election Expense	\$ 48.76
Other/Bank Service Charge	\$ 1.56
Soil Lab Expenses	\$ 3,342.50
Soil Lab Postage	\$ 302.59
Publishing & Printing (SilverThreads)	\$ 180.00
Publications for Resale (Resale Acct)	\$ 709.99
Repairs/Maintenance	\$ 0.00
Furniture and equipment	\$ 179.98
TOTAL LIABILITIES	\$ 44,852.19
CLOSING BALANCE	\$ 5,001.48