RETURN ON INVESTMENT

“University of Missouri Extension does not discriminate on the basis of race, national origin, sex, sexual orientation, religion, age, disability or status as a Vietnam era veteran in employment or programs.”
2013 PROGRAM OF DISTINCTION

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December 2013

Dear County Commissioners and Associated Friends of MU Extension:

As we enter 2014, we at University of Missouri Extension celebrate our 100-year partnership with you, with the State of Missouri and with the federal government. Through the Smith-Lever Act of 1914, the Cooperative Extension Service was established to provide practical application of research knowledge “to persons not attending or resident in said colleges in the several communities.” Over the years, the mission to bring you relevant, reliable and responsive education to improve lives and local economies remains the same. Yet, we also have changed to help you meet emerging issues and to take advantage of emerging opportunities.

Every day, MU Extension helps create value for citizens. For example:

- Throughout the state, MU Extension provides information to help address issues and opportunities related to Missouri’s economic infrastructure, public services, economic development, jobs and educational access. Counseling more than 3,000 business clients in FY12 resulted in 9,328 new jobs, sales increases of $188 million, $213 million in new business financing, and government contracts of more than $195 million.

- Our state and nation are in need of workers who are highly proficient in science, technology, engineering and math (STEM). Research has shown that 4-H members develop an increased interest in science three times higher than their non-peers. Both non-traditional activities, such as robotics, and more traditional activities, such as livestock judging and food preparation, are doorways to science-related careers.

- Livestock production accounts for about 53 percent of the state’s agricultural receipts. MU Extension’s Tier Two Show-Me-Select Replacement Heifer Program, which improves reproductive efficiency of beef herds, has garnered producers $237 to $357 per heifer, depending on breeding protocol followed. Statewide economic impact of the program has exceeded $65 million.

These are just two examples of MU Extension’s impact – made possible through your support of MU Extension in your community. I look forward to our continuing partnership, and as always, your ideas for improving our partnership are welcome.

Sincerely,

Michael D. Ouart
Vice Provost and Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating

EQUaL OPPORTuNITY/ADA INSTITUTIONS
History, Mission and Focus

History

The University of Missouri is the oldest university west of the Mississippi River, and for 174 years has been helping Missouri citizens use knowledge to solve problems and lead more productive lives.

The University has treated education as a lifelong process. Extension and continuing education activities of the University have operated in tandem with its research and teaching functions. The Morrill Act of 1862, which established land-grant colleges, and the Smith-Lever Act of 1914, which instituted the Cooperative Extension Service, are the foundations for the University’s extension mission. The Morrill Act of 1890 also established Lincoln University as a land-grant institution. Together, the universities are helping people turn knowledge into know-how by applying research and academic finds to everyday problems.

Education is the key to improving the quality of life for all citizens, and University Extension is committed to extending the entire resources of the University of Missouri and Lincoln University to accomplish that goal.

Mission

Our distinct land grant mission is to improve lives, communities and economies by producing relevant, reliable and responsive educational strategies that enhance access to the resources and research of the University of Missouri.

Focus

University of Missouri Extension is committed to delivering reliable, relevant and responsive education programs to address the current and future issues critical to Missourians. The issues facing individual Missourians, families, young people, farms, businesses and communities are complex and require multifaceted solutions that draw from the resources and expertise across University of Missouri Extension. University of Missouri Extension shaped its educational priorities in the following thematic areas:

- Educational Attainment
- Environmental Concerns
- Community, Economic, Business, and Workforce Development
- Global Food Systems
- Health Systems

County Extension Councils

In every Missouri County, an MU Extension council — comprised of elected and appointed citizens - guides local educational programming. County council members are partners in the entire educational process, from needs assessment through program implementation and evaluation of outcomes.

Council members

- Work with regional specialists to provide the county educational program
- Manage finances of local extension operations
- Provide personnel to carry out extension activities
- Elect and organize the local extension council
**Purposes of Councils**

The councils have four purposes assigned by law:

1. Make recommendations and suggestions to the University concerning the extension programs.
2. Make recommendations and suggestions to the University concerning the appointment or removal of extension personnel.
3. Arrange for and administer the county’s share of the cost of the extension services over which the council has jurisdiction.
4. Receive, hold and/or sell real and personal property reasonably required for the extension program.

**University of Missouri Extension Council – Linn County**

The extension council consists of ten (10) elected members and three (3) appointed members. Appointed members consist of one county commissioner, one Farm Bureau member and one representative of the City of Brookfield.

**Elected and Appointed Members**

2013-2014 Linn County Extension Council: (left to right) Tamie Carr, Walter “Lane” Carr, Dana Lane, Julie Byers, Jim Libby (county commissioner), Jana Sprague, Jessica Dobrzenski, Brett Sayre, Charlene Roe. Not pictured Matt Burbank, Jenny Seals, and Becky Cleveland.
2013 Linn County University of Missouri Extension Council
Operating Budget

**Revenues:**
County Appropriations $31,845.00

**Expenses:**
- Salaries 17,967.98
- Payroll Expenses 8,081.55
- Travel 3,100.00
- Postage 90.00
- Telephone Services 585.00
- Advertising 20.00
- Scholarship/Awards 20.00
- Office Supplies 1,393.00
- Other Contract Services 300.00
- Insurance 100.00
- Miscellaneous 37.47
- Repairs/Maintenance 50.00
- Equipment/Furniture 100.00

$31,845.00
MU Continuing Education Enrollments for Linn County in 2012-2013

<table>
<thead>
<tr>
<th>Region</th>
<th>County</th>
<th>Fire and Rescue Training Institute</th>
<th>MU Conference Office</th>
<th>Nursing</th>
<th>Continuing Medical Education</th>
<th>Grand Total Noncredit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Linn</td>
<td>24</td>
<td>78</td>
<td>2</td>
<td>1</td>
<td>105</td>
</tr>
</tbody>
</table>

**Fire and Rescue Training Institute**
MU Extension’s Fire and Rescue Training Institute (MU FRTI) provides comprehensive continuing professional education and training to Missouri’s fire service and emergency response personnel. The institute directly impacts the well-being and protection of Missouri’s 23,600 firefighters and the Missourians they serve. Courses prepare firefighters for medical emergencies, hazardous materials response, and disaster preparedness and mitigation, as well as fires. During FY 2013, the institute provided 185,510 instructional hours of training and conducted 597 individual courses. MU FRTI served 12,066 Missourians from all 114 Missouri counties, and 1,802 out-of-state students. For more information, see mufrti.org.

**MU Conference Office**
The MU Conference Office (MUCO) was created in 1963 to provide high-quality, professional, full-service meeting management for a variety of noncredit educational programs, such as conferences, workshops, seminars and symposia. Whether a meeting is hosted on the MU campus, elsewhere in Missouri or anywhere in the world, the office's professional staff helps create the best learning environment for participants. For FY 2013, MUCO registered 13,982 Missourians in MU Extension conferences. In FY 2013, MUCO’s portfolio of conferences included the Nanofrontiers Symposium at MU; Write to Learn at the Lake of the Ozarks; Midwest Symposium on Therapeutic Recreation in St. Louis; in addition to the National eXtension Conference in Oklahoma City, Okla., and Maize Genetics Conference in St. Charles, Ill.

**MU Nursing Outreach**
Working independently and in partnership with other organizations, MU Nursing Outreach (MUNO) provides face-to-face and web-based educational programs, mostly for nurses but also other healthcare professionals including social workers, dietitians, nursing home administrators, psychologists, counselors and health educators. MU Nursing Outreach’s educational activities attracted 2,671 nurses and other healthcare providers from Missouri and 145 out-of-state participants. Multidisciplinary programs that were co-sponsored with Continuing Medical Education reached an additional 1,182 nurses. Nurses from 91 (80 percent) of Missouri’s 114 counties and the City of St. Louis attended continuing education programs sponsored by MUNO. MUNO serves a predominantly rural audience with 79 percent of the Missouri participants residing outside the metropolitan St. Louis and Kansas City areas. In addition to Missouri, nurses from 22 other states benefitted from MUNO’s educational programs. For more information, see nursingoutreach.missouri.edu.

**Continuing Medical Education**
MU Extension's Office of Continuing Medical Education (CME) improves the health of Missourians by providing education and programs to increase doctors’ scope of diagnosis and health care treatment options. Continuing Medical Education programs incorporate the most up-to-date research and clinical guidelines available. In FY 2013, more than 1,700 programs reached 27,195 healthcare professionals across the state. For more information, see medicine.missouri.edu/cme/.

Nov. 6, 2013
The 4-H Mission Is to Engage Youth as Valued, Contributing Members of Their Communities in Partnership with Caring Adults.

### Number of Linn County Learners

4-H youth development in Linn County is a community of 194 youth building life skills, engaging in science and connecting to communities. One of every five Missourians between the ages of 5 and 18 participated in an MU Extension 4-H program in 2013.

### Total Hours of Collective Workshop Participation in 2013

194 members x 1 hour per month x 12 monthly club meetings = 2,328 hours of community club work. 4-H offers over 100 different project areas for members to enroll in such as electricity, robotics, beef and cake decorating. To be recognized as a member in good standing each member must also complete at least one project in which they work with a registered volunteer for at least six hours per year. 194 members x 1 project each x 6 project meeting hours = 1,164 hours spent doing project work with an adult 4-H volunteer. Most members take around three different projects and spend more than the six required hours with a volunteer.

### What Did They Learn?

The seven Linn 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.

### What Action Did They Take?

4-H members continue to build on life skills that will benefit them throughout their lives.
Missouri 4-H members are twice more likely to have been on a college campus than their non 4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus (Lerner, 2008). In 2011, MU Extension 4-H connected 8,500 young people ages 8 to 18 to University of Missouri campuses and faculty. Being on a campus is a predictor of youth going on to higher education (Hoover, 2006).

- Eleven Linn County young people ages 8-18 participated in 4-H events on the MU Campus.
- These students are more likely to go to college and enjoy:
  - increased financial success for themselves and their offspring
  - being better consumers
  - improved quality of life through more opportunities for leisure and hobbies
  - improved health for themselves and their children (Porter, 2003)
  - being more likely to vote as adults
  - being more likely to contribute to their community (Lerner, 2009; Zaff et al, 2003)
- Youth, who earn their bachelor’s degree, increase annual earnings by $2.4 million over their lifetime (NACUBO, 2012). If 70 percent of the Linn County members participating in 4-H events on the MU campus go on to earning their bachelor’s, 4-H would help those local young people together earn $18.48 million more of lifetime earnings (11 youth X 0.70 X $2,400,000 = $18.48 million).

Program Name: 4-H Volunteer Support

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>Linn County 4-H members are supported by 69 registered adult volunteers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>Missouri 4-H volunteers responding to a survey report they contribute on average 100 hours per year. Valuing their time at $19 per hour, based on average Missouri incomes, the contribution of Linn County 4-H volunteers was worth more than $131,100.00 in 2013!</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>Volunteers come away from their experience learning as much from the members as they taught. They learn how members interact and what motivates youth. Each volunteer must take a one-time Volunteer Orientation course. During the orientation they learn about the history of 4-H, youth development, and the 4-H philosophy regarding competition and how 4-H teaches life skills and character to our youth.</td>
</tr>
</tbody>
</table>
Volunteers create, support and are part of the 4-H community. 4-H volunteers organize club meetings, project meetings, fundraisers and events. These dedicated people help our youth learn about project related skills such as using a sewing machine to make a dress while at the same time learning important lifelong skills such as responsibility.

Volunteers create, support and are part of the 4-H community. More importantly, these adults serve as mentors for our youth helping them transition into caring and contributing adults throughout our communities.

Program Name: Contest Day

| What Action Did They Take? | Volunteers create, support and are part of the 4-H community. 4-H volunteers organize club meetings, project meetings, fundraisers and events. These dedicated people help our youth learn about project related skills such as using a sewing machine to make a dress while at the same time learning important lifelong skills such as responsibility. |
| How Does This Work Make Linn County and Missouri Better? | Volunteers create, support and are part of the 4-H community. More importantly, these adults serve as mentors for our youth helping them transition into caring and contributing adults throughout our communities. |

**Number of Linn County Learners**

Fifty-five 4-H members participated in the annual Contest Day. Members competed in demonstration contests, public speaking contests, personal development interviews, a table setting contest, photography contest, quilt contest, fashion review and judging contests for ages 5-18.

**Total Hours of Collective Workshop Participation in 2013**

55 participants x 3 hours = 165 hours

**What Did They Learn?**

Contest Day assists 4-H youth by improving problem solving, communication and organizational skills as youth develop and present demonstrations, public speeches and judging class reasons. They also enhance teamwork skills as they work together during team demonstrations.

**What Action Did They Take?**

4-H also helps youth prepare for future job interviews by offering different contests such as personal development and fashion review where each participant will be interviewed by a single judge or a panel of judges.

**How Does This Work Make Linn County and Missouri Better?**

The 4-H Study of Positive Youth Development discovered that, when compared to other youth, young people involved in 4-H have higher educational achievement and higher motivation for future education. In addition, youth in 4-H make more civic contributions to their communities than youth in other out-of-school programs.

| What Action Did They Take? | What Action Did They Take? | How Does This Work Make Linn County and Missouri Better? |
| How Does This Work Make Linn County and Missouri Better? | How Does This Work Make Linn County and Missouri Better? | How Does This Work Make Linn County and Missouri Better? |
| Number of Linn County Learners | Number of Linn County Learners | Number of Linn County Learners |
| Total Hours of Collective Workshop Participation in 2013 | Total Hours of Collective Workshop Participation in 2013 | Total Hours of Collective Workshop Participation in 2013 |
| What Did They Learn? | What Did They Learn? | What Did They Learn? |
| What Action Did They Take? | What Action Did They Take? | What Action Did They Take? |
| How Does This Work Make Linn County and Missouri Better? | How Does This Work Make Linn County and Missouri Better? | How Does This Work Make Linn County and Missouri Better? |
**Program Name: Regional, State and National 4-H Events**

Some events the Linn County 4-H members attended include:
- State 4-H Teen Conference - 1 member attended
- Officer Training in Chillicothe - 1 member attended
- 4-H Energizer (NW – Hamilton) - 6 members attended
- State Legislative Academy - 1 chosen and attended
- Chosen for National Junior Olympics - 1 member
- State 4-H Congress – 3 members attended
- Counselor Selected for camp - 1 member
- Area overnight Clover Kid Camp - 2 members and 2 parents attended
- State Public Speaking - 1 member attended
- State Shooting Sports Contest - 18 members attended
- County Livestock Judging - 8 members attended
- State Livestock Judging Contest - 6 members attended
- Interstate (in St Joe) - 1 attended
- State Demonstrations - 7 members attended
- State Fashion Revue - 1 member attended
- Missouri State Fair - 53 members exhibited
- National 4-H Congress - 1 member attended
- Volunteer Leader training - 3 leaders attended
- National Shooting Sports Teams - 4 members qualified
- County Clover Kid Camp - 21 members attended & 7 Leaders

### Number of Linn County Learners

<table>
<thead>
<tr>
<th>Event</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overnight Clover Kid Camp</td>
<td>21 members</td>
</tr>
<tr>
<td>Anthony McCollum-Legislative Academy</td>
<td>1</td>
</tr>
<tr>
<td>National Livestock Judging Team</td>
<td>4 members</td>
</tr>
</tbody>
</table>

### Total Hours of Collective Workshop Participation in 2013

- 4-H members spend months working in their project areas preparing for county, regional, state and national contest or events.

### What Did They Learn?

- 4-H offers many opportunities for youth to learn life skills and grow into contributing adults.

### What Action Did They Take?

- Linn County was well represented at regional, state and national 4-H events. Members also demonstrated their skills learned through their 4-H projects at many contests.

### How Does This Work Make Linn County and Missouri Better?

- Community service is integral to positive youth development programs. 4-H youth are three times more likely to actively contribute to their communities when compared with youth who do not participate in 4-H (Lerner, 2008).
Program Name: Show-Me Quality Assurance

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>Twelve youth attended the 2013 program.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>Some 4-H members will own or manage an animal for a project. The Show-Me Quality Assurance program is a two-hour program geared toward 4-H youth enrolled in food animal projects such as beef, rabbits, poultry, sheep, swine, dairy and goats. Members enrolled in a food animal project will take the course twice between the ages of 8 and 13 and once again when they are 14. They will spend at least six hours in the Show-Me Quality Assurance program.</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>Information covered during the course includes daily care and management, animal handling, animal identification, reading feed labels, biosecurity, proper injection locations, and carcass quality and medication withdrawal times.</td>
</tr>
<tr>
<td>What Action Did They Take?</td>
<td>4-H members that are enrolled in animal projects take on a big role of responsibility. Members not only take care of their animal’s daily wellbeing but also keep breeding records, medical records and expense records.</td>
</tr>
<tr>
<td>How Does This Work Make Linn County and Missouri Better?</td>
<td>Active 4-H members report being engaged in three times more leadership experiences than their non 4-H peers.</td>
</tr>
</tbody>
</table>
Program Name: Linn County Fair

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>Four hundred seven 4-H and FFA members participated in the 2013 Linn County Fair held in July.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>Each exhibitor may put in 100 hours, preparing, practicing, helping others and exhibiting at the county fair.</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>4-H can also offer a taste of entrepreneurship to many youth through projects such as electricity, cake decorating, beef, computers, home environment and welding. The Linn County Fair gives 4-H members the opportunity to promote their work by exhibiting in shows, contests, demonstrations, displays and the Junior Livestock Sale.</td>
</tr>
<tr>
<td>What Action Did They Take?</td>
<td>During the fair 1,136 ribbons were awarded. The Danish system of judging is used at the fair where the exhibit is evaluated against a standard and recognition is given to the exhibitor by how close they have come to meeting that standard. A blue ribbon indicates the youth has excellent knowledge in the project area that exceeds the standard. A red ribbon indicates the youth has some knowledge in the project area and meets the standard. A white ribbon indicates the youth has little or no knowledge in the project area. At the fair 85 percent of the entries received blue ribbons, 13 percent received red ribbons and 2 percent received white ribbons. Of all the blue ribbon items, ninety-three were chosen to be exhibited in the 4-H Building at the Missouri State Fair, indicating a high level of achievement.</td>
</tr>
<tr>
<td>How Does This Work Make Linn County and Missouri Better?</td>
<td>Members who exhibit at the fair use the judges’ comments as valuable information to help them improve and grow for the future. Youth who exhibit an item inside the building at the fair participate in conference - style judging. Conference judging allows the member and judge to evaluate the exhibits together. During the evaluation the judge and exhibitor talk directly with each other. Through the two - way conversation the judge can give suggestions to improve the exhibit and the exhibitor may explain problems encountered and solutions as well as goals reached and any knowledge gained. Conference style judging gives the exhibitor an opportunity to learn from the judge’s experiences and knowledge and to start making future plans.</td>
</tr>
</tbody>
</table>
# Program Name: 4-H Summer Camp

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>Twenty-three members from Linn County attended 4-H Summer Camp at Crowder State Park near Trenton.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>Summer camp is 4 days per session. Twenty-three campers x 48 programing hours spent at camp = 1104 hours.</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>4-H campers have been asked about the most important thing they gained from attending 4-H camp; many responded with answers related to accepting responsibility, being more independent, interacting better with people, the ability to make new friends, the ability to get along with people, teamwork, decision making and self-confidence.</td>
</tr>
<tr>
<td>What Action Did They Take?</td>
<td>Parents noted that when their children returned home from camp they had better attitudes, flexibility, improved responsibility and a better tenacity to help out as a result of attending 4-H Camp (Klem, 2006).</td>
</tr>
</tbody>
</table>
| How Does This Work Make Linn County and Missouri Better? | 4-H members regardless of their background, socio-economic status, race and gender thrive through the health/safety education and experiences they receive through 4-H programming. Young people in 4-H are:  
- Less likely to have sexual intercourse by Grade 10,  
- 56 percent more likely to spend more hours exercising or being physically active,  
- Shown to have had significantly lower drug, alcohol and cigarette use than their peers. (Lerner, 2008) |

![Summer Camp](image1.jpg)  ![Summer Camp](image2.jpg)
### Program Name: 4-H School Programs

<table>
<thead>
<tr>
<th><strong>Number of Linn County Learners</strong></th>
<th>Seventy-three students in Linn County participated in 4-H school enrichment programs in 2013.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Hours of Collective Workshop Participation in 2013</strong></td>
<td>Pre-incubated eggs are delivered to the classroom on Monday where they turn the eggs twice daily until Friday. The eggs hatch the next Monday and stay in the classroom for the week.</td>
</tr>
<tr>
<td><strong>What Did They Learn?</strong></td>
<td>Students in classrooms who participate in 4-H embryology learn about science, life, responsibility, decision making and teamwork while working their way through activities and lesson plans provided to the teacher or volunteer by the Extension Office.</td>
</tr>
<tr>
<td><strong>What Action Did They Take?</strong></td>
<td>4-H school enrichment programs are short-term educational experiences that supplement learning in the classroom. Most are led by teachers or 4-H volunteers. The most popular 4-H school program in Linn County is “Hatching Chicks in the Classroom.”</td>
</tr>
<tr>
<td><strong>How Does This Work Make Linn County and Missouri Better?</strong></td>
<td>Missouri 4-H members are engaged with science activities. The advantages of 4-H participation include the development of positive attitudes about science and more participation in science-focused activities during out-of-school time. The benefit for girls seems particularly important. In the national 4-H Study of Positive Youth Development Wave 6 sample, 4-H girls were significantly more positive on all the measures related to science. Missouri girls in Wave 7 were also more likely to report that they participated in programs that increased their interest in science-related topics (Lerner, 2006).</td>
</tr>
</tbody>
</table>

*Duplicates not removed*

### References:


**Number of Linn County Learners**

University of Missouri Extension’s Family Nutrition Program (FNP) reached 1,270 participants directly and 410 indirectly with nutrition education in Linn County during 2012/13 a significant percentage of which were low income. FNP provides information on nutrition, food safety, and physical activity for lifelong health and fitness by working with qualifying schools, community groups and agencies.

**What Action Did They Take?**

Youth from Pre-school to eighth grade learned through kid-friendly, hands-on lessons and activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. Education for adults also includes nutrition, food safety, and physical activity, as well as food resource management. Nutrition Program Associates (NPA’s) go into the schools and interact with community members to help them make healthier choices and build healthy habits. They see the difference the program makes in people’s lives. Joni Halley, who serves Linn County, reported the following successes.

As kindergarten and first grade student’s taste tested radishes and cauliflower, I heard a lot of positive comments. To their surprise, they tried them and liked them. Many said they would now choose them when they had the choice at school in their lunch. After looking at one of the Show Me Nutrition Educational Display boards, “Think Your Drink” that I had set up at school, a teacher advised me she would no longer start the morning by drinking a soda. The display reminded her of the sugar content in the soda and so she decided to make a better choice.

**What Did They Learn?**

The Family Nutrition Program (FNP) brought $7,653,958.00 in Federal funds to the state of Missouri. These funds were used to provide nutrition education to 1,069,104 food stamp recipients and food stamp eligible citizens of Missouri. One thousand, six hundred and eighty of these participants reside in Linn County. It also funds 14 full time jobs in the Northeast Region with quality benefits plus expenses for making the programming available to qualified schools and agencies in the county. Participants in FNP become more aware of nutrition, make...

**How Does This Work Make Linn County and Missouri Better?**

The Family Nutrition Program (FNP) brought $7,653,958.00 in Federal funds to the state of Missouri. These funds were used to provide nutrition education to 1,069,104 food stamp recipients and food stamp eligible citizens of Missouri. One thousand, six hundred and eighty of these participants reside in Linn County. It also funds 14 full time jobs in the Northeast Region with quality benefits plus expenses for making the programming available to qualified schools and agencies in the county. Participants in FNP become more aware of nutrition, make...
healthier meal and snack choices, eat breakfast more often, are more willing to try new foods, increase their physical activity and in general make healthier food choices. Those who practice healthy eating and activity behaviors are more likely to enjoy a high quality of life as an adult and into old age. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important programming effort serves to reduce healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.

Program: Show Me Nutrition

Joni Halley, NPA,
Family Education Nutrition Program
Sullivan County

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>125</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>36</td>
</tr>
</tbody>
</table>
| What Did They Learn? | • New skills such as proper hand washing  
| | • the opportunity for tasting a variety of healthy foods  
| | • the importance of eating a variety of healthy foods from My Plate plus being active equals good health |
| What Action Did They Take? | They are now aware of healthy food choices and will sometimes choose them. With the opportunity to try new foods, they will share this information with their caregivers. |
| How Does This Work Make Linn County and Missouri Better? | When children and caregivers make better choices, this could lead to healthier children, thus reducing health care costs. |
Program: Horticulture

Number of Linn County Learners: 2 Master Gardeners, 10 home gardeners and market gardeners.

Total Hours of Collective Workshop Participation in 2013: 45 total hours: 9.5 education hours and 35.5 service hours, which has a value $785.97 using the 2012 value of $22.14 per hour from the independent sector.

What Did They Learn?
Master Gardeners continually learn about new plant varieties, landscaping methods, insects and diseases and their control, integrated pest management, lawn care, pruning, among many other areas of horticulture.
Citizens received a positive identification of an insect, plant disease or disorder, or a weed in their yard. They received pest control options in most cases. Citizens also sought home horticulture assistance on various garden topics. Some citizens receive the Garden Talk newsletter.

What Action Did They Take?
Master Gardeners maintained several beautification projects in Linn County including Twin Parks in Brookfield, the public library and the War Memorial. They also assisted senior citizens in planting vegetables, and consulted with home owners on various horticulture issues.
Correctly having a pest identified allows homeowners to make better choices about pest control. After taking a soil test, some homeowners properly amended their soil before planting vegetables, fruits or a new lawn. Before buying trees and shrubs for their landscape, some homeowners received information on landscape plants so they could make better choices and place the right plant in the right spot.

How Does This Work Make Linn County and Missouri Better?
When you support MU Extension’s Master Gardener program public awareness of unbiased, research based gardening information is promoted and increased. The Linn County Master Gardeners assist in the community through beautification projects, by helping to disseminate research based information. By supporting MU Extension’s Home Horticulture program, citizens receive high quality horticultural information that is unbiased and research-based.
Program: Farm Leases in Missouri

| Number of Linn County Learners | Forty-six people attended the Farm Lease Program in 2012 that was taught via ITV on August 28th in four locations throughout Missouri. Topics included current rental rates and trends, specific items to include in a farm lease, terminating a farm lease correctly, lease hunting issues and crop and livestock share lease concerns. Three Linn County Farmers attended program |
| Total Hours of Collective Workshop Participation in 2013 | 9 |
| What Action Did They Take? | Evaluations showed 75 percent of attendees would recommend the program to others. Additionally, 88 percent understand that a lease is a legal, binding contract and 66 percent know where to find lease forms and where to get further assistance. When you support MU Extension’s Farm Lease program, you educate participants in lease issues and laws. This promotes better landlord-tenant communication and lessens conflict and costly litigation |
| How Does This Work Make Linn County and Missouri Better? | Farm lease questions and disagreements continue to be at the top of the list as far as most asked questions of Agricultural Business Specialists in the past several years. High crop prices and a continued higher return for land other than investments have driven this. Also more landowners are not rural residents and are not familiar with agriculture |
**Program: Farm and Small Business Planning**

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>9 persons from Linn County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>81 hours of instruction in 3 3-hour sessions</td>
</tr>
</tbody>
</table>
| What Did They Learn? | Knowledge gained as result of attending program (1 being lowest, 5 highest): **Before Program** and **After Program**  
 2.32 estate planning goals and objectives 3.92  
 2.35 how property is titled 3.96  
 3.29 the importance of communication 4.60  
 1.89 1031 exchanges 2.98  
 2.04 estate planning tools available 4.02  
 2.26 role of power of attorney & durable power of attorney 4.02  
 2.02 difference between gift and estate tax 4.12  
 2.06 stepped-up basis and its importance 4.06  
 1.66 pros and cons of probate 4.04 |
| What Action Did They Take? | The Farm and Small Business Estate Planning program prepares individuals to discuss estate and business succession concerns with their families as well as making them more comfortable in discussing this matter with attorneys.  
  - 95 percent identified goals and objectives (only 35 percent before class)  
  - 82 percent have communicated estate planning issues with heirs (only 27 percent had before class)  
  - 82 percent calculated an estimate of their estates value (48 percent had before class) |
| How Does This Work Make Linn County and Missouri Better? | When you support MU Extension’s Farm and Small Business Estate Planning program, you assist families to prepare better to understand and work with their attorney in planning their estate. This helps foster family communication and avoid costly litigation and aids in the continuation of the farm business. If families save three hours of legal time the value of this class is over $5,000. |
### Program: Farm and Small Business Estate Planning

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>5 persons from Linn County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>25 hours of instruction</td>
</tr>
</tbody>
</table>

### What Did They Learn?
- Attendees at the Lady Landowners Workshop learned:
  - Current farmland rental rates and trends
  - What a watershed is and how it affects them as landowners
  - Horticultural insect and diseases update
  - Available government (Soil and Water Conservation District (SWCD), Natural Resource Conservation Service (NRCS) and the Missouri Department of conservation (MDC) programs
  - How agriculture in Brazil ties into Missouri agriculture

### What Action Did They Take?
- The Lady Landowner’s Workshop allows women landowners to learn critical information about their operation in a positive learning environment. They also get the opportunity to network with other women landowners.
  - 80 percent will review their lease in the coming year
  - 80 percent plan to utilize the horticultural information that was presented

### How Does This Work Make Linn County and Missouri Better?
- When you support MU Extension’s Lady Landowner’s Workshop, you assist women landowners to better manage their farm. This increases the profitability and improves their risk management skills.

Gentrie Shafer (above) was one of the presenters along with Joe (right)
Program: Northeast Missouri Ag Lenders’ Seminars

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>4 Linn County learners attended the seminar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>4 participants x 6 hours = 24 hours</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>Forty-eight lenders attended one of the Northeast Missouri Ag Lenders’ Seminars held in Kirksville and Hannibal. At these one-day seminars, lenders learned about crop and livestock outlook; land rental rates and values; Missouri Agriculture and Small Business Authority programs, legal issues in agriculture; macro- economics and cover crops &amp; pasture varieties.</td>
</tr>
<tr>
<td>What Action Did They Take?</td>
<td>The lenders in attendance handle loans of over $470 million to agriculture operations totaling over 3600 different loans predominantly in northeast and central Missouri, but also in southern Iowa, and western Illinois.</td>
</tr>
<tr>
<td>How Does This Work Make Linn County and Missouri Better?</td>
<td>The agricultural community in northeast Missouri benefits from this program by having lenders who are up-to-date on the latest prices, budgets, and resources to help clients manage for risk and profitability.</td>
</tr>
</tbody>
</table>

Ag Lenders’ Seminars held in Hannibal and Kirksville
Program Title: Livestock

Show Stock Clinic

Participants learned basic care, feeding and show ring preparation of swine, goats, sheep and bottle calves. Participants reported they learned about water quality, deworming rotations, disease prevention and showmanship techniques. They also learned what judges look for while they’re in the ring.

Participants of this class rotated between speakers to learn about nutrition, health, showmanship and received hands on training in care of their animals. Thirty-five percent of the participants reported they will train and work with their animal more as a result of this clinic. 47 percent of the participants reported they feel more comfortable grooming their animal and feel more prepared to enter the show ring. 30 percent of the participants reported they will change the way they feed and water their animals as a result of this clinic.

Youth exhibiting livestock are often future leaders in the livestock industry. Learning to properly care for their animals now, prepare them to be better stewards and in turn increases the quality of meat that goes into our food systems. This clinic gives youth the confidence they need to exhibit and care for livestock projects, as 90 percent of the participants reported they feel more comfortable with their animal after this clinic.
## Program Title: Livestock

### Artificial Insemination School

<table>
<thead>
<tr>
<th><strong>Number of Linn County Learners</strong></th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Hours of Collective Workshop Participation in 2013</strong></td>
<td>The sessions were 5.5 hours long for three nights in a row. 83 total hours. Five participants x 3 sessions x 5.5 hours 1 session = 3 hours</td>
</tr>
<tr>
<td><strong>What Did They Learn?</strong></td>
<td>This class is intended to give students the skills to implement an AI program into their existing beef herd. Materials presented show students why they should be motivated to effect change in their beef herds giving them economic motivation to implement an AI program. Common misconceptions are addressed to evoke the attitude change necessary for successful herd improvement.</td>
</tr>
<tr>
<td><strong>What Action Did They Take?</strong></td>
<td>Participants of this class gained classroom knowledge as well as hands on experience with actual reproductive tracts and cattle. They were able to practice techniques learned in the classroom and ask questions to three on sight trainers. Sixty-three percent of the participants stated they did not currently use AI on their farm, but after this class plan to implement it into their production practices. The remaining 36 percent already implement AI in their operation. Ninety percent of the participants said they learned other management techniques such as synchronization, animal handling and proper nutritional requirements after participating in this class.</td>
</tr>
<tr>
<td><strong>How Does This Work Make Linn County and Missouri Better?</strong></td>
<td>Artificial insemination has been shown through research to be the fastest way to change genetics of a beef herd. Understanding the process and the actual physical application of materials has been the largest barrier to implementation for many medium and small producers. This program gave the participants the skills and knowledge needed to start making greater strides in increasing production on their operation.</td>
</tr>
</tbody>
</table>
Program Title: Livestock

Show-Me-Select

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>Two beef producers in Linn County are enrolled in the program. One producer from Linn County purchased heifers in the Show-Me-Select heifer sale held in December, where 295 heifers sold for an average price of $2,055.00.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>This program has educational components throughout the entire year. There’s a minimum of 30 hours of one-on-one producer visits per participant if they participate in the sale. Total hours for Linn County would be 60 hours.</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>Participants learn about the importance of pre-breeding examinations and how it affects their operation on an economic and productivity level. Participants also gained knowledge in nutrition, selection and marketing of their animals.</td>
</tr>
<tr>
<td>What Action Did They Take?</td>
<td>Participants of this program make better management decisions based on results found during the pre-breeding exam. They also made more sound advertising decisions based on sale requirements.</td>
</tr>
<tr>
<td>How Does This Work Make Linn County and Missouri Better?</td>
<td>The Show-Me-Select program focuses on increased adoption rate by farmers in Missouri of management practices that offer potential to improve long-term reproductive efficiency of their herds and resulting profitability. Also focusing on increasing marketing opportunities for and adding value to Missouri-raised heifers with the creation of reliable sources of quality replacement heifers in terms of genetics and management.</td>
</tr>
</tbody>
</table>
Program: Business Development

Title: Procurement Specialist

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>There were 10 individuals that took individual trainings for themselves and or business’s. There were individual counseling sessions of 35 in total for various companies throughout Linn County.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>In Linn County there were 10 attendees receiving training for their business in various training opportunities</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>You also had a Woman Owned Small Business in Linn County receive counseling and guidance for government contracting that was able to receive contracts worth $97,000 dollars in government contracting through the Missouri Procurement Technical Center.</td>
</tr>
<tr>
<td>What Action Did They Take?</td>
<td>Out of the 35 counseling sessions, a couple of the businesses took direct action to improve management style of their business. There were also individuals that actually turned a profit of the previous year from the counseling sessions. This is a positive result for Linn County for business sustainability.</td>
</tr>
<tr>
<td>How Does This Work Make Linn County and Missouri Better?</td>
<td>In Linn County, during 2013, business development program specialists and business counselors with MU Extension, Missouri Small Business &amp; Technology Development Centers (MO SBTDC), Missouri Procurement Technical Assistance Centers (MO PTAC), Missouri Environmental Program, Missouri Career Options Project, and the Missouri Market Development program served 35 people and their companies with business start-up and management counseling, training, and other assistance.</td>
</tr>
</tbody>
</table>
The Linn County Leader distributes a newspaper three times a week to 1700 subscribers and 3000 news stand copies as well as 240,000 hits on the online addition annually.

A weekly news article on a timely topic was submitted for the agriculture page which generally runs each Friday.

Readers were made aware of agronomic issues that were pertinent to the time of year, such as potential insect and disease concerns, and soil testing procedures.

Increased awareness of critical issues can have tremendous economic impact on agronomic crops.
Program: Private Pesticide Applicator Training

Max Glover  
Plant Scientist  
Shelby County

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>30</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>Participants learn how to safely handle and apply pesticides. Participants also learn how to minimize negative environmental impacts of pesticide applications to protect drinking water quality and wildlife habitat.</td>
</tr>
<tr>
<td>How Does This Work Make Linn County and Missouri Better?</td>
<td>It provides farmers and landowners with the skills needed to apply pesticides in a way that is safe for them and the environment while remaining competitive by having the option of using EPA restricted crop protection technologies.</td>
</tr>
</tbody>
</table>
## Century Farms

Recognition for Linn County Farm Families with deep roots

<table>
<thead>
<tr>
<th>Number of Linn County Learners</th>
<th>Two Linn County families qualified for the MO Century Farm Family in 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours of Collective Workshop Participation in 2013</td>
<td>Four hours of celebrating by Linn County Farm families, Linn County Extension members and staff along with county leaders</td>
</tr>
<tr>
<td>What Did They Learn?</td>
<td>In Linn County, the Extension Council and staff members proudly worked together to organize a reception to recognize the new Century Farm families. This annual recognition started in 2000 and is part of the Linn County Extensions Annual Meeting.</td>
</tr>
<tr>
<td>What Action Did They Take?</td>
<td>They received recognition at the state and county level</td>
</tr>
<tr>
<td>How Does This Work Make Linn County and Missouri Better?</td>
<td>In these tough times, giving praise and encouragement to farmers is one of the objectives of the Linn County Extension. The Century Farm program is a way of showing how proud a family can be in the fact they have been farmers for over 100 years or more.</td>
</tr>
</tbody>
</table>
Dear Citizens and the Commissioners of Linn County:

This 2013 Annual Report of the Linn County University of Missouri Extension Council is a summary of educational programs and activities provided by the many Extension Specialists serving Linn County.

A variety of programs and assistance have been provided to the citizens of the county. Descriptions of the many ways Extension touches the lives of people in Linn County follow in this report.

We appreciate the on-going support of the Linn County Commission which makes these programming efforts possible.

We salute the many volunteers, community leaders, Extension council members who have given their time and talents to make this a successful year. It is our goal to make Linn County a better place to live and work. We think the 2013 Annual Report reflects the efforts to meet this goal.

On behalf of the council and staff, it is an honor to extend the educational resources of the nationwide Land Grant University System to the citizens of our county. We look forward to another successful year in 2014 in our new facilities at the Forage System Research Center.

Walter Carr
Extension Council Chairman

Valerie Tate
County Program Director

An equal opportunity/ ADA institution