ANNUAL REPORT 2014

COMPLIMENTS OF YOUR 2014 EXTENSION COUNCIL

Charles Trantham, Chair
Wayne Adrian

Josh Roberts, Vice-chair
Edward Casey-(A)

Brenda Ledgerwood, Secretary
Lynn Hobbs

Leslie Weyland, Treasurer
Jason Stubbs

(A)-Appointed

Top: Poulette family honored as Oregon County’s Farm Family.

Middle: High Tunnel Tour

Bottom: Freeze & Hot Branding Workshop

“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.”
Annual Report Index

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December 2014

Dear County Commissioners and Friends of MU Extension:

Over the past year, with a theme of Celebrating the Past and Building for the Future, MU Extension marked a century of service to Missouri. While the celebrations have come to an end, the focus on building for the future is strong. The university’s commitment to the mission of bringing relevant, reliable and responsive education to improve lives and local economies is alive and well.

To maintain our position as a valued and trusted resource for Missourians, MU Extension continues to strengthen existing programs, build relationships and explore new opportunities to benefit Missourians. For example:

- In the area of agriculture, the Show-Me Select Heifer Replacement program continues to improve the breeding performance of heifers as it helps participants realize record prices for their efforts. Producers from 103 of Missouri’s 114 counties have enrolled heifers in the program. In a record-setting sale, 168 bred replacement heifers sold for an average of $3,033 at the Fruitland (Missouri) Livestock Auction.
- Strengthening communities through art, innovation and creativity, Extension’s Community Arts Program is piloting an initiative in Lexington to help the community enhance its image with art businesses and opportunities that reflect the talent of regional artists and benefit a nine-county tourism alliance. The Community Arts Program is also at work in the St. Louis area, overseeing the Saint Louis Storytelling Festival, which engages approximately 25,000 people each year.
- Knowing the value of dialogue with those it serves, MU Extension has made a concerted effort with the Mizzou Alumni Association to introduce MU Chancellor R. Bowen Loftin to extension programs, participants, key stakeholders and alumni from all corners of the state. These tour events, which will continue into 2015, are designed to foster understanding and support that lead to a stronger local extension effort across the state.

These are just a few examples of MU Extension’s focus on building for the future and continuing to making an impact in local communities.

I thank you for your support of MU Extension and our efforts in your community. I look forward to our continuing partnership and welcome your ideas for improving our partnership.

Sincerely,

Michael D. Ouart
Vice Provost and Director
January 2015

To the residents of Oregon County:

We are pleased to present you with the 2014 Annual Report for the Oregon County office of University of Missouri Extension. This report highlights a few of the programs and services offered through our office. We are honored to continue the tradition of providing quality, research-based educational programs to the people and organizations of Oregon County.

We appreciate the continued support of the Oregon County Commission, which allows us to sustain our office so that we can continue to serve as a valued resource. We also want to recognize and thank the many volunteers and partner organizations that work with us to create positive impacts on the lives of people in Oregon County.

If you have any questions or would like additional information, there are several ways to be in contact with us: give us a call, stop by the office, check out our web site, or visit our Facebook page. We’re here to serve you, and to be your gateway to the University of Missouri system and its resources.

Sincerely,

Charles Trantham
Extension Council Chair

Willis Mushrush
County Program Director
**Program Areas**

**Agriculture and Natural Resources**

2014 Ag Summary
- 245+ soil tests
- 500+ inquiries about horticulture and agriculture info
- 25+ farm/home visit on various forage and livestock issues
- 20+ forage, mineral, seed, feed, and plant tissue sample analysis

Top Ag Info Requests
- How to collect soil for testing
- Interpreting Soil Test results
- Insect identification
- Weed identification and control
- Forage information
- Garden diseases

Did You Know??
Oregon County......
- Has 752 farms totaling 253,838 acres
- Top Crop by acre is Hay
- Top Livestock (# of animals) is cattle & calves

**Primary Occupation**
- Farming = 377
- Other = 375

**Operator Gender**
- Male = 684
- Female = 68

**Farmer Age Groups**
- 97 = under 45 yrs. old
- 360 = 45-64 yrs. old
- 295 = 65 yrs. old and up

(Did you know source: United States Department of Agriculture, National Agricultural Statistics Service, 2012 Census of Agriculture.)

Private Pesticide Applicator Training
Impact: Over forty people became certified as a private pesticide applicator this year. They gained knowledge on pesticide handling, safety, restricted use pesticides, disposal, contamination, reading labels, and guides available.

Beginning Beekeeping Workshop
Impact: Six residents from Oregon County attended the three session workshop offered in Howell County.
Participants learned about equipment, sources of bees, and how and when to start their own hives.

Community Feed Systems Workshop
Impact: One person from Oregon County traveled to Poplar Bluff, MO for this workshop and gained information on envisioning new food systems that are oriented to personal relationships, specific places and social as well as economic interactions. In order to achieve a different system, goals need to be considered, what attributes a new system may have, and what tools are need to accomplish it.
Program Areas

Missouri Fence Law
Impact: One person from Oregon County connected to a webinar via the internet to learn more about:
- How the Optional Fence & Enclosure Act differs from the “updated general law” is
- What either law will (and won’t) do

Weed ID and Soil Fertility Workshop
Impact: Twelve people attended this workshop. Topics discussed consisted of fall weed control and identification; what weeds to watch for in 2015; soil health for maximum productivity; and soil testing: how, when, why, and what the results mean.

Grazing Schools
There were three grazing schools offered this year. They were held in Alton, West Plains, and Houston, MO. This three day school covers the fundamentals of management intensive grazing. Specific topics included:
- Plant growth
- Extending the grazing season
- Livestock nutrition on pasture
- Economic considerations
- Grazing arithmetic
Impact: Grazing school participants have indicated that on average stocking rates increase by nearly 20% after implementation of grazing systems while the length of the grazing season increases by 18%. The longer grazing season generated annual savings of approximately $900 per herd. The ultimate goal of the Forage Production and Management Program is to teach Missouri’s forage producers to better manage their forage resources for improved economic return and to protect the environment. This will ultimately enhance the economic and social viability of rural Missouri.
Food Safety from Farm to Fork Workshop
Impact: Three Oregon County residents took part in one of the two workshops held in West Plains, MO. A comprehensive workshop on food safety, social media, detecting counterfeit money and display construction was presented.

2014 Missouri Blueberry School Conference
Impact: Four people from Oregon County took part in this conference. The conference was held Feb. 21-22, in Springfield, Missouri. Spotted wing drosophila (SWD) is poised to be a challenge for Missouri blueberry growers in 2014, and Hannah Burrack, North Carolina State University entomologist, outlined SWD biology and history and discussed management strategies. Joining Burrack in the SWD discussion was Jaime Pinero, state integrated pest management specialist with Lincoln University. Additional topics covered during the conference included blueberry soil health management, flash freezing as a way to preserve blueberry fruit, updates to the Midwest Small Fruit and Grape Spray Guide, and blueberry disease diagnostic techniques.

Freeze and Hot Branding Workshop
Impact: People from Ellsinore, West Plains, Thayer, Birch Tree, and Alton attended this workshop which provided them with “hands on” training for freeze-branding of livestock. The advantages they learned about branding livestock include:
- Permanent ID
- Improved Record Keeping
- Deters Theft and enhances recovery of stolen livestock
Beef and Forage Seminar
Impact: Ten Oregon county citizens were among several who attended the seminar. Topics covered at the seminar included tips and strategies to make local beef and forage producers more successful. The guest speakers for the evening were John Jennings, University of Arkansas State Forage Specialist (past Howell County Agronomy Specialist) and Scott Brown, Professor in the Department of Agricultural and Applied Economics at the University of Missouri. Jennings spoke on the Arkansas 300 Days of Grazing Program and current forage research. Brown presented “Record Cattle Prices: Where Does the Cattle Industry Go from Here?”

Southern Missouri Sheep and Goat Conference
Impact: Fifteen people from Oregon County and surrounding areas attended this conference led by Jodie Pennington, Small Ruminant Educator from Lincoln University and Mark Kennedy, retired State Grassland Conservationist. Topic’s included:
- Introduction to sheep and goats
- Diseases
- Marketing Strategies
- Pasture Management
- Raising wool and hair sheep

Customer quotes:
“Both presenters were very knowledgeable and talked with us and not at us, which impressed me.” And, “I liked that the presenters welcomed our questions and gave us so much expert advice about many situations.”

Presenter:
Mark Kennedy
State Grassland Conservationist, Retired

Presenter:
Jodie Pennington
Small Ruminant Educator
Lincoln University
Business Development

As entrepreneurs and innovators, Missouri’s small businesses are becoming a more diverse group that continues to make the state’s economy productive. There are approximately 500,000 small businesses in Missouri. Nearly 98 percent of all businesses with employees are categorized as small businesses. In assisting the owners and managers of those businesses, MU Extension contributes to a county’s economic development through growth in jobs, sales, innovation, technology development and commercialization.

In Oregon County, during 2014, business development program specialists and business counselors with MU Extension, Missouri Small Business & 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 eight people and their companies with business start-up and management counseling, training, and other assistance. In addition, entrepreneurs and business owners in Oregon County reported sales increases of $54,876.72 and PTAC Government Contract Awards in the amount of $1,564,806.86 as a result of the services provided by the MU Extension Business Development Program.

- Missouri Small Business & Technology Development Centers – Funded by the U.S. Small Business Administration, this award is matched on the local level by state university hosts and private sector partners. Services include individualized business counseling and a wide variety of educational opportunities.
- Technology development and commercialization - Specialists in this area work with university faculty and other innovators to win awards in support of the commercialization of technology.
- Missouri Procurement Technical Assistance Centers (MO PTAC) – Specialists in this program help guide businesses in selling products and services to federal, state and local government.

CONTACT INFORMATION
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Business Development Specialist
Howell County Extension Center
217 South Aid Avenue
West Plains, MO 65775
Phone: 417-256-2391
http://extension.missouri.edu/howell

Visit the state business development program website at: www.missouribusiness.net
Program Areas

4-H Youth Development

Oregon County had **thirty-one** youth building life skills, engaging in science and connecting to their community through the 4-H program.

One of every five Missourians between the ages of 5 and 18 participated in a MU Extension 4-H Youth Development program in 2014.

Missouri 4-H members, however, also learn to use these talents to engage in their communities. Young people in 4-H are engaged in twice as many leadership roles than their non-4-H peers. This provides them with the experience in problem-solving to step up and lead in a complex, changing world.

Oregon 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.

Volunteers create, support and are part of the 4-H community. Missouri 4-H volunteers responding to a survey report they contribute on average 100 hours per year. Valuing their time at $21 per hour, based on average Missouri incomes, the contribution of Oregon County 4-H volunteers was worth more than $29,400.00 in 2014! More importantly, these adults serve as mentors for our youth helping them transition into health adulthood, priceless.

Example: Oregon County is growing future scientists. 4-H ‘ers are more likely to pursue future courses or a career in science, engineering or computer technology. **Twenty-four** of our 4-H members were enrolled in science related projects this past year.

**References:**
HIGH TUNNEL TOUR

Oregon County Extension partnered with Natural Resources Conservation Service (NRCS) to provide information on high tunnels.

Eleven participants toured three local high tunnels. First stop was the Kelley farm, followed by the Hufstedler farm and ending at the Conrad farm. Each of the high tunnels was unique in their own way and all were producing different crops.

NRCS offered information on the availability of cost share assistance and kit manufacturers. Extension offered publications and a manual which has information and resources to use high tunnels effectively, enhance productivity and net income.

While we had local participation, other folks traveled from West Plains, Ellsinore, and Poplar Bluff, MO to attend the tour.
EXCEL: ExXperience in Community Enterprise and Leadership

Motivational speakers and tours played a huge role in the EXCEL program.

Communities investing in an EXCEL program see new and younger people running for public office, more involvement in community activities and organizations, improved community appearance, and better functioning boards and commissions.
Program Areas

What participants are saying about EXCEL:

“The more people know about their community, the better they can understand issues and problems and seek viable solutions.”

“I learned that we’re all responsible for making our town and county better. We need to get involved in programs and make things happen.”

Pictured are members from the EXCEL program who attended a legislative session at the state capitol in Jefferson City and toured the MU campus in Columbia, MO.

The EXCEL program in Oregon County focused on stepping up to leadership. The twelve week sessions helped develop grassroots leadership, encourage community involvement, understand diversity, and embrace what is cared about the most and prove through applying the effort we can make a difference. Ten participants
**FNEP FACTS:**

FNEP is nutrition education for individuals and families. Nutrition educators meet participants in homes, schools and at agencies.

Children learn all this and more:
- Trying new foods is fun!
- Healthy food from the start, comfort food for life;
- Physical activity is fun; do what you like best;
- Food safety means better health;
- Health means lots of energy to play and learn!

Adults learn all this and more:
- How to fix healthy food that tastes great;
- How to keep foods safe;
- How to stretch food dollars.

Learning leads to better health and fitness!

Family Nutrition Education Program (FNEP)

FNEP provides information on nutrition, food safety and physical activity for lifelong health and fitness. The FNEP program reached 2,134 low-income participants with nutrition education in Oregon County during 2014.

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.

During 2014, these schools and agencies were served:
- Alton Senior Center
- Thayer Senior Center
- Ozark Regional Conservation
- Myrtle Senior Center
- Shepard’s Tree House
- Thayer Back to School Fair
- Oregon County Food Pantry
- Alton Schools
- Koshkonong Schools
- Couch Schools

Success Story:

While conducting Kids in the Kitchen class, some of the parents stayed for the sessions. As a result the kids offered them samples of the recipes they had made. I saw one of the kids with her mother in the store a couple weeks later. The mother stopped me and told me that they were shopping for the ingredients to make the breakfast banana split recipe. They have been making it for a treat a couple times a week.

Scott Greer  
Nutrition Program Associate for Oregon County

$1.5 million in federal funds invested each year for teaching families healthy eating habits results in an estimated annual reduction of $13.1 million in future medical costs!
“Who Gets Grandma’s Yellow Pie Plate” program was given by Phyllis Flannigan, Human Development Specialist (Butler County). Twelve participants. Impact: How to transfer non-titled property.

“Nuisance and Natives” program was given by Sarah Denkler, Horticulture Specialist (Butler County). Eleven participants. Impact: How to rid nuisance pests and incorporation of native plants into our landscapes.

Fundraiser Fish Fry
June 21st
125+ dinners sold!
Live Entertainment by: “Hard Knox Band”

Our booth at the 2nd annual Oregon County Soil & Water Conservation District Farm Trade Show. Approx. 200 visitors! Impact: People received information about our services and programs.

Open House held in honor of Extension celebrating the 100th anniversary of the Smith-Lever Act, which created Cooperative Extension. Over eighty citizens of Oregon County came through our office on May 9th!
Left:

The Oregon County Extension Center participated in the public input session hosted by the Oregon County Food Producers and Artisans Co-Op. The Co-Op was chosen by The Citizens’ Institute on Rural Design™ (CIRD) to assist in designing plans for the Co-Op’s expansion in a vacant building on the town square. CIRD provides communities access to the resources they need to convert their own good ideas into reality.

Right:

Harp’s Food Stores donated $500 to the Oregon County Backpack Program. Store Manager, Dan Wrenfrow, and a store employee, presented the donation to the county extension administrative assistant, Barbara Simpson. The backpack program provides food to children in preschool, head start, and grades K-6.
Farm Family Day at the Missouri State Fair provides the opportunity to honor and recognize one outstanding farm family from our county. This year the Oregon County Extension Council and Farm Bureau Board jointly nominated the *Herb Poulette family*. The Extension Council provides funding to help with the expenses of getting to the fair. Farm Family Day at the State Fair is jointly sponsored by the Missouri Farm Bureau, Missouri Department of Agriculture, Missouri State Fair, University of Missouri Extension, and the University of Missouri College of Agriculture, Food and Natural Resources.
Leader’s Honor Roll - 2014

The Oregon County Extension Council is given the opportunity each year to name individuals to the University of Missouri Leader’s Honor Roll. We recognize individuals who have gone above and beyond their call of duty on behalf of extension. This year we are proud to honor Mr. & Mrs. Bill Underwood and Mrs. Janet Brewer with the award. Thank you for supporting extension.

Celebrating the past,

building for the future

Happy Anniversary

The Mission of University of Missouri Extension is to

*Improve Missourians’ lives by addressing their highest priorities through the application of research-based knowledge and resources.*

As an integral part of the land-grant mission, University of Missouri Extension is a joint venture of

- University of Missouri campus
- Lincoln University Cooperative Extension
- The people of Missouri through county extension councils
- Cooperative State Research, Education and Extension Service of the U.S. Department of Agriculture
- Other stakeholders and partners.
Is Extension important to your community? Join our supporters. As MU Extension’s support from federal, state and county governments decreases, our need for support from county residents and organizations increases. You can direct your gift to a specific county and even to a specific program if you wish. Just click on the ‘Donate’ button on our web site to learn more, or contact the Oregon County Extension office.

MU Extension programs in agriculture, community development, human environmental sciences, business development, youth development and continuing education reaches more than one million Missourians a year.

The University’s research base results in quality education and recommendations which enhance the state’s economy and quality of life for many individuals.

MU Extension partnerships with government agencies, nonprofits, and businesses allow extension to leverage resources, avoid duplication of services and extend the impact.

Live. And Learn. MU Extension is Missouri’s one-stop source for practical education on almost anything.
MU Fire and Rescue Training Institute is a part of Extension’s Continuing Education programs. There were 204 FRTI students in 2014 from Oregon County.

In 2014, Extension celebrated its 100th anniversary.

Students who participate in 4-H programs are more likely to go to college and enjoy increased financial success.

There are eighty MU alumni living in Oregon County, and sixteen students from Oregon County currently attending one of the University of Missouri’s four campuses.

### 2014 Financial Report

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Live. And Learn