



UNIVERSITY OF MISSOURI EXTENSION

# Adair County

# 2024 Annual Report

**SERVE  
MISSOURI.  
DELIVER  
MIZZOU.**



**Extension**  
*University of Missouri*



# SERVE MISSOURI.



# DELIVER MIZZOU.®

# Extension

University of Missouri

## We bring Mizzou to you

Hello friends! MU Extension is the University of Missouri’s classroom in Adair County. We connect people to research-based education to enrich the quality of life and enhance the economic well-being of our communities.

Thank you for continuing to make University of Missouri Extension relevant and successful in Adair County. This annual report outlines a few of the outstanding programs MU Extension has had in Adair County during 2024.

MU Extension also partners with local organizations to provide education, information and services that meet people’s needs. The elected and appointed members of the Adair County Extension Council provide guidance in identifying those needs to ensure that our educational programs are relevant, reliable and responsive.

Whether it’s resources for yourself or your family, farm, business or community, we invite you to explore our website, call or email, and learn how we can help you.

We want to extend a special thank you to the Adair County Commission for their continued support of our MU Extension Center and programs. We would also like to thank our many volunteers, partners and stakeholders who continue to support our efforts in Extension.

When you support University of Missouri Extension, Adair County benefits as well as the state of Missouri. Sincerely,

*Meredith Sevits*

Meredith Sevits  
Extension Council Secretary

*Rodney Sadler*

Rodney Sadler  
Extension Council Chair

*Tracie Moore*

Tracie Moore  
Extension Engagement Specialist

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local University Extension Councils Cooperating  
EQUAL OPPORTUNITY/ADA INSTITUTIONS

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## About Us

**Location:**

503 E. Northtown Road Kirksville, MO

**Office hours:**

7:30 a.m. to 4:30 p.m., Monday through Friday

**How to contact us:**

Phone: 660-665-9866 Fax: 660-665-9876

Email: [adairco@missouri.edu](mailto:adairco@missouri.edu)

Webpage: [extension.missouri.edu/adair](http://extension.missouri.edu/adair)

Find us on

@AdairExtension

@Adair4H

@MissouriLivestock

@ShowMeSelect



Office of Extension  
and Engagement  
*University of Missouri*

**Vice Chancellor's Office**  
108 Whitten Hall  
Columbia, MO 65211  
PHONE 573-882-2394  
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December 2024

Dear county commissioners, elected leaders and friends of MU Extension and Engagement,

As we reflect on the past year, I want to express my deep gratitude for your support of MU Extension and for your partnership in enhancing the lives of Missourians.

Your support for MU Extension fuels Missouri's agriculture, strengthens families, prepares our youth and promotes the health, well-being and vitality of our communities. Over the past year, our programs have focused on addressing key needs throughout the state:

- **Expanding access to 4-H:** To make 4-H more accessible, we've introduced more in-school and after-school clubs, reducing barriers and creating opportunities for young Missourians to develop essential skills and leadership abilities.
- **Supporting agriculture and land stewardship:** We're addressing critical issues such as succession planning for family farms, rural mental health, agricultural business management and land stewardship. These initiatives are helping Missouri's farmers plan for the future and preserve the health of our land for future generations.
- **Advancing health initiatives:** Our team of community health field specialists, covering every region of the state, works directly with local leaders to assess health needs and bring UM System resources and expertise to these communities, supporting healthier lives and stronger communities.
- **Promoting economic development:** MU Extension is helping to create economic opportunities by working with individuals, supporting businesses in their growth and collaborating with communities to enhance local vibrancy. Through these efforts, we help bring new jobs, skills and possibilities to Missourians across the state.
- **Providing essential training:** Our continuing education programs prepare Missouri's firefighters and health care workers to meet the demands of their roles with the latest skills and knowledge, ensuring they are well-prepared to serve our communities.

As you read through this annual report, I hope you feel as proud as I do of the accomplishments we've achieved together. The dedication and professionalism of MU Extension's faculty and staff are inspiring, and I am grateful to work alongside them—and each of you—as we make Missouri a stronger, healthier and more vibrant place. Thank you for your continued support and partnership. Together, we are serving Missouri by delivering the University *for* Missouri.

Warm regards,

Chad Higgins, PhD  
Vice Chancellor, MU Extension and Engagement  
Chief Engagement Officer, UM System



## Extension Council

Rodney Sadler, chair  
Chris Clark, vice chair  
Meredith Sevits, secretary  
Martha Hulet, treasurer

Bob Behnen                      Sue Morton  
Kathy Hoppe                    Sonja Harden  
Melissa Eitel                  McKenzie Sampson  
David Hoppe                    Gayla McHenry  
Andrea Jackson                Paula Brawner  
Louise Smith                  Wesley Blankenship  
Mark Shahan                    Dylan Durham

## Donate

Did you know you can donate directly to Adair County Extension with a gift to be used immediately or as an endowment contribution for long-term efforts? Contact us for more information.

## 2024 Operating Budget

### REVENUES

County Appropriations      \$87,700

### EXPENSES

Personnel Services	\$7,500
Payroll Expenses	874
Non-Payroll Salaries/Benefits	56,500
Travel	2,448
Postage	3,000
Telephone Service/Tolls	1,507
Supplies/Services	3,861
Utilities	6,300
Other Contract Services	1,600
Insurance	2,300
Repairs/Maintenance	<u>1,810</u>
	\$87,700

## Our Team



**Zac Erwin**  
Field Specialist in Livestock



**Jennifer Schutter**  
Field Specialist in Horticulture



**Neina Martin**  
Nutrition Program Associate



**Karen Poe**  
Field Specialist in Nutrition & Health



**Theresa Eads**  
Youth Program Educator

**Vanessa Miller**  
Office Manager

## Staff serving Adair County but based in other counties

**Valerie Tate**, Field Specialist in Agronomy  
**Jeremiah Terrell**, Field Specialist in Human Development  
**Darla Campbell**, Field Specialist in Community Development  
**Jennifer Eldridge Houser**, Field Specialist in Community Health  
**Tracie Moore**, Extension Engagement Specialist  
**Michael Krauch**, Regional Director

## County Commission

**Mark Shahan**  
Presiding Commissioner  
**Bill King**  
First District Commissioner  
**Mark Thompson**  
Second District Commissioner

## State Legislators

**Cindy O'Laughlin**  
State Senator, District 18  
**Danny Busick**  
State Representative, District 3  
**Greg Sharpe**  
State Representative, District 4

# SERVE MISSOURI. DELIVER MIZZOU.

## County Highlights.....

Strong attendance was noted for the 2024 **MISSOURI LIVESTOCK SYMPOSIUM**. Keynote speaker, Cassandra Fish, beef market analyst, headlined the event as she spoke about “How the Industry Has Changed.”

Many notable topics and speakers were featured on Saturday December 7<sup>th</sup> as livestock producers looked for answers and interaction with experts in livestock production.



*Cassandra Fish*  
Governor-elect

Mike Kehoe addressed the crowd Friday evening and presented the prestigious Livestock Person of the Year award to Adair County native Ashley McCarty, Director of Missouri Farmers Care.



Find more information at [missourilivestock.com](http://missourilivestock.com).

The **KIRKSVILLE AREA MASTER GARDENER** chapter celebrated their 25<sup>th</sup> Anniversary in 2024.

Master Gardeners were involved in many projects throughout Adair County, completing a total of **1,625.75 volunteer hours**. Of this, 541 were



continuing education hours, and 1084.75 were service hours to their communities. This represents a value of \$36,328.28 using the Independent

Sector data of \$33.49 for 2024 per volunteer service hour.

**Twelve individuals** completed Master Gardener training in Kirksville during the spring of 2024.



Nurturing Wellness Through Self-care and Humor was the theme of this year’s **MISSOURI HEALTH SYMPOSIUM** held Friday, December 6 on the Truman State University campus. This event was free and was offered via Zoom and in-person with **over 400 attendees between the ages of 18 & 89**.

Participants laughed their way to wellness with TEDx speaker and international neurohumorist Karyn Buxman.



*Karyn Buxman*

Zac Burden, Assistant Director of Resident Life at Truman State University and Kirksville city mayor, presented on Building Out Your Wacky Neighborhood of Support.

This program was a collaborative effort with MU Extension, A.T. Still University (ATSU), and the Truman State University nursing program.

The **SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM EDUCATION (SNAP-Ed)** brought \$11,145,237 in federal funds to Missouri. The funds support engagement with Supplemental Nutrition Assistance Program (SNAP) recipients and eligible citizens of Missouri who learned about being active and healthy eating on a budget. In Adair County there were **3,440 contacts** through newsletters, health fairs, food pantries, and the Show Me Nutrition helpline.

Participants in SNAP-Ed learn the importance of making healthier meals and snack choices, eating breakfast more often, are more willing to try new foods, increase their physical activity, and make healthier food choices.

Those who practice healthy eating and are physically active are more likely to contribute to a healthy labor force and enjoy a high quality of life throughout the lifespan.

This vital programming effort also reduces healthcare costs over the participant’s lifetime, saving taxpayer money in reduced public healthcare benefits and insurance premiums.



*Neina Martin, Nutrition Program Associate, teaches youth about healthy eating.*

**Seven youth participated** in the 25th year of **GARDEN N' GROW** at the Adair County Extension Center. Garden n' Grow is a summer youth gardening program for children ages 8-13. Participants were given a garden plot and instructed on how to grow their own vegetables. Lessons were taught on various horticulture topics and food preparation. Excess produce was donated to the Pantry for Adair County. Kirksville Area Master Gardener volunteers and MU Extension horticulture specialist, Jennifer Schutter led the program.



The **SHOW-ME-SELECT® (SMS)** program focuses on increased management practices that offer potential to improve long-term reproductive efficiency of cattle herds and resulting profitability.

It also focuses 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.

In 2024, **86 heifers from Adair County producers** were enrolled in the Missouri Show-Me-Select

Replacement heifer program. Show-Me-Select producers sell heifers in sanctioned Show-Me-Select Heifer Sales held annually at Kirksville Livestock, LLC and F & T Livestock in Palmyra, MO. SMS producers also sell in other public auctions and private treaty.



In 2024, 801 Show-Me-Select heifers, totaling \$2,724,285, sold in northeast Missouri through SMS sales for an average price per head of \$3,401. Data from these sales show that Show-Me-Select tagged heifers when compared to those that do not carry the trademarked tag, realize a 284-dollar increase in value. That equates to an added value of \$227,484 returned to participating producers in northeast Missouri. Several area producers purchased heifers at these sales.

The **RELATIONSHIP SMARTS** curriculum incorporates hands-on activities to focus on skills and knowledge necessary for healthy dating relationships. **Eighty-four individuals participated** in this program, done in partnership with 2<sup>nd</sup> Circuit Treatment Court.

The curriculum, offers developmentally appropriate information that address identity development, personal goals and values, what healthy (vs abusive) relationships look like, current relationship dynamics, important communication skills, and the promotion of future-orientated thinking about relationships.

The largest **FEEDLOT SCHOOL** in Missouri was held in late August in Kirksville. **Over 80 producers**



from Missouri attended this two-day event.

Currently 82% of beef calves raised in Missouri are fed and harvested out of state; expanding the state's feeding capacity will have a significant economic impact. It is estimated that every head of cattle fed in Missouri will add \$1,140 per head to farm revenue.

Feedlot School curriculum includes topics such as competitive advantages, feedlot performance expectations, health management, diet formulation, budgeting, marketing, and feeding technologies. Participants gain practical tools to apply changes on their farms and enhance post-weaning growth and performance.



Feedlot School also includes opportunities to engage with processing industry representatives and tour local farms in Missouri where cattle finishing is actively practiced.

Evaluation results revealed that 96% of attendees currently feed or plan to start feeding cattle in Missouri. A majority of participants also reported intentions to plan to build a feedlot with a shelter, plan to increase on-farm feeding capacity, and plan to start feeding cull cows.



*"What yummy food are we going to make today, Miss Neina?"*

**KIDS IN THE KITCHEN** curriculum helps students learn fun and simple recipes, how to keep germs away, how to be safe while cooking and learn about MyPlate and the five food groups.

Even though making something to eat was the most exciting part of the class for the kids, they would always have questions while learning about being safe when cooking.



## WELCOME THERESA EADS

We are excited to introduce Theresa Eads as our new Youth Program Educator. Theresa is housed in our Adair County office and serves Adair and Macon counties.

Theresa will provide leadership and expertise for our young people in Adair and Macon counties who are learning citizenship, leadership, and life skills. She will also assist in the planning, management and support of 4-H Youth Development programs in Adair and Macon counties.

Theresa lives in Kirksville with her husband and has three daughters. Theresa is a former 4th grade special education teacher and is excited for the opportunity to work with youth and families in our community. When Theresa isn't working you can typically find her following her daughters' activities, working in her yard or simply being outside enjoying the weather or walking her dogs.

You can contact Theresa at the Adair County Extension Center in Kirksville.



**4-H is a community of youth building life skills, contributing to their community, and becoming college and career ready.**

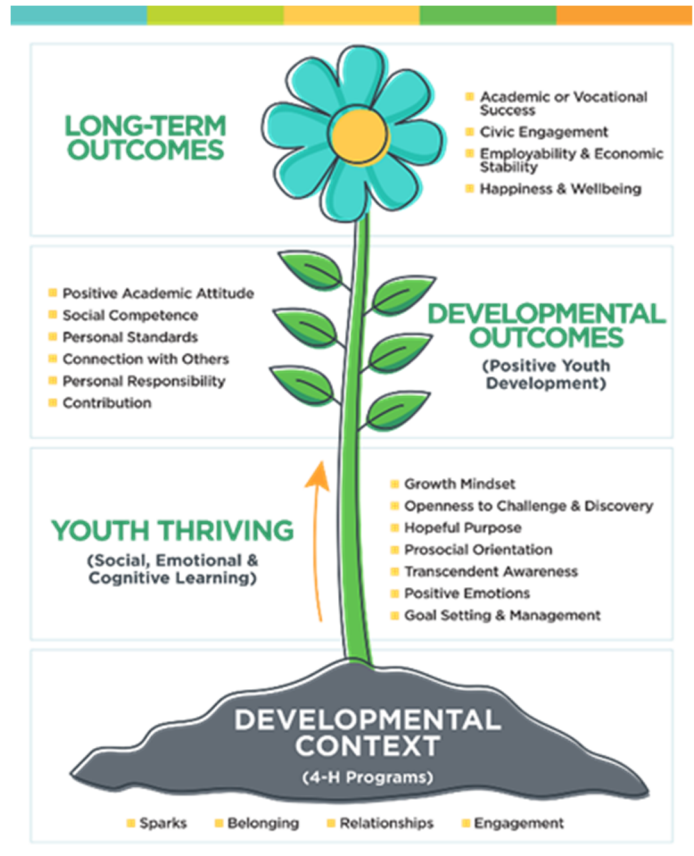


**Two in every one hundred Adair County youth under the age of eighteen participated in a MU Extension 4-H Youth Development program in 2024.**

4-H programs are grounded in the belief that youth learn best by doing. Through hands-on projects like science, health, agriculture, and civic engagement in a positive environment, youth receive guidance from adult mentors and are encouraged to take on proactive leadership roles. Youth have the opportunity to concentrate on one focus area, or they can try a variety of programs throughout their 4-H experience.

- Adair County served youth through **six community clubs** offering long-term educational experiences in which members learn life skills such as decision-making, public speaking, and working with others.
- There were **93 youth reached** through community clubs, SPIN clubs, in-school, and afterschool 4-H clubs in Adair County during the 4-H Year.
- Over **79 4-H members** were engaged in science related projects and experiences.
- Collectively youth participated in **744 hours of community club work** in Adair County.
- Over **644 hours of community service projects** were completed by 4-H members and volunteers.
- Adair County members enrolled in a combined total of 295 projects in 2024. The top project areas included Photography, Beef, Poultry, Woodworking, Shotgun, Clover Kids, Meat Goats, Cake Decorating, Rabbits, Arts and Crafts, Foods, and Welding.
- Adair County 4-H members were supported by **thirty-six enrolled, screened and oriented adult volunteers** supporting the development of youth in 2024. Volunteers contributed nearly 3,600 hours to the Adair County 4-H program valued at \$120,564.

- 4-H Youth Development programs are guided by the 4-H Thriving Model, which is a framework to illustrate the connection between high quality 4-H programs and indicators of youth thriving with developmental outcomes which ultimately leads to the long-term outcomes of youth who experience academic or vocational success, are civically engaged, are employable and economically stable, and experience happiness and wellbeing.





Adair County 4-H is a United Way Agency and appreciates your support of United Way.

*Eleven youth* from Adair County participated in the **STATE 4-H SHOOTING SPORTS COMPETITION** in the fall. Several members and one team place in events.



Wade Guffey (pictured right), received 1<sup>st</sup> Place in the state competition for Intermediate Smallbore Rifle.



2<sup>nd</sup> Place State Team Senior Double Shotgun  
Gabriel Hoppe  
Lucas Keller  
Rhett Whitlow  
Riley Whitlow  
Anthony Shaw

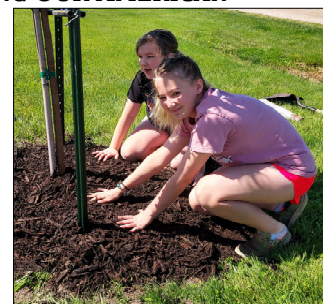
Gabriel Hoppe placed 6<sup>th</sup> Place in Senior Sporting Clays and 8<sup>th</sup> Place Senior Double Shotgun as an individual. Gabe also received blue ribbons in Senior Skeet Singles and Senior Single Shotgun.

*Three members* participated in the **STATE 4-H TEEN CONFERENCE**. This event is a fun-filled, two-day event for members ages 11-13 that is held on the MU Campus in Columbia. It's a great opportunity to make new friends and grow leadership skills through quality learning experiences.

*Five members* attended **STATE 4-H CONGRESS**. This event is the annual state gathering for Missouri 4-H'ers ages 14-18. State Congress plays a vital role in helping teens develop essential life skills, explore potential career paths, nurture leadership abilities, and foster new friendships with peers from across the state. Attendees also democratically elect the members of the Missouri 4-H State Council.

**CITIZENSHIP WASHINGTON FOCUS** is the premier leadership and civic engagement experience for high school students to learn leadership, communication skills through history, democracy, and our amendments. Held in Washington DC, *two youth* from Adair County attended this prestigious conference that connects young people from across the nation who have created an impact.

The Show-Me 4-H Club was one of 12 Missouri 4-H Clubs to receive a **BUILDING OUR AMERICAN COMMUNITIES (BOAC)** grant in 2024. The club received \$500 toward a project for the betterment of their community. The club planted native trees at the NEMO fairgrounds for shade, to replace Ash trees that died from Emerald Ash Borer.



Alyssa Thornhill of Kirksville served as one of the state **AG INNOVATORS**. Ag Innovators are youth selected to teach youth around the state about different technologies that have transformed agriculture and how farmers must continue to innovate, learn, and adopt new technologies to grow more food sustainably while focusing on food safety.



Alyssa was also selected to serve as one of Missouri's **4-H'S CIVIC ENGAGEMENT AMBASSADORS**. This program is a state-level opportunity where youth educate local policy makers, industry stakeholders, community partners, and 4-H'ers at the county and regional levels on the topics of land-grant history, 4-H program offerings, and service-learning opportunities.

Alyssa also placed first in the **STATE 4-H EXTEMPORANEOUS SPEAKING CONTEST** in the Senior Division at the State 4-H Public Speaking contest in Columbia this past fall. She was also selected to participate in the national contest in January 2025. (We are excited to share that Alyssa won 5<sup>th</sup> place in the 2025 National 4-H Impromptu Public Speaking Contest.)

Jacob Keller's poultry project was selected as one of the Best of Show entries in the **4-H BUILDING AT THE MISSOURI STATE FAIR**.



*Two members* received scholarships through the Missouri 4-H Foundation to further their education. Wesley McGinnis received the **Mary Evelyn Thurman Memorial College Scholarship** and Bryce Kittle received the **Dennis E. Gallup Memorial 4-H Scholarship**.

More than sixty scholarships are available, each year ranging from \$500 to \$2,500.



Missouri Agriculture Extension Professionals (MAEP) had their annual **EXPLORE MISSOURI TOUR** in northeast Missouri June 20-21. The tour was hosted by past president, Jennifer Schutter, along with colleagues Darla Campbell and Zac Erwin.



The tour included stops to see the lavender research plot and Garden n' Grow garden at the Adair County Extension Center; Cheha Ranch where participants learned about and saw bison and warm-season grasses; and the historic round barn, east of Kirksville.

**PRIVATE PESTICIDE APPLICATORS LICENSES** were granted to *seventeen agricultural producers* in Adair County. All were trained and licensed to purchase and apply restricted use pesticides. The private pesticide applicator license issued by the Missouri Department of Agriculture is required for producers wanting to purchase and apply restricted use pesticides.

During the training, participants learn about safe handling of pesticides, proper mixing, calibration techniques, environmental ramifications of improper mixing or careless application, chemical breakdown of pesticides in the environment, what records are needed, pesticide formulations, personal protective wear and how to clean it, pesticide storage, common Missouri pests, and integrated pest management (IPM) techniques.



The **Building Strong Families: Challenges and Choices** program helps families find their strengths, build on those strengths, and learn skills to create stronger families, improve relationships, and increase positive communication. This program had *72 contacts* in Adair County and was done in partnership with the 2<sup>nd</sup> Circuit Treatment Court.

Participants reported the following after attending the Building Strong Families program:

- I learned how to take more time with each individual child.
- I realized that each member of my family has a role and responsibility and bring value to the family.
- I learned about how to manage my stress level and how to have a family council.
- I will organize my bills and set up a family spending plan with my family.

**FARM TAX WORKSHOPS** benefit individuals by increasing their understanding and knowledge, which leads to more informed decisions and management of taxes. Better knowledge leads to improved communications with their tax preparers and accountants. The result is researched and timely purchases of farm expenses, optimizing income tax scenarios and improved profitability over time. Money saved in income taxes stays local and is spent in local businesses up and down main street, making a more vibrant and sustainable rural economy.



The local workshops were a combination of in person classrooms and online via Zoom, with a total of *seventy-seven participants*.

- ⇒ 75% of attendees reported they had a better understanding of drought issues.
- ⇒ 75% said they understand the difference between 1099-MISC and 1099-NEC.
- ⇒ 81% are aware of depreciation methods.
- ⇒ 94% understand legislation is scheduled to expire.
- ⇒ 94% recognize year end planning is important.

A **HYDROPONICS WORKSHOP** in May taught participants about hydroponic systems, selecting crops to grow, and how to grow them hydroponically. *Thirty-three people attended*.

A **WOMEN IN AGRICULTURE** program was held in November at Wildflower Grove in Green Castle. *Thirty women attended* the workshop. Various sessions on agriculture topics were taught.



The Missouri Department of Conservation, Natural Resources Conservation Service, Soil and Water Conservation District and Farm Service Agency, along with MU Extension provided informational sessions throughout the day.



# University of Missouri System Footprint in Adair County in 2024



University of Missouri System  
COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

## UM System Footprint in the county in 2024



### FY24 county students

#### 102 students

- 78 Undergraduates
- 24 Graduate and professional students
- 75 Full-time students
- 27 Part-time students
- 23 Pell grant recipients (aid year 2024)



### County employees and retirees

#### 42 people employed by UM

- 25 Campuses
- 17 MU Health Care (includes additional employees gained via the recent integration of Capital Region Medical Center)

15 UM retirees and beneficiaries  
UM salary and retirement income: \$2.0 million  
UM state tax revenue: \$60,302  
UM federal tax revenue: \$299,265



### County alumni

#### Selected school alumni

- 18 Medicine
- 40 Nursing
- 54 Health Professions
- 8 Dentistry
- 17 Pharmacy
- 1 Optometry
- 7 Veterinary Medicine
- 88 Agriculture
- 52 Engineering
- 34 Law

#### Alumni teaching K-12

- 18 teachers
- 6.8% of all district teachers
- 2 principals and administrators
- 15.4% of all district principals and administrators



### County breakdown

#### MU

- 80 students
- 434 alumni
- 24 employees

#### UMKC

- 9 students
- 67 alumni
- 1 employee

#### Missouri S&T

- 10 students
- 47 alumni
- 0 employees

#### UMSL

- 3 students
- 38 alumni
- 0 employees



County population: 25,224



### County services provided

#### Health care (FY24)

- 3,106 in-state patients seen at MU Health Care, with \$2.0 million of uncompensated care
- 4 in-state patients seen at UMKC School of Dentistry with a statewide average of \$52.57 per patient in uncompensated care
- MU Health Care's Missouri Telehealth Network recorded 601 visits to 366 patients having ZIP codes associated with the county

#### Extension (2023)

- 9,642 Total educational contacts from MU Extension to residents of the county, including:
- 1,154 contacts related to productive farming, better gardening, and managing natural resources
- 7,886 contacts related to healthy eating and aging, strengthening families, personal finance, or youth development
- 357 contacts related to starting businesses, developing community leaders, or renewing the local economy



### County properties and offices



MU Extension Adair County

503 E. Northtown Road, Kirksville, MO



Extension  
University of Missouri



## Supporting the University of Missouri is an investment in the future of Missouri.

The university advances Missouri citizens and communities through its mission of teaching, research, public service, and economic development across our four campuses and University of Missouri Extension.

Prepared in December 2024 based on the best available and most recent data. Data Sources include: Missouri Office of Administration • UM IR • Office of Social and Economic Data Analysis (OSED) • Center for Applied Research and Engagement Systems (CARES) • MU • UMKC • Missouri S&T • UMSL • UM System • UM Health Care • MU Extension • US Census Bureau • US Dept. of Health and Human Services • National Science Foundation

