



UNIVERSITY OF MISSOURI EXTENSION

Shannon County 2024

Annual Report

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**SERVE
MISSOURI.**

**DELIVER
MIZZOU.**



Extension

University of Missouri

an equal opportunity/ADA institution



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

Who we are

Faculty and staff

**Not pictured: Haley Schwantz
Agronomy Specialist

Emily Doosing
4-H Youth Specialist

Adrienne Mooney
4-H Youth Program Associate

Reta Reed
Family Nutrition Education
Program Manager

Jennifer R. Williams
Engagement Specialist

Dr. Jason Morris
Ag Business Specialist

John Fuller
Human Development Specialist

Eric Meusch
Livestock Specialist

Traven Crocker
Horticulture Specialist

Jan Beazley
Nutrition Program Associate

Kevin Crider
Feral Hog Educator



Council members

Alan Stringer, Chairman
David "Doc" Napier, Vice-chairman
Vinita Chilton, Secretary
Michael Phoenix, Treasurer

Janet Crider
Tammy Hickman
Cathy Hicks
Bonnie Keaton
Sherrie Keeling
Janet Kile
Valerie Trittschuh



County commissioners

Beth Long, Shannon County Presiding Commissioner
Dale Counts, Northern District Commissioner
Herman Kelly, Southern District Commissioner

Budget and more

Appropriations budget

| | |
|-------------------------|---------------|
| County Appropriations | 12,000 |
| Total Income | 12,000 |
| Expenses | |
| Salaries/Benefits | 5,130 |
| Travel | 4,251 |
| Telephone | 649 |
| Office Supplies/Service | 840 |
| Insurance | 376 |
| Building Maintenance | 676 |
| Total Expenses | 11,922 |

Return on investment

| | |
|---|-----------|
| Digitally Connected Communities Broadband Technical Assistance Grant | \$95,000+ |
| 4-H Youth Summer Enrichment Grant | \$3,333 |

MU Extension is a unique partnership.

Extension funding is a three-way partnership of federal, state and county government. Federal and state money, through the University of Missouri system, pay professional staff salaries, training costs, computers and communication equipment. County funds support the local office, secretarial and youth assistant salaries, staff mileage and council expenses.



Local Support

Did you know you can donate directly to Shannon County Extension with a gift to be used immediately or as an endowment contribution for long term efforts. Monies put into the endowment are left forever to earn interest with the county office benefiting each year. You can also direct your donation to a specific program such as 4-H or Master Gardeners.

Key Outcomes

- Shannon County is served by **12 full time faculty members** in fields such as 4-H, Health & Nutrition, Agronomy, Human Development, Ag Business, Livestock, Natural Resources, and Horticulture.
- Shannon County is also served by **2 program associates** in 4-H and Nutrition.
- New 4-H clubs formed in 2024: Grow & Show (Reynolds/Shannon County Livestock club) and Spurs 'N Spirit Horse Club
- Weston Mays – biggest bass in 4-H Fishing SLAM.
- Programs in 2024:
Estate Planning: What's the Worst That Could Happen?
Digitally Connected Communities Guide (multi-month course from April – December 2024)
Tigers for Troops – legal clinic for Veterans
Pesticide Applicator Training
Nutrition programs at Birch Tree Senior Center, Winona Nutrition Center, and Eminence Nutrition Center.

Missouri Good Neighbor Week 2024



The Shannon County University of Missouri Extension Council created gift baskets for teachers at our local schools to celebrate Missouri Good Neighbor Week!



Eminence Elementary



Eminence High School



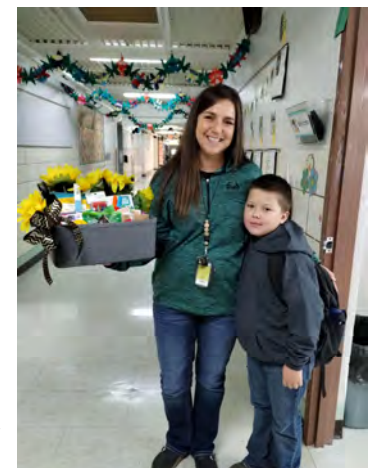
Winona Elementary



Winona High School



Birch Tree Elementary



Summersville Elementary



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**

through credible statewide programs

Missouri 4-H for ages 8 – 18



"4-H in Shannon County is about more than just projects and programs—it's about building strong family and community connections. By working together, we're creating a supportive environment where youth and their families can grow, learn, and thrive." -

Emily Doosing
4-H Specialist
Shannon County

"4-H is all about helping kids grow into confident, capable, and caring people. It gives them a chance to try new things, learn important skills, and make a difference in their communities." -

Adrienne Mooney
4-H Youth Program Associate
Shannon County



4-H'ers are...

- 4X** more likely to give back to their communities
- 2X** more likely to make healthier choices
- 2X** more likely to participate in STEM activities



\$12,056.40

In Shannon County, the total value of volunteer time generated in 2024, at \$33.49/hour (Independent Sector, 2024) was over \$12,056.40. 4-H volunteers play a critical role in positive youth development.



103

Youth were served by 4-H in 2024. This includes:

- Traditional Clubs
- SPIN Clubs
- School Enrichment
- After School Programs



Educational
Access &
Excellence

Agronomy Impact - Haley Schwantz, Agronomist



Soil testing is a tool that producers in Shannon County have access to use to monitor fertility and pH levels for forage and crop production. There were 97 interpretations of soil test reports by the Agronomy Field Specialist for 2024. There were also a total of 37 farmer calls and visits that helped producers address any forage or soil concerns on their operations.



Private Pesticide Applicator Trainings certify crop producers for restricted use pesticides. MU Extension provides classes for these certification needs. There were a total of 3 private applicator trainings in Shannon County in 2024.

Missouri Agriculture contributes \$93.7 billion annually to the economy.*

*Missouri Department of Agriculture 2024 Status Report

CARTER COUNTY GRAZING SCHOOL

June 26-28th, 2024




Topics covered:

- The "Art and Science" of Grazing
- Soils, Soil Management and Fertility
- Plant Growth, Forage Quality and Persistence
- Fencing and Water Systems
- Matching Livestock and Forage Resources
- Meeting Nutritional Needs of Livestock from Pasture
- Layout and Design of Grazing Systems
- Economics of Management Intensive Grazing
- Outdoor Field Exercises and Tour of Producers' Farms (Dress appropriately for weather)

June 26th & 27th: 8AM – 4:30PM
June 28th: 8AM – 12PM

The Beavers Teeth
 25 Commercial Drive
 Van Buren, MO 63965
 (573) 323-0216

Cost: \$180/person
 Additional person from same farm: \$75

Snacks, drinks, & lunch provided

Register by June 7th
 Carter County Soil & Water Conservation Office
 573-322-0233




United States Department of Agriculture
 Natural Resources Conservation Service



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MISSOURI FORAGE GRASSLAND COUNCIL



Carter County
 Soil and Water Conservation District

The 2024 Grazing School was held in Carter County at the Beaver's Teeth Restaurant in Van Buren. This is a required training for cost share programs for producers in Missouri and have been conducted in the state since 1991. This program aims to teach farmers the art and science of grazing livestock.

The Carter County SWCD handled registrations and funding for the grazing school, partnering with the USDA, NRCS, MU Extension and Grasslands Partnership. There were 12 attendees during the program from July 26 – 28th.

Livestock

Serving Dent, Phelps, Crawford, Pulaski, Shannon Reynolds, Carter, and Texas Counties

Eric Meusch
Livestock Specialist
573-729-3196
meusche@missouri.edu



2024 AT A GLANCE

- Grazing Schools held in 5 counties taught approximately 110 livestock producers the fundamentals of Management Intensive Grazing. Improved grazing can reduce production costs, provide environmental benefits and improve drought resilience on livestock farms in Missouri.
- Show Me Quality Assurance events held in Dent, Phelps and Crawford Counties trained youth on proper care of livestock. Other youth-oriented activities included Ozark Cattlemen's Beef Day in Salem and the Wurdack Education Day event.
- The Value-Added Meats (VAM) team collaborated with Feedlot School team to develop the Direct Marketing Beef School held in West Plains. VAM also worked through the 2501 Program to conduct a hands-on chicken processing workshop for urban farmers in the St. Louis area



On-farm visits with producers addressing various issues is a key activity that takes place throughout the year.

KEY SUCCESSES

- ✓ In the Show Me Select Heifer Development Program the state-wide combined totals for the spring and fall sanctioned sales was 1,352 heifers sold with gross receipts of \$4,490,675.
- ✓ A total of 174 youth in 3 counties received Show Me Quality Assurance training, learning industry standards for food animal care and husbandry. This training is required for youth exhibiting livestock at county fairs and Livestock Expos.
- ✓ Participants in Missouri Grazing schools learned the basics in management intensive grazing, including soil and forage management, grazing system layout, livestock management and infrastructure development..
- ✓ Socially Disadvantaged and Veteran Farmers and Ranchers participated in livestock related programs such small-scale chicken processing and farm walk abouts. This was part of the grant funded 2501 Program.



The Value Added Meats team worked with the 2501 and Beginning Farmers Programs to teach poultry processing.

2024 Report

Sarah J. Higgins
Field Specialist in Natural
Resources
314-971-4826
sarah.higgins@missouri.edu



Covering Bollinger, Butler, Cape Girardeau, Carter, Crawford, Dent, Dunklin, Howell, Iron, Jefferson, Madison, Maries, Mississippi, New Madrid, Oregon, Pemiscot, Perry, Phelps, Pulaski, Reynolds, Ripley, Scott, Shannon, St. Francois, Ste Genevieve, Stoddard, Texas, Washington, and Wayne Counties

2024 In Review

This year saw the expansion of natural resources programming to many of my counties. I'm happy to report some highlights of 2024:

- Forest Health Field Day in the Shoal Creek Watershed in Crawford County
- Invasive Plant Workshops in Dent and Texas Counties
- Revival of Missouri Women Owning Woodlands (WOW) program
 - Monthly virtual Zoom meetings featuring women natural resources professionals connecting with women woodland owners over topics of interest.
- Youth programming: 4-H soil and water experiment and watershed curriculum
- Keep Your Forest in the Family Legacy Workshop

It was great getting to connect with everyone in person and over Zoom. I will continue to offer virtual natural resources programming as it's the best way to reach all my counties. I will also continue to bring in-person programming to more counties as well. Thank you all for your support in 2024.

Stay Up-to-Date on Natural Resources Programming

Follow our newsletters to receive information monthly about our upcoming programs & learn more about Missouri's natural resources:

MU Extension Natural Resources Newsletter



bit.ly/MU-Ext-Natural-Resources

Women Owning Woodlands Newsletter



bit.ly/missouri-wow

Looking at 2025

Here are a few programs to keep an eye out for in 2025.

- Women Owning Woodlands Monthly Zoom meetings
- WOW Chainsaw Safety Courses
- Invasive Plant Workshops
- Tree identification hikes
- Forest Management field days & tours
- Natural Resources youth programming

Let me know what you'd like to see in your county- looking forward to engaging with everyone in conservation next year!

Shannon County

Business and Community

Local Impact and Stories

A team of Shannon County residents utilized the Digitally Connected Communities Guide to determine the county's current and future needs regarding broadband connectivity. The process included community meetings in Summersville, Eminence, Birch Tree, and Winona, and meetings with Internet Service Providers who already serve portions of the county or those who wish to serve Shannon County in the future.

The team will advocate for the priorities of Shannon County residents for digital connectivity by recruiting Internet Service Providers, supporting infrastructure expansion projects, engaging and educating the community on infrastructure and digital literacy skills, and working to hold Internet Service Providers accountable for the promises they make to our residents.

This project was funded by a \$95,000+ grant from USDA.

We will prioritize our support for those ISP's willing to commit to:

- serve each residence and business within any territory awarded to them by Office of Broadband Development, even if they have to partner with another technology in order to do so.
- provide high-speed internet service at minimum speeds of 1 Gig symmetrical with no speed throttling or data caps.
- deploy broadband expansion on a reasonable timeline
- provide free or low-cost service at a minimum speed of 100 Mbps symmetrical for those with financial need
- meet with our community groups at least quarterly to share updates



Missouri Small Business Development Center (SBDC)

Serving: Greene, Polk, Dallas, Webster, Wright, Texas, Shannon, Oregon, Howell, Ozark, Douglas, Christian, Taney, Stone, Barry

The Missouri SBDC at Missouri State University provides support to your county's entrepreneurs and small business owners through 1:1 assistance and training. Over the course of 2024, our office met with clients to discuss a wide range of topics including:

- Starting a business
- Business financing
- Business expansion and relocation
- Financial planning & cash flow management
- Marketing strategy & strategic growth
- Course projects with MSU students
- Purchasing a business
- International expansion opportunities
- Technology commercialization

Through leveraging regional partnerships, several programs geared toward small businesses and enhancing the local workforce were offered through an initiative called Innovate SOMO. In 2024 this initiative allowed for our Center to partner with local resources and offer 16 Early-Stage Business Boot Camps across Southwest Missouri. Our Early-Stage Business Boot Camps have helped 311 entrepreneurs look at all aspects of their business including, feasibility, business planning and understanding business financials.

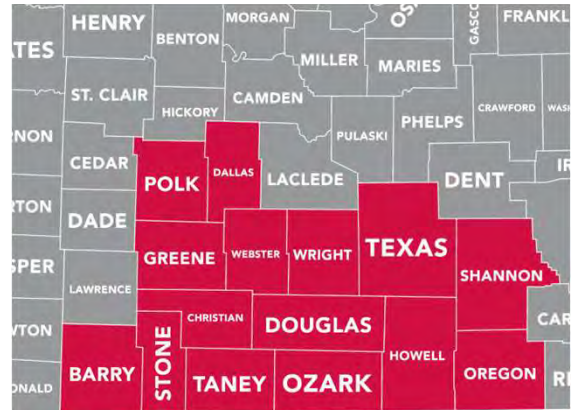
REGIONAL KEY OUTCOMES

- ✓ **934** Business owners received multiple 1:1 consulting sessions regarding their small businesses.
- ✓ **\$20.4 million** Approved capital funding
- ✓ **\$158.3 million** Increase in sales
- ✓ **30** New businesses started
- ✓ **773** New jobs created
- ✓ **5,189** Jobs retained
- ✓ **4,775** Attendees joined our business and professional development training programs.

Impact data is client verified and obtained by approximately 30% of clients annually for the statewide network. The Missouri SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration.



Missouri State
UNIVERSITY



The Missouri SBDC at Missouri State University serves 15 counties in southwest Missouri (highlighted).

Learn more about our latest programs and training

sbdc@missouristate.edu

417-837-2617

sbdc.missouristate.edu

STATEWIDE HIGHLIGHTS

\$648,286,781

Increase in sales for client companies through the assistance of the Missouri SBDC network

\$496,469,946

Government contracts secured through the assistance of APEX Accelerators (formerly MO PTAC)

\$108,789,957

Capitalization secured through the assistance of the SBDC

Shannon County

Health and Human Sciences

Local Impact and Stories



MENTAL
HEALTH
FIRST AID®

Youth Mental Health First Aid

Every year death by suicide among our youth is ranked 2nd and 3rd causes of death. Communities are seeing an uptick in the number of suicide cases. The goal is to reduce the number of incidents and equip staff that may feel inadequate to act and provide support to their students that may be in need.

In 2024, we partnered with Missouri Mental Health and DESE to train school staff to identify and support youth that may be in crisis. In Winona, the school took the initiative to train **27 teachers**.

Other programs available are

Taking Care of You

Taking Care of You is a multi-session researched based program offering practical strategies and experiences to help you deal with the stress in your life. Managing life's challenges in a healthy way allows you to take better care of yourself and your overall health.

Keep Your Keys

MU Healthcare Outreach & Injury Prevention developed a statewide program called Keep You Keys! The program is designed for the older driver aged 55+. The objectives of this course are to keep drivers safe and keep drivers on the road for as long as safely possible.

Focus On Kids

Helps divorced and separated parents learn how to support their children through the divorce process and how to work together in co-parenting their children. Focus on Kids satisfies the Missouri law that requires parents who are divorcing or filing a motion to modify the original divorce decree to attend an educational parenting program.

And many, many more! Contact John Fuller, Field Specialist in Human Development to learn more.

Phone: (573) 686-8064



The Supplemental Nutrition Assistance Program Education (SNAP-Education or SNAP-Ed) brought \$11,145,237 in federal funds to Missouri. The funds support engagement with 74,864 Supplemental Nutrition Assistance Program (SNAP) recipients and eligible citizens of Missouri who learned about being active and healthy eating on a budget. This year we had 1,164,143 indirect educational contacts through newsletters, health fairs, food pantries, and the Show Me Nutrition helpline.

62 direct and 550 indirect contacts were made in Shannon County.

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.



**Nutrition Program Associate
Jan Beazley Shannon County**

EATING ON A BUDGET

The cost of food can make feeding families a challenge. With planning and diligence, it is easier to prepare healthy meals and snacks within your food budget.

Before you go to the store

- Check weekly ads to see what is on sale.
- With help from your family, plan all meals for the week.
- Check your pantry and refrigerator for items on hand.
- Make a list.
- To save time, organize your list to match the layout of the store.

Use low-cost protein foods.
Eggs, beans, peanut butter and yogurt are good protein choices.

Where to find bargains

- Look on the top and bottom shelves for better prices.
- Buy fresh produce that is in season.
- Look through bargain bins.
- Consider store or generic brands.

At the store

- Shop alone if possible.
- Shop with a full stomach.
- Shop only once per week.
- Use coupons only for items you would normally buy.
- Buy only what is on your list.
- Stock up on nonperishable foods when they are on sale.

Money saving ideas

- Plan at least one mealless meal each week.
- Limit pre-prepared foods as they cost more.
- Use leftovers for another meal.
- Freeze leftover vegetables to add to a soup.
- Buy nonfood items, such as soap and paper towels, at a discount store.

Extension
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Crossword: Read each hint and then write the food from the list that matches it in the puzzle. The answer is on the back of this page.

Hints:

Down:

1. Red root vegetable that can be used to dye clothing.
2. A root vegetable that is red outside and white inside.
3. A green vegetable that grows in a head.

Across:

1. A green vegetable that can grow up to 3 feet tall.
2. White and purple root vegetables.
3. Green vegetable that can be used in a salad.

Word Bank:
Asparagus, Turnips, Beets, Lettuce, Spinach, Radish

Vegetable Dots:
Starting at No. 1, connect all of the dots. You will end at No. 29. Color the vegetable you draw. The answer is on the back of this page.

FOOD FUN ACTIVITIES

April

County Highlights

Shannon County State Fair Farm Family – The Thomas Family

The Thomas Family was among those honored during the 67th annual Missouri Farm Family Day, Aug. 12 at the Missouri State Fair. The Thomas family was selected as the Missouri County Farm Family by University of Missouri Extension and the local Farm Bureau. Each year, the fair sets aside a day to recognize farm families from across the state that are active in their communities, involved in agriculture, and/or participate in local outreach and extension programs such as 4-H or FFA. The Thomas family resides in the Birch Tree area.



Shannon County Leaders Honor Roll

The Leaders Honor Roll recognizes outstanding leaders and volunteers who have supported and helped to advance MU Extension in their communities.

Congratulations to Erynne Hamilton and Gretchen Hamilton, who have been instrumental in promoting 4-H in Shannon County. Erynne and Gretchen are the leaders of the Spurs and Spirit 4-H Horse Club



County Highlights

Missouri Century Farm

A Shannon County, Missouri farm received recognition as a Missouri Century Farm in 2024.

The Clinton B. and Kathy Reeves family was presented their certificates during the 2024 Farm Bureau Annual Meeting and Dinner on September 10, 2024. The Reeves family's 240-acre Century Farm was founded in 1911 by Kathy's great-grandfather, J.C. Culp and great-uncle, Charles C. Culp.

In 1976, Missouri's Centennial Farm project awarded certificates to persons owning farms that had been in the same family for 100 years or more. The MU College of Agriculture, Food and Natural Resources and MU Extension planned a 10-year update in 1986 called the Century Farm program. Since then, the program has been an annual event, recognizing more than 100 farms each year.

