

Isabella County ANNUAL REPORT 2012

Michigan State University Extension continues to be a vital part of Isabella County. As MSUE transforms into a statewide organization, I am awestruck by some of the impact and outcome data that I am seeing. The strength of our organization and our ability to bring the research of the university to the communities we serve is evident in many ways. We are engaged in regional and statewide efforts to assist businesses and individuals to gain economic security, advance their businesses, improve water quality, reduce crop loss, strengthen families, and help people make good decisions about the food they eat. The list is long, but the numbers keep adding up to demonstrate impact across the state and in your county. Here are just a few examples:

- Growers reported that information from MSUE has led to the adoption of new tools and technologies that mitigated environmental impacts of Michigan farm land, reduced pesticide use and decreased fertilizer applications.
- National Student Clearinghouse Student Tracker Data for Michigan 4-H program alumni who graduated high school in 2009 to 2012 indicate these students are currently attending college at a significantly higher rate than their same-age Michigan peers.
- Adults and youth report learning about increased fruit and vegetable consumption, reduced serving sizes, and overall increase in physical activity to improve health and reduce obesity after they participated in MSU Extension’s SNAP Ed nutrition programs.

This report will tell you about some of the specific impacts we are having on residents and businesses in Isabella County.

Shari Spoelman, District Coordinator

2012 Participation Numbers

Soil Tests	206
Youth Enrolled in 4-H Clubs.....	756
Youth Served	1,944
Nutrition Program for Low Income Recipients	1,377

Mission

Michigan State University helps people improve their lives through an educational process that applies knowledge to critical issues, needs and opportunities.

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4-H is a community of young people across America who are learning leadership, citizenship, and lifeskills.



Isabella County 4-H By the Numbers – 2012	
Members enrolled in 4-H clubs	756
County youth participating in 4-H school enrichment programs	607
Registered adult leaders	234
Youth participated in camping programs	99
4-H Clubs	33

- » **Isabella County Youth & Farm Fair** – July 21 – 28, 2012. This large central Michigan fair had 654 youth participants and hundreds of adult volunteers (4-H leaders, 4-H parents, fair board members, fair superintendents & fair volunteers).
- » **Horse Clubs**— 4-H horse leaders and teen horse leaders plan and execute horse clinics, horse camp, and horse shows. Isabella County has 29 horse leaders and 122 4-H members enrolled in the horse project.
 - Horse Camp – May, 3 day educational camp – 24 youth participants
 - Horse Shows – 7 horse shows at fairgrounds during the late spring & summer months. They are also open to other county 4-H members who need practice
 - Isabella County Fair
 - State 4-H horse show - August, 2012 – 11 4-H members qualified to participate and represent Isabella County
- » **4-H Proud Equestrian Program** – PEP therapeutic horse riding program is an eight week program for children with disabilities. A certified instructor, numerous volunteer leaders & youth volunteers (from our horse leaders and teen leaders) helped make this a success for the participants. There were two riding sessions each night.
- » **4-H Shooting Sports Programming Committee**—4-H shooting sports certified instructors and 4-H leaders plan and execute shooting sports clinics (fun shoots), practices, and the county shoot. Isabella County has 21 leaders and 121 4-H members enrolled in the shooting sports project. Youth must participate in at least one fun shoot in order to participate in the county shoot. The County Shoot determines who is eligible to participate in 4-H State Shoot. In 2012, 14 youth from Isabella County participated in the State Shoot.
- » **Livestock Producers** -4-H leaders and teen leaders plan and execute large animal clinics and events. Isabella County has 40 large animal leaders and 310 4-H members enrolled in large animal projects (beef, dairy feeders, dairy, swine, and sheep).
 - Moo Madness Clinic – June 2012 –covered showing, fitting and judging of dairy cattle and safety session on working with livestock; youth put together a first aid kit
 - Sheep Weigh In (47 youth) , Swing Tagging (80 youth)- May 2012
 - Rodeo at the Isabella County fairgrounds on June 22 and 23.
 - Isabella County Fair

Mock Interview Day

In 2012, MSU Extension took the lead in organizing and putting on an event to provide workforce prep day for 11th and 12th graders in Clare and Isabella County. This day youth had the opportunity to attend and interview with local business people as well as getting their resume critiqued and job application reviewed. Students also were provided with the opportunity to tour the CMU library and talk to local college and military recruiters. Educational sessions for youth to learn about financial literacy and what it take to go to college were provided.

183 youth participated.

Middle Michigan Development Corporation also helped organize this event.



- » **4-H Science Blast**—Held at Jay's Sporting Goods – Joining Isabella, Clare and Gladwin counties, youth and adults spent 3 hours visiting many science related activity stations at the second 4-H Science Blast. Over 80 youth attended to learn everything from robotics to making their own healthy fruit smoothies, to learning about fish in the Great Lakes, how a volcano is formed. A grant was received for materials and t-shirts for each of the instructors. MMCC, MSU Extension 4-H, local schools, Jays Sporting Goods, and others have networked together to make this a fun learning event.
- » **Migratory Bird Day**- partnered with Soil Conservation District & the Ziibiwing Center on an International Migratory Bird Day Celebration on MAY 12 at the Ziibiwing Center. The theme for the 2012 IMBD was "Connecting People to Bird Conservation." The 4-H booth on environmental science opportunities had a hands on activity – bagel bird feeders. There were 107 participants.
- » **Environmental Education Day**- May 18 - This day of education and fun for Isabella County 3rd graders (515 students attended) included a 4-H booth on environmental science opportunities including a seed germination activity.
- » **Natural Helpers** – Beal City High School, Shepherd High School, Mt. Pleasant High School. Programming for the 2011 – 2012 school year included sessions on healthy relationships (Women's Aid), romantic relationships, substance abuse (1016 Recovery Network), coping with stress, personal safety (school police liaison), exploring personality traits, and effects of using drugs.
- » **4-H Exploration Days**—is an annual youth conference held on the campus of MSU that is open to all youth ages 11-19. This event is meant to be a learning experience that will instill self-esteem, decision-making skills, independent thinking and leadership skills while giving youth a college campus experience. 17 youth participants and 4 adult participants.
- » **Babysitting & Safety Camp** - Extension Educator Shannon Linquist provided instruction for this learning camp held in June at 4-H Camp on Coldwater Lake. Topics covered: Basic First Aid, Safety, Child Development, Positive Discipline, Nutrition, and Fun Activities to do with kids.
- » **4-H Summer Camp**-for youth ages 9-13, July, Coldwater Lake 4-H Camp. Activities included craft projects, sports activities, swimming, and campfire activities. Isabella County partnered with Clare & Gladwin County 4-H's.
- » **4-H Cloverbud Camp**-day camp for youth ages 5-8, August, at Coldwater Lake 4-H Camp. Activities included craft projects, sports activities, nature hikes, and story time. 2012 included a partnership with Clare & Gladwin Counties.
- » **Small Animal Association** -4-H leaders and teen leaders plan and execute small animal clinics and events. Isabella County has 50 small animal leaders and 323 4-H members enrolled in small animal projects (rabbits, poultry, goat, cats, dogs, pocket pets).
 - Small Animal Showmanship Clinics at the Fairgrounds
 - Dog Training/Obedience Classes –weekly classes – Spring - Summer



Agriculture plays a large role in the economy of Isabella County. It is estimated that the market value of agriculture production is over \$82 million annually. Farm production expenses are estimated at \$65 million annually, much of which is spent in the county. The primary crops are corn, soybeans, wheat, alfalfa, sugar beets, and edible beans. According to Michigan Agriculture Statistics, Isabella County has 28,000 head of cattle, of which 7,900 are dairy cattle. Isabella County's agriculture is diverse. There are a growing number of acres planted to potatoes, green beans and peas. Also on the rise are the acres of vegetables grown for farmers' markets and local food programs such as community supported agriculture. Isabella County has a steadily growing number of organic crop and livestock producers.

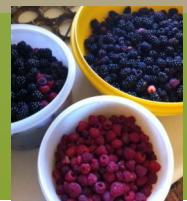
Agriculture is local. It is important to remember that Agriculture is a local production and marketing based industry unlike some of the chain stores or manufacturing firms that may generate dollars where many of the profits are moved out of the community. In Agriculture, a large share of the farm incomes are reinvested in local businesses, pay salaries, and have hundreds of people and local firms that gain a large portion of their income from the farms that they service. This would include trucking, construction, vehicle sales, supply stores, elevators, and the list goes on. With that in mind, we normally look at \$1.00 of farm income to generate \$2.50-\$3.00 of local economic rollover impacts. One should never under appreciate Agriculture's impact on local economies.



Michigan State University Extension is unique in that it pulls together science-based faculty and staff members to provide unbiased information to Michigan residents. MSU Extension is a distinctive resource helping farmers and agricultural businesses learn to effectively manage production, financial, and environmental systems for success from the individual farm to the state's natural resource base to the consumer's dinner plate. All of which comes together to ensure that food and agriculture continue to keep the economy viable.

- » **Pesticides Training-** Pesticide applicator training provides farmers and commercial applicators training on how to safely apply pesticides. The training topics include rules and regulations, integrated pest management, personal protection equipment, calibration, pest identification, pesticides and the environment, labels, and safe pesticide storage and handling. The trainings prepare attendees for the Michigan Department of Agriculture pesticide licensing exam, provide credits toward recertification, or the latest information on pesticide application and pest management for interested farmers. Paul Gross provided this training for 32 Isabella County farmers.
- » **Mid Michigan Crop Report**—Each year MSU Extension provides crop production and management information in a report following research results in central Michigan. The report helps farmers stay current with the latest recommendations and changes. In May, corn and soybean variety trials were planted on 5 Isabella County farms. In October and November, crops were harvested and the corn and soybean variety trials were analyzed and results printed in the Mid Michigan Crop Report. This is done in cooperation with Gratiot and Clinton counties. Over 200 copies are distributed in Isabella, Clare and Gladwin counties.

Small Fruit Report: In 2012, the MSUE Small Fruit Program provided technical assistance to small fruit growers in Isabella County interested in cultivating grapes, strawberries, and blueberries. Assistance consisted of soil analyses and nutritional program recommendations for blueberries, disease diagnostics and crop management in general for the increased number of small fruit growers in the county.



- » **Milk and Grain Marketing Meetings**—held quarterly in Isabella County to provide education and support for area producers. Successful marketing strategies have been one of the most important indicators of farm profitability over the past decade. The impact of global economies and markets has created market volatility never before seen. This volatility impacts Isabella County farms. The Milk and Grain Marketing meetings provide technical and fundamental market information and provide strategies that farmers can implement to manage market risk. It has been said that “everyone can grow the crop, the successful farmers in the future are the ones that can sell it for a profit”. The workshops are taught by MSU Extension Marketing Specialists, and local Extension Educators.
- » **Corn Stover Harvest**-A grant from Project GREEN was received to study the best management practices for corn stover harvest. Corn stover is being looked at as a potential source of livestock feed as well as a biofuel crop. Stover is abundant and as corn yields continue to increase the amount of stover increases as well. Managing this additional material after corn harvest is becoming a challenge. In fields with excess residue, planting may impede good stand establishment and cause nitrogen tie up. Partial stover harvest can increase corn yields and reduce production costs. This project is looking at various harvest methods and the amount of corn stover that can be removed, leaving sufficient amount in the field to meet critical soil quality needs, including soil erosion prevention, soil organic matter maintenance and sustaining soil fertility. Sustainability is the focus of this project.
- » **IPM Meeting**— Gratiot/Isabella IPM Meeting was held in January in Alma for Mid-Michigan farmers. There were 93 attending. There was also a Field Day in July with 27 in attendance.
- » **Dry Bean Day**—Gratiot/Isabella Dry Bean Day was held in Shepherd in January. There were 40 farmers attending.
- » **Bio-diesel Demonstration**— On farm biodiesel demonstrations using an MSU portable production unit was held in February. Michigan grown canola oil was converted to biodiesel. There were 15 attending.
- » **Wheat Field Day**—This annual event was held in May at Hauck’s Seed Farm. There were 32 attending.
- » **Landowner Oil and Gas Leasing**— MSU Extension Farm Management Educator Curtis Talley, Jr, together with experts from Michigan Department of Environmental Quality and legal counsels, provided information to landowners to help them make good decisions about land leases for the oil and gas industry. Included in the educational event was a session on advances in drilling technology, or “fracking.”

MSU Extension worked with the Saginaw Chippewa Indian Tribe establishing cover crops on tribal land to protect water quality. MSUE educators provided education on proper field practices to protect water quality.



Landowner Oil and gas leasing educational workshops were offered twice during 2012.

Breakfast on the Farm—Judge Dairy Farm near Winn welcomed an estimated 2000 visitors to Breakfast on the Farm on August 11, 2012. The family-friendly



event gave visitors a firsthand look at modern food production. Those attending the Isabella County event enjoyed a home-cooked breakfast before setting off on a self-guided farm tour. Visitors could learn about the many aspects of dairy farming through numerous educational exhibits, such as cow housing, cow nutrition, animal wellbeing,

milk quality and nutrient/manure management. Kids participated in a variety of hands-on activities

- » 18,000 people attended one of the 8 Breakfast on the Farm events in 2012. After attending 88% of participants indicated they would be more likely to purchase Michigan dairy and agriculture products. BOTFs are funded with local and statewide dollars. There are five BOTFs in the state scheduled in 2013.



IPM Academy - In February of 2012, MSU Extension hosted the first Integrated Pest Management (IPM) Academy. The Academy presenters addressed entomology, weed science, plant physiology, and judicious pesticide use for fruits, vegetables, hops, woody ornamentals and field crops. The impact and value of this program was assessed using participant evaluations immediately after the event and a post-event survey 6 months after the event.

- » In the post-growing-season survey conducted in October 2012, participants indicated that they did in-fact adopt new practices and technologies on 43,788 acres of Michigan agricultural land as a result of attending the Academy. Some of the new practices and technologies adopted included pest scouting, utilizing weather modeling, encouraging beneficial insects and natural enemies, minimizing pesticide use and protecting native pollinators.
- » The IPM Academy is just one example of how supporting MSU Extension helps support a sustainable future for Michigan. Growers from around the state have reported that information from MSUE educational programming has led to the adoption of new tools and technologies that mitigated environmental impacts of Michigan farm land, reduced pesticide use and decreased fertilizer applications. New management strategies helped farmers prevent the loss of nutrients and soil from Michigan cropland.



Nutrition Education—MSU Extension provides nutrition education to persons receiving (or eligible to receive) the Food Assistance Program. The Supplemental Nutrition Assistance Program (SNAP) Education is funded through a statewide grant from the Federal Government (Farm Bill). The SNAP-Ed program plays a vital role in helping to improve nutrition among low-income individuals.

Youth Nutrition

- » **Show Me Nutrition**—This curriculum was taught to four Head start preschool classrooms which included 90 children. Show Me Nutrition was also presented for Kindergarteners in three classrooms in Pullen Elementary in Mt Pleasant that included 70 children (photo).
- » **4-H Camp**—Nutrition lessons were taught at 4-H Cloverbud camp and the overnight camp with 94 4-H campers.
- » **Nutrition Presentations**—MSU Extension provided nutrition education at the Great Start Early Education Conference, Isabella County Community Baby Shower, and DHS Take Your Kids to Work Day.



Adult Nutrition

- » **Eat Smart Live Strong**—This research project is designed to encourage older adults to eat more fruits and vegetables everyday and to get at least 30 minutes of physical activity most days. The class addresses goal setting, tips on saving money while eating fruits and vegetables. It was facilitated by Sabrina McGee and included 49 seniors.
- » **Presentations & Health Fairs**—Nutrition education presentations were provided at the Saginaw Chippewa Tribe health fair, Central Michigan District Health Department family health fair, and Commission on Aging Senior health fair.
- » **Project FRESH and Senior Project FRESH**—MSU Extension provides the nutrition education portion for Senior Project FRESH and WIC Project FRESH. There were 100 coupon books distributed to the seniors of Isabella County and 84 coupon books were redeemed. 376 Project FRESH coupon books were distributed to participants of WIC and 271 of the coupon books were redeemed for fresh local produce.



380 people participated in the SNAP-Ed presentation about making butter and the importance of dairy in one's diet at Isabella County's Breakfast on

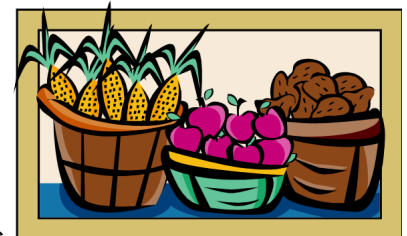
Parents of Preschoolers (POPS)

This research project is a joint venture with Michigan State University Extension, the Michigan State Nursing program, the University of Michigan and the 8 CAP-Head Start program. 2012 was the second year of a 4 year project. The overall goals to be reached are: increase the frequency and variety of fruit and vegetable intake, decrease sugar-sweetened beverages and reduce TV/screen time at home. The 8 CAP Head Start site involved in Isabella County is in Rosebush. Eight (8) sessions for parents and six (6) sessions for preschoolers were held.

Food Preservation

Residents in Michigan communities have the opportunity to receive high quality Food Preservation education offered by MSU Extension using the United States Department of Agriculture guidelines for safe food preservation. As a result of food preservation workshops held in Michigan in 2012:

- 89% increased knowledge of how to use proper processing techniques to safely can low and high-acid foods,
- 87% learned the correct processing times to can foods safely, and
- 76% gained knowledge of how to use proper techniques for freezing foods.
- Participants also reported learning where to locate research based/tested recipes for home food preservation, how to follow research based/tested recipes when canning food at home, and how to select high quality foods for preservation.



- » Foodborne illness can result from consumption of home canned foods that are not following science-based tested food preservation processes. Because of the risk of foodborne illness, including botulism from failure to use safe home canning techniques, it is very important to continue to provide guidelines for safe home food preservation.
- » **Canning Class**—A canning class was provided to 25 Isabella County residents at the Mt Pleasant Library.

Isabella County Nutrition Education Numbers						
County	Adult series	Adult OTP	Youth series	Youth OTP	# Sessions	Contacts
Isabella	47	899	90	341	73	2,138

Adult series = 6 – 8 sessions, Youth series = 6 sessions

OTP = One-time presentation, Contact = participants counted each time they attend a session

Home Food Preservation—

More and more people are turning to old traditions and MSU Extension provides education to help ensure a safe and effective way to preserve our bounties, following the latest research and USDA methods. Taught by MSU Extension Educator Lisa Treiber from Midland County, these classes are increasing in popularity.

Statewide Educators Serving Isabella County

9

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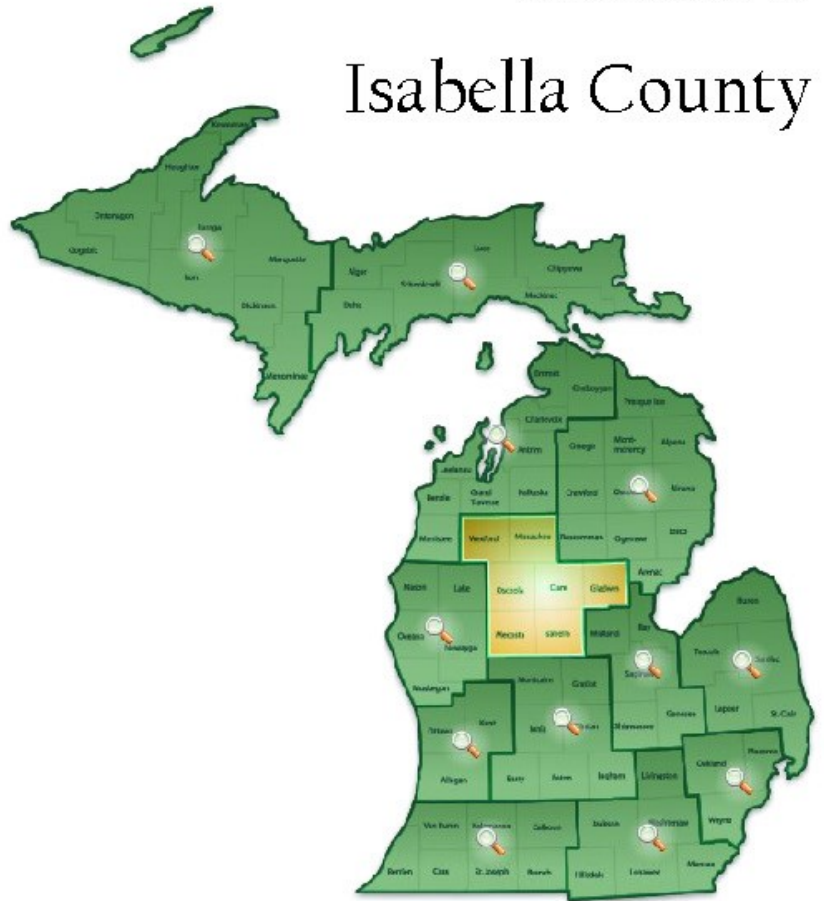
MI SPARTAN IMPACT

MSU works side by side for a stronger Michigan.

	ENROLLED MICHIGAN STUDENTS	116
	ENROLLED MEDICAL STUDENTS	13
	ALUMNI RESIDING IN COUNTY	773
	SPENDING WITH LOCAL BUSINESSES	\$818,113
	TOTAL ECONOMIC IMPACT *	\$8,397,698
	FINANCIAL AID DISBURSED	\$1,774,753
	4-H YOUTH and ADULT PARTICIPANTS	1,223
	PRODUCT CENTER SESSIONS	19
	VENDORS	90
	ALUMNI DOCTORATE DEGREES	98

*Data is from an independent study by the Anderson Economic Group

District 6: Isabella County



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