Message From the District Coordinator

MSU Extension (MSUE) in Grand Traverse County continues to provide local educational programming and impacts to meet Grand Traverse County and Michigan’s needs. Extension staff members work diligently to maintain programming and reach as many residents as possible each year. Educators and all staff have worked hard to innovate creative and effective ways of providing programming at reduced costs.

This report provides highlights of MSU Extension’s work in Grand Traverse County during 2012 within the structure of our four programmatic Institutes:

- Agriculture and Agribusiness Institute
- Children and Youth Institute
- Greening Michigan Institute
- Health and Nutrition Institute

MSU Extension has changed in many ways since our beginnings in the early 1900’s. But we have not changed our focus of connecting education and research on campus to the people and businesses in the communities we serve. Thank you for your continued support of this critical partnership.

Sincerely,
Patrick I Cudney, District 3 Coordinator

2012 Participation Numbers

<table>
<thead>
<tr>
<th>Program</th>
<th>Participants</th>
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<tr>
<td>4-H Children &amp; Youth programs</td>
<td>995</td>
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<tr>
<td>4-H Members (Traditional Club Enrollment)</td>
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<td>Short Term/Special Interest Participants</td>
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<td>Greening Michigan programs</td>
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<tr>
<td>Health &amp; Nutrition programs</td>
<td>1,839</td>
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<tr>
<td>Safe Kids North Shore programs</td>
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2012-2013 Annual Report

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

Staff housed in Grand Traverse County

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Health & Nutrition Educator

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Grand Traverse County 4-H — In 4-H, youth learn through opportunities in which they master life challenges, cultivate independence with guidance from caring adults, gain a sense of belonging within a positive group, and share a spirit of generosity with others. 4-H programs look to volunteers to help our young people learn the life skills they need to help them succeed in the 21st century while also having fun! Currently, 195 adult volunteers and 807 youth aged 5-19 are involved in one or more of our 51 4-H clubs. Project areas included Animal Science, Archery, Arts & Crafts, Cooking, Gardening, Outdoor Adventure Challenge, Textile Arts, Robotics and more.

» 4-H Exploration Days is a three day, two night event that takes place on Michigan State University’s campus each June. The youth and adults attending learn new life skills and explore career opportunities during the hands-on sessions they attend, all while living on campus during the event. In 2012, 48 youth and 10 adult volunteers attended this event.

» 4-H Food Booth — During the Northwestern Michigan Fair, approximately 100 youth and 50 adults volunteered for a shift in the Grand Traverse County 4-H Food Booth. Each year participants learn about customer service, entrepreneurship, money handling, food service and food safety. This fundraiser helps the 4-H Leaders Association Advisory Board pay for new curriculum, scholarships, volunteer recognition and more.

» 4-H Differently Abled Program — In its fourth year, the Differently Abled program offers youth with special needs a way to feel empowered to showcase what they have learned through their 4-H experience in a non-competitive way that emphasizes their abilities rather than their disabilities. The program is run by volunteer advocates who work with the families from start to finish. In 2012, 25 youth from Grand Traverse County and 2 youth from Leelanau County participated in the program, more than doubling participation from 2011.

» National Cherry Festival Special Kids Day — The 4-H Differently Abled Program also coordinates a “Fun and Games for Special Kids” morning at the National Cherry Festival. Over 400 youth attend with their family members each year, for a total of approximately 1000 visitors. Multiple community organizations are invited to attend and host an activity table. In 2012, Grand Traverse County 4-H hosted a “Color Changing Milk” science experiment for youth and parent participants where over 100 youth stopped and explored this fun and engaging kitchen science experiment.

» 4-H Members Learn to Create a Budget — Deciding to raise a 4-H animal is exciting! It can also be bewildering as families try to calculate ahead of time what they are likely to spend. In a hands-on simulation, 4-H members had to make decisions how they wanted to allocate their limited finances in 20+ expense categories. In the process, participants learned about opportunity costs and each experienced a slice of reality through “action cards.” Participants also discussed specific actions they could take to improve the profit margin of their 4-H animal projects.
The Agriculture and Agribusiness Institute is a distinctive resource helping farmers and agricultural businesses and the entire agri-food industry 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.

» **Northwest Michigan Orchard & Vineyard Show** — Over 290 people attended the educational sessions at the 2013 NW Michigan Orchard & Vineyard Show held in Acme, Grand Traverse County. Sessions covered a broad range of production, pest management and marketing issues. Forty-seven of the attendees listed grapes as their primary fruit crop, 115 declared tree fruits as their primary crop.

» **Wine Grape IPM Kick-Off** — This spring program was attended by grape growers from throughout the Grand Traverse Bay region. The main topic of this year’s program was soil biology and soil health, with speakers from a private agricultural consulting firm and a commercial composting company.

» **Northwest Michigan Horticultural Research Station Annual Open House** — Dr. Paolo Sabbatini from the MSU Department of Horticulture joined local MSUE staff to present information on over a dozen new grape varieties being tested at the station in Leelanau County. Grape growers and winemakers from across northwest Michigan were on hand to see and taste the new varieties.

» **Great Lakes Fruit & Vegetable Expo Grape Sessions** — MSUE educators from northwest Michigan are involved in the planning and facilitation of this annual December event held in Grand Rapids. Many northwest Michigan growers attend to obtain information and make contacts that benefit their farming operations.

» **Vineyard Sprayer Workshop** — A dozen participants were informed about techniques and equipment useful for the calibration and adjustment of vineyard airblast sprayers. A device called a “patternator” was used to visualize sprayer output patterns. Local MSUE staff were assisted in this program by a state-wide pesticide application/safety educator and a representative from a private spray application technology firm.

» **American Society for Enology and Viticulture, Eastern Branch Annual Meeting** — This was the first time this meeting had been hosted by Michigan for several decades. It was a fantastic showcase for the Grand Traverse region and all Michigan wineries. MSUE staff assisted with local arrangements and regional tours for participants.

» **Grape Research & Demonstration Projects** — Grape variety trials and growing practices research continued in 2012. Due to changes in emphasis and funding at the MSU Department of Horticulture, fewer of the grape varieties being tested at the Northwest Michigan Horticultural Research Center were processed into wine on campus. Cooperative arrangements were made with
several NW Michigan commercial winemakers to produce test wines from the 2012 grape research plots. Four students in the Viticulture and Enology Science & Teaching Alliance (VESTA) received many hours of hands-on experience in the experimental vineyard.

» Saskatoon Grower Support — During 2012, MSUE educators assisted in the development of the Saskatoon Berry Institute of North America, a new organization started by growers and marketers of saskatoons from northern Michigan. Pesticide recommendations for Michigan production of this crop were prepared and provided to growers for the first time in early 2013.

» Hops Research, Education, and Outreach — In 2012 Michigan State University Extension in the Grand Traverse Region continued to provide statewide leadership for hops research, education, and outreach. MSUE secured Project GREEEN funding to further its Hops Variety Trial at the Northwest Michigan Horticulture Research Station. MSUE also hosted its 4th annual Northwest Michigan Hops tour that was attended by over 80 participants from the Midwest, Colorado, and Canada. Additionally, we were able to bring Jason Perrault, a 4th generation hops grower and one of the best hops breeders in North America to the Great Lakes Expo, held in December in Grand Rapids, MI. Finally, MSUE hosted Integrated Pest Management Academy at MSU in February, with a specific focus on pest and disease management in hops production. As a result of MSUE efforts in this arena since 2007 and the growth of the craft brew sector in the region, northwest Michigan (Grand Traverse and Leelanau Counties) has more acreage in hops acreage in production than any other county in Michigan.

» Farm Information Resource Management (FIRM) assists farmers, agriculturally-related businesses, industries, families, and individuals improve their lives and achieve their goals through an educational process that applies management, production and economic knowledge to critical issues, needs, and opportunities. The FIRM team was involved in the following in the Northwest Michigan region in 2012:

- **Oil and gas leasing information and individual consulting** — Landowners received detailed information about oil and gas leasing and development. Care was given to enable participants to better understand some of the critical points in the lease that may impact them when they are participants in an oil and gas well that is placed on their farmland.

- **2012 Fruit Freeze** — The FIRM team created the 24 month Fruit Cash Flow Budget Planner, an Excel program that allows a fruit producer to project income, expense and cash flows for business and succession planning. This is also required by lenders as part of qualifying for the 2012 MI Emergency Loan program.

- **Cropland leasing consultation** — For the district as a whole, approximately 16 producers were counseled and given printed information about cropland leasing and lease rates.
Climate Variability Meetings — Increasing world population is placing more pressure on farmers to increase food production locally as well as around the globe. However, recent research has shown localized changes in climatic conditions over the last three decades is making food production less reliable than in the past. Notable changes in the climate include warmer temperatures, more frequent severe weather events, more precipitation, and an earlier onset of spring. These changes in climate have resulted in over winter pest survival and also have the potential to increase pest generations per season. Also due to climate change is increased erosion due to extreme precipitation events, longer and more variable growing seasons, and periods of excessive wetness and drought. All of these changes pose a threat to producing a crop year-in and year-out. Michigan farmers are faced with the challenge of meeting the needs of our growing population while maintaining the sustainability of livestock and cropping systems.

To address some of these important issues, a Michigan State University Extension (MSUE) team hosted four meetings around the state targeting four unique segments of Michigan’s agriculture: fruit, crops and livestock, state and federal governmental agency staff, and the agri-business community. Each of the meetings were a full day event that included a brief morning overview of the most current research about climate variability and production practices that promote sustainable production of food and fuel around the United States. During the afternoon, a listening session was hosted where participants openly discussed climate-related issues, impacts on Michigan agriculture as a whole, and recent weather events on local farms. Questions were designed to establish what the needs of each of these segments are so that we can prioritize how MSUE can assist growers and producers. The MSUE team consisted of both field staff and campus specialists that work in disciplines associated with the four above named groups.

Research from communication experts highlights the importance of dialogue with stakeholder groups when addressing complex topics like sustainability and climate variability. Once the team gains a better understanding of the key challenges impacting Michigan producers, we can tailor Extension programs, research, and outreach programs to meet the immediate and future demands of the agricultural community.

These four sessions will begin an open and honest discussion on how to meet production objectives in Michigan with variability in climatic conditions. By determining needs and establishing research and outreach programming priorities, MSUE can assist agricultural producers in adapting production operations and minimize on-farm risk as weather-related challenges continue.

Following a difficult 2012 year for most of Michigan agriculture, we hope that this season will bring a bountiful crop for all of the state’s growers. However, if model predictions are correct and we continue to see variability in our climate and weather patterns, we hope these meetings will help the Michigan industry and MSU work together to keep farming alive and well in Michigan.
Good Food - Safe Food: Reducing the Potential for Antibiotic Residues in Milk or Meat — From December 2012 through February 2013, the MSU Dairy Team conducted 13 half-day meetings on reducing antibiotic residues in milk and meat. This topic was suggested by the Extension Dairy Advisory Team and supported by them as timely and important. Each Dairy Educator played important roles in promotion, organization, finances and instruction. The meetings were intended to correspond with the planned January 2013 release of an FDA report on a study of residues in milk. The agenda explored the issues of residues in both milk and meat and practical preventative aspects including valid veterinary client patient relationship (VCPR), development of protocols and communication on farm with all involved. The agenda was planned to involve a local veterinarian on the program at each site. A bound conference proceedings was produced and provided to each participant. Meetings were supported by industry. One veterinary health company had a representative at eight meetings. MSU Extension took a leadership role in putting on these meetings that would not directly impact producer profitability nor production and are not new regulations. Yet they are important to the industry because of the need for consumer confidence in the safety of food.

The total attendance at these meetings was 187. These meetings were particularly well supported by the Michigan Department of Agriculture & Rural Development (MDARD) Animal Industry Division which sent their field and administrative staff to these meetings. Michigan Milk Producers Association (MMPA) likewise sent their field staff, laboratory and key staff, and two board members to the meetings. An estimated 90 producers attended. The Good Food - Safe Food program was offered as a pre-conference session at the Great Lakes Regional Dairy Conference. This is the first time that a pre-conference session has been offered at GLRDC. The session was included in the GLRDC flier at no charge and admission was free. The program was well attended by a total of 62 out of 400 GLRDC attendees.

The meetings spurred discourse on the topic by professionals working with a number of dairy producers. Ten private practice veterinarians served as speakers on the program. Four additional private practice veterinarians attended. It is estimated that these veterinarians work with approximately 250 dairy farms with more than 80,000 cows. As a result, MDARD planned and hosted a one-day conference for food animal practice veterinarians entitled “When is Drug Use Appropriate?” That meeting will be followed up with additional workshops for veterinarians with the purpose of encouraging greater adherence to VCPR intent and greater use of drug protocols for farms. MMPA has told us that their field representatives will talk with members on-farm about the issues and avoidance of potential residues. A 6-month follow-up survey will be conducted to determine actual impacts of the program.
Agriculture Labor Programs were offered in five locations within Michigan in 2013. Three of the locations included Traverse City, Shepherd and Sandusky. MSU Extension Educators work to tailor the program to the specific needs in the various areas of the state and the various commodity groups. The TC location program was significantly different from the Shepherd and Sandusky location as it focused mostly on a fruit grower audience and their unique needs with a shrinking migrant labor force. This variance was directed by grower input, and the program was planned around an overall effort to assist producers in the NW Lower Peninsula that have experienced great hardship because of last year's fruit freeze. The TC location also had several grower speakers focusing on how they manage diverse labor pools and also sharing technology that they use to make labor management more efficient. The final difference in the TC location is that the Ag Labor Management portion of the program covered the entire programming time, whereas in the Shepherd and Sandusky location this was limited to the morning with an Ag Labor Safety program being conducted in the afternoon. The Ag Labor Safety program is a partnership between MSU and Michigan Farm Bureau.

The Shepherd and Sandusky locations were specifically marketed toward dairy producers in these heavy dairy areas, although all producers were welcome to attend. Attendance at these two locations was less than expected (13 & 11 respectively), but we see this as a first effort to reach the dairy audience with this very important program. All three locations utilized speakers from the MI Workforce Development Agency, ICE, and MSU Extension (Stan Moore common speaker). This allowed us to summarize the evaluation questions that were repeated over the three programs and perform statistical analysis on the combined responses. The common denominator of the three programs revolved around “Understanding Ag Labor issues and complying with Farm Labor Laws.”

The survey results represent 26,060 acres of agricultural production in Michigan. Results showed a statistically significant change in participants knowledge of agricultural labor law regulations, preparedness for a labor inspection, skills necessary to work with multiple sources of labor (TC location only), understanding of what skills and tools they need to manage labor more effectively, belief that employee retention on their farm would increase in the future (TC only), and willingness to explore hiring from a different source of labor than they had in the past. On a scale of 1 – 5, with 1 being strongly disagree and 5 being strongly agree, respondents indicated that they would implement some of the concepts learned at the program with a rating of 4.42. Respondents also indicated that their knowledge of agriculture labor state resources improved (3.71 with 1 being no change and 5 being greatly improved), as well as their knowledge of agriculture labor regulations (3.69). Finally, at the TC location, respondents indicated that their skills in agriculture labor management increased (3.72).
Understanding and Investigating Horse Cruelty — Michigan State University Extension collaborated with the Michigan Humane Society, Director of Statewide Initiatives, Linda Reider to deliver a Michigan Partnership for Animal Welfare - Understanding and Investigating Horse Cruelty Workshop held at Cherryland Humane Society in Traverse City on February 27, 2013.

Due to drought conditions in some regions of Michigan in 2012, hay availability for horse owners became limited. Limited hay availability caused hay prices to rise dramatically. Therefore, in the fall of 2012, the Status of Michigan Horses Interagency Working Group was formed. Agencies represented in the Interagency Working Group include Michigan State University Extension, Michigan Department of Agriculture and Rural Development, Michigan Farm Bureau, Michigan Horse Council, Farm Service Agency and the Michigan Humane Society. The goal of the Interagency Working Group was to evaluate what potential issues were occurring within the Michigan Equine Industry. Based on the consensus of the working group, contacts with horse owners searching for feed resources, reports of thin horses and horse owners searching for alternatives for horses they no longer preferred or could afford to take care of were identified as issues. In turn, realizing that law enforcement agencies would be on the front lines when potentially dealing with some of these issues, a workshop entitled Understanding and Investigating Horse Cruelty was developed. Educational topics of the workshop included: 1) Best Practices for Evaluating Basic Equine Health and Body Condition presented by Karen Waite, MSU Equine Extension Specialist; 2) Handling – Making it Safe for You and the Horse presented by Tom Guthrie, Statewide MSU Extension Educator, Equine; 3) Working with Your Local Prosecutor; Horses as Evidence and Handling the Media presented by Debby MacDonald, Chief Investigator and Detroit Shelter Director for Michigan Humane Society and Terry MacKillop, current and past president and legislative liaison for the Michigan Association of Animal Control Officers (MAACO), director of Roscommon County Animal Control and Shelter. Educational presentations were followed by a roundtable discussion with participants entitled: Putting it all together for best outcomes for horses and cases.

A total of 33 participants consisting of animal control officers, sheriff deputies, prosecuting attorney and Humane Society employees representing 20 Michigan counties attended the workshop. Horse experience level of participants ranged from experienced and owning horses of their own to no experience.
The focus of work in the Greening Michigan Institute is on leveraging natural and human assets for prosperity. This institute is comprised of four work groups: Sustaining Community Prosperity, Government and Public Policy, Natural Resources and Community Food Systems.

» **Financial Literacy Programs** — MSU Extension addresses financial health of individuals and families through community-based educational programs. The overarching goal of these efforts is for Michigan consumers to become aware of their personal financial profile, to adopt sound financial practices – including managing a spending and savings plan and utilizing financial products and services in a beneficial manner and identify goals and the steps necessary to reach self-sufficiency.

Evaluation results reveal that the financial education program was effective in reaching the goals of positively changing financial practices among Michigan residents. Participants of the MSU Extension financial education programs show significant changes in the frequency of writing spending plans, keeping track of spending and income, saving money regularly, reviewing credit card bills for accuracy, and paying off new credit card charges monthly. Other outcomes shown in the evaluation results include participants reporting the ability to pay down their debt, obtain a housing payment that fits within their budget, and making choices today that will make retirement a reality.

» **Housing Education Programs** train Michigan residents to be better consumers and help to secure and retain home ownership in the state. Sustainable housing is important to individuals and families. Homeownership education and counseling gets buyers into lower-cost mortgages, increase credit scores, reduce defaults, improve borrowers’ financial standing, and increase the likelihood of troubled borrowers seeking foreclosure prevention assistance.

Based on evaluation results, housing education was effective in reaching the goal of helping Michigan residents secure and retain homeownership as well as avoid foreclosure or to proceed with foreclosure as informed consumers. Michigan residents that completed MSUE housing education programs reported, as a result of the program, saving money to prepare for homeownership, an improved credit score, setting aside funds for home maintenance, and shopping around periodically for the best home insurance coverage. Other program outcomes show residents were able to identify the best mortgage type for their situation and gained new skills to calculate reasonable monthly housing costs based on household budgets. Housing education participants also reported greater confidence to make informed decisions including reviewing fees and rights related to homeownership and foreclosure processes. During 2012, MSU Extension served 4,212 people in Michigan through 416 financial literacy and housing education series and workshops.
Placemaking & the New Economy — In the new or global economy, the rules and strategies for economic development have changed. Communities that will be successful and have prosperity are those that understand and adapt to those changes. Because Michigan has historically done well with the automobile economy and associated manufacturing, the incentive to make this shift has not existed. As a result, Michigan is behind the curve in adjusting to the new global economy.

In the global economy, attracting talented workers is an important economic development strategy. Research on housing markets and demographics has demonstrated the demand for quality of life and places is what attracts talented workers. Talented workers are what bring employers to a community, or those talented individuals become employers. Those talented individuals are very mobile, and can choose to live anywhere, and they do. Only those communities that measure up to what they want will be successful in the new economy. Placemaking is a series of action steps and strategies to help make a region and its communities places where talented individuals wish to locate, which in turn brings prosperity to a region and community.

The process of Placemaking involves many organizations (public, private, and not-for-profit) in a community and region. But the two main actors are the economic development office and the planning commission/department. The Placemaking signature program is targeting training to help local officials understand this dynamic and to put into place actions (master plan, zoning, economic strategies) to start this process in regions and communities. This Placemaking signature program is still being rolled out. A number of pilot sessions were done in 2012. A large multi-organization effort on Placemaking will take place in 2013-2015.

Michigan Northern Counties Association — Bringing county commissioners together from 33 counties in northern lower Michigan to learn about issues important to county government, and to share information and learn from the experiences of others has long been the goal of the Michigan Northern Counties Association (MNCA). Recent topics include: the Affordable Care Act, Building Trust, Vanishing Great Lakes Water Levels, DNR Public Land Management Strategy, Recycling and the impacts of these issues on county government services. Monthly meetings also include a legislative update from the MI Association of Counties.
Greening Michigan Educational Programs

» **New County Commissioner Workshops** — Since 1968, MSU Extension, in partnership with the Michigan Association of Counties, has conducted the New County Commissioner Workshops following the biennial election of commissioners. The program offers information and learning opportunities on county structure and process, budgeting and finance, county administration, courts, and more. Commissioners and others from Grand Traverse County participated in the program in 2012.

» **Product Center Food-Ag-Bio** assists county residents in developing products and businesses in the areas of food, agriculture, natural resources and the bio economy. The MSUE educator has special training as an innovation counselor to deliver these services. Business counseling is conducted on a one-on-one basis and may take place at the MSUE office or the client’s home or business location. The assistance provided is tailored to meet the needs of the client and may include things like developing a business plan, navigating the regulatory maze, accessing the supply chain or seeking funding options. The educator also assists clients in accessing specialized services they may need that are offered through Michigan State University like feasibility studies, nutritional labeling and packaging assistance.

In Grand Traverse county, 154 counseling sessions took place to assist 22 local entrepreneurs in starting new businesses and expanding existing businesses. Three new businesses were launched that resulted in four jobs created. Four jobs were also retained in existing businesses. New capital investment in these businesses totaled $612,684. The partnership between MSUE and the MSU Product Center Food-Ag-Bio is providing support for entrepreneurs in supporting economic development across the state.

» **Food Hub** — In collaboration with NWMCOG, we secured a $200,000 MDARD food hub grant to develop a regional food hub in the Grand Traverse Region. A portion of the funding was used to purchase vegetable washing and processing equipment that is being used to process vegetables for school lunch programs throughout the region. The remainder of the funds will be used for infrastructure development for a regional food hub in Traverse City that will house regional agricultural related businesses.

Dr. Sirrine continues to serve as the chair of the Northwest Michigan Food and Farming Network whose overarching organizational goal is to increase local production and consumption of food so that by 2020, 20% of the food consumed in the region will be grown in the region.

Dr. Sirrine and project partners (NWMCOG, MLUI, Don Coe, Cherry Capital Foods, and Oryana) were also instrumental in helping develop a new northwest Michigan based non-profit entity that will manage the regional food hub: “The Grand Traverse Foodshed Alliance.”
Coastal Aquatic Habitat/Healthy Coastal Ecosystems — Sea Grant Educator Mark Breederland continued to educate, coordinate and respond where appropriate to waterfowl botulism kills in Northwest Lower Michigan. Based on a relative scale of high-medium-low, avian botulism kills in Fall 2012 were in the medium category with some localized areas of medium-high incidences. Michigan Sea Grant released a call for research proposals for an integrated assessment on avian botulism in April 2013 and will consider future research funding in this topic.

Resilient Coastal Communities & Economies — Lake Michigan had significant low lake levels beginning in summer 2012. During fall 2012 and into early 2013, Lake Michigan had hit an all time record low, bringing significant questions into play: Will the lake rebound? Will boat launches be open? Will recreational harbors be open? and many others. Some who keep boats on boat-lifts in Grand Traverse Bay almost had their boats get stuck for the whole winter because the levels dropped so quickly in September and October 2012.

In February, 2013, GT MSUE hosted a key forum on varying lake levels at the Grand Traverse County Civic Center. Over 160 people packed into the Civic Center meeting room to hear updates from the Chief of Hydrology of the US Army Corps of Engineers and speakers from Northwestern MI College and Michigan Sea Grant. As well, key issues for permitting needs in 2013 were addressed by permitting agencies from the MDEQ and the US Army Corps of Engineers. Lake levels will continue to fluctuate and riparians and waterfront communities need to be best prepared for such changes. While we had a very strong lake level rebound in 2013, the issue is still of significant interest and is a featured part of the upcoming 2013 Freshwater Summit held at the NMC Great Lakes Campus’s Hagerty Center.

Record low water levels in Grand Traverse Bay, Winter 2012/2013
The Health and Nutrition Institute provides education for families around several areas: Disease Prevention & Management, Social Emotional Health & Well Being, Improving Nutrition & Physical Activity, and Food Safety.

» **Chronic Disease Self-Management (PATH)** — Participants of PATH (Personal Action Toward Health) programs report improved symptom management including decreased worry, decreased fearfulness about future health, and fewer frustrations about health problems. At the end of the series, PATH participants show decreased symptoms of fatigue, decreased shortness of breath, and decreased self-reported pain. Other program benefits show increased physical activity and improved communication with physicians including preparing a list of questions to ask during a healthcare visit. Participants report higher self-efficacy after attending the program and show improved self-rated health scores. During 2012, there were 27 PATH series held statewide reaching 305 people in 27 counties.

» **Community-Based Nurturing Parenting** — Research shows that babies who receive affection and nurturance from their caregivers have the best opportunities at healthy development. Designed by Stephen Bavolek, Community Based Nurturing Parenting is for parents, grandparents, childcare providers and others who care for children. Participants learn what nurturing is and how to be a nurturing parent, enhance positive relationships with children, how to discipline without spanking, methods to handle stress and anger, child growth and development, understanding the brain development in children and teens and how to help build youths self-esteem. Community Based Nurturing Parenting is an evidence-based program for parents and caregivers to strengthen and build parenting skills that promote positive family relationships. This program takes place in a variety of community settings. During 2012, twenty-one Nurturing Parenting series reached 549 participants statewide.

» **ABC’s of Bullying Prevention: Addressing Bullying in Community Settings** — This half-day workshop is designed for adults who live with, care about and work with young people, including parents, caregivers and those who work in schools, youth and family agencies, youth organizations (such as 4-H, Scouts, and Boys and Girls Clubs), juvenile justice, faith-based communities, recreation departments and other community groups. During the workshop, participants explore how bullying is affecting their communities; examine bullying, bias and harassment through the lens of differences; and explore key strategies for addressing these complex issues at the personal, interpersonal, institutional and cultural levels. They also learn about programs and resources that can be used in community settings, including other components of the Be SAFE initiative. Eight community workshops with 315 participants were offered during 2012.
» **Building Strong Adolescents** is a Michigan State University Extension authored program for parents and guardians of teenagers. The program focuses on the external and internal assets teens need to succeed, along with focusing on integrating issues related to the prevention of aggression and violence. During 2012, this 10-year-old curriculum was revised and updated to be used in addressing current needs and will be available in 2013.

» **The Supplemental Nutrition Assistance Program - Education (SNAP-Ed)** provides nutrition education to Bridge card eligible adults and children. This program focuses on improving dietary quality, increasing physical activity while stretching food dollars. The ultimate goal of these programs is to promote healthy weight maintenance and obesity prevention.

During the past year in Grand Traverse County, 272 adults and 407 youth were reached through nutrition education classes at various venues in the county. There were a total of 713 contacts with these groups in total.

An expanded partnership over the past year with Share our Strength’s Cooking Matters™ has allowed nutrition education staff to teach healthy eating during a cooking class. Grand Traverse County MSU Extension nutrition staff partner with a volunteer culinary chef to teach adults and teens how to select nutritious and low-cost ingredients and prepare them healthily. Cooking Matters specialized curricula covers practical nutrition information, hands-on food preparation, and food budgeting and shopping. The adult participants receive recipes and other educational materials from the lessons and also receive a take home bag of groceries each week funded by Wal-Mart to practice what they’ve learned in class. Cooking Matters courses are designed as six weekly, two-hour lessons with curriculum target audiences of adults, teens, and childcare professionals. This program continues to be popular in Grand Traverse County reaching new adults and youth.

This winter, the Grand Traverse MSU Extension office hosted two series of six-week Cooking Matters for Adults classes for the Disability Network. One of the classes involved taking the group to a local grocery store to help emphasize the lessons learned and to demonstrate healthy eating on a budget. Carol Danly, a student from the Culinary Institute, volunteered her time and expertise to help teach the fundamental skills of healthy cooking. Classes were led by Health and Nutrition Program Instructor, Michelle Smith, who witnessed these adults gain confidence and skills to become more successful in their transition to more independent living. One participant told Smith on the first day of class that she didn’t know how to cook or shop for herself and that the idea of cooking made her nervous. On the last day of class, this same participant said, “I learned food preparation skills, cutlery skills and shopping skills... my confidence being in the kitchen is much higher.”
MSUE also provided nutrition education to eligible seniors and WIC families on the benefits of including fruits and vegetables in their diet. Participants increased the quality of their diet by purchasing locally grown fresh fruit and vegetables from Grand Traverse County farmer’s markets though Project FRESH and Market FRESH. 236 coupon books were handed out this year. These coupons were redeemed at the farm market for over $7000 in funds for produce grown by local farmers.

As with all Health and Nutrition Institute education programs, success is determined not only by the number of individuals staff worked with but more importantly, how their knowledge or behavior was changed as a result of attending the classes.

Adult Program Impacts:

- 94% of the participants completing the series had a positive change in any food group at exit (Grains – Fruits – Vegetables – Milk – Meat & Beans).
- 82% of participants showed improvement in one or more nutrition practices: planning meals, makes healthy food choices, preparing foods without adding salt, reading nutrition labels or has children eat breakfast.
- 72% of participants demonstrated acceptable food safety practices at the end of the program.
- 75% of participants showed improvement in one or more food resource management practices: planning meals, comparing prices, does not run out of food or uses grocery lists.

Youth Program Impacts:

- 71% of the children from kindergarten to second grade reported a significant increase in their knowledge about food groups
- 88% of school teachers reported children being more aware of the importance of healthy nutrition.
- 93% of school teachers reported that children are more willing to try new foods.
- 86% of school teachers reported that children improved hand washing.
Food Safety — Supporting MSU Extension food safety education programs helps prevent food borne illnesses and ensures a safer food supply for consumers – whether that is at food retailers, restaurants, farmers’ markets or community meals served by organizations. MSU Extension food safety education programs train participants to prevent incidents of foodborne illness associated with unsafe food handling practices, which results in fewer medical expenses, fewer food recalls, and less temporary or permanent closures of food businesses by local health departments. Costs of illness, recalls, and food business closures are more expensive from a public health perspective than taking an inexpensive class to learn how to prepare food safely and preserve food correctly.

In Grand Traverse County, food consumers can have increased confidence seeing cottage food products sold by someone with a food safety certificate related to producing cottage foods because of proper ingredient handling and product labeling.

As a result of attending the cottage food law workshops:

- 96% of participants indicated more frequent handwashing as a result of the class.
- 95% of participants reported increased knowledge on how to prevent cross contamination.
- 97% of participants reported increased knowledge of when it is not safe to prepare food.

Residents have increased confidence in consuming home preserved foods because of increased knowledge of safe preservation practices and research-based resources.

As a result of attending the food presentation workshops:

- 98% know where to locate research based/tested recipes for home food preservation.
- 98% will follow research based/tested recipes when canning food at home.
- 90% will properly use processing techniques to safely can low and high acid foods.
- 100% will use correct processing times to safely can low and high acid foods.
Safe Kids North Shore and the Grand Traverse Injury Prevention Coalition provide education to the residents of Grand Traverse County, and also to surrounding counties through a partnership with Munson Medical Center. Unintentional injuries remain the number one killer of children ages 1-14 in the United States and in Michigan. The coalition uses research-based curriculums provided by Safe Kids Worldwide to bring educational opportunities to schools, health fairs, private offices/agencies and other events open to the public. Of all unintentional injury causes, traffic crashes are the number one cause of death to children. For this reason, the coalition focuses on traffic safety programs to include: car seat inspection stations, certification of child passenger safety technicians, 3D (Diminish Distracted Driving) for teens and adults, In and Around Cars and pedestrian safety. Other program areas offered include: winter safety, hyperthermia prevention, water safety, basic baby safety, sports safety and concussion prevention, bike and wheeled sports safety and mature driver safety. Following are some highlights of 2012 programming:

- Direct contact injury prevention programming to 8,785 persons.
- Indirect contact was made to over 3,500 adults through safety flyers and brochures.
- 2,427 safety related devices were distributed, all purchased with grant support.

» **Car Seat Inspections** occur every 2nd and 4th Friday of each month. Over 400 car seat inspections were performed this year by child passenger safety technicians certified through our program. Over 98% of the seats that were seen were being improperly used.

» **Diminish Distracted Driving (3D)** is a partnership with the Grand Traverse Sheriff’s office and the Michigan State Police. 1,565 high school students participated in this program, which heightens awareness about the outcomes of distracted driving and provides actions to take to minimize distractions.

» **In and Around Cars** is a five station event that teaches children safety around motor vehicles. Stations include: Seat Belt Fit Test, Trunk Entrapment, Hyperthermia, Spot the Tot and OnStar. This program is offered to local schools and in partnership with Williams Auto Group for scouting groups to earn an automotive safety patch.

Multiple children can often be up to 18 ft. behind a vehicle before the driver can see them!
Injury Prevention Educational Programs

» **Concussion Prevention/Sports Safety education** was provided to over 200 local coaches in preparation for the implementation of a new concussion law in 2013.

» **Chill Out for Winter Safety** is a program offered in partnership with Munson’s Kohl’s 4 Season Safety program. Experts visit schools and highlight winter dangers, providing children with fun/educational displays and scenarios. Over 1,000 children participate in this program each year.

During the Chill Out presentation, kids hear from a local mom about her 3rd grade daughter who died in a sledding accident. The take-home message is, if you want to do an activity that’s fast – wear a helmet!
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