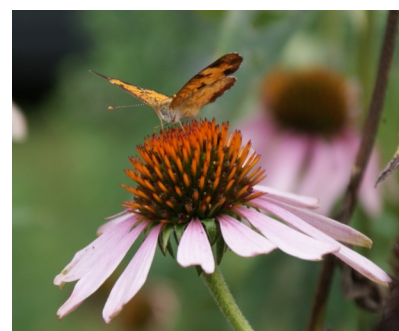


2013-2014 Annual Report:

Kalamazoo County



Proven, Relevant, Life Changing





2014 celebrates the 100-year signing anniversary of the Smith-Lever Act, which officially created the national Cooperative Extension System. President Woodrow Wilson signed legislation that extended the land-grant university concept beyond university campuses to reach into communities across the United States. For 100 years, the Smith-Lever Act has stimulated innovative research and vital educational programs for youth and adults through progressive information delivery systems that extend knowledge and improve lives using a state-by-state network of Extension Educators.

Extension is a unique partnership between federal, state, and county governments. County-based community partnerships in Michigan have been thriving for nearly 100 years as MSU Extension, Michigan's land grant university, delivers education throughout the state and uniquely in the southwest region.

Sincerely,

Ginger Hentz
District 13 Coordinator

Michigan State University is an affirmative action/equal opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Issued in furtherance of MSU Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Thomas G. Coon, Director, MSU Extension, East Lansing, MI 48824. This information is for educational purposes only. Reference to commercial products or trade names does not imply endorsement by MSU Extension or bias against those not mentioned.

Mission

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

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MSU Extension Program Institutes

Enhancing Michigan's First Green Industry: Agriculture & Agribusiness

Focus: Keep research and education on the cutting edge to keep agriculture and agribusiness strong and secure. Grow Michigan's \$71.3 billion agriculture and agribusiness industry which employs 25% of Michigan's working population.

Preparing Michigan's Children & Youth for the Future

Focus: Create and foster an environment that provides educational opportunity for young people and the adults who support them. Help develop skills youth need for a quality life to prepare them for the future so they can be productive and contribute to society.

Greening Michigan: Leveraging Natural and Human Assets for Prosperity

Focus: Enhance knowledge and decision making skills for communities and individuals throughout the state on how to respond to the changes from manufacturing economy to a knowledge economy. A large part of this new economy is the green industry.

Improving the Health & Nutrition of Michigan's residents

Focus: Create a healthy and holistic viewpoint for Michigan' residents for issues involving physical, social and mental health.

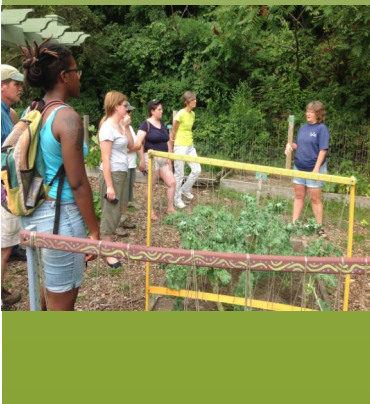
[Michigan State University \(MSU\) Extension](#)

With a presence in every Michigan county, Extension faculty and staff members provide tools to live and work better. From a personal meeting to information online, MSU Extension educators work every day to provide the most current information when people need it to ensure success – in the workplace, at home and in the community.

Whether it's helping grow Michigan's agriculture economy, capturing opportunities that use our natural resources in a sustainable way, controlling health care costs by giving individuals the information they need to manage chronic illness or preparing tomorrow's leaders, MSU Extension creates opportunities and builds communities that make Michigan strong, prosperous and a great place to live.

**20,000 homes
received fresh
vegetables
grown by
Master Gardeners
in Kalamazoo
in 2013**

Food Bank of South
Central Michigan



CONSUMER HORTICULTURE

MSU Extension's Consumer Horticulture educators deliver science-based, environmentally sound information to the 70% of Michigan adults who engage in yard and garden activities; this is nearly 5 million people. This daunting task is tackled in a variety of ways.

Local Programming

Master Gardener Volunteer Training Program - A 13-week training provided in-depth education on many horticulture topics: soil science, plant science, trees and shrubs, flowering plants, vegetables, fruit, lawns, indoor gardening, pests, water quality, and more. This program was recently revised to ensure that the most up-to-date gardening information is presented. This training was offered in multiple locations statewide using both live and real-time online delivery.

Vegetable Gardening 101 - An Introduction to Growing Food, was offered for the fifth consecutive year. This popular six week class was presented online for the first time in 2013 and viewed by nearly 100 residents statewide.

Vegetable Gardening 202 - A hands-on workshop was offered at a new community garden located in the Eastwood neighborhood in June. Let's Get Growing was the theme; the topics included placement of a garden, easy access to water, growing plants from transplants and seeds, mulching, weeding and feeding. This free workshop was attended by 26 people. This was the third year this program was offered and plans are currently underway to expand it in 2015.

Organic Gardening/Farming classes were held in 2014 covering introductory gardening techniques. This series of four classes was co-sponsored by MSU Extension and Tillers' International. Plans are already underway for a continuation of the series in 2015.

Junior Master Gardener class was offered in the summer of 2014. Twelve students from the Boys & Girls Club in Kalamazoo planted and cared for a 4'x4' raised bed at the Riverview Launch site (belonging to the Kalamazoo Land Bank); students especially enjoyed harvesting the produce they grew.





Locally, Master Gardeners grew and donated more than 9,000 pounds of fresh produce in 2013



Fall Garden Affair, an annual public event celebrating the local harvest, was held in September. In 2014, the program was expanded to include not only the Tomato Taste-off competition, but also a parade of scarecrows, voting for the most creative entry, and a competition for the most attractive fresh garden basket. In addition, there was a farmers' market, a cooking demonstration by a local chef, and an Ask an Expert booth staffed by advanced Master Gardeners offered answers to gardening questions. 70+ residents participated in this program in 2013; it is co-sponsored by MSU Extension, the Master Gardener Volunteer Program, Kalamazoo in Bloom, and Common Ground Kalamazoo.



Master Gardeners - 300 volunteers provided nearly 11,000 hours of volunteer service this past year, making Kalamazoo County communities more beautiful and healthier places to live, work and play. Volunteers partnered with more than 50 non-profit organizations locally. Here are several examples of the outstanding service provided to enhance the quality of life in our communities.

<p>Total value of volunteer hours in 2013: \$238,517 per the Independent Sector</p>

Master Gardener Helpline provided answers to gardening questions, including identification of plants, insects and diseases, plant care and selection. This Helpline annually answers nearly 500 questions. Volunteers utilized Integrated Pest Management, a practice that offers the safest, most responsible choices for gardening.

Common Ground Network is a partnership among MSU Extension, the Kalamazoo Land Bank, Kalamazoo Nature Center and Fair Food Matters sharing education, plants, seeds, tools, and financial support for community gardens locally. 30 community gardens are registered with this network. The Kalamazoo Community Foundation supported this partnership with a grant for 2012-2013 that provided for 22 mini grants to support new community garden start-ups.





34% of the clients receiving food grown by Master Gardeners are children 17 years and younger.

Food Bank
of Central Michigan



Linda Whitlock

Consumer Horticulture/
Master Gardener
Program Coordinator

The Giving Garden is a two-acre vegetable garden in Kalamazoo growing and donating fresh vegetables to food banks and food kitchens in southwestern Michigan. This garden has operated continuously for the past 15 years. Business partners Humphrey Products Company and Kendall Electric Inc. donated the land and water for this ambitious project. It is 'farmed' by a crew of 40 Master Gardeners and community volunteers. All of the costs for operating this garden came from donations and grants. These experienced volunteers also teach classes, workshops, and mentored new gardeners.



****Additional Resources made available through MSU Extension****

Gardening in Michigan website shared resources and information about gardening from Michigan State University with gardeners. Advice is based on science performed at MSU or other land grant universities. Currently, there are 32,215 links to this website on the Internet. A Smart Gardening series of nine factsheets were published on this website. In addition, these factsheets were printed and distributed at programs offered by Consumer Horticulture staff.

Ask an Expert and the Garden Hotline is a service offered through eXtension where gardeners can get expert answers and help from MSU Extension/University staff and volunteers. Trained Advanced Master Gardener volunteers and the local Consumer Horticulture educator (Linda Whitlock) answered approximately 600 gardening questions during 2013. This service is available by calling 888-678-3464. MiGarden@msu.edu is another resource available.

Soil Testing is offered by the MSU Soil and Plant Nutrient Laboratory at Michigan State University. A soil test self-mailer was created to provide a seamless connection between Michigan residents and the lab. Trained Master Gardener volunteers and Consumer Horticulture educators answered questions about the results of this important test.

Ag Action Day, a collaborative effort of MSU Extension offices through southwest Michigan, provided a full day of educational programs highlighting the latest research and accepted practices for growing food and ornamental crops in Michigan. Approximately 300 people attended this program in Kalamazoo last year.

Telfarm Income Tax Management and Business Analysis



The TelFarm system of farm financial record keeping is a program available from MSU Extension's Farm Information Resources Management (FIRM) Team. It is an educational

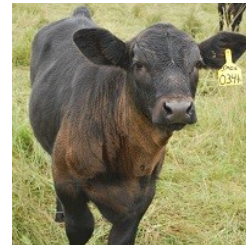
and service program designed to assist farmers with their farm financial records and decision making. Over several years, effective tax planning can save producers thousands of dollars.

MSU Extension held it's annual Income Tax Management consultations for



Business Management Educators for MSU Extension provided the individual consultations by appointment.

Together they have over 30 years of experience at MSU Extension in farm financial management, including estate planning, business succession, expansion, financial projections, profitability analysis, income statements, cash flow, business plans, risk management and ag commodity marketing and more recently, estimating the Affordable Care Act employer penalty costs.



Agricultural Resources, Programs and Events listed online

Supporting agriculture is key to a brighter future. Michigan State University Extension works to increase farmers' success while protecting the environment, ensuring food safety, reaching new markets and advancing agriculture through applied research. Research-based resources, programs and events are listed and organized by specific categories online and can be accessed by visiting:

<http://msue.anr.msu.edu/topic/info/agriculture>

Topics include:

Beef	Fruits & Nuts	Pork
Dairy	Horses	Poultry
Farm Management	Nursery &	Sheep & Goats
Field Crops	Christmas Trees	Vegetables
Floriculture	Organic Agriculture	

Commercial Horticulture

Heidi Wollaeger, a regional MSU Extension Greenhouse and Nursery Educator, based in Kalamazoo County, provides education on plant health management to the 95 greenhouse businesses in southwest Michigan and the 230 commercial nurseries in southern Michigan. Wollaeger is a part of the Michigan State University Floriculture Extension team servicing the third largest agricultural industry in Michigan. The wholesale value of floriculture products in Michigan was \$362 million dollars in 2012, according to the USDA's National Agricultural Statistics Service.

Local Focus

Wollaeger provided plant diagnostic support by visiting 95 greenhouses and 13 nurseries this past year. Educational information and pest and disease outlooks were disseminated to growers weekly throughout the growing season. Educational programming aimed to reduce plant production risk, improve energy and production efficiencies, and improve economic activity of floriculture businesses in her region.

In addition to her education efforts, Wollaeger is a member of teams receiving three Project GREEN grants to conduct research and provide educational programming in Michigan on current challenges facing the floriculture industry. The current grants seek to understand how to protect pollinators, consumer perceptions of pest control, using light-emitting diodes (LED) for lighting of crops, and the role of branding plant material in consumer perceptions.

Greenhouse growers reported that the value of the information learned at a 2-day conference, *Greenhouse Grower's Expo*, sponsored by MSU Extension and held in Grand Rapids in December of 2013 was \$236,000 .



776 greenhouse and nursery growers attended Nursery and Greenhouse Programming in 2013-2014



AGRICULTURE AND AGRIBUSINESS

National and International Recognition

During 2013 and 2014, Wollaeger wrote 28 news articles for the Extension website, msue.anr.msu.edu, which received national and international attention upon being republished by magazines such as Greenhouse Management, Greenhouse Canada, Hydroponics and Greenhouse Magazine—Australia, and distributed at Universities such as Centro Servizi Floricoltura in Sanremo, Italy. Wollaeger also co-authored four magazine articles for Greenhouse Grower magazine and The Michigan Landscape.

Wollaeger co-authored three scientific journal articles, one of which earned her the 2014 *Alex Laurie Award* from AmericanHort, a national floriculture association. The manuscript was determined to have the greatest potential impact on the industry when compared with all other papers published in peer reviewed journals in 2014 in the ornamental horticulture field.



In addition to writing articles, Wollaeger also participated in a national diagnostic services team with professors from other universities who visited a dozen growers throughout Indiana and North Carolina.



Heidi Wollaeger
Greenhouse and Nursery
Production
Extension Educator

AGRICULTURE AND AGRIBUSINESS

Programming

Pest and Disease Management Prior to the 2014 growing season, MSU Extension offered a series of classes for both nursery and greenhouse crops on the prevention and management of a wide range of diseases and insects. The floriculture team advised greenhouse businesses to implement a preventative fungicide program, protecting a crop that is worth over \$12.6 million in Michigan from a devastating disease only detected in the United States within the last 5 years, impatiens downy mildew.



Plant Growth in Response to Lighting With the increasing energy efficiency and decreasing costs of light-emitting diodes (LEDs), MSU Extension offered seminars on plant responses to different light qualities (light colors) and light intensities. The floriculture team consulted with businesses exploring the use of LEDs.

Marketing In a maturing market, the marketing strategy of retail garden centers and nurseries is becoming increasingly important. The MSU Extension floriculture team visited and discussed individual marketing strategies with local garden centers. Centers were provided numerous articles on sales and mobile-ready marketing.



MSU Extension's Greening Michigan Institute (GMI) is focused on leveraging Michigan's natural and human assets for sustainability and prosperity. This institute is comprised of four statewide work groups:

- Community Food Systems
- Government and Public Policy
- Sustaining Community Prosperity
- Natural Resources Stewardship



Jane Herbert, MSU Extension Senior Educator based in Kalamazoo County, provides leadership to statewide water resource programming for the Natural Resources Stewardship work group. The primary focus of her work is educating lakefront property owners, local government officials and waterfront contractors on the ecology, protection and management of Michigan's 11,000 inland lakes and their 23,500 miles of shoreline.

Representing MSU Extension, Herbert is a founding member of the Michigan Natural Shoreline Partnership (MNSP) – a public/private partnership of state agencies, plant industry representatives, marine construction industry representatives, academics and non-profit organizations dedicated to the restoration and preservation of natural shorelines for the benefit of Michigan's inland lakes. In the GMI spirit of leveraging human and natural assets for sustainability and prosperity, Herbert provides educational leadership to the development, delivery and evaluation of MNSP's flagship program *Certified Natural Shoreline*



Professional (CNSP).

CNSP equips professional marine and landscape contractors with the tools needed to expand their business services to better serve lakefront property owners looking for more lake-friendly alternatives to sea walls, rock and turf to the water's edge.

This intensive training focuses on bioengineered shoreline erosion control and natural shoreline landscaping techniques using native plants.



GREENING MICHIGAN

It also provides participants with up-to-date information and guidance on shoreline regulations and the permit application process. To become a Certified Natural Shoreline Professional, participants must complete three days of classroom instruction, one day of hands-on field instruction and pass a 100-question certification exam. Continuing education is required to maintain certification. Each field instruction day results in a natural shoreline demonstration site located on public lakefront property.



These demo sites are available for tours by lake associations, school groups and local decision makers. Two of the ten CNSP demo sites are located in District 13 — one on Gull Lake in Kalamazoo County and one on Maple Lake in Van Buren County.

Since 2010, nearly 200 participants have successfully completed requirements to become Certified Natural Shoreline Professionals. In recent interviews with *Lawn & Landscape*, a national trade magazine, two local landscape professionals located in Kalamazoo County talked about the benefits of CNSP training and the “increasing interest in natural shoreline landscapes.” Both have successfully sold and installed natural shoreline projects to area lakefront property owners since becoming Certified Natural Shoreline Professionals.

At the state level, Herbert received the 2012 Community Partnership Award from the Community & Natural Resource Development Association for her leadership role with the Michigan Natural Shoreline Partnership. At the national level, the 148-page CNSP Training Manual, for which Herbert served as co-author and coordinating editor, received the 2012 Gold Award for Long Publication from the Association of Natural Resource Extension Professionals. At the university level, Herbert was the recipient of the 2013 MSU Distinguished Academic Staff Award.

For a series of educational articles about Michigan’s lakes, shorelines and other water resources, please visit the MSU Extension website at www.msue.anr.msu.edu and click on Natural Resources.



Jane Herbert
Water Resource Management
Senior Educator



Beginning Farmer Trainings were offered during the winter for new and beginning farmers as an online course. This was a multi-educator collaboration bringing their expertise to a 14-week online course that provided trainings covering a wide range of topics including field crops, soil, vegetables, planning, and business recordkeeping. Each session was offered independently and as a series. All were well attended and averaged 25 participants per session.



Community Garden Development Workshop: Growing Community Gardens: Leading & Feeding This program focused on how to organize, operate and run the garden as its leader. This very successful program was held in Kalamazoo and drew people from across the state. Topics covered included managing the garden, memberships, rentals, rules, marketing, fundraising, and connecting with gardeners. This workshop is based on the National Community Gardening Association Growing Communities Curriculum.



Community Food Systems—MSU Extension served as a professional reference for the development of food hubs, farmers markets, and farm markets. Staff continue to work with Kalamazoo, Niles Downtown Development Authority (DDA), and Benton Harbor to develop additional markets and food hubs in these communities. MSU Extension is a partner with Kalamazoo Valley Community College and others in the development of the Kalamazoo downtown wellness and food sustainability campus.



Firewise: Michigan Wildlife, Recycling, and Outdoor Safety and Fun. This program offered the opportunity to speak with 7 classroom-size groups of 5th graders about wildfire prevention and discuss what plants growing near homes are more and less likely to catch fire in the event of a wildfire.



Natural Resources Clean Boats Clean Waters program was revitalized to address Aquatic Invasive Species (AIS). MSU Extension partnered with Michigan Lakes and Streams Association to train volunteers to help identify and remove AIS from their watercraft and sport equipment to help prevent the spread of AIS in Michigan's inland lakes.



Cooperative Development Services Coordination

The Product Center cooperative development services provides assistance and educational services to individuals and groups in rural areas desiring to organize cooperative businesses or seeking to expand existing cooperatives. This is accomplished by both individual counseling to potential cooperatives and by an annual conference held in various parts of the state. This year the sites were the Southwest Michigan and Northwest Michigan MSU research stations and a retail location in Dundee. Total attendance numbered about 85. MSU Extension Educators coordinated needs with resources.



Connecting Entrepreneurial Communities (CEC)

Kalamazoo County was one of many communities represented at the MSU Extension CEC conference held in Marshall in 2013 and attracting workshop experts in a variety of fields. This event was attended by 95 individuals from 56 communities around the state.



Arts & Eats rural back roads tour — Thousands of visitors from over 60 different zip codes traversed Kalamazoo, Barry, and Allegan Counties the third weekend in October for the annual Arts & Eats rural back roads food, farm & art tour. Arts & Eats is a free self-guided tour of artists in their home studios, eateries featuring locally-grown food, and farms that feature specialty farm products such as fiber, heritage animals and specialty crop produce. More than 60 west Michigan sites participated. The tour promoted a placemaking tourism economic development strategy. It raised awareness and appreciation of the region's rural areas, and educated people about the economic, environmental, and health benefits of buying and consuming locally grown foods. It also supported Michigan's cultural entrepreneurs and connected farmers with local restaurants to expand the market for locally grown foods. Evaluation of the program documented that the tour had a positive economic impact on the region. MSU Extension co-led the collaborative effort entering its fourth year in 2014.



Greening Michigan



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MSU Product Center

The MSU 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. Select MSUE educators around the state have special training as innovation counselors to deliver these services. Business counseling is conducted on a one-to-one basis and may take place at the MSUE office, the client's home or a 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.

The Michigan State University Product Center (www.productcenter.msu.edu) helps Michigan entrepreneurs and businesses to develop and launch new product and service ideas into food, agriculture, natural resources, and bioenergy markets.

The MSU Product Center Food, Ag, Bio helps develop and commercialize high value, consumer-responsive products and businesses in the agriculture and natural food sectors. Budding entrepreneurs and established companies can utilize the center as a key to the front door of MSU's vast and varied technical expertise, research, outreach, and educational services.

MSU Extension Educators serving as Innovation Counselors make the initial contact, and are certified to assess the business/product development, identify markets, and assist with innovation of new products to guide the process from start-up to market. Additionally, MSU Product Center conducts the premier new food product trade show "Making It In Michigan" in Lansing every fall. It offers new food producers an opportunity to make contact with retail and wholesale outlets to better establish marketing channels.



PRODUCT CENTER FOOD•AG•BIO
Accelerating Innovation for Business, Industry and Entrepreneurs

Greening Michigan

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MSU Extension helps strengthen communities through programs that teach community leaders how to implement best practices that keep communities solvent, productive, and engaged.

Government Board Leadership Development—358 people received training in effective meeting management in 2013-14. Township, city, village and county officials learned the basics of good communication among board members and public engagement techniques. They also received training on the implementation of the Opens Meetings Act and how to comply with that law while meeting the demands of policy making.

Strategic Planning and Public Engagement—Kalamazoo, Oshtemo, Comstock and Texas townships were assisted by MSUE in developing, implementing and communicating a township wide public input survey. The townships assessed the communities satisfaction with current services and assessed needs for future services. MSUE facilitated the development of strategic plans for both Kalamazoo and Comstock townships.

Citizen Planner Program—The seven-week classroom program was held in Kalamazoo and Cass Counties in 2013-14. 37 members of local planning and zoning boards and the general public successfully completed the course; several finished their capstone projects and obtained Master Citizen Planner status.

Economic Development with Placemaking—MSUE teamed up with the MI-Place Partnership Initiative to introduce a new curriculum devoted solely to placemaking. The MI-Place Partnership Initiative is a statewide initiative made up of the Michigan State Housing Development Authority, the Municipal League, the MSU Land Policy Institute, and other statewide organizations with the purpose of restoring economic prosperity to Michigan. MSUE educators trained over 200 private consultants and state agency personnel in this curriculum in 2013. The 2014 portion of the project focused on providing training and facilitation across the state to selected big city, suburban and small communities to assist them in looking at community assets and how to leverage them to develop strategic placemaking plans.

Workshops took place across the state, including Kalamazoo, Benton Harbor, and Battle Creek, teaching community leaders about the importance of including placemaking in their economic strategies to attract talent and retain entrepreneurs. MSU Extension educators were responsible for teaching and facilitating the second session of the two-part program in each community. Results show that the trainings are making an impact in increasing awareness of the new economy trends and placemaking principles and people understand the importance of developing place as an attraction/retention strategy. The facilitated workshops have helped communities develop a vision for developing walkable urban places that are attractive to knowledge workers and entrepreneurs. Leaders have developed lists of strategic placemaking assets and defined areas for improvement in their communities.



CHILDREN AND YOUTH—4-H URBAN

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Development of the 4-H program in Kalamazoo County has recently seen two major trends: the first is an increased expansion of programming content that fall outside the traditional focus on animal husbandry and agriculture; the second is a focus on extending our reach to more urban residents of Kalamazoo County, which make up nearly half of the population.

Over the past year, 12 new partnerships with neighborhood associations, community and government organizations, local schools and school districts, small non-profits and local businesses were formed. Among these new partners, six yielded 4-H short term (at least 6 weeks in duration) special interest programming, exposing over 140 youth to in-depth exploration of a wide range of subjects. These included:

- The Northside Association for Community Development
- CDF Freedom School, Edison Neighborhood Association
- Kalamazoo Peace House
- Kazoo School
- Eastwood Neighborhood Association

Six yielded one-time workshops that exposed approximately 493 youth to the breadth of subjects and areas of interest available for them to explore. These included:

- CDF Freedom School
- The Kazoo School
- The Jeter's Leaders Turn 2 Foundation
- Kalamazoo Land Bank
- Michigan Department of Natural Resources
- WMU Family Studies department

Outreach initiatives were also conducted with the aid of the Kalamazoo County Fair Board and the Oshtemo Public Library. These events together reached over 500 youth and exposed them to 4-H programming.

Additional activities include participation within the community and educational/urban outreach initiatives. The MSU Junior Master Gardener program, itself a product of the MSUE/4-H Partnership with the Kalamazoo Land Bank, hosted a 4-H demonstration for their youth members that focused on exposing them to 4-H and the skills they will gain through the program. 4-H also participated in outreach activities at the Jeter's Leaders Re2pect Your Health fair, WMU Education Days, and the CDF Freedom School closing finale. 4-H Youth Development helps support the ongoing efforts of our partners through in-class enrichment with 4-H curriculum or materials, participation in special events, and regular consultation when planning new programs or initiatives.



4-H URBAN PARTNERSHIPS

Northside Association for
Community Development

CDF Freedom School

Eastwood Neighborhood
Association

Eastside Neighborhood
Association

Kalamazoo Land Bank

Kalamazoo Peace House

Kalamazoo County
Fair Board

Kazoo School

Van Buren Intermediate
School District

Michigan Department of
Natural Resources

Fort Custer State Park

Kalamazoo Charter Township

Zoetis



Evan Granito
4-H Urban
Program Coordinator

Youth Life Skills Development

Youth programming has covered a broad range of topics including gardening, filmmaking, photography, hiking, entrepreneurialism, sewing, fishing, nutrition, animal science, and more. Through use of the 4-H Guiding Principles and the Lifeskills Wheel, each 4-H program not only explores the content of the curriculum, but also character building qualities like leadership, organization, goal-setting, self-discipline, and other skills they need to become caring, competent adults.

Many of these programs were delivered through partner organizations that would house and staff the 4-H program and/or club. Others, such as the Eastwood Community Club, were delivered directly by community members who became registered 4-H volunteer leaders. This particular club installed their own community garden in an urban neighborhood, and has been growing organic vegetables to share with the community all summer long. This teaches them not only basic gardening techniques, but also the dedication it takes to maintain a community garden, as well as the people skills it takes to build support for such a project within the community.

Adult Training - 4-H Experiential Learning

MSU Extension trained 17 adults from the Northside Association for Community Development, CDF Freedom School, the Kalamazoo Peace House, and the community at large in several 4-H programming techniques and curricula, including “Be the E: Entrepreneurship,” “4-H Youth Gardening Series,” “The 4-H Communications Toolkit,” and the ages and stages of youth development/4-H guiding principles. These adults all became certified 4-H volunteer leaders, and led 4-H programs in their organizations or neighborhoods.



MSU Extension Children and Youth Institute, through its 4-H program, strives to provide opportunities for youth ages 5-19 to increase their leadership skills, build their cultural competencies, engage in the world around them as active citizens, and learn that their voice and actions can make a difference locally and globally.

To address obesity (Michigan ranks 37th in the US), 4-H youth and staff decided to promote healthy choices in nutrition and physical fitness in youth. An afterschool program was created called “Nuts for Nutrition” in partnership with a local school and the MSU Extension staff. Over 150 youth were taught about making healthy food choices and a community garden was started at the elementary school. Much of the produce was used to help with the lunch program. The rest went to local food banks and some was given to families in need.



Through research youth saw how much sugar was being consumed by young people and the statistics of how learning is affected by the ups and downs of sugar levels in the blood stream. A display called “Sugar Revealed” was created and shared at several health fairs, school boards and the WMU Education Day, educating both parents and youth on the amounts of sugars in many foods and the negative

effects on one’s body and learning throughout the day. Using this display, over 700 youth and their families were able to be educated about sugar and how to translate what is on the food labels into usable information.

Additional educational opportunities offered:

- Record keeping workshops
- Exploration Days - pre-college opportunity on MSU campus
- Capital Experience – 3 youth from Kalamazoo County joined youth from around Michigan to learn more about our government in Lansing for 3 days
- Citizenship Washington Focus – 2 youth from Kalamazoo County joined youth from across the state and nation in Washington DC for a week. They were involved in hands on civic engagement and leadership opportunities along with sight seeing.



4-H club activity in Kalamazoo County for 2013-2014

- 15 clubs
- 450 youth
- 79 adult volunteers

Goals for 2014-2015

- 10% increase in youth enrollment and adult volunteers
- Continue building community partnerships for educational growth in Kalamazoo County



Veronica Bolhuis
4-H Program Coordinator

CHILDREN AND YOUTH

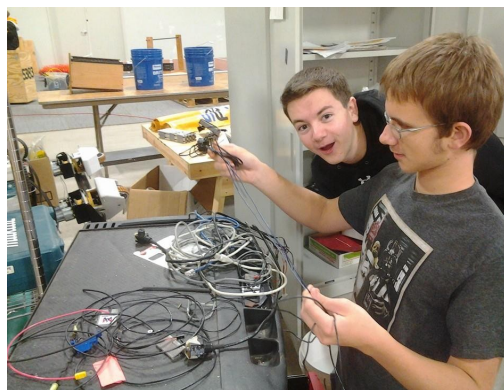
2013 was an exciting year for 4-H participants in Kalamazoo County:

- New partnerships were created with local libraries to offer babysitting classes to over 50 youth, “science sparks” programs were held in which youth learned about dogs, birds and small mammals including guinea pigs, hamsters, rabbits, a bearded dragon and goats.
- Youth from Kalamazoo County were invited to participate in the interstate exchange in Hampshire County, MA in 2013. Participants learned how to lobster fish, how to grow cranberries and about their 4-H programs. During the summer of 2014 youth from MA were hosted here in Kalamazoo and learned about grape growing, MI agriculture, archery and ice cream as well as enjoying the great lakes and Mackinaw Island.
- Over 400 youth projects were on display during the Kalamazoo County Fair. The horse and livestock council and youth partnered with Kalamazoo County Parks to renovate some of the livestock barns and the Leaders’ Council opened its traditional food booth fundraiser for the second year in the little red barn at the end of the livestock mall.



Fair is an important part of a 4-H family’s summer. Many take a week of vacation to be there so that their children can share with others what they have learned over the year. Food booth sales increased which will allow more youth to attend Exploration Days, receive awards and scholarships, and attend leadership and educational programs. The partnership between the 4-H councils and the parks department meant that families had a safe and more attractive setting to bring and show off their animals for the week.

Special thanks to Zoetis, Stryker and Kalamazoo County for their ongoing support of the Kalamazoo 4-H Youth Development Program.



Local Partnerships:

DKA Charities

Galesburg-Augusta
Schools

Gull Lake Community
Schools

Kalamazoo County Fair

Kalamazoo Public
Libraries

Kalamazoo County
Parks & Recreation

Sherman Lake YMCA

Stryker Industries

Tractor Supply Company

WMU Education Day

Zoetis

SNAP ED (Supplemental Nutrition Assistance Program Education)

The goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make healthy choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and My Plate.

Participants take positive steps to:

- Make half their grains whole grains
- Make the switch to fat-free and low-fat (1% fat or less) milk
- Make half their plate fruits and vegetables
- Encourage child-feeding practices that foster healthy eating habit

EFNEP (Expanded Food and Nutrition Education Program)

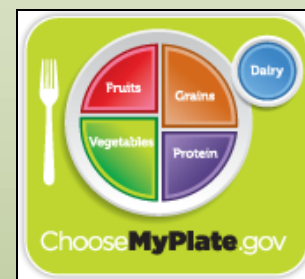
EFNEP is designed to assist limited resource audiences in acquiring the knowledge, skills, attitudes, and changed behaviors necessary for nutritionally sound diets, and to contribute to their personal development and the improvement of the total family diet and nutritional well-being.

Participants learn how to make food choices which can improve the nutritional quality of the meals they serve their families. They increase their ability to select and buy food that meets the nutritional needs of their family. They gain new skills in food production, preparation, storage, safety and sanitation, and they learn to better manage their food budgets and related resources from federal, state, and local food assistance agencies and organizations.

The delivery of EFNEP youth programs takes on various forms. EFNEP provides nutrition education at schools as an enrichment of the curriculum, in after-school care programs. In addition to lessons on nutrition, food preparation, and food safety. Youth topics may also include related topics, including physical activity and health.

The WIC Farmers' Market Nutrition Program (FMNP) is associated with the Special Supplemental Nutrition Program for Women, Infants and Children, popularly known as WIC. The WIC Program provides supplemental foods, health care referrals and nutrition education at no cost to low-income pregnant, breastfeeding and non-breastfeeding post-partum women, and to infants and children up to 5 years of age, who are found to be at nutritional risk. Kalamazoo County MSU Extension provided Farmer Market Nutrition education to 490 Women Infant Children (WIC) Program families.

The Senior Farmers' Market Nutrition Program (SFMNP) awards grants to States, U.S. Territories, and federally recognized Indian tribal governments provide low-income seniors with coupons that can be exchanged for eligible foods (fruits, vegetables, honey, and fresh-cut herbs) at farmers' markets, roadside stands, and community-supported agriculture programs. Kalamazoo County MSU Extension provided Farmers Market Senior nutrition education to 300 seniors.



Michigan State University Extension provided Kalamazoo County low-income residents an opportunity to have access to evidence-based youth and adult nutrition curriculums:

Show Me Nutrition (youth series) - Supported grade level expectations for math and communication arts, where appropriate. Several important health themes were taught in each grade level, such as nutrition, food safety, physical activity, media influence and body image and the grade levels are designed for continuity.

Eat Healthy Be Active Community Workshops - Six one-hour workshops based on the *Dietary Guidelines for Americans, 2010– and 2008 Physical Activity Guidelines for Americans* were taught to adult audiences.

Cooking Matters (6 week series) - Cooking Matters helps families to shop for and cook healthy meals on a budget, as part of Share Our Strength's No Kid Hungry campaign.

Free cooking demonstrations - Offered a nutrition series in which participants learned how to cook affordable, healthy, delicious meals and snacks along with food safety and physical activity education.



MSU Extension 2014 Nutrition Programs focus

“People and Community Nutrition Education Programming”

Woods Lake Elementary PTO and Kalamazoo County MSU Extension partnered to host an annual “Health Fun Run” at Woods Lake Elementary School. The goal is to raise both students and parent awareness of the importance of health and wellness and academic success. MSUE staff taught students about the benefits of eating fruits and vegetables, choosing healthy snacks and physical activity. 450 Woods Lake students participated at this event.

- MSUE Kalamazoo County was awarded a \$5,000 sponsorship for United Healthcare – Community Plan in support of the “Cooking Matter” nutrition series
- MSUE Kalamazoo County was awarded \$2,500 from Kalamazoo Foundation in support of the EFNEP Intergenerational nutrition series at the Ecumenical Senior Center.

PARTNERS

Kalamazoo Public Schools
 Western Michigan University
 Kalamazoo Foundation
 Kalamazoo Farmers Market
 Area Agency on Aging
 Senior Services INC
 Kalamazoo Loaves and Fishes
 Mt. Zion Baptist Church
 Kalamazoo Poverty Initiative
 WIC – Family Health Center
 WIC - Department of
 Community health
 Washington Square Coop
 Senior Ecumenical Center
 Dillon Hall Senior Apartments
 Galilee Baptist Church
 Vicksburg Farmer Market
 100 Mile Farmer Market
 Douglas Farmer Market
 Richland Community Center
 New Horizon Village
 Galesburg-Augusta Primary
 JBS- Plainwell
 Meet Up and Eat Up
 Washington Square Senior
 Cooperative
 Department of Health and
 Community Services
 Kalamazoo County Juvenile
 Center
 Kalamazoo County Project
 Connect



Leatta Byrd, MA, RDN
 Nutrition Educator

Other Programs Benefitting Kalamazoo County



Entrepreneurship Training and Cottage Food Law Classes

The Michigan Cottage Food Law enabling the production of certain foods in a home kitchen for direct sales is still relatively new. Members of MSU Extension and Product Center Counselors collaborated with MSU Extension Food Safety Team to provide food safety, cottage food, and business development content in a single session that could be easily presented around the state. On average, of participants who completed the course, 93% understood what is necessary to run a successful food business, and 78% felt that the sessions met or more than met their needs in starting a cottage food business.

ServSafe is a national food safety certificate program through the National Restaurant Association. The program provides training in food service to help participants gain knowledge about food safety procedures. Topics covered include: Providing Safe Food, Forms of Contamination, The Safe Food Handler, The Flow of Food, Safe Facilities, Pest Management, and Cleaning & Sanitizing.



BFI participant Highlights:

99% enrolled in class-initiated breastfeeding

61% were still breastfeeding at 2 months

46% were still breastfeeding at 4 months age

39% were still breastfeeding at 6 months age

MICHIGAN STATE
UNIVERSITY
EXTENSION
Breastfeeding Initiative
Mother to Mother Peer Program



Breast Feeding Initiative (BFI)

The Michigan Breastfeeding Mother-to-Mother program is a collaborative effort between the MI Department of Community Health, WIC and MSUE to increase breastfeeding initiation and duration rates among low-income women, provide breastfeeding encouragement and support to women throughout the infant's first year of life and to enhance state and local WIC/MSUE collaboration to expand service delivery and education for mothers and babies. The Breastfeeding Peer Counselor for Kalamazoo County is Amanda Hulet. MSUE also partners with the Kellogg Foundation for this position.

October 2012—August 2014

- ◆ 57 classes taught at WIC or Loy Norrix High School with total of 147 participants
- ◆ 176 moms and moms-to-be enrolled in BFI program - 140 graduated

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