

Barry County

2014–2015 ANNUAL REPORT



MESSAGE FROM THE DISTRICT COORDINATOR

In September we announced that Jeff Dwyer will become interim director of MSU Extension, effective Jan. 1, 2016. Dwyer replaces Ray Hammerschmidt, who will resume his research and teaching roles in the MSU Department of Plant, Soil and Microbial Sciences.

We are excited to welcome Dr. Dwyer to this difficult position that has undergone much transition in the last 18 months. Though our leadership will be changing, our long-range plan of working diligently to serve Michigan residents has not. Our staff members continue to follow their work plans that they, along with Extension leadership and their colleagues, have developed to meet the ever-changing needs of District 8 and Barry County. MSU Extension staff are committed to serving their communities.

Our overall plan for our leadership team is the same as it has been since Tom Coon resigned in June of 2014 to take a position as vice president and dean at Oklahoma State University. We will have an interim Extension director until a new dean is named for the MSU College of Agriculture and Natural Resources in early 2016. Once that dean has settled in, he or she will have an opportunity to help choose a permanent MSU Extension director whose goals, style and vision complement those of the dean. Until then, we continue to move forward with a strong leadership team.

In this report you will find examples of programs that support youth, encourage better health and nutrition, inspire entrepreneurs, keep farmers up-to-date, protect natural resources, stimulate business, develop communities and help to prepare government leaders. In each of these areas, MSU Extension is committed to utilizing information which is current to research and relevant to communities.

As we transition through these changes, I look forward to our continued partnership in moving Michigan forward.



Don Lehman
District Coordinator, District 8



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MEASURING IMPACT

CONNECTING WITH RESIDENTS

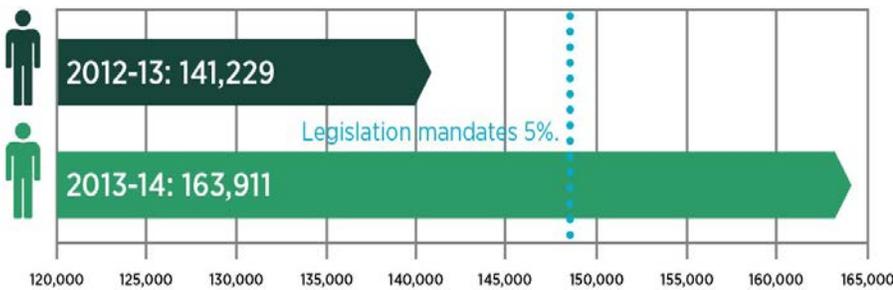
Toll Free Garden Hotline	21
Master Gardener Re-Certification	12
Youth Participating in 4-H Clubs and Activities.....	1806
Adult Volunteers Participating in 4-H Activities	436
SNAP-ED	132
IMPACTS.....	2,407

DISTRICT 8 DIGITAL REACH

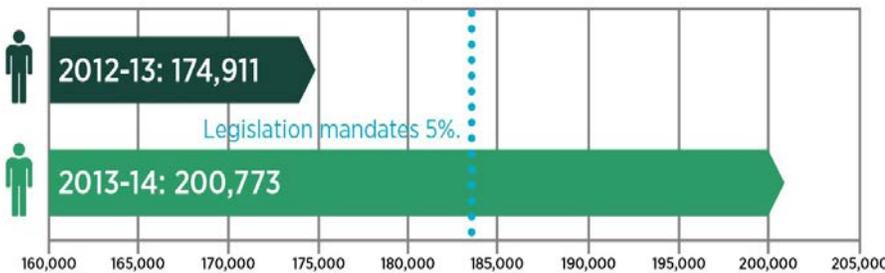
From July 1, 2014, to June 30, 2015, 118,744 visitors from our 7-county district viewed more than 349,343 pages of rich, science-based content on the MSU Extension website (msue.msu.edu).

Search engine rankings make msue.msu.edu one of the most visited Cooperative Extension Systems education sites in the country.

15% Growth in Adults Participating in MSU Extension Programs



16% Growth in Youth Participating in MSU Extension Programs



MSU Extension’s Expanded Digital Reach



2 million visitors viewed more than 4 million pages



560,000 topic newsletters distributed to more than 8,500 email addresses



Nearly 2,000 Facebook and more than 1,700 Twitter followers

DEVELOPING YOUTH AND COMMUNITIES

When you support MSU Extension 4-H programs, you are helping youth participants acquire life skills that are necessary for success in today's competitive economy. Extension works to accomplish this by helping children develop early literacy skills that support school readiness. Children who participate are also learning leadership and decision-making skills that increase their likelihood of becoming civically active. Active 4-H participation has also been associated with a reduced risk for negative behaviors such as drug use. This helps ensure that more of our young people succeed in school, attend college and contribute to their communities. Successful young people in communities results in greater tax revenues, consumer spending and increases the likelihood that they will stay in, or return to, their home communities.

Supporting school and student success in Barry County

To ensure the future success of the Great Lakes State, Michigan schools are charged with improving educational outcomes for the state's youngest minds. Yet, they must do this with fewer resources than ever. Partnering with schools to provide innovative and economical enhancements to in-school learning, MSU Extension youth educators are working to provide custom solutions to their challenges.

The Barry County 4-H program has partnered with Thornapple Kellogg School FIRST Lego League to start an after school Lego Robotics program. Twenty Thornapple Kellogg students enjoyed the chance to learn programming basics from MSUE 4-H Assistant, Courtney Larsen. Over the last couple of years, youth have also had an opportunity to participate in Robotics programs at the Barry County 4-H Fair. This past summer there were 10 competing teams at the regional 4-H Robotics Challenge. There were several areas of competition one of which had the young participants design, build and program a robot to complete specific challenges in 2 hours or less!

Another unique partnership that has benefited Barry County youth is Agriculture Awareness Day co-sponsored by Farm Bureau and 4-H. 3rd graders were given presentations of animal science information by 4-H teens. Over 450 3rd grade students from 17 classrooms participated.

2015 Barry County 4-H Fair statistics:

- Livestock sales=\$752,716
- 2080 non-livestock projects were judged
- 645 youth exhibitors



From once-a-month family workshops and in-school science lessons to after-school technology training and classroom gardening, MSU Extension supplies Michigan schools and the families they serve with the support they need to be successful.

Developing Youth and Communities, continued

Barry County programming past and present

Barry County's very own Baseline 4-H Club started in 1923 with projects such as music, talent shows, sewing, canning, beef and crops. We are proud to say that the Baseline 4-H Club is still going strong today! Our 4-H program now serves over 1500 youth and has over 350 teen and adult volunteers. In addition to the Club programs, MSU Extension also offers short term and special interest programs.

Culinary arts have always been a part of the 4-H program, but now through a restaurant connection with a local chef, Justin Straub, Barry County programming has moved to a whole new level. Chef Straub gets the youth in the kitchen, teaching them topics such as knife skills, nutrition, food safety, menu planning, food preparation, food cost, customer service and more! The participants end their experience by preparing a dinner which is cooked and served to the public at the Barry County Community Foundation.

Preparing children for academic success

Youth who are not proficient readers by fourth grade are 68 percent more likely to drop out of high school. Research shows that young children who develop literacy skills prior to entering kindergarten are better prepared for school reading curriculum.

Children's school readiness improves when parents and caregivers are taught methods that increase early childhood science and reading literacy, and ways to prepare children socially and emotionally. Programming provided through MSU Extension and other organizations prepare children for academic success by giving parents and caregivers the tools they need to help their children succeed in school. MSU Extension is also making learning to read more accessible by putting books into the hands of thousands of children from low-income households.

- » To date, 250,000 books have been distributed to more than 2,500 children through programs sponsored by MSU Extension and its partnership with the Molina Foundation.
- » As a result of MSU Extension trainings and workshops, adults indicated an increase in knowledge of concepts of early childhood development and techniques that promote school readiness and academic success.

Life skills are a basic foundation that prepare youth for success in life. The goal of Michigan 4-H Youth Development is that every youth possess the necessary life skills to be successful.

MSU Extension provides resources aligned with Michigan science education standards to teach confidence, leadership and responsibility related to STEM.



ENSURING SAFE AND SECURE FOOD

When you support MSU Extension, you are also supporting our food safety programs. Our food safety educators are working to ensure that all have access to an adequate supply of safe, affordable food. Programming focuses on food safety measures in the field from planting to harvest. Participants also have the opportunity to learn proper food preparation and food preservation techniques. These types of programs bring community partners together to enhance access to healthy food supplies, leading to more viable and healthy communities with lower health care costs.

Teaching residents about food safety

From the field to the table, food safety is an important issue. Foodborne illness affects all socioeconomic categories and costs the U.S. economy billions of dollars each year in lost productivity, hospitalization, long-term disability and even death. The Cottage Food Law took effect in July 2010, allowing home-processed foods to be sold to the public, emphasizing the need for food safety education.

MSU Extension Cottage Food Law workshops supply Michigan residents with up-to-date, scientifically backed information on food safety. In 2013, nearly 4,000 Michigan residents learned about preserving and preparing food safely for public consumption. Participants who successfully complete the training are given an MSU Extension food safety certificate. This increases consumer confidence when buying locally grown and produced food products.

Participants in MSU Extension's Cottage Food Law workshops reported:

- » 100 percent reported understanding how to properly sanitize surfaces before preparing food.
- » 100 percent reported that they now understood how to properly prevent food cross-contamination.



In 2013 MSU Extension delivered food safety programs to 90,000 Michigan residents, in an effort to reduce foodborne illness and the cost to health and Michigan economics.



In 2013, nearly 4,000 Michigan residents learned about preserving food and preparing safe food for public consumption.

ENSURING STRONG COMMUNITIES

When you support MSU Extension, you are helping to implement best practices in good governance that keep communities solvent, productive and engaged; learn effective conflict management skills; help leaders and residents work collaboratively on complex issues; and engage youth leaders in decision-making. In the personal finance area, MSU Extension helps both youth and adults learn the skills they need to increase their savings, manage their spending, avoid predatory lending and reduce mortgage defaults. All of these outcomes help lower the cost of governmental services, lead to personal and community stability and create strong and safe communities.

Helping Michigan make smart health insurance decisions

In 2013, many Michigan residents and businesses were facing important health insurance decisions they had never had to consider before. The passage of the Affordable Care Act not only opened up the health insurance market to hundreds of thousands of additional people and many small businesses, but also changed the insurance landscape for the previously insured.

These changes along with the launch of the Health Insurance Marketplace in Michigan, caused confusion regarding the new health insurance laws and requirements. MSU Extension conducted targeted outreach to both uninsured and underinsured residents as well as small businesses including farm owners to increase knowledge, understanding and confidence in the ability to purchase health insurance.

MSU Extension educated through weekly webinars, social media and other online outreach.

From November 2013 to April 2014, MSU Extension:

- » Presented 59 direct education sessions reaching 987 consumers.
- » Made 328 one-on-one contacts via email and phone to answer questions.
- » Provided 14,467 indirect educational outreach activities via social media, website page views, educational news articles, email newsletters and other media.
- » Made 854 referrals to local health insurance enrollment counselors.

MSU Extension conducted targeted outreach to increase knowledge, understanding and confidence in the ability to purchase health insurance.

MSU Extension helps youth and adults alike learn the skills they need to increase their savings, manage their spending avoid predatory lending and reduce mortgage defaults.



KEEPING PEOPLE HEALTHY

When you support MSU Extension, you are helping participants to increase their physical activity and improve the quality of their diets. Extension also provides programs that work to decrease incidents of violence, bullying and to improve the social and emotional health of Michigan residents. Encouraging these healthy behaviors helps reduce health care costs by helping prevent chronic health conditions and providing safe environments throughout a person's life span.

Fighting obesity through education

Michigan has the 11th highest adult obesity rate in the United States, according to the CDC. More than 30 percent of adults are obese, and an additional 35 percent are considered overweight.

Extension programs reached more than 87,000 adults and youth and worked to equip them with skills needed to buy and prepare nutritious, budget-friendly foods; increase their physical activity; breastfeed their babies and stretch their food dollars. MSU Extension reached more than 87,000 adults and young people across the state through programming. Through the program outreach:

- » More than one-third of youth decreased their intake of sugary drinks.
- » Nearly one-third of youth increased their level of physical activity.
- » Nearly half of adults increased their daily vegetable and fruit consumption.
- » More than two-thirds of adults increased time spent being physically active, including three-quarters of older adults.
- » More than two-thirds of adults reported improved ability to make their food dollars go further.

Helping Michiganders prevent diabetes

Michigan ranks 15th in the nation for prevalence of diabetes, with an estimated 10 percent of Michigan adults aged 18 and older had been diagnosed with diabetes – about 758,300 people. An additional 250,200 Michigan adults are estimated to have diabetes but are currently undiagnosed.

Encouraging healthy behaviors reduces health care costs by helping to prevent chronic health conditions and providing safe environments throughout a person's life span.



MSU Extension reached more than 87,000 adults and young people across the state through programming. Nearly one-third of youth increased their level of physical activity and more than two-thirds of adults increased time spent being physically active, including three-quarters of older adults.

Keeping People Healthy, continued

Programs focus on helping participants gain the skills needed to buy and prepare nutritious, budget-friendly foods; increase their physical activity; breastfeed their babies and stretch their food dollars.

Through the National Diabetes Prevention Program, MSU Extension helps participants to learn ways to change their lifestyles and improve their health. A trained lifestyle coach leads 16 core group sessions weekly. Participants learn how to make modest lifestyle changes. Groups then meet monthly for six post-core sessions. The program provides participants with both a lifestyle coach and a valuable support system.

- » More than 2,400 Michigan residents participated in MSU Extension disease prevention and management classes in 2013.
- » Participants have lost a total of 695 pounds, which is 6 percent of their total body weight, through the National Diabetes Prevention Program delivered by MSU Extension.
- » Participants report being active an average of 150 minutes per week, significantly decreasing their risk of developing Type 2 diabetes through the National Diabetes Prevention program delivered by MSU Extension.

Teaching valuable healthy-eating skills

In 2011, 17.5 percent of people in Michigan were considered to be living below the poverty level. More than 1.7 million Michigan residents receive Supplemental Nutrition Assistance Program (SNAP) benefits.

MSU Extension's Supplemental Nutrition Assistance Program Education (SNAP-Ed) programs including Cooking Matters, Project Fresh, Healthy Harvest and Show Me Nutrition teach adults how to make the most of their food dollars, by developing skills such as menu planning, understanding recipes and keeping food safe. Participants learned about the nutrition and health benefits of foods to feed their families in healthy ways.

MSU Extension nutrition education programs have:

- » Reached 80,366 Supplemental Nutrition Assistance Program – Education (SNAP-Ed) participants from 82 of Michigan's 83 counties in 2013.
- » In the next year, targeted program participants will receive more than 72,000 nutrition education reinforcement items, including measuring cups, cutting boards, strainers and more from MSU Extension nutrition educators.
- » These items are expected to have a direct and indirect impact on more than 12,000 individuals and families in Michigan.

Through the National Diabetes Prevention Program, MSU Extension helps participants to learn ways to change their lifestyles and improve their health.



MAKING THE MOST OF OUR NATURAL ASSETS

Better land stewardship benefits communities by protecting and enhancing Michigan's natural resource assets.

When you support MSU Extension's natural resources education programs, you are helping participants learn about income-generating opportunities, ecological principles, natural resource issues and the role of natural resource professionals. They also explore public policy issues related to environmental stewardship. Our programs can lead to increased income for families that retain their natural resource assets, help landowners become better stewards of their land, and protect land management opportunities for future generations. Better land stewardship benefits communities by protecting and enhancing Michigan's natural resource assets.

Helping Michigan residents become better stewards of our inland lakes

Michigan has more than 11,000 inland lakes, which are among our most beautiful and precious resources. To marshal all of the passion and energy so many people and organizations have regarding Michigan's lakes, MSU Extension helped organize the first Michigan Inland Lakes Convention. The convention hosted 372 lake enthusiasts, professionals, government officials and others for an intensive three-day convention.

The convention helped participants learn how to become better stewards and to better protect Michigan's inland lakes. It boasted more than 25 educational opportunities, including sessions regarding youth and volunteer education, aquatic invasive species, plant identification, algae blooms and water quality.

The convention was a partnership between MSU Extension, the Michigan Department of Natural Resources, the Michigan Department of Environmental Quality, the Michigan Lake and Stream Associations, the Michigan Natural Shoreline Partnership, the MSU Institute of Water Research and the Michigan Chapter of the North American Lake Management Society.

Another program specific to Barry County was an Introduction to Lake Ecology workshop that was held at Pierce Cedar Creek. MSU Extension educator, Beth Clawson, gave a presentation about lake management training and volunteer programs in Michigan, including the [Clean Boots, Clean Waters](#) program, [Cooperative Lake Monitoring](#) and [Michigan Natural Shoreline Partnership](#) programs.

To marshal all of the passion and energy so many people and organizations have regarding Michigan's lakes, MSU Extension helped organize the first Michigan Inland Lakes Convention.



Making the Most of Our Natural Assets, continued

Making an impact at legislative level through 4-H

MSU Extension provides programs such as the Michigan 4-H Youth Conservation Council to tap into the desire of Michigan's youth to get involved and become a community leader on subjects they are passionate about, but also to show them how to be engaged in the legislative process.

Under current Michigan legislation, home heating oil tanks do not have to be inspected before being refilled. This increases the chance of leaks and spills, negatively affects residential safety and increases other liabilities. In an attempt to protect the environment and Michigan residents, the Michigan 4-H Youth Conservation Council proposed broader jurisdiction over home heating oil tanks to the Michigan Senate Committee. The council's recommendations would protect the environment, residents and the welfare of private industries.

Research conducted annually by teens involved with M4-HYCC has:

- » Influenced the passing of a Senate bill that reduces the amounts of phosphorus permitted in dishwasher and laundry detergents.
- » Introduced a bill in the state Senate that directed the Michigan Department of Natural Resources to include information in its boating safety course on proper marine fueling techniques and marine fuel spills.
- » Introduced a bill that promoted the development of the Michigan Heritage Water Trails program.

Research conducted annually by teens involved with M4-HYCC has introduced a bill that promoted the development of the Michigan Heritage Water Trails program.

The Michigan 4-H Youth Conservation Council taps into the desire of Michigan's youth to get involved and become a community leader on subjects they are passionate about.



SUPPORTING FOOD AND AGRICULTURE

Michigan agriculture continues to be a growing segment of the state's economy. The production of commercial food and nonfood agricultural operations is growing rapidly. The number of households raising a portion of their own food and raising livestock or gardening for pleasure or relaxation continues to increase. When you support MSU Extension, you help participants learn profitable and efficient business and production practices. Participants also learn how to optimize and reduce the use of pesticides and fertilizers, and how to conserve and protect water resources. This education leads to better use of time, money and human capital, and helps retain and create agricultural jobs. These measures strengthen Michigan's economy while connecting farmers to local food opportunities and global markets. In this way you help MSU Extension encourage growth in a sustainable and prosperous Michigan food and agriculture system.

When you support MSU Extension, you help participants learn profitable and efficient business and production practices.

Bridging the gap between farm to fork

Breakfast on the Farm (BOTF) bridges the gap between Michigan's farmers and consumers who often have little idea where the food on their plates comes from. BOTF invites the public to enjoy a delicious farm-fresh breakfast on a working farm and educates them on the farm-to-fork process. BOTF is an open door for the community to learn about modern food production and build trust with and appreciation for local farmers. An online survey showed that 88 percent of participants told others they should attend a BOTF event.

In 2014, three BOTF events took place. There have been 26 events held since the program's launch in 2009. A total of 12,687 adults and children attended five BOTF events held in 2013.

A 2013 survey asked BOTF participants about their experience. The results showed:

- » 53,552 children and adults have attended Breakfast on the Farm events since the program's launch in 2009.
- » 80 percent left with a positive impression about modern dairy farms.
- » 61 percent said farmers are doing a good job caring for their animals.



Breakfast on the Farm (BOTF) bridges the gap between Michigan's farmers and consumers who often have little idea where the food on their plates comes from.

Supporting Food and Agriculture, continued

Fighting back against emerging pests

Working together to eliminate these invasive species will be essential to lessen the loss of the Michigan tree fruit crops in the future.

The spotted wing drosophila and the brown marmorated stink bug are two invasive pests that pose the biggest threats to Michigan's fruit production. Michigan growers will likely have to implement new management programs to control these pests from harming their fruit crop.

The spotted wing drosophila has an optimal developing temperature of 65 to 70 degrees Fahrenheit, normal conditions during a Michigan growing season. This makes early detection information vital to activate pest management programs that prevent rapid population increases and potential infestations.

MSU Extension partners with farmers and statewide agencies to monitor these pests. Working together to eliminate these invasive species will be essential to lessen the loss of the Michigan tree fruit crops in the future.

In February 2015 Barry County hosted an Integrated Pesticide Management training. Twenty-nine participants went on to take the test and became licensed pesticide applicators. Growers need to monitor for both the spotted wing drosophila and the brown marmorated stink bug because:

- » Spotted wing drosophila feed upon and lay eggs in ripe fruit.
- » Spotted wing drosophila can produce many generations in a relatively short amount of time.
- » The brown marmorated stink bug has a host range of more than 300 known plants, including fruits grown in Michigan.
- » In other states, brown marmorated stink bug populations reached high numbers causing substantial damage in tree fruits.

The brown marmorated stink bug has a host range of more than 300 known plants, including fruits grown in Michigan.





MI SPARTAN IMPACT

REGION 8

Michigan State University is making a difference—everywhere—in Michigan.

Every day, Michigan State University—the nation’s pioneer land-grant university—works to advance prosperity for the people of Michigan. MSU makes a positive impact on the state’s economy in the areas of technology, agriculture, manufacturing, health care, education, energy, environment, and the arts.

MSU’s talent and expertise help position Michigan as an uncompromising competitor in a global market. A vital contributor to the state’s economy, the university attracted more than \$477 million in external funding in fiscal year 2013 and plays a key role in the state’s annual \$91 billion-plus agribusiness industry through partnerships, research, and educational programs in all 83 counties.



ENROLLED MICHIGAN STUDENTS
5,131



VETERINARY MEDICINE STUDENTS
132



ENROLLED MEDICAL STUDENTS
334



ALUMNI RESIDING IN REGION
47,383



SPENDING WITH LOCAL BUSINESSES
\$204,331,952



TOTAL ECONOMIC IMPACT
\$2,931,036,531*



STAFF/FACULTY RESIDING IN REGION
9,233



FINANCIAL AID DISBURSED
\$50,243,100



4H YOUTH PARTICIPANTS
8,977



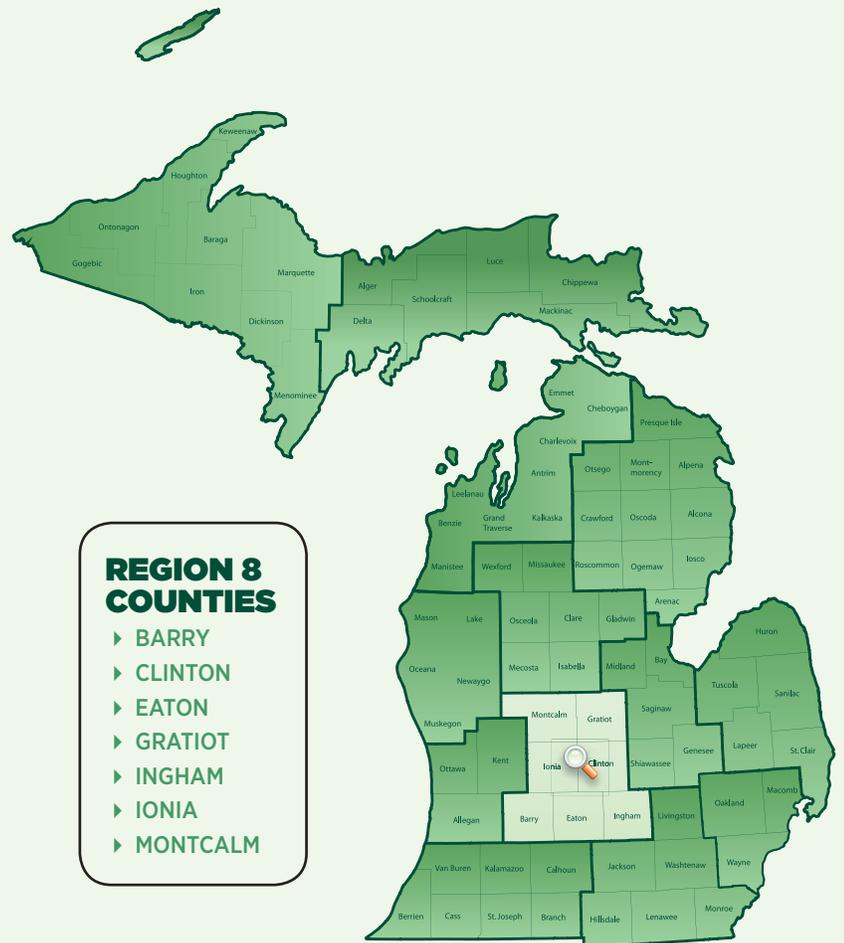
PROPERTY OWNED BY MSU (ACRES)
9,329



**MEDICAL INTERNS/RESIDENTS/
FELLOWS**
472



MSU PARTNER HOSPITALS
4



*Data from an independent study by the Anderson Economic Group



Extension Educators Serving Barry County

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