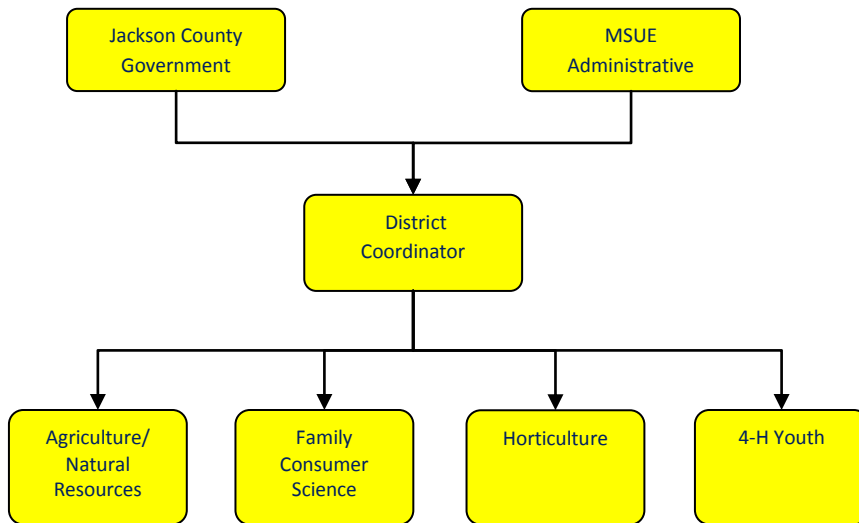


MSU Extension



Activities

Provide educational programming in agriculture and natural resources, land use, watershed and pesticide management and farm financial stability. Provide educational materials through Connections and the website.

Provide educational programming to pork producers (including principal enterprise and youth) throughout the state in regard to swine production management and nutrition.

Extension 4-H Youth Program -works with youth ages 5-19 and adult volunteers in skill training in character development, leadership, self-esteem and healthy life style choices.

Provide Jackson County residents with educational programs on care and maintenance of their land.

Provide educational programs and information through use of media, one-on-one contact, and educational classroom setting.

Provide educational leadership to create an economical and sociological sustainable agriculture to retain farmers, farmland, open space and the resulting quality of life, rural America work ethic, and a moral sociological influence.

Mission Statement

Jackson County MSU Extension is an educational leader working with local citizens, government and community organizations, which is based on university research and involves learners in setting goals and applying knowledge for a better life.

Strategic Plan Impact

✓ **Safe Community**

MSU Extension supports the safe community strategic goal helping to create self-sustaining people. MSU Extension works with county residents to provide needed life skills to have youth involved in productive activities with volunteer mentors.

✓ **Economic Development**

MSUE provides educational programs to increase business skills in development, sustainability and future opportunities to ensure continued growth and vibrancy.

✓ **Healthy Community**

MSUE provides information and technical assistance in how to achieve a healthy lifestyle in the areas of food and nutrition, growth and development and resource management.

✓ **Recreational & Cultural Opportunities**

MSUE provides recreational and cultural activities to the citizens of Jackson County through programs that encourage use of our natural resources, wholesome family activities and opportunities to engage in cultural and educational events.

Accomplishments

✓ **Safe Community:** 4-H Revolution of Responsibility — Community service projects are part of nearly every 4-H experience. 4-H is underscoring that aspect of the program through its Revolution of Responsibility campaign. 4-H'ers all over Michigan are identifying needs in their communities, figuring out how to address those needs and stepping up to solve problems, make improvements and create change. Whether it's growing a garden or raising animals to help feed the hungry, making blankets for young mothers who need a hand, raising money so that local police can get a needed piece of equipment or creating an environmentally friendly fuel that also saves money, 4-H youth are making a difference in their communities.

✓ **Recreational & Cultural Opportunities:** Every spring Jackson County Farm Bureau, with help from the Jackson County Fair, MSU Extension, Jackson County Ag Council, FSA & Soil Conservation, sponsors Rural Education Day at the Jackson County Fair Grounds. Many volunteers and local farmers get together for one day to educate 3rd graders from elementary schools across the county about food and fiber. Our fifteenth annual Project RED was held on in March, and this year Jackson County MSUE staff helped to educate over 1100 students.

✓ **Recreational & Cultural Opportunities:** Jackson County Breakfast on the Farm Sets New Attendance Record! Consumers are interested in knowing more about where their food

comes from. A record number of 2,658 attendees participated in the June Breakfast on the Farm (BOTF) hosted by Choate's Belly Acres located near Cement City in Jackson County.

- ✓ **Economic Development:** Farmland in Jackson County is being lost countywide at a much greater rate than the state average of 349 acres per year. The effects of this loss motivated one county official to initiate a task force to create a "County Agricultural Preservation Program." To be part of the program, individual Townships need to make changes in their Master Plans and Township Boards need to adopt the County Program as their own. MSU Extension has been instrumental in this process in collaboration with Legacy Land Conservancy, providing guidance to Township boards and Planning Commissions. As a result of this work, four Townships (Tompkins, Liberty, Waterloo and Columbia) have made changes to their Master Plans this year to be part of the program.

- ✓ **Economic Development:** The MSU Product Center assists county residents in developing products and businesses in the areas of food, agriculture, natural resources and the bio economy. MSUE has educators with special training as innovation counselors to deliver these services to Jackson County. In the last year, Jackson County businesses received 23 business counseling sessions and assistance in developing business plans. The partnership between MSUE and the MSU Product Center is providing support for entrepreneurs, which supports economic development across the state.

- ✓ **Healthy Community:** Food insecurity continues to be a pervasive problem in some communities in Jackson County. A number of organizations, including MSU Extension - Jackson County, continue to collaborate and execute "The Big Seed" garden bucket and seed giveaway. This event is a one day vegetable plant giveaway primarily for low income residents of Jackson County. MSU Extension followed up with participants in July to see if they needed any guidance with the gardens ,and in August evaluated the overall program. Of the participants surveyed (n=22), the average yield of gardens was 10 meals' worth of vegetable side dishes. All individuals averaged 10 meals and that each side dishes' value was \$2, leading to a value of \$2,382 in produce grown.

- ✓ **Healthy Community:** The Supplemental Nutrition Assistance Program—Education (SNAP-Ed) provides nutrition education to Bridge care eligible adults and children. This program focuses on improving dietary quality, and on increasing physical activity, while stretching food dollars. The ultimate goal of SNAP-Ed programs is to promote healthy weight maintenance and to prevent obesity. During the past year in Jackson County, 148 adults and

569 youth were reached through nutrition education classes at various venues in the county. There were a total of 2,363 contacts with these groups in total. Impacts included:

- 89% of adults who participated in the nutrition education classes improved the dietary quality of their daily food consumption.
- 64% of adults followed safe food handling practices.
- 59% of adults reported an increase in whole grain consumption.
- 90% of adults learned new ways to incorporate more fruits and vegetables into their meals and snacks.

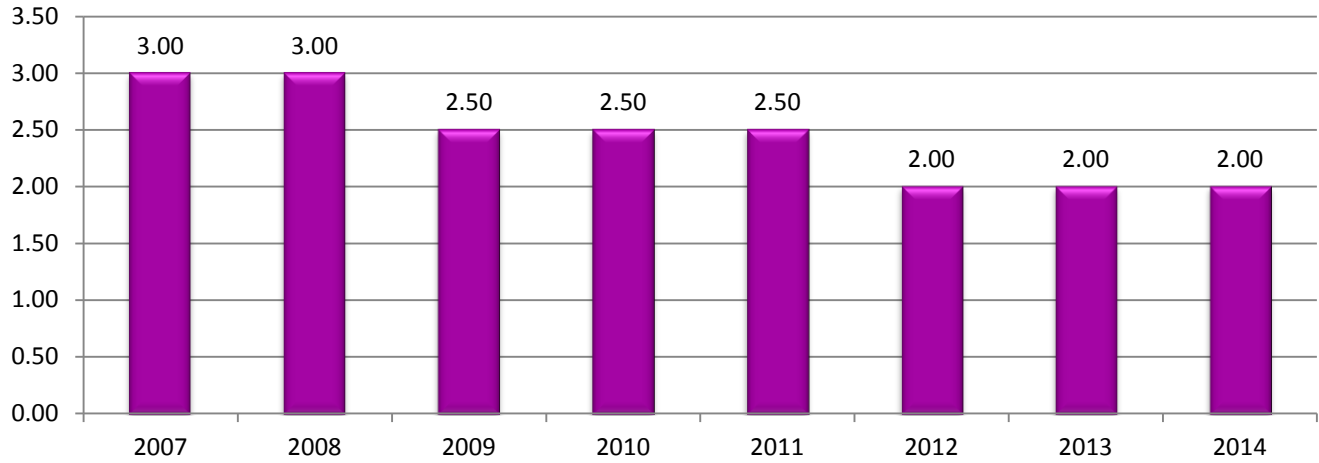
Youth participating in SNAP-Ed classes were more likely to:

- Choose healthy snacks.
- Consume more fruits and vegetables.

- ✓ **Healthy Community:** Good Agricultural Practices— Classes and presentations on Good Agricultural Practices prepare farmers to sell their produce in retail markets and ensure the safety of their produce for sale. In these programs, participants learn about topics in produce safety, responsibility in food safety, good agricultural practices and how to implement changes in their operation that can further enhance quality and safety of their food. For more information visit the Good Agricultural Practices website.

Budget Adjustments There are no significant changes to the county contribution to MSU Extension. MSU Extension has reformed their organizational structure at the state level, which changes the approach to county funding. In 2012 Jackson County will enter into a memorandum of agreement with MSU Extension. A base funding of \$79,074 has been established for Jackson County based on population. Additional educational staff is funded 80% by the county and 20% by MSU Extension. The Board of Commissioners has elected to continue the level of funding currently provided to the County's MSU Extension office. The 2013 recommended budget keeps the current Jackson MSU Extension staff in tact at a total cost of \$255,545, which includes the base funding and a 1 FTE reduction in county clerical staff..

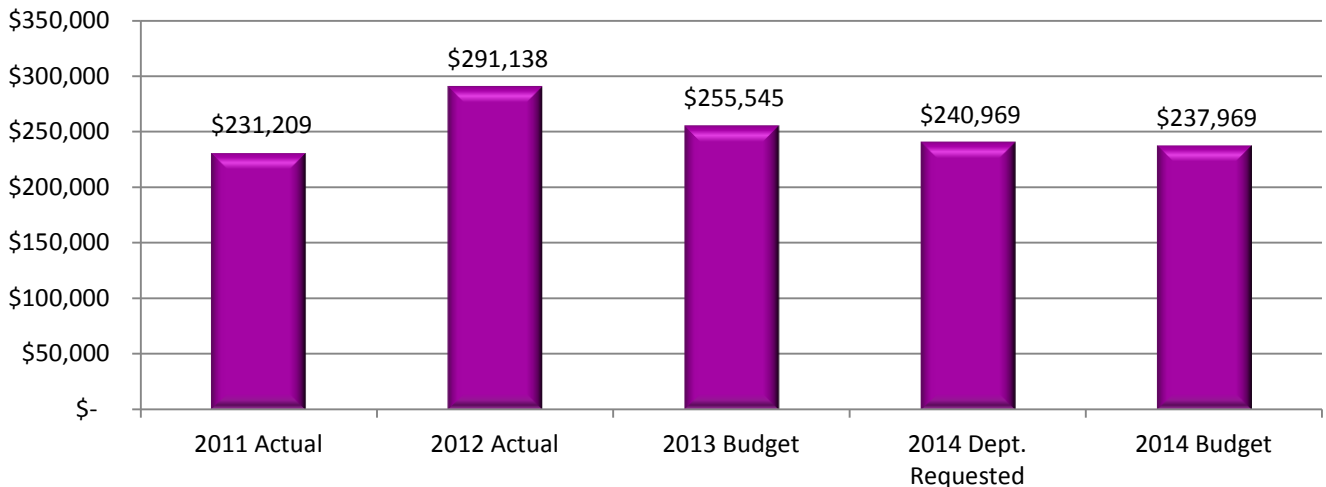
MSU Extension FTE History



Expenditure History

	2011 <u>ACTUAL</u>	2012 <u>ACTUAL</u>	2013 <u>BUDGET</u>	2014 DEPT <u>REQUESTED</u>	2014 <u>BUDGET</u>
PERSONNEL SERVICES	120,385	102,056	62,871	45,063	42,063
SUPPLIES & MATERIALS	9,000	-	-	-	-
CONTRACT SERVICES	83,592	185,874	186,874	190,106	190,106
OTHER EXPENSES	18,232	3,208	5,800	5,800	5,800
TOTAL PROGRAM COST	\$231,209	\$291,138	\$255,545	\$240,969	\$237,969

MSU EXTENSION



MSU Extension

Revenue History

	2011 <u>ACTUAL</u>	2012 <u>ACTUAL</u>	2013 <u>BUDGET</u>	2014 DEPT <u>REQUESTED</u>	2014 <u>BUDGET</u>
TOTAL PROGRAM COST	\$0	\$0	\$0	\$0	\$0

Strategic Outcomes

<u>Indicator</u>	2009 <u>Actual</u>	2010 <u>Actual</u>	2011 <u>Actual</u>	2012 <u>Actual</u>	2013 <u>Target</u>	2014 <u>Target</u>
Number of individuals using soil tests to guide fertilizer applications	301	289	252	226	250	250
Money saved from volunteering	\$41,620	\$45,240	\$45,715	\$57,450	\$60,000	\$60,000

Other Key Indicators

<u>Indicator</u>	2009 <u>Actual</u>	2010 <u>Actual</u>	2011 <u>Actual</u>	2012 <u>Actual</u>	2013 <u>Target</u>	2014 <u>Target</u>
Number of Master Gardener hours	2,081	3,266	2341	2,240	2,500	2,500
Connections newsletter circulation via US mail	2,091	2,000	0	0	0	0
Connections newsletter circulation via email	385	409	3539	4,173	4,750	5,000
Youth 5-19 year olds involved in programming	3,820	3,500	4243	4,157	4,500	4,500
Educators	5.5	5.5	5.5	5	4.5	4.5
Secretaries	2.5	2.5	2	2	1.2	1.2
Program Assistants	3	2.5	2.5	2.5	2	2.5
4-H volunteers	261	297	300	300	325	350
Number of youth reached per volunteer	14.6	19.2	14.1	13.9	13.8	12.9
Business Counseling - Capital invested & Income generated (per hour)	\$6,386	\$9,600	\$4820	\$4,391	\$5,000	\$5,000
New websites per hour invested	.3	.3	0	0	0	0
Grower certifications necessary for sale (PQA Plus) (per Hour)	40.9	42	25	35	N/A	N/A
Food service certifications necessary for sale (ServSafe) (per Hour)	1.05	1	1	1	1	1
ServSafe pass rates	89%	89%	89%	92%	90%	90%