



Extension
University of Missouri



2023

ANNUAL REPORT

MU Extension Adair County

extension.missouri.edu/adair



adairco@missouri.edu



facebook.com/AdairExtension/



SERVE MISSOURI.



DELIVER MIZZOU.®

Extension
University of Missouri

We bring Mizzou to you

Hello friends! MU Extension is the University of Missouri’s classroom in Adair County. We connect people to research-based education to enrich the quality of life and enhance the economic well-being of our communities.

Thank you for continuing to make University of Missouri Extension relevant and successful in Adair County. This annual report outlines a few of the outstanding programs MU Extension has had in Adair County during 2023.

MU Extension also partners with local organizations to provide education, information and services that meet people’s needs. The elected and appointed members of the Adair County Extension Council provide guidance in identifying those needs to ensure that our educational programs are relevant, reliable and responsive.

Whether it’s resources for yourself or your family, farm, business or community, we invite you to explore our website, call or email, and learn how we can help you.

We want to extend a special thank you to the Adair County Commission for their continued support of our MU Extension Center and programs. We would also like to thank our many volunteers, partners and stakeholders who continue to support our efforts in Extension.

When you support University of Missouri Extension, Adair County benefits as well as the state of Missouri. Sincerely,

Allie Smith

Allie Smith
Extension Council Secretary

Rodney Sadler

Rodney Sadler
Extension Council Chair

Tracie Moore

Tracie Moore
Extension Engagement Specialist

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local University Extension Councils Cooperating
EQUAL OPPORTUNITY/ADA INSTITUTIONS

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About Us

Location:

503 E. Northtown Road Kirksville, MO

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Find us on

@AdairExtension

@Adair4H

@MissouriLivestock

@ShowMeSelect



Office of Extension
and Engagement
University of Missouri

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December 2023

Dear county commissioners and friends of MU Extension and Engagement,

Thank you for your important partnership with the University of Missouri Extension this past year.

I want to highlight three areas that address needs you helped us identify.

You may recall that the FY 23 state budget provided a one-time \$5 million infusion to MU Extension for growth. Of that, we allocated about \$3 million for field faculty in the areas of agriculture, 4-H, health/human development and business and community development.

Through a dedicated hiring effort, and thanks to that allocation, we have hired 168 new employees since November 2022. That includes 72 academic/faculty members, most of whom are field specialists in a priority area noted above, and 96 staff members (e.g., office administrators, youth and food and nutrition associates, etc.).

We also returned more faculty to local program delivery that best serves your county's needs, while preserving the partnership and relationship building work you value. Our extension and engagement specialists focus full-time on that work as they serve their assigned multi-county groups. Currently, 19 have been hired, with two more in the pipeline.

Finally, we are prioritizing our work with county extension councils. In the new role of partnership and council development director, Lorin Fahrmeier focuses on strengthening council representation and governance. This role will build stronger links with regional, educational and campus leadership to better identify and address local priorities.

At the UM System level, our engagement work across four universities and with leaders across the state makes a difference in areas of greatest need: broadband, workforce development, health access, food security and healthy futures for our youth.

Your county annual report shows what we are accomplishing together as we Serve Missouri and Deliver Mizzou. We look forward to strengthening that partnership with county commissioners and community stakeholders in the coming year.

Sincerely,

Chad Higgins, PhD
Interim Vice Chancellor, MU Extension and Engagement
Chief Engagement Officer, UM System



Extension Council

Rodney Sadler, chair
 Chris Clark, vice chair
 Allie Smith, secretary
 Martha Hulet, treasurer

Bob Behnen Sue Morton
 Marty Jayne Sonja Harden
 Melissa Eitel McKenzie Sampson
 David Hoppe Gayla McHenry
 Peggy Gerhold Paula Brawner
 Sherl Venzor Andrea Jackson
 Louise Smith Wesley Blankenship
 Mark Shahan Dylan Durham

Donate

Did you know you can donate directly to Adair County Extension with a gift to be used immediately or as an endowment contribution for long-term efforts? Contact us for more information.

2023 Operating Budget

REVENUES	
County Appropriations	\$83,200
EXPENSES	
Personnel Services	\$4,250
Payroll Expenses	612
Non-Payroll Salaries/Benefits	55,204
Travel	2,424
Postage	3,000
Telephone Service/Tolls	3,000
Supplies/Services	3,000
Utilities	6,300
Other Contract Services	1,400
Insurance	2,200
Repairs/Maintenance	<u>1,810</u>
	\$83,200

Our Team



Zac Erwin
Field Specialist in Livestock



Jennifer Schutter
Field Specialist in Horticulture



Neina Martin
Nutrition Program Associate



Karen Poe
Field Specialist in Nutrition & Health



Vacant
Youth Program Associate

Vanessa Miller
Office Manager

Staff serving Adair County but based in other counties

Charles Holland, Director of Family Impact Center
Valerie Tate, Field Specialist in Agronomy
Jeremiah Terrell, Field Specialist in Human Development
Darla Campbell, Field Specialist in Community Development
Kent Shannon, Field Specialist in Agricultural Engineering
Vacant, Field Specialist in 4-H Youth Development
Tracie Moore, Extension Engagement Specialist
Michael Krauch, Regional Director

County Commission

Mark Shahan
Presiding Commissioner

Bill King
First District Commissioner

Mark Thompson
Second District Commissioner

State Legislators

Cindy O'Laughlin
State Senator, District 18

Danny Busick
State Representative, District 3

Greg Sharpe
State Representative, District 4

SERVE MISSOURI. DELIVER MIZZOU.

County Highlights.....

Strong attendance was noted at the 2023 **MISSOURI LIVESTOCK SYMPOSIUM**, an annual educational program that attracts livestock producers from across the Midwest. The event is held in December in Kirksville.

Corbitt Wall, DV Auction Market Analyst headlined the Symposium and spoke about "The Packer's Playbook."

Many notable topics and speakers were also featured on Saturday December 2nd as livestock producers looked for answers and interaction with the experts in livestock production.

Find more information at missourilivestock.com.



In 2023, 114 heifers were enrolled from Adair County in the **MISSOURI SHOW-ME-SELECT REPLACEMENT HEIFER PROGRAM**. Show-Me-Select producers sell heifers in sanctioned Show-Me-Select Heifer Sales held annually at Kirksville Livestock LLC and F & T Livestock in Palmyra, MO.

In 2023, 841 Show-Me-Select heifers, totaling \$2,245,873, sold through SMS sales for an average price per head of \$2,670. Analyzing data from these sales show that Show-Me-Select tagged heifers when compared to those that do not carry the Trademarked tag, realize a 274-dollar increase in value. That equates to an added value of \$230,434 returned to participating producers in Northeast Missouri. Several area producers purchased heifers at these sales.

facebook.com/ShowMeSelect.

The Kirksville Area **MASTER GARDENER** chapter completed 1,784.25 volunteer hours in 2023. Of this, 1,209.5 were service hours to their communities with a value of \$38,462.10, using the value of \$31.80 for 2023 per volunteer hour from the "Independent Sector" (independentsector.org/).

Master Gardeners were involved in many projects throughout Adair County including the Adair County Public Library flower beds, the flower beds at the entrance to Woodwind apartments, the daylily beds in public parks, the YMCA sensory garden, flower beds at Brashear Park, flower beds at the Veteran's Memorial in Rotary Park, and flower beds at the intersection and Caboose in Novinger.

Master Gardeners also assisted with the Garden n' Grow youth garden program, gave presentations to groups and organizations, folded and stuffed the monthly Garden Talk newsletter, held a plant sale and sold milkweed to help with their monarch butterfly initiative, among many other service activities.



the entrance to Woodwind apartments, the daylily beds in public parks, the YMCA sensory garden, flower beds at Brashear Park, flower beds at the Veteran's Memorial in Rotary Park, and flower beds



Local youth participated in the 24th year of our summer youth gardening program, **GARDEN N' GROW**. Participants were assigned a garden plot and were instructed on how to grow their own vegetables by Kirksville Area Master Gardener volunteers and MU Extension horticulture specialist, Jennifer Schutter.



Lessons were taught during each class period on a different gardening topics. Students also went on field trips; made flower arrangements; netted insects; made pickles, salsa and other dishes with vegetables from their gardens; and donated produce to **Pantry for Adair County**.

REGIONAL GRAZING SCHOOL participants reported benefits of increased carrying capacity, more grazing days, less feed and hay used, improved forage quality, less time and labor, increased soil fertility, improved health and conception rates of cattle, and improved ease of handling cattle. Surveys of participants indicate that implementing Management Intensive Grazing (MiG) increased beef cattle production by 22 percent on the same acres which had been continuously grazed.

Twenty-four producers attended the 3-day regional grazing school in September that included classroom sessions, field exercises and a visit to a local farm using MiG.

WELCOME KAREN POE

We are excited to introduce Karen Poe as our new Field Specialist in Food and Nutrition. Karen is housed in our Adair County office and serves Adair, Putnam, Schuyler and Sullivan counties.



Karen lives on a farm in Schuyler County with her husband W.O. where they have cattle and a hay operation. She has two daughters, one son and six grandchildren.

Karen has a Doctorate in Nursing Practice (DNP), with history working as a nurse practitioner (NP), RN, LPN. She has background in primary health care, urology, long term care as director of nursing, assistant administrator and administrator.

Karen has completed training in Stay Strong Stay Healthy, Level 1; Dining with Diabetes; Taking Care of You—Body, Mind, and Spirit; and Mental Health First Aid. She is in the process of finishing training for the Chronic Disease Self-Management Program.

Karen looks forward to offering these programs in 2024.

PESTICIDE APPLICATOR TRAINING helps reduce the harmful effects of improper pesticide use. In order for producers of agricultural commodities to purchase or apply restricted-use pesticides on property owned or rented by them or their employer, without compensation other than the trading of services between producers of agricultural commodities, they must have a private pesticide applicator license.

Twenty-one producers in Adair County were trained and licensed to purchase and apply restricted use pesticides.

The University of Missouri **SOIL TESTING** Lab ensures Missouri farmers are efficiently using the plant nutrients which are applied to agricultural fields by providing unbiased, research-based fertilizer and limestone recommendations based on soil fertility analysis. This is a cost-effective way to determine if adequate fertilizer is being applied to obtain the yield goals set by the farmer without applying excess fertilizer which is not only costly, but can be damaging to the environment. Adair County producers realize that soil testing is a valuable tool for farmers and utilize this service that provides reliable and quality soil test results to the citizens of Missouri.

TAX SCHOOLS held in the summer and fall included updates on legislation, rulings and cases, individual taxpayer issues, agricultural and natural resources topics, ethics, trusts and estates, agriculture and natural resource tax issues, business tax issues, business entity tax issues, IRS issues, penalties and defenses, form 4797 sales of property, retirement tax issues, like-kind exchange issues.



Total continuing education hours reported to IRS for the schools was 3,336 hours.

Several Adair county residents, participated in the 6-week **MASTER POLLINATOR STEWARD COURSE** in 2023. The course teaches research-based information to meet the growing public interest in honeybees and native pollinators.

It also provides a better understanding of the importance of pollinators to society, identifies opportunities for individuals and communities to create or improve pollinator habitats in their area, and provides a broader education on plants and pollinators for new and experienced beekeepers.

FEEDLOT SCHOOL is a comprehensive program for producers interested in feeding cattle in Missouri. The program was held in March in Kirksville and attended by many northeast Missouri producers.

“With recent increases in packing plant capacity in Missouri, MU Extension identified a need to provide educational opportunities to farmers wanting to feed out cattle,” said Eric Bailey, assistant professor of animal sciences and state beef nutrition extension specialist.

Over half of feedlot school attendees currently feed cattle in Missouri and 40% plan to begin feeding cattle in Missouri following school attendance. 96% of those that attended plan to increase their on-farm feeding capacity.



The Feedlot School contributes to MU Extension’s goal of doubling the economic impact of agriculture production in Missouri by 2030 through educating farmers on all aspects of cattle feeding.



4-H is a community of youth building life skills, contributing to their community, and becoming college and career ready. 4-H programs are grounded in the belief that youth learn best by doing. Through hands-on projects in areas like science, health, agriculture, and civic engagement in a positive environment youth receive guidance from adult mentors and are encouraged to take on proactive leadership roles.

Youth have the opportunity to concentrate on one focus area, or they can try a variety of programs throughout their 4-H experience. Regardless of how youth participate, all 4-H programs include mentoring and career readiness as core elements.

Volunteers are the core of the 4-H Program. They help to create, support, and deliver educational programs and experiences. Missouri 4-H volunteers report contributing an average of 100 hours per year to the program serving as role models and mentors for youth.

Findings from a 2021-22 evaluation study shows that:

Missouri 4-H Inspires Kids to Do

- 98% said they are willing to work hard on something difficult.
- 91% set personal goals.
- 97% said they try to learn from their mistakes.
- 98% said they treat others the way they want to be treated.

Missouri 4-H Grows True Leaders

- 97% said they like to learn about people who are different from them.
- 93% said they think about others feelings before they say something.
- 75% reported feeling comfortable being a leader.

4-H Builds Leadership and Communication Skills

- 95% help others reach their goals.
- 86% comfortable speaking in a group.
- 99% said they show respect for other's ideas.
- 85% can work with someone who made them upset.
- 95% look for ways to involve all members of a group.

4-H Builds Social and Emotional Skills

- 94% said they keep trying until they reach their goals.
- 89% stop to think about their choices when making a decision.
- 97% reported that they like to learn new things.
- 91% of Missouri 4-H'ers surveyed said they are willing to try something they might get wrong.



Adair County 4-H is a United Way Agency



Several human development and family science classes were provided to participants in a partnership with the **2ND CIRCUIT TREATMENT COURT**.

Thirty-two residents participated in **TAKING CARE OF YOU**, a multi-session program offering practical strategies and experiences to help deal with the stress in life. Managing life's challenges in a healthy way allows you to take better care of yourself and your overall health. Program participants learned to:



- Cultivate positive emotions and resiliency to stress.
- Discover opportunities in life's challenges.
- Develop improved responses to stress in terms of their thoughts, emotions and behaviors.
- Take better care of one's health-body, mind & spirit.

Thirty-three attended **MAKING MONEY COUNT**, a program that helps participants improve their overall economic well-being. Each unit of the program includes additional resources to supplement learning, offer real life examples and reinforce the curriculum's text.

BOOST YOUR BRAIN & MEMORY is a multi-faceted brain health program that goes beyond simple brain games. Sixty Adair County residents participated in this program that focuses on a variety of lifestyle factors that impact brain health and memory strategies that participants can implement in their daily lives.

ANGER MANAGEMENT is a two-hour, three session, curriculum teaching participants to:

- Understand underlying causes of anger
- Recognize the physical, emotional, & mental effects of anger
- Develop coping mechanisms to reduce anger

Thirty attended this program.

Lenders from Missouri and Illinois attended this year's **AG LENDER SEMINAR**. Lenders learned about crop and livestock outlooks, agriculture policy, rental rates and land values, MU budgets, input costs, USDA Farm Service Agency programs, and Missouri Agricultural and Small Business Development Authority (MASBDA) programs. Lenders in attendance manage 6,007 farm loans totaling \$115,500,000.

By attending University of Missouri's Agricultural Lenders' seminars, lenders gain knowledge to help their clients make better decisions based on objective education and resources. More information and better decisions benefit their portfolio of producers, landowners, and ag-businesses through enhanced understanding of enterprise budgets, market expecta-

TACKLING THE TOUGH SKILLS curriculum teaches building "soft skills" for work and life. Forty individuals learned about attitude, responsibility, communication, problem solving, and preparing for the workplace.

Participants in the class were able to:

- Recognize how attitudes have affected their lives
- Brainstorm ways to change negative self-attitudes
- Recognize their personal strengths, and see how in doing so they felt more responsibility in their lives
- Consider what commitments they were willing to make and to keep
- Make a plan for the future

The **BUILDING STRONG FAMILIES: CHALLENGES AND CHOICES** program helps families find their



strengths, build on those strengths, and learn skills to create stronger families, improve relationships, and increase positive communication. Forty-two individuals participated in this class.

Participants reported

the following after attending:

- I learned how to take more time with each individual child.
- I realized that each member of my family has a role and responsibility and bring value to the family.
- I learned about how to manage my stress level and how to have a family council.
- I will organize my bills and set up a family spending plan with my family.

tions, and other decision influencing factors affecting families' and businesses' financial health.



FAMILY NUTRITION EDUCATION PROGRAMS reached 1,283 participants in Adair County. Participants in SNAP-Ed (Supplemental Nutrition Assistance Program Education) learn the importance of making healthier meals and snack choices, eating breakfast more often, are more willing to try new foods, increase their physical activity, and make healthier food choices. Those who practice healthy eating and are physically active are more likely to contribute to a healthy labor force and enjoy a high quality of life throughout the lifespan.

This vital programming effort also reduces healthcare costs over the participant’s lifetime, saving taxpayer money in reduced public healthcare benefits and insurance premiums.

Family Nutrition Program educators provided programming at these schools: Ray Miller Elementary, Prairie Song Academy, Adair County R-II, Kirksville Early Child Learning Center, Adair County R-I, and Faith Lutheran.



Programming was also provided for the Adair County Family YMCA, CAPNEMO community garden, Truman State University, Adair County Public Library, and the Northeast Family Health Care World Diabetes Community Celebration.

Success stories from Ray Miller Elementary...

- *At a class party, cheese & crackers were chosen as the party snack instead of sweets.*
- *A student who brings sweets to school in his pockets, no longer does this. He also talked about eating strawberries with supper.*

The **Missouri Crunch Off/Farm to School** was not only a fun activity but a great success at Kirksville Primary School and Ray Miller Elementary School.

Pictured below, students and staff enjoyed a presentation and a small bag of popcorn provided by Law Farms, LLC from King City, MO.



Forty-three people attended two **FARM LEASE CLASSES** held in 2023 that were offered online and in-person. Topics included current rents and trends, items to include in a lease, terminating a farm lease, crop and livestock share arrangements and flex leases.

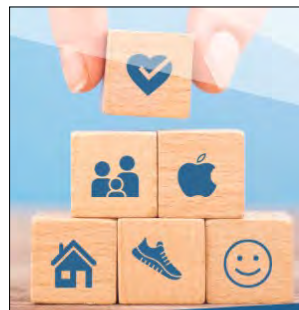
The goals of farm lease education include establishing a fair lease for all parties and minimizing disputes on lease issues. Good communication and fair lease arrangements lead to less litigation, better neighbors, and higher productivity.

Faculty collected **FARMERS MARKET PRICE**

DATA during the summer in a partnership with the Missouri Department of Agriculture. Extension Specialists collected data while providing production, marketing, and financial resources to producers around the state. There was a total of 63 different markets visited in 2023 with 2,246 prices collected.



The **MISSOURI HEALTH SYMPOSIUM** “All Things Mental Health” was presented December 1 at Truman State University. This yearly event is held in cooperation with Truman State University and was attended online and in person by 120 area health educators.



Topics included preventing trauma while providing health care, compassion fatigue, the role of social relationships in our health, and yoga and the mindfulness connection. Plans are in place to hold this program again in 2024.

Twenty local women attended the **WOMEN IN AGRICULTURE** program held in Kirksville where they learned about estate and succession planning, mental health in agriculture, conservation and farm service agency programs, horticulture, tree issues and soil health. This was a time for lady landowners and women involved in agriculture to get together to network and discuss similar issues.





Congratulations to the 2023 Adair County Missouri **STATE FAIR FARM FAMILY**, the David and Kathy Hoppe family, Greentop, MO. Pictured from left are Kathy Hoppe, Zac Erwin and David Hoppe at the Extension Council summer picnic.

CENTURY FARMS are owned by one family for more than 100 years. Four Adair County farms were honored this year: Sam and Cena Atchley, Kirby Bailey, and two parts of the Erwin family farm.



The MU Extension Center in Adair County also offers educational engagements via our Webpage, Facebook and YouTube. Below are a few statistics from those venues.

Visit Our Website

extension.missouri.edu/adair

missourilivestock.com/

The Missouri Livestock Symposium (MLS) webpage had 10,251 total visits in 2023 (per GoDaddy statistics).



@[AdairExtension](#)

19,591 people reached

@[Adair4H](#)

9,693 people reached

@[ShowMeSelect](#)

9,711 people reached

@[MissouriLivestock](#)

53,991 people reached

Data from Facebook Insights.



Top viewed videos in 2023:

- ⇒ Missouri Livestock Symposium 2023 Friday Night program
- ⇒ Kirksville Garden n' Grow Kids Make Squash Blossoms
- ⇒ The Missouri Lavender Grant Project
- ⇒ Missouri Livestock Symposium 2022 Friday night program
- ⇒ Feedlot Sendoff
- ⇒ Growing Tomatoes with Jennifer Schutter

University of Missouri System Footprint in Adair County in 2023



FY23 county students

98 students

- 81 Undergraduates
- 17 Graduate and professional students
- 74 Full-time students
- 24 Part-time students
- 22 Pell grant recipients (aid year 2023)



County employees and retirees

38 people employed by UM

- 21 Campuses
- 17 MU Health Care

12 UM retirees and beneficiaries

UM salary and retirement income: \$1.5 million

UM state tax revenue: \$43,214

UM federal tax revenue: \$216,661



County alumni

Selected school alumni

- 11 Medicine
- 39 Nursing
- 51 Health Professions
- 9 Dentistry
- 11 Pharmacy
- 1 Optometry
- 8 Veterinary Medicine
- 84 Agriculture
- 47 Engineering
- 32 Law

Alumni teaching K-12

- 17 teachers
- 6.5% of all district teachers
- 1 principal or administrator
- 9.1% of all district principals and administrators



County breakdown

MU

- 76 students
- 411 alumni
- 21 employees

UMKC

- 11 students
- 57 alumni
- 0 employees

Missouri S&T

- 8 students
- 43 alumni
- 0 employees

UMSL

- 3 students
- 41 alumni
- 0 employees



County properties and offices

MU Extension in: Adair County



County population: 25,339



County services provided

Health care (FY23)

- 2,802 in-state patients seen at MU Health Care, with \$2.0 million of uncompensated care
- 7 in-state patients seen at UMKC School of Dentistry with a statewide average of \$43.61 per patient in uncompensated care
- MU Health Care's Missouri Telehealth Network recorded 513 visits to 317 patients having ZIP codes associated with the county

Extension (2022)

- 2,884 Total educational contacts from MU Extension to residents of the county, including:
- 1,808 contacts related to productive farming, better gardening, and managing natural resources
- 952 contacts related to healthy eating and aging, strengthening families, personal finance, or youth development
- 60 contacts related to starting businesses, developing community leaders, or renewing the local economy



Supporting the University of Missouri is an investment in the future of Missouri.

The university advances Missouri citizens and communities through its mission of teaching, research, public service, and economic development across our four campuses and University of Missouri Extension.

Prepared in December 2023 based on the best available and most recent data. Data Sources include: Missouri Office of Administration • UM IR • Office of Social and Economic Data Analysis (OSED) • Center for Applied Research and Engagement Systems (CARES) • MU • UMKC • Missouri S&T • UMSL • UM System • UM Health Care • MU Extension • US Census Bureau • US Dept. of Health and Human Services • National Science Foundation

