



UNIVERSITY OF MISSOURI EXTENSION

Madison County

2023 ANNUAL REPORT





Office of Extension
and Engagement
University of Missouri

**OFFICE OF THE VICE CHANCELLOR
FOR EXTENSION AND ENGAGEMENT**

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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

Who we are

Faculty and staff

Headquartered in Madison County

Stephanie Schindler
Extension and Engagement Specialist

Emalie Schoenbeck
Nutrition Program Associate

Sandy Tripp
Youth Program Associate

Anna Brown
Office Manager

Field Specialists

Brad Coleman
Field Specialist in 4-H Youth Development

Donna Aufdenberg
Field Specialist in Horticulture

Anthony Ohmes
Field Specialist in Agronomy

Kendra Graham
Field Specialist in Livestock

John Fuller
Field Specialist in Human Development

Jerry Richards
Cooperative Feral Hog Outreach Educator

Sarah J Higgins
Field Specialist in Natural Resources

Shanna Sorg
Field Specialist in Community Health

Jason Morris
Field Specialist in Agricultural Business

Council members

Rick Polete, Chairman

Beth Simmons, Vice Chair

Katie Baldwin, Secretary

Brenda Brewington, Treasurer

Rusty Allgier

Jason Green, County Commissioner

Brandon Hale

Vivian Hamilton

Clay Lerche

Joalyn McKenney

Abbey Keller

Jason Sutton



County commissioners

Jason Green – Presiding Commissioner

Tom Stephens – 1st District Commissioner

Larry Kemp – 2nd District Commissioner



Extension
University of Missouri

Financials and more

Receipts & Expenditures 2023

Income

County Appropriations	50,000
Total Income	50,000

Expenses

Salaries/Benefits	34,091.00
Travel	1,692.00
Telephone/Fax	1,500.00
Advertising	460.00
Rent	4,200.00
Postage	150.00
Office Supplies/Service	2,945.00
Utilities	3,862.00
Insurance	900.00
Furniture and Equipment	200.00

Total Expenses **50,000.00**

*2023 Madison County Missouri State
Fair Farm Family:
The Hinkle Family*

Key outcomes and numbers

- ✓ 7022 total educational contacts from MU Extension to residents
- ✓ 58 4-H members in 2 4-H clubs
- ✓ 147 soil tests processed
- ✓ 30 students enrolled in UM System schools from Madison County



MU Extension is a unique funding partnership.

Extension funding is a three-way partnership of federal, state and county government. Federal and state money, through the University of Missouri system, pay professional staff salaries, training costs, computers and communication equipment. County funds support the local office, secretarial and youth assistant salaries, staff mileage and council expenses.

The Madison County Extension Council, faculty and staff would like to express our appreciation to the Madison County Commissioners for their continued support of extension programs.



Local Support

Did you know you can donate directly to Madison County Extension with a gift to be used immediately or as an endowment contribution for long term efforts. Monies put into the endowment are left forever to earn interest with the county office benefiting each year. You can also direct your donation to a specific program such as 4-H or Master Gardeners.



Health & Well-being

SNAP-ED Impacts Madison County

Emalie Schoenbeck – Nutrition Program Associate

The Supplemental Nutrition Assistance Program Education (SNAP-Education or SNAP-Ed) brought \$10,874,798 in federal funds to Missouri. During FY2023, Missouri's SNAP-Ed program reached over 78,000 Missourians through direct classroom education. Each person participated in an average of 6 hours of education totaling over 15,000 hours. In addition, an additional 760,135 persons participated in indirect education. Direct and indirect education resulted in over 1.8 million total contacts with Missourians.

A total of 390 participants were from Madison County.

Participants in SNAP-Ed 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.



A total of 1,346 direct and indirect contacts were made in Madison County.



Emalie Schoenbeck teaching students how to garden and how to exercise.





Health & Well-being



Kelley L. Brent, Nutrition and Health Field Specialist

The largest and most impactful project in Madison County in 2023 was the protein distribution event held at the Fredericktown Sports Complex in October. This program was funded by a USDA local producers grant awarded to the Community Resource Council and administrated by MU Extension Wayne County. At this event, 339 bags of locally produced beef and chicken were distributed free of charge to Madison County residents, regardless of income stipulation. This had an impact on 942 total individuals, who were able to have access to free, healthful, and nutritious food. We had 27 volunteers and partners for this event, including Fredericktown Parks and Recreation, Fredericktown Police Department, Ozark Regional Library, East Missouri Action Agency, Madison Medical Center and the Madison County Health Department. The total value of this project to Madison county was \$9,493.75 in food distributed. This does not include the numerous free resources made available to participants during the event, through local partners.

Pictured below are some of the faculty and staff who assisted with the event: Kelley Brent (above), Stephanie Schindler, Jennifer Williams, Davida Pedigo, Evan Holley (pictured below) Sandy Tripp, Emalie Schoenbeck, Anna Brown, and (staff and faculty not pictured) Fran Mann, Judy Koehr, and Sarah Denkler.



Evan Holly, Nutrition and Health Field Specialist, Southeast Region

My name is Evan Holley, I am the new Nutrition and Health Specialist serving Iron, Madison and Reynolds Counties I come to MU Extension with a master's degree in Nutrition and Human Performance from Logan University, along with previous experience working as a nutritionist at WIC clinic and with individual clients. I am currently certified to offer Stay Strong Stay Healthy Level 1, Cooking Matters, and Chronic Disease Self-Management. I look forward to 2024, a year in which I will have additional programming to offer Madison County residents, along with the new challenges and opportunities that the year is sure to bring.



1,573 total indirect contacts via engagement activities

Classes also provide a substantial economic value to the community. For example, in the case of Stay Strong Stay Healthy (# completers) x \$1,024=estimated annual medical cost savings.
Example: 35 completers x \$1,024=\$35,840 in estimated annual healthcare cost savings.





Educational Access & Excellence

Brad Coleman, 4-H Youth Specialist

Sandy Tripp, Youth Program Associate

Madison County 4-H Programs—Impacting Local Youth by Teaching Life Skills

Madison County 4-H Clubs offer long-term educational experiences in which members learn life skills such as leadership, citizenship, responsibility, teamwork and community service under the guidance of trained adult volunteers. Project-based learning teaches youth life skills, such as goal-setting, while they pursue what interests them. 4-H youth connect to the University of Missouri for hands-on learning and leadership events on campus. Participation in 4-H activities encourages skills such as wise use of resources, decision-making, goal setting, marketable skills and self-motivation.

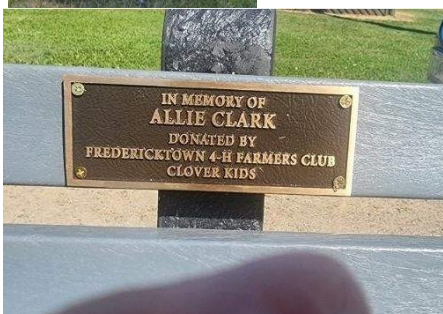
Madison County has a community 4-H club in Fredericktown with over 20 volunteers serving nearly 50 youth. Projects range from arts and crafts to archery and animal projects.

Madison County offered 7 SPIN (Special Interest) Clubs that offered everything from SNAC to archery to College and Career Readiness. Almost 150 youth participated in the SPIN programs and School Enrichment programs offered at the Fredericktown

and Marquand School Districts as well as through the Faith and Families Homeschool Coop. We created partnerships with schools, as well as the Madison County Fair Board and the Faith and Families Coop.

Madison County received grants totaling over \$2,000 in equipment and supplies to support some community service projects, including the SNAC project. The contribution of Madison County volunteers had a value of over \$100,000 based on a rate of \$25 for each hour of volunteer service.

How do 4-H programs make Madison County better? 4-H members are three times more likely to go into science related careers. Studies show that youth in programs like 4-H are 70% more likely to attend college, increasing their earning potential by over \$2 million over their lifetime. Communities reap long-term benefits when they support 4-H clubs. Youth engaged in the program are 60% more likely to vote and volunteer for their community than their non-engaged peers.





Economic Opportunity

University of Missouri Grazing Schools

University of Missouri Extension offered two grazing schools in the SE region of Missouri. A total of 37 participants from across SE MO, including Madison County, learned various aspects of managed intensive grazing (MiG) over 3 days.

Missouri's 7.1 million acres of permanent pasture provide feed for the state's 1.9 million cows (2018 data). Pasture yield and quality, in turn, drive the productivity of Missouri's beef industry. Over the past 30 years, public agencies in Missouri have devoted extensive effort toward educating and incentivizing producers to adopt improved grazing management practices. These efforts raise the economic output of Missouri's beef industry by more than \$125 million every year.

Participants overall indicated an increase in knowledge and plan to incorporate one or more aspects of managed intensive grazing (MIG). 85% of participants indicated their knowledge of MIG increased and 91% of participants plan to adopt or currently practice rotational grazing management.



John Turner teaching at the Spring Grazing School

Soil Nutrient Management and Pest Management



Anthony Ohmes, Field Specialist in Agronomy

Field Specialist in Agronomy, Anthony Ohmes, provided direct and indirect one-on-one education to producers, consultants and other ag related clients. One-on-one education is one of the most impactful ways to reach producers. One-on-one, clients are engaged and make changes to improve their forage or row crop production be it through soil test results and consultation, crop diagnostics or pest identification and control. MU Extension continues to meet the educational needs of Missouri producers, consultants and all who support Missouri agriculture by providing research-based information and expertise to individuals when and where they need it. In return, participants remain engaged in learning and making changes based on information provided.

A total of 135 agronomic soil tests were reviewed and 66 producers were contacted through one-on-one education in Madison County.



Educational Access & Excellence

Horticulture Programming in the Southeast Region

Donna Aufdenberg, Field Specialist in Horticulture

In 2023, there were 1580 direct contacts (participants) through gardening programs where participants were actively engaged in the learning process. Programs were in-person and online. Participants learned about planning the vegetable gardening, planting flower and shrubs, growing and using culinary herbs, native plants, growing specialty crops hydroponically, container gardening, high tunnel and greenhouse basics, seed saving, gardening pests and many more topics.

There was a continued interest in home vegetable gardening in 2023 due to concerns about food security and food costs. Many new gardeners learned about growing their own food, increasing consumption of healthy food, exercising caution in the garden during extreme heat and drought and the diligence required to plant and maintain a garden.



TO REGISTER OR ASK A QUESTION:
<https://jam.missouri.edu/townhall/>
 Once you register, you will get a weekly reminder email from MU Extension Horticulture

FREE!!!
 Zoom Or YouTube Livestream
<https://www.youtube.com/user/MUIPM>
 Weekly On Wednesdays noon to 1 pm

The Garden Hour with MU Extension
 MU Extension Horticulture Specialists from across the state will answer your garden questions! Topics include vegetables, flowers, lawns, fruit, ornamental, houseplants, trees, and landscapes.

University of Missouri Extension, a Department of Agriculture, Forestry and Horticulture, is an Equal Opportunity Institution. Contact your local Extension office for more information.

Online programming remains an important educational tool. This includes MU Extension Garden Hour at noon on Wednesdays during the gardening season, horticulture education meetings, home gardening webinar, farmers market webinar series and commercial vegetable program. Participants who engaged in horticulture programming learned about insects, weeds, diseases, soil health and fertility, general plant care, and variety selection.

Horticulture

/'hōrdəˌkəlCHər/

Noun 1. the art or practice of garden cultivation and management

1580+
Participants
in 60+
Programs

1,000+
One-on-One
Education
➤ Calls and
Emails
➤ Walk-ins

Top Gardening Requests

Vegetable Gardening • Growing Berries • Planting Fruit Trees • Composting • Soil Testing • Raised Bed Garden • Hydroponics • Planting Shrubs

A monthly Garden Spade Newsletter reaches over 2,300 subscribers every month with a 20% increase in readership during 2023. Subscribe to the garden spade at <https://extension.missouri.edu/courties/cape-girardeau> or click the QR code at the right.





Economic Opportunity

Madison County Extension Council – Connecting to the Community Stephanie Schindler – Extension and Engagement Specialist

In 2023, the Madison County Extension Council placed an emphasis on being involved in the community and community activities. The Madison County Extension Council is a member of the chamber of commerce and worked with the Madison County Fair, assisting with exhibits for both 4-H members and community members. As a continued effort to be active in the community the Council during “Good Neighbor Week” generously donated the most needed items to the foster care program at Faith Foundation and participated in “Adopt a Family” by bigheartedly supplying gifts and gift certificates for a family in need for Christmas. The Council adopted the theme of “A Community of Unity” for our annual dinner and offered the dinner free of charge to all attendees.



4-H and community exhibits at the Madison County Fair

Newly elected extension council members being sworn in by County Clerk Don Firebaugh at the Annual Dinner.



Farm Tax Workshop Offered in Madison County

MU Extension hosted and taught Farm Tax Workshops for farm businesses and farm and ranch families. The content included farming: hobby vs. business, employee vs. independent contractor, weather related sales, sale or trade of business property, legislative update, 1099s, expiration of key income tax provisions, tax issues arising from the death of a farmer, and depreciating and expensing farm assets.

The workshops were designed to convey information in a concise manner using information from the IRS and the Land Grant University Tax Education Foundation. The purpose of the classes is to get relevant and helpful information to farmers so they can make decisions and be better prepared to work with their professional tax preparer.

The workshops were a combination of in person classrooms and online via Zoom, with a total of seventy-seven participants.

Seventy-five percent of participants reported they had a better understanding of drought issues and that they understand the difference between 1099-MISC and 1099-NEC. Eighty-one percent are aware of depreciation methods, Ninety-four percent understand

Jason Morris Ag Business Specialist

legislation is scheduled to expire. Ninety-four percent recognize year end planning is important.

Many participants planned to take some action before the end of the year. Some of the planned actions included: reviewing farm records (88%), meeting with tax preparer and communicate with family members (31%). Plan to communicate with family members about tax issues (69%) and sixty-nine percent plan to review resources before purchasing begins in 2024.

Farm tax education workshops benefit individuals by increasing their understanding and knowledge, leading to more informed decisions and management of taxes. Better knowledge also leads to improved communications with their tax preparers and accountants. The result is researched and timely purchases of farm expenses, optimizing income tax scenarios and improved profitability over time. Money saved in income taxes stays local and is spent in local businesses up and down main street, making a more vibrant and sustainable rural economy.

Livestock Madison County

Agriculture and Environment

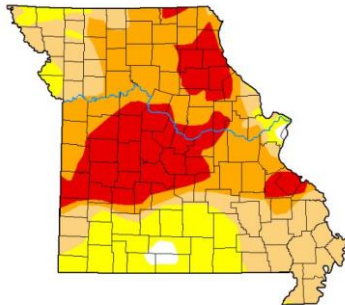
Local Profiles and Stories

Drought affected the entire state of Missouri in 2023.

Emergency issues like drought bring out the best in MU Extension and demonstrates how essential and effective we are to the communities.

- 93 participants attended a meeting in Ste. Genevieve, Franklin or Lincoln Counties focusing on managing cattle through the drought.
- 32 quick nitrate tests were performed, and 8 feed rations formulated to help producers feed their animals through the drought.
- 43 producers were helped through consultations, phone calls and farm visits related to the drought.

U.S. Drought Monitor
Missouri



Raising a Small Flock for Egg Production

program reached 108 participants across Missouri. 35% of the participants were beginning poultry flock owners. Returned surveys indicated 100% of respondents learned something from the program and can use the information on their operation.

The Show-Me-Select Replacement

Heifer program, created in 1998, focuses on educating beef cattle farmers about best management practices related to heifer development. Local veterinarians and MU Extension livestock specialists work with producers to create a reliable source of replacement heifers in terms of genetics and management.

- Two sales were held in St. Francois County in 2023 reaching 135 producers from 17 counties in Missouri and 2 adjoining states.
- Gross revenue for the Farmington Show-Me-Select sales were \$583,000 in 2023.



Natural Resources

Sarah J. Higgins
Field Specialist in Natural



Covering Bollinger, Butler, Cape Girardeau, Carter, Crawford, Dent, Dunklin, Howell, Iron, Jefferson, Madison, Maries, Mississippi, New Madrid, Oregon, Pemiscot, Perry, Phelps, Pulaski, Reynolds, Ripley, Scott, Shannon, St. Francois, Ste Genevieve, Stoddard, Texas, Washington, and Wayne Counties

About me & 2023 in review

Hello all! I started my position as a Natural Resources Specialist on July 5th, 2023. I am based out of Phelps County in Rolla, and I serve 28 other counties in southeast Missouri. I got the opportunity to work in this part of the Ozarks while pursuing my undergraduate degree Environmental Science from Mizzou and loved getting to explore the beautiful landscapes in this region. I moved back to Missouri after receiving my master's in Environmental, Soil, & Water Science from West Virginia University, and I feel so grateful to be back. I'm excited to work with the people in this region to conserve our beautiful natural resources.

Since starting in July, I've gotten the opportunity to meet many others in the area involved in natural resources, including private landowners, Missouri Department of Conservation employees, and Natural Resources Conservation Service employees, people involved in the timber industry, and other Extension professionals. I'm looking forward to developing these partnerships more in 2024 and collaborating on programs to deliver in southeast Missouri. Please contact me to talk more about what kinds of natural resource programming you'd like to see in your county. Looking forward to working more with you all in 2024!



Field site demonstrating the need for timber management at the MO Tree Farm Conference.



Invasive bush honeysuckle from an invasive species workshop in Versailles, MO. Other invasive species discussed included autumn olive, multiflora rose, wintercreeper, sericea lespedeza, princess tree, and eastern redcedar (a native field invader).

Looking at 2024

Here are a few programs to keep an eye out for in 2024. I also hope to visit more counties and attend some Extension council meetings, so please reach out if you'd like me to come!

- Restarting Women Owning Woodlands program. We hope to have social hikes and monthly virtual meetings.
- White Oak, Whiskey, and Wine webinar series at 12 pm on Mondays in January.
- Hybrid (virtual & in-person) Succession Planning workshop on February 29th.
- Invasive Species workshop in March.
- Forest health webinar series in early April, followed by a forest health field day on April 13th.

Please contact me for any details related to the programs above. I will send more information and updates on programs throughout the year. I'm eager to work with you all next year!

Madison County

UM System Footprint in the county in 2023



FY23 county students

30 students

- 25 Undergraduates
- 5 Graduate and professional students
- 26 Full-time students
- 4 Part-time students



County employees and retirees

4 people employed by UM

- 4 Campuses



County alumni

Selected school alumni

- 3 Medicine
- 7 Nursing
- 8 Health Professions
- 4 Veterinary Medicine
- 22 Agriculture
- 29 Engineering
- 3 Law

Alumni teaching K-12

- 7 teachers
- 4.2% of all district teachers



County breakdown

MU

- 18 students
- 76 alumni
- 2 employees

UMKC

- 0 students
- 5 alumni
- 0 employees

Missouri S&T

- 4 students
- 31 alumni
- 0 employees

UMSL

- 8 students
- 49 alumni
- 2 employees



County population: 12,597



County services provided

Health care (FY23)

- 18 in-state patients seen at MU Health Care, with \$2,410 of uncompensated care
- 1 in-state patient seen at UMSL Center for Eye Care with a statewide average of \$34.82 per patient in uncompensated care
- MU Health Care's Missouri Telehealth Network recorded 76 visits to 41 patients having ZIP codes associated with the county

Extension (2022)

- 3,180 Total educational contacts from MU Extension to residents of the county, including:
- 46 contacts related to productive farming, better gardening, and managing natural resources
- 3,032 contacts related to healthy eating and aging, strengthening families, personal finance, or youth development
- 102 contacts related to starting businesses, developing community leaders, or renewing the local economy



County properties and offices

MU Extension in: Madison County