



UNIVERSITY OF MISSOURI EXTENSION

# Johnson County

# 2023

## Annual Report

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**SERVE  
MISSOURI.  
DELIVER  
MIZZOU.**

 **Extension**  
*University of Missouri*

an equal opportunity/ADA institution



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



Kim Hall  
4-H Youth Development Specialist

Lou Mercier  
Agricultural Systems Technology Specialist

Mitchell Moon  
Labor & Workforce Development Specialist

Dallas Dieckman  
4-H Youth Program Associate

Emma Boyle  
Office Manager



## Council members

Allison Bolt, Chairman

Leo Watson, Vice-chairman

Connie Simmons, Secretary

Kotey Bennett, Treasurer

Alaina Davis

Travis Hume, Farm Bureau

Tiffany Johnston

Marlys Kanneman, 4-H

Charles Kavanaugh, Commission

LaDonna List

AnJanell Parsons

Billie Winter, City of Warrensburg

Judy Wolter, Master Gardeners



## County commissioners



Troy Matthews  
Presiding



Charlie Kavanuagh  
Western



John Marr  
Eastern

# Budget and more

## Appropriations budget

### Income

County Appropriations	\$59,577
Total Income	\$59,577

### Expenses

Salaries/Benefits	\$35,000
Travel	\$3,312
Postage	\$500
Telephone	\$2,550
Office Supplies/Service	\$3,000
Telephone	\$2,550
Insurance	\$1,400
Advertisement	\$1,200
Publishing	\$200
Prof. Development	\$700
Repairs/Maintenance	\$3,300
Total Expenses	\$53,712



**SERVE MISSOURI.**  
**DELIVER MIZZOU.®**

## 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 *(name of county)* County Extension Council, faculty and staff would like to express our appreciation to the *(name of county)* County Commissioners for their continued support of extension programs.



## Local Support

Did you know you can donate directly to *(name of county)* 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.

# UM System County Impacts

2024 UM Systemwide Impact Data Sheets

## Johnson County



University of Missouri System

COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

### UM System Footprint in the county in 2023



#### FY23 county students

##### 215 students

- 136 Undergraduates
- 79 Graduate and professional students
- 165 Full-time students
- 50 Part-time students
- 29 Pell grant recipients (aid year 2023)



#### County employees and retirees

##### 35 people employed by UM

- 29 Campuses
- 5 MU Health Care
- 1 UM System

12 UM retirees and beneficiaries

UM salary and retirement income: \$1.8 million

UM state tax revenue: \$64,000

UM federal tax revenue: \$267,737



#### County alumni

##### Selected school alumni

- 20 Medicine
- 35 Nursing
- 40 Health Professions
- 22 Dentistry
- 25 Pharmacy
- 5 Optometry
- 12 Veterinary Medicine
- 87 Agriculture
- 109 Engineering
- 54 Law

##### Alumni teaching K-12

- 23 teachers
- 3.8% of all district teachers
- 2 principals and administrators
- 5.0% of all district principals and administrators



#### County breakdown

##### MU

- 119 students
- 531 alumni
- 18 employees

##### UMKC

- 56 students
- 298 alumni
- 11 employees

##### Missouri S&T

- 34 students
- 81 alumni
- 0 employees

##### UMSL

- 6 students
- 22 alumni
- 0 employees



#### Construction projects

- \$44,059 remitted to 1 county vendor, for 1 project



#### County properties and offices

MU Extension in: Johnson County



County population: 53,889



#### County services provided

##### Health care (FY23)

- 532 in-state patients seen at MU Health Care, with \$265,012 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
- 70 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 263 visits to 167 patients having ZIP codes associated with the county

##### Extension (2022)

- 30,337 Total educational contacts from MU Extension to residents of the county, including:
- 203 contacts related to productive farming, better gardening, and managing natural resources
- 29,874 contacts related to healthy eating and aging, strengthening families, personal finance, or youth development
- 260 contacts related to starting businesses, developing community leaders, or renewing the local economy

# UM System County Impacts

2024 UM Systemwide Impact Data Sheets

## Johnson County



University of Missouri System  
COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

### UM System Statewide Footprint

#### Economic and Community Development Highlights

- In 2022, Business Development Specialists worked with small businesses and entrepreneurs statewide to create or retain 81,645 jobs.

**\$3.1 billion**

For every dollar invested from 2019 to 2021, the MU Extension Business Development Program has returned \$133 in economic impact for its clients by increasing sales more than \$1.6 billion. For a total impact of \$3.1 billion, the program has generated more than 37,000 jobs and attracted nearly \$451 million in capital investments and \$1.5 billion in government contracts.

- Between FY17 and FY22, UM System brought Missouri more than \$1.46 billion in federal and private research funds, funded primarily from outside the state, but spent within the state.



In FY23, UM System was issued 33 patents and filed 61 new U.S. patent applications.

- In FY23, the UM System awarded 805 design and construction project contracts throughout Missouri, for a total investment of \$279.2 million in the state.



In FY23, to improve access to medical and health related services, MU Health Care's Missouri Telehealth Network's Show-Me ECHO program provided 18,381 hrs of case-based instruction to 2,938 learners located in 112 of 114 Missouri counties and the city of St. Louis.

#### Education and Training Provided



41,992 police, fire fighters, and medical professionals attending continuing education (2022)



Agriculture and natural resource programs served 174,692 farmers and related businesses (2022)



311,749 youth and stakeholder educational contacts in 4-H clubs, schools, camps and other programs (2022)

#### Education Highlights

##### FY23 Financial Aid Awards

In FY23, 67.3% of the UM System's 80,702 students received financial aid totaling \$973.7 million

MU		UMKC	
27,256	\$536.0M	11,859	\$217.3M
students receiving financial aid	financial aid awarded	students receiving financial aid	financial aid awarded

Missouri S&T		UMSL	
6,748	\$117.7M	8,489	\$102.8M
students receiving financial aid	financial aid awarded	students receiving financial aid	financial aid awarded



UM System's MOREnet (Missouri Research and Education Network) provides internet connectivity, access, support and training to 58 higher education institutions (230,000 students), 485 K-12 school districts (832,000 students) and 132 public libraries (serving nearly 3 million Missourians) in 2022.

- UM System awarded 50.5% of the 32,098 Bachelor's or higher degrees awarded by Missouri four-year public institutions in 2022-23.
- UM System awarded 36.6% of the 1,935 research doctorates and 26.9% of the 3,593 professional doctorates awarded by Missouri public and not-for-profit private institutions in 2022-23.
- In FY23, UM System's \$37.9 million in National Science Foundation (NSF) grants represented 88.3% of all NSF grants made to Missouri public colleges and universities.
- In 2023, over 10,900 Missourians accessed [mobroadband.org](http://mobroadband.org), part of the UM System Broadband Initiative which helped the statewide build-out of high-speed internet infrastructure. MU Extension also supported residents in making individual challenges to the FCC that resulted in \$810,000 in additional funding for the state of Missouri.

### 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 • MU Institute for Public Policy • 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



# Missouri Grand Challenges: Local Solutions



## JOHNSON COUNTY

### Knowing Missouri's Needs

MU Extension asked Missourians to share the greatest challenges they and their communities face.

We heard that feedback and made big changes in the way we work with council and local partners to improve lives. Locally, a network of county engagement and subject matter specialists now share MU's knowledge, research and engagement, targeting programs, information and assistance in:

- agriculture and environment
- youth and family
- business and community
- health and safety

**For each grand challenge, MU Extension and Engagement targets a specific gain by 2023:**



#### Economic opportunity

Increase MU Extension and Engagement's economic impact to the State of Missouri from \$1 billion to \$1.5 billion overall, and from \$88 billion to \$100 billion in agriculture, the top economic sector



#### Educational access and excellence

Increase participation in postsecondary education from 66% to 70%



#### Health and well-being

Improve Missouri's health ranking from 40th to 35th in the nation

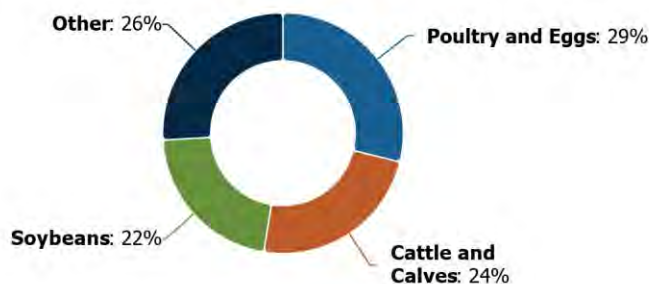
### Knowing Local Challenges



#### CHALLENGE 1: Economic Opportunity: Agricultural Economics

#### Leading Agricultural Products

Total Commodity Sales: \$139,935,000



Data Source: US Department of Agriculture, National Agricultural Statistics Service, [Census of Agriculture](#). 2017.

#### Net Farm Income

Net farm income (total sales, government payments, and other farm-related income minus total farm expenses) reflects the strength of the local agricultural community and can be an important measure for lenders and policy makers. The report area had a combined net farm income of \$33,587,000 in 2017, an average of \$20,656 per farm. This is below the statewide average farm income of \$29,485.

Report Area	Total Farms	Average Farm Income
Johnson	1,626	\$20,656
Missouri	95,320	\$29,485

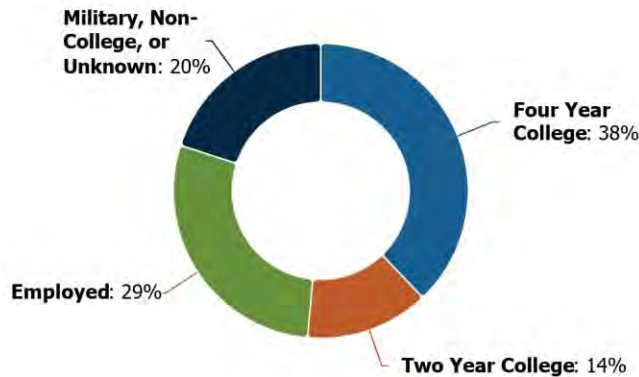
Data Source: US Department of Agriculture, National Agricultural Statistics Service, [Census of Agriculture](#). 2017.



## CHALLENGE 2: Educational Access and Excellence: *College and Career Readiness*

### Post High School Report

The 12-month post-graduation activity of recent high school graduates can inform communities about postsecondary education, career readiness, and characteristics of the future workforce. In 2022, of 515 graduates surveyed in the report area, 195 went to a four-year college, 70 to a two-year college, 147 directly entered the job market. The remaining 103 are reported as in the military, not in college, or unknown.



Data Source: [Missouri Department of Elementary & Secondary Education](#). 2022.



## CHALLENGE 3: Healthy Futures: *Access to Care*

### Mental Health Care Providers

Mental health is a critical public health issue worldwide. Access to mental health services is a challenge across Missouri, which ranks 46 out of 51 states in provider access. In the report area there are approximately 75 credentialed professionals providing mental health care to serve the area's 54,013 residents. The patient-provider ratio in the report area is 720 to 1, which means there is 1 provider for every 720 persons. The ratio of persons to providers in the report area is lower than the state average of 855:1, which means there are more providers per person in this area.

#### Ratio (Population to Providers)

720:1

Johnson

Missouri

855:1

### Primary Care Providers

Older adults make up a historically large percentage of the U.S. population and meeting the healthcare needs of an aging population can be challenging. In the report area, there are approximately 23 primary care physicians (MDs and DOs) to serve the area's 6,790 residents over the age of 65. The patient-provider ratio in the report area is 295:1, which means there is 1 provider for every 295 older adults. The ratio of adults to providers in the report area is higher than the state average of 242:1, which means there are fewer providers per person in this area.

#### Ratio (Population to Providers)

295:1

Johnson

Missouri

242:1

Data Source: Centers for Medicare and Medicaid Services, [CMS - National Plan and Provider Enumeration System \(NPPES\)](#). December 2023.

Data Source: US Department of Health & Human Services, Health Resources and Services Administration, [HRSA - Area Health Resource File](#). December 2023.





## CHALLENGE 4: Agricultural Growth & Stewardship: *Agricultural Economy*

### Jobs Derived

Missouri has a diverse agriculture industry, strong in crops and livestock, as well as food and forestry processing industries. These industries remain a significant part of Missouri's economy, supporting more than 1 in every 10 jobs, on average. In 2021, agriculture, forestry, and related industries in Missouri were estimated to contribute: 456,618 jobs, \$93.7 billion in output and \$31.8 billion in household income. [Learn more about Missouri Agriculture's Economic Impact.](#)

#### Percent of Jobs Derived from Agriculture

8.4%

Johnson

Missouri 23.55%

Data Source: Missouri Department of Agriculture, [Missouri Agricultural and Small Business Development Authority](#), 2021.

### Value Added

Value-added agriculture refers to production, manufacturing, marketing or other services that increase the value of primary agricultural commodities. In 2021, the total value-added derived from agriculture, forestry and related economic activity was an estimated \$34.9 billion. Meat processing, food processing, animal and pet food manufacturing, and crop production and related industries are Missouri's top value-added products: \$9.5 billion and 155,425 jobs from livestock production and related industries alone. [Learn more about Missouri Agriculture's Economic Impact.](#)

#### Percent of Total Value Added from Agriculture

4.6%

Johnson

Missouri 21.98%

Data Source: Missouri Department of Agriculture, [Missouri Agricultural and Small Business Development Authority](#), 2021.





# MU EXTENSION **Serves MISSOURI and Delivers MIZZOU** through credible statewide programs

## Missouri 4-H for ages 8 – 18



**Community clubs** are organized by volunteer club leaders and teams of recognized volunteers. Members attend club meetings, elect officers, enroll in projects and plan learning and community service activities. Some clubs opt to be single-project clubs, where all members focus on the same project.



**4-H Natural Resources programs** employ hands-on activities in climate science, environmental sustainability, renewable energy, sportfishing and wildlife conservation. The **Shooting Sports program**, which teaches marksmanship, safe firearm use, hunting and archery principles, is a prime illustration of how 4-H programs promote holistic youth development and responsible citizenship. Supported by caring adult leaders, these programs offer opportunities to cultivate life skills, self-worth and conservation ethics.



**4-H's Healthy Living** programming teaches skills for healthy choices and lifestyles, enhancing overall well-being and equipping youths to tackle life's challenges. Emphasizing social-emotional health, 4-H fitness, health, nutrition and safety programs cultivate confident, caring young leaders who prioritize mental and physical well-being.

### Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being

# Johnson County

## Missouri 4-H

### Local Profiles and Stories



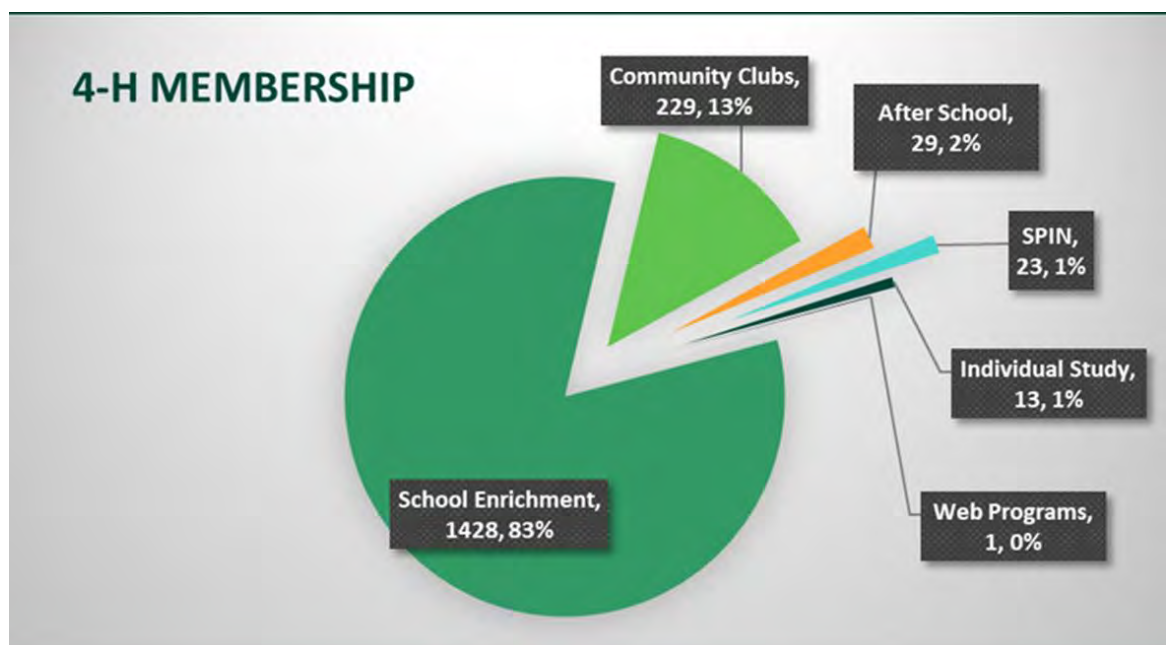
### Volunteers

- 4-H members are supported by 149 youth and adult volunteers.
- Time valued at \$267,120+
- 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. Valuing their time at \$31.80 per hour (Independent Sector, 2023), the contribution of Johnson 4-H volunteers was worth more than \$267,120+ in 2023. More importantly, these individuals serve as role models and mentors for youth.

**1723 Total 4-H  
Members**

**149  
Volunteers**

**\$473,820+  
Estimated  
Value of  
Volunteer  
Time Invested**



Kim Hall  
4-H Youth Development Specialist

Dallas Dieckman  
4-H Youth Program Associate

# Johnson County

## Missouri 4-H

### Local Impact



YPA Dallas Dieckman SNAC  
Programming  
Soccer For Success



Johnson County Farm Time  
Fun 2023



Johnson County Archery 2023

### 4-H SNAC Clubs

4-H Student Nutrition Advisory Council (SNAC) clubs are offered in a variety of settings including before school, during school, afterschool, and in other community settings helping youth build knowledge about nutrition and fitness. Youth participate in a leadership project where they are encouraged to become an ambassador of Healthy Living in their communities by designing and implementing a leadership project that will improve nutrition education and the fitness of others.

Across the state, youth have developed creative ways to advocate for healthy living. In 2023, there were 91 SNAC Clubs across Missouri with 2,577 youth participating and reaching 4300+ youth through the leadership projects.

### Survey Results

30% of the youth reported eating more vegetables at lunch after completing the SNAC program.

61% of the youth improve their physical activity practices or gain knowledge.

### 4-H clubs

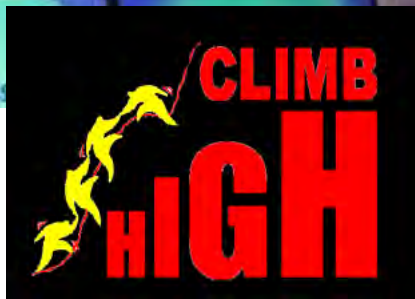
4-H programs are grounded in the belief that youth learn best by doing. Through hands-on projects in areas like science, health, agriculture, and civic engagement in a positive environment youth receive guidance from adult mentors and are encouraged to take on proactive leadership roles. Youth have the 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.

# Johnson County

## Missouri 4-H

### Local Profiles and Stories



Through this program over **250 youth** have grown into the future leaders our community needs. Watching these youth mature through the eight-session program is proof that CLIMB High is providing opportunities for youth to be catalysts for positive change. These youth have modeled the skills taught in CLIMB High in other organizations such as FFA, 4-H, Deca, UCM, and within the community which proves that youth are a very valuable resource that need to be tapped more frequently.

### CLIMB High

The purpose of the CLIMB (Community Leadership Involvement Mean a Better Community) High program is to increase the capacity of youth to address community problems effectively by mobilizing the community human and social capital for common purposes. CLIMB High is a tool that helps youth become aware of potential careers or college opportunities by better understanding their community. CLIMB High strengthens personal growth and self-efficacy; community commitment; shared future and purpose; community knowledge and civic engagement. This has allowed the 4-H program to reach out to different diverse audiences which better reflects the demographics of our local community.



Kim Hall

4-H Youth Development Specialist



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**  
 through credible statewide programs  
**Agriculture and Environment**



**MU Extension specialists**

play an important role in addressing emergencies and disasters. MU Extension specialists swiftly distribute information so farmers and ranchers can make timely decisions that safeguard their enterprises.



**The Missouri Master Gardener program**

enables people of all ages to get in-depth horticultural training and then apply what they've learned to improve their communities and educate others about gardening.



**In 2022, almost 4,000 Missouri Master Gardeners completed over 133,000 VOLUNTEER HOURS throughout the state.**



**The Missouri Show-Me-Select Replacement Heifer Program**

strives to enhance beef herd reproductive efficiency, boost farm income and establish dependable sources of quality replacement cows in Missouri.



**Since its inception more than 900 FARMS have enrolled, with an estimated statewide impact of \$200 MILLION.**

**Legend**



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being

# Johnson County

## Agriculture and Environment

### Local Impact

**Private Pesticide Applicator Training**  
Private Pesticide Applicator Training teaches producers how to safely store, handle, and use restricted-use pesticides in agricultural production. Proper application of pesticides results in greater safety for both the applicator and their neighbors. Proper application of pesticides results in reduced exposure of pesticides to the environment, ultimately leading to safer living conditions for all Missourians. Approximately 43 Johnson County residents received a license in 2023. There are currently 170 active private pesticide applicators in Johnson County.

### Soil Testing

More than 92 soil samples representing more than 3,600 acres were submitted through **the Johnson County Extension office for analysis at University of Missouri Extension's soil testing laboratory.** Soil sampling provides Johnson County's forage and row crop producers with an accurate analysis of exactly what is in their soil and provides them with recommended fertilizer application rates for the crop they are trying to grow.

**Johnson County's agronomist reviews the soil sample results with the producers,** fine-tuning the recommendations for their particular situation and needs. Soil sampling and accurate fertilizer application increases crop production, reduces input cost, maximizes profit, and reduces the environmental impact of fertilizer loss from fields through leaching and runoff.

### Heroes to Hives

Heroes to Hives is a statewide program offered through Michigan Food and Farming Systems (MIFFS) and University of Missouri Extension that seeks to address financial and personal wellness of veterans through professional training and community development centered around beekeeping. It features online training through MIFFS coupled with hands-on training from University of Missouri Extension at our teaching apiaries in Warrensburg and Mt. Vernon. For 2023, our third year, seven veterans from Johnson County participated in the Heroes to Hives course and plan to establish new colonies in Johnson County in 2023.



Lou Mercier  
Ag Systems Technology Specialist

Travis Harper  
Agronomy Specialist

David Hoffman  
Livestock Specialist

Kathi Mecham  
Horticulture Specialist

# Johnson County

## Agriculture and Environment

### Local Profiles and Stories

#### Program Highlight-

**Master Gardener Program**  
The mission of the Missouri Master Gardener Extension Program is “helping others learn to grow.” The Master Gardener program provides in-depth horticultural training to individuals throughout Missouri who then volunteer their time applying what they have learned to help others in their communities to learn about gardening and environmental education.

**Master Pollinator Steward**  
The Missouri Master Pollinator Steward program was developed to educate the general public about the plight of pollinators and teach them steps they can take to benefit pollinators. The curriculum covers five chapters of information on insects, pollination, honey bees, native pollinators and conservation, and includes several hands-on activities.

**Horticulture Insects & Disease Identification**  
Through pictures, discussion and site visits, I answer the question, ‘what’s wrong with this plant/?’ throughout the year.



**Farmers Market Grant**  
MU Extension partners with Missouri Department of Agriculture to collect price data across the state for Missouri growers to compare what prices are in their area and in other regions. I visit markets in Johnson, Pettis, Lafayette, Saline, Ray and Carroll countries every year.





# Johnson County

## Agriculture and Environment

### Local Profiles and Stories



Johnson County Residents Served: 356 Johnson County participants were involved in MU Extension Animal Health and Production Programming which includes:

- Missouri Show-Me-Select Heifer Program
- Drought Management 2023
- Cattle Reproductive and Genetic Management
- Native Warm Season Grass Management
- Forage Management
- 4-H and FFA Youth Involved in Livestock Production
- Individual Consultation (Farm, Office, Phone, Email, etc.)
- Media Communication (Radio)



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300 Days of Grazing Conference MU Extension agronomy, livestock and ag business specialists held a grazing conference called “300 Days of Grazing” in June 2023. The purpose of this conference was to help farmers develop ways to extend the grazing season and reduce the need for stored or purchased feeds. The conference featured speakers from Missouri, Nebraska and Arkansas and had approximately 60 participants. The conference also made use of the native warm-season grass demonstration plots established with cooperation from University of Central Missouri in Warrensburg.



Livestock producers gained knowledge and/or skill that they can utilize in their production system to answer a simple question or make a gradual change in their operation with a long-term goal. Topics related to animal nutrition, forage management, reproductive management, advances in genetics, herd health, meat quality, etc.

# Johnson County

## Agriculture and Environment

### Local Profiles and Stories



Ag Lenders Program 2023

How does this work make Johnson County and Missouri Better? Increased economic impact for Johnson County livestock producers, improve sustainability of livestock production while maintaining the natural resources. Marketed 261 head of Show-Me-Select bred heifers through Kingsville Livestock Auction for a total of \$685,600.00, an average of \$2626.00 per head.

Livestock producers made many changes throughout the year, such as incorporating drought management strategies in their operation, changed their feeding program for their cattle, gained knowledge regarding NWSGs, marketed or purchased Show-Me-Select heifers as herd replacement females.

A Show-Me-Select heifer with a heifer calf at side (born February 2023), grazing drought-stressed pasture.



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Ag Systems Technology Specialist

Travis Harper  
Agronomy Specialist

David Hoffman  
Livestock Specialist

Kathi Mecham  
Horticulture Specialist



# MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**

through credible statewide programs

## **Business and Community**

Mitchell Moon  
Labor & workforce Development  
Specialist



The annual **Connecting Entrepreneurial Communities** conference is designed for stakeholders, economic developers, businesses, local government, educators and nonprofits interested in increasing their communities' potential for entrepreneurship. In 2023, the conference offered breakout sessions in Benton County's shops and businesses, providing firsthand insight into the world of entrepreneurial communities.

The 2023 conference drew **104 ATTENDEES**, generating an estimated initial economic impact of around **\$33,000 FOR BENTON COUNTY**.



### **DEMOGRAPHIC, ECONOMIC AND WORKFORCE DATA TRAINING**

**MU Exceed** offers customized data training. Participants learn how to use public data through hands-on exercises and demonstrations.

**In 2022, Exceed provided data training to MORE THAN 200 MISSOURIANS.**  
**95% of the attendees said that the information they learned was useful to their work.**

AMERICA'S  
**SBDC**  
MISSOURI

### **CLIENT HIGHLIGHT**



LOGS  
— OF —  
**GLORY**

The **Missouri Small Business Development Centers** (SBDC) provide professional training and customized one-on-one counseling to small businesses across the state. Working with the Missouri SBDC helps business owners make confident decisions.

**FY2020-2022, Missouri SBDC ASSISTED 878 STARTUPS** and helped Missouri small businesses earn more than **\$440 MILLION**.

### **Legend**



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being

# Johnson County

## Business and Community

### Local Profiles and Stories



### Connecting Entrepreneurial Communities (CEC) Conference 2023

Benton County hosted the 3<sup>rd</sup> MU Extension CEC Conference Sept. 19-21. Two years of planning and hard work culminated in a 3-day whirlwind of presentations, networking, new experiences, and more! I presented as part of the *'ABC's of a Thriving Community 2.0 – DIY Edition'* team along with Jo Ann Lane (Benton Co. Economic Developer) and Lynette Stokes (Benton Co. Tourism Executive Director). I also moderated a panel discussion, *'All Together Different: Q&A with Benton County Elected Officials'* with Presiding Commissioner, Steve Daleske; Lincoln Mayor, Glen Nelson; Cole Camp Mayor, Bob Meuschke; and Warsaw Mayor, Eddie Simons.

**I can't say enough great things about how hard folks worked to put on the best CEC Conference ever – a special 'shout out' to Benton Co. Economic Developer, Jo Ann Lane, for her excellent leadership and attention to detail!**

*By the numbers:*

- 105 registrants
- 46 presenters
- 39 counties
- 28 sponsors
- 25 breakout sessions
- 18 members of the Benton County local teams county-wide and in Lincoln, Cole Camp, and Warsaw
- 13 facilitators and volunteers – plus 2 organizations of folks!
- 12 state team members
- 12 West Central Region counties represented - Bates, Benton, Camden, Dallas, Henry, Hickory, Johnson, Moniteau, Pettis, Polk, St. Clair, Vernon

Mitchell Moon

Labor & workforce Development Specialist

Amie Breshears

Ag Business Specialist



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**  
 through credible statewide programs  
**Community and Professional Health Education**



**Strengthening Families Program: for Parents and Youth 10-14,** is a seven-session series for parents or caregivers and their young teens to attend together to improve family communication, resolve conflict and improve parental skills.

**A research study conducted by the Partnerships in Prevention Science Institute found a RETURN OF \$9.60 for every dollar spent implementing the Strengthening Families Program.**



**Rural Immersion Program** is an opportunity for medical students interested in rural practice to gain experience in the rewards and challenges of working and living in a rural community, examining rural health disparities and quality of life concerns within a specific region. Group activities and meetings with community leaders in business, government, education, health care and natural resources give students a preview of life in a rural area.

**All of the 2023 participants agreed that the Rural Immersion Program significantly contributed to them FORMING INSIGHTS on the suitability of living and working in a rural community, both personally and professionally.**



**PROSPER** is a research-supported approach that promotes positive youth development and strong families through lifeskills education that increase protective factors and reduces risky behaviors among teens. Through a campus-community partnership, PROSPER Teams are created to support the implementation of two evidence-based programs with middle school students and their families.

**“They have the old saying it takes a village to raise a child, the more the community comes together the better off the children are going to be in that community.”**

**Peggy Saphian PROSPER Model Participant in Fredericktown, MO**

**Legend**



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being



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**First Responder Education**



The programming from the **MU Fire and Rescue Training Institute** (FRTI) is available to all qualified fire and emergency first responders. Seventy percent of courses are held at the local departments or agencies. With most of the state's fire service personnel considered volunteer or part-time, this local access and flexibility assures training opportunities for all firefighters and emergency responders.



The LETI **School Protection Officer Program** provides basic training for school faculty and administrators to become school protection officers. The three-week academy typically runs during June and exceeds the hourly requirements for state recognition and certification.



LETI's **National Animal Cruelty Investigations School** provides training on investigating abuse and neglect of animals. Multi-level courses prepare future animal care workers to handle most types of incidents. Several jurisdictions throughout the country require the National Animal Cruelty Investigations School's training for employment as animal cruelty investigators.

**Legend**



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being



# Extension

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