



UNIVERSITY OF MISSOURI EXTENSION

Clark County

2024

Annual Report



111 East Court Street
Suite 10
Kahoka Mo. 63445
(660) 727-3339



Extension
University of Missouri

an equal opportunity/ADA institution



Office of Extension
and Engagement
University of Missouri

Vice Chancellor's Office
108 Whitten Hall
Columbia, MO 65211
PHONE 573-882-2394
EMAIL cchiggins@missouri.edu

December 2024

Dear county commissioners, elected leaders and friends of MU Extension and Engagement,

As we reflect on the past year, I want to express my deep gratitude for your support of MU Extension and for your partnership in enhancing the lives of Missourians.

Your support for MU Extension fuels Missouri's agriculture, strengthens families, prepares our youth and promotes the health, well-being and vitality of our communities. Over the past year, our programs have focused on addressing key needs throughout the state:

- **Expanding access to 4-H:** To make 4-H more accessible, we've introduced more in-school and after-school clubs, reducing barriers and creating opportunities for young Missourians to develop essential skills and leadership abilities.
- **Supporting agriculture and land stewardship:** We're addressing critical issues such as succession planning for family farms, rural mental health, agricultural business management and land stewardship. These initiatives are helping Missouri's farmers plan for the future and preserve the health of our land for future generations.
- **Advancing health initiatives:** Our team of community health field specialists, covering every region of the state, works directly with local leaders to assess health needs and bring UM System resources and expertise to these communities, supporting healthier lives and stronger communities.
- **Promoting economic development:** MU Extension is helping to create economic opportunities by working with individuals, supporting businesses in their growth and collaborating with communities to enhance local vibrancy. Through these efforts, we help bring new jobs, skills and possibilities to Missourians across the state.
- **Providing essential training:** Our continuing education programs prepare Missouri's firefighters and health care workers to meet the demands of their roles with the latest skills and knowledge, ensuring they are well-prepared to serve our communities.

As you read through this annual report, I hope you feel as proud as I do of the accomplishments we've achieved together. The dedication and professionalism of MU Extension's faculty and staff are inspiring, and I am grateful to work alongside them—and each of you—as we make Missouri a stronger, healthier and more vibrant place. Thank you for your continued support and partnership. Together, we are serving Missouri by delivering the University *for* Missouri.

Warm regards,

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

Who we are

Faculty and staff

Michael Krauch

Regional Director
krauchm@missouri.edu

Lisa Doster

Extension Engagement Specialist
lgdoster@missouri.edu

Wendy Atterberg

Nutrition Program Associate
rayw@missouri.edu

Vanessa Gray

Youth Program Associate
vgray@missouri.edu

Julie Shaw Brown

Bookkeeping
julieshaw@missouri.edu

Lisa Fowler

Office Support Staff
lisafowler@missouri.edu

Robert Wesslak

Field Specialist in Agronomy
r.n.wesslak@missouri.edu

Jennifer Schutter

Field Specialist in Horticulture
schutterjl@missouri.edu

Brenda Schreck

Field Specialist in Livestock
schreckb@missouri.edu

Darla Campbell

Field Specialist in Community Development
campbelld@missouri.edu

Council members

Officers

Teri Hooper
Chairman

Donna Flood
Vice-Chairman

Christopher Pearl
Secretary

David Boltz
Treasurer

Members

Kari Bevans

Ashley Justice

Lynn Kleine

Steve Kreuger

Jack Fry

Abe Boudreau

Kellen Krueger

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County executives

Steve Kreuger

Presiding Commissioner
presidingcommissioner@clarkcountymmo.org

Timothy Harper

Eastern District Commissioner
easterncommissioner@clarkcountymmo.org

Joseph B. Humes

Western District Commissioner
westerncommissioner@clarkcountymmo.org

Budget and more

Appropriations budget

Income

County Appropriations	54,125.64
Total Income	54,125.64

Expenses

Salaries & Expenses	34,148.64
YPA Wages & Benefits	8,300.00
Travel	2,712.00
Postage	600.00
Telephone Service	2,500.00
Publishing/Printing	300.00
Supplies/Services	2,500.00
Insurance	2,015.00
Misc.	1,050.00
Total Expenses	54,125.64

Local Support

Did you know you can donate directly to Clark 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.



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

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Clark County



UM System Footprint in the county in 2024



FY24 county students

31 students

- 30 Undergraduates
- 1 Graduate and professional student
- 23 Full-time students
- 8 Part-time students
- 10 Pell grant recipients (aid year 2024)



County employees and retirees

7 people employed by UM

- 4 Campuses
- 3 MU Health Care (includes additional employees gained via the recent integration of Capital Region Medical Center)

0 UM retirees and beneficiaries
 UM salary and retirement income: \$197,546
 UM state tax revenue: \$4,758
 UM federal tax revenue: \$23,366



County alumni

Selected school alumni

- 2 Medicine
- 5 Nursing
- 12 Health Professions
- 1 Dentistry
- 2 Pharmacy
- 1 Optometry
- 2 Veterinary Medicine
- 49 Agriculture
- 6 Engineering
- 3 Law

Alumni teaching K-12

- 6 teachers
- 7.0% of all district teachers



County breakdown

MU

- 27 students
- 121 alumni
- 4 employees

UMKC

- 1 student
- 5 alumni
- 0 employees

Missouri S&T

- 2 students
- 2 alumni
- 0 employees

UMSL

- 1 student
- 3 alumni
- 0 employees



County properties and offices

MU Extension in: Clark County



County population: 6,680



County services provided

Health care (FY24)

- 232 in-state patients seen at MU Health Care, with \$108,770 of uncompensated care
- MU Health Care's Missouri Telehealth Network recorded 53 visits to 36 patients having ZIP codes associated with the county

Extension (2023)

- 3,698 Total educational contacts from MU Extension to residents of the county, including:
- 37 contacts related to productive farming, better gardening, and managing natural resources
- 3,611 contacts related to healthy eating and aging, strengthening families, personal finance, or youth development

Clark County



University of Missouri System
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UM System Statewide Footprint

Economic and Community Development Highlights

- In FY23, Business Development Specialists worked with small businesses and entrepreneurs statewide to create or retain 98,527 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 FY18 and FY23, UM System brought Missouri more than \$1.58 billion in federal and private research funds, funded primarily from outside the state, but spent within the state.



In FY24, UM System was issued 29 patents and filed 69 new U.S. patent applications.

- In FY24, the UM System awarded 707 design and construction project contracts throughout Missouri, for a total investment of \$287.3 million in the state.



In FY24, to improve access to medical and health related services, MU Health Care's Missouri Telehealth Network's Show-Me ECHO program provided 16,687 hrs of case-based instruction to 3,113 learners located in 105 of 114 Missouri counties and the city of St. Louis.

Education and Training Provided



40,542 police, fire fighters, and medical professionals attending continuing education (2023)



Agriculture and natural resource programs served 369,077 farmers and related businesses (2023)

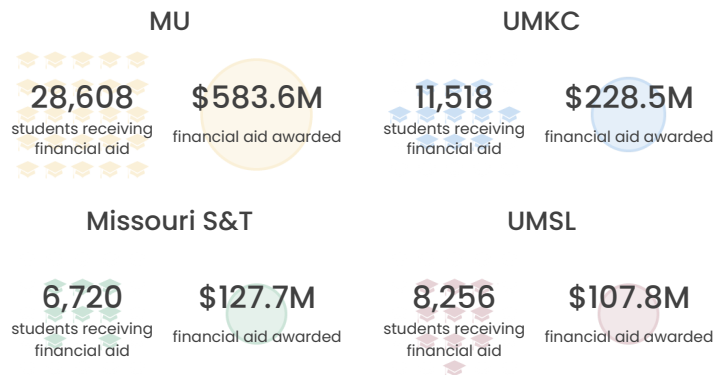


210,577 youth and stakeholder educational contacts in 4-H clubs, schools, camps and other programs (2023)

Education Highlights

FY24 Financial Aid Awards

In FY24, 69.7% of the UM System's 79,014 students received financial aid totaling \$1.048 billion



UM System's MOREnet (Missouri Research and Education Network) provides internet connectivity, access, support and training to 58 higher education institutions (230,000 students), 484 K-12 school districts (830,000 students) and 134 public libraries (serving nearly 3 million Missourians) in 2023.

- UM System awarded 50.5% of the 31,689 Bachelor's or higher degrees awarded by Missouri four-year public institutions in 2023-24.
- UM System awarded 35.0% of the 1,776 research doctorates and 26.8% of the 3,796 professional doctorates awarded by Missouri public and not-for-profit private institutions in 2023-24.
- In FY24, UM System's \$30.7 million in National Science Foundation (NSF) grants represented 96.9% of all NSF grants made to Missouri public colleges and universities.
- In 2024, over 12,400 Missourians accessed mobroadband.org, part of the UM System Broadband Initiative which helped the statewide build-out of high-speed internet infrastructure.

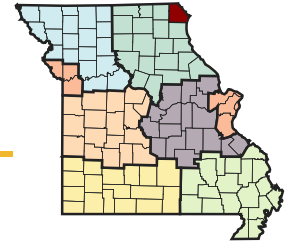
Supporting the University of Missouri is an investment in the future of Missouri.

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 2024, 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



CLARK 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

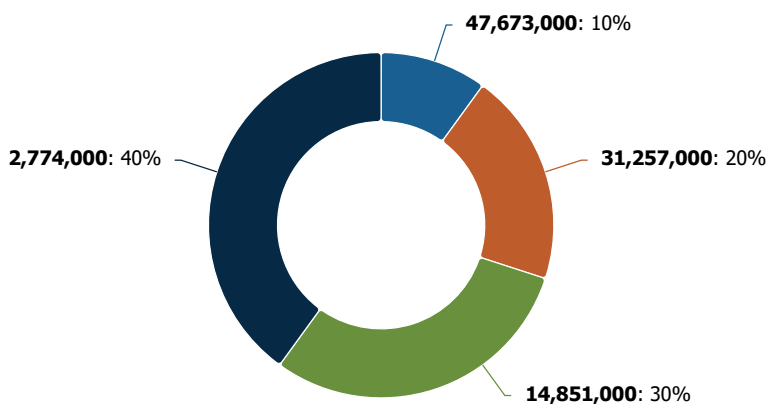
Knowing Local Challenges



CHALLENGE 1: Economic Opportunity: *Agricultural Economics*

Leading Agricultural Products

Total Rank (Sales): \$10



Data Source: US Department of Agriculture, National Agricultural Statistics Service, [Census of Agriculture](#). 2022.

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 \$53,313,000 in 2017, an average of \$92,880 per farm. This compares favorably to the statewide average farm income of \$56,606.

Report Area	Total Farms	Average Farm Income
Clark	574	\$92,880
Missouri	87,887	\$56,606

Data Source: US Department of Agriculture, National Agricultural Statistics Service, [Census of Agriculture](#). 2022.



CHALLENGE 2: Educational Access and Excellence: *Early Childhood Education*

Access to Early Childhood Education

Head Start is an early childhood education program for at-risk children through age 5. Families utilizing Head Start have better success meeting developmental goals and achieving economic stability. In 2018, there were 3 Head Start programs in the report area, or 72.82 per 10,000 population. Access to head start is higher in this area than in the state.

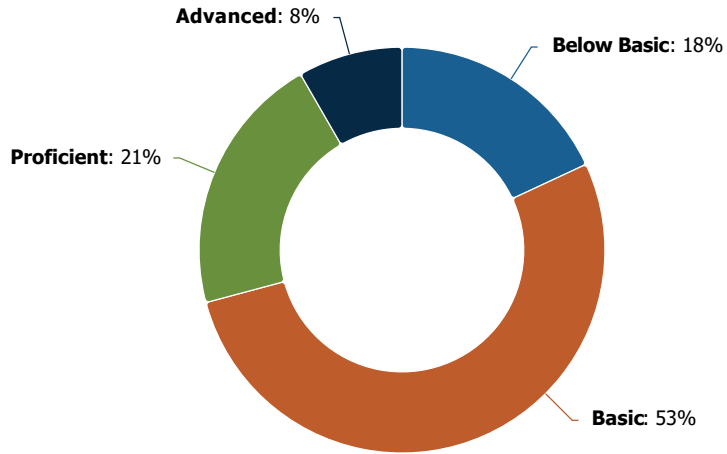
Head Start Programs, Rate (Per 10,000 Children Under Age 5)



Data Source: US Department of Health & Human Services, [HRSA - Administration for Children and Families](#). 2024.

English Language Arts Proficiency

Starting in the 4th grade, public schools emphasize proficiency in reading and reading comprehension. The ability to comprehend becomes the foundation to find and process information in later years and it is important to prevent children from falling behind. Of the 73.00 fourth graders tested in 2018, the known total number of students who had a basic level of English Language Arts was 38.00. The number tested as below basic was 13.00, basic was 38.00, proficient was 15.00, and advanced was 6.00.



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



CHALLENGE 3: Healthy Futures: *Healthy Weight*

Obesity (Adult)

This indicator reports the number and percentage of adults aged 20 and older self-report having a Body Mass Index (BMI) greater than 30.0 (obese). Respondents were considered obese if their Body Mass Index (BMI) was 30 or greater. Body mass index (weight [kg]/height [m]²) was derived from self-report of height and weight. Excess weight may indicate an unhealthy lifestyle and puts individuals at risk for further health issues.

Note: In 2021, the CDC updated the methodology used to produce estimates for this indicator. Estimated values for prior years (2004 - 2017) have been updated in this platform to allow comparison across years. Use caution when comparing with saved assessments generated prior to November 10, 2021.

Percentage of Adults Obese, 2016



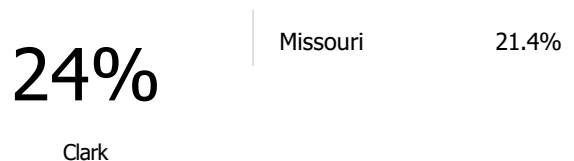
Data Source: Centers for Disease Control and Prevention, [National Center for Chronic Disease Prevention and Health Promotion](#). 2021.

Physical Inactivity

Within the report area, 1,325 or 24.0% of adults aged 20 and older self-report no active leisure time, based on the question: "During the past month, other than your regular job, did you participate in any physical activities or exercises such as running, calisthenics, golf, gardening, or walking for exercise?" This indicator is relevant because current behaviors are determinants of future health and this indicator may illustrate a cause of significant health issues, such as obesity and poor cardiovascular health.

Note: In 2021, the CDC updated the methodology used to produce estimates for this indicator. Estimated values for prior years (2004 - 2017) have been updated in this platform to allow comparison across years. Use caution when comparing with saved assessments generated prior to November 10, 2021.

Adults Age 20+ with No Leisure Time Physical Activity, Percent



Data Source: Centers for Disease Control and Prevention, [National Center for Chronic Disease Prevention and Health Promotion](#). 2021.



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

34.1%

Clark

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

27.9%

Clark

Missouri

21.98%

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

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MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**
through credible statewide programs
Missouri 4-H for ages 8 – 18



Legend



Agricultural Growth
& Stewardship



Economic
Opportunity



Educational
Access &
Excellence



Health
& Well-Being

Clark County

Missouri 4-H

What is 4-H?

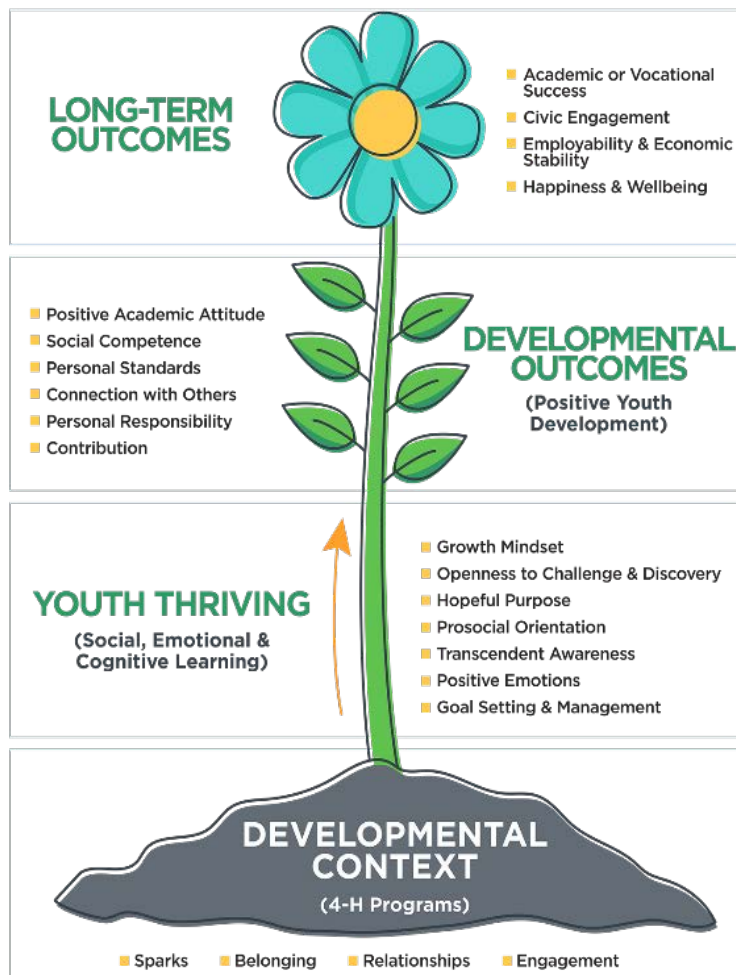
4-H Programming

By: Vanessa Gray

❖ A community of 1,229 youth building life skills, contributing to their community, and becoming college and career ready.

❖ 3 in every 10 Clark County youth under the age of eighteen participated in a MU Extension 4-H Youth Development program in 2024

4-H Youth Development programs are guided by the 4-H Thriving Model, which is a framework to illustrate the connection between high quality 4-H programs and indicators of youth thriving with developmental outcomes which ultimately leads to the long-term outcomes of youth who experience academic or vocational success, are civically engaged, are employable and economically stable, and experience happiness and wellbeing.



Clark County

Missouri 4-H

Impact



Clark County 4-H members shared their inspiring 4-H stories with the county commissioners, highlighting the program's significant impact on their personal growth and development. Through hands-on learning in areas such as agriculture, leadership, and civic engagement, these young participants demonstrated how 4-H fosters essential life skills, confidence, and a sense of responsibility. Their stories underscored how 4-H not only benefits individual members but also strengthens the entire community by cultivating future leaders and promoting positive youth development.



Kallie – “I have really learned how to organize through 4-H. It has helped a lot to keep things organized and in place for when I am showing!”

Merrick - “I have enjoyed showing my dog, Bob, over the years and being able to better handle him when needed.”



Wyle - “I have learned how to train and fit animals for shows, feed them, and prep them for judging contests. While enrolled in woodworking, I picked up a few safety skills also.”

Clark County

Missouri 4-H

Impact

Impacts of 4-H Programming

- 4-H members are twice as likely to go college compared to their non 4-H peers and they tend to pursue careers in STEM fields (Lerner & Lerner, 2011).
- 4-H also prepares youth for the workplace. Youth must be prepared to live and work in a world we cannot completely envision- competing for jobs that do not yet exist, using technologies that have yet to be identified. 4-H is the only youth development program with direct access to technological advances in agriculture, life sciences, and social sciences from the university system. This brings relevant science content and hands-on learning that helps youth thrive (Arnold, Bourdeau, & Nott, 2013).
- Youth who earn a bachelor's degree increase their annual earnings by \$2 million over their lifetime. (U.S. News and World report, 2011) If 50% of the Clark County youth participating in 4-H events on a college campus receive a Bachelor's degree, 4-H would help young people acquire \$2,000,000 more in lifetime earnings.

4-H Volunteers

Volunteers participate in development opportunities like project leader training and club leader summits, in addition to ongoing support from MU Extension youth faculty and staff gaining knowledge in how to offer a valuable learning experience for the youth they are working with while maintaining a safe, supportive environment. Volunteers create, support, and are a vital part of the 4-H community. Dedicated volunteers help to organize club meetings, fundraisers and events. They also provide learning opportunities for youth in their projects, teaching life skills and instilling qualities of character like respect and responsibility in members. Adult volunteers serve as mentors for our youth, helping them transition into caring, healthy adults who contribute back to their communities, which is priceless.



- Clark County 4-H members were supported by 53 enrolled, screened and oriented adult volunteers supporting the development of youth in 2024.
- Volunteers contributed 5,300 hours to the Clark County 4-H program valued at \$177,497

Clark County

Missouri 4-H

Clark County Fair

The Data Behind our Mission

4-H programs are also grounded in the belief that youth learn best by doing. Through hands-on projects 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. Clark County served youth through five community clubs, two in school clubs, and one school enrichment day offering long-term educational experiences in which members learn life skills such as decision-making, public speaking, and working with others.

- There were 467 youth reached through community clubs, SPIN clubs, in-school, and afterschool 4-H clubs in Clark County during the 2023-2024 4-H Year.
- Over 121 4-H members were engaged in science related projects and experiences.
- Over 10,000 hours of community service project hours were completed by 4-H members and volunteers during the 2023-2024 4-H Year.

4-H Clubs offer in-depth educational experiences in which members learn life skills such as decision making, public speaking, and working with others. Members learn by doing under this guidance of adult volunteers, who lead a wide variety of projects that support 4-H members in finding their SPARK. Club and project leaders also involve youth and teens in community service, leadership opportunities, and educational trips. 4-H project work and related educational experiences help youth explore interests in citizenship, communication, and leadership.

Clark County members enrolled in over 900 projects combined in 2024. There were over 1000 entries at the 2024 Clark County Fair and the livestock/art hall sale brought in over \$116,000 dollars that goes directly back to the youth!

The top project areas included:

- Arts & Crafts
- Woodworking
- Meat Goats
 - Swine
- Photography
 - Beef
 - Dogs
- Cake Decorating
 - Sheep
 - Welding
- Gardening
- Rabbits



Clark County

Missouri 4-H

Opportunities beyond the County Line

4-H members have demonstrated learning through the following activities:

- Over 25 youth participated in different events during the 2024 Clark County 4-H Achievement event.
- 6 members participated in the Northeast Region Energizer held in the spring of 2024 in Palmyra and 7 members and attended the Northeast Region 4-H Round Up held in Macon in the fall.
- Over 800 entries at the 2024 Clark County Fair from 145 4-H members and Clark County FFA members, who are also supported through youth programming.
- Clark County youth exhibited over 20 exhibits in the 4-H Building and livestock shows of the Missouri State Fair.
- 16 state level recognition forms were completed by members. These forms provide members with a vital step in the Experiential Learning Model. Members reflect on the things they have done and learned throughout the 4-H year and how they can apply what they have learned in the upcoming year.
- Two members participated in the State 4-H Teen Conference, which offered youth a fantastic opportunity to experience being developing leaders in 4-H. This event provides a safe and enjoyable campus experience where youth can enhance their skills and forge new friendships.
- One youth took advantage of the opportunity to explore a potential career path by travelling to Busch Gardens to participate in the 4-H Zoo Apprentice Camp.
- One youth participated in Citizenship Washington Focus is the premier leadership and civic engagement experience for high school students to learn leadership, communication skills
- 8 youth participated in MOVE Across Missouri, where youth and adults are encouraged to track their physical activity and fitness in their daily life, learning about healthy lifestyles. Clark County is also home to the 2024 top MOVE participant in the state of Missouri.
- As responsible citizens, we promote generosity and community strengthening through service 4,968 meals were donated in Clark County through the 4-H Feeding Missouri Initiative in 2024. Clark County 4-H Council also received a 4-H Feeding Missouri Grant to assist with donations.



Clark County

Missouri 4-H

In School Programming

4-H School Enrichment- Embryology

- ❖ There were over 280 students from 14 classrooms who participated in the Hatching Chicks in the Classroom program in 2024.
- ❖ Students participated in over 500 hours of learning with the “Chick It Out” program.



During the Embryology program, students learn about the 21-day development occurring within a fertilized, incubated egg that can result in the hatching of a chick. Students identify the parts of an egg and discover what each part provides for the developing chick. Students learn how to tell if an egg is raw or boiled and explore the strength of the egg's shell providing protection to the developing chicks. Students review the necessity of hand washing due to potential contamination caused by salmonella in poultry and poultry products. Students often gain experience with death and disabilities. Throughout the experience, students are charged with rotating the eggs three times a day and are responsible for checking to make sure the incubator has water and is maintaining the correct temperature. Once the chicks hatch, the students care for them, providing feed, water, warmth, and a calm environment.

Impacts of programming: students practice life skills including decision making and responsibility, helping them to develop qualities that will shape their development into adults. Students are provided with the opportunity for a practical experience that connects with the core subjects of communication arts, math, science, and health. Youth with hands-on experience with science are more likely to pursue science-related careers, which are critical to our county, state, national, and global economy. Students are conscious of the need to practice proper hand washing techniques to prevent the spread of illness and disease. Students also learn compassion and develop an understanding of how to accept individuals with disabilities, as well as how disabilities can be compensated for.

Clark County

Missouri 4-H

In School Programming

4-H School Enrichment- SNAC

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 education and the fitness of others. Across the state, youth have developed creative ways to advocate for healthy living. In 2024, Missouri saw the establishment of 121 SNAC Clubs, engaging 2,543 youth and reaching over 7,330 others through their leadership initiatives.

In Clark County, SNAC efforts reached 64 youth and leadership projects completed included creating their own recipe book to take home and utilize with their families, as well as making their own popsicles and handing them out to summer school students.

In 2024, the Missouri 4-H Foundation collaborated with Healthy Blue to offer mini grants of up to \$500 per county to help support 4-H SNAC Clubs across the State of Missouri to implement their leadership projects. A total of 37 counties received funding, amounting to \$18,500 in mini grants. In Clark County, mini grant funds were applied for and used to purchase aprons and chef hats for the SNAC students





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



The Missouri Integrated Pest Management Program (IPM), funded by USDA grants, has been an important extension program for more than 30 years. Mizzou IPM distributes articles, pest monitoring data and publications on how to improve the application of integrated pest management strategies and systems in crops. In addition, the new Soybean Growth Monitoring Report is released through IPM every two weeks during the growing season.



The MU Soil Testing Program delivers research-based nutrient and lime recommendations to more than 32,500 customers annually.



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 2024, over 3,600 Missouri Extension Master Gardeners completed 98,200 VOLUNTEER HOURS – giving back over \$3 million to their communities.



Missouri Grazing Schools teach management-intensive grazing by dividing large fields into smaller paddocks and systematically rotating livestock among them. Producers who attend the grazing schools learn how to reduce costs through improved livestock grazing and pasture management while getting insights into fencing, watering systems and grazing system design.



The annual impact of management-intensive grazing is estimated to be \$125 MILLION per year in Missouri.

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being

Clark County

Agriculture and Environment

Local Impact

Show-Me-Select Replacement Heifer Program

by: Brenda Schreck

The Show-Me-Select (SMS) program focuses on increased adoption rate of management practices by Missouri farmers, offers potential to improve long-term herd reproductive efficiency and increases profitability. Program participants learn about the importance of pre-breeding examinations and how it affects their operation on an economic and productivity level. Two Clark County beef producers enrolled in the SMS program this year and two consigned to a sale.

The northeast region has two Show-Me-Select Heifer sales held in Palmyra, Missouri each year. Four hundred and fifty-nine heifers sold in the spring and fall sales, with a combined average price of \$3,391.

The SMS program focuses on increasing marketing opportunities for, and adding value to, Missouri-raised heifers with the creation of reliable sources of quality replacement heifers in terms of genetics and management. By increasing the quality of reproductive efficiency in their beef herds, producers in northeastern Missouri added \$1,595,550 to the local economy.



Clark County

Agriculture and Environment

Local Impact

Beef Quality Assurance (BQA) Certification

by: Brenda Schreck

BQA is a national program that provides guidelines for beef cattle production. The program helps producers identify management processes that can lead to increased herd profitability and a commitment to quality within every segment of the beef industry. The beef cattle industry has seen a 15% reduction in costs due to BQA education and the recognition of quality defects in cattle. Seven Clark County participants learned about animal biosecurity, feeds and feed additives, antibiotics and residue avoidance, non-ambulatory cattle and euthanasia, vaccine administration and principles of cattle handling. As part of the certification process, a short assessment was given to the group to evaluate their understanding of raising and managing quality beef.



Food Safety Modernization Act

by: Brenda Schreck

Food Safety Modernization Act (FSMA) aims to ensure the United States food supply is safe by shifting the focus from responding to preventing contamination in livestock foods. MU Extension livestock specialist Brenda Schreck met with agriculture firms that provide and/or process livestock feed. Schreck created one new firm plan in the state and continues to maintain 16 in the northeast region including 1 in Clark County. Discussions were held on the implementation of documentation for animal feed safety preventive controls on-site, and the firm's efforts for animal feed safety as required by FDA. Feed safety manuals aid firms in maintaining accurate documentation of preventive measures as they are conducted on-site.



Clark County

Agriculture and Environment

Local Impact

Women in Agriculture Workshop

by: Brenda Schreck

Missouri Beef Industry Council, University of Missouri Extension, Missouri Department of Conservation, USDA Natural Resources Conservation Service employees presented a hands-on workshop geared to women involved in agriculture in northeast Missouri. Two Clark County workshop participants heard an update about the Missouri beef industry, pond management, greenhouse gardening. Participants also enjoyed a hands-on activity of creating home-canned sweet spreads, melting and pouring their own car freshies as well as observing a live soil health demonstration.

By offering programs targeting women in agriculture, MU Extension empowers women to make informed decisions about farm and home management.

- 96% of participants rated their overall satisfaction of the Workshop as "very good" or better
- 93% of respondents rated their overall impression of the information gained at the Workshop as Very Good or better
- 89% of respondents rated their overall impression of the materials presented at the Workshop as Very useful or better
- 65% of the returning participants reported they have changed the way they manage their home and/or farm life



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Clark County

Agriculture and Environment

Local Impact

Pixels and Pearls of Production – Women in Agriculture Conference

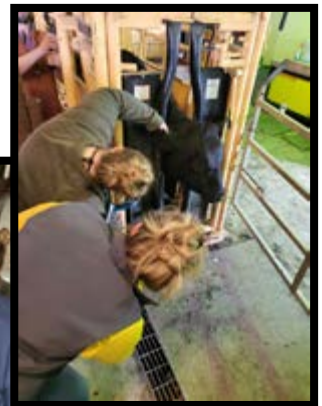
by: Brenda Schreck

Pearls of Production is a hands-on educational program for women involved in livestock production. Two adult and three youth Clark County Conference participants took part in this year's two-day conference. The first day (Pixels) was held via Zoom with breakout sessions and a keynote presentation. Session topics include estate planning, backyard layers, enhancing value added meat marketing and beekeeping. The keynote presentation was delivered by Janeal Yancey, blogger and meats science professor at the University of Arkansas. In her blog she writes about meat and the meat industry from her point of view as a mom, a cattle producer and a meat scientist.

The second day (Pearls) was held at the MU Beef Research and Teaching Farm in Columbia, MO, and featured hands-on, breakout sessions on genetics, forage/pasture assessment, backyard laying hens and the shop session this year

covered farm headaches. Brenda Schreck, Field Specialist in Livestock, co-taught the shop breakout session with state Extension specialist Karen Funkenbusch. In this session participants learned how to tackle common farm repairs such as splicing a water hose, making a rope halter, plugging a hole in a tire and how to use a post driver to pull a t-post. Farm tools were provided to simulate these repairs and participants were given the opportunity to take these tools home with them.

For the Pearls Conference date only, youth were given the opportunity to participate in an interactive, hands-on tour of Missouri agricultural products by exploring the ways that agriculture provides us with the basic needs of clothes, food, and shelter. Youth made their own lunch and gained hands-on knowledge about the agricultural industry.



Clark County

Agriculture and Environment

Local Impact

Agriculture Lender Seminar

by: Mary Sobba

❖ **Seventy-two lenders from 20 Missouri counties and Illinois attended an ag lender seminar in Mexico.**

Lenders learned about crop and livestock outlook, agriculture policy, rental rates & land values, MU budgets, wind and solar leasing, input costs and enterprise budgets, Missouri farm business management summary and Missouri Agricultural and Small Business Development Authority (MASBDA) programs.



❖ **There were 7 lenders from Clark County in attendance.**

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 agribusinesses through enhanced understanding of enterprise budgets, market expectations, and other decision influencing factors affecting families' and businesses' financial health. Lenders in attendance manage farm loans totaling \$155,250,000.



Clark County

Agriculture and Environment

Local Impact

Extension Tax Schools

by: Mary Sobba

- ❖ **The 2024 school attendance totaled three hundred fifty people.**

University of Missouri Extension ag economics department and ag business specialists worked together to coordinate one summer and three fall tax schools. The summer school was in person and live online. Fall schools were in Columbia and Springfield and one online school. The schools were designed for those who prepare taxes including enrolled agents, tax preparers, CPAs, individuals, and attorneys.

The training 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, related party issues, real estate rental activity issues, limited liability company issues, and international tax issues. The schools were approved for 8 and 16 hours of continuing education credit by the IRS, Missouri Bar and for CFP continuing education. Total continuing education hours reported to IRS for the schools was 3,776 hours.

The teaching teams included CPAs, a former IRS stakeholder liaison, an IRS certified retired ag economics professor, an attorney, a certified financial planner, Missouri Department of Revenue and extension ag business specialists.

The evaluations had many positive comments and helpful suggestions. Planning is underway to offer trainings in 2025. Local county residents benefit when local tax preparers have the opportunity to gain knowledge, which benefits their clients and communities. The tax schools are a program of the ag business and policy

- ❖ **The participants were from throughout Missouri including 2 participants from Clark County.**

program of MU Extension, coordinated by Mary Sobba with help from a team of ag business specialists throughout the state.

The resources for the schools included the IRS, the National Income Tax Workbook from the Land Grant University Tax Education Foundation, and materials written by the instructors.



Clark County

Agriculture and Environment

Local Impact

Private Pesticide Applicator Training (PPAT)

by: Nick Wesslak

Nick Wesslak taught 20 participants for private pesticide applicator training (PPAT) in Marion County, 31 participants in Ralls County, 6 participants in Knox County, 38 participants in Shelby County, 29 participants in Lewis County, 52 participants in Clark County, 18 participants in Scotland County, and 56 participants in Monroe County. 250 total applicants were trained for PPAT licensing by Nick Wesslak in the Northeast Region.

Nick presented at the 2024 Pesticide Safety Education ISE on the MU Extension Pesticide Safety Education Program's youth programming initiative. There was a total of 40 participants at this event, which was held in Columbia. Nick also presented about the 2025 Pesticide Use Act changes to the Missouri Department of Conservation (MDC) at a resource management conference held at Margaritaville at Lake of the Ozarks to 520 participants and also presented the same material to MDC administrators.

Nick Wesslak and Valerie Tate taught youth pesticide safety programming to high school age children so they could learn safe usage of pesticides and other chemicals. The program aimed to help youth better understand why pesticides and other chemicals are important to human safety and food production, while also helping them to a better understanding of the risks involved with the use of these products. The ultimate goal was equipping the next generation with the knowledge necessary to reduce easily avoidable pesticide and other chemical exposures caused by misuse, improper storage, lack of personal protective equipment (PPE), and

improper disposal. 266 students participated in this programming. Individual county attendance is as follows: Shelby: 125, Scotland: 110, Knox: 31.

Nick also put on 3 adult pesticide safety education programs. 2 programs were held for the Mississippi Hills Master Naturalists with 75 participants and one program was held for the Salt River Master Gardeners with 10 participants. Other pesticide related projects Nick was involved in included coauthoring the 2025 pesticide safety training action plan for the state of Missouri and aiding in establishing 3 floating treatment island experiment locations throughout central and northeast Missouri to determine the efficacy of aqua bioremediation for water bodies affected by runoff from agricultural production fields.





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



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**.



Missourians from all walks of life celebrated the **2023 Missouri Good Neighbor Week**, Sept. 28 to Oct. 4, by completing and reporting neighboring acts and nominating others as the most engaged neighbors in their counties.

In 2023, the goal was to document **15,000 acts of neighboring**. That goal was surpassed with **19,752 Missourians** being positively affected during **MISSOURI GOOD NEIGHBOR WEEK**.



CLIENT HIGHLIGHT






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



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



The **Diabetes Prevention Program** is recognized as “Full Plus,” the highest status given by the CDC and is provided by licensed lifestyle coaches to prevent type 2 diabetes. Through lifestyle changes participants can achieve sustainable weight loss, increase in physical activity and learn coping skills to manage stress.

More than 1 IN 3 PARTICIPANTS
have reached the
5 - 7% WEIGHT LOSS GOAL.



MU **Continuing Education for Health Professions** (CEHP) provides evidenced-based, relevant and responsive learning activities designed to narrow professional practice gaps with respect to knowledge, competence, and performance of the healthcare team. A commitment to lifelong learning, in partnership with those we serve, contributes to excellence in practice and improved health outcomes.

CEHP provided 169 LEARNING ACTIVITIES which reached over **53,000 PROFESSIONALS** across all Missouri counties.



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.**

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being



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



The **Missouri Extension Disaster Education Network** provides education and technical assistance to individuals and families, local governments, schools and organizations so they can prepare for and respond to natural and man-made disasters. Because of the unique relationship it maintains with each community, MU Extension is a key resource for the public, emergency services and public officials.



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 **Law Enforcement Training Institute** (LETI) offers advanced training on a wide variety of topics, including defensive tactics, firearms, use of force and de-escalation. LETI offers customized programs for all required continuing education areas of concentration.

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**
 through credible statewide programs
Health and Human Sciences



Home Food Preservation

Preserve the season's bounty - deliciously and safely.

Learn safe techniques for pressure canning, boiling water bath canning, steam canning, dehydration and freezing.

Understand the importance of using safe preservation and storage methods to avoid cross-contamination and foodborne illnesses.

"This course made me more self-sufficient and improved my family's access to quality food."



Divorcing or separating parents encounter distinct challenges when living apart. **Focus on Kids** guides parents in fostering effective co-parenting strategies to support their children through this process.

"Understanding that divorce doesn't ruin children, but parents can significantly influence positive outcomes through good communication, was invaluable."



Cooking Matters

Make quick, tasty, and affordable meals everyone will enjoy.

Learn valuable tips for stretching your food dollars and how to prepare a recipe and sample easy, low-cost, nutritious and delicious dishes.

"We prepared barley jambalaya in class and one participant mentioned she had never tried barley before. She tried the jambalaya and really enjoyed it. A few days later she excitedly said she made the recipe at home and her whole family enjoyed it!"

Cooking Matters facilitator about a class participant

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being

Clark County

Health and Human Sciences

Local Impact

Supplemental Nutrition Assistance Program Education (SNAP-Ed)

by: Wendy Atterberg

The Supplemental Nutrition Assistance Program Education (SNAP-Education or SNAP-Ed) brought \$11,145,237 in federal funds to Missouri. The funds support engagement with 74,864 Supplemental Nutrition Assistance Program (SNAP) recipients and eligible citizens of Missouri who learned about being active and healthy eating on a budget. This year we had 1,164,143 indirect educational contacts through newsletters, health fairs, food pantries, and the Show Me Nutrition helpline.

1,563 direct and indirect contacts were made in Clark 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.



Schools	Agencies
Clark County Middle School	Clark County Sr. Center
Black Hawk Elem.	Clark County Juvenile Office
Wayland Head Start	
Giggles and Grins Daycare	
Kahoka Head Start	

Success Stories:

Although we cooked and prepped several different recipes with our 3rd and 4th graders during summer school, I think one of the things that they seem to really enjoy was the Farmers Market Salsa recipe with homemade baked corn chips. We didn't hear any negative remarks about what was going into the salsa which was great since they were using green pepper, onions, black beans and tomatoes. When they were all done with the recipe, they were excited to try it. As they were eating one of the kids made the comment that it was so good and how they had never had homemade corn chips before.

Clark County

Health and Human Sciences

Local Impact

Expanded Food and Nutrition Education Program (EFNEP)

by: Vanessa Gray

The Expanded Food and Nutrition Education Program (EFNEP) brought \$1,624,777 federal funds to Missouri. These funds were used to enroll 559 limited-resource families in nutrition education and meal preparation classes, representing 2,068 family members. Additionally, 2,864 youth were enrolled in EFNEP classes. These programs were delivered through the 4-H SNAC program in Clark County by Youth Program Associate Vanessa Gray.

42 of these youth and adult participants reside in Clark County.

Participants in EFNEP learn the importance of making healthier meals and snack choices, eating breakfast more often, trying new foods, increasing their physical activity, and making 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.



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