

2016 Jackson County Program Impact Report

Executive Summary

The Jackson County Cooperative Extension identified eleven (11) major program areas to work in during 2016: Natural Resources Conservation and Environmental Sustainability; Healthy Eating, Physical Activity and Chronic Disease Risk Reduction; Profitable and Sustainable Agriculture Systems; Urban and Consumer Agriculture; Safety and Security of our Food and Farm Systems; School to Career (Youth and Adults); Volunteer Readiness; Family Financial Management Skills; Leadership Development and Community Development. Educational programs in these objectives led to significant impacts for the citizens of Jackson County during 2016.

In 2016 The Jackson County Extension Advisory Council meet twice (2) with an attendance six (6) members. Two meetings occurred, one in April and again in November 2016. The November meeting was a "Farm to City" type event called the "Friends of Extension Fall Festival" that included a nutritious dinner with local foods and informal presentations by some of the primary extension partners such as RC & D; SWCD; ECA; 4-H Clubs; Food Volunteers and primary extension stakeholders like cattlemen and producers. These meetings provided an excellent time to allow the Jackson Extension staff to share with the community leaders our extension work within the county for the past six months and what lies ahead for the next 6 months in regards to programming. Staff listened to feedback from the leaders of how else Jackson Extension can help further with educational programming and technical assistance. The council members really liked the work that the Jackson Extension center is doing. They stated that we are meeting the demands of the public with our extension programming.

AGRICULTURE and HORTICULTURE:

Agriculture and Horticulture Extension Agent Christy Bredenkamp continued doing an outstanding job in 2016 providing 33 major educational programs, while also providing technical assistance in the areas of profitable and sustainable agriculture systems; local food systems; safety and security of our food and farm systems; and urban and consumer agriculture. Her programs in these areas impacted 2,147 (19,927 non face-face) individuals directly by increasing their working knowledge of best agricultural and horticulture production practices to increase net farm incomes and help build the local food systems for Jackson County, along with good horticulture practices. The numbers included 1,058 for profitable and sustainable agriculture systems (\$20,101 net income gains realized by the adoption of best management practices, including those practices related to nutrient management, conservation, production, cultivars, pest management (weeds, diseases, insects), business management, and marketing); 46 for local food systems; 92 for safety and security of food and farm systems; and 559 for urban and consumer agriculture (\$211,048 in value of produce grown for home consumption was estimated). Her programs ranged from Master Gardener (MG), Christmas Trees, blueberry and

grapes beginner bee; home orchard, growing ginseng, pesticide certifications, pests of trees and shrubs; composting; soil testing; fall gardening and many other subjects related to agriculture and horticulture. Seventy Six (76) pesticide applicators trained, 50 certified and 26 re-certified. Fifteen (15) MGs; 6 re-certified and 9 certified. CED Robert Hawk provided 6 livestock educational programs (Amazing Grazing Program at Stan Bryson's Farm on April 23 and again October 15, 2016 19 producers adopting extension-recommended best management practices with the Amazing Grazing demonstration improved pastures; soil testing; Beef Quality Assurance (BQA)- 9 certified; tree shelter belts and weed control in pasture) for cattle herd and health management through the Jackson, Macon and Swain (JMS) Cattlemen's Association, which he served as the Chair of the Education Committee in 2016. BQA training in January 2016 had 9 cattlemen certified with 4 of these new certifications. Christy had 8 MGs donate 234 hours for 726 clients valued at \$5,513. Cattle Equipment (\$16,000+) from the TVA and Agriculture and Forestry Grant through our regional Resource Conservation and Development (RC & D) was ordered in late 2016, which included Squeeze Chute; Corral System; Trailer; Palp/AI Table and Calf table. This was successful due to the partnership between Jackson Extension and the regional RC & D.

COMMUNITY DEVELOPMENT:

In the area of Community Development 145 community leaders gained assistance from the Jackson Extension Center, which was included work through extension programs; extension clubs; working committees and technical assistance. In October 2016, Savannah, Balsam, Caney Fork and Pumpkintown Community Development Clubs (CDCs) participated in the Annual Jackson CDC Awards program. A total of \$1,200 Award Monies were granted to these 4 CDCs to help with their programming and building needs. First place was awarded to Balsam, 2 - Caney Fork, 3 - Pumpkintown and 4 - Savannah. Jackson Extension worked closely with the CDCs in 2016 to provide educational support as well. The Qualla - T Customer Service and Hospitality certified 53 people during 2016, which included training at the Cherokee Transit and other businesses near the Cherokee Nation area.

NATURAL RESOURCES and CONSERVATION:

Natural Resources Conservation and Environmental Sustainability programs through the Jackson Extension impacted 1,344 residents, which was primarily 5th grade youth through educational programming during the Annual Soil and Water Conservation (SWCD) Conservation Field Days (April 2016); Leopold Education Program Training-(LEP) (August 2016); "Spruce - It - Up Conservation Christmas Tree" (November 2016) and the Beaver Management Assistance program (BMAP), along with technical assistance on wildlife nuisance questions. These programs taught youth and teachers about conservation stewardship and how to appreciate and enjoy their natural environment such as weather forecasting from field observations, which was part of the 5th Grade Core Curriculum. Provided 3 major educational programs in this area of natural resource conservation, which included the School Conservation Field Days (CED taught Weather Forecasting); LEP (certified 6 teachers) and "Spruce - It - Up Conservation Christmas Tree (provided 100 free Norway Spruce seedlings to public to plant at home for conservation practices and community beautification).

4-H YOUTH DEVELOPMENT:

4-H Agent Heather Gordon provided many diverse programs (100+) under the "Leadership" philosophy of building youth to become effective citizens and community leaders for the future. Her programs directly provided leadership to 2,090 youth in Jackson County in 2016. The 4-H program in 2016 included 4-H Cloverbuds; 4-H Explorers Club; Homeschool STEM; Junior Chefs; Equine Program with WCU Students as Volunteers ; Youth Leadership Council; Camp Mimi Sewing Bee; 4-H Summer Camp and Step Back in Time Camp. In 2016, Heather had 171 volunteers donate 984 hours for 1,221 clients valued at \$23,183. Heather managed WCU Parks and Recreation Students to provide wildlife education program for the Annual Soil and Water Conservation Field Day. The Mountain Youth Talent Contest was successful due to 4-H Agent's leadership and was the Lead 4-H Agent for the 4-H West District Activity Day (DAD) that was held at WCU in June 2016. Many participants and parents stated it was the best DAD that they had ever attended, this was due in part to 4-H Agent's excellent planning and management of event!

FAMILY and CONSUMER SCIENCE:

Family and Consumer Science (FCS) Agent Sherrie Peeler has worked with 1,956 individuals with 636 individuals benefiting from programs on healthy eating, physical activity and chronic disease risk reduction); 334 in family financial management; 4 under school to career; 316 in leadership development and 670 for volunteer readiness/ECA during 2016. Sherrie has held 60+ programs ranging from quilting; exercise; NC Safe Plates; 4-H sewing bee; ; cooking; sewing; ECA Clubs; food preservation; SNAP ED; recipes; family financial management and volunteer readiness. Sixty-five (65) ECA Volunteers donated 432 hours for 238 clients for a total value of \$10,178, which is a major increase from 2015. FCS and 4-H continued to integrate in 2016 , such as the Camp Mimi Sewing Bee Club and Junior Chefs. CED provided "Skiwalking" exercise demonstration to ECA Club Members and others as a new fitness alternative.

OVERALL SUMMARY:

Jackson County Cooperative Extension made 163,146 total educational contacts in 2016, which included 6,905 face-to-face contacts and 156,241 non-face-to-face contacts. Over 400 extension educational programs came from the Jackson Extension Staff in 2016. Mass Media (newspaper; radio and social media) is a large part of the Jackson Extension educational process, in which ninety - seven (97) newspaper articles had a circulation of 1,271,350; thirty - five (35) radio programs reached about 38,000 people; twelve (12) county website articles were written with over 85,305 website hits in 2016.

Volunteer activity in 2016 included 260 volunteers with 1,683 volunteer hours benefiting 2,219 individuals totally a dollar value of \$39,651.