

# EXTENDING KNOWLEDGE *Changing Lives*

## IN JACKSON COUNTY

Extension provides practical education you can trust by helping individuals, families, businesses, and communities solve problems, develop skills, and build a better future.



*"Planning for Profit" Series*

### Did you know that at the Jackson County Cooperative Extension Service...

- There are 1,126 youth in organized 4-H in-school clubs. There are 1,454 total 4-H Club memberships.
- 733 youth participated in school enrichment programs.
- Jackson County had a 96% redemption rate for WIC and Senior Farmers' Market Vouchers for the 2018 season, which is one of the highest in the state.

### Program Efforts

- A total of **200** individuals reported that their family supplemented their diets with healthy foods that they produced or preserved.
- **215** students completed the Truth or Consequences: The Choice is Yours program.
- **215** students indicated that they developed a better understanding of the consequences of substance abuse (legal, health, emotional, and financial).
- **350** participants gained access to Extension programming at local farmers' markets.
- **48,000** dollars in EBT, WIC or Senior benefits redeemed at farmers' markets.
- KEHA members spent a total of **80** hours volunteering with Extension youth development work.
- **75** youth are more aware of local farmers' markets and community gardens.
- **113** beef producers reported improved record keeping practices as a result of Extension programs.

## Agriculture and Natural Resources

David Coffey, ANR Agent

**Ag Extension Educational Programs and activities the ANR agent conducted or assisted with for the past year:**

- A \$202,000 cost-share reimbursement program is being carried out.
- Worked with the Jackson County Cattlemen's Association to carry out educational programs and field days and secure equipment for use by all producers.



*A Vermeer Territory Sales Rep from Morristown, TN, and a Vermeer Product Specialist from Pella, IA, discuss the usage and mechanisms of various pieces of equipment at the Jackson County Cattlemen's Assoc. Field Day.*

- Four producers with 255 head of cattle are currently participating in the Eastern KY Beef IRM Project.
- Dark Honey Producers had an educational meeting each month from February until October.
- There were 14 participants in the Interactive Farm Management Program, which is a yearlong program with routine farm visits to help producers make farm management decisions.
- 95 local producers and gardeners ordered plants and received educational material through the Extension plant program.
- 26 local producers received rootstock and 18 attended the Fruit Tree grafting workshop.
- There were 250 in attendance at the Jackson County Farmers' Market Grand Opening in June.

## Planning for Profit Series



A local cattleman identified the need for more training in financial planning and budgeting. As a result, ANR Agents from Jackson, Laurel and Clay Counties collaboratively planned, resourced and executed a three part series on legacy and asset management in the first quarter of 2018. The three programs were: Planning for the Next Generation of Landowners, Can I Afford This, and Minimizing Tax Burden/Maximizing Tax Benefits.

The agents leveraged local experts to speak to clients on the various subjects so that local producers would have a contact after the program. A local estate planning lawyer, a UK Economist, and a local accountant/tax preparer and Deputy County Judge Executive were used to deliver the educational programs. University of Kentucky Cooperative Extension Service handouts on all aspects of estate planning and budgeting as well as UK Farm Record Books were passed out at each session along with handouts from the guest speakers so that all participants would have resource materials.

Agents selected the speakers, contacted various caterers, and found a meeting facility in the tri-county area that would be convenient to attendees. Community entities that were impacted by this program include the three county Cattlemen's Associations, a local church, a local bank that paid for door prizes and advertising, four different local catering businesses, a local attorney and estate planner, a local government official and tax preparer, two local farm supply stores which also provided door prizes, a professor/Ag Economist from the University of KY, and the Cooperative Extension Service.

We received only positive comments about the series during and after the sessions from both presenters and participants. All comments expressed desire for follow up training in financial planning and recordkeeping.

In an effort to gauge the effect on participants, an evaluation was sent to them six weeks after the last session to allow time to implement the different things they learned. There were a total of 137 participants over the series for an average of 46 producers attending each night. 42% of those producers responded to the evaluations that were sent to them. 70% of respondents stated that their confidence in their knowledge about estate planning had increased after the meetings, 25% stated that they had begun the estate planning process since the meetings, 83% stated that they were or had begun to keep production records for their operation since the meetings, and 83% said they were or had begun to keep records for tax purposes of their operation since the meetings.

Through the Nutrition Education Program's *Healthy Choices for Everybody* series, participants focus on building a healthier plate, preparing easy meals that taste great and helps them save money at the grocery store. This eight week program also encouraged parents to involve their children in the food prep, therefore allowing them to spend more quality time with their child.



*Patsy Smith, SNAP-Ed Assistant, doing a healthy choices program at the Farmers' Market.*

## **Family and Consumer Sciences**

### **SNAP-Ed**

**Patsy Smith, SNAP-Ed Assistant**

### **Healthy Choices Made Easy for Parents**

In collaboration with the Jackson County Kindergarten Readiness parent group, the Tyner Family Resource center and the Grace Covenant ministries, the SNAP-Ed Assistant from the Jackson County Cooperative Extension office taught an eight week program on nutrition using the Healthy Choices Curriculum. The goal of the group was to teach parents the importance of good nutrition so that their children will have a head start when they begin Kindergarten.

It is a fact that children that eat a healthy and nutritious breakfast are better prepared for a day of activity and learning. This eight week program consisted of taste testing, food demonstrations and hands-on food prep consisting of food safety, proper hand washing and basic cooking skills. Parents were introduced to simple recipes, new fruits and vegetables that some had never tasted before.

### **Farmers' Market / KY Proud**

During the months of June, July, August and September, 2018 our SNAP Ed Assistant, Patsy Smith, and our Program Assistant, Cathy Howell, promoted KY Proud produce and recipes by using the KY Proud recipes at the various Farmers' Market locations in Annville, McKee and Sand Gap. Consumers were also encouraged to use their WIC, Senior and SNAP-Ed vouchers.

Thanks to Community Farm Alliance, this year we were able to double the WIC, Senior and Snap Ed vouchers. These benefits are provided to the participants in collaboration with the Department of Children and Family service and the Department of Agriculture.

Sixteen local farmers, whom this is their only livelihood, depend financially on produce sales from the Jackson County Farmers' Market. Food sampling and programs provided each week by the SNAP Ed assistant demonstrated to customers

how to prepare nutritious tasting meals using locally grown produce therefore increasing the consumptions of fruits and vegetables while economically benefiting the community and their families. The average number at each market totaled approximately 100 per day. We had 96% overall redemption of WIC and Senior Vouchers, which is one of the highest in the state.

### **Making 4-H Visible Community Wide**

4-H has always been in our community; however, our local 4-H council wanted to try new marketing ideas to make 4-H more visible in our county outside of our 4-H clubs. Our county fair is always at the beginning of our program year. Our 4-H fair exhibits are always popular, even more so this year with a total of 245 4-H fair exhibits! At the end of the fair week, there is always a parade.

This year the 4-H Council, with the help of the 4-H teens, decided to do a 4-H float for the parade. They felt this would be a good opportunity to highlight our 4-H program and reach clientele that would not otherwise see 4-H. The theme for the parade this year was "County Wide, County Pride". Our float was named "Jackson County 4-H is Kentucky Proud". We invited the oldest 4-H'er in the county who was 81 years young to ride on the float which was made like a Farmers' Market booth with the 4-H teens and a banner promoting KY Proud products and KY 4-H. We also had t-shirts made that marketed our county 4-H and a special one for the oldest 4-H'er that read, "Jackson County 4-H since 1945", the year he joined 4-H!

The 4-H teens also threw out candy to the crowd as we made our way through the parade. Everyone was ecstatic to learn that our float won the top award of \$100 for the best organization float, which was announced that night during the fair events. Our local newspaper also did a front page article on our float and our oldest 4-H member.

Another way to market our 4-H program, our local radio station, at the request of our 4-H Council, also did 4-H trivia for us during fall break. The youth that won the trivia picked up her prize, donated by our 4-H Council, at our office. In the month of November our 4-H Council and teens are also marketing the 4-H Holiday Dinner Show. Our youth will perform and showcase their talents while adults and families enjoy dinner prepared by our 4-H volunteers. Because of all the 4-H marketing in the community we recently received a \$500 donation from the local UNITE organization to use for our 4-H teens to attend the UK Teen Conference in the summer of 2019.

*"It was wonderful to see the 4H'ers honor a 4-H member who had been a 4H'er since 1945. It's wonderful seeing youth show respect for their elders."*

*- Community Leader*



*Local 4-H youth along with Bill Farmer, the oldest 4-Her in the county, riding the 4-H float in the County Parade.*



**University of Kentucky**  
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Food and Environment  
Cooperative Extension Service  
Jackson County

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Changing Lives*

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