

Report to the People

Webster County • 2019

COOPERATIVE EXTENSION



Olson Farms, Webster County, KY, began their long –term project in February 2017.

The Integrated Resource Management (IRM) Farm Program is a project-based educational program designed to demonstrate beef production practices and a record keeping system that improve production efficiency, productivity, sustainability, and profitability of a beef cow-calf operation. The long-term goal is to adjust management and facilities to improve the production efficiency of the cow-calf operation.

In February 2017, we began the Beef IRM project on a cow-calf operation in Webster County. Farm visits and survey information are used to determine the current management practices and the goals of the operation, as well as to recognize deficiencies in management practices regarding health, nutrition and mineral programs. The genetic plan for the herd is evaluated based upon the marketing and environmental resources available. Reproductive performance (length of the calving season, calving rate, pounds of calf weaned per cow exposed) is determined. Finally, facilities for

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environmentally sound water handling, mud control, and cattle handling are evaluated. Every aspect of cow-calf production is evaluated so that management can be adjusted to maximize the efficiency of production.

Let's Bring Family Meals Back Home

Families are often on the go and that means dinner on the go, in the car and out of a bag. The surge of Electric Pressure Cookers has helped in faster, healthy meal preparation.

The Webster County Family and Consumer Sciences Extension Agent held two classes on the use of Electric Pressure Cookers. The participants increased their knowledge regarding the convenience benefits of using electric pressure cookers in meal planning. They also developed knowledge of electric pressure cooker functions for effective use in healthy meal preparation and the effectiveness in preparing healthier family meals.

Not only do the Electric Pressure Cookers save time, they can also save money and energy. Manufacturers of electric pressure cookers claim that their products use significantly less energy than other cooking appliances and that the reduction in time and temperature can turn into saving over 60% in energy costs.

Half of the class did not currently own an electric pressure cooker and stated that they learned enough to make a decision if they should



Participants learned about the parts and benefits of cooking with Electric Pressure Cookers.

invest in this appliance. The half that already owned, but had not used their electric pressure cooker, said they felt more knowledgeable and prepared to use this appliance after attending the class.

During the programs, participants also got to sample recipes made in the Electric Pressure Cooker. They sampled an appetizer dip, soup, main dish and dessert.

In the time it takes to order a pizza and have it delivered, you can have a meal from the Electric Pressure Cooker on the table. Families that can begin eating meals at home rather than on the go can build positive communication and relationships in the family.

Webster County Farmers' Market Making the Connections

In July 2016, the Webster County Farmers' Market was established and opened under the name "Webster County Farmers' Market #1WC". Over the past two years, the market has had as many as 11 paid vendors that provided locally grown fruits and vegetables, value added products and beef, pork and poultry cuts of meats to many patrons.

According to results of an on-line social media survey and a paper survey given at the market

in 2017, customers identified the need to expand the market to multiple days and multiple locations within the county. In 2018, The Webster County Farmers' Market expanded its hours of operation to three



The WC Farmers' Market provides access to fresh, locally grown fruits and vegetables.

days each week and three different locations. This expansion has given vendors more opportunities to sell their products and given Extension the opportunity to offer programs at the market to a new audience. The market was also approved for Senior Farmers Market Nutrition Program (SFMNP) which provides low-income seniors with vouchers that can be exchanged for eligible foods at the farmers' Market. According to the Senior Farmers Market Nutrition Program coordinator, Webster County received 75 senior voucher booklets, which is equivalent to two-thousand one hundred dollars in 2018. The redemption rate for Webster County was 75.62%. In the coordinators own words, "That is very good for the first year!". This program alone brought sixteen hundred dollars income directly to the farmers' market vendors. This program has given Cooperative Extension the opportunity to partner with the farmers market to meet the needs of an under-served audience in Webster County.

For 2019, 100 senior voucher booklets will be distributed, which is equivalent to \$2,800. The Webster County Farmers' Market was also approved for the Kentucky Double

Dollars Program for the 2019 market year. The mission for the program is to remove obstacles of Senior Farmers Market Nutrition Program participants to increase the purchase and consumption of locally-grown food with a point of sale "double dollars" incentives at farmers' markets across Kentucky. Webster County received two-thousand dollars in incentive coupons.

Webster County Extension Agent for Agriculture and Natural Resources led the task of organizing and opening the market. Since the markets inception, the ANR agent has served as market manager and offered various trainings for vendors and ben the lead coordinator for receiving SFMNP and KY Double Dollars Program. Webster County Cooperative Extension Service has had programs at the market to promote Plate it Up recipes and to encourage healthy food options for their families.

4-H Teen Leadership Academy

Leadership education builds several important assets in Kentucky youth and provides critical elements of youth development (Search Institute, 2004; Pittman, Irby & Ferber, 2001.) Youth who participate in leadership development opportunities are exposed to a variety of opportunities for personal development. Leadership activities help youth:

- develop confidence in their leadership potential and their own sense of identity
- improve their self-esteem
- enhance their communication skills in sharing, reflecting, and discussing
- understand the importance of diversity and improve their ability to relate to others

4-H utilizes high school students in a variety of settings to help them develop their leadership

skills as well as life skills. For this reason UK Cooperative Extension 4-H programs from Hancock County, Webster County, Ohio County and Henderson County partnered to offer a 4-H Teen Leadership Academy (TLA) for 8th-11th grade members. The Academy met monthly throughout the school year in various locations and counties and focused on developing leadership, social, communication, and life skills.

The youth built relationships and worked in teams to accomplish tasks at each session. Some of the activities ranged from physical challenges at a “ropes course” to applying food safety and preparation skills in competing in a contest that included oral and visual presentations. After expanding their understanding of the job hiring process, each completed a resume. The resumes were reviewed and scored so each teen had a resume ready to use with job interviews and college scholarship applications. After spending the day with a KET instructor, they worked in collaborative groups to create a marketing/ promotional video that can be used on social media.

Some of the statements from the post-assessment included:

- “TLA has helped me to speak in front of others”
- “My leadership skills have increased because I learned how to take charge and step up to the plate”
- “I learned how to work with other types (personality styles) of people”

***“No one is useless
in this world
who lightens the
burdens of others.”
- Charles Dickens***

Extension At a Glance

- 2221 Number of hours KEHA members volunteered in community service activities/events
- 115 number of students indicating that they developed a better understanding of the risk and harm of substance abuse
- 24 Number of those who gained knowledge related to financial management
- 21 Number of producers who reported improved record keeping practices as a result of Extension programs
- 650 Dollar value of vendor-reported increased sales associated with Plate It Up! Kentucky Proud recipes tasted or cards distributed.
- 83 Number of residents reporting an increase in accessing fresh, local foods
- 1429 Number of those indicating an increased awareness of sustainable agriculture practices
- 811 youth are more aware of preparing and eating healthy, locally grown food
- 115 students indicated that they developed a better understanding of the consequences of substance abuse (legal, health, emotional, and financial)
- 272 youth who indicate they are connected to caring adults who are interested in their success
- 156 number of individuals more likely to buy a Kentucky fruit or vegetable as a result of receiving a Plate It Up! Recipe card

It Starts With Us.
*Healthy Families. Healthy Homes.
Healthy Communities.*