

Sanilac County

2019 ANNUAL REPORT

BY THE NUMBERS



Over 100 years MSU Extension staff have provided education to Sanilac County residents



\$149,037 spending with local businesses in Sanilac County



587 MSU alumni living in and contributing to Sanilac County, and 63 students currently enrolled



MSU disbursed \$1,236,925 in financial aid to Sanilac County students



MSU Extension website received 13,076 visits from Sanilac County residents; 72% were first-time visitors



1,483 youth involved in 4-H and other youth development programs



\$4,888,135 total economic impact in Sanilac County

MESSAGE FROM THE DISTRICT DIRECTOR

Michigan State University (MSU) Extension is part of the national Cooperative Extension network, which is housed at land-grant universities across the country. MSU Extension is funded through a partnership of federal, state and county governments, and works with individuals, businesses, organizations and communities to identify and address Michigan's existing and emerging priorities.



From Great Lakes water levels and protection of our natural resources to industrial hemp farming as an emerging business enterprise, from workforce preparedness and youth education to nutritional instruction for our income challenged residents, from tourism and economic growth to training for newly elected county commissioners, MSU Extension delivers evidence-based education for the benefit of St. Clair County. This report highlights the work done last year.

We're passionate about addressing the current and emergent needs of Sanilac County. Thank you for supporting MSU Extension and for partnering with us to make a difference.

Jerry Johnson,

District Director

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MSU Extension District 10



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MICHIGAN STATE
UNIVERSITY

Extension

Ensuring Safe and Secure Food



MSU Extension efforts in ensuring safe and secure food lead to a healthy population, which in turn helps keep health care costs in check and our communities viable.

Serving the State of Michigan

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Improving Health &
Nutrition Institute

St. Clair, Huron, Sanilac
and Tuscola Counties



Reducing Foodborne Illness Through Education

Food Safety is a global issue from farm to table. Its impact on our health and well-being is significant across the life span. Food-borne illness outbreaks occur on an ongoing basis crossing all socioeconomic lines from production, consumption and preservation of foods. Overall health is impacted by the safety of the food supply and foodborne illness.

To educate consumers about keeping their food safe, MSU Extension provides programming in the areas of Food Preservation,

Cooking for Crowds, Safe Food=Healthy Kids and ServeSafe manager training for adults. Food safety educational presentations for youth or adult groups are held upon request and online education is also an option for some programs.

Results of programming in Sanilac County include:



ServSafe

ServSafe manager certification and education was provided for 45 foodservice employees. This course provides education for the ServSafe Food Protection Manager course and proctoring of the Certification exam. Through ServSafe participants learn how to help prevent foodborne illness throughout the flow of food and set up food safety management systems.

Safe Food = Healthy Kids

This is a new pilot program funded through a Michigan Health Endowment Fund grant which focuses on providing food safety education for child care providers. The goal of the program is to reduce the incidence of foodborne illness in young children. In Sanilac County, 43 child care providers attended this new, innovative training which incorporates hands-on learning with a technology piece, and an educational texting campaign to enhance learning after attending the program.

Ensuring Safe and Secure Food

Cooking for Crowds

2 Classes were held for 20 people to provide local education. Cooking for Crowds is designed for non-profit groups that run food fundraisers and events such as meals, bake sales, sub sales and dinners. There are a range of food safety risks that develop when cooking large volumes of food, and participants learn to reduce those risks and help prevent the conditions that may lead to a foodborne illness.



Food Preservation

As Michigan gardens grow and thoughts turn to those gardens and farm markets overflowing with fresh produce, it is a good idea to think about safely preserving fresh produce. The bounty of Michigan produce can be enjoyed all year long with



Cured and vacuum packed meat

safe food preservation. Food preservation is a science and we must properly preserve food or dangerous bacteria can be present and cause foodborne illness. Food Preservation classes teach safe preserving techniques and provide valuable resources to ensure the safety of home preserved food.

Online classes can be found at www.msue.msu/foodpreservation

Keeping People Healthy

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Healthier Childcare Environments



Kids made and tried Spinach Flowers for a new, healthy snack using a Greek yogurt dip and spinach leaves

The healthier Child Care Environment initiative helps childcare providers identify areas for improvement related to nutrition and physical activity policies and environmental practices. A trained nutrition education coach from MSU Extension helps child care providers through the process and connects them with resources to work towards best practices. Areas of focus include: Active/inactive play time, fruits and vegetables, Screen time use, Menus and variety, Physical activity policy, and Nutrition policy. After 4-6 months of planning and implementing new nutrition and physical activity practices, the result is a Healthier Childcare Environment for the childcare providers and children they care for! In Sanilac County 35 children and families were impacted.

Quote from Wiggles and Giggles Childcare Center Director: “Our practices are not just an idea anymore; they are now a written policy in the handbook and on the website as well. Our menu is healthier and now provides dishes from several cultures, and we have added more whole grains and fruits/veggies. The children now have access to a visible water source that they can operate by keeping the door propped open to access our water fountain that is now fixed and working. Structured physical activity has been added during daily transition times such as jumping jacks and other movement activities. During our dance and movement time, kids pick dance moves and everyone is participating. Parents are amazed at what foods their children will eat when they are at childcare; hummus is a big one. The kids and staff love the new Mexican rice recipe. The kids have a lot fun with the drinking fountain now that it is accessible for use.”



Using MyPlate as a guide to prepare healthy, balanced meals and helping kids learn about the food groups on a daily basis

Community Baby Shower

On November 2, 2018, Instructor Carol Bublitz had the opportunity to share a day of education and celebration with the parents of Sanilac County’s youngest citizens. The Sanilac County Child Abuse Prevention Council and The Great Start Collaborative sponsored the 28th Annual Community Baby Shower at Countryside Free Methodist Church in Sandusky. Pregnant mothers, a few mothers with babies in arms, and mothers’ support persons listened to speakers, had lunch, and visited vendor tables to learn more about local services relating to pregnancy, birth, and beyond. The 50 baby shower guests learned about healthy food choices and received resources to find more information.

Keeping People Healthy

MSU Extension provides trusted, evidenced-based education and expertise in:

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Farm Stress Program

In collaboration with the Ag and Agri-Business Extension Educators in District 9 and 10, Kris Swartzendruber presented the Farm Stress program: Weathering the Storm in Agriculture - How to Cultivate a Productive Mindset at five Thumb Ag Review meetings in December of 2018, reaching 95 participants. Kris also presented this program to over 200 farmers at a late-planting emergency meeting for farmers, held in Memphis, Michigan on June 13, 2019.

Farmers know how to care for their animals and crops, however they don't always take the same care in monitoring and managing their own mental and physical health. Weather related issues, commodity prices, financial issues, etc. make stress especially palpable for the farmers in the thumb area.

MSU Extension puts a high emphasis on making sure farmers care for their own health and wellness. The Farm Stress program provides information and resources to help farmers, their families and those who work with farmers to identify the signs and symptoms of stress, provide healthy strategies to help manage stress and outside resources for additional help.

Dining with Diabetes

A Dining with Diabetes class was conducted at the Sanilac County MSU Extension office July 9 – August 6, 2019. The series were sponsored by a grant received by the Lions of Michigan from Lions Clubs International Foundation. Dining with Diabetes is a fun and interactive series for individuals with prediabetes, type 1 or type 2 diabetes and members of their support system. During each class, participants learn how to make healthier food choices and incorporate balanced menus into their family dining experience. Classes include research-based education and cooking demonstrations from the recipes in the take-home participant books. Participants also get to sample and taste the delicious foods that are made during each of the four classes.

The following are testimonials and comments from participants that took this series:

"I have learned through this class that foods cooked with healthier ingredients can be very tasty!"

"The recipes in the participant book are great! Very good class!!"

Senior Market FRESH

Senior Market FRESH - Educational presentations for 159 residents over the age of 60 were held around Sanilac county. Seniors learned the importance of fruits and vegetables in their diets. A total of 255 \$20 coupons books were issued to be used toward the purchase of fresh Michigan fruits and vegetables at local farm markets to enhance their nutrition and health. This program benefits both the seniors and the participating local farm markets.

Ensuring Strong Communities

Serving the State of Michigan

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FEEDBACK FROM COMMISSIONERS:

“ I appreciate the new overnight format. It allows us to network with other commissioners from across the state”

Otsego County Commissioner

“ This is a very good orientation to what my new responsibilities are as a commissioner”

Delta County Commissioner

New County Commissioner School

Since 1968, MSUE and the Michigan Association of Counties (MAC) have offered an educational program for new county commissioners following the November election. That program has come to be known as the New Commissioner School (NCS). The 2018 workshop marked the 50th year of this program.

In 2017 a long term evaluation of NCS was conducted to assess long-term change in commissioners’ knowledge, skills, and confidence, as well as inform program revisions. Participants responded to questions rating their change in individual competencies, board competencies, and board culture. Information from that evaluation led to changes in the 2018 workshop, including fewer topics, more depth, and a move to a 2-day workshop.

This year, a team of MSUE educators offered the New County Commissioner School at four locations around the state. The workshop consists of two-half day sessions on the fundamentals of county government and included time for networking with other county officials, MAC staff, and MSU Extension educators and directors. Overall response to the format change was positive. Attendance was down only 10 following an election that yielded 24 fewer new commissioners.

A total of 191 people attended the workshops. Based on immediate post-workshop evaluation, 70% of reporting participants were newly elected county commissioners, 20% were experienced commissioners, and the rest were administrators, other county staff, and a couple of Michigan Department of Treasury staff.

MSU Extension’s government, leadership, and community engagement programs engage participants in learning skills of good governance, how to communicate with purpose, and how to collaborate on solving complex issues in order to improve their communities. Participants leave MSU Extension educational programs with:

- ◆ a deeper understanding of their civic responsibilities and roles within their own communities;
- ◆ increased confidence to make decisions;
- ◆ skills and information to better manage community resources;
- ◆ knowledge of how to implement best practices
- ◆ The application of knowledge and skills gained from good governance programs builds a stronger civic infrastructure.



Ensuring Strong Communities

MSU Extension understands that building civic engagement and healthy economic structures leads to greater opportunities and stronger communities.

Serving the State of Michigan

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- Sustainable Tourism Development
- First Impressions: Tourism Assessments
- Planning for Tourism
- Community Vitality
- Leadership and Facilitation
- Connecting Entrepreneurial Community

Prosperity Region 6

MSU Extension Community Vitality and Tourism Educator, Andy Northrop, after four years, still actively co-chairs Prosperity Region 6 (PR6) a seven county partnership comprised of Genesee, Huron, Lapeer, Sanilac, Shiawassee, St. Clair, and Tuscola Counties—tourism and quality of life subcommittee. The regional subcommittee has been responsible for facilitating a number of tourism and quality of life projects in partnership with county and various community leadership. Some of those projects include:

I-69 Thumb Region

Local Crafty Agricultural/Agritourism Directory (2015, 2018) highlighting 150 breweries, wineries, farms, farmers markets, and specialty stores and business, such as orchards and U-pick farms - <http://i-69thumbregion.org/agritourism-directory/>

Art in Place (2018)

A program designed to create a livelier, engaging, and interesting place using art. District 10 communities were provided the opportunity to apply for Art in Place.

Port Austin, MI (Huron County) was selected in 2018.

MSU Extension First Impression Tourism Assessment (FIT)

Launched by the Community, Food, and Environment Institute's tourism team in late 2016 and offered in partnership with PR6 since 2017, FIT has proven to be a widely successful assessment program for communities across District 10 in need of new concepts to make their community places people want to live, work, play, learn, and return. Building from four successful FITs in 2017 (Elkton, Imlay City, Marlette, and Sebawaing), MSU Extension, in partnership with PR6 tourism subcommittee, launched a second round of FIT assessments in 2018. Cass City (Tuscola County) and Marine City (St. Clair County) were selected in 2018 and underwent the FIT program to identify strengths and weaknesses through a team of first-time visitors. Like the communities that underwent FIT in 2017, both 2018 communities received \$2,000 in funding from the PR6 tourism subcommittee to spawn new developments and actions after participating in FIT. Applications are being accepted for 2020

https://www.canr.msu.edu/tourism_first_impressions/community-reports

Ensuring Strong Communities

Serving the State of Michigan

Citizen Planner Program in Sanilac County

The Michigan State University (MSU) Extension Citizen Planner Program offers land use education for locally appointed and elected planning officials, zoning administrators and interested residents throughout Michigan. Citizen Planner is a time-tested educational program proven to be comprehensive without being overwhelming. The program is delivered locally to provide a convenient way for busy community leaders to obtain the latest technical knowledge and the proficiency they need to perform their duties more effectively and responsibly.

WHY CITIZEN PLANNER? Local officials have a responsibility to help their communities manage the impacts of economic change and be part of the solutions to challenges their communities face. Local communities that proactively plan to succeed in the New Economy can improve their quality of life and overall sustainability. The Citizen Planner Program empowers local officials to shape the future of their communities by providing them with the tools and education they need to lead.

In 2019, MSU Extension provided a specific Citizen Planner training series to township, city and county officials. Of the 16 participants, 8 completed the program and received certificates. One participant earned their Master Citizen Planner certification.

MSU Extension appreciated the commitment made by the Sanilac County Board of Commissioners County and all the individual participants who invested their time to become more knowledgeable about zoning, planning, innovation in planning and roles related to the responsibility of being a zoning or planning members in their communities.

For more information, contact Janean Danca, Citizen Planner Coordinator, 269-657- 8213 or cplanner@msu.edu

Ensuring Strong Communities

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- Fiscal Sustainability for Michigan Municipalities – Statewide
- New County Commissioner Training – Statewide
- Non-Profit Community Grocery Store Model – St. Clair County

FEEDBACK FROM FOOD SUMMIT:

“Discussing THE food system is difficult because it’s very large and diverse. I appreciated being able to focus on the food insecurity side and tailoring discussions to meet those needs” St. Clair County Food Summit participant

Food Policy Council in Michigan’s Thumb Area

In July 2018, MSU Extension received a seed grant from the Michigan Local Food Council Network funded by the Kellogg Foundation. Although many local food councils concentrate on one county or smaller geographic area, the Thumb Food Policy Council proposed to include the five Michigan Thumb counties of St. Clair, Lapeer, Tuscola, Huron and Sanilac.

The council spent the last quarter of 2018 organizing itself and collecting human resources in the area of food insecurity (food banks, pantries), agricultural producers, farmers market and farmers market organizers. The council focused on the development of larger food system needs and developed a mission statement:

“Identify, develop, and connect resources to support local food communities in Michigan’s Thumb”

The Thumb Food Policy Council’s purpose is two fold: a) to create meaningful educational programming through community partners on the role of the food system in Michigan’s Thumb and it’s interaction to the overall food system in Michigan from a producer and consumer point of view and b) provide recommendations and advocate for changes related to the Thumb food system specifically that will enhance the food security and food needs in the region.

Two community food summits were conducted, one in Cass City in partnership with the Meeting the Need for Our Village in Cass City and another in Port Huron. The results of these summits identified specific action steps to undertake moving forward, some of which have been completed and others in the preliminary stages of development. Some of those specific action steps included:

- Advocating for a grocery store to locate in Cass City
- Develop a community garden to produce fresh vegetables for food pantries
- Create new opportunity for food insecure consumers to have greater access to affordable, healthy, diverse, safe food
- Discover successes within schools feeding kids and develop opportunities to showcase these to other schools for replication

The council looks forward to 2020 to create and deliver programs regarding food and agricultural literacy, development of sustained and coordinated food pantries in the Thumb, and creating new educational opportunities in the communities that the council represents.



Addy Battel, Dori Battel and Royce Damske presenting.

Making the Most of Our Natural Assets



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2019 Michigan Sea Grant Program

Michigan Sea Grant is a program of MSU Extension and the University of Michigan that fosters economic growth and protection of Michigan's coastal Great Lakes resources with support from National Oceanic and Atmospheric Administration.

Michigan Sea Grant Extension promotes research, education, and outreach to enhance responsible and sustainable use of our diverse Great Lakes resources. Michigan Sea Grant is a collaborative between MSU Extension and the University of Michigan that fosters economic growth and protection of Michigan's coastal Great Lakes resources with support from the National Oceanic and Atmospheric Administration. Through MSU Extension, Michigan Sea Grant works with Michigan citizens, industries, and coastal communities to encourage their use, benefits, and enjoyment of Great Lakes resources that positively influences our state's economy, environment and quality of life.

Four Lake Huron Regional Fisheries Workshops in 2019 brought together nearly 330 anglers, charter captains, and others with fisheries researchers and managers from across Michigan—more than 20 attending from Sanilac County. Participants gained better understanding of Lake Huron fisheries ecosystem changes, and connecting these stakeholders with information, research and management activities relating to Lake Huron and local communities.

Visit <https://www.canr.msu.edu/news/workshops-highlight-lake-huron-fisheries-status-and-trends-msg19-schroeder19> to learn more about these workshops.

MICHIGAN SEA GRANT FISHERIES



**Connecting with our Lake Huron fisheries—
past and present—for ecological, economic,
and community values**

Supporting Food and Agriculture

MSU Extension provides trusted, scientific-based education and expertise

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Winter Ag Review

The Winter Ag Reviews are a series of post-harvest meetings intended to provide farmers, agronomists and agribusiness an opportunity to learn about the results from the research and demonstration field trials conducted by the MSUE Field Crops educators located in the Thumb Area of Michigan.

- o Corn Trials: Hybrid Trends; N rate studies; Phosphorus rate trial; Population Trends
- o Soybean Trials: Yield Trends and Population Trends
- o Compost Trial: Results from the 5-year Yard Waste Compost Trial for Corn & Soybeans
- o Cover Crop Trial: Can you reduce SCN with cover crops?
- o Wheat Trials: Review of 2017 season and field trial results
- o Cost of Production: An evaluation of field crops production profit and loss
- o Stress on the Farm: Learn to recognize the stressors associated with farming



Summer Forage Tour

Nine Sanilac County farmers attended the Summer Forage Bus Tour hosted by MSU Extension. Included on the 3-stop tour was a stop at Russell Hay Farm in Deckerville. The event was attended by producers, suppliers, educators, and agribusinesses associated with forage production. The tour highlighted different forage systems of production relevant to all hay producers in Sanilac County.

Supporting Food and Agriculture

MSU Extension provides trusted, scientific-based education and expertise in:

- Food Safety
- HACCP Plans
- Product Quality
- Beef Quality Assurance
- Meat Cutter Training Course
- Chronic Wasting Disease resources for meat processors
- USDA Grant of Inspection

Dr. Jeannine Schwehofer
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Educational opportunities for Sanilac County beef producers

Michigan State University Extension provided educational opportunities for Sanilac County beef producers. From July 2018 to June 2019, five programs related to beef feedlots were held in the Thumb and 87 participants attended those programs. Topics included industry trends and statistics on beef carcasses, injected vitamin supplement at vaccination time, Enogen corn and the impact of feeding it, the impact of dairy beef calf rearing on feedlot performance and carcass quality, corn silage, emerging technologies to assess health of incoming cattle, summaries of feedlot research, U.S. Roundtable for Sustainable Beef and benefits of it to the feedlot industry, research findings to reduce the prevalence of bovine respiratory disease, feedlot enterprise economics, and outlook for corn and beef prices.

Cattle feeders and producers from throughout the

Thumb attended a summer picnic hosted at a St. Clair County beef feedlot. The event was held to allow cattle producers to network, tour the host farm, learn about vaccination types and importance, and share MSU Extension research and updates. It occurred on August 8, 2018 at Lewis Farms, North Street, Michigan, in St. Clair County. An industry speaker spoke on vaccinations. Additionally, Elizabeth Frey, graduate student at Michigan State University, shared a project overview of her on-farm research that is being done at Lewis Farms "Utilizing White Blood Cell Counts to Improve Response to Antibiotics and Reduce Prevalence of Bovine Respiratory Disease". Dr. Schwehofer organized the event, gave an update with various Extension programs, promoted upcoming Beef Quality Assurance trainings and the buyer requirements that are occurring related to BQA training.

Meat Processor Assistance

Food safety is a critical component to producing safe and wholesome food. Meat processors in Sanilac County regularly receive technical assistance from MSU Extension. This includes assistance with Hazard Analysis and Critical Control Points (HACCP), Specialized Retail Meat Processing Variance, and general food safety and processing.

Supporting Food and Agriculture

Beef Quality Assurance provides consumers with assurance that beef producers are properly caring for animals and providing a safe and wholesome product. BQA certification provides producers with more market outlets and greater profitability.

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BQA meetings are well
attended

Beef Quality Assurance Certification

Michigan State University Extension Educators and Specialist have conducted Beef Quality Assurance (BQA) certification programs for 1,437 beef producers from across the state of Michigan. Certified producers will continue to have full market access in private bids and through auction yards. Most producers trained were first-time certifications. In Sanilac County, there were 78 producers certified by MSU Extension. In addition to in person certification meetings, 1,641 producers from throughout Michigan certified on-line at <https://www.bqa.org/>.

Cargill Inc. and Tyson Foods announced in early 2018 that they would require producers be certified in the BQA program in order for them to buy cattle from those producers starting January 1, 2019. Cargill and Tyson are make up a major part of the finished beef cattle harvest capacity in the United States. Producers that eliminate them from the bidding pool are likely to receive severe discounts for their finished cattle.

The BQA program has been instrumental in improving beef quality in the United States since its inception over 45 years ago. However, while producers have learned much of the BQA concepts through an educational process, relatively few producers have actually taken the time and effort to become certified.

Educators and specialists conducted several certification programs across Michigan from September 2018 – June 2019, including two in Sanilac County. Each session consisted of a presentation and followed with a 15 question test. Producers needed to obtain 80% correct to achieve certification. Certified producers received a unique certification number and certificate.

In early 2019, reports from Michigan auction yards indicate that producers that were not certified received heavy discounts as compared to cattle being sold by certified producers. Consequently, Michigan producers are finding important economic value to the certification program and more producers will sought certification in the first half of 2019. There were a total of 3,078 beef producers certified in Beef Quality Assurance from Michigan between July 1, 2018 to June 30, 2019 via in-person and online trainings.



Supporting Food and Agriculture

Serving the State of Michigan.

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Delayed Planting Informational Meeting

During the 2019 planting season, farmers were faced with one of the most challenging years in history. Most of the farmers in the area had either nothing or a small percentage of their crops planted by June 15, which is usually the end of the planting season.

In response to a call for help from a local St. Clair County farmer, Jim Domagalski, MSU Extension Field Crops Educator, Phil Kaatz, organized a meeting within five days to address the concerns of local farmers. The meeting was held at the Holy Family Parish in Memphis, MI. Over 200 attended and packed the fellowship hall to hear experts discuss strategies for their rain-soaked fields that included marketing and commodity prices; possible crop yields and strategies; prevented planted acres; possible aid from United States Department of Ag (USDA) and Michigan Department of Agriculture and Rural Development (MDARD).

Elected officials Senator Dan Lauwers and representatives from US Congressman Paul Mitchell were present to discuss what resources were available from our government partners.

The following agenda topics and experts discussed:

Cropping-Planting Options – Phil Kaatz, MSU Extension

Marketing Your Crop – Dr. Jim Hilker, MSU Extension Marketing Economist

Crop Insurance Considerations – Marc Reinhardt, Farm Bureau

Finance/Banking considerations – Greenstone Farm Credit

Farm Stress Resources – Kris Swartzendruber, MSU Extension

Farm Policy Options – Travis Fahley, Director District 6, Michigan Farm Bureau



Senator Dan Lauwers
addresses the participants



Supporting Food and Agriculture



“It’s the first thing in the morning and there’s a lot of information I can use. It’s easy to access and easy to see and it’s relevant to the work I do every day.”

Ron Beier, St. Clair County farmer

“It’s a great idea and I’ve learned a lot from the sessions.”

Andrew Calcaterra, County Executive Director, Lapeer County Farm Service Agency

Field Crops Virtual Breakfast Series

Every Thursday during the growing season, farmers were able to access the most current information available for timely, relevant in-season crop and weather information from MSUE Field Crops Specialists and Extension Educators. Each 30-minute meal was divided into 15-minute segments for crop information and weather. This innovative approach using technology has provided growers from every region of the state the opportunity to participate in a live webinar via their computer, laptop, or cell phone. Each participant was able to ask questions of the specialists and educators during the live sessions.



The Virtual Breakfast Series is a result of a focus group that included young farmers asking for opportunities to have fast-paced, video or Internet based, and unbiased research information during critical times of the spring and summer.

A wide range of topics was planned according to the seasonal issues that frequently occur at specific times. However, the series was flexible, adaptable, and had the ability to change quickly and effectively when unexpected issues arose.

One of the unexpected issues for 2019 was the lengthy planting delays for all crop producers. The MSU Extension Agriculture and Agribusiness Institute provided a “Delayed Planting” webpage due to these widespread weather delays throughout Michigan.

The Virtual Breakfast Series provided the initial discussions concerning delayed planting and responded to the need to have additional crop management, crop insurance, and risk management options for growers. The recorded sessions were included on the Delayed Planting Resources webpage along with other timely topics to assist growers. In an effort to reach a wide, diverse audience, each weeks’ session was close-captioned for the hearing impaired. A link to each week’s recording was included in the weekly MSU Extension Field Crops Production email digest that goes out to 4,476 subscribers.

This was an example of how the MSUE Field Crops Team was able to provide information at the right time with an unscheduled topic.

	Zoom participants:	YouTube video views:	Facebook posts w/ embedded video	Views	Likes/comments/shares
Totals to date:	862	1,248	6,108	2,321	91
Average/session	50.7	73.4	359.3	136.5	5.4

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Full listing of Extension Staff at canr.msu.edu/outreach/experts

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**DISTRICT 10 ADVISORY BOARD for Counties
Huron, Lapeer, Sanilac, St. Clair and Tuscola**

Melanie McCoy	Huron	Kevin Watkins	St. Clair
Carl Osentoski	Huron	Phil Pavlov	St. Clair
Clark Brock	Huron	Don Fletcher	St. Clair
Lourdes Emke	Lapeer	Jim Will	Tuscola
Karen Aboukarroum	Lapeer	Dave Rupprecht	Tuscola
Samantha White	Lapeer	Gene Harrington	Tuscola
Melissa Anderson	Sanilac		
Ryan Rich	Sanilac		
Bill Sarkella	Sanilac		

What is the Purpose of the Advisory Board?

The Michigan State University Extension District 10 Advisory Board purpose is as follows:

Advocacy: Intentionally informing residents and elected officials about the achievements of MSU Extension as well as the educational capabilities and partnership opportunities available

Vision: Providing MSU Extension with key insights pertaining to your geographic and socio/economic areas of residence, employment and volunteerism

Pathways: Using your influence to open doors for potential partners/customers/collaborators of MSU Extension for the purpose of growing influence and bettering communities

Needs Identification: Providing insight into areas of deficiency or opportunity in which MSU Extension educational programing can address and benefit residents

Mentoring: Providing honest, constructive feedback to the MSU Extension District Director on methods of enhancing personal and organizational engagement, involvement and effectiveness

CONTACT INFORMATION

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MSU Extension helps people improve their lives by bringing the vast knowledge resources of MSU directly to individuals, communities and businesses. For more than 100 years, MSU Extension has helped grow Michigan's economy by equipping Michigan residents with the information needed to do their jobs better, raise healthy and safe families, build their communities and empower our children to succeed. It is the mission of MSU Extension to help people improve their lives through an education process that applies knowledge to critical issues, needs and opportunities. MSU Extension meets this mission by providing Extension programs in the following subject matter areas:

- ◆ Agriculture & Agribusiness
- ◆ Children & Youth Development, including 4-H
- ◆ Health & Nutrition
- ◆ Community, Food and Environment

MISSION:

Michigan State University Extension helps people improve their lives through an educational process that applies knowledge to critical issues, needs and opportunities.

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