



Eaton County 2022 ANNUAL REPORT

BY THE NUMBERS



\$75,619,076 total economic impact in Eaton County



536 youth participated in 4-H clubs, early childhood or after school programs



MSU Extension website received 11,114 page views by Eaton County residents, the most page views were of 4-H pages



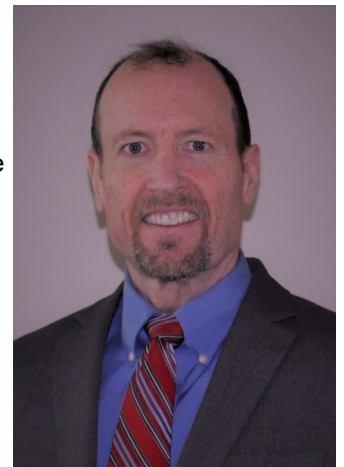
1,243 Eaton County residents participated in 424 different MSUE programs in 2022

100

MSU Extension has served Eaton County over 100 years

MESSAGE FROM THE DISTRICT DIRECTOR

Eaton County residents took advantage of MSU Extension programming from all four MSU Extension institutes in 2022. The following pages contain just a sample of the program highlights from the County's participation in MSU Extension's Agriculture and Agribusiness (AABI); Health and Nutrition (HNI); Community, Food and Environment (CFEI); and the Children and Youth Institute (CYI). During this period, Over 1,200 Eaton County residents participated in 424 different in-person or online programs. In addition, 434 4-H youth and 199 4-H volunteers participated in club activity and projects leading up to the 2022 Eaton County Fair. Your local MSU Extension staff and the statewide network of Educators worked through local partners to bring the university's research and resources directly to our County residents.



Bill Hendrian

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Program Highlights



Educator, Roger Betz, gives a report to the Michigan senate agricultural committee.

FARM MANAGEMENT

Roger Betz, Farm Business Management Educator, assists farmers, businesses, industries, families and individuals to improve lives and achieve their goals through an educational process that applies management, production and economic knowledge to critical issues. Roger meets with local farm producers enrolled in the MSUE Tel-Farm Record system to manage their taxable income. In addition, forty-three mid-Michigan farm families met individually with Roger in 2022 to develop their business's tax management strategy for the current year. On average, the tax savings was \$33,775 per family totaling \$1,452,326 benefit for the effort. Roger also assists with developing tools and resources for producers to make informed business decisions as well as to make important decisions related to the successful transfer of business skills, responsibilities, and assets to the next generation.



Michigan Soybean On-farm Research program is a partnership between MSU Extension and the Michigan Soybean Committee.

FIELD CROPS SERVICES

Annually, research events and field days in MSU Extension District 8 showcase research and education around field crops for growers in the North Central Region. In 2022, educator Mike Staton and the field crops team conducted field trials and prepared a report that was mailed directly to more than 11,000 soybean producers in late December and early January. The team also conducted 6 in-person soybean meetings in January 2022. At an event held at Agribusiness in St. Johns, MI professionals and farmers alike were able to visit the MSU Extension booth with a rainfall simulator and cover crops growing in tubes. 2022 was the first season we decided to have live cover crops growing in 4 ft deep tubes. It matched what was planted in the field next to the display, allowing visitors to see both the above and below ground perspective of what a cover crop is doing.



MSU Extension Dairy Educator, Paola Bacigalupo Sanguesa offers education to dairy farm workers.

FARM EMPLOYEE TRAINING

Dairy farms in Michigan rely heavily on hired help. Dairy farm employees can have a wide range of backgrounds regarding experience, education, race, and culture. The MSU Extension dairy team has been supporting Michigan dairy farms for years by offering on farm training in multiple topics, including milking, maternity (cow and newborn calf care), sick cow's care, calf care, low stress animal handling, cow nutrition and feeding management. These trainings are offered on farms across the state of Michigan and are delivered in English, Spanish, or both languages. In 2022, the dairy team conducted 33 trainings on 18 farms, representing over 22,100 dairy animals, and offered education to a total of 184 dairy employees.

Program Highlights

MANAGING FARM STRESS

Farm family stress continues to be significant. Farm family members that do not know or understand their business financial indicators causes stress. In some cases, some of the most profitable farms can have the most stress. Our farm stress educators discuss the farm's situation. Relationships can be very challenged on the family farm. Enter the critical life-changing decisions that can face a farm and the need for outside professional evaluation and assistance is imperative. In 2022, MSU Extension delivered 39 presentations and educational programs to over 1,200 participants; hosted agribusiness and farm financial decision-making sessions with 36 farmers; received more than 25,000 individual visits to the Managing Farm Stress website; and trained 17 farmers in adult Mental Health First Aid.



MSU Extension recognizes that with farming comes emotional stress. www.canr.msu.edu/managing_farm_stress/

EAT HEALTHY BE ACTIVE

In one Eat Healthy, Be Active program held last year, the participants arrived on the first day of class with sodas and energy drinks in hand. Ironically, one of our activities for the day was using real sugar and a measuring spoon. To illustrate the amount of sugar in popular drinks, the participants count out spoons of sugar on a plate and guess when it matches their drink. When they saw the final results for soda and energy drinks, they were shocked. Everyone agreed they would cut back on the number of sugary beverages they consumed. One participant said that she went from drinking 2-3 sodas each day to 2 sodas per week after she saw how much sugar is in one can of soda.



Eat Healthy, Be Active is one of the many programs that our community nutrition instructors use to help participants make better food choices and increase physical activity.

NUTRITION EDUCATION

Our Community Nutrition Instructors work with schools, community groups, even the courts providing basic nutrition education. On one occasion this past year, Joanna Urban was greeted by a participant: "I'm telling you right now that you are not going to teach me anything about nutrition. I retired from an early education program and I was the food director. I'm only here because I had to come. The reluctant participant started out rather unwilling but she slowly warmed up to the learning experience. At the conclusion of the class, she was asked for her input and ideas since she had a background in food service and was also dealing with diabetes. Her experience had changed her outlook. She was completely open and happy to share.



MSU Extension Community Nutrition Instructor and Eaton County resident, Tammy Fletcher, works with a team of instructors to bring nutrition education to adults and children

Program Highlights

SNAP-ED SOCIAL MEDIA

From October 1, 2021, to September 30, 2022, MSU Extension created and circulated nutrition, physical activity, food safety, and food resource management posts, as well as resources relevant for the SNAP-Ed audience. This content was posted on Facebook (**660** posts), YouTube videos (**13** new videos with an accessible library of **150** videos), and Instagram (**111** posts). The total reach (duplicative) for these posts was **532,256**. MSU Extension social media efforts helped highlight SNAP-Ed messaging by providing viewers with educational content in five communication forms that support SNAP-Ed behavior outcomes. The MSU Extension (MI Health Matters) Facebook, YouTube, and Instagram accounts will continue to be promoted in FY2023 to SNAP-Ed program participants.

YOUTH DEVELOPMENT

Over the course of the 2021-2022 programming year, over 30 new Gold level volunteers were screened and accepted into the Eaton County 4-H program. This is a record number of new volunteers for the county in one year. Previous pre-pandemic years had 10-15 new volunteers each year. These new volunteers included interns to support outreach and new programming efforts, club and project volunteers, and volunteers helping out with 4-H tasks at the Eaton County Fair on behalf of FFA. Although our youth numbers are declining from the pandemic, it brings hope for future years that these new volunteers will support new youth in the program and help build program capacity as we rebuild from the effects of the pandemic.

YOUTH DEVELOPMENT

The 2022 Eaton County Junior Livestock Association Sale grossed \$443,992.50, more than \$75,000 more than their previous sale in 2019. Average bids for animals were 2.78/lb for beef (31 animals), \$2.19/lb for dairy market (15 animals), \$2.26/lb for dairy feeders (39 animals), \$4.31/lb for sheep (59 animals), and \$2.80/lb for swine (167 animals), not including premium donations. This shows the support of the Eaton County community for the 4-H and FFA members that sell in the sale and the hard work the youth put into their projects for the year and the work the youth put into advertising their animals with buyers from around the county and beyond.



Heather Dyer, in the Eaton MSU Extension office oversees the Nutrition and Physical Activity social media program and posts.



4-H offers youth the opportunity to pick an animal or still-life project and learn throughout the year. The culmination is often the show at the County Fair.



4-H is Michigan's largest youth development program serving over 200,000 youth each year.

Featured County Story

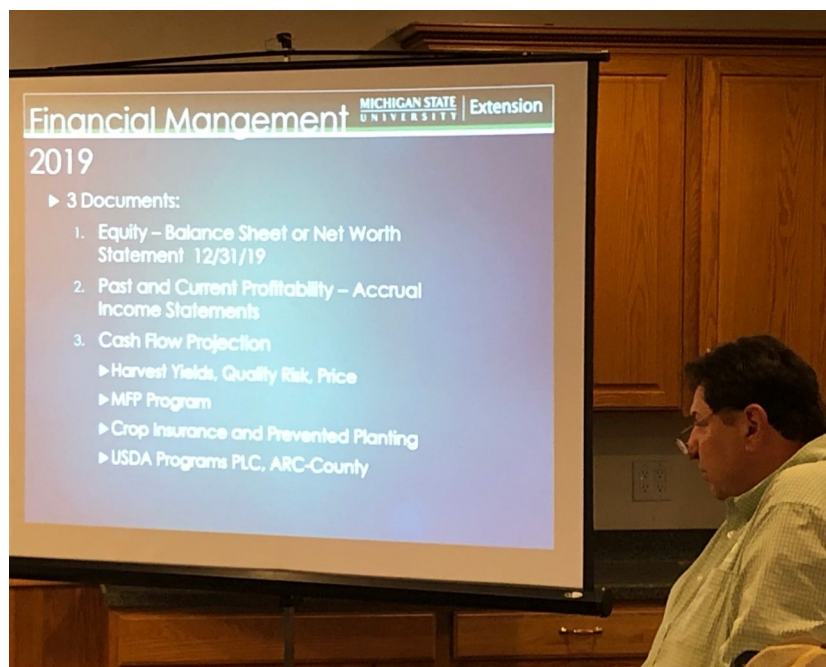
The Eaton County MSU Extension office is fortunate to have Farm Business Educator, Roger Betz, with the Agriculture and Agribusiness Institute. Roger enjoys working with and serving local and regional farmers. Through his work on the MSUE Farm Business Team, Roger serves the Michigan farmer by engaging in research, education and outreach that enhances the quality of life for the constituents not only in Eaton County, but across the state.



One of the most difficult issues family farmers can face is the transition of the farm from one generation to the next or even more difficult out of the family all together. However one of the most rewarding experiences can be when all the difficult work is finished and a solid plan is in place that strengthens the farm's future. Roger has the opportunity work through these situations and provide over 40 years of expertise to the effort. Sometimes Roger's work with these families is a multi-year function. Though the goals are the same, there are often many stumbling blocks that can crop up in families. The farms are often multi-generational, and often expenses from other professionals such as attorneys can quickly add up. Roger patiently works with the families and helps them outline specific strategies to resolve the obstacles. It is the personal trusting relationships that allows Roger to help find solutions.



When Roger is not working with individual farms, he is often leading complex discussions on the Farm Bill or other topics that affect the farm management decisions. As shown in the picture above, Roger is often called upon by decision makers and politicians to share his expertise and insight into our agriculture economy. Over the years Roger has developed a number of decision-aiding tools for farmers to plug in their numbers and get straight forward answers. Roger is also active with Tel-Farm clients and helping farmers prepare for tax season.



Farming is big business in Michigan—the second most agriculturally diverse state in the Union. Big business leads to big implications and stress is often attached to many of the decisions and outcomes that face our family farm. Roger has been involved with the MSU Extension Farm Stress program since it's inception. The key to Roger's success lies in the relationships that he has built and maintained over his long career with MSU Extension. In today's fast-paced world where some of the most advanced technology is used on our farms, the conversations had at the kitchen table with a cup of coffee and a sweet role can make the most impact. Roger has the ability to listen with understanding. This is an invaluable trait.

Not everything can be taught. Many of the important skills Roger possesses are learned with years of experience. MSU Extension's long history and partnerships with counties makes it possible for educators like Roger to help improve the lives of Michiganders.

MSU Extension staff located in Eaton County

Roger Betz	Farm Business Educator	517-439-9301	betz@msu.edu
Sara Corr	Office Manager	517-543-4412	corr@sara@msu.edu
Heather Dyer	Health & Nutrition Social Media	517-543-4405	dyerh@msu.edu
Cassidy Gobeille	Community Nutrition Instructor	810-599-2610	gobeill2@msu.edu
Bill Hendrian	District 8 Director	231-843-4395	hendria2@msu.edu
Kristy Oosterhouse	CYI/4-H Program Coordinator	517-543-2310	oosterh6@msu.edu
Lori Price	Nutrition Supervising Educator	517-543-4472	price22@msu.edu

Additional MSU Extension staff serving Eaton County

Charles Gould	Bioenergy Educator	616-994-4547	gouldm@msu.edu
Kevin Gould	Beef Educator	616-527-5357	gouldk@msu.edu
Abigail Harper	Community Foods Educator	517-676-7298	harperab@msu.edu
Sheila Hebert	Maternal Infant Health Educator	517-432-3076	murphysh@msu.edu
Monica Jean	Field Crops Educator	616-443-8782	atkinmon@msu.edu
Brenda Long	Housing & Financial Educator	616-527-5357	longbr@msu.edu
Diane Longanbach	Product Center Educator	989-875-5293	longbach@msu.edu
Holly Tiret	Social Emotional Educator	616-632-7893	tiret@msu.edu
Roxanne Turner	CYI / 4-H Supervising Educator	517-546-3950	turnerr@msu.edu
Eric Walcott	Government & Public Policy	517-353-9106	walcott3@msu.edu
Casey Zangaro	Swine Educator	989-875-5292	zangaroc@msu.edu
Paola Bacigalupo Sanguesa	Dairy Educator	970-888-1356	paolabs@msu.edu

Collaboration Across MSU Extension

MSU Extension is an organization comprised of individuals with broad knowledge of subject matters related to a particular discipline, such as field crops, nutrition, or youth development. Having four MSU Extension Institutes gives the ability to bring together cross-disciplinary expertise to address issues that are multifaceted and complex. For example, MSU Extension Educators and Program Instructors have worked together on physical and financial health issues, agricultural and stress issues, economic and community development and conservation issues, and issues that span generations.

Your local office is housed with experts in particular fields. Individuals may serve in the Agricultural and Agribusiness Institute, the Children and Youth Institute, the Health and Nutrition Institute or our Community, Food and Environment Institute. However, even if you do not have a local expert for the issue that you need addressed, MSU Extension has the unique functionality of drawing from a statewide pool of experts to make sure that you have the information that you need. In addition, the MSU Extension website www.msue.msu.edu is maintained and updated on a regular basis. We are always looking for ways to collaborate with each other to apply knowledge to the critical issues you face.

Through successful partnership and collaboration with Eaton County, MSU Extension is able to continue its local presence and to provide vital educational resources and programming in such areas as community and economic development, agriculture, land use, health and nutrition, and youth development.

Thank you Eaton County!

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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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