Kentucky Cooperative Extension Service
2005 ANNUAL REPORT

We are pleased to provide this report on the accomplishments of the Kentucky Cooperative Extension Service (CES) throughout Fiscal Year 2005 (July 2004 through June 2005).

During FY '05, we conducted active extension educational programs in many areas, including:

- **The Tobacco Buyout**—Extension responded with programs to help growers and quota holders understand program changes, how the buyout process would be conducted, and the implications for their operations.
- **Soybean Rust**—The College’s research arm and our Cooperative Extension Service began providing information to growers well in advance of the planting season.

**Serving Diverse Clientele**—A quick response team of agents and specialists from UK and Kentucky State University was formed to assist agents in providing educational programming for new and changing audiences in our communities.

**Saving Energy**—Through the EnergyStar program, expanded programming was conducted for homeowners, builders, and others. The programming was carried out in cooperation with the Kentucky Division of Renewable Energy and Energy Efficiency in Frankfort.

**4-H Camp Accreditation**—Extension’s 4-H Youth Development leadership began the American Camping Association accreditation process for its four summer camps and received notification of full accreditation for three of them in November.

**Extension in Fine Arts**—The nation’s first extension agent in fine arts began her work in December 2004 in Pike County as part of a joint effort between the Pike County Extension District Board, the UK Cooperative Extension Service, and the UK College of Fine Arts.

Kentucky CES expanded its ability to serve Kentuckians through additional support and enhanced infrastructure:

- A career ladder and improved professional development program for agents—These changes were made possible with a recurring increase in state support of $1 million/year beginning in the current (FY '06) budget year. Agents will be able to progress from new hire to full performance level based on experience and continuing education. These changes will increase our ability to retain and maintain the best possible staff.

- **Funds to help us retain and reward local extension professionals and enhance technological support in counties**—These improvements were made possible by a new state/county cost-share structure for salaries and technology, increasing county support of extension programs locally.

- **The College’s Center for Leadership Development**—A steering committee encompassing extension, research, and teaching has been formed to assist the center in its efforts to build and increase Kentucky’s leadership potential.

- **Physical improvements to 4-H Camps**—All four camps underwent physical improvements to provide safer, more attractive, and more effective environments for youth development.

- **New distance learning equipment**—Three county offices in the state now have two-way interactive video capabilities. (See related story, this issue).

- **eXtension**—Kentucky’s CES is one of the leaders among states in moving the national eXtension program forward to deliver programming to clientele via the Internet, handheld computer, and phone link. It also is home to the national associate directors for content and is a leader in two (out of eight) major projects and one of two planning grants awarded by eXtension in 2005.

In this CES annual report, we highlight personal experiences of some extension clientele who have benefited from our programs. These stories illustrate how extension is making a difference for a wide range of Kentuckians.

We encourage you to visit your local extension office or visit us on the Web at [www.ca.uky.edu/CES](http://www.ca.uky.edu/CES) to learn more about how you can benefit from educational programs offered by the UK Cooperative Extension Service.

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The Kentucky Cooperative Extension Service provides educational programs that make a difference in Kentuckians’ lives. We offer life-long learning that translates cutting-edge research into opportunities for the future.
## Extension by the Numbers

Extension made over 6.4 million contacts in 2005.

Kentucky is in the top three states in the country in percentage of eligible youth enrolled in 4-H Youth Development programs. More than 194,000 youth are involved, or 23% of those eligible (ages 5-19).

More than $24 million in additional income was documented for Kentucky farmers who adopted new practices taught in extension programs, with the total impact likely more than three times that amount.

In addition, as a result of extension programs:

- **11,330** agricultural producers used new marketing opportunities.
- **19,550** agricultural producers adopted new production practices.
- **53,125** Kentuckians gained leadership skills.
- **26,620** Kentuckians took steps to reduce debt or increase savings.
- **24,860** individuals adopted practices that ensure safe water.

Extension helped 107,360 Kentuckians make lifestyle changes for the purpose of improving health.

During the past year, our Expanded Food and Nutrition Program (EFNEP) provided nutrition education to 13,222 low-income Kentuckians in 54 counties. Of the graduates of the EFNEP program, 95% adopted improved nutrition practices.

Cooperative Extension was involved in nearly 2,420 community coalitions that focus on local issues.

### Program Emphasis

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<tr>
<td>5%</td>
<td>Environment</td>
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<tr>
<td>20%</td>
<td>Life Skills</td>
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<td>Diet &amp; Health</td>
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<td>Agriculture</td>
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### Learning the Art of Back Seat Coaching

Jim Brown is learning how to not take charge.

That’s a tall lesson for a former corporate businessman who’s now in the farm supply business, farms himself, and oh, yes—coaches as a part of the Kentucky Entrepreneurial Coaches Institute. Which is where the not taking charge comes in.

“Before, I would have had a tendency to tell people what to do instead of let them find out what they had to do,” said Brown, of Grant County. He is learning what the institute wants to teach: that people with ideas for new businesses need, first off, psychological support.

Brown is in the inaugural class of the Kentucky Entrepreneurial Coaches Institute, which was funded in 2003 by the Kentucky Agricultural Development Board for 19 tobacco-dependent counties in northeastern Kentucky.

Last year, the institute was recognized by the Small Business Administration for its approach to promoting entrepreneurship and economic development.

This College program is led by two extension professors. Ron Hustedde in the College’s Department of Community and Leadership Development is director, and Larry Jones in the Department of Agricultural Economics is co-director.

The idea is that encouraging the creation and expansion of local businesses would go a long way to help these counties diversify away from tobacco.

Brown and the other participants, all volunteers, commit to two years of periodic training sessions as well as at least two more years of coaching once they graduate.

A second class of entrepreneurs entered the institute this past fall. (Go to http://www.uky.edu/Ag/KECI for more information.)

Brown has coached several people. For various reasons, no businesses have yet sprung forth. But that’s not necessarily a bad thing, said Brown. “The worst thing you can do is have somebody start and fail financially,” he said. “If they don’t fail, they may be encouraged to try again.”

He believes entrepreneurship can make a difference in rural Kentucky.

“Small businesses, especially in rural communities, provide the lion’s share of employment,” Brown said. “If you can get one small business to move forward and grow, that is so important to a community.”
A New Skill Comes in Handy

Lorena Galindo had a problem. The soon-to-open Marimba restaurant in Louisville needed some pizzazz. Red and yellow paint had helped, but what to do about those tables?

Then Galindo remembered she had a lifeline in Shelby County, where she, her husband, and her cousin own and operate another Marimba restaurant.

The year before, Galindo, a native of Guatemala, had taken a beginning sewing class taught by Shelia Fawbush, extension agent for family and consumer sciences, and Shelby County Master Clothing Volunteers.

Galindo and other class members also learned how to use a serger, a machine that creates finished edges in a snap. They were offered an open invitation to use the serger later.

So, just days before the Louisville restaurant was to open, Galindo took a stackful of sarapes, those colorful wraps worn in Mexico, to the extension office and serged away, making about 25 decorative cloths for the restaurant’s tables.

Lorena Galindo is just one of the Spanish-speaking people in Kentucky who are beginning to take greater advantage of what extension has to offer.

In Graves County, extension 4-H agent Tracey Adams has spearheaded a program at Mayfield Elementary that encourages Hispanic parents to get to know English-speaking parents over lunch. They build relationships so they will have someone to ask about such topics as their child’s homework or after-school activities.

In Montgomery County, extension works as part of the Migrant Network Coalition to help Spanish-speaking clients through such services as free health screenings, farm safety days, and fact sheets in Spanish on subjects like nutrition for toddlers.

Last fall in Knox County, a financial management class was offered for Spanish-speaking clientele. The interpreter was an extension homemaker, who is herself Hispanic. Renata Farmer, Knox County extension agent for family and consumer sciences, taught the class. “Anything we can do to reach them is a benefit to us and them,” she said.

Lorena Galindo would agree. “Extension has helped me a lot,” she said.

Selling Straight to the Consumer

Washington County farmers T.R. and Janice Smith had milked dairy cows and raised tobacco all of their farm life, but something had to change. They were just breaking even on the milk, and tobacco wasn’t going to bring a profit much longer.

That was in 2002, the year the Smiths decided there would be no more tobacco, no more dairy cows. From that point, they would be beef producers.

The Smiths now breed, raise, and finish their cattle. “Start to finish, just like crops,” Janice Smith said.

They sell mostly Angus beef, free of antibiotics and hormones and raised primarily on homegrown feed. The Smiths sell as part of Kentucky’s Choice Homegrown Beef, a five-farm company in Washington County.

They finish about 46 head a year. Some of their beef goes to area restaurants and groceries, but the Smiths, like some of the other members of Kentucky’s Choice Homegrown Beef, sell most of their beef straight off the farm.

To advertise, the Smiths also cater steak-with-all-the-trimmings meals for area groups.

For this couple, extension has been the liaison to programs and knowledge that have helped them command a premium price for their beef.

In meetings led by extension specialists, they have learned how to select bulls for breeding, feed cattle to finish, and make sure their cattle are healthy. Rick Greenwell, Washington County extension agent, has lent his expertise on everything from a new, improved way to bale alfalfa (in plastic) to where to find grant money.

Courage has had its rewards: the Smiths, with nobody between them and the consumer, are able to control their costs. They also have more freedom than when they were tethered to twice-a-day milking.

“We can go to family weddings now,” Janice Smith said.

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How Camp and the Capital Changed a Life

The 4-H camp at Dawson Springs is rustic, like most camps. But it wears fancy dress in the mind of Dusty Griffin Reed, because the people there helped change her life. “They showed me I was unique” said Reed, now 23, about her first year at the camp, when she was 9. Counselors, adults, even other campers took time to talk with her. Dusty swam, canoed, made friendship bracelets in arts and crafts, and basked in all the positive attention. And she paid back all those people, because 4-H camp helped Reed become the leader she was meant to be. She went on to become a camp counselor and take part in local and state teen councils and the national 4-H congress and conference. As a member of the national tech team, she helped design the national 4-H Web site.

Reed also took part in American Heritage twice, making the trip with other Kentucky 4-H’ers to Washington D.C. “You see people in a position to make a difference; it inspires you,” she said.

Reed is just one of many, many Kentuckians who have found their lives changed by 4-H. They may learn how to give speeches or learn a new skill. They may help younger kids in 4-H. All of these activities—and others—give these kids an inner drive they might not have had otherwise. “Kids in 4-H learn to follow things through to their conclusion,” says Joe Kurth, assistant extension director for 4-H Youth Development. “We’ve found that self-disciplined, motivated young people make the best contributors to society.”

Young people like Dusty Reed, for instance. “I want to get my Ph.D. by the time I’m 30,” she said. “I want to be a superintendent of schools one of these days.”

Blazing a Trail with Electronic ID of Cattle

Wayne Gough is a Union County beef cattle farmer who tries to work smarter. So, when he was asked if he wanted to electronically ID (EID) some of his cattle as a demonstration herd, he was ready. The project has made him a believer.

Gough’s calves were already being tagged with a number at birth, but, he said, “we were forever losing tags. The EID tags give us a second chance to make sure we’re getting the right number back on the cow.”

Gough is running the demonstration herd for the Kentucky Beef Network. It is part of Kentucky’s field trial for the National Animal Identification System being developed by the USDA’s Animal Plant Health Inspection Service.

The process is simple: when Gough processes his 4-to-5-month-old calves, an electronic identification “button” is placed in each animal’s ear. As the calves go through a chute, each calf’s electronic button is scanned, and a database is set up to include age, weight, sire, and dam. Other data can be added as needed. Early adopters of EID like Gough benefit in several ways, said Ben Lloyd, regional facilitator of the Kentucky Beef Network.

The records enable the producer to know which cows give the best and worst calves,” Lloyd said. “Because the records include average daily gain, the producer can use that information to project when it will be most profitable to sell. Finally, because the EID includes date of birth and parentage, the calf’s origin is verified—which adds value for the producer. Ultimately, it also will add assurance for the consumer as the efforts of Kentucky and other states involved in the field trial are used to implement the national system.

The College is part of the Kentucky Beef Network through its extension faculty and agents like Rankin Powell, Gough’s ag agent in Union County. Powell organized a field day at Gough’s farm with the Union County Cattlemen’s Association to show how EID is done.

“If it weren’t extension people and Ben Lloyd, we wouldn’t be anywhere near where we are today with it,” Gough said.