



Cass County

Reliable, Responsive and Relevant to Today's Needs



UNIVERSITY OF MISSOURI
M Extension
Live. And Learn.

Public Value of MU Extension’s Business Development Programming Efforts:

By supporting business development programming efforts, enterprising Missourians receive information and training to successfully start, run and expand businesses. This increased business activity creates jobs, increases consumer demand, promotes economic development and generates tax revenue for the public’s welfare.



MU EXTENSION, MO SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTERS (MO SBTDC), MO PROCUREMENT TECHNICAL ASSISTANCE CENTERS (MO PTAC), MO ENVIRONMENTAL PROGRAM, MO CAREER OPTIONS PROJECT, AND THE MO MARKET DEVELOPMENT PROGRAM. Served 448 people and their companies with business start-up and management counseling, training and other assistance.

Entrepreneurs and business owners in Cass County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

As entrepreneurs and innovators, Missouri’s small businesses are becoming a more diverse group that continues to make our state’s economy productive and vibrant. There are 500,000 small businesses in Missouri, with over 1000 in Cass County. Nearly 98 percent of all businesses with employees are categorized as small businesses.

Cass County Business Impact	
New Jobs Created/Jobs Retained	31/32
Increase in Sales	\$3,415,580.00
Government Contracts (#Awards)	\$691,449.00 (13)
Loans and Investments in Business	\$453,000.00
Acquired Assets	\$49,000.00

COMMUNITY INVOLVEMENT: MU Extension faculty and staff are actively involved with numerous community groups and organizations: Harrisonville Kiwanis Club, Belton Chamber of Commerce and many others. The office serves an educational resource and meeting location for many not-for-profit groups and organizations.

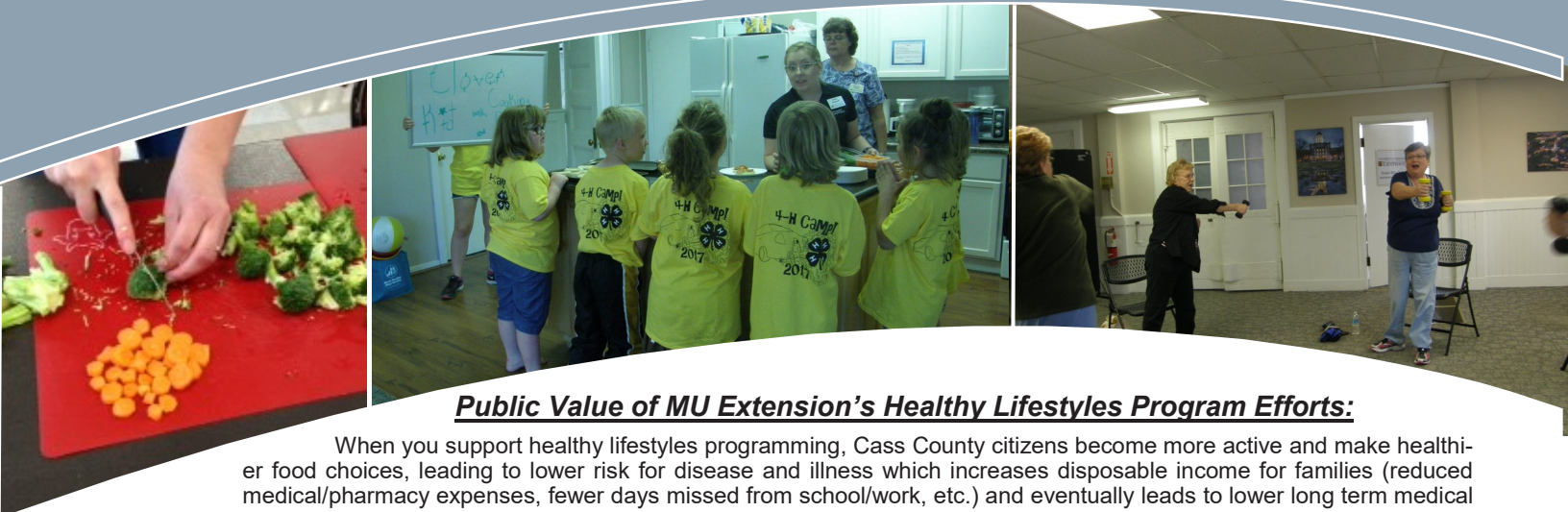
*A unique partnership exists between University of Missouri Extension and local government. In Cass County, we’re proud of the many ways our partnerships with local government, organizations and coalitions have worked to improve lives of our residents. This annual report is intended to be a snapshot of our program highlights. This past year MU Extension had **8,100** direct and **32,400** indirect educational contacts within our county! Over 12,000 hours, valued at \$262,000.00, were contributed by volunteers. We are committed to changing lives through local strengths.*

*Jeff Cox
Monty Kisner
Jimmy Odom*

Valerie Jones
Extension Council Chair

David Hoffman
County Program Director

2017 Cass County Commission



Public Value of MU Extension's Healthy Lifestyles Program Efforts:

When you support healthy lifestyles programming, Cass County citizens become more active and make healthier food choices, leading to lower risk for disease and illness which increases disposable income for families (reduced medical/pharmacy expenses, fewer days missed from school/work, etc.) and eventually leads to lower long term medical costs for families, communities, employers, Medicaid and Medicare.

FAMILY NUTRITION EDUCATION PROGRAM. Youth nutrition education was provided in kid-friendly terms with hands-on activities like taste-testing healthy foods and practicing healthy skills; Adult education included nutrition, food safety, physical activity, and food resource management. **Results:** 1,768 youth and 3,395 adults were served through schools, community groups and agencies. Participating schools/agencies: Archie High School, Belton Cambridge Elementary, East Lynne Elementary, Gladden Elementary, Harrisonville Early Childhood Center, Harrisonville Elementary, Heritage Preschool, Hillcrest Elementary, Kentucky Trail Elementary, MeEowen Elementary, Peculiar Elementary, Sherwood Elementary, Cass County Health Department, Cass County Psychological Services, Cass County Libraries, West Central Community Action Agency, Belton Head Start, Harrisonville Head Start, Kids Country Daycare Head Start, Shepherd's Staff Food Pantry, Fishes N Loaves Beacon of Hope, Heart and Hand Ministries.

FOCUS ON KIDS. A parenting program to assist parents to help their children adjust to their parent's divorce. **Results:** 102 parents attended, stating the class provided useful ideas and would help with ways to resolve conflicts regarding the children with the other parent. **Quotes:** "The most helpful part was how to deal with kids emotions on the subject of separated parents from one class attendee. Another parent commented, "This class really helped me think things through. Some concepts affirmed that were doing things right, while others need work."

PRESSURE CANNER TESTING. Pressure canner testing is recommended annually to assure that dial gauges are accurate. The process is quick and has assured that, if recommendations are followed, food is safe for those using tested pressure canners. Cass County tests canners throughout the year. **Results:** Twelve canners were tested with appropriate recommendations provided. Prior to testing, food processed would be suspect to bacterial growth due to inaccuracy of dial gauges.

STAY STRONG STAY HEALTHY/ADVANCED STAY STRONG STAY HEALTHY participants work to improve strength, balance and flexibility, resulting in fall risk reduction, better overall health and greater independence. These health benefits decrease the likelihood of a participant entering a nursing home, which costs on average \$58,035 per year in Missouri. Participants are more likely to remain active, independent and contributing to society longer. **Results:** Stay Strong Stay Healthy classes reached 68 participants. 100% of participants indicated they feel physically stronger after completing the program while 92% of participants believe they have more energy as a result of the program. **Quotes:** "These classes are so extremely important. I have increased my core strength and helped my back pain to lessen because of my participation in these classes." Advanced participants develop greater strength and skills through progressively challenging routines. "I am really glad you taught us how to get up from the floor using a chair. I didn't think I would need to do that but am glad I can get up using a chair properly." and "I can get up off the floor so much better now. I did not want to do this but it has really helped me."

BUILDING BETTER CHILD CARE works with care providers to create learning opportunities that foster children's literacy, math and science understanding. **Results:** 12 participants learned new ways to incorporate learning activities into their daily schedule for the children under their supervision.

EMERGING NUTRITION, HEALTH & PHYSICAL ACTIVITY PROGRAM works with individuals regarding emerging issues related to health and nutrition, Such programs discussed the new USDA.gov nutrition label and potential allergies. **Results:** 58 participants learned new ways to incorporate learning activities into their daily schedule for the children under their supervision **Quotes:** "The program was very informative."

Missouri ranks as the 10th most obese state, and Cass County ranks 10th of all Missouri counties with a 32.4% adult and 13.5% child obesity rate. Missouri increased in obesity of children ages 2-4 to 15% in the last year. \$190.2 billion is spent annually on obesity-attributed medical expenses. On average, obese adults annually spend 42% more on medical expenses than healthy weight individuals. Obesity impacts state economics by contributing to loss of productivity by employees due to absenteeism, disability and early death. And obesity is associated with an increased risk of chronic health conditions. MU Extension is a county leader in preventive nutrition and health programming, by partnering with hospitals, schools, agencies and private businesses.

Missouri agriculture means 378,232 jobs.

In 2016, agriculture, forestry and related industries in Missouri contributed \$88.4 billion economic impact.

Public Value of MU Extension’s Agricultural Programming Efforts:

By supporting agricultural programming efforts, farmers and producers gain knowledge and skills that lead to improved efficiencies of production, profitability and sustainability in their farming operations. This benefits the citizens of Cass County and Missouri by improving farm businesses and agricultural economy, along with rural community viability; protects and enhances natural resources and water quality and assures a plentiful production of a safe and wholesome meat and food product, feed and fuel.



“SHOW-ME-SELECT” REPLACEMENT BRED HEIFER PROGRAM. Proven heifer development and management to minimize calving difficulty with producers selling 241 head of heifers for an average of \$1968 per head, grossing \$475,000.00 in direct sales.

COMMUNITY GARDEN DEMONSTRATION PROJECT. Worked with participants in Cass County 4-H Gardening project to develop gardening and life skills. The raised beds produced over 180 pounds of a wide variety of produce and allowed participants an opportunity to incorporate fresh produce in their diet and exhibit produce at the Cass County Fair.

CATTLE ARTIFICIAL INSEMINATION SCHOOL. A hands-on training for cattle producers that provides knowledge and skills related to artificial insemination of cattle, allowing producers to use proven genetics in their operation to improve production and profit.

LIVESTOCK PRODUCTIVITY. Cattle, equine, sheep, goat and poultry producers received assistance with nutrition, health, genetics, economics, animal welfare and management issues to improve productivity, profitability and sustainability.

SOILS AND CROPS CONFERENCE. The 93rd annual conference focused on agricultural commodity market outlook, corn and soybean economics, cover crops and cows and Bradford Research Farm update for crop and livestock producers.

INTEGRATED CROP MANAGEMENT. Crop producers gained knowledge regarding advances in crops production, soil fertility and nutrient management. Soil fertility analysis and private pesticide applicator training enhance integrated crop management.

MANAGEMENT INTENSIVE GRAZING SCHOOL. Livestock producers complete training in grazing management, forage quality, soil fertility, paddock design, water distribution and weed control to implement a grazing system in their livestock operation.

CATTLE REPRODUCTIVE MANAGEMENT. Cattle producers (12) implemented advances in reproductive management strategies; including estrous synchronization, artificial insemination (AI) and timed-AI on more than 750 cows and heifers.

SMALL FARM VALUE-ADDED MARKETING. Assistance provided to area farmers and growers on marketing fresh, locally-grown products through local farmers markets and/or direct marketing to consumers.

HOME HORTICULTURE. 300+ citizens received assistance/guidance on fruit and vegetable production, lawn and landscape management through the Cass County Master Gardener hotline and weekly help clinics. Master Gardeners maintain the gardens at Cass Regional Medical Center, assist with Harrisonville Community Gardens and several other projects.

Cass County’s Agriculture Supporting Data:

In 2016, agricultural, forestry and related industries support 3,646 jobs in Cass County. Additionally, these industries contribute \$342.1 million in sales, which translates to \$148.4 million in added value to the area after \$193.7 million worth of inputs are purchased. Of this \$148.4 million, \$90.9 million is comprised of labor income. Tax revenues generated by agricultural, forestry, and related industries in Cass County are \$24.7 million.

	Sales (\$M)	Employment
Ag Inputs & Services	\$74.5	1,057
Crops, Livestock, Forestry, Fisheries	\$151.1	2,222
Food & Kindred Product Manufacturing	\$94.5	293
Forestry Products Man.	\$22.0	74



Cass County Learners

A community of 280 4-H members building life skills, engaging in science and connecting to community

Members are supported by 123 trained youth and adult volunteers

Regional and State 4-H Attendance:

- 4-H Camp: 30
- Camp Counselor Training: 3
- Clover Kids' Day Camp: 6
- State Shooting Sport Contests: 20
- Regional Energizer: 63
- State Fair Exhibitors: 125 exhibits
- State Demonstrations: 2
- State Public Speaking Contest: 5
- State Fashion Revue: 2

What Did they Learn?

Cass County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others.

Members learn by doing under the guidance of adult volunteers, who teach projects ranging from aerospace and arts to veterinary science and sport fishing. Clubs also involve children and teens in community service, camping and educational trips

What Action Did they Take?

Missouri 4-H members are twice more likely to have been on a college campus than their non-4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus (Lerner, 2008). MU Extension 4-H connected 8,700 young people age 8 to 18 to University of Missouri campuses and faculty. Being on a campus is a predictor of youth going on to higher education (Hoover, 2006)

These students are more likely to go to college and enjoy:

- increased financial success for themselves and their offspring
- being better consumers
- improved quality of life through more opportunities for leisure and hobbies
- improved health for themselves and their children (Porter, 2003)
- being more likely to vote as adults
- being more likely to contribute to their community (Lerner, 2009; Zaff et al, 2003)

How does this make Cass County and Missouri Better?

Youth, who earn their bachelor's degree, increase annual earnings by \$2 million over their lifetime (NACUBO, 2012). If 50% of the members participating in 4-H events on the MU Campus go on to obtain their Bachelors, 4-H would help young people earn \$17.08 million more in their lifetime.

Missouri 4-H volunteers report they contribute on average 100 hours per year. Valuing their time at \$21.30 per hour, based on average Missouri incomes, the contribution of Cass County 4-H volunteers was worth more than \$262,000.00 in 2017! These adults serve as mentors for our youth, which is priceless.

Missouri 4-H members learn to use their talents to engage in their communities. Young people in 4-H are engaged in twice as many leadership roles than their non-4-H peers. This provides them with the experience in problem-solving to step up and lead in a complex, changing world. In Cass County ninety-eight percent of the 4-H club membership was engaged in leadership and service experiences in their communities.

4-H Camp

4-H intentionally designs successful youth development programs and services around specific ingredients called the Essential Elements. Each of the eight Essential Elements is vital to the growth and development of youths. It is when these elements are focused on by 4-H professionals and volunteer leaders, that youth develop long-term benefits from their membership. The theme for 2017 was "Are You Revved Up?". The 4-H'ers participated in robotics, mower safety, bike safety, racing presentation, power drive, skits and swimming. We had a perfect week of weather. One hundred twenty-three campers attended, twenty-eight counselors and 16 staff and faculty from the seven counties participated in camp. There were thirty youth and three counselors from Cass County.





2017 CASS COUNTY FINANCIAL SUMMARY

Faculty Wages / Benefits

County Funds \$0
 State/Federal Funds \$136,500.00

Assistant Wages/ Benefits

County Funds \$42,900.00
 State/Federal Funds \$0

Travel

County Funds \$9,600.00
 State/Federal Funds \$3,300.00

Office Supplies / Equipment

County Funds \$8,220.00
 State/Federal Funds \$3,000.00

Marketing / Postage

County Funds \$0
 State/Federal Funds \$1,800.00

Office Operations (in-kind support of office space, phone, custodial service, maintenance)

County Funds \$80,724.00
 State/Federal Funds \$0

Total

County Funds \$141,444.00
 State/Federal Funds \$144,600.00



FIRE AND RESCUE TRAINING INSTITUTE. Provided professional training to 186 county firefighters and emergency response personnel.

LAW ENFORCEMENT TRAINING INSTITUTE. Trained 7 county and city officers in basic to advanced skills.

MISSOURI TRAINING INSTITUTE. Provided 2 area business, public & non-profit organization employees and board members training in human resource management.

INDEPENDENT STUDY/DISTANCE LEARNING. High school and university credit/non-credit courses were provided through the internet, interactive television and independent study to 14 students.

2017 CASS COUNTY EXTENSION COUNCIL The Extension Council serves as an advocate for University of Missouri Extension in Cass County. Elected and appointed members provide assistance in setting and accomplishing education program goals and objectives, managing center operations, and determining program priorities.

Valerie Jones, Chairman, *Garden City*
Glenn Yoakum, Vice Chairman, *Raymore*
Amy Endecott, Secretary, *Cleveland*
Diane Bolinger, Treasurer, *Farm Bureau*

Glenn Coleman, *Peculiar*
Kathleen Garcia, *Pleasant Hill*
Ken Hatten, *Drexel*
Patti' Klaus-Schreihofner, *City of Belton*
Don Snyder, *Pleasant Hill*

Paula Diaz, *Raymore*
Kathee Glodowski, *Peculiar*
Monty Kisner, *County Commission*
Wayne Schrock, *Garden City*
John Vic Grice, *City of Raymore*

CASS COUNTY FACULTY and SUPPORT STAFF

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Peggy Divine, *West Central Regional Administrative Assistant*, 660.890.0857

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CASS COUNTY EXTENSION

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