

Our Impact

2017–2018 Program Focus Team Report



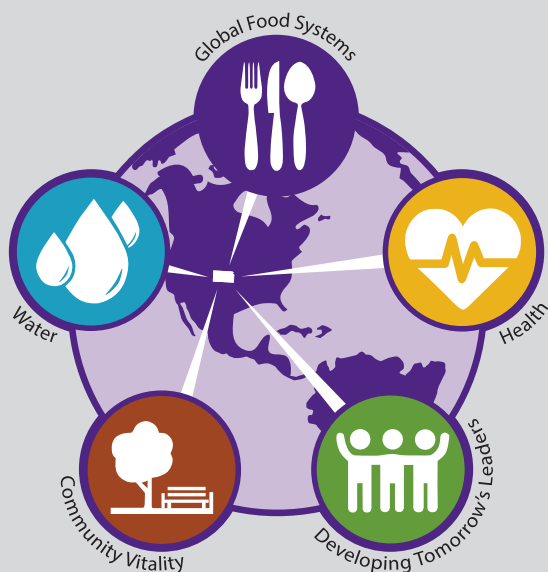
From the Director for Extension

K-State Research and Extension Program Focus Teams are agents and specialists working together to develop, implement, and evaluate programs specifically designed to help Kansans improve their lives, livelihoods, communities, and state. The work conducted by these teams is categorized into the grand challenges of global food systems, health, water, community vitality, and developing tomorrow's leaders.

We encourage you to read this edition of *Our Impact*. It shows the amazing effect that just a handful of our K-State Research and Extension programs made for the people of Kansas last year. As you read these results, please remember there are many more K-State Research and Extension programs helping the people of Kansas improve their lives, livelihoods, communities, and state.



— Gregg Hadley



Workshops Address Risk Management

Farm financial risk has increased recently; many farms face greater debt loads and lower commodity prices. Trade issues, particularly Chinese tariffs on agricultural products and the renegotiation of existing trade agreements, have added to producers' uncertainty.

Two Farm Bill meetings were conducted in anticipation of the 2018 Farm Bill passage. Further Farm Bill education took place at the Risk and Profit Conference, the Crop Insurance Workshop, and at several county-level and Women in Agriculture meetings. More than 600 people received Farm Bill education.

Eight grain-marketing workshops, with more than 200 total participants, helped farmers deal with fluctuating commodity prices and international trade uncertainty. In addition, grain and livestock market outlook presentations were given to more than 40 groups across the state, with about 1,200 total attendees.

The trainings helped participants better understand grain and livestock markets and how to use marketing tools to help mitigate risk, including forward pricing and hedging. Some producers have added innovative marketing tools to their marketing strategy because of this education, increasing the price received and reducing the risk and costs of storing grain.

Results are in the Numbers

2,000 individuals received training in
farm-level risk management.



Trainings Improve Decision-Making

Nontarget dicamba herbicide injury to susceptible plants, especially soybeans, dramatically increased in 2017 following the introduction of dicamba-resistant (Xtend) soybean varieties. Labels on products containing Dicamba were modified for 2018 with more restrictive use requirements, including mandatory training for all applicators who planned to apply the products.

At 56 meetings across the state, specialists provided training to more than 2,200 private and commercial pesticide applicators to prepare them to safely apply dicamba products on Xtend soybeans.

Based on observations and the number of inquiries to the Kansas Department of Agriculture and K-State Research and Extension, the scope and severity of dicamba injury to nontarget plants appeared to be significantly reduced in 2018 compared to the 2017 growing season.

Duane Simon, a compliance supervisor from the KDA said, “I think the training did make a difference, more applicators were following the label. Overall, the training helped the applicators make good decisions about the application and to be aware of what was around them, as far as sensitive crops.”



Advocating Healthy Behaviors

The population of rural Kansas is aging. K-State Research and Extension agents are working to help community members age with improved health, wellness, and vitality.

Keys to Embracing Aging helps individuals establish and maintain healthy behaviors across their lifespan. The USDA-funded program was implemented in 42 federally designated rural counties in Kansas and Kentucky in 2017 and 2018. The program reached 775 people representing a wide variety of ages and backgrounds. Participants learned alongside their peers and gained a sense of belonging and integration within their communities.

At a 3-month post-program assessment:

- 90 percent reported still using program resources, and
- 77 percent had maintained lifestyle changes.

A participant shared how he learned and incorporated the knowledge into his household. As a result, he and his wife began preparing healthier meals and exercising. Consequently, his wife lost more than 30 pounds, which improved her overall physical and emotional well-being and led to more community involvement and lower medical bills.

More than **2,200** private and commercial pesticide applicators were trained to safely apply herbicides.

Nutrition education reached
18,703 individuals.



Community Entrepreneurship Options

More than 65 percent of all new jobs come from small business. To support youth and local entrepreneurship, K-State Research and Extension partnered with NetWork Kansas on several initiatives, including: the Youth Entrepreneurship Challenge, 4-H Projects to Profits, and locating loans for business purchases, startups, and expansions.

Youth Entrepreneurship Challenge helped Bridget Stanton establish her business, Bridge Digital Marketing. She earned a second consecutive win in the Riley County competition and placed twice in the state competition.

NetWork Kansas is helping develop local entrepreneurial communities (e-Community) by developing resources to help local entrepreneurs start or grow businesses. These entrepreneurship communities in Douglas and Shawnee counties have extension representation on the leadership teams. The Douglas County e-community loaned \$229,109 to 10 startup or expanding entrepreneurs. Douglas County sponsored their first Youth Entrepreneurship Challenge competition this year and had nine high school teams compete.

Shawnee County became an e-community in 2017. During the first year they made three loans, all to minority business owners. Essentia Salon created eight full-time and two part-time jobs; Pizzeria Via created three full-time and 15 part-time jobs; and North Topeka Apartments created two full-time and four part-time jobs.

4-H Programs Promote Science, Innovation

Kansas 4-H youth are inspiring science and agriculture awareness. A team of Cottonwood Extension District 4-H teen leaders promoted agricultural innovation and careers through the National Ag Innovators Experience, a collaboration with National 4-H Council and Monsanto. It challenged young people to apply critical thinking to an agricultural issue using science, technology, engineering, and math skills.

Three teens were trained nationally in the Monarch butterfly lessons and then trained 19 peers to deliver the program. Those twenty-two 4-H teens successfully taught 1,058 local youth over four months about the importance of monarch butterflies to Kansas ecosystems, the challenges affecting its survival rates, and how to increase habitat locally for sustainable monarch populations.

Johnson County 4-H youth encouraged young people to become tomorrow's science leaders through the 4-H Science Matters program, a partnership between National 4-H Council and Bayer. It paired 4-H youth with adult mentors from Bayer to identify community needs through surveys and interviews. Next, small groups addressed local issues such as food insecurity, awareness of zoonotic (transferable from animals to humans) diseases and prevention, and water conservation knowledge. It helped urban and rural youth understand how agriculture affects their daily lives and how to make a difference in their community.

68 PRIDE communities implemented

875 community projects.

Monarchs on the Move reached more than

1,000 youth participants.



Navigating Health Insurance Options

Health insurance choices affect all Kansans. Every day 10,000 Americans become Medicare eligible — significantly increasing the need for services from Senior Health Insurance Counseling for Kansas, or SHICK. For all Medicare beneficiaries — and particularly for those living near or below the poverty level — making sound financial decisions related to health insurance can alleviate stress, free up income, improve health outcomes, and support community vitality.

Last year, K-State Research and Extension professionals provided health insurance education, for soon-to-be eligible, newly eligible, and longtime Medicare beneficiaries in 40 Kansas counties. Beneficiaries learned about low-income subsidies and the Medicare Savings program as well as other resources.

During the fall 2017 open enrollment period:

- They educated 7,903 Kansans on Medicare plan comparisons and available benefits.
- Those who completed plan comparisons and changed prescription drug or Medicare advantage plans saved a total of \$6,136,613.

Outside the annual open enrollment period:

- They had contact with 8,316 individuals about Medicare through classes and plan comparisons.
- Total savings for those able to change plans was \$3,786,938.



Cover Crops, Buffers Reduce Runoff

In eastern Kansas, a number of smaller confined animal feeding operations are not required to capture drainage in a lagoon. Instead, these facilities buffer the feedlot drainage feedlot with grass strips designed to slow water runoff and allow it to infiltrate the soil. Microbial action digests bacteria and the phosphorus and nitrogen are used by the grass. Adequate buffers ensure clean water reaches any surface water.

K-State Research and Extension educators provided producers with information on feeding pen placement, scheduling pen cleaning, and managing grass buffers downslope of the pens. Additional topics included unconfined feeding using grass traps or cover crops as well as available USDA programs that assist cattle feeders.

As a result of what they learned, some producers plan to develop alternative watering systems to allow cover crop grazing. Another producer who, before the field day was considering building a small feedlot, now plans to have his cattle graze cover crops and grass traps, leaving the cattle unconfined.

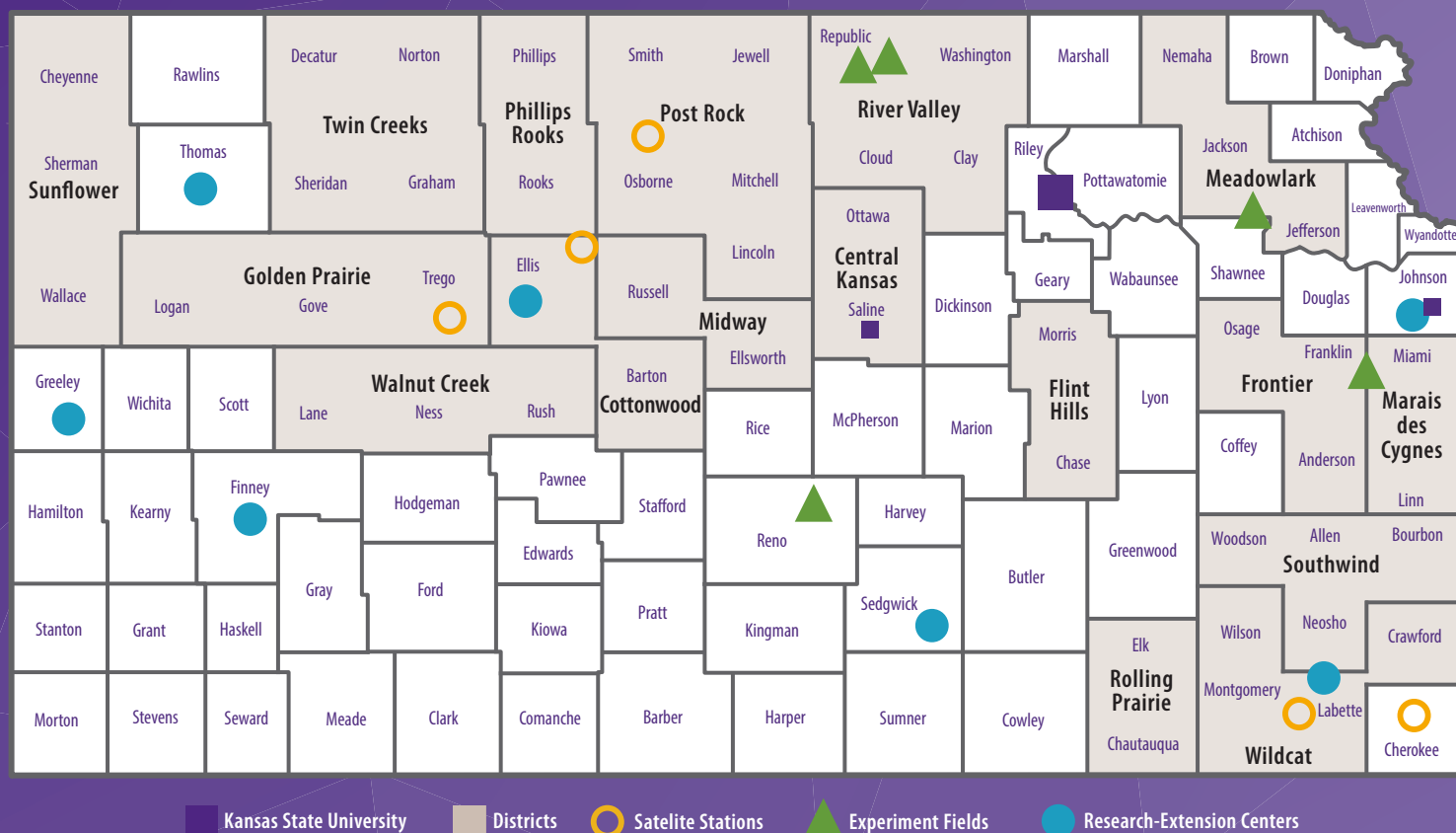
Participants reported they plan to increase cover crop use, better control feeding pen runoff, scrape pens and haul manure more frequently, and relocate or redesign some lots.

Kansans saved more than
\$6.1 million through Medicare
benefit plan and prescription drug
comparisons.

83% of participants in the Feedlot Field
Day planned on sharing what they learned
with other producers.

A Presence in all 105 Counties

K-State Research and Extension agents live and work in every county to help Kansas residents. Agricultural research facilities are located throughout the state to accommodate climate and soil variability.



647,238 direct educational contacts made by staff and volunteers on campus, regional centers and in all 105 county offices

197,027 hours invested by community volunteers

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