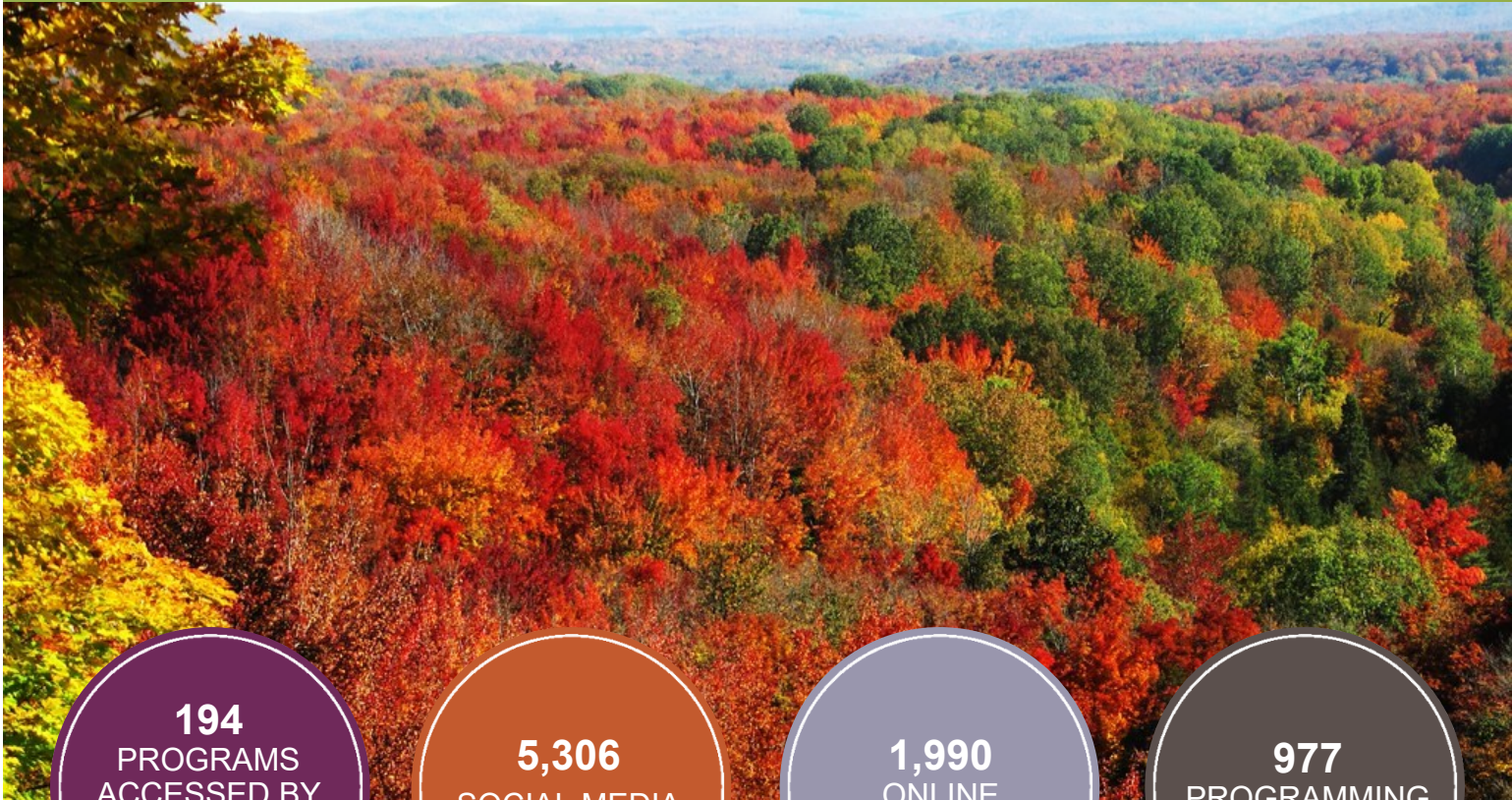


ANTRIM COUNTY 2021–2022 ANNUAL REPORT



194
PROGRAMS
ACCESSED BY
RESIDENTS

5,306
SOCIAL MEDIA
REACH

1,990
ONLINE
REACH

977
PROGRAMMING
REACH



I'm delighted to share the results of another successful year of partnership between Antrim County and Michigan State University (MSU) Extension. Because of your continued support, we've been able to make a difference in the lives of youth, families, businesses, and communities.

MSU Extension offers a broad range of research-based educational outreach to county residents. Over this past year, we've empowered families and individuals to live healthier lives, supported new and local businesses, created opportunities for youth leadership development and career exploration, helped farmers with business management and mental health, and much more. We continue to innovate post-pandemic by providing our outreach online, asynchronous, hybrid as well as in-person formats. These options have increased accessibility to Michigan State University resources by your residents. Our staff live and work alongside county residents, are rooted in community relationships and are responsive to community needs.

Our partnership with you makes this all possible. On behalf of the MSU Extension team serving Antrim County, thank you for another great year. We look forward to your continued support and hope you will be able to join us during one of our upcoming programs. - Jennifer Berkey, District 3 Director

Helping people improve their lives through an educational process that applies knowledge to critical issues, needs and opportunities.



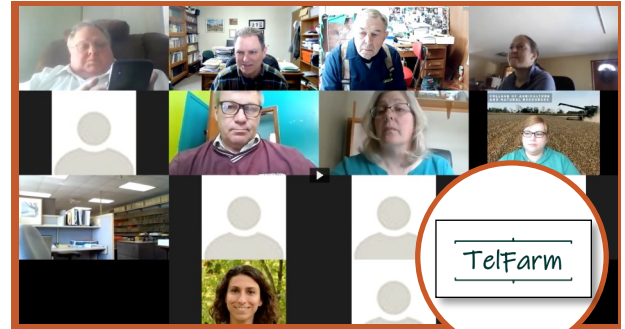


SUPPORTING AGRICULTURE & AGRIBUSINESS

MSU Extension helped **14** area farms representing over **70** jobs and **\$11.5 million** in sales in 2021 complete analysis of their farm's financial records to improve their financial standing.

Year-end tax estimate meetings provided farmers with the opportunity to save over **\$95,000**, resulting in more resources being available for purchase by these farmers in their communities.

Business of Cheese Making



Agriculture Labor Sessions

Farm Business Management

- MSU Extension Educator Stan Moore worked with multiple northern Michigan farmers to ensure a successful farm transfer to the next generation. Many of these farmers are using resources through the "Legacy of the Land" farm stress project, funded by both MDARD (Michigan Department of Agriculture and Rural Development) and federal grant dollars.
- 12 individuals completed the Artisan Cheese class in 2021, including several northern Michigan farms. Stan provided education on the "business of cheese making." Individuals who have completed this class are moving forward with new cheese-making enterprises on their farms.
- Stan Moore served as one of the educators for MSU's Hay Production 101 on-line program. 46 out of 60 respondents indicated that they improved their knowledge as part of this program, and 50 out of 60 indicated that they intended to make changes based on their involvement in the course.
- Over 190 individuals attended one of two Agriculture Labor sessions, coordinated by Stan Moore, at the Great Lakes Fruit, Vegetable and Farm Market Expo held December 2021. Stan also provided multiple labor education meetings to farmers, including two virtual presentations, and two out of state programs for dairy farmers and fruit/vegetable farmers. These out of state

meetings attracted over 700 farmers including some from northern Michigan.

- Stan Moore hosts a monthly "TelFarm User's Group" during the winter months. In 2021, five sessions were held with an average of six-seven MSU TelFarm program farmers. These sessions provide an opportunity for farmers to build the agenda, hear from the experts, and learn from one another. Although this is offered statewide, most participants have been from northern Michigan.

Home Horticulture

- Antrim County's certified Extension Master Gardeners (EMG) provided 179 hours of volunteer service in 2021. EMG projects in the county included Bellaire Youth Initiative, Bellaire Community Garden, Grass River Natural Area, Elk Rapids Public Gardens, Torch Conservation Center Native Plant Garden, and Glacial Hills Invasive Species Remove.

This past year, **Master Gardeners** volunteered more than **179** hours on various projects in Antrim County valued at over **\$5,109**



SUPPORTING AGRICULTURE & AGRIBUSINESS

Partnerships & Outreach

Fruit Crop Research

Profitable & Efficient Business & Production Practices



Over **650** contacts with Michigan grape growers to assist with production challenges and establish approximately **200** acres of new vineyards across the state



Northwest MI Orchard & Vineyard Show



Orchards & Vineyards

- The Northwest Michigan Horticultural Research Center (NWMHRC) has been partnering with the Grand Traverse Fruit Growers' Council for over 62 years to host the annual Northwest Michigan Orchard and Vineyard Show. This show is the northwest region of Michigan's premiere educational event and trade show for tree fruit and wine grape growers. Each year, these partners convene at the Grand Traverse Resort in mid-January for a two-day outreach program that provides cutting-edge information and research about tree fruit and wine grapes to Michigan fruit producers. Topics vary yearly based on grower need and seasonal challenges. Educators rely on Fruit Council membership to communicate with regional growers and share experiences on their own farms to best develop and organize a relevant and timely educational program. The Fruit Council membership solicits statewide agribusiness vendors to populate the biggest agricultural trade show in the region. These business partners support the annual Orchard and Vineyard Show but also provide the latest information on equipment, supplies, materials, and regulatory updates that growers rely on to manage their farms efficiently and effectively.

- The Fruit Council has sponsored many research projects throughout the years, many of which would not have been possible without this local support. Proceeds from the last two Orchard and Vineyard Shows were dedicated to the NWMHRC in support of a laboratory expansion. Although this project was put on hold during the pandemic, we broke ground on this new lab in February 2022. With the commitment of the Grand Traverse Fruit Growers' Council and other regional horticultural societies, these funds will be matched with other partners including the Michigan Tree Fruit Commission and MSU to complete this lab, hopefully in time for the 2022 field season.
- In order to strengthen connections and partnerships with the Michigan grape and wine industry, as well as other higher education institutions, MSU Extension collaborated in 19 industry meetings and events, as well as 15 nationwide extension meetings hosted by other higher education institutions such as Cornell and Penn State Universities. MSU Extension's grape and wine Educator also manages the vineyards at the NWMHRC during the growing season to support timely research for the northwest MI grape and wine industry.



DEVELOPING YOUTH & COMMUNITIES

Antrim County Fair



2021 SKILLATHON
Michigan 4-H State Champions

Test your knowledge and comprehension of an science and livestock management practice

MICHIGAN STATE UNIVERSITY Extension

5 of the 190 Skillathon contestants were from Antrim county



Fair Fun Day



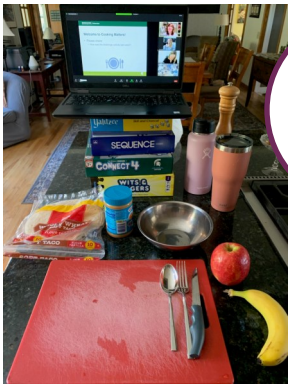
Antrim County 4-H Highlights

- Recruiting Buyers Workshop let youth exhibitors have a unique opportunity to gain many valuable life skills through their market animal projects. The workshop was a four-week course that introduced the business practices of marketing and sales to youth participating in market livestock projects. Topics included:
 - ~ Introducing yourself
 - ~ How to contact a potential buyer
 - ~ Letter writing
 - ~ Elevator speeches
 - ~ Creating marketing materials
- In addition to gaining such skills as financial management, responsibility and communication, market livestock exhibitors can also can receive a premium price for the animals or projects they market. Many youth use the money gained from their market animal projects to help pay for future market animal projects and postsecondary education.
- Fair Fun Day camp during the Antrim County Fair provided entertainment and educational opportunities for youth at the Fairgrounds. Scavenger hunts and barn tours introduced campers to the layout of the grounds and to the exhibitors where they learned about the animals on exhibit. The Fender Blender was a fun way to learn about exercise and nutrition. An inflatable archery structure was on hand to demonstrate other possible local 4-H club activities.
- The Michigan 4-H Skillathon State Championship was led by Antrim County 4-H Project Coordinator, Geep Charlebois. 2021 was the first year for this test of market livestock knowledge. The Skillathon contest covers the following 10 categories:
 - ~ Poultry & Swine
 - ~ Rabbits & Dairy
 - ~ Dogs & Beef
 - ~ Sheep & Horses
 - ~ Goats & General Knowledge



KEEPING PEOPLE HEALTHY & ENSURING SAFE FOOD

Virtual Cooking Matters



Cooking For One with LifeSkills Class



Direct education from SNAP-Ed Programming works!



Fender Blender Bike is always a hit!



31% of 3rd-5th and 34% of 6th-12th graders increased vegetable consumption



33% of 3rd-5th and 37% of 6th-12th graders increased physical activity

- **Community in Schools of Northwest Michigan (CISNWM)** has become a great partner of the last few years. The partnership with CISNWM grew during the virtual learning period. Community Nutrition Instructor Lanae Bump taught six week Cooking Matters series at Mancelona Elementary, Middle, and High School for CISNWM's afterschool programs. Students learned knife skills, had exposure to different methods of cooking and recipes, tasted foods that they were able to make for themselves, then took home ingredients to make the same recipes for their families. Students were so interested in these classes, we were able to extend these classes to parents in the evenings. Not only are students getting education and building skills, but families are bonding over cooking experiences!
- **LifeSkills class at Mancelona High School** has experts on all things nutrition and cooking come in for a series to focus on building skills that will lead to confidence and responsibility in teens. Using the Cooking for One program, Students are able to learn how to identify foods that fit their needs and taste preferences, keep foods safe, make grocery lists on a budget using community resources and sales, and how to prepare nutritious, low-cost meals for themselves. Mancelona is in one of the lowest income

areas of Antrim County which is why basic skills such as budgeting food dollars are vital for students to learn before they are on their own.

- The LifeSkills class also took on a challenge to incorporate drinking more water each day. Teens admitted to not drinking much during the school day because they didn't have water bottles. MSU Extension's SNAP-Ed team distributed educational reinforcement water bottles to every student.
- **John R Rodgers Elementary Show Me Nutrition** classes are back in person, food tastings and all. Each classroom participating attended six weeks of nutrition classes, learning about the five food groups, food's function for the body, digestion and the importance of movement. Kiddos got to be master food tasters at the end of each lesson by sampling foods related to the lesson of the day. Some of these foods may have been familiar but many were new to students. They used their senses to identify textures, unique flavors, likes and dislikes in a nonjudgmental environment to build a healthy, adventurous relationship with food!



FOSTERING STRONG COMMUNITIES

ARPA workshop series: Over **750** participants from many of Michigan's nearly **1,900** units of government.



2021 Product Center Impacts in Antrim County:
11 Clients
67 Counseling Sessions
1 New Business Started
\$2.6 Million Combined Annual Sales



Product Center
Food • Ag • Bio
MICHIGAN STATE UNIVERSITY

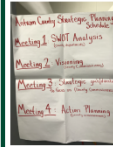
MSU Product Center

- The MSU Product Center conducts educational programs in addition to one-on-one business counseling. In August 2021, the Product Center collaborated with Crosshatch and Leelanau, Grand Traverse and Benzie Conservation Districts to host a “Hazelnuts in Agroforestry Twilight Tour” in Mud Lake. 32 attendees from across Northwest Michigan attended to learn of the ecological and business potential of hazelnuts.

Government & Public Policy

- County delegates to Northern Michigan Counties Association celebrated their return to in-person meetings in 2021 with great participation and decided to try hybrid meetings for 2022. Participants share lessons learned in their counties, learn about topics currently impacting county government, and discuss the impacts of pending legislation on county government.
- A series of meetings from late 2021 through early 2022, explored both House and Senate bills aimed at solving problems with the provision of Community Mental Health services. The goal of these discussions

Antrim County Strategic Planning Workshop



- Meeting 1: SWOT Analysis by County Departments 8/1
- Meeting 2: Visioning 8/1
- Employee Qualtrics survey 9/2
- Meeting 3: Strategic Goals 10/1
- Meeting 4: Action Planning 10/1

Program Facilitators:
Bethany Prykucki
prykucki@msu.edu
231-399-0907

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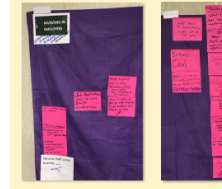
SWOT Analysis



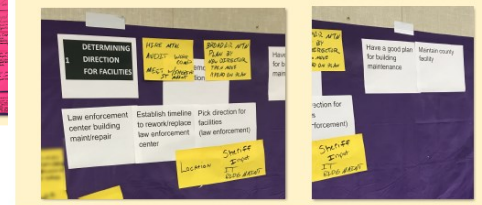
Action Steps for Top 2 Goals

GOAL: INVESTING IN EMPLOYEES

Defined as: listening, recruiting, retaining, improving, and communicating with



GOAL: DETERMINING DIRECTION FOR FACILITIES



is to learn more about what is in the bills and to propose improvements to ensure higher quality services with less negative impact on counties.

- Bethany Prykucki and John Amrhein facilitated a SWOT (Strength, Weakness, Opportunity, Threats) analysis with the Antrim County Department Heads and a three session visioning, goal setting, and action planning process with the Antrim County Board of Commissioners which culminated with development of action steps to move forward on goals of Investing in Employees and Determining Direction for Facilities.
- In September-October 2021, member regions of the Michigan Association of Regions (MAR) and MSU Extension hosted local and tribal government officials to explore American Rescue Plan Act (ARPA) Coronavirus Local Fiscal Recovery Fund spending opportunities in a regional context. The workshop content was based on the U.S. Department of Treasury's May 17, 2021 Interim Final Rule for the Coronavirus State and Local Fiscal Recovery Funds. The 14 workshops, including an in-person in Traverse City, covered: ARPA Local Fiscal Recovery Fund Basic Rules, Best Practices & Early Examples of ARPA Spending, Practical Considerations for Contracts, Accounting, and Project Management, Group Discussions Related to Regional Collaboration, Leveraging Other State & Federal Funding and Priorities



FOSTERING STRONG COMMUNITIES

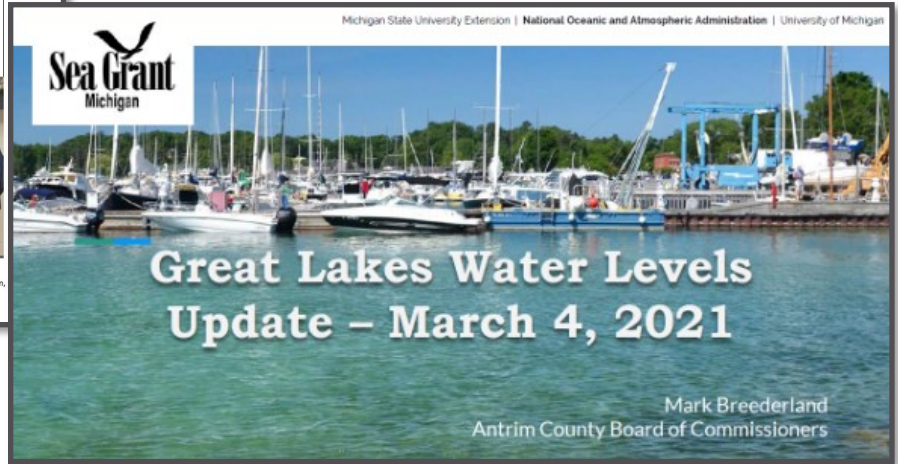
Ellsworth County Board Strategic Planning Workshop

WORKSHOP QUESTION: What actions do we need to take to insure we are wildly successful in the next 12-18 months?

IDENTIFY RESOURCES	EVALUATION PROMOTION OF EVENTS	DEVELOP OUR STRATEGIC PLAN	BUILDING OUR BRAND	GROW ELLSWORTH BUSINESS/HOUSING	GENERATE AWARENESS	BECOME A TRAIL TOWN
<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> • Research other funding sources • Use funds or donations to update park • Constantly look for grants • Assess resources for residents (county, etc.) • Be cognizant of our budget 	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> • Market Labyrinth (committee, support, partners) • History of the village needs to be displayed • Promote community events • Dive into special events and be present at them • Community Square events (Monthly, bi-weekly, themes) • Pig Feast (Continue or not, change? Support) • Holiday/Winter celebration (continue, change?) • Create venue for arts • Promote/support our traditional events • Farm Market • Night control/beautification • Organic/Implement beautification context 	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> • List our achievements • Delegate projects into committees • Create specific goals with input from community • Organize one major project annually • Establish monthly schedule of small projects • Narrow down a list of achievable projects 	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> • Develop communication platform for the community • Branding (update marketing materials/logo) • Update business signs • Town hall should be the flagship of our village • Improve Ellsworth signage (promoting events) 	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> • Inventory of all commercial buildings and properties • Attract a tourism-friendly business • Village sewer advocates for and support • Business recruitment (ribbon cutting) • Housing committee (advocate and support, education) 	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> • Reaching new residents • Find partners who are able • DDA - continue education for members (inform the community of existence and purpose) • School involvement: Tie the community together • Look at other successful downtowns 	<p><i>As illustrated by:</i></p> <ul style="list-style-type: none"> • Capitalize on our waterway • Organize recreational activities (kayaking, swimming) • Water Trail



Facilitator: Bethany Prykucki, Michigan State University Extension
Course Participants: Tina Sundelius, Marci Palajac, Hugh Campbell, Mary Faculak, Lynn Spearing, Jan Rasmussen, Julie Waterman, Ginny McCallum, Randall



Strategic Planning Session with Ellsworth DDA

- MSU Extension provided training to the Ellsworth Downtown Development Authority (DDA) in November. The relatively new DDA learned about key functions of a DDA, roles, and responsibilities. The board also engaged in an interactive exercise to learn how DDAs prioritize the scale and scope of their efforts (presenters Bethany Prykucki, Harmony Gmazel, Mary Reilly).
- MSU Extension is an active member of the Planners Regional Advisory Committee hosted by Networks Northwest. Mary Reilly of MSU Extension, joins with other regional and local planners twice annually to share success stories, challenges, and issues facing the region. MSU Extension is pleased to support collaborative bodies and deliver programming based on the region's needs (planners from Antrim, Manistee, Grand Traverse, Emmet, Leelanau, Charlevoix attend this—and it is growing).

Michigan Sea Grant

- Michigan's Great Lakes coasts are not just beautiful — they are dynamic ecosystems home to many species of fish, birds, plants, and other wildlife in a wide variety of habitat types. A large boating community, commercial and recreational fisheries, and rapid development along Michigan's coasts all present opportunities and challenges for the ecosystem. Michigan Sea Grant works to keep balance in the

Great Lakes by supporting research, education, and outreach.

- Mark Breederland, Michigan Sea Grant Educator with MSU Extension, presented at the Antrim County Board of Commissioner meeting in March 2021 on Great Lakes high water levels.

2021 Petoskey Stone Festival

- Over 1,000 people attended the 15th annual Antrim County Petoskey Stone Festival on Memorial Day weekend. The event is hosted at Antrim County's Barnes Park and features many vendors and activities celebrating Michigan's State Stone and our area's natural resources.



Stone Skipping Competition Winners

Staff Housed in Antrim County:

Name	Role	Phone	Email
Stan Moore	Farm Business Management	231-533-8818	moorest@msu.edu
Lanae Bump	Community Nutrition Instructor	231-533-8818	hannalan@msu.edu
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Gayle Rider	Office Manager	231-533-8818	riderga@msu.edu

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