

# EMMET COUNTY 2023-2024 ANNUAL REPORT



**PROGRAMS  
ACCESSED BY  
RESIDENTS**  
218

**SOCIAL MEDIA  
REACH**  
25,286



**PROGRAMMING  
REACH**  
1,577

I am pleased to share the results of another successful year of partnership between Emmet County and Michigan State University (MSU) Extension. Because of your continued support, we've made 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, brought health programs to local schools, and much more. Our staff live and work alongside county residents. We 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 Emmet 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.



- Adam Koivisto, District 14 Director



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# DEVELOPING YOUTH & COMMUNITIES

Emmet County 4-H hosted numerous programs for the community this year. Some of the most impactful programs included:

- Babysitting Training
- Animal Science Clinic
- New Shooting Sports /Archery Club
- Chicken Hatch-A-Long

157 Members  
61 Gold Volunteers  
10 Silver Volunteers

Emmet County 4-H partnered with Petoskey District Library to bring embryology to the library during the month of March. A table was set up in the library with incubators, information and a display. Two to three times a week, a 4-H volunteer provided education to members of the SPIN (special interest) club. The project brought much excitement to the library! Library staff said this project was just as exciting for the adults as it was for the kids. According to the Petoskey District Librarian, hundreds of visitors stopped by to look at the eggs.



Participants enjoyed holding the new chicks



Incubators set up at the Petoskey District Library



Interactive Display at the Chicken Hatch-A-Long

*“The fourth chick, Junior, started poking out just before 4 p.m. and the table was surrounded by enthusiastic kids chanting, ‘Let’s go, Junior! You can do it Junior!’ Finally, Junior emerged and the kids started cheering and clapping. The excitement carried throughout the library! It was a wonderfully fun day for kids, parents and especially library staff!”*

- quote from the Petoskey District Library Facebook page



# DEVELOPING YOUTH & COMMUNITIES



On May 19, 2024, Emmet & Charlevoix County 4-H Councils, Emmet-Charlevoix Market Livestock Association, and Emmet-Charlevoix County 4-H Horse Council hosted the Animal Science Clinic. Over 100 4-H youth, volunteers, and families were in attendance from 6 different counties. Twelve educators joined to share their expertise on a range of topics including vet care, public speaking, showmanship, nutrition and animal training.

Participants from the following counties attended:

- 69 from Emmet
- 23 from Charlevoix
- 16 from Cheboygan
- 2 from Alcona
- 2 from Antrim
- 1 from Otsego

Educators share their expertise with 4-H members at the Animal Science Clinic



Two examples of hands-on learning about animal health and veterinary science.



Youth practicing new skills and improving 4-H projects whether in or out of doors.

# DEVELOPING YOUTH & COMMUNITIES



## Emmet-Charlevoix County Fair Highlights:

- 53 Market Livestock, 48 Animal Husbandry, and 24 Cloverbud youth participated in the Emmet-Charlevoix County Fair
- 17 - Beef, 5 - Jr. Beef, 3 - Dairy Feeder, 6 - Lambs, 47 - Swine, 2 - Rabbits, 3 - Turkeys, 1 - Ducks, 2 - Chickens
- \$230,000 was made from the livestock auction.
- Youth who participate in showmanship and market classes at their local fair learn lifelong skills; including time management, budgeting, animal sciences skills, and public speaking - all while having fun.



Award winning 4-H still-projects—clothing designs



Award winning equestrian



Rabbit and pigeon in the small animal category



Livestock showing and auction



Flying Clover Club racing pigeon loft



Master Gardener booth at the Fair

Master Gardeners are a group who train and certify volunteers to be able to educate the public about gardening and improve their communities through horticulture related volunteering projects.



# IMPROVING HEALTH & NUTRITION

Michigan State University Extension is here to support all the ways we can live healthier lives, be strong and successful, and build healthier communities by bringing the vast knowledge and resources of MSU directly to your community.

MSU Extension offers programming and resources for social-emotional and mental health, chronic disease and diabetes management, food safety and food preservation, developing healthy relationships, caregiving and parenting, nutrition and physical activity, and more. Supported by the Expanded Food and Nutrition Education Program (EFNEP) and the Supplemental Nutrition Assistance Program-Education (SNAP-Ed), MSU Extension helps create long-lasting, positive changes — from community gardens to childcare homes and beyond.

Popular programs in Emmet County:



Black Bean Brownies made by the LTBB Cooking Matters for Adults class

**Cooking Matters for Adults** shows adult participants a wide variety of budget-friendly recipes, with participants making a new recipe each week.

**Cooking for One** uses real-life examples and opportunities to brainstorm ways to make cooking for a small household easier while keeping food safety, nutrition and budget in mind.

**Jump Into Food & Fitness** is a research-based curriculum for youth in grades third through fifth with fun nutrition, physical fitness and food safety learning activities.



Sauce for a Hearty Vegetable Pasta



Fall Vegetable Salad



Program at Petoskey Friendship Center

## SNAP-ED Statewide Impacts in 2023

- 40,680 youth were reached through SNAP-Ed community nutrition and physical activity programming.
- MSU Extension collaborated with 945 partners and 168 coalitions throughout the state for SNAP-Ed programming and outreach.
- 372,083 adults and youth were reached through indirect education activities including listening to educational podcasts and reading nutrition fact sheets on MSU Extension's website.



Cooking Matters series participants prepare produce for a recipe.

## Program Spotlight: Cooking Matters for Adults

In February and March of 2024, Community Nutrition Instructor Jane Sherry taught a Cooking Matters for Adults series at the Little Traverse Bay Bands of Odawa Indians (LTBB) Government Center. This series aims to educate adults and seniors about nutrition and physical activity and included topics such as food safety, meal planning and food budgeting. Each class offered nutrition discussion, five minutes of physical activity, cooking a healthy recipe together and take-home groceries. Ten participants attended, and many said the cooking portion of the class was their favorite as they got to try new recipes and cook together.



Southwestern black-eyed pea and corn salad

**“This class was so fun. Getting me off my recliner and learning new things. I’m hoping they offer this again.”**

**- Cooking Matters for Adults participant**



# FOSTERING STRONG COMMUNITIES

## *Governance, Leadership and Community Engagement*

Successful and thriving communities combine knowledgeable and engaged legislators, businesses, community groups and residents. By connecting these groups with the most trusted tools, MSU Extension helps enhance the quality of life in Michigan.

MSU Extension partner, the Northern Lakes Economic Alliance, works with businesses, local governments, and communities to improve local economies and the lives of Michigan residents. Two events which exemplified this work were the Northern Lakes Economic Symposium and Showcase, and the Thrive 45 March Cultivate Event.

### *2024 Northern Lakes Economic Symposium and Showcase*

This annual event is a forum for community and business leaders committed to the economic vitality of our region. It is an opportunity to tackle complex challenges, make strategic connections, and celebrate the many successes of our communities and businesses in Northern Michigan.

275 business and community leaders, state and federal officials converged at Boyne Mountain for a day focused on innovation to build upon Northern Michigan’s economic success. The day began with keynote speeches from President and CEO of Kilwins Chocolates Franchise Brian Britton, and President of Aster Brands Jake Manthei. This ignited inspiration and set the stage for a day filled with economic insight and opportunity. Breakout sessions covered critical topics such as innovation in outdoor recreation, housing construction, land-based industries and the labor market.



The City of Cheboygan was awarded the “Guts and Grit Award”



Keynote speaker President and CEO of Kilwin’s Chocolates Brian Britton

### *Thrive 45's March Cultivate Event*

Thrive 45 is a regional organization that promotes networking, professional development and volunteering among young professionals. The March event had 12 attendees who participated in an interactive presentation delving into regional economic trends, as well as a professional development session covering different aspects of economic development.





# FOSTERING STRONG COMMUNITIES

*Supporting Food & Farming Entrepreneurs*

MSU Product Center helps Emmet County residents develop products and businesses in food, agriculture and natural resources. Confidential business counseling is conducted by Product Center Innovation Counselor Wendy Wieland. This one-on-one assistance is tailored to the needs of the individual business, assisting them at any point, whether start-up or scale-up. Helping businesses access funds is an on-going need for many; Product Center and other MSU Extension staff are well versed in the various private and public institutions that operate in the field of Agriculture lending and grants. Food entrepreneurs can access technical assistance in order to comply with food safety and other regulatory requirements through the Product Center. Larger-scale start-ups and existing food businesses may choose to rent the Product Center's Okemos facility for processing, packaging and research necessary to commercialize their food or drink products.



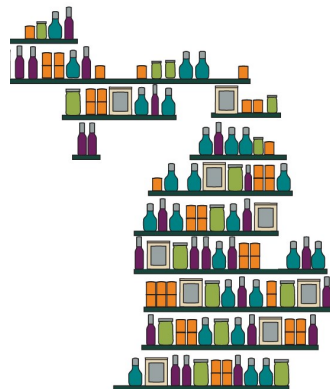
**Product Center**  
Food • Ag • Bio  
MICHIGAN STATE UNIVERSITY

Over the past year, Emmet County-based MSU Extension Product Center staff assisted 35 Emmet County businesses which:

- employ over 80 people
- have a combined total of \$3,088,500 in annual sales
- have created seven jobs

*Making It In Michigan (MIIM)* is a premier food trade show & networking conference.

The program features educational sessions, an interactive trade show and a unique buyer-supplier matchmaking program.



**Making It In Michigan**  
**April 24, 2024 - Lansing Center**  
**Registration Is Open!**

Hosted by



In partnership with



**148**  
Michigan-based Trade Show Vendors

**162**  
MIIM Conference Attendees

*"I am such a huge fan of MIIM (Making It In Michigan). It's a great way to ease into trade shows, meet buyers who really care, connect and meet with local business owners."*

*- Conference and trade show participant*





# FOSTERING STRONG COMMUNITIES

## Supporting Food & Farming Entrepreneurs

### Emmet County continues to show impressive growth in the Ag Sector.

According to the United States Department of Agriculture census of the agriculture profile of Emmet County:

- Number of farms increased from the last census by 16 percent; 96 percent are family farms.
- Agritourism and other recreational services comprised \$3.1 million in sales out of the total \$11.4 million.
- 42 percent of Emmet County’s 689 farmers were ‘New and Beginning Producers.’”
- 71 producers were age 35 and younger, and more than half were female.

Area farms increasingly rely on agritourism activities to meet growing consumer demand for a direct connection to local farms. These businesses attract ‘new to farming’ entrepreneurs and are an increasingly important part of the agricultural industry in Emmet County.

### MSU Extension Agritourism Summit - Traverse City, May 2024

This one-of-a-kind event featured educational sessions and networking opportunities, including the sharing of information and best practices from a variety of sectors—farmers, municipal officials, agritourism businesses, and other community leaders with an interest in rural entrepreneurship and economic development—while cultivating ongoing communication for the benefit of all.



MSU’s Ryan Coffey-Hoag addresses Summit participants.

- 176 participants representing 32 counties in Michigan
- Speakers included Petoskey farmer David Coveyou and Emmet County Planning and Zoning Director Tammy Doernenburg.
- 63 participants in pre-event bus tour to multiple successful agritourism operations in Grand Traverse and Leelanau Counties.



Tour participants allowed a rare look into the cheese cave at Leelanau Cheese

### Around the Table Event - Petoskey, March



MSU’s Emma Beauchamp shares farmer survey results.

76 area farmers gathered for good food, connection and discussions surrounding issues facing today’s growers and local food system supporters. At this gathering, preliminary results of a farmer livelihood study were shared. Event was organized by Crosshatch Center and the Local Food Alliance.



# SUPPORTING FOOD & AGRICULTURE

MSU Extension works to improve farm personnel well-being and income, expand agriculture-related businesses and increase employment opportunities, making agriculture one of the strongest industries within Michigan. Supporting agriculture and helping to improve financial stability and competitiveness has a significant economic impact on Michigan and local communities.

## \$104.7 BILLION

annual contribution from Michigan's food and agriculture industry

## \$5.13 BILLION

economic impact of the animal agriculture industry in Michigan

## 805,000

jobs related to the food and animal agriculture industry in Michigan

### Partnering with Growers for Timely Research to Address Local Issues

#### Smart Gardening

32,711 article views in 2022

#### Field Crop Programs

508,000 indirect contacts  
11,565 direct

#### Beginner Farmer

772 participants  
6,071 accessed resources

#### Farm Management

Over \$1.57 million in tax savings

### Helping farm families transition farm businesses to the next generation

- 168 attended educational programs
- over 100 Private Sessions
- 35,272 accessed written articles

*"I want you to know that I sincerely appreciate the help you have given us in the farm transition. Thank you for the hope you have given me (personally). I haven't had any for the farm in a long time."*

-Succession Planning participant

### Industry collaborations focus on preparedness for animal agriculture industry

#### ERAIL: Emergency Response to Accidents Involving Livestock

- Training of first responders, animal haulers and others on how to properly respond when animals are involved in a traffic accident.
- The ERAIL program currently has four trailers fully stocked and deployed in Berrien, Branch, Jackson and Otsego Counties.
- 42 counties, seven other states sent trainees to ERAIL program

### MSU Extension Fruit Team continues fight against Spotted Wing Drosophila (SWD)

Daily contact with fruit industry, 20 presentations to 500+ growers representing majority of 60,000 acres of susceptible crops has reduced SWD economic impact

- 83 percent of producers based management decisions on local/regional SWD trap reports and MSU Extension articles.
- 69 percent pruned cherry orchards to open canopies to minimize SWD pressure.
- 65 percent monitored for SWD adults using traps on the farm.



# EMMET COUNTY OFFICE

This past year Emmet County MSU Extension has helped community members through phone, email, Facebook and office walk-ins.

As MSU Extension continues to bring research and education to citizens across the state, three wonderful resources help reach every community member in our county:

**MSU Extension  
Lawn and Garden  
Hotline  
(888) 678-3464**

Calls answered by Extension Master Gardeners with the knowledge and resources to help with gardening and lawn questions.

**Ask Extension  
canr.msu.edu/  
outreach/ask-an-  
expert**

One-to-one answers from MSU Extension experts on topics such as lawns, agriculture, food preservation, natural resources, and more!

**Soil Testing  
homesoiltest.msu.ed  
u**

Don't guess - soil test! Learn what vital nutrient your soil is missing for healthy growth in gardens, lawns, and crops.

Purchase soil tests in our office or online.

MSU Extension Emmet County

Watson Comm. Resource Center

3434 Harbor-Petoskey Road Ste D

Harbor Springs, MI 49740

PHONE: 231-348-1770

EMAIL:

msue.emmet@county.msu.edu

WEB: [www.canr.msu.edu/emmet](http://www.canr.msu.edu/emmet)

**Stay Connected!**

Scan the QR code to sign up for monthly emails highlighting local MSU Extension events and information you can use



## MSU Extension Staff in Emmet County

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**MISSION:**  
**Michigan State University Extension helps people improve their lives through an educational process that applies knowledge to critical needs and issues and opportunities.**

MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

