

# COUNTY ANNUAL REPORT 2024

Montcalm County | 989-831-7500

- Bill Hendrian – District Director
- Sunni Haglund – 4-H Program Coordinator
- Steve Whittington – Field Crops Educator
- Joanna Urban – Community Nutrition Instructor
- Vicki Newcomb – Office Manager



## Message from the District Director

Montcalm County MSU Extension provides people with access to resources and expertise in areas of agriculture, agribusiness, health, nutrition, community, food, environment, and children and youth development. Staff located in Clinton, Eaton, Gratiot, Ingham, Ionia and Montcalm Counties all serve this area as a part of a statewide team of Extension professionals. Anyone is welcome to visit our office and meet with local professionals or get connected to the appropriate regional expert, purchase soil test kits for their fields or gardens, find pesticide manuals critical for certification, have their pressure canner lid tested or ask questions. People contacted us via telephone, email, in person, or online. In fact, 29,264,562 contacts through social media, web activity, e-newsletters, and handouts were made with MSU Extension statewide in 2024.

## Impact



**2,116** participants from the county attended programs hosted in the county.



**170** volunteers for Extension programs within the county



**479** youth enrolled in 4-H



**229** participants in county agriculture programs



**1,269** county residents who participated in health and nutrition programs



**1,557** youth participants in programs hosted in the county

## Overall Impact

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**5** community coalitions within the county that MSU Extension employees are members of.



**44** sites receiving nutrition or physical activity direct education within the county.



**2,116** participants from the county attended programs.



**648** direct client consultations



**275** programs (across the state) attended by participants from this county.



**29,264,562** contacts through social media, web activity, e-newsletters and handouts.



**7** sites receiving nutrition or physical activity Policy, System, or Environmental education within the county. Impacting **221** people.



**1,182** nutrition and physical activity participants hosted in-county.

## Economic Development, Environmental Conservation, and Agricultural Productivity

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**67,320** participants in community, food, and environment programs from across Michigan



**470** virtual programs related to financial education, food systems, water and environmental quality, government and businesses.



**3,365** Newsletters, e-newsletters, and handouts shared within the county



**\$246.5 billion** annual impact of food and agriculture on Michigan's economy



**52** programs hosted within the county

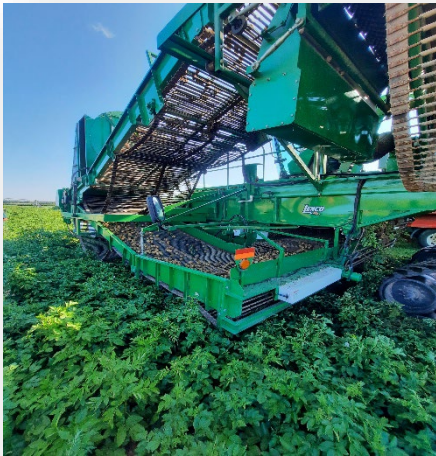


**229** participants in county agriculture programs.

# Agriculture/Agribusiness Programs

- 229 clients served
- 54 soil test kits sold
- 82 processed soil tests from the county

Our MSU Extension Field Crops team helps to serve the county by providing education pertaining to restricted pesticide use and certification, soil health, weed control, irrigation, cover crops, strong crop production and more. They host several in-person educational programs throughout the year available for the farmers to attend (such as the annual Potato Field Day at the Montcalm Research Center), along with a multitude of webinar series for our farmers, such as Virtual Breakfast and the annual Field Crops webinar series. Our Field Crops educators also spend time out in the fields with the farmers in the county, learning what their needs are and helping the farmers to solve any issues that they may be having.



## 2024 Potato Field Day

Potato Field Day was held at the Montcalm Research Center in 2024. The total registrations for this event were 105. This field day event brought producers, agribusiness professionals, the local agriculture industry, state regulators, federal services like the USDA, and MSU academic staff and researchers together around Montcalm County's best commodity output: potatoes. The event consisted of three breakout sessions: water stewardship and irrigation efficiencies, compost and fumigation trial demonstration and a harvest/post-harvest handling demonstration. These topics were chosen because of their importance and relevance to the producers in the area.

## 2024 Integrated Crop and Pest Management (ICPM) Update

This update is a valuable way to assist producers and agribusiness professionals in addressing possible management options associated with emerging issues and concerns. The 2024 ICPM Update reached 135 participants in-person and 183 participants virtually. Participants attended from 43 out of 83 Michigan counties.

Based on evaluation results from 240 respondents:

- In total, participants reported managing or directly impacting 3,078,351 acres of agricultural land
- 61% of participants indicated that their knowledge increased as a result of the update
- 49% indicated that they will make management changes based on the information presented
- Changes will likely impact over 270,000 acres
- Total value of increased management is estimated to be \$2,001,145



## Public Health, Nutrition, and Youth Programming



**479** youth enrolled in 4-H



**2,011** total youth participants in 4-H sponsored programs in the county



**136** total 4-H volunteers



**1,182** nutrition and physical activities participants hosted in-county



### Keep Going, Keep Growing

The residents in one housing community are putting the "green" in Greenbriar Apartments by starting container gardens for vegetables. When you look around the community, you see plants growing everywhere - on patios and balconies, in pots, tubs and even kiddie pools! Vines hang down from the second floor and spread across patio bricks. Small produce is beginning to appear on leafy green plants. In the background, kids play on the jungle gym, ride bikes, and splash in sprinklers. If you show up on a Thursday, you might see members of the Greenbriar community congregating outside the activities building, waiting for their weekly group physical activity to begin. Today, everyone is walking together. Next week, they might do aerobics inside if it's raining. Either way, they will be tracking their physical activity as part of a challenge they started last year to increase their exercise and hold each other accountable. *Story from Joanna Urban, MSU Extension*

### 4-H youth programming outreach

During the 2024 program year, our 4-H Program Coordinator Sunni Haglund hosted a multitude of programs for youth and their families (4-H and non-4-H families participated)

These events consisted of, but were not limited to:

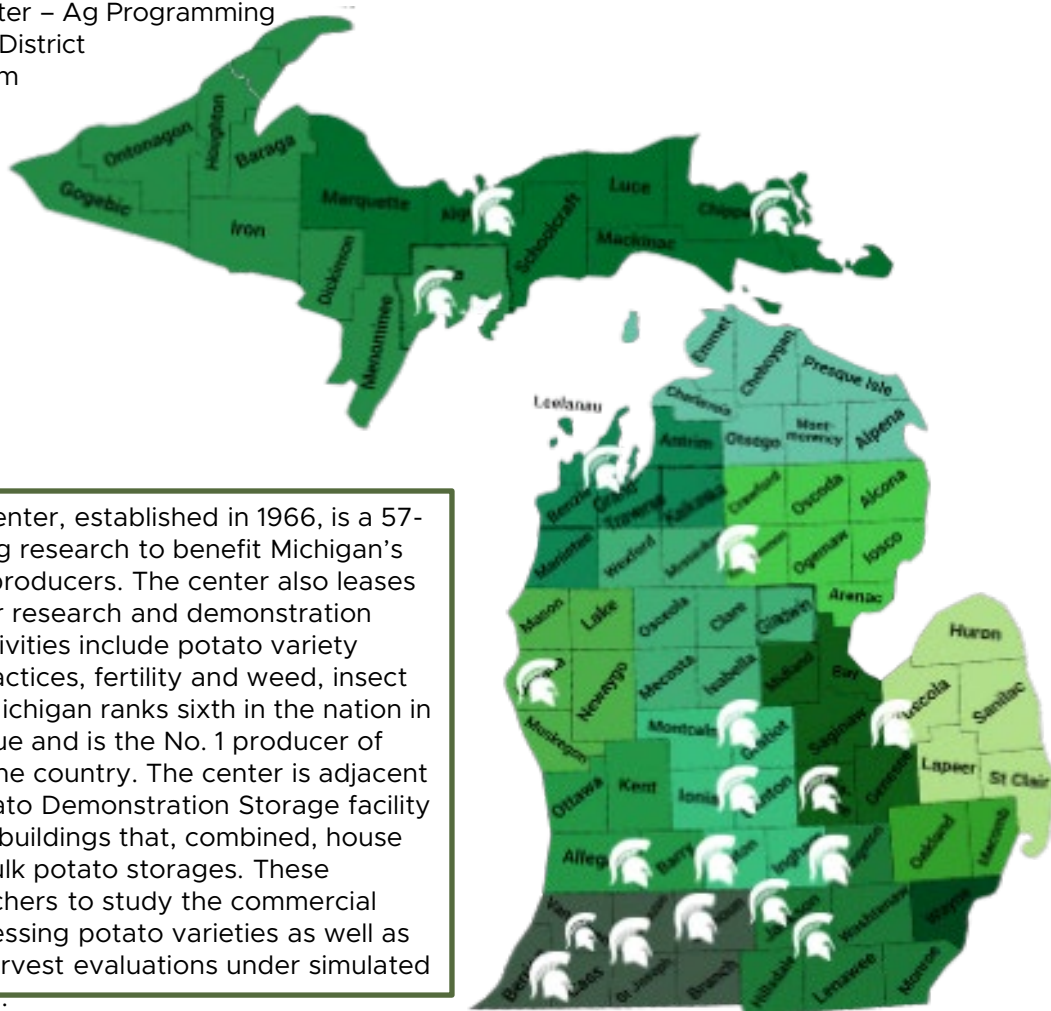
- Teaching embryology to three classes of third-grade students.
- Two Family Fun Nights and a Back-to-School event that hosted around 300 people each
- Three Mindfulness teachings at the libraries
- Five kids' day camp sessions of around 30 kids each
- Adventure Camp that hosted 64 kids
- Community Dog Show at Stanton Old Fashion Days
- scavenger hunts
- A haunted barn for Halloween
- A veterans' appreciation luncheon that hosted 55 families





# County Partnerships:

Hillcrest Elementary School – Embryology  
Greenville Public Schools – Nutrition & Physical Activity programming  
Montcalm County Fair Association – Fair & Events  
Montcalm Community College – 4-H Events and Pesticide Review  
Lakeview Elementary School – Embryology and Nutrition & Physical Activity programming  
Tamarack District Library – Youth Events  
Flat River Community Library – Youth Events and Nutrition & Physical Activity programming  
Montcalm County Commission on Aging - Nutrition & Physical Activity programming  
Hope Network/KMG Prestige  
IM Kids 3<sup>rd</sup> Meal  
Montcalm Great Start Readiness Program - Nutrition & Physical Activity programming  
Huntery's Clubhouse  
Lincoln Heights Elementary - Nutrition & Physical Activity programming  
Baldwin Heights Elementary - Nutrition & Physical Activity programming  
Vestaburg Community Schools - Nutrition & Physical Activity programming  
Carson City Elementary - Nutrition & Physical Activity programming  
Tri-County Edgerton School - Nutrition & Physical Activity programming  
Montcalm Research Center – Ag Programming  
Montcalm Conservation District  
Potato Outreach Program



Montcalm Research Center, established in 1966, is a 57-acre facility conducting research to benefit Michigan's potato and dry bean producers. The center also leases 40 additional acres for research and demonstration projects. Research activities include potato variety evaluation, cultural practices, fertility and weed, insect and disease control. Michigan ranks sixth in the nation in potato production value and is the No. 1 producer of chipping potatoes in the country. The center is adjacent to the Burt Cargill Potato Demonstration Storage facility which consists of two buildings that, combined, house nine 50,000-pound bulk potato storages. These storages allow researchers to study the commercial potential of new processing potato varieties as well as perform other post-harvest evaluations under simulated commercial evaluation.



Montcalm County Fair



Horse Show



Potato Field Day



Montcalm County Fair



Youth Sing at Nursing Home

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