

THE 2022

MSU EXTENSION

ANNUAL REPORT

NOTE FROM THE DISTRICT DIRECTOR

Embedded in communities across the state, Michigan State University (MSU) Extension brings the science, programs and resources of Michigan's land grant university to organization, communities and individuals throughout the state.

Over the past year, MSU Extension has continued to provide exceptional programming in Ottawa County. MSU Extension works to meet community needs by partnering with local organizations to bring programming that directly impacts county residents' lives. In 2022, we onboarded three new staff to the team to tackle health education, 4-H youth development and agriculture. In 2022, we continued to expand our program offerings to meet the needs of the residents of Ottawa County.



We're excited to present the 2022 Annual Report that gives an overview of MSU Extension's accomplishments and ongoing work. We're passionate about serving Ottawa County and we look forward to a new year. Thank you for your continued support of MSU Extension and for partnering with us to make a difference.

Erin Moore, District 7 Director

BY THE NUMBERS

Served
4,087
Ottawa
residents

Answered
159 Ask an
Expert
Questions

Hosted 117
program
activities in
Ottawa
County

28 Active
4-H Clubs

4-H YOUTH DEVELOPMENT



The goal of the 4-H Youth Development model is for **4-H** to "provide kids with community, mentors, and learning opportunities to develop the skills they need to create positive change in their lives." You need to look no further than the amazing youth in the Ottawa County 4-H program. In 2022, Ottawa County had **28** active clubs with a total of **484** youth registered in club programs, **101** adult volunteers and an additional **74** youth participating in other youth programs.

New 4-H Program Coordinator

In 2022, MSU Extension brought on a new 4-H Program Coordinator, Tyler Lidgard! Tyler graduated from Grand Valley State University with a bachelor's degree in Natural Resource Management and, prior to joining our team, she worked as a park steward for Ottawa County Parks and Recreation and fell in love with the area. Tyler also worked as a Mobile Boat Wash Crew leader for MSU Extension's Clean Boats, Clean Waters Program traveling across the state teaching people about aquatic invasive species prevention. She jumped right in to her new roll in November of 2022. She is looking forward to making an impact on the local community through 4-H. Welcome Tyler!



Tyler Lidgard, Ottawa County 4-H Program Coordinator

2022 State Horse Show

In August of 2022, 16 Ottawa County 4-Hers participated in the State 4-H Horse Show. This three day event includes more than 275 classes of 4-H members and their projects competing on a statewide basis at the Michigan State University Pavilion for Agriculture & Livestock Education in Lansing. It even includes a photography contest!

4-H Way

4-H empowers young people with the skills to lead for a lifetime. It's a research-based experience that includes a mentor, a hands-on project, and a meaningful leadership opportunity.

MICHIGAN SEA GRANT

Michigan Sea Grant is a cooperative program of the University of Michigan, Michigan State University, and the National Oceanic and Atmospheric Administration. We fund research, education, and outreach projects designed to foster science-based decisions about the use and conservation of Great Lakes resources.

Michigan Steelhead Project

The Michigan River Steelhead Project enlists anglers to collect data on steelhead in the rivers they fish most often. Since 2018, all steelhead stocked in Michigan waters have been fin-clipped, which means that anglers can now easily identify and record stocked vs. wild fish. Program participants use the Great Lakes Angler Diary, an online reporting system, to report all steelhead caught over the course of the year.

The Michigan River Steelhead Program is more than just a data reporting exercise, though. Anglers from around the state are invited to participate in regularly scheduled Zoom meetings and receive e-mail updates with links to related articles and videos. The Zoom meetings feature the recent findings from our data collection efforts and updates from River Teams. Each River Team includes an Agency Partner from DNR to speak on management issues and a Team Leader; often an outdoor writer, guide, or other highly committed angler with local connections.

In 2022, the program had 259 new, unique registrations. This speaks to the effectiveness of marketing strategies that encourage Team Leaders to market by word of mouth and with promotional materials, mention of the program in magazine and newsletter articles, appearances on a popular YouTube Channel that generated over 29,000 views, and timely sharing of information generated by the program.

Cops & Bobbers

In July of 2022, MSU Extension in collaboration with the Ottawa County Parks Department and the Ottawa County Sheriff's Department, hosted an event called "Cops and Bobbers." This event was dedicated to introducing kids to fishing, conservation and water safety, and promoting general relationship building between the County and its residents. There were over 60 individuals that attended the event.



Bio Blitz

A BioBlitz is an event that focuses on finding and identifying as many species as possible in a specific area over a short period of time. In 2022, over 100 Ottawa County residents attended the BioBlitz at Ottawa Sands, hosted by MSU Extension and Ottawa County Parks and Recreation.

At the BioBlitz, scientists, families, students, teachers, and other community members worked together to get a snapshot of the area's biodiversity. This year six species of fish were captured. These included Bluegill, yellow Perch, Largemouth bass, Sand Shiner, Bluntnose Minnow and Banded Killfish.

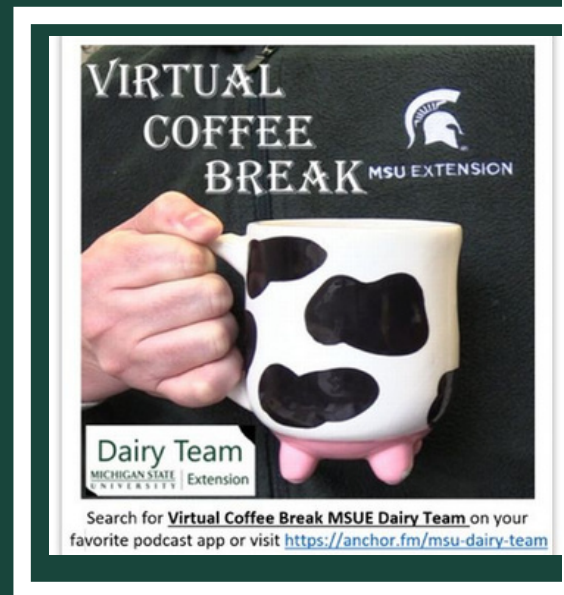
SUPPORTING AGRICULTURE AND AGRIBUSINESS

Virtual Coffee Break Podcast

Reaching people where they are is one of the cornerstones of our outreach work at MSU Extension. During 2020 The MSU Extension Dairy team started exploring a new way to deliver some of our educational programs in newer formats. The goal was to develop an on-demand program that was flexible for folks to join on their own time, at their own pace, and on the topics, they wanted to learn about. With this in mind, The Virtual Coffee break podcast began. The podcast is produced by dairy educator Martin Mangual, with support from the entire MSU Extension dairy team.

In 2022, the program continued to grow. Two new seasons were published with additional hot-topic episodes. Hot topics episodes are focused on special events that are happening in Michigan. Some examples include the Michigan Manure Hauler certification program or the Michigan Dairy Health symposium Teaser, among others. In total 21 new episodes were released through 2022. In 2022, 1,852 people tuned in to listen to podcast episodes. Additionally, the information shared in some of the podcasts was featured in multiple articles in the online Hoards Dairyman, which increased the reach of the podcasts.

This year, we also featured high-profile guests inside the dairy industry, including Krysta Harden, President and CEO of the US Dairy Export Council, and AG Bio Research Director Dr. George Smith. To date, 5,669 listeners have benefited from this teamwide effort. The program will continue to grow as the dairy team improves our reach and increases the value of each podcast for our listeners.



SUPPORTING AGRICULTURE AND AGRIBUSINESS

Soybean Production



In 2022, MSU Extension Soybean Educator Mike Staton, hosted a tour of the MSU Soybean Variety Performance Trial in Hopkins. More than 30 producers and agronomists from the area participated in the program and were able to visually compare all the varieties. Variety selection is one of the most important decisions producers make as it can increase yield by 5 to 10 bushels per acre. Dr. Kurt Steinke, MSU Nutrient Management Specialist, also provided the participants with important fertilizer management strategies for the 2023 growing season.

Small Fruit Education

Another commodity that is crucial to the Agriculture industry of Ottawa County is blueberries. Last year, 211 growers attended MSU Extension Small Fruit programs to learn how to manage major blueberry production risks. According to the post program surveys, attendees improved their knowledge/skills on Integrated Pest Management, and Irrigation and Pesticide Management. In addition, 75% of the growers attending our programs reported "zero" fruit damage by the Spotted Wing Drosophila, which reduced insecticide applications to less than seven per season and saved \$214/acre in pest control.



Dairy Education

In 2022, 61 farmers from Ottawa County attended Dairy Education programs held by MSU Extension Dairy Educator, Martin Mangual. These programs included Milker Training, Parlor Performance Evaluations, Feed Program Assessments, and Managing Your Cow's Genes for Greater Profits. These programs help farmers analyze milking protocols and parlor efficiency, give on-site training, and provide recommendations to reduce milking issues.



Bee Keeping

MSU Extension offers an online, self-paced online course called "Heroes to Hives" that seeks to address financial and personal wellness of veterans through professional training and community development centered around beekeeping. In 2022, 21 Ottawa County veterans took this course. Additionally, the MSU Extension Apiculture Educator, spoke at the Holland Area Beekeepers Association meeting with a group of 43 Ottawa county residents.

SUPPORTING AGRICULTURE AND AGRIBUSINESS

Smart Gardening Seminars at Windmill Island Gardens



MSU Extension and Windmill Island Gardens of Holland partnered up to offer three free Smart Gardening classes held throughout the season. 125 Ottawa County residents attended these seminars which included: Smart Gardening for Pollinators, Garden Sized trees, and Smart Gardening with Bulbs . These classes help gardeners make smart choices in their own backyards.

Ornamental Horticulture

The Ornamental Horticulture team hosted a webinar series called "Got Weeds? Weed Management in Christmas Tree production" that had 443 attendees. This four-part series focused on introductory material, glyphosate risk and alternatives, and chemical and non-chemical management. Of those that attended, 123 farms reported that they used the knowledge they gained to make changes to their herbicide or weed management programs that affect over 28,932 acres of Christmas trees.



The Summer Christmas Tree Conference, hosted by MSU Extension Christmas Tree Educator, Bill Lindberg, had 304 growers attend from across the Great Lake region. Evaluations showed that 93% of the attendees would implement changes based on educational content learned from this conference. One new grower also stated that they had been stuck getting conflicting advice from various neighbors and getting to consult with experts from MSU Extension would help them on their farm!

24
Commercial
Soil Tests in
Ottawa
County

961 attended
the MI Ag
Ideas to Grow
With
Conference

114
Residential
Soil Tests in
Ottawa
County

82 Ottawa
residents
attended
Pesticide
Applicator
Review
Sessions

72 Ottawa
Residents
attended
Virtual
Breakfast
weekly
webinars

917 Youth -
Seniors
attended Health
& Nutrition
programs in
Ottawa County

HEALTH AND NUTRITION

SNAP-ED

SNAP-ED Instructors, Christian Kleinjans and Amy Prins taught 454 Ottawa County children in 34 classrooms about food and nutrition. The Teen Cuisine, Show Me Nutrition, and Healthy Eating Adds Up series help educate children about the importance of increasing their vegetable and fruit consumption, as well as increase their physical activity. The Grow It, Try It, Like It series is a garden-themed interactive/hands-on learning programs for preschool aged children. The children learned about healthy eating, food resource management, physical activity and reduced sedentary behavior, healthy eating behaviors, and food resource management behaviors. In addition, they successfully partnered with Ottawa Foods for the Meet Up and Eat Up program, which served 140 kids at over 9 events.



Amy and Christian also taught 376 adults and seniors about eating healthy on a budget, making healthy eating part of their lifestyle, physical activity and maintaining a healthy weight through a number of different programs. A few of these include: Food Club, Eat Healthy Be Active, Cooking for One, Food Demonstrations and Cooking Techniques, Food Budgeting and Meal Planning, Senior Project Fresh, and more.



MY WAY TO WELLNESS

My Way to Wellness is a free nutrition program offered by MSU Extension for individuals living in Michigan who are eligible for supplemental food assistance. The course reviews healthy food choices, physical activity, goal setting, food safety, reading a food label, and more! The course has interactive activities and knowledge checkpoints to aid in learning. In 2022, Harbor House of Women partnered with MSU Extension to host two My Way to Wellness programs. Participants completed the 10 lesson program taught by Amy Prins, focusing on healthy eating and physical activity habits. In total, 54 participants enrolled in the program.

FOOD SAFETY

In 2022, 88 Ottawa County residents took classes and accessed resources from MSU Extension's Food Safety Team. These classes covered a variety of topics that helped residents gain the knowledge and training to prevent food borne illnesses. Some examples of the classes attended are:

- Food Safety for Food Service Workers
- Michigan Cottage Food Law
- Safe Food = Healthy Kids
- Food Safety Q & A
- Food Security - GVSU
- ServSafe
- Preserving MI Harvest
- Food Safety on the Road
- Farmers Markets
- Eggs, Eggs, Eggs
- Knives 101
- Open Sesame & Food Allergens

19 Pressure
Canner
Gauges were
tested in
Ottawa
County

OTTAWA COUNTY 2022

FINANCIAL LITERACY

In 2022, Ottawa County residents attended a variety of financial literacy webinars. MSU Extension provides resources and education on money management, foreclosure prevention, buying your own home, retirement planning and more to help residents and their families be more financially healthy. Some of the webinars Ottawa County residents attended are:

- Homebuyer Education
- Protecting Your Identity
- Wealth Building
- Informed Renter
- Identity Theft
- Retirement Myths and Facts
- Savvy Tips for Starting a Small Business



MSU EXTENSION PRODUCT CENTER



Tea from St. Steve's Farm-Crafted Beverages in Hudsonville. St. Steve's is one business that has utilized trainings and support from the MSU Extension Product Center

In 2022, 79 Ottawa County residents utilized courses and consultations from the MSU Extension Product Center. The MSU Product Center supports innovation and growth for business, industry and entrepreneurs in food, agriculture and natural resource sectors. Residents utilized the following programs offered:

- Monthly Consultations
- Mobile Food Vehicle Course
- How to Start a Food Truck Business
- Value-Added producer Grant
- Getting Started with Amazon Sales
- Starting a Mobile Food Business Workshop
- Michigan Works! Going Pro
- Making It In Michigan: Food Entrepreneurs' Path to Success
- Starting a Commercial Food Business

MINDFUL MONDAYS LUNCH & LEARN AND MINDFUL MORNING COFFEE HOUR

In a continued effort to manage our mental health in 2022, residents (93 Ottawa County) tuned in and found resources through weekly Monday Morning Coffee Hour and Mindful Monday Lunch & Learn sessions. These sessions explored mindfulness basics such as breathing, moving, eating, walking, thought surfing, taming your busy mind, and more. Research has shown that people who are more mindful are generally happier and report less anxiety, symptoms of depression, anger and worries. Some of the weekly topics were:

- Relax
- Mindfulness for Children
- Calming down & De-Stressing
- Anger and Forgiveness
- Begin With a Breath
- Laughter is the best medicine
- Changing negative self talk
- Be Kind to Your Mind
- What is Anger?
- Problem Solving
- Maintaining Health in Challenging Times
- Mindful Eating

314 Ottawa County residents attended Health and Mindfulness programs

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UNIVERSITY

Extension