

KENTUCKY  **KENTUCKY STATE UNIVERSITY**
COOPERATIVE EXTENSION

UK MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT
 KSU COLLEGE OF AGRICULTURE, HEALTH, AND NATURAL RESOURCES

REPORT TO THE PEOPLE 2024–2025

WE DELIVER SCIENCE-BASED INFORMATION, PROVIDE, EDUCATION AND TRAINING, AND PRODUCE SOLUTIONS

It starts with us



DID YOU KNOW...

Daviess County 4-H reached a new record by taking 94 people to 4-H Camp?

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FAMILY AND CONSUMER SCIENCES

POP (*Power of Produce*) Club was designed for participants to experience fresh fruits and/or vegetables each week, encourage trying new foods, use healthy and budget-friendly recipes, and assist with closing the gap in access to fresh produce. POP Club provides funding to purchase items from local producers in the community. Over an eight week period, POP Club participants visited the Owensboro Regional Farmers' Market weekly, completed an activity, tried a sample from a recipe based on seasonality, and earned \$5 in market bucks. Almost \$4,000 in grant funds were given out as market bucks for participants to spend on local produce. Among the 71 families who participated in the program, there were 105 youth and 63 adults.

The post-program survey showed that 98% of participants tried something new, 63% made the weekly recipes at home, 100% purchased fresh produce from the market, 98% increased their intake of fruit, 95% increased their intake of vegetables, and 93% visited the Farmers' Market more than they normally would.

One parent said, *"My kids looked forward to it every week and enjoyed spending their market bucks to pick out healthy foods for our family. The recipes were great, even for my picky eater."* Another stated, *"It was such a fun family bonding time!"*

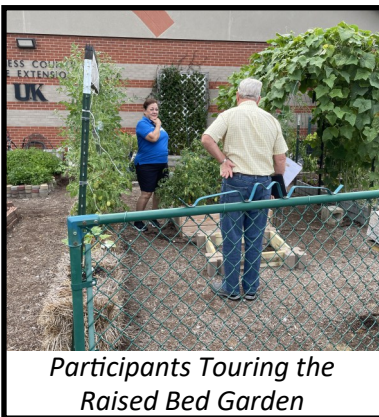
One vendor stated, *"I thought it was a great addition and got children interested in learning about produce and how to budget their money."*



Participants with their Market Bucks

HORTICULTURE

Gardening in raised beds has grown in popularity as people want to grow more of their own food. Limited space and lack of power equipment are barriers for implementing a vegetable garden in the backyard. Raised bed gardening fits in small spaces and only requires hand tools. The Extension Master Gardeners developed and maintained the Raised Bed Demonstration Garden at the Daviess County Cooperative Extension Office. The "Extension Master Gardener Raised Bed Demonstration Garden Tour" was held to show the different materials used to make raised beds and how to grow different vegetables in them. After the educational program, the 30 participants toured the garden and spoke with Extension Master Gardeners. Following the program, 23 of 30 participants responded to a survey indicating that 91% learned which soil to use in raised garden beds and 87% learned the different types of materials that can be used for constructing a raised bed. 100% plan to incorporate one or more aspects of the demonstration garden in their own garden in the future. One participant said that this program provided them with "confidence to try this myself!"



Participants Touring the Raised Bed Garden

4-H YOUTH DEVELOPMENT



Many Latino youth in Kentucky face significant educational challenges due to the immigrant and socioeconomic status of their parents. In response to the growing number of Latino youth and the need to support their educational journey, Kentucky 4-H implemented the Juntos 4-H Program. This wraparound program engages the youth's support system to build capacity within the community through family workshops, Juntos 4-H Clubs, community nights, and a State Juntos 4-H Academy. In Daviess County thirteen youth and three volunteers participated in the program.

These students, representing Owensboro High School and Daviess County High School, attended Juntos 4-H Summer Academy May 30-June 1 at the University of Kentucky. Participants engaged in community service projects, campus tours, networking, and one-on-one or small group sessions with representatives from various university departments, including Undergraduate Admissions, Financial Aid, Residential Life, Gatton College of Business and Economics, and the Entomology Department. After participating in the Juntos 4-H Program, 93% reported they often work as a team to accomplish a common goal, 85% said they can often identify leaders in their community, 79% identified attending a four-year institution as their post-high school goal, and 71% said they often used the information gained in Juntos to communicate with others.



Juntos Participants at UK

Annie's Project is a farm management training program for women who want to be more active in the business side of the family farm. Extension agents in Daviess and Henderson Counties graduated 25 women from this 15-hour, six-week, instructional course. The program was taught by Cooperative Extension Agents, UK specialists, and community professionals.

The following was reported from the 17 participants who completed the post-program survey: 100% gained knowledge regarding basic estate planning terminology, how estate plans impact farm families, forms of property ownership, and the role of the USDA Natural Resources Conservation Service (NCRS) in meeting the environmental goals of farmers; 94% gained knowledge of women's roles in managing personal and business assets, strategies to communicate with farm family members or partners, how to participate in programs or obtain loans from the USDA Farm Service Agency (FSA), how to evaluate a marketing contract, where to find information on cash rental/leasing rates, and how soil types influence land use decisions and productivity; 81% indicated they were starting or continuing to obtain market pricing information from a reliable source; 76% reported starting or continuing to complete modified forms of property ownership to reduce liability or meet other goals, are comparing their farm financial ratios to benchmarks, and are visiting NCRS to learn more about programs offered; 100% indicated this course provided a safe and nurturing learning environment; and 94% agreed an all-women environment would be important to them in the future. Comments on the survey about the steps taken during the course included asking more questions about their operation, communicating with their husband more, and meeting with an insurance agent for proper coverage for their operation.



Annie's Project Participants

ALL-AREA COLLABORATION

The Daviess County Cooperative Extension Service hosted their first Open House in many years. The idea behind this event was to showcase the different areas of programming offered by Extension in Daviess County. Members from the County Extension Council and District Board provided input during the planning process. Flyers of the event were sent to all who receive a newsletter from our office, local community groups, city/county officials, and posted on social media. Live on Location with WBKR (local radio station) provided promotion of the event beforehand and four live interviews during the event. Participants received a Daviess County Extension t-shirt at the registration table and were given bingo cards to encourage people to visit each area. Completed cards were turned in to register for one of the many door prizes provided. The Daviess County Cattlemen's Association grilled hamburgers and hot dogs and provided chips, drinks, and dessert. Program areas represented included: Agriculture and Natural Resources, Horticulture, Garden, Family and Consumer Sciences, 4-H, All Areas Program Assistant, Nutrition Education Program, and Livestock/Tractor.

Approximately 250 people attended the Open House. Of those, 169 turned in bingo cards. Of those, 106 people signed up to receive newsletters from at least one program area, 46 people reported hearing about the event from Facebook, 25 from family/friends, 20 from mail/newsletter, 13 from previous Extension programming, 5 from local media, and 3 from signs on the road/parking lot.



Participants Talking to our All-Area Program Assistant

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SCAN ME

EXTENDING KNOWLEDGE

Changing Lives

Extension at a Glance

334

Number of youth who reported an increased knowledge of substance use prevention, addiction, and/or recovery (or related subject matter)

164

Number of individuals who reported an increase in their fruit and/or vegetable consumption as a result of an Extension programs

725

Number of people who increased profits, reduced expenses, and/or reduced risk

920

Youth engaged in Leadership & Civic Engagement 4-H Programming

243

Number of people who recognize methods to reduce risk and improve farm profit

2927

Hours volunteered by Green River Area Extension Master Gardeners

44

Number of individuals who reported increased knowledge, skills, or intentions related to using the nutrition facts label

974

Hours volunteered by Daviess County Extension Homemaker members

1153

People who gained knowledge in consumer and home horticulture including: native plants, disease and pests, composting, site analysis, and proper maintenance

300

Number of clientele increasing agriculture awareness due to Extension programming

126

Pounds of vegetables donated to a local soup kitchen.

696

Individuals who used Extension diagnostic testing and identification services for soil health, hay testing, plant and pest identification, and plant and animal disease

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Cooperative Extension Service

Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

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