

AREERA FY 2000-2004 Plan of Work

1890 (LU) Cooperative Extension Service

Overview

In the over-25-year history of Lincoln University Cooperative Extension (LUCE), one goal continues to serve as the driving force for program development and implementation. That goal is reaching out to hard-to-reach Missouri citizens ... rural and urban residents with limited social and economic resources. A significant sector of the state's population still falls into this under-served group.

Missouri ranks very high in the nation in the percentage of older adults residing in the state. In addition, minority individuals within this group have a much lower standard of living, and have poor access to quality health care professionals. There is the need to provide necessary education to this audience, to ensure a healthy and productive life.

The number of minority-owned farms has reduced significantly in the past decade. This has resulted in the migration of African Americans to urban America. It has been stated that this is a contributing factor to urban plight. Profitable farming methods by minority farmers, coupled with education about the benefits of a farming lifestyle will help to stem the exodus of minority landowners from farming.

As extensions programs are implemented under this plan we will integrate distance-learning technology to facilitate workshops and information dissemination when applicable. The increased use of this technology will be measured in terms of cost and time- savings as it relates to travel and reaching a broader audience.

Stakeholders

LUCE programming is designed to address the expressed needs of our stakeholders. The mechanisms used to garner stakeholder participation are diverse and heavily dependent on the needs of the community being served. However, the source of information used in program planning and development are derived from surveys, focus groups, local interest groups, and Extension staff.

LUCE is now in the process of conducting a "client satisfaction survey" among all the citizens it serves under various programs. The findings from this survey will be considered while preparing all future Work Plans.

Merit Review Process

Successful Extension programming requires constant input from both state and local partners, which include subject matter experts. All programs delivered by Lincoln University will undergo periodic review by local and state review teams. These teams will consist of stakeholders having significant input. The team and review approach will be program specific.

<i>1890 (LU) Extension</i>					
<i>Overall Budget by Year and Goals</i>					
<i>Year</i>	<i>Goal 1</i>	<i>Goal 2</i>	<i>Goal 5</i>	<i>Total</i>	<i>State Match</i>
2000	\$930,000	\$425,000	\$1,175,000	\$2,530,000	\$530,000
2001	\$990,000	\$460,000	\$1,320,000	\$2,770,000	\$770,000
2002	\$990,000	\$470,000	\$1,440,000	\$2,900,000	\$900,000
2003	\$900,000	\$470,000	\$1,440,000	\$2,900,000	\$900,000
2004	\$900,000	\$470,000	\$1,440,000	\$2,900,000	\$900,000

GOAL 1: An Agricultural System that is Highly Competitive in the Global Economy

SMALL FARM FAMILY PROGRAM

Statement of Issue(s):

- * Approximately 80% of Missouri farms are classified as "small farms". Maintaining their viability is central to the survival and progress of many small townships and communities. Therefore, the survival and continued profitability of Missouri's small farms are major concerns for farmers and community leaders alike. These concerns have been expressed at all levels of the community, and through several forums.

Performance Goals:

- * The purpose of the Small Farm Family Program (SFFP) is to meet the informational and educational needs of farm families who are likely to be under served by other University Outreach and Extension (UO/E) programs. The under served are most likely to be those families with minority status and/or limited resources - including financial means, education, political power, social status, self-esteem, and thus, have limited access to usual sources of knowledge and information.
- * The SFFP personnel constantly strive for opportunities to educate program participants on the importance of conserving natural resources, maintaining and/or improving the environment, and on becoming less dependant on purchased inputs. As more research-based information becomes available on sustainable agriculture, these are passed on to the small family farmers. The program promotes technologies that are environmentally friendly, economically sound, and socially responsible.

Key Program Components:

- * The SFFP is unique in that it requires input and research-based knowledge from many areas, as it supports "all" educational and informational needs of a family farmer. The program implementers are obliged to seek out information wherever these might be available; this often forces collaboration with myriad organizations.

Internal and External Linkages:

- * During the 28 years since the program's inception, an extensive and strong network of relationships have been developed among various program stakeholders. This program represents a model of collaborative partnership between the state's 1862 and 1890 institutions. Through a signed Memorandum of Agreement between the two institutions, the organizational structure and the program implementation plan have been formalized. While LUCE provides the bulk of the operational expenses and leadership to the program, University of Missouri System Outreach and Extension (UMSOE) makes available an array of resources necessary to implement the program.
- * LUCE has designated a full-time person to provide leadership to the program, and UMSOE has included SFFP in the job responsibilities of three Regional Directors and three Farm Management Specialists (who serve as the Regional SFFP Coordinators). The program is delivered to the target population by SFFP Educational Assistants (EAs) on a one-on-one basis. At present, there are 20 EAs serving 22 counties in the southern part of the state. An Advisory Council, formed with representatives from various stakeholders' groups, oversee proper functioning of the program.
- * The two land grant institutions will co-host the Second National Small Farm Conference in St. Louis in October 1999. LUCE is also considered for housing a Regional Small Farm Information Center.

Target Audiences:

- * This program is specifically geared toward serving small family farmers who are often not reached by other more traditional extension programs. These educationally and financially disadvantaged people also lack self-confidence and political power. They do not actively seek out information or assistance. The EAs are recruited from the same locality, with similar backgrounds. Thus, it is easier for these EAs to gain the confidence of targeted populations. They seek out families who could use the program assistance, and then work with them on a one-to-one basis.

Program Duration:

- * This program started in 1971. The state of Missouri still has about 100,000 small farms, and a majority are struggling to hold onto these farms while they still make a living. They desperately need

help now, and will require assistance for years to come. Thus, this program must continue for a very long time.

Allocated Resources:

- * LUCE budgets approximately \$550,000 annually to this program. In addition, UMSOE commits considerable human resources - approximately 5 FTE - to support the activities of this program. The state of Missouri also allocates \$50,000 to support the SFFP. There are 20 EAs working in 22 counties. There is also a demand to expand this program.

<u>Fiscal Year</u>	<u>FTE</u>	<u>Dollars</u>
2000	20	\$600,000
2001	20	\$605,000
2002	20	\$605,000
2003	20	\$605,000
2004	20	\$605,000

Merit Review:

- * The Small Farm Family Program activities were reviewed at least twice in the nineties, the last one conducted in 1996. The review team was composed of faculty members from both Lincoln University and the University of Missouri, and a few other stakeholders. Most recommendations made by the team have since been implemented.
- * The SFFP Advisory Council regularly monitors program activities. Another evaluation will be done in the year 2001 by a team composed of University personnel, USDA, state agencies, and other stakeholders.

SHEEP AND GOAT PRODUCTION

Statement of Issue(s):

- * The land area in Missouri suitable for sheep and goat grazing and browsing is 46% of the total land. Small ruminants primarily, sheep and goats are best suited for converting forage, forbs and browse into meat, milk and fiber as saleable and consumable products high in nutrition and wearable items. Profitable use of these non-arable lands is a concern raised in various forums. Co-grazing with sheep, goats and cattle are being encouraged by the Department of Natural Resources (DNR) with funding available to producers for fencing, watering systems and fertilizer to improve production per acre of land.
- * A partnership is being researched with DNR and Cooperative Extension to provide a holistic program to optimize production per grazing acre. This team approach to deliver this program in grazing, fencing, reproduction, selection, herd health, predator control, disease control, nutrition, management, and building plans for producers is being developed with the goal of increasing sheep and goat production by 75% in Missouri by 2004.

Performance Goals:

- * The development of relevant guide sheets and videotapes containing up-to-date research-based information addressing the needs of the producer will be used as output indicators. Other output indicators include the acceptance and participation in workshops, training seminars, and the implementation of Ram Test Stations. Each year producers will be encouraged through various educational avenues to participate in this program.

Key Program Components:

- * The key components of this program are (a) involvement of producers, field extension personnel, and local community leaders in the introduction of this program to communities; (b) an interdisciplinary approach to address all aspects of sheep and goat production; and (c) a youth component.

Internal and External Linkages:

- * The program has as a major component, forged partnerships with several organizations, including the 1862 university, local organization, State Department of Agriculture, the Missouri State Fair Marketing Councils, and youth development organizations.

Targeted Audiences:

- * Small farm families and limited resource individuals and families, sheep and goat producers, regional livestock and other specialists.

Program Duration:

- * Program duration is expected to be 5 years from the time of inception until completion. The program will be offered in all 114 counties, excluding urban St. Louis and Kansas City. Youth-oriented versions of sheep and goat production are on a continuous basis, as youth become of age to participate in 4-H programs.

Allocated Resources:

<u>Fiscal Year</u>	<u>FTE</u>	<u>Dollars</u>
2000	1.0	80,000
2001	1.0	85,000
2002	1.0	85,000
2003	1.0	85,000
2004	1.0	85,000

This program presently reaches producers in over 100 counties. Collaboration with researchers at Missouri's two land-grant universities, coupled with networking among researchers from other states, provide the research for this program.

Summary Statement:

- * Research results in all aspects of sheep and goat production and programming on a multi-county basis are being practiced and applied by sheep and goat producers. There are statewide workshops, conferences, and short courses offered that include producer participation from all rural counties. Guide sheets, videotapes and newsletters are to be developed on all aspects of production.

VALUE-ADDED FIBER PROGRAM

Statement of Issue(s):

- * Wool produced on small farms is being sold for 5-15 cents per pound, and much of it is not selling at all. Mohair produced from adult Angora goats is stored in warehouses, and has been there for three years. The kid hair is selling, and some of the yearling mohair. The need to develop markets outside the commercial marketplace is imperative if producers of wool breeds are to stay in business. Developing value-added wool markets selling to hand spinners, quilters, and weavers is being done through different marketing channels. A 1000% mark-up per pound of wool can be achieved by educating producers on how to grade, skirt fleeces, make washed wool into roving and batts, and making it into yarn. Yarn can be used for knitting, crocheting and weaving, as well as locker-hooking, and in some cases used in tatting and counted cross stitch for crafters. By methods of processing, fiber from animals and plants will result in increased profit at the farm gate or through internet and festival event marketing. Through consultation with farmer groups, initiative has been taken to solve the marketing dilemma for Missouri small farmers.

Performance Goal:

- * Guide sheets, videos and newsletters will be developed in response to the topics requested by producers. The number of individuals participating by using these materials will be measured performance. Goals will be measured in terms of planned conferences, and participation in fiber festivals. Outcome indicators will include measures of new producers participating in the value-added program.

Key Program Components:

- * The organization of producers into association to aid in the development of the program is one key component. Others include the delivery methods such as workshops, festivals and conferences that are organized by farmers and local extension staff.\

Internal and External Linkages:

- * Internal - Partners with fine arts department on the Lincoln University campus
- * External - Partners with guild members throughout the state

Targeted Audiences:

- * The target audience for the program includes farmers producing sheep, goat, rabbit, llama and alpacas, regional livestock specialists, youth specialists and other specialists. Also targeted are individuals who purchase products with the intention of adding value.

Allocated Resources:

<u>FY</u>	<u>FTE</u>	<u>Dollars</u>
2000	1	54,000
2001	1	59,000
2002	1	59,000
2003	1	59,000
2004	1	59,000

Program Duration:

- * The program is planned for 5 years, with the addition of new communities upon demand.

MARKET DEVELOPMENT FOR MISSOURI PRODUCTS

Statement of Issue(s):

- * Southeast Missouri is the poorest part of the state. Because of the absence of marketing opportunities, lack of alternative farming enterprises and value-added production for the small disadvantaged farmers in the region, poverty is a persistent issue. The consequences of such a deplorable economic situation are far reaching in their societal impacts. For example, there is rural to urban migration by individuals who are not skilled enough to earn living wages.
- * Reports received from farmers indicate past development of markets and cooperatives, which could not be sustained for various reasons. The result is that farmers who are risk averse are afraid of venturing into more productive and profitable farm enterprises and cooperatives unless there are immediate market outlets. Direct, relationship, and other niche marketing techniques are either unknown or very new to most of the small limited resource farmers in the region. By failing to organize into associations or cooperatives, these limited resource farmers cannot take advantage of the global competitive markets.
- * Sheep and goat producers in Missouri form a category of farmers who need assistance in opening up markets in the face of expanding demand in the country, especially for goats. Overall, in repeated conference evaluations, small and limited resource farmers have always chosen marketing as their primary obstacle to increased profitability, growth, and sustainability.

Performance Goals:

- * To increase agricultural producer awareness, understanding, and information on improving the productivity and global competitiveness of the U.S. agricultural production system through new value-added commodities in which CSREES partners and cooperators play an active extension or education role.
- * To increase consumer awareness, understanding, and information on food accessibility, and affordability in which CSREES partners and cooperators play an active education and extension role.
- * To increase agricultural producer awareness, understanding, and information regarding the adoption of agricultural production practices that sustain and/or protect ecosystem integrity in which CSREES partners and cooperators play an active education and extension role.

Key Program Components:

- * The key components of the program include, and not limited to, the following: (a) continuation of internet marketing of goats, (b) beginning of internet marketing of sheep, (c) developing marketing strategies for pastured poultry, (d) establishing a North Central Regional Center for Small Farms and Sustainable, (e) helping vegetable producers in the Bootheel to form a cooperative for purposes of marketing their products, (f) assisting in the development of web pages to advertise and sell natural fiber products from sheep and other animals, (g) submitting Fund for Rural America proposal whenever the funds are reinstated, to provide opportunities for people to farm and market their products to enhance their economic well-being, (h) developing market(s) for specialty products, such as cheese made from sheep and goat milk, (i) teaching marketing plan and pricing of crafts and other products, (j) marketing welfare-to-work program to potential employers, (k) marketing Lincoln University to the University of Wisconsin for purposes of internship for graduating seniors from Lincoln University, (l) organizing conferences and workshops for the stakeholders to provide networking opportunities and disseminate current information on various marketing strategies, and (m) marketing feasibility surveys and studies.

INTERNAL AND EXTERNAL COLLABORATIONS (LINKAGES):

- * The internal collaborators include the University of Missouri and Lincoln University extension and outreach professionals. The external linkages include the Missouri Department of Agriculture, the United States Department of Agriculture (USDA) and its various agencies, for profit and not-for-profit organizations, and non-governmental organizations (NGOS).

TARGET AUDIENCES:

- * The individuals targeted in this program are limited resource and small farmers who are traditionally underserved. Extension and outreach assistance will be required to meet the needs of the group. Both consumers and producers will be affected. While producers will be assisted, through extension, outreach, and conferences to produce safe food, consumers will be encouraged to buy them through various marketing strategies, and promotions. Community leaders will also be targeted. Improvement in the economic well-being and quality of life of these citizen groups will spill over into their rural communities. Information given out at conferences will help agricultural professionals to serve their clientele better. It is expected that more than two thousand (2,000) citizens will participate in this program annually from the year 2000 to 2004.

PROGRAM DURATION:

- * The duration of the program is continuous and will last as long as there are farmers and workers expecting to sustain themselves on their farms and operations. For example, vegetable marketing will continue as long as producers are willing and able to produce for the market.

Allocated Resources:

<u>FY</u>	<u>FTE</u>	<u>Dollars</u>
2000	1	\$ 50,000
2001	1	\$ 55,000
2002	1	\$ 55,000
2003	1	\$ 55,000
2004	1	\$ 55,000

SUMMARY:

- * The marketing program of the Lincoln University Cooperative Extension has already begun to implement aspects of this program. Efforts will continue until the program is completely implemented.

HORTICULTURE PRODUCTION (PRIMARILY FRUITS AND VEGETABLES)

Statement of Issue(s):

- * Approximately 47% (by weight) of food consumed by Missouri citizens are fruits and vegetables. Missouri imports over 90% of its fruits and vegetables. Missourians are concerned about the quality, nutrition and safety of the fruits and vegetables they consume. They also desire to have more knowledge and control over the food that they consume. Local and regional production offers the opportunity to provide fresher and higher quality produce to the Missouri consumer, whether this produce is grown in commercial operations or home gardens. Knowledge on the production of safe and healthful fruits and vegetables without negative impacts on the environments (e.g. water pollution caused by fertilizer nutrients and pesticides) are desired by both commercial and home gardeners.
- * Production of these crops also offers economic alternatives for many small and medium scale growers within the state. Most of these crops are not widely grown on a large scale and information is greatly lacking to assist new and existing commercial growers. A multi-facet dual educational program is offered - one to assist commercial operations to be more successful and profitable, and the other to assist home gardeners to make their gardens more productive, both with fruits and vegetables that are safe, nutritious and high quality. The issues and delivery methods were developed from the expressed needs of both clientele groups from surveys and county program plans and requests from growers and extension personnel. A major target audience for the home gardening component are extension personnel and Master Gardeners who work with limited resource, minority, inexperienced and youth gardeners.

Performance Goals:

- * For commercial growers outcome indicators are increased quantity and quality of products, increased market share and profitability of horticulture producers, and reduction in production inputs (fertilizers, pesticides, etc.). For home gardeners, outcome indicators are increased quantity and quality of fruits and vegetables grown in home gardens, proper and safe use of pesticides, reduction of pesticides and fertilizers used by home gardeners.

Key Program Components:

- * For the period 2000-2004, between 2000 and 3000 growers will be targeted through the Vegetable Production Newsletter and educational meetings such as the Great Plains Vegetables Conference. A major emphasis will be placed on the crop nutrition program (including a water quality component) which uses soil testing and plant analysis to determine proper fertilizer applications (including micronutrients) to crops to increase productivity and quality, and to reduce fertilizer inputs and environmental pollution. Other educational components will include, guide sheets, workshops and conferences, educational tours, direct grower assistance, diagnostic services, field days, and training and support to area extension specialists. With home gardening, training of Master Gardeners and Extension educational assistants are key components of the program.

Internal and External Linkages:

- * This program involves representatives of state and local organizations, e.g. Missouri Vegetable Growers Association, Missouri Department of Agriculture, Missouri Department of Natural Resources, and various commodity groups and local gardening groups.

Target Audiences:

- * The target audience for this program are commercial fruit and vegetable growers and home gardeners. Emphasis is also placed on youth, minority and limited resource audiences.

Program Duration:

- * This is an ongoing program. Some components, such as the crop nutrition program, are multiyear in scope and are open ended. For example, according to the Missouri Department of Natural Resources, less than 10% of Missouri farms have had their soil tested within the past three (3) years. Increasing the nutritional value of these crops and reducing fertilizer application rates may take decades.

Allocated Resources:

FY	FTE	Dollars
2000	1	\$ 30,000
2001	1.5	\$ 65,000
2002	1.5	\$ 65,000
2003	1.5	\$ 65,000
2004	1.5	\$ 65,000

Summary:

- * Both the commercial fruit and vegetable production and home gardening components have been underway for several years. The crop nutrition component has been added within the past two years. This program has drawn interest nationally due to its emphasis on 1) quality of production (not just quantity of yield), 2) eliminating soil fertility as the limiting factor in crop production and 3) reduction of fertilizer inputs , thus reducing groundwater pollution.

SOCIALLY DISADVANTAGED FARMER PROGRAM

Statement of Issue(s):

- * The United States Department of Agriculture is criticized for the lack of service to small farmers, especially minority and female farmers. This audience appeals to the Cooperative Extension Program for help and assistance that can enhance, improve and strengthen their farm operation and insure that their farm operation is successful. The trend of loss of small farm family operations continues to escalate. On a national and global scale, the large agriculture corporations are addressing issues such as marketing, biotechnology, and land use. The small farmer finds it difficult to relate to issues of such magnitude because they are confronted with more basic and crucial issues such as money management, financing farm loans including operating loan, improving credit rating,

developing satisfactory cash flow records, utilizing existing technology in crop production, and exploring alternative agriculture activities.

- * During the past year, the state legislature recognized the critical need for these issues to be addressed and as a result, the House and Senate Agriculture Committee convened four public forums throughout the state to listen to small farmers speak of their needs. Each session resulted in the committee recommending that more monies be allocated to address these problems.

Performance Goals:

- * Beginning with the year 2000 through 2004, each year 15 new small farmers will be identified and enrolled in the 2501 Program that has established an outstanding record of performance of saving many minority and female farmers, who were on the verge of foreclosure by a bank or other lending agency. These farmers will gain knowledge that will help them become productive and successful farmers. Output indicators will measure alternative agriculture enterprises that farmers can engage in to make their farm operation financially successful.

Key Program Components:

- * The key components are: the design and implementation of the program by the Extension Project Staff and farmer cooperators enrolled in the program, the length of the program and the involvement of 90% of the farmers in all training workshops and demonstration sessions.

Internal and External Linkages:

- * The program involves representatives from Extension, Missouri State Department of Agriculture, Women in Agriculture and several private banks and lending institutions throughout the state. USDA agencies including Natural Resources Conservation Service, Farm Service Administration, and Rural Development will also be involved.

Target Audiences:

- * The target audience will remain farmers who have been enrolled in the program over the past 5 years and new farmers identified by the staff or by existing farmer-cooperators.

Program Duration:

- * The program duration will coincide with the Cooperative Extension 5-year plan. One hundred and sixty (160) farmers will be carried forward into the new year and an estimated 15 new farmers will be enrolled in the program each succeeding year. Ten (10) farmers will graduate from the program and will be eligible for follow-up assistance as needed.

Allocated Resources:

<u>FY</u>	<u>FTE</u>	<u>2501 Program Funds</u>
2000	3.0	\$86,000
2001	4.0	\$121,000
2002	4.0	\$121,000
2003	4.0	\$121,000
2004	4.0	\$121,000

Goal 2: A Safe and Secure Food and Fiber System

TO PROVIDE A SAFE AND SECURE FOOD AND FIBER SYSTEM

Statement of Issue(s):

- * Very highly publicized outbreaks of food borne illness over the past 10 years have been attributed to microbial contamination of eggs, beef and fresh fruits and vegetables. Both restaurants and catered meals have also been implicated in cases of food borne illness affecting large numbers of people. In addition, food that may be uncontaminated when brought into the home can be handled, stored or prepared in ways as to allow the development of dangerous levels of illness-causing pathogens. Extension has a very important role to play in helping achieve the goals of the President's 1997 Food Safety Initiative.
- * In addition, even though the U.S. food supply is among the most plentiful in the world, it is neither equally distributed nor equally available to all Missourians. Sadly, for a percentage of Missourians, reliable access to safe, affordable, culturally relevant food is not always a reality. According to the

1990 census, 13.3% of Missourians are living below the poverty level. While poverty is prevalent throughout the state's population, it is more predominant among minorities, people living in rural areas, children, the elderly and female-headed single parent households. Thirty percent of children 18 and under are food stamps recipients.

Performance Goals:

- * To annually increase, in Missouri, public awareness, understanding, and information on food accessibility and affordability; to annually increase the effectiveness of citizen participation on public policy issues affecting food security (i.e. food access, affordability, and recovery).
- * To annually increase, in Missouri, public awareness, understanding, and information regarding food safety and food borne risks and illnesses.
- * Output indicators will include: a) number of workshops and presentations given on these topics, b) number of people attending these workshops, c) number and variety of fact sheets produced and distributed on relevant topics; d) number of public service announcements used on radio stations, broadcast area and approximate audience size at time of airing; and e) number of people subscribing to nutrition newsletter. Outcome indicators will include measures of awareness, knowledge and self-reported behaviors before and after attendance at workshops.

Key Program Components:

- * To conduct a series of home visits with elderly food stamp recipients in southern Missouri and other regions as funding permit using lessons adapted from the curriculum Families First: Nutrition Education and Wellness System.
- * To conduct a series of workshops for primarily low-income Missourians on nutrition topics including a variety of cooking activities.
- * To produce a regular newsletter on pertinent nutrition, health and food safety issues for Missourians, especially those traditionally under served by other programs.
- * To set up a web site with continually updated nutrition, health and food safety information and links to other web sites providing sound information on the Internet.
- * Food Safety and You. A program, contingent on funding from USDA CSREES Plan of Work to provide food safety education to occasional quantity foods cooks, primarily low income African Americans, in the Bootheel and other areas of the state where it is needed. (funds applied for – pending funding)

Allocated Resources:

FY	FTE	Dollars
2000	1.0	\$ 20,000
2001	1.0	\$ 25,000
2002	1.0	\$ 25,000
2003	1.0	\$ 25,000
2004	1.0	\$ 25,000

GOAL 2: A Healthy, Well-nourished Population

TO ACHIEVE A HEALTHIER, MORE WELL-NOURISHED POPULATION

Statement of Issue(s):

- * Substantial improvements have been made in the nation's health profile in the last twenty years. However, not all groups have benefited equally from these improvements. Many nutrition and health programs in Missouri are now aimed at helping the needs of minority populations that have not made the strides in increased quality of life enjoyed by whites.
- * A scientific consensus on the relationship between diet and chronic disease has emerged. To reduce disease risk, scientific panels emphasize the importance of a low-fat and low-cholesterol diet that can be achieved through an increase in the intake of fruits and vegetables, complex carbohydrates and fiber and a decrease in the intake of fatty foods. Recommendations for the public also include limiting sugar, alcohol and salt intake.

- * Focus groups conducted with members of the hard-to-reach American public (primarily low-income African Americans and Hispanic populations) showed that being healthy seemed to be important to participants and they were generally aware of what to do to stay healthy. However, chronic diseases such as cancer and diabetes were thought to be due to fate and heredity and beyond their individual control.

Performance Goals:

- * The goals of the Lincoln University Cooperative Extension Nutrition program are 1) to annually reduce health risk factors of low-income Missourians to improve dietary habits and physical exercise; and 2) to annually increase, in Missouri, public awareness, understanding and information on dietary guidance and appropriate nutrition practices.
- * Some of the output indicators for these goals will be: 1) number of workshops and presentations given on these topics; 2) number and variety of fact sheets distributed on relevant topics; 3) number of people subscribing to program newsletter(s); 4) number of questions answered via email and from web page. Some of the outcome indicators will be number of program participants having knowledge, skills and ability to be well nourished; number of participants with improved food buying skills; food preparation skills and an increased level of physical activity.
- * In addition, we plan to improve individual and family health status of low-income, primarily African-American Missourians, and to annually improve the level of individual and family safety (or reduce risk levels) from accidents in homes, schools, workplaces and communities.

Key Program Components:

- * To conduct a series of home visits targeting Food Stamp recipients to demonstrate the importance of a healthy diet in promoting long-term good health
- * To conduct a series of experiential workshops aimed at helping people make wise food choices and thus reduce risk of heart disease, hypertension and complications due to diabetes.
- * To present a variety of programs on various topics of interest to low income Missourians, including the following:
 - Nutritious Snacks; Eating the Pyramid Way; Cooking for Health;
 - Diabetes and Me; Community Food Security and Me; Supermarket Tours to Stretch your Budget; What's in a label?
- * In FY 2000 – 2005 radio public service announcements and at least one article in a newsletter a year will be employed to raise awareness about individual behaviors to enhance health and prevent accidents. The following topics will be addressed: (a) access to individual and family health care; (b) individual and family health (e.g. smoking and chemical dependency); and (c) reduction of accidents or risk of accidents in the home, school, workplace and community.

Internal and External Linkages:

- * These programs will be conducted in collaboration with Agriculture, Rural Development, and Youth and Family faculty and staff working with the Missouri Center for Minority Health and Aging and the Agriculture and Extension Information Center at Lincoln University Cooperative Extension. We will also work with the Lincoln University Cooperative Research Faculty in Human Nutrition and Agriculture and with the University of Missouri Outreach and Extension, primarily.
- * We will also collaborate with staff from the Departments of Health, Agriculture and Social Services when possible. In addition, we will work together with state and local agencies when performing activities pertinent to our target programs (e.g. Diabetes Foundation, Arthritis Foundation, Chef's Collaborative 2000 members). Collaboration with federal agencies including the Food and Drug Administration, the Centers for Disease Control and other agencies within the Department of Health and Human Services, as well as with other USDA agencies, including the Team Nutrition program will add to our ability to deliver effective programs. Over the next five years, we intend to strengthen links between the nutrition programs of our sister 1890 Land Grants and with nutrition programs at the 1862 Land Grants, primarily in the North Central region of the U.S.

Target Audiences:

- * Primarily low income Missourians and other under-served segments, like African Americans, Hispanic families, and those who use the food bank system of the state. We will also work with low-income groups particularly at risk for the major chronic diseases in which diet can play an important role in disease prevention or lessening of morbidity associated with a disease (e.g. hypertension, cardio-vascular diseases and stroke, cancer and diabetes).

Program Duration:

- * The programs will have a varying length, depending on the program and the needs assessments, and on funding for the programs. Some will be for FY 2000 only, while others will be used for FY 2000 – FY 2003 and some will be implemented for the entire five-year period.

Allocated Resources:

<u>FY</u>	<u>FTE</u>	<u>Dollars</u>
2000	1	\$ 60,000
2001	1	\$ 70,000
2002	1	\$ 85,000
2003	2	\$ 85,000
2004	2	\$ 85,000

MISSOURI CENTER ON MINORITY HEALTH AND AGING (MCMHA) PROGRAM

Statement of Issue(s):

- * Based on the 1990 census results for Missouri, the population aged 65 and over numbered about 720,292 (14% of Missouri's residents), ranking Missouri 7th in the nation in percentage of older adults (65+). In Missouri, African Americans represent 89.3% of older minority ratings and Hispanics 5.5%. Research has substantially documented that older minority people, by almost all economic, health and social indicators are poorer and less healthy, have poorer housing, fewer options in personal and public transportation, and significantly more limited access to health professionals and to community-based programs and services. The mission of the Missouri Center on Minority Health and Aging is to provide leadership in the areas of health care, psychological and social needs of the minority elderly population in Missouri. This will be accomplished through education, training, policy analysis, and the use of technology as a strategic tool.

Performance Goals:

- * For each year, 2000-2004, there will four ongoing MCMHA projects implemented. The average number of individuals reached through these programs per year will be 500. Those participating in MCMHA projects will gain knowledge and skills that will enable them to improve their social, health and economic quality of life. Output indicators will include the number of persons who complete the programs, as well as pre- and post-evaluations. Outcome indicators will vary by project but will include number of individuals adopting strategies for healthy behaviors, number of individuals gaining meaningful employment, and incidence and mortality data in relation to specific diseases. Collaboration with the Missouri Department of Health on a number of projects will allow us to gather outcome data by zip code and race on incidence and mortality for particular diseases in which minorities have disparate rates.

Key Program Components:

- * The key components of the MCMHA are: (a) the Annual Missouri Institute on Minority Aging; (b) AgeWorks! Technology Advocacy Project; (c) Computer and Entrepreneurial Skills Training Project; and, (c) the Breast and Cervical Cancer Control Project.

Internal and External Linkages:

- * The MCMHA involves collaborative arrangements and partnership agreements with federal, state, private and local organizations and agencies. These partners provide assistance with planning, resources for training, financial support, research, and technical assistance to the MCMHA and its projects.

Target Audience:

- * The MCMHA serves limited resource African Americans, Hispanic Americans, American Indians, and Asian Americans in Missouri, as well as individuals with mental and physical disabilities. Our target areas are the urban areas of St. Louis and Kansas City and the rural area of Southeastern Missouri commonly referred to as the Bootheel.

Program Duration:

- * The MCMHA is a long-term project that runs on a fiscal year of July 1 to June 30.

Allocated Resources:

FY	FTE	Dollars
2000	4.0	\$255,000
2001	4.0	\$295,000
2002	4.0	\$305,000
2003	4.0	\$305,000
2004	4.0	\$305,000

Summary Statement:

- * Efforts are currently underway to document the health status of minority populations in Missouri describing leading health disparities. This effort is being done in conjunction and collaboration with the Missouri Department of Health's Office of Minority Health and the Center for Health Information Management and Epidemiology (CHIME), Missouri Department of BioStatistics, and LU Cooperative Research. The data from this report will provide a baseline.

HOME HORTICULTURE

Statement of Issue(s):

- * There are a large number of limited resource families in Missouri that are found in target areas that the Lincoln University Cooperative Extension Program serves. These families are located in our rural and urban areas, many lack the knowledge, information, or skills to utilize existing resources to improve their quality of life. Home horticulture efforts will be to assist these families to improve their quality of life through educational programs. These programs will train participants to improve their diets by growing quality, nutritious fruits and vegetables to supplement their food budgets, and by managing their limited resources.

Performance Goals:

- * For each year, 2000-2004, conduct an eight (8) week Home Landscape and Gardening Workshop. To reach a minimum of 15 participants. These participants will gain knowledge and skills needed to develop their home grounds. The output indicators will be the number of participants who complete the workshop and develop a simple landscape plan. Outcome indicators will include a site visit to assess effectiveness of improved home grounds. Developing other home horticulture programs in gardening for the elderly and youth.

Key Program Components:

- * The length of workshops; turf management; urban gardening programs; improving on the community environment.

SMALL FARM FAMILIES AND URBAN GARDENING

Statement of Issue(s):

- * Extension programs provide educational settings that reach both our urban and rural clientele to help families improve their quality of life.

Performance Goals:

- * Each year, 2000 - 2004, demonstration plots will be developed to show how to grow vegetables. Developing and revising guide sheets, other educational materials for our limited resource clientele, and quarterly newsletters.
- * Output indicators will include the number of our clientele requesting materials, and visiting demonstration plots. Outcome indicators - number of persons demonstrating improved skills and knowledge gained in growing nutritious fruits and vegetables.

Key Program Components:

Home Horticulture programs, urban gardening program, Small Farm Family program, intergenerational activities in gardening for the elderly and youth.

Allocated Resources:

FY	FTE	Dollars
2000	1.0	\$ 50,000
2001	1.0	\$ 55,000
2002	1.5	\$ 55,000
2003	1.5	\$ 55,000
2004	1.5	\$ 55,000

GOAL 5: Enhanced Economic Opportunity and Quality of Life

HUMAN RESOURCE DEVELOPMENT

Statement of the Issue(s):

- * Making ethnic and poor families more resilient and self-sustaining through good parenting and community education.
- * The decision to focus on this issue resulted from the deliberative process of surveying the needs of people in the state. The University of Missouri Outreach and Extension focus groups in Kansas City and St. Louis conducted the survey, and the Diversity Assessments conducted in the Southeast and East Central regions by the Diversity Task Force.

Issue Addressed:

- * A majority of the Communities for which needs were assessed identified child/youth, family and community development as a need. Of particular concern is the issue of parenting. Citizens believe that families will become more resilient and self-sustaining through good parenting and community education. The need for parenting and community education will be addressed through the implementation of an expanded version of the Effective Black Parenting (EBP) Curriculum. EBP is a comprehensive 15-session curriculum designed to address parenting of African American children from a historical perspective. The sessions include the opportunity to develop an awareness of the family/community relationship, and interdependency as related to sustainability.

Performance Goals:

- * For each year, 2000-2004, Lincoln University will be responsible, directly or indirectly, for 125 families participating in Parenting African American and Other Minority Children Programming. The average class size is 15. The participants will gain knowledge and skills that enable them to become more effective parents and contributors to their communities. Output indicators will include the number of families who complete the program, and pre-/post- program participation assessments. Outcome indicators will include measures of continued improvement in parenting skills and involvement in community reconstitution at one, three, and five years, following involvement in LU's parenting program.

Key Program Components:

- * The design of the expanded program components.
- * Comprehensiveness is allowed because of the duration of the program.
- * The two-day Retreat designed to promote the sense of community and individual well being.
- * The Field Trip designed to promote communitarian responsibilities of participants.
- * Inclusion of community-based rituals in rites of passage programs - Kwanzaa.
- * Inclusion of community-based programmatic efforts ... i.e. faith-based / community center computer laboratories.
- * The recognition of the tenants of Diversity and Inclusion and programming with diverse audiences.
- * Formation of formal and informal networking groups.

Internal and External Linkages:

- * The program involves representatives of state and local parent and community development organizations and agencies. Resources are provided from public and private entities. Research efforts will be initiated with the University of Missouri and Purdue University regarding "planned hopelessness" to determine the implications for minority parents.

Target Audiences:

- * The target audience will be people parenting ethnic minority children, and practitioners working with people who parent minority children.

Program Duration:

- * The program is usually implemented over a two-month period of time. The duration is ongoing because formal and informal groups are encouraged and formed. The groups tend to meet once a month with an Extension employee or volunteer as the facilitator.

Allocated Resources:

<u>FY</u>	<u>FTE</u>	<u>Dollars</u>
2000	1	50,000
2001	1	55,000
2002	1	55,000
2003	1	55,000
2004	1	55,000

TO ENHANCE ECONOMIC OPPORTUNITIES AND THE QUALITY OF LIFE AMONG FAMILIES AND COMMUNITIES.

Statement of Issue(s):

- * Parents are finding a significant number of obstacles in raising their families today. The statistics for their children are alarming: one in four will spend part of their childhood in poverty; one in four will live in a single parent household; one in six will lack adequate health insurance; one in five will become a teenage parent; one in four will come home to an empty household most days; and one in five will become a problem drinker as an adolescent.
- * Other challenges include achieving adequate education, gainful employment, avoiding depression and suicide and developing a strong self-esteem and sustainable life skills. Existing education, community, health and childcare approaches are not meeting the challenge. The youth development program will assist families in development of life skills needed to be productive citizens and help them in their career development. This will assist them in enhancing their economic opportunities and improve their quality of life.
- * In the global economy of today, the challenge of developing the skills needed to get and keep a job, youth need an opportunity to improve their knowledge and business skills. They need hands-on activities that provide the foundation for the skills and basic concepts needed to operate and become a success in business. Entrepreneurship training will provide this opportunity.

Performance Goal(s):

- * For each year, 2000-2004, there will be eight (8) workshops designed to provide development of Careers and Life Skills. These participants will gain the knowledge and skills needed to promote economic opportunity for economically disadvantaged people in Missouri. Output indicators will include the number of people completing the programs and immediate post-course evaluation.
- * Each year, over 18 workshops provide youth the knowledge and skills to learn to be successful entrepreneurs. Youth have opportunities to gain information firsthand about model programs, meet other youth entrepreneurs and representatives of national organizations and agencies. There will be pre and post testing evaluation output indicators.

Key Program Components:

- * The key components of the program are (a) joint design and implementation by Lincoln University, University of Missouri Outreach and Extension, business partners, industry, State Department of Education, Labor, Social Services agencies, and others as appropriate; (b) the duration of the program; (c) orientation and recognition sessions, and appropriate teaching and learning methods (externships, mentoring, job shadowing, field trips, etc.).
- * The key components of the program are (a) design and implementation by Lincoln University, adult professionals and volunteers interested in entrepreneurial programs for youth, business seminars and youth and practical hands-on experience; (b) the duration of the program; (c) skill development seminars, model programs, business exhibits, panel presentations, mentoring programs, and skill development seminars.

Internal and External Linkages:

- * Programs will be conducted in collaboration with the Agriculture and Extension Information Center at Lincoln University, University of Missouri Outreach and Extension, Housing and Urban Development, Department of Elementary & Secondary Education, Linn State Technical College, businesses, labor, and industry. Others will be determined as the programs proceed; these might include the Private Industry Councils of St. Louis City and St. Louis County; Greater St. Louis Treatment Network; North-side Consortium; Missouri Department of Social Services; Ecumenical Housing; and Multimedia Training. Some of these collaborations are pending based on funding of a Welfare-to-Work Competitive Grant applied for related to Comprehensive Employment for TANF Recipients with Addiction (CETRA) Programs.
- * Programs will be conducted in collaboration with the Agriculture and Extension Information Center at Lincoln University, business, labor, industry, and others as appropriate.

Target Audiences:

- * The audiences will be inclusive of minority, economically and socially disadvantaged, handicapped, and underserved populations.
- * The audiences will be inclusive of minority, economically and socially disadvantaged, handicapped, and underserved populations.

Program Duration:

- * The programs will have a varying length depending on the nature and scope of the material used, funding provided, additional funding past the time of the grant, and other factors.

Allocated Resources:

<u>FY</u>	<u>FTE</u>	<u>Dollars</u>
2000	2	50,000
2001	2	55,000
2002	2	55,000
2003	2	55,000
2004	2	55,000

COMMUNITY AND ECONOMIC DEVELOPMENT

Statement of Issue(s):

- * Create innovative approaches, such as the Bootheel Community Development Corporation, Bootheel Construction Training Academy, New Housing for First-Time Homeowners, and community leadership development.

Performance Goals:

- * Develop and implement job training programs to increase the employability and occupational skills, and job placement of low-income persons. Increase the self-sufficiency of poor and low-income persons by promoting entrepreneurship, home-based businesses and other micro-enterprise creation and expansion. Output indicators would show an increase in the employability and occupational skills of participants in low-income families; and the number of participants in the Futures program that obtain and keep jobs in order to become self-sufficient.

Key Program Components:

- * Identify potential jobs and organize training to match the job market,
- * Construction trades, and
- * State community development block grant.

Internal and External Linkages:

- * The Bootheel Community Development Project staff will be supported by a ten member interagency task force whose members will provide advisory assistance and will also participate in many of the community organization and training functions. Staff of the Bootheel Regional Planning commission will conduct an independent evaluation. Two members of the task force (USDA Farm Service Agency and Missouri Housing Development Commission) have agreed to fund the construction of fifty new homes costing nearly \$3 million. The Bootheel community Development Corporation will contribute matching funds to the project as requested by the U.S. Department of Housing and Urban Development.

Target Audience:

- * The target audience for the program is the six county Bootheel communities of Howardville, North Lilbourn, New Madrid, Wilson City, Wyatt, and Hometown.

Program Duration:

- * The program duration is 1999-2005. The Bootheel Community Development Corporation, in cooperation with faculty affiliated with Lincoln University Cooperative Extension Service, will carry out the operations of the Corporation.

Allocated Resources:

FY	FTE	Dollars
2000	1	\$400,000
2001	2	\$450,000
2002	3	\$500,000
2003	3	\$500,000
2004	3	\$500,000

Summary:

- * Through these partnerships the Lincoln University Cooperative Extension program will be strengthening the quality of life for the people of Missouri in low-income areas. The partnerships of state, federal and private foundations will provide more resources and funding than ever to the newly formed Bootheel Community Development Corporation for the six (6) counties: Scott, Stoddard, Mississippi, New Madrid, Dunklin, and Pemiscott.

Impact Statement:

The concentrated effort on enhancing economic opportunity for underserved, minority populations will produce the following impact: the number of minority youth finishing high school will be increased by 20 percent, the number of families completing Effective Black Parenting training will increase by 50% by the year 2004, African American families will be better able to take advantage of the available economic opportunities, and a significantly higher percentage of the minority population will possess the skills to be employable.

YOUTH DEVELOPMENT

Statement of Issue(s):

- * Youth development is a primary national concern. Due to the absence of quality education and family and community support in many underserved areas of the state, poor life skills are persistent issues. The consequences of such situations are far reaching in their societal impacts. For example, many young people in these underserved communities do not receive the proper training or exposure needed to matriculate effectively in communities outside the ones they are currently in. Many are not even skilled enough to earn a sufficient living wages and take advantage of technology.
- * Many young people in Missouri fall into the category of youth-at-risk and many of them need assistance and support provided by youth development programming.
- * **Performance Goals:**
- * To increase individual awareness and competence to take advantage of information and training on how to improve individual and community standards of living and quality of life. Addressing the needs of these young people is a proper role for extension.
- * To increase the possibility that these young people will become better and more productive citizens and family members.

Key Program Components:

- * The key components of the program include, and not limited to, the following: (a) continuation of higher educational pursuits (b) increased individual marketability (c) developing better citizenship (d) increased family and community awareness (e) increased youth involvement in positive school and community activities (f) improved people skills (g) leadership and professional development

INTERNAL AND EXTERNAL COLLABORATIONS (LINKAGES):

- * **The internal collaborators include the University of Missouri and Lincoln University extension and outreach professionals. The external linkages include various community, civic, educational and private entities within the various participating communities.**

TARGET AUDIENCES:

- * **The individuals targeted in this program are individuals (young people) living the participating underserved communities.**

PROGRAM DURATION:

- * **The duration of the program is continuous and will last as long as it is cost effective, making quantifiable impact and adequate funds are available.**

SUMMARY:

- * **Youth Development Programming at Lincoln University Cooperative Extension has already begun. Implementation is ongoing. Efforts will continue as long as the efforts are deemed viable, necessary and cost effective.**

Allocated Resources:

FY	FTE	Dollars
2000	6	\$675,000
2001	6	\$760,000
2002	10	\$830,000
2003	10	\$830,000
2004	10	\$830,000