Extension Education in Wichita County

Making a Difference 2011
The Texas AgriLife Extension Service has been dedicated to serving Texans for nearly a century. The agency was established in 1915 under the Smith-Lever Act to deliver university knowledge and agricultural research findings directly to the people. Extension programs have continued ever since to address the emerging issues of the day, serving diverse rural and urban populations across the state.

Through a well-organized network of professional educators and more than 100,000 trained volunteers, Extension delivers practical research-based knowledge to Texans in all 254 counties. Our expertise and educational outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. Among those served are the hundreds of thousands of young people who benefit annually from Extension’s 4-H and youth development programs.

Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but also with resources and services that result in a significant return on investment to boost the Texas economy. The agency custom-designs its programs to each region of the state, relying on residents for input and for help with program delivery. Here are just a few highlights of Extension’s impacts on this county and its people:

### Wichita County – Summary of Educational Contact

- Founded February 1, 1858
- County Seat Wichita Falls
- Area- Total 606 sq mi
- Population 131,664

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Timely Cattle and Crops Programs Continues to Add to Producer Incomes

Producer Jimmy Kinder discusses changes to his wheat and stocker cattle operation during the producer panel. Steve Marten, Holiday, Texas, Terry McAlistier, Electa, Texas, Dennis White, Ninnekaht, Oklahoma, and Jimmy Kinder, Walters, Oklahoma each described their wheat and stocker cattle operations. Approximately 110 participants attended the conference.

RELEVANCE: Texoma Cattle drives in the late 1800’s moved millions of head of cattle from central and south Texas, through western Oklahoma, to the railheads in Kansas and in some cases as far north as Montana. Two of the more famous cattle trails were the Chisholm Trail and the Great Western Trail. The Chisholm Trail started in central Texas and crossed the Red River northwest of Nocona, Texas. It moved up through central Oklahoma near the towns of Waurika, Duncan, and Oklahoma City. The Great Western Trail began near Bander, Texas and moved cattle through central Texas passing east of Abilene, Texas. The trail crossed into Oklahoma at the historic Doan’s Crossing near Vernon, Texas and proceeded through western Oklahoma to its conclusion near Dodge City, Kansas.

The land area between these two cattle trails still records cattle movements. Today, it is either in the mode of cow-calf operations or stocker cattle movements. This area is now the home of the Cattle Trails Wheat and Stocker Conference, The Cattle Trails Cow/Calf Conference and the Wichita Falls Ranch and Farm Expo.

Gross income from agriculture generally totals more than 60 million dollars in Wichita County. The majority of this revenue is from wheat and stocker cattle producers. In order to increase profitability, it is important to educate our producers about current practices and technologies associated with these changing paradigms. The Wichita County Crops Committee recognized that marketing and crop diversity were important issues to develop in these programs.

RESPONSE: The Cattle Trails Conference series is a joint effort between Texas AgriLife Extension Service and Oklahoma Cooperative Extension Service. The vision of its planning committee is to create an annual conference that will include up-to-date information on topics that will influence wheat and stocker cattle profits. In effect, the conference assists wheat producers and stocker operators in driving their operations to profits. The Wichita Falls Ranch and Farm Expo rose out of the ashes of the Texoma Farm and Ranch Show that was discontinued in 2009. The new Expo gives producers continuing educational units to maintain their pesticide applicators licenses plus timely information on current issues.

Approximately 110 participants attended the Stocker and Wheat conference in August. Obviously, the participants were from Oklahoma and Texas. Based on evaluation results, the average participant planted 1,750 acres of small grains annually and ran 561 head of stocker cattle annually.

The conference agenda proved to be exceptional. Dr. Derrell Peel, Professor and Extension Economist-Livestock Marketing, Oklahoma Cooperative Extension, Stillwater, Oklahoma started the day by providing the participants with the necessary information to develop a cattle marketing plan. He was followed by Dr. Mark Welch, Assistant Professor and Extension Economist-Grain Marketing, Texas AgriLife Extension Service, College Station, Texas. Dr. Welch provided the necessary information for developing a wheat marketing plan. The noon meal speaker was Dr. Joe Outlaw, Professor and Extension Economist, Texas AgriLife Extension Service, College Station, Texas. Dr. Outlaw provided the participants information regarding the current
Agriculture and Natural Resources

environment in Washington, D.C. relative to the 2012 Farm Bill debate. One of the many highlights of the day was the producer panel. Steve Marten, Holiday, Texas, Terry McAlister, Electra, Texas, Dennis White, Ninnekah, Oklahoma, and Jimmy Kinder, Walters, Oklahoma each described their wheat and stocker cattle operations. In addition, each producer provided information on how their operation had changed over the last five years given the higher commodity prices and higher input prices. The final two speakers included Dr. Jeff Edwards, Associate Professor and Extension Small Grains Specialist, Oklahoma Cooperative Extension, Stillwater, Oklahoma and Dr. Todd Baughman, Professor and Extension Agronomist, Texas AgriLife Extension Service, Vernon, Texas. Both covered various aspects of dual-wheat challenges and varietal selection.

On January 7, 2011, the Cattle Trails Cow-calf Conference was held with over 100 participants attending the conference from Oklahoma and Texas. Based on evaluation results, the average participant managed 1,823 acres of pasture annually and ran 119 head of cows annually.

The keynote speaker was Mr. James Henderson, Bradley 3 Ranch, Memphis, Texas. Bradley 3 Ranch has bred Angus cattle for more than 50 years. Their cow herd runs in some of the Texas Panhandle’s roughest country. Net return per cow drives their decisions, not fads or fashions. The ranch has an annual bull sale each February. His topic, “Fitting the cow herd to the country” provided the participants will valuable information regarding how B3R gets the most out of their cow herd. Henderson proved to be an exceptional speaker for the group based on their comments.

As the day progressed, participants heard speakers from both Texas AgriLife Extension Service and the Oklahoma Cooperative Extension Service provide updates on the cow-calf industry and means of increasing production efficiencies on their own operation.

At the first ever Whataburger Production Bull Sale five consignors sold 16 Limousine, Black Angus and Simmental bulls averaging over $3,100.

For the second year the Wichita Falls Ranch and Farm Expo set records for attendance, continued the two-day educational opportunity and hosted the first production bull sale ever held during a farm and ranch show. Each day started with a complimentary breakfast and programming began at 8 a.m.

Exhibitors were pleased with the Wichita Falls Ranch and Farm Expo which took place at the JS Bridwell Agriculture Center in Wichita Falls, Texas March 9-10. Wichita Falls Mayor Glenn Barham and County Judge “Woody” Gossum started each respective morning with welcoming addresses while Wichita County Extension Agent Fred Hall introduced the presenters each day.

Producers came for CEU, CCA or BQA credits from as far north as Alva, OK and south as far as Corpus Christi, Texas.

AgriLifeExtension.tamu.edu
Christi, TX. AgriPro Wheat, Helena Chemical, Capital Farm Credit and Winfield Solutions were sponsors of the breakfasts and refreshments.

The educational program featured Texas and Oklahoma pesticide applicator continuing education credits plus certified crop advisor credits. The diverse topics covered marketing, federal and state legislation, weed control in wheat and Bermuda grass, variable rate chemical application, new pesticides and fungicides plus livestock handling. A cattle handling demonstration was presented by Ron Gill. For over 20 years Ron Gill has provided technical expertise in beef cattle nutrition, management and handling as livestock specialist for Texas AgriLife Extension. Changes in stockmanship allows producers to capture the economic benefits of improved livestock handling through reduced sickness, reduced labor and improved gains. Gill commented that it was one of the best attended presentations he has done in the past few years.

**RESULTS:** To finalize the Stocker and Wheat program, participants were asked to provide their candid responses to an evaluation. Based on the specific respondents that said they would at least minimally change their plans and the average number of acres and stocker cattle run annually, a financial impact figure was determined. It was assumed that those that indicated a 5 on question 4 (definitely would change their plans) would increase their net income $10 per acre for the acres of wheat planted and $5 per each head of stocker cattle purchased. Likewise, for those respondents indicating a 4, it was assumed that an improvement of $5 per acre of wheat planted and $2.50 per head of stocker cattle purchased. These changes would be in the form of better marketing, risk management, varietal selection, cattle vaccinations, etc.

At the conclusion of the Cow/Calf conference, participants were asked to provide their candid responses to an evaluation. Based on these results, 73 percent expected to, at least minimally, change their production and/or marketing plan based on the information they received at the conference.

Based on the specific respondents that said they would at least minimally change their plans and the average number of cows ran annually, a financial impact figure was determined. It was assumed that those that indicated they would definitely would change their plans, it would increase their net income $10 per cow managed. Likewise, for those respondents indicating they would make minimal changes, it was assumed that an improvement of $5 per cow managed. These changes would be in the form of better marketing, risk management, pasture management, etc.

According to surveys taken at the Wichita Falls Ranch and Farm Expo, total attendees represented approximately 2.6 million acres of agricultural property, including 219,000 crop acres and more than 2.4 million livestock acres, which produce some 372,763 head of cattle. Attendees came from Texas, Oklahoma, Louisiana, Arkansas, Nebraska, Kansas, New Mexico plus Australia. 325 exhibitors from 23 states and Australia attended according to Darren Dale, expo manager.

The most diverse audience we have ever had included more women and producers with different racial and ethnic backgrounds, and they unanimously indicated they would recommend the program to other producers plus over 86 percent anticipated benefitting economically as a direct result of what they learned from this Extension program.

**SUMMARY:** Given our hypotheses, the results of better marketing, risk management, and other management decisions show the financial impact of attending the 2011 Cattle Trails Wheat and Stocker Conference was estimated to be $7,299 per respondent.

The 2012 conference is set for Friday, August 3, 2012 in Wichita Falls.

Given our hypotheses, the results of better marketing, risk management and other management decisions show the financial impact of attending the Cattle Trails Stocker Conference was estimated to be $982 per respondent.

The 2012 conference is set for Friday, January 6, 2012 in Wichita Falls.

With over 86 percent of respondents anticipating benefitting economically as a direct result of what they learned from this Extension program and assuming only a $3 per acre increase in profits, the total benefit
for producers would exceed 7.8 million dollars of additional income.

In 2012 we plan on continuing the production bull auction during the Ranch and Farm Expo, plus featuring the local horse industry with clinics and a youth horse quiz bowl competition. The Expo is scheduled for March 7 & 8.

Acknowledgements:

Dr. Todd Baughman, Professor & Extension Agronomist, Texas AgriLife Extension Service, Vernon, Texas
Stan Bevers, Professor & Extension Economist, Texas AgriLife Extension Service, Vernon, Texas
Max Gallaway, Stephens County Extension Educator, Oklahoma Cooperative Extension Service, Duncan, Oklahoma
Aaron Henson, Tillman County Extension Educator, Oklahoma Cooperative Extension Service, Frederick, Oklahoma
Bob LeValley, SW Area Extension Livestock Specialist, Oklahoma Cooperative Extension, Duncan, Oklahoma
Marty New, Comanche County Extension Educator, Oklahoma Cooperative Extension Service, Lawton, Oklahoma
Langdon Reagan, Wilbarger County Agricultural Agent, Texas AgriLife Extension Service, Vernon, Texas
Darren Dale, Wichita Falls Ranch and Farm Expo Manager, Bird City, KS

Horse Committee Expands Local Facilities For Adult and Youth Programs

On the birthday of the Pony Express in 1999 the Wichita Extension Horse Committee hosted a “Pony Express” reenactment. This event raised funds for a barn at the J. S. Bridwell Agricultural Center that would add to the utility of the facility for horse programs. The long trail those riders started has now come to fruition. The Wichita Extension Horse Committee announced on Friday, June 10 that they were building a 70 X 150 covered warm-up arena and would donate it to the City of Wichita Falls.

The public and media were invited to participate in the ceremony.
On Tuesday, December 7, Ed Harvill, and members of the Horse Committee presented their proposal to build a covered warm up arena at the J. S. Bridwell Ag Center and received final approval for the project from Mayor Glenn Barham and the Wichita Falls City Council.

The crowd heard Wichita Falls Mayor Glenn Barham explain how the covered warm-up arena will benefit and improve the facilities for horse exhibitors. Next Wichita County Commissioner Barry Mahler reminded folks about the Pony Express reenactment that was the major fund-raiser for this project. He noted that on the birthday of the Pony Express in 1999 the Wichita Extension Horse Committee hosted the reenactment.

The final speaker was Ed Harvill, chairman of the Board of Trustees who have worked for over a decade to make the addition a reality. Harvill reminded the crowd that the original Pony Express had 120 riders and there were 120 riders representing ten teams in the reenactment and they rode a total of 600 miles for the event.

The twelve community leaders then took their positions with the shovels and completed the ceremonial ground-breaking for the construction project. Members of the shovel team included: Wichita Falls Mayor Glen Barham, Wichita County Commissioners Barry Mahler and Ray Gonzalez, Ed Harvill, Ray Turlington, Jack Spanable, Aubrey Bohannon, Bob Sullivan, Harry Patterson, Bobby Dove, Dennis Brooks and Fred Hall.

Twenty-one members of the Texas A &M Horsemanship Clinic being conducted at the J.S. Bridwell Ag Center also participated and were a fitting backdrop to the ceremony. The clinic was sponsored by the Extension Horse Committee and those young people will always remember that they were a part of the history of the horse industry in Wichita County.

Construction began with foundation piers in mid-September and the metal assembly began on October 6 and was completed on October 11.

The 10,500 square foot arena was completed in time for the annual Wichita Extension Horse Committee Horse Expo held October 15 -16. While the trustees had $75,000 in cash and interest from the original fundraiser plus received $10,000 from the Wichita Extension Horse Committee, the total cost of the project exceeded $165,000 with the remaining funds coming from donations during the building project. The warm-up arena was erected by Double J Welding of Wichita Falls.
Donations included: base sand from Jerry Musgrave, dump-trailer use from Howard Hinkle, semi-tractor, construction equipment, fill dirt, trucking and construction labor from Dennis and Virginia Brooks.

Wichita Extension Horse Committee Chairwoman Leslie Hash officiated the event and passed a key to the arena to Councilor Dorothy Roberts-Burns to transfer ownership of the new facility.

Texas Agrilife Extension Associate Agency Director Dr. Pete Gibbs spoke at the ceremony, saying "Your vision, dedication and hard work is something you should be very proud of".

Ed Harvill, Pony Express Trustees Chairman, explained about the Pony Express re-enactment that helped to raise funds for the arena. After 10 years, Harvill said it was time to do something with the funds, and since the only warm-up arena available at the Ag Center was a square of tilled dirt, until now. "We hope people will appreciate it and enjoy it for years to come," Harvill said.

The Wichita Falls Gold Coats performed the ribbon-cutting, and Hash had the honor of cutting the ribbon.

A reception followed with barbecue from Donny Melton’s Highway Cafe.

During the reception, the committee auctioned several items to raise funds to finish the guttering and safety fence around the new arena. A golden shovel that was used at the ground-breaking and signed by the complete shovel-team started the auction. Other items included two signed and numbered prints by artist Bobby Dove, a two-wheel trailer and 20 joints of pipe both donated by Dennis Brooks. The auction raised over $1,000. In addition a silent auction continued during the Expo and together with other donations raised over $5,000. Local businessman and horse enthusiast Harry Patterson matched the first $5,000 which gave the committee the funds to finish the gutters and fencing.

**Horse Committee Supports County Horse Youth Winning Ways**

For the second year the Committee assisted the Wichita County Horse Quiz Bowl Team that represented the county at the state competition, and continued on to represent Texas at the World Quarter Horse Congress in Columbus, Ohio.

Last year the team represented Texas at the National Horse Quiz Bowl competition during the American Quarter Horse Youth Association World Horse Show in Oklahoma City and earned a third place finish.

This year in Columbus the team placed fourth in the nation out of 19 teams in double-elimination competition. They beat veteran teams from Michigan, Wisconsin, Ohio and Missouri before losing to Illinois and Missouri.

The team also competed in the national Hippology competition while in Columbus. The team placed fifth from a field.
of twenty teams from across the county.

In the Hippology phases team-members distinguished themselves as individuals. In judging Morgan Dresbach earned third place honors: in the written phase she earned fourth place honors: In the station phase she earned fourth place: and in the overall individual recognition she earned third place. In each of the phases, the team never placed out of the top ten.

The team includes: Allison Wilson, Morgan Dresbach, and sisters Larissa and Noel Dillard. The team was coached by Horse Committee member Jennifer Slatter.

**Wichita Master Gardeners Host Regional Conference To Focus Homeowners On Landscapes During Exceptional Drought**

Wichita Master Gardeners stepped-up-to-the plate during this exceptional drought and hosted a conference on water use in landscapes. With Meteorologists and climatologists are telling us that we can expect more “drier” years ahead and when we do get rain to expect more severe thunderstorms the planning committee sought out experts and visionaries with proven experience in growing beautiful gardens and landscapes that require less water and asked them to share their knowledge with gardeners in Texoma.

Over 100 citizens attended the “Living Well With Less Water in Texoma 2011” conference at the Multi-Purpose Events Center in Wichita Falls on October 1, 2011.

The five speakers will included:

- **KFDX Meteorologist Bryan Rupp** understands the microclimates of Texas and how each have separate features that can effect the weather for gardeners all over Texoma. He helped gardeners understand why we are experiencing this drought and what to expect as we begin recovery.

- **Horticultural author and garden designer Scott Calhoun** from Tucson, Arizona shared his strategies for water saving gardens that will work in Texoma.

- **Landscape architect Michael Parkey** shared his special interests in resource efficient landscapes and the use of native plants in gardens and restored habitats plus he shared his favorite native plant list and explain how they fit into modern, water-saving designs.

  His projects included the gardens at the Kell House in Wichita Falls.

- **Oklahoma Conservation Commission project coordinator Kevin Gustavson** shared his passion for rain gardens and xeriscapes during the noon luncheon.

  He also talked about “Urban Stream Protection” for municipalities, industries, and others that have streams flowing through their properties.

- **Award-winning writer and Extension Program Specialist Dotty Woodson** helped attendees understand the science and new technologies of irrigation in their landscapes for the afternoon program.

Attendees qualified for five Master Gardener continuing education hours, two private pesticide applicator general continuing education hours and three Master Naturalists hours by attending the conference.

In addition, gardeners could pick-up information at vendor booths while at the conference.

Based on the 72 respondents to the survey of those attending, 99 percent were mostly or completely satisfied all aspects of the conference.

When considering the content alone, 100 percent of those attending were mostly or completely satisfied with the speaker’s knowledge on the subjects and with the information being presented in a form that was easy to understand. Respondents also reported that they were 99 percent satisfied with the information being accurate, timeliness and helpful in their own situations.

When asked about the value of the program 100 percent indicated they would recommend the program to others and would attend another program by the Extension volunteers if it addressed a specific need of interest of theirs.

The audience showed a large range of diversity, with 11 percent being under the age of 49 and 19 being over 70. Both
The Wichita Master Gardeners won top honors in the state in the publication category for their 16-month 2010/2011 Regional Gardening Calendar in the small association division at the 2011 Master Gardener State Convention in Glen Rose. They also won third place honors in the same division for their educational program held each month at the Forum. The program has served over 200 citizens with over 400 hours of quality information and education about their lawns, gardens and landscapes.

A dozen Master Gardeners represented the county at the 20th annual Texas Master Gardener Conference. The conference broke all attendance records with over 765 registered with an additional 120 plus attending the banquet. Members attended educational programs presented by nationally recognized experts and toured many local gardens while at the conference.

Wichita Master Gardeners Beth Turlington and Mary Barry are shown with the plaques the association earned at the 2010 Texas Master Gardener Convention.
Earthkind Vegetable Variety Trials In Community Garden Project Are First In Nation

When Sharon Bankhead, director of the Burkburnett Boys and Girls Club visited with Wichita County CEA Fred M. Hall the first time she had no idea her after-school kids would be part of a innovative research project. She started with visions of a few tomatoes and peppers for the cooks and found her kids doing ground-breaking research in a Texas AgriLIFE Earthkind vegetable variety trial.

Along with Wichita Master Gardeners and interns, Hall designed and implemented a fun garden for the youthful gardeners. But the real innovation came from Texas AgriLIFE Earthkind Project Leader Dr. Steve George who was one of the instructors in the Master Gardener Training class going on last fall. He encouraged Hall to develop his interest in sustainable agriculture and trial vegetables that are commonly grown in the Rolling Plains that would be adequately productive while using minimal resources and offer maximum protection for the environment.

The basis of the project was to combine the best of organic and traditional gardening techniques to create a new horticultural system for the 21st century using a research-proven system sassed on real-world effectiveness and environmental responsibility.

Four guiding principles underscore the premise of this research. They are:

· To base home gardener horticulture decisions on deep, abiding respect for the environment and on the latest scientifically-sound, research-based information.

· To employ EarthKind techniques of plant selection and culture to avoid pest problems before they occur using EarthKind vegetable varieties.

· To use pesticides only as a last resort. If a pesticide becomes absolutely necessary, then select the most EarthKind or environmentally responsible product available.

· To provide citizens a simple system that will provide abundant fresh vegetables in season with a minimum of labor and land while using practices that build soil health and fertility.

The design used in this research is the randomized complete block design (RCBD). The RCBD is a rigorous design that allows us to account for field variability. The analysis for the RCBD requires a statistical program, but the analysis provided allows the results to be reported in the order of treatment performance.

The advantage of this design allows us to measure the variability (or error) in the study. Differences between treatments can be determined by the Least Significant Difference (LSD). This helps us know what difference are due to the treatments and what differences are likely due to the variability (error). RCBD allows for more confidence in the final results than do other tests.

We used an RCBD with three variety blocks at each location and unlimited water block. We hand-planted varieties uniformly into each block.

Starting this trial during an extreme drought with unusually high temperatures and winds presented several challenges including 100 days over 100 degrees.

The area was given two treatments with glysophate to kill the Bermuda grass turf. When the plots and garden were amended with four inches of compost and three inches of expanded shale which was tilled into the soil. After the planting was complete, a three inch layer of mulch was placed between the plants.

The after-school class was trained in basic gardening, pest identification, data collection and food preparation and preservation before they planted, weeded, watered and harvested the produce.
New CEU Program Is Popular With Area Elected Officials

Eighteen licensed non-commercial pesticide applicators, most who worked for county or city government attended a program on November 2 to fulfill their required continuing education units. Not a wheat and cotton program, but a program designed especially for county and city employees who spray right-of-ways, bar ditches and maintain municipal properties using pesticides.

This program offered five CEU credits including rules and regulations (1), drift management (1) plus general (1) and IPM (2).

At 9 a.m. Henry Krusekopf began with an on-line presentation on pesticide rules and regulations; at 10 a.m. County Agent Fred Hall continued the day with a presentation focusing on drift management. Dr. Mark Matocha continued the on-line presentation focusing on pesticide safety. The class broke from 12 noon to 1 p.m. for lunch. At 1 p.m. Hall resumed, focusing on weed identification and chemical use.

Coffee and refreshments were available during the program, but attendees were responsible for their own lunch arrangements.

The registration fee of only $20 made this truly cost effective for counties saving them travel and higher registration fees for similar programs out of the area.
2011 BLT Evaluation Report for Wichita County

Eat Better to Live Better
Bambi Shelnutt, Wichita County Better Living for Texans Program Assistant

Research has shown that individuals who live in poverty have dietary intakes that are not congruent with current recommendations (i.e. Dietary Guidelines or MyPyramid). This audience, like many, may not recognize their risk for foodborne illness. Stretching resources so food is available throughout the month is also a challenge.

Better Living for Texans
The Better Living for Texans (BLT) Supplemental Nutrition Assistance Program (SNAP-Ed) project was initiated in 1995 as a cooperative endeavor among Texas AgriLife Extension Service, Texas Health and Human Services Commission (HHSC), and the Food and Nutrition Services (FNS) of USDA. The program is offered in every county that is served by a County Extension Agent - Family and Consumer Sciences (CEAFCS), including Wichita County.

A component of the Supplemental Nutrition Assistance Program (SNAP), BLT provides educational programs to food stamp recipients, applicants, and other approved audiences to help improve their ability to plan and prepare nutritious meals, stretch food dollars, and prepare and store food safely. In addition, BLT incorporates its programs with the Walk Across Texas program to promote physical activity. BLT is delivered through a variety of teaching methods that reflect audience needs. Teaching methods include, lesson series, single education events, one to one consultations, demonstrations, and tours. With the presence of BLT in almost every county in the state, Extension is poised to reach all areas of Texas, both rural and urban, and increase the likelihood of meeting the nutrition education needs of under-served Texans.

During 2011, more than 80 Wichita County adults participated in the BLT Eat Better to Live Better series. This program focuses on meal planning, stretching food dollars, and adopting selected behaviors that can reduce the risk of foodborne illness.

Program evaluation
Evaluation of the Wichita County BLT program was conducted via the use of a pre, post, and 30-day follow-up survey. This allowed for the collection of data that reflected current behaviors, behaviors that participants intended to adopt, and extent to which behaviors were adopted. The instrument also allowed for the estimated of changes in out-of-pocket food expenses that may have occurred as a result of their participation in BLT. Out of the 62 people that completed all three surveys, they were spending over $15,000.00 out of their pockets on groceries on top of the over $20,000.00 they receive in food stamp benefits. After completing the Eat Better to Live Better series were they learned how to plan their family meals, make grocery lists, and how to shop more wisely, these same participants were only spending about $5700.00 out of pocket for groceries.
Relevance- Hatching in the Classroom: Duck Edition was envisioned as a reward for teachers who have successfully completed 5 years of the Hatching in the Classroom curriculum with chicks. Ben Milam Elementary 2nd grade was the test group as they have had the most continuous group of teachers conducting the program with the best success rate.

Response- The agent was taxed with creating new curriculum pieces similar to those existing for Hatching in the Classroom or Egg to Chick. New curriculum pieces include:

- Teacher overview power point
- Duck coloring book
- Feather matching game
- List of duck spelling words
- Evaluation test piece

Changed curriculum pieces include:
- Placement Calendar
- Tips for Hatching Duck Eggs

Teachers were presented with an overview lesson of the program and the expectations of the County Extension Office. Students were then guided through 6 weeks of hands on educational programming. Topics included:

- Use of incubators
- Importance of turning the eggs
- Identifying duck breeds through color characteristics
- Types of feathers
- How to blow eggs
- Duck spelling words

Teachers were told during the overview lesson which specific items would be covered on the evaluation.

Results- Fain Elementary had an unsuccessful hatch and opted out of continuing with lessons. As the end of the school year neared, teachers at Ben Milam Elementary opted out of evaluation due to time constraints. Ben Milam Elementary was eager to participate again in 2012.

Interpretation- The “Hatching in the Classroom: Duck Edition” program was a success and has been interpreted to Wichita County Commissioner’s Court, all local 4-H clubs, the Leadership Advisory Board, Wichita County Parents & Adult Leaders.

Future Plans- Agent will encourage Ben Milam to use Hatching in the Classroom: Duck Edition in the upcoming year. Agent will research and secure funding to allow new teachers the option of using this program for the following year.

Acknowledgements- Wichita County Texas AgriLife Extension Service would like to thank fellow Ben Milam Elementary School and Fain Elementary School for hosting the program and Berend Brothers for re-homing the ducklings.
Relevance- Youth leadership is both an internal and an external process leading to: (1) the ability to guide or direct others on a course of action, influence their opinion and behavior, and show the way by going in advance; and (2) the ability to analyze one's own strengths and weaknesses, set personal and vocational goals, and have the self-esteem to carry them out. Resources available to affect leadership in youth include the "Putting the Pieces Together" curriculum (4-H 11-1).

Response- Using the Putting the Pieces Together Curriculum youth were guided through 16 weeks of leadership exercises. Topics included:

- Use of resources,
- Goal Setting,
- Creativity,
- Problem Solving,
- Learning to Learn,
- Resiliency,
- Communication,
- Cooperation,
- Conflict Resolution,
- Accepting Differences,
- Service Learning,
- Marketable Skills,
- Knowing Self,
- Self Responsibility,
- Character and,
- Visioning.

This plan was designed to introduce the topics with fun activities and initiate a feeling of power and ownership within each youth's own club. This will also provide the agent a way to “certify” that each youth has met defined requirements to become a Wichita County Teen Leader.

The agent divided the activities into four levels covering the same 18 lessons to further drive home the issues. Each level has activities increasing in difficulty. This group of seven participants advanced to Level 2 in the fall of 2010. Level 1 & 2 will again be offered for a new group of participants. The ultimate goal is for each group to finish the four levels, and then begin teaching the same lessons to the new groups. After learning for four years and teaching for four years, the participants will become certified “Teen Leaders.”

The lessons were only offered to Junior and Intermediate 4-H members. Members will become senior age during the course of the eight years.

Results- A retrospective post evaluation strategy was utilized to measure programmatic impact on the students whom completed Level 2. Youth also completed a customer satisfaction survey to determine if the program should continue. 86% of youth completed the surveys.

- 100% showed positive movement is their knowledge of different communication strategies.
- 60% showed positive movement in their knowledge of teamwork.
- 50% of youth participants rated their understanding of creativity and its characteristics as “excellent”.
- 100% have a more firm knowledge of the strategies to facilitate groups.
• 100% were satisfied with the overall program.
• 100% would recommend this activity to others.
• 83% were “mostly” or “completely” satisfied with the instructors’ knowledge level.
• 83% were “mostly” or “completely” satisfied with instructors’ responses to student questions.

Interpretation- The “Putting the Pieces Together” program was a success and has been interpreted to Wichita County Commissioner’s Court, all local 4-H clubs, the Leadership Advisory Board and Wichita County Parents & Adult Leaders.

Future Plans- Agent will follow each class through all lessons and guide students as questions arise. Participant feedback will be used to further fine tune the activities and lessons for continuation. Future classes will use a pre and post knowledge change evaluation.

Acknowledgements- Wichita County Texas AgriLife Extension Service would like to thank fellow District 3 county extension agents for providing a wide array of teaching methods and Commissioner Pat Noriss for attending and presenting awards at the graduation ceremony.
Relevance- The 4-H Food Challenge is a grass-roots effort developed by County Extension Agents to address the need for a new, “highly-charged” foods experience. Modeled after such competitions as the Food Network’s Iron Chef, the 4-H Food Challenge allows teams of three to five 4-H members to create a dish using a predetermined set of ingredients. From these ingredients, 4-H members must identify, prepare and then present information related to the preparation process, nutritional value, serving size and cost of the dish. Throughout this process, 4-H members are applying the knowledge and skills gained through participation in the 4-H foods and nutrition project, demonstrating their culinary and food safety skills, and continuing to learn about making healthier food choices.

Response- The goal of implementing the 4-H Food Challenge is to give youth and volunteers a new opportunity for increasing knowledge related to foods and nutrition and being able to apply the knowledge and skills gained through project experiences. The specific objectives of the 4-H Food Challenge are:

• Provide opportunities for participants to exhibit their knowledge and skills when preparing and presenting a dish
• Provide opportunities for participants to learn from other team members
• Promote teamwork.
• Give participants opportunities for public speaking.
• Provide leadership opportunities.
• Give 4-H members the opportunity to participate in a new, exciting competitive event.

Results- A retrospective post evaluation strategy was utilized to measure programmatic impact on the 38 participating youth. Thirty seven youth completed the survey.

• 66% (23 of 37) agreed that they had a more firm understanding of MyPyramid.
• 53% have a stronger understanding of food nutrients and their functions.
• 33% showed positive movement in understanding the importance of food safety and 41 % in understanding kitchen safety.
• 52% showed a greater understanding in the purpose of different cooking methods.
• 51% showed a greater understanding in how to plan and prepare a recipe.
• 62% had a greater knowledge of how to alter a recipe according to a dietary need.
• 64% stated that they had planned or prepared a recipe at home based on what they had learned.
• 57% of participants stated that they had altered a recipe according to dietary needs based on what they had learned.
• 69% declared that they now make healthier food choices based on what I have learned.
• 75% made changes to the handling and preparation of food based on what they have learned.
• 60% are more comfortable speaking with others because of participation in the food challenge.
• 84% are more comfortable working on a team.
• 70% stated that they will be more comfortable serving in a leadership role.
• 73% are more willing to listen to others.
• 57% stated that they do a better job of following through on obligations.

Interpretation- The Food Challenge was a success and has been interpreted to Wichita County Commissioner’s Court and all local 4-H clubs.
Future Plans- Agent will encourage all participants to continue seeking further knowledge in the Foods & Nutrition project. Locally winning teams will be encouraged to compete at advanced levels. Participant feedback will be used to further fine tune the activities and lessons for the following year. Future activities will use a retrospective-post evaluation.
Other Significant Programs:

2011 Progressive Agriculture Safety Day in Wichita County
Relevance: Agriculture is of utmost importance in Wichita County. Although Wichita County is classified as a rural county, it is also home to the smallest of the big cities with Wichita Falls having a population of over 104,000. Even though not every family in Wichita County lives on a farm, there is still a possibility of exposure. This program was targeted towards 4th grade youth in Wichita Falls Independent School District in Wichita County. This resulted in 350 youth participating in this program.

Response: County Extension Agents collaborated with area schools, Progressive Agriculture Foundation, community leaders and organizations and Wichita Fall Multi-Purpose Event Center to develop an intensive educational program to educate youth on various safety issues. Speakers for the educational presentations were representatives from community organizations to include:

- Texas AgriLife Extension Service Wichita County
- Sheppard Air Force Base Fire Department
- Texas Department of Public Safety
- Wichita Falls Police Department
- Wichita Falls Storm Spotter Association
- Atmos Energy
- United Regional Health Care System
- Breland Health and Fitness Center
- Wichita County Public Health Department
- International Brotherhood of Electrical Workers
- Wichita Wilbarger 911

Texas AgriLife Extension Service in Wichita County developed a “Safety Day” educational program to address this relevant issue. These participants spend one day at the Multi-Purpose Event Center rotating between stations learning about:

- Electrical Safety
- Bicycle Safety
- Gym Safety
- Vector Awareness
- Natural Gas Safety
- Fire Safety
- Weather Safety
- Meth Awareness
- Seatbelt Safety

Future Plans: Because of the success of the Progressive Agriculture Safety Day, another event is being planned for the spring of 2012. This is an annual event so that our youth become aware of and make changes regarding personal, home and farm safety.

Acknowledgements: Texas AgriLife Extension Service Wichita County would like to extend a special thanks to the following for their leadership and presenting at this educational activity: Sheppard Air Force Base Fire Department, Texas Department of Public Safety, Wichita Falls Police Department, Wichita Falls Storm Spotter Association, Wichita County Public Health Department, International Brotherhood of Electrical Workers, Atmos Energy, United Regional Health Care System and Wichita-Wilbarger 911. A special thank you is extended to the City View High School PALs program for providing teen group leaders during the event.

AgriLifeExtension.tamu.edu
Relevance: Agriculture is of utmost importance in Wichita County. It is important that youth understand the importance of agriculture and how they use it in their lives everyday. This program was targeted towards 5th grade youth in Wichita Falls Independent School District in Wichita County. This resulted in 981 youth participating in this program.

Response: County Extension Agents collaborated with Wichita Falls Science Resource Center, Texas AgriLife Extension Service Kids, Kows & More, community leaders and organizations and Wichita Fall Multi-Purpose Event Center to develop an intensive educational program to educate youth on various agricultural topics. Speakers for the educational presentations were representatives from community organizations to include:

- NRCS
- Southwest Mobile Dairy Classroom
- Stephen Caldwell- Wheat Educator
- Shafer Family- Sheep
- Dillard Family-Horses
- Wichita Falls Area Cattlewomen
- Wichita Falls Beekeeper Association
- Cunningham’s Lone Star Boots
- Texas Farm Bureau

Texas AgriLife Extension Service in Wichita County developed a “Ag Day” educational program to address this relevant issue. These participants spend one day at the J.S. Bridwell Agriculture Center rotating between stations learning about:

- Irrigation
- Wheat Production
- Sheep and Wool Production
- Goat Production
- Beef Processing and Production
- Bee Safety and Honey Collection
- Horse Safety and Industry
- Bootmaking
- Cotton Production
- Dairy Industry

Future Plans: Because of the success of the Progressive Kids, Kows & More program, another event is being planned for the spring of 2012. This is an annual event so that our youth become aware of the importance of agriculture in their community and how it affects their daily lives.

Acknowledgements: Texas AgriLife Extension Service Wichita County would like to extend a special thanks to the following for their leadership and presenting at this educational activity: NRCS, Southwest Mobile Dairy Classroom, Stephen Caldwell- Wheat Educator, Shafer Family, Wichita Falls Area Cattlewomen, Wichita Falls Beekeeper Association, Dillard Family, Cunningham’s Lone Star Boots, Texas Farm Bureau, Wichita 4-H Association, Rider High School FFA and Oak Farm Dairy.
2011 Generation Green in Wichita County

Relevance: Environmental condition is of utmost importance in Wichita County. It is important that youth understand the importance of sustainability and environmental care. The Wichita County Leadership Advisory Board identified environmental education as a significant issue facing youth in Wichita County. This program was targeted towards 3rd-5th grade youth in five school districts in Wichita County. This resulted in 81 youth participating in this program.

Response: The Wichita County Leadership Advisory Board and County Extension Agents collaborated with area school districts, community leaders and organizations and Wichita Fall Multi-Purpose Event Center to develop an intensive educational program to educate youth on various environmental topics. Speakers for the educational presentations were representatives from community organizations to include:

- NRCS
- Wichita County Master Gardeners
- USGS
- River Bend Nature Center
- Red River Authority
- Texas Parks & Wildlife- Inland Fisheries

Texas AgriLife Extension Service in Wichita County developed an “Earth Day” educational program to address this relevant issue. These participants spent one day at the Multi-Purpose Event Center rotating between stations learning about:

- Erosion
- Growing Your Own Garden
- Water Sampling
- Bugs
- Trees
- Rivers
- Lakes

Future Plans: Because of the success of the Earth Day program, another event is being planned for the spring of 2012. This is an annual event so that our youth become aware of the importance of the environment in their community and how it affects their daily lives.

Acknowledgements: Texas AgriLife Extension Service Wichita County would like to extend a special thanks to the following for their leadership and presenting at this educational activity: Maranda Revell - Wichita County Extension Agent- 4-H and Youth Development, NRCS, Wichita County Master Gardeners, USGS, River Bend Nature Center, Red River Authority, Texas Parks & Wildlife- Inland Fisheries.
## Wichita County 4-H & Youth Program Involvement

### 2010/2011 Information & Project Showcase:

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<th>District</th>
<th>State or Majors</th>
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### Curriculum Enrichment Showcase:

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<tr>
<td>Generation Green</td>
<td>Wichita County School Districts</td>
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<td>Sam Houston Elementary</td>
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<td>Junior Master Gardeners</td>
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</tbody>
</table>
Texas AgriLife Extension Service
Wichita County

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