



WHO
WILL?
SPARTANS
WILL.



Antrim County

2015-2016 ANNUAL REPORT

FROM THE DISTRICT COORDINATOR:

This past year, MSU Extension conducted focus groups and online surveys to solicit feedback from the public on what are the most vital needs and priorities for Michigan residents. These results will shape our educational programming for Antrim County residents now and into the future. MSU Extension is committed to providing relevant, responsive and timely outreach to families and communities.



Your MSU Extension staff have linked the knowledge resources of the University directly to individuals, communities and businesses. It is my distinct privilege to present these accomplishments in our annual report. This report summarizes some of the important work done by MSU Extension staff in Antrim County. It has captured most of the significant highlights of our work in 2015 and provides a sense of the direction of our work into the future.

As always, I thank you for your continued support. Without you, we would not be here doing this important work with your constituents.

Jennifer Berkey

 District 3 Coordinator



MEASURING IMPACT:

CONNECTING WITH RESIDENTS

4-H: Developing Youth & Communities	557
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TOTAL PARTICIPANTS IN ANTRIM COUNTY1,421

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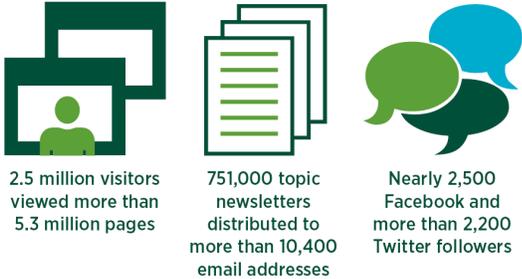
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MSU EXTENSION'S EXPANDED DIGITAL REACH IN DISTRICT 3 AND STATEWIDE:



28% Increase in District 3 Visitors to MSU Extension Website



Statewide 2014-15 Digital Reach

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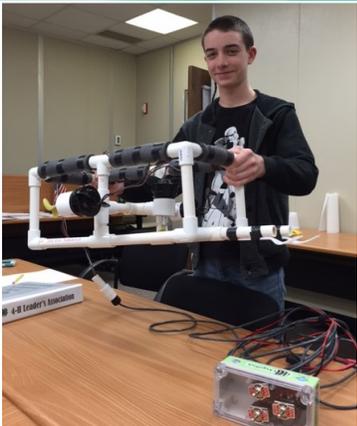
DEVELOPING YOUTH AND COMMUNITIES

Antrim County 4-H Clubs – 4-H Clubs are the foundation of every successful 4-H program. They provide volunteers and youth with unlimited opportunities for learning, relationship building and fun. Clubs can be single project clubs, after school clubs, in-school clubs, community clubs or SPIN clubs (Special Interest, short term) and are based on the experiential learning model. Regardless of the structure, the primary purpose of 4-H clubs is to support the development of each youth participant’s full potential and cultivate a variety of life skills. In 2015 Antrim County had seven clubs with 90 members and 24 volunteers.

4-H member demonstrating leadership and communication skills while giving a presentation to the 4-H Leaders Council, of which he is a member.

Youth and Volunteer Development – Adults and youth involved in 4-H have the wonderful opportunity to participate in numerous enriching workshops and events offered locally, state-wide, nationally and internationally. We have youth delegates who attend **Exploration Days** in June on the Michigan State University campus for three days of hands-on learning sessions, field trips and recreational opportunities. Many 4-H members and volunteers have taken advantage of great workshops offered at the Kettunen Center in Tustin, MI with a variety of training choices. This past year we had adult volunteers and teens attend a Robotics Workshop, Veterinary Science Teen and Adult Leaders Workshop and the 4-H Beef, Sheep and Swine Teen and Adult Leaders Workshop.

4-H China Art Exchange Program – The goals of the project are to help children in Michigan and in Michigan 4-H’s partner province, Shandong, of the People’s Republic of China, better understand and appreciate one another’s culture, and to give Michigan children an opportunity to create their own artwork, as a “visual letter” to the children in China. This past year over 300 Antrim County youth participated in this project, learning about China through Chinese children’s art, learning how to talk about artwork, discovering similarities between children in both Michigan and China and creating their own artwork as a “visual letter.”



Cindy Garwood, Antrim County 4-H Program Coordinator, engaged in global education through the Michigan 4-H China Art Project during summer programming.

Developing Youth and Communities, continued

4-H Spring Achievement is an annual event where club members have the opportunity to display and share about the project area they have been working on so far during the 4-H year. Each participating member is interviewed by an evaluator about their specific project area, giving the member a chance to look back over their 4-H experiences and build communication skills as they articulate what they have learned. Many of our leaders and parents have commented on watching a child's self-confidence really blossom over time, partly due to opportunities such as these.

4-Her's demonstrating responsibility taking their turn at "barn duty" during the Fair.



4-Her's learning about animal care during a club meeting activity using first aid kits designed to care for different varieties of animals.



The **4-H Auction** was held on Friday, August 7 with 39 **Market Animal Projects** being sold. 4-H members gain life skills, such as record keeping, communication and self-responsibility through raising and selling a livestock animal. In addition, it presents the opportunity to learn valuable entrepreneurial concepts such as; goal setting, identifying target markets and marketing strategies, distinguishing product features, communication strategy and sales pitch, record keeping and breakeven price and profitability.



4-H youth (grades 7-12) are 4 times more likely to make contributions to their communities.

4-H youth (grades 8-12) are 2 times more likely to be civically active.

~ Comprehensive Findings from the 4-H Study of Positive Youth Development by Lerner and Lerner.



KEEPING PEOPLE HEALTHY & ENSURING SAFE FOOD

Improving Nutrition and Physical Activity

The Supplemental Nutrition Assistance Program – Education (SNAP-Ed) provides nutrition education to income-eligible adults and children. This program focuses on improving dietary quality, increasing physical activity while stretching food dollars. During the past year in Antrim County, 165 adults and 348 youth were reached through nutrition education classes at various venues in the county.

Youth programming continues to be a cornerstone of educational programming in Antrim County. Children participate in a six-week series of lessons using Show Me Nutrition, a curriculum that teaches youths how to have a healthy lifestyle. Several important health themes are taught in each grade level, such as nutrition, food safety and physical activity. The students especially enjoy the food taste tests which reinforce the learning lessons that week like yogurt parfaits and low-fat dairy. Keeping the students on their feet and physically active is another favorite part of the class time as well.

A couple weeks after finishing a nutrition series in a kindergarten class, the teacher shared how the key messages from the MyPlate lessons were still having an impact. Standing in the cafeteria lunch line, one of her students came up to her and with a proud smile on his face and confidence in his voice he told her what he was having for lunch. He pointed out that he made the choice to drink white milk because chocolate milk is a 'sometimes' food. She continues to encourage her students to practice what we learned in the class and the students continue to share what they are doing to make healthy choices.

A substitute teacher was impressed with the nutrition knowledge the students retained after being in MSU Extension nutrition classes. She told the students how impressed she was at what they remembered. The partnership with this elementary school is a strong one that is seeing the benefits of a long-term commitment between the teachers and MSUE. The teachers are incorporating our lessons into their own curriculum. This partnership is having a lasting impact on students and families in the community.

Adult outreach increased this year with increased partnerships and outreach at new venues. Nutrition education is done with hands-on classes teaching adults how to prepare healthy meals over a series of weeks or at a presentation in partnership with Head Start or the Health Department. Adults who participate in our classes improve their nutritional practices as well as increase their fruit and vegetable consumption.

Teachers observed after the nutrition education classes that the children increased their awareness of the importance of good nutrition and the children were making healthier meal and snack choices.

Nutrition Program Instructor Gina Cameron on a store tour teaching participants how to read food labels and shop for nutritious foods on a budget.





Coupons were redeemed for over \$3,000 in funds for produce for local farmers.

Keeping People Healthy, continued

MSUE provided nutrition education on the benefits of including fruits and vegetables in their diet. Project FRESH participants increased the quality of their diet by purchasing locally grown fresh fruit and vegetables from Antrim County farmer's markets. These coupons were redeemed at the farm market for over \$3,000 in funds for produce grown by local farmers.

Preventing and managing chronic disease

Chronic diseases are among the most prevalent, costly, and preventable of all health issues. Compared to the national average, Michigan adults suffer from more risk factors (obesity, hypertension, and high cholesterol) that contribute to chronic disease.

Michigan State University Extension disease prevention and management programs work to promote health and wellness by reducing and managing the incidence and impacts of chronic diseases among Michigan residents and communities. Health factors such as obesity and physical inactivity significantly influence risk for developing chronic diseases, such as type 2 diabetes and cardiovascular disease.

The County Health Rankings, an annual measure of the overall health of nearly all counties in the nation ranked Antrim county 48th out of 83 Michigan counties. Rankings are comprised of several national measures that affect the health of communities, such as high school graduation rates, access to healthy food, rates of smoking and obesity.

MSU Extension can support improved health of individuals and communities through delivery of evidence-based programs and engaging in multi-level partnerships with shared goals of reducing the prevalence of chronic disease. Noted activities within Antrim include the following:

- A partnership between MSUE, the Northern Michigan Diabetes Initiative and the Health Department of Northwest Michigan to provide the National Diabetes Prevention Program to Antrim county residents who are identified by at risk for development of type 2 diabetes.
- MSUE contribution and support of the Obesity and Chronic Disease Prevention Network Action Plan, goals and research-based strategies aimed at supporting healthy adults and communities – convened by Health Department of NW MI.
- Smart Food Choices for Healthy Aging presentation to senior diners at the Mancelona Senior Center.
- Farms, Food, and Health, this sold out conference took place in January at the Grand Traverse Resort and brought health practitioners, employers, hospital and school food service directors, educators and farmers together under one roof to connect the dots between health care and wellness. Participants from Antrim County were



Keeping People Healthy, continued

among the statewide audience. MSUE served as one of the primary conference organizers and hosts. A 'Farms, Food and Health' Facebook page was created following the conference to promote sharing.

Reducing anger, bullying and stress

Community-based sessions provided participants with proven strategies to promote safe and healthy relationships. Through the **Antrim County Community Collaborative**, MSUE has forged partnerships with Headstart/Early Headstart, Mancelona Early Childhood Center, Elk Rapids Way to Grow, and CLEO, Central Lake Early Experiences and Opportunities for Children and Families.

Further collaboration resulted in a Mindfulness for Parents and Caregivers workshop on December 7, 2015 at the Ursula House in Central Lake. Ten childcare providers and parents attended to learn about breathing techniques and movements for themselves and the children in their care. Participants created calming jars and received children's books focused on emotions, breathing and calming.

After one-time presentations on social and emotional health topics, evaluation surveys documented that:

- 82 percent of participants said they knew the skills needed for healthy relationships and ways to promote healthy communication.
- 80 percent of participants said they knew how to keep relationships safe physically, emotionally and socially.

MSU Extension's **RELAX: Alternatives to Anger** program offers techniques for calming down and de-stressing, problem solving, communicating and letting go of the past. As a result of the program:

- 96 percent of RELAX Parent/Caregiver workshop participants learned activities to assist children with self-control.
- 65 percent of RELAX participants reported they increased efforts to talk things through until a solution is reached.

Be SAFE offers a variety of educational resources to help communities reduce and prevent bullying behaviors while promoting healthy social and emotional learning and development. The initiative focuses on helping adults consider ways to do this within all of the settings where young people live, learn, grow and develop – including out-of-school settings. Be SAFE resources include the Be SAFE: Safe, Affirming and Fair Environments curriculum, face-to-face and online workshops for adults and a series of workshops for parents and caregivers.



MSUE participated in the Central Lake CLEO open house and saw over 30 families.

“As a result of your program, our adults are more open to understanding young people, and the youth seem to better recognize how much concern and care the adults have for their safety.”

- Youth group leader, Be SAFE: Safe, Affirming and Fair Environments

Denise Aungst's MSUE
News Articles



SUPPORTING FOOD AND AGRICULTURE

Michigan State University Extension conducted 10 meetings across Michigan on the Dairy Margin Protection Program (DMPP) in September 2015. Seven of the meetings were held live, and 3 were live webinar broadcast. Producers received a current milk production and marketing forecast, discussed risk management, and how the DMPP program can fit into a risk management strategy.

- 81 participants
- 16,044 milking cows impacted (based on 36 survey responses)
- 365,610,272 pounds of annual milk production impacted

The Michigan State University Extension Dairy Team delivered the **Optimizing Dairy Farm Profits** program to 7 locations in Michigan. The program highlighted information relevant to staying profitable with today's milk prices including: understanding financial performance indicators, improving labor productivity, and making good financial decisions in the areas of forage harvesting, stocking density, and the heifer enterprise.

- Over 130 attendees from across Michigan
- Resource tools were shared with producers on a usb thumbdrive

Managing employees is a critical function of business management, yet one in which farm business owners may lack skills and confidence. The **Effective Management of Farm Employees** research project continues to deliver educational programs for Michigan's agricultural employers. Phil Durst and Stan Moore taught a 1.5 hr. pre-conference session for the Great Lakes Regional Dairy Conference with highlights from the 2015 Employee Management conference. The project also led to a regular column for Dairy Business – East, a popular dairy magazine with wide circulation.

- Over 60 producers and professionals came early to the Great Lakes Regional Dairy Conference for the 9:30 am pre-conference session on employee management. This was a great response to a session offered at a time that required them to leave farms early in order to attend.
- In April 2015, Durst and Moore were asked to provide an in-service for Extension Educators preceding the Tri-State Dairy Nutrition Conference in Ft. Wayne, IN. Educators from Ohio, Indiana and Iowa attended and understood the principles of management taught by Durst and Moore.
- Stan Moore was invited to speak at the Nebraska Beef Summit in mid-November of 2015 on "Recruiting, Hiring, and Retaining Labor". Moore was the lead speaker for

Supporting Food and Agriculture, continued

the summit. The summit attracted over 120 producers, students, allied industry representatives, and campus specialist.

- In February 2016, Moore and Durst providing a talk at a symposium for dairy producers in Florida, sharing employee management principles with over 50 attendees.

The Farm Business Management team conducted 2014 Farm Bill educational workshops with the objective of informing producers on the new Farm Bill. This includes the changes in commodity programs and the farm and risk management implications that come along with these changes.

The bill introduced major changes in risk management programs for corn, wheat, soybeans, fruit, vegetables and dairy producers in Michigan. These new programs, combined with an anticipated decrease in commodity prices, created major risk management decisions that will affect the financial success of Michigan producers during 2014-2018 (the life of the 2014 Farm Bill). Because the bill required a 1-time irrevocable decision by producers, programming in this area required the combined farm management, financial analysis, and marketing subject matters of the MSU Extension Farm Business Management Educators. This irrevocable decision, combined with the complexity of these new programs and the uncertainty of the long-term commodity price outlook, created a unique urgency for programming on this topic.

Highlights of this educational effort:

110 local and regional meetings were held state-wide that reached a total audience of 8,000 persons.

The Michigan State University Farm Management Team collaborated with local Agricultural Extension Educators and the USDA Farm Service Agency (FSA).

Curtis Talley, area Farm Business Management Educator conducted regional meetings in Petoskey, Rogers City, Alpena and Traverse City.

A set of educational publications for Michigan producers was developed.

Decision making software to analyze the financial consequences of the various program alternatives was demonstrated and made available.

The 2014 Farm Bill brought the most significant change to the Noninsured Crop Disaster Assistance Program (NAP) since the program was initiated. NAP provides financial assistance to producers of crops that are not insurable under normal crop insurance. Tart cherry is one of those crops. The NAP policies are administered by county FSA offices and are designed to protect against natural disasters that result in lower yields and / or prevent crop planting.



Supporting Food and Agriculture, continued

Previously, the producer paid a \$250 fee / crop (up to \$750 / county) to protect against yield shortfalls that exceeded 50% of the producer's historical average production (APH). Now, the producer can purchase coverages up to 65% of Actual Production History with losses paid at 100% of the NAP market price. The producer still pays the administrative fee and there is a premium for buy-up, a structure similar to crop insurance.

Area Farm Business Management educator Curtis Talley, in cooperation with the Farm Service Agency conducted a regional meeting in Traverse City to explain these new developments and demonstrate decision making software designed by the Farm Service Agency.

The participants at the **2nd Annual Straights Area Grape Growers Association Vineyard Education Conference**, held in Petoskey on August 8, 2015 received information on the recognition and control of major grape diseases and how to monitor vineyards for major insect pests. Knowledge gained at this meeting would improve their ability to manage vineyard pest and disease problems, protecting the yield and quality of wine grapes produced in their vineyard.

Other Viticulture and Enology programming included:

- NW Michigan Orchard & Vineyard Show
- MSUE/Parallel 45 Spring Wine Grape Kick Off
- MSUE/Parallel 45 Monthly Meeting Series
- Cooperative programs with Straights Area Grape Growers Association & North Central Michigan College

Through volunteer outreach, **Extension Master Gardeners** share science-based gardening knowledge and engages citizens and empowers communities in environmentally responsible gardening practices, improving food security, improving community, and developing youth through gardening.

Other **Consumer Horticulture** programming and services available for residents of Antrim County include:

- Gardening Hot Line
- Gardening in Michigan web site
- Ask an Expert system
- Smart Gardening programming
- Soil tests for home gardens, yards and landscape plants
- Master Gardener Training and Volunteer Program

Supporting Food and Agriculture, continued

The Northwest Michigan Horticultural Research Center was pleased to host its annual open house in late August this year. This annual event features a day of tree fruit production education through a research station wagon ride farm tour. Tree fruit researchers from MSU's campus and the NWMHRC provided attendees with the most current updates of the 2015 season's research projects. The 120 attendees were particularly excited to watch a video from the NWMHRC's demonstration of a new approach for harvesting high-density tart cherries using an over-the-row blueberry harvester. At the evening dinner and banquet, Don Gregory of Cherry Bay Orchards was awarded the Distinguished Service Award.

Developing an Industry-Wide Approach for SWD Management in 2016

Spotted wing drosophila (SWD) is an invasive insect pest that poses significant challenges to cherry production in Michigan. The Northwest Michigan Horticultural Research Center host a summit on November 20th to bring researchers and industry leaders together to discuss a strategic plan to mitigate the risk of SWD in cherries. There were 75 in-person participants and 49 remote participants who joined the event through ZOOM technology. Participants were provided with the latest updates on SWD research and observations, and MSU Extension conducted a needs assessment to determine the critical foci for future research and extension programs for SWD. As a result of this needs assessment, MSU researchers submitted five grant proposals geared toward SWD in cherries research, totaling more than \$173,500 in potential project funds.

2015 Tree Fruit Integrated Pest Management Updates Series

MSU Extension Educator, E. Pochubay hosted a total of 32 2-hr meetings in Antrim, Benzie, Grand Traverse, and Leelanau from May-early August. Over the course of this program, 537 participants attended the meetings to discuss the current season's tree fruit production and receive diagnostic services. Based on a survey of 44 respondents, 60-100% respondents reported that they adopted a practice that was suggested at an IPM Update, and estimated this program's value at a total of -\$11,177 - \$558,883 for the 5,588 acres of apples and cherries that were reported.

Other educational programs with staff leadership and participation included:

- 2016 Tree Fruit School, February 18-20, Grand Rapids, MI
- Cider: From Apple to Bottle, March 25, Thompsonville, MI
- Hart Spring Meeting, March 31, Hart, MI
- Orchard Tours and More (formerly Cherry Connection), July 6-10, Traverse City, MI
- Traverse City Cider Week, Cider and Sausage Salon, Aug. 17-23, Traverse City, MI
- Great Lakes Expo, Tart Cherry, Sweet Cherry, and Hard Cider Sessions, December, Grand Rapids, MI



FOSTERING STRONG COMMUNITIES & BUSINESSES

Assistance to support beginning farmers across MI

With the intention of promoting and building a vibrant local agriculture community, the 2015 Northern Michigan Small Farm Conference hosted more than 1,000 attendees at this multi-day event. Forty-one Antrim County growers attended this conference. MSU Extension was part of the annual planning committee for this committee as well as taught educational sessions. Local growers had some significant impacts from attending the conference:

- 90% intended to make positive changes in their farm with their new knowledge
- Local growers indicated a highly significant increase in knowledge of where to find local resources and make connections with others working in the local food system
- Participants indicated a highly significant increase in food production/processing knowledge

The public value of this conference is increased local production and purchasing of local products keep dollars in the regional economy which fundamentally supports rural and regional development.

The MSU Product Center Food-Ag-Bio assists county residents in developing products and businesses in the areas of food, agriculture, natural resources and the bio economy. Extension educators are specially trained as innovation counselors to deliver these services to local residents. Business counseling is conducted on a one-on-one basis and may take place at the MSUE office or the client's home or business location. The assistance provided is tailored to meet the needs of the client and may include things like developing a business plan, navigating the regulatory maze, accessing the supply chain or seeking funding options. The innovation counselor also assists clients in accessing specialized services they may need that are offered through Michigan State University like feasibility studies, nutritional labeling, food science, and packaging assistance.

Northern Michigan Counties Association, organized by MSU Extension, county commissioners from 33 counties in northern lower Michigan meet eight times per year to share information and learn from the experiences of others.

Antrim County Economic Development Corporation Board identified and prioritized seven critical issues and developed action steps to address them in two sessions facilitated by MSU Extension Educator John Amrhein.

Twenty-two counseling sessions took place to assist entrepreneurs in Antrim County this year, resulting in the creation of 4 new jobs, \$25,000 in increased annual sales, and \$127,526 increased investment into the local economy.

Fostering Strong Communities & Businesses, continued

MAC Annual Conference joint presentation by MSU Extension and Citizen's Research Council on constitutional and statutory requirements that Michigan fund mandated local services, types of mandates, and the use of fiscal notes in Michigan and elsewhere to enhance compliance.

Extraordinary Governance and Effective Meetings workshop held in Benzie County attracted participation from Antrim County.

Building Strong Sovereign Nations is a leadership building program developed by MSU Extension in cooperation with leaders of Tribal Nations in Michigan and delivered annually in conjunction with the United Tribes of Michigan fall meeting. The program is open to leaders from all Tribal Nations in Michigan and is also available to leadership and staff of individual tribes.

New County Commissioner Workshops are being planned for late November and early December 2016, following the election of commissioners. Watch for dates and locations.

The Antrim County Petoskey Stone Festival celebrates one of Michigan's finest natural resources - the unique Petoskey Stone, Michigan's official state stone. Michigan State University Extension currently provides leadership for this County festival.

- Attracts over 2,000 attendees to this annual event
- Features fun activities and entertainment for the whole family
- Provides a venue for education around our abundant natural resources and our community

In 2015, Michigan Sea Grant Extension worked with Elk Rapids Harbor on sustainability and prosperity issues. Rising Great Lakes levels in 2014-2015 forced the harbor to raise all fixed docks to their maximum adjustable heights. The Edward Grace Memorial Marina is a long-time member of the Michigan Clean Marina Program (Michigan Sea Grant, Michigan Boating Industries Association and Michigan Department of Environmental Quality) and Harbormaster Eric Crissman spoke at the annual Michigan Harbormasters Association meeting. Elk Rapids Harbor is one of the largest recreational harbors in lower Michigan (161 seasonal, 50 transient and 2 commercial slips) and lessons from this Harbor can be shared with other harbors across Michigan as final toolkits and information is compiled from the michiganseagrants.org/smallharborsustainability project.



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Michigan State University Extension helps people improve their lives through an educational process that applies knowledge to critical issues, needs and opportunities.