

## Cheboygan County 2021-2022 Annual Report

PROGRAMS  
ACCESSED BY  
RESIDENTS

130

SOCIAL MEDIA  
REACH

10,243

ONLINE  
REACH

2,952

PROGRAMMING  
REACH

333



I'm delighted to share the results of another successful year of partnership between Cheboygan County and Michigan State University (MSU) Extension. Because of your continued support, we've been able to make a difference in the lives of youth, families, businesses, and communities.

MSU Extension offers a broad range of research-based educational outreach to county residents. Over this past year, we've empowered families and individuals to live healthier lives, supported new and local businesses, created opportunities for youth leadership development and career exploration, helped farmers with business management and mental health, and much more. We continue to innovate post-pandemic by providing our outreach online, hybrid, as well as in-person formats. These options have increased accessibility to Michigan State University resources by your residents. Our staff live and work alongside county residents, and are rooted in community relationships and responsive to community needs.

Our partnership with you makes this all possible. On behalf of the MSU Extension team serving Cheboygan County, thank you for another great year. We look forward to your continued support and hope you will be able to join us during one of our upcoming programs. - Adam Koivisto, District 14 Director





## A Message from 4-H Program Coordinator Jessica Woiderski

Hello! My name is Jessica Woiderski and I'm thrilled to be the new 4-H Program Coordinator for Cheboygan County! My father grew up in Cheboygan and I'm happy to be back living in my grandparents' old home. I come from a background in human ecology—humans and how they interact with their environment. For the past 10 years I've been teaching refugees agriculture, so I have a lot of experience in hands-on teaching;; That's what 4-H is all about! I'm very passionate about youth being our future and I am glad to be in a position where I can make a difference for tomorrow. I started at the MSU extension office at the end of May and as I'm writing this mid-August, I can't believe how much we've done in such a short amount of time!

In the beginning of June, I took two kayak and canoe safety/rescue/trip planning courses. In attendance with me was the 4-H program coordinator from Presque Isle county, and we are excited to plan kayaking and canoe trips jointly for 4-H youth in both counties! There are many youth in our community who live surrounded by wonderful water resources, but don't have the time, parental guidance, or money to get out and enjoy it. With free 4-H water programs, we hope to change that.

Mid-June I started attending farmers' markets and other tabling events to get the word out about 4-H. I recruited several youth and a new volunteers through my tabling efforts, and hopefully spread the word about 4-H in Cheboygan County. I tabled at events that gave out free resources to parents and at city events like Cheboygan Business Expo hosted by the Chamber of Commerce.

The end of June was Exploration Days on the MSU campus, which saw 9 Cheboygan County youth and 10 youth from Alpena county co-chaperoned by myself and two adults from Catholic Human Services. This four day event allowed youth ages 12-19 to explore their future by attending sessions in all areas of 4-H programming, from aeronautics to skateboarding to raising beef cattle. The youth stayed in the MSU dorms, ate at the cafeteria, and got to experience a little of what life on a college campus would look like.

In mid-July the babysitting course for Cheboygan county youth began. Running every week until August 17<sup>th</sup>, the course taught 11 Cheboygan County youth how to implement the skills of good babysitting, how to run a babysitting business, and culminated in CPR and First Aid certification from the American Heart Association.

The beginning of August was the Cheboygan County Fair and this year's theme for the 4-H barn was "What is 4-H" to educate the community on all 4-H has to offer for local youth. There were also free games and prizes to give out! The games brought in many youth and their parents, and a wonderful 39 new Cheboygan County families signed up interested in 4-H! An additional six adults signed up to learn more about what it would take to be a club leader volunteer. I am very excited to have generated so much interest in Cheboygan County 4-H in one week and look forward to starting new clubs and building 4-H back up in Cheboygan County. There is strong interest in creating new clubs, including biking, robotics, and archery. We already have one new volunteer and even leads on possible leaders for these clubs!

As summer draws to a close, I am looking towards growing fall 4-H clubs and getting new members and volunteers started. There is so much potential for growth in Cheboygan County, and I can't wait to see what the future holds!





# 4-H





# Supporting Food and Agriculture



MSU Extension facilitates the growth of agriculture, Michigan's second largest industry. Locally, we help our farmers increase their efficiency and productivity through on-farm research as well as individual programming such as the Farm Stress Program and Farm Management consultations. We also serve the agriculture industry by connecting our producers to MSU faculty and experts across the State to identify solutions to their production challenges. In addition to serving farmers, we also serve the sportsman, home gardeners, and the general population at large by providing consultation, expertise, and education in agriculture related ventures.

Northern Michigan has so much to offer in terms of its natural resources. Our counties are homes to beautiful woods and waters, as well as many acres of productive farmland. In addition to growing the food that feeds many families across our towns, our state, and our nation, our farms are also the livelihood of many families that call our counties home. Agriculture is an essential component of building and maintaining rural economies. As an organization, we work diligently to provide our local farms with up to date, useful information, and research that contributes to their growth, economic security, and environmental sustainability.

Farming in Northern Michigan poses challenges that are unique to our area. Because of these unique challenges and isolation from many agricultural services, MSU Extension works to bridge the gap between our farms, and other areas of agriculture that our farms compete with. One way we help our farms in this respect is through multiple on-farm research projects. These local research projects give our area producers management and crop variety data that is specific to our area. No two farms are alike, therefore providing this data on the local level helps our county's farmers to be more competitive and more profitable.

Supporting MSU Extension also gives our local producers increased access to information and expertise from faculty and specialists within Michigan State University's College of Agriculture and Natural Resources. In turn, faculty and specialists also receive insight into issues facing agriculture in our area, which can aid or steer their research, to our local benefit. We also work to inform our area producers and agribusiness professionals of current issues facing agriculture through multiple forms of communication including newsletters, press releases, grower meetings, field days, and web meetings. This helps our producers to be prepared for any production issues that can affect their farms.

## 2021-2022 FY Highlights Utilized by Cheboygan Residents:

Heroes to Hives Courses

Beef Quality Assurance Certification

MI Ag Ideas to Grow With Confidence

Cabin Fever Conversations

MI Great Beer State Conference and Trade Show



# Supporting Food and Agriculture



Otsego County E-RAIL Response trailer Deployment and Training – Gaylord 10-27-21

MSU Extension's E-RAIL Team Deploys Emergency Response Equipment Trailers to Assist First Responders with Managing Accidents Involving Animals.

The Emergency Response to Accidents Involving Livestock (E-RAIL) program is a comprehensive training and response program spearheaded by Michigan State University Extension. This program is aimed at serving Michigan's animal agriculture industry by providing resources to assist in the response to an accident that involves livestock. The E-RAIL Program consists of different aspects including, training of first responders (often volunteer firemen and law enforcement officers), animal haulers and other local stakeholders on how to properly respond when animals are involved in a traffic accident, providing access to equipment that will

aid in the accident response and creating a network of trained responders throughout the state.

A key goal of the E-RAIL project is to provide first responders across the state with access to the tools and equipment needed to properly respond to an accident involving livestock. E-RAIL Response Trailers are cargo trailers fully stocked with equipment and supplies that may be needed when responding to an accident involving livestock. Accidents of this type typically require specialized equipment not normally carried in first responder vehicles. By locating these trailers in areas of the state that typically see high levels of animal movement and are close to major highways, those responding to accidents will be better able to access the type of equipment needed to make an effective and efficient response. Along with providing accessibility to these needed resources, the E-RAIL team provides training for these audiences on forming local teams, proper use of equipment included in the trailers, and safety tips for first responders including information on animal behavior and animal handling.

While the E-RAIL Response Trailers have been designed primarily to aid in the response to traffic accidents, these resources are suitable for many different situations involving animals. First responders, law enforcement officials and animal control officers are encouraged to access these tools so that a proper response can be implemented, no matter what type of animal-related event requires their help.

The E-RAIL Program currently has 3 trailers fully stocked and deployed in Michigan with trailers located in Otsego, Jackson and Branch Counties. It is the intent of the E-RAIL program to help deploy at least 6 to 7 E-RAIL Response Trailers across Michigan providing access to specialized tools and equipment needed during these unfortunate events. The goal of this effort is to allow for multiple counties, through mutual aid agreements, to have access to a nearby E-RAIL Response Trailer. The MSU Extension E-RAIL team has determined that trailers should be located strategically so that response times should be no more than 30-45 min after contact. Efforts are made to build partnership agreements between counties located adjacent to the trailer location, allowing for counties to work together using this shared resource to provide an effective and efficient response.

MSU Extension works to increase farmers' success while protecting the environment, ensuring food safety, reaching new markets and advancing agriculture through applied research. Agriculture is now one of the fastest growing sectors of the Michigan economy.



# KEEPING Businesses Strong

The more one sows,  
the greater the harvest

*Orison Swett Marden*



## Supporting Food & Farming Entrepreneurs

**T**he MSU Product Center assists Cheboygan County residents in developing products and businesses in the areas of food, agriculture, natural resources and the bio-economy. Product Center Innovation Counselor, Wendy Wieland, conducts confidential counseling with entrepreneurs that is tailored to meet the needs of the client. It may include developing a business plan, navigating the regulatory maze, accessing the supply chain or researching funding options. Wieland also assists clients in accessing specialized services they may need that are offered through Michigan State University. These services range from feasibility studies for larger scale projects or grant applications to nutritional labeling and packaging assistance for a first-time artisan food manufacturer.

**Over the past year, MSU Extension Product Center staff assisted 7 entrepreneurs looking to grow businesses in Cheboygan County.**

Product Center staff provided 7 hours of counseling and research and these local businesses employed 117 people in Cheboygan County.

MSU Extension and the MSU Product Center—Food Ag Bio focus on assisting entrepreneurs who develop and commercialize high-value, consumer-responsive products and businesses.

# FAMILY and HEALTH



July 13 - August 24

## 4-H BABYSITTING CLINIC CPR AND FIRST-AID CERTIFICATION

OPEN TO YOUTH AGE 11 AND OLDER

Wednesdays 1:00 - 2:30pm



## YOUTH K-2nd Grade Impact

**79%** Washed their hands more before handling food.

**43%** Bring more fruits and veggies as snacks.

**95%** Can identify healthy food choices.

**83%** Increased physical activity.

**77%** Are now eating more fruits and vegetables.



## Helping Kids Manage Stress

Wed. Nov. 10  
7:30-8:30

Keeping Michigan families strong and successful—financially, emotionally and physically—is a big part of measuring MSU Extension's success. Programs devoted to keeping families safe include those dealing with bullying and violence prevention.

# FAMILY and HEALTH



## SNAP-ED PROGRAMMING THROUGHOUT THE STATE



Overall MSU Extension **REACHED**

# 338,938

individuals through **NUTRITION** and **PHYSICAL ACTIVITY PROMOTION, EDUCATION,** and **PSE** (policy, system, and environmental change) coaching.



### ADULT Physical Activity Improvements



**44%** increased moderate physical activity participation



**38%** increased strength training activities

MSU Extension's programming promotes healthy lifestyles and empowers Michigan residents to take control of their health. Participants learn how to build nutritious diets on a budget, reduce foodborne diseases and become leaders in the food industry.

### 4,779 DIRECT EDUCATION CLASSES OFFERED



## 528

Face to Face



## 93

Hybrid



## 4118

Virtual



## 40

Phone

## THE MICHIGAN VACCINATION PROJECT

Vaccination plays a critical role in helping protect Michigan's children and adults from life-threatening diseases like the flu, measles and COVID-19. Vaccination is also critical for preventing community spread of disease and protecting Michigan's most vulnerable residents, including babies, the immunocompromised, and older adults. To help Michiganders make informed decisions about vaccination, Michigan State University (MSU) Extension has partnered with the Michigan Department of Health and Human Services to create the Michigan Vaccine Project (MVP).

MVP leverages MSU Extension's statewide network of county offices and community partnerships to provide people with trusted, evidence-based vaccination information. In the spring of 2022, MVP will launch a statewide outreach campaign using digital, radio and print materials — as well as in-person and virtual education programming — to inform Michiganders' vaccination decision making. As part of this initiative, a group of 4-H youth ambassadors will be selected to offer peer-led education in communities throughout the state and create a youth-led vaccine education campaign of their own.

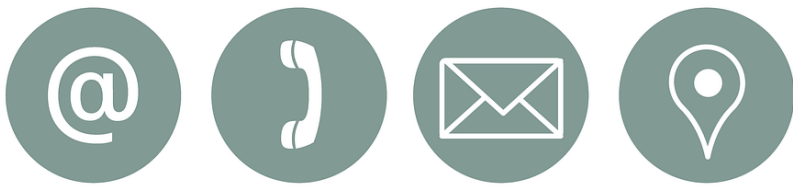
MVP is supported by a grant from the Centers for Disease Control and Prevention (CDC).



# CHEBOYGAN OFFICE

As MSU Extension continues to bring research and education to citizens across the state, three wonderful resources help reach every community member in our counties:

- **Ask Extension** offers one-to-one answers from MSU Extension experts and Extension Master Gardener volunteers on topics such as lawns, gardening, agriculture, food safety, food preservation, natural resources, community development, youth programming and more! Visit Ask Extension at: <https://www.canr.msu.edu/outreach/ask-an-expert>
- **The MSU Extension Lawn and Garden Hotline** is made up of Extension Master Gardeners with the knowledge and resources to help community members with questions from “What plant is this?” to “What’s eating my flowers?” Call the hotline at: (888) 678-3464
- **Soil Test Kits** to learn what vital nutrient your soil is missing for healthy growth in gardens, lawns, and crops. Learn more at: <https://>



When in doubt, a quick call, email, or stop by the Cheboygan County MSU Extension office is always a great idea. Office Manager Alexandra Clemens is to use the extensive resources of MSU Extension experts, articles, and research to help find answers to any of your questions.

**This past year, Cheboygan County MSU  
Extension has helped an average of**

**20**

**community members a month through  
phone, email, and office walk-ins.**

**Resources  
at your  
Fingertips**

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