



Macomb County 2021 Annual Report

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MESSAGE FROM THE DISTRICT DIRECTOR



It is once again my pleasure to provide you with a snapshot of the work that Michigan State University (MSU) Extension is doing in your community. The circumstances of the past two years have presented new and unique challenges for us and many others. However, because of your continued support, MSU Extension has been able to continue its long tradition of providing programming and educational resources that help to enhance the lives of Macomb County residents, contribute to community prosperity and address critical issues as they arise in communities.

In 2021, MSU Extension provided **99,258** points of contact to Macomb County residents through articles, virtual and online programming and in person experiences. We worked with local audiences and community partners to deliver our services in the safest way possible and expanded our reach to new audiences through the use of technology.

Your support of:

- MSU Extension 4-H Youth Development allowed over **2,724** youth to learn lifelong skills, develop leadership abilities, explore new interests and discover the value of community service.
- MSU Extension food programs allow residents to learn about the safety, security and affordability of local fresh foods, how to use them, where to find them, or how to start a cottage food business of their own.
- MSU Extension nutrition and physical activity programs allowed over **2,165** county residents to improve the quality of their diets and become more active.

We hope you are as proud of this important partnership as we are. We thank you for another great year and the continued opportunity to serve this great community.

Edward Scott
Edward Scott
District Director

MICHIGAN STATE
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MEASURING IMPACT



TOTAL SPENT WITH LOCAL BUSINESSES.....**\$5,663,228**



ALUMNI RESIDENTS IN MACOMB COUNTY.....**14,200**



STUDENTS ENROLLED AT MSU.....**2,921**



FINANCIAL AID DISBURSED (2020-2021).....**\$46,458,760**



PROGRAMS HOSTED IN MACOMB COUNTY.....**1,106**



MASTER GARDENER VOLUNTEER HOURS.....**5,510**



NEW PRODUCT CENTER CLIENTS.....**59**



RESIDENTAL SOIL TEST KITS SOLD.....**131**



MACOMB COUNTY EXTENSION WEBSITE VIEWS.....**94,800**



4-H YOUTH DEVELOPMENT VOLUNTEERS.....**118**



TOTAL ECONOMIC IMPACT IN MACOMB COUNTY.....**\$138,009,952**

MSU is an affirmative action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

PROGRAM HIGHLIGHTS

AGRICULTURE, AGRIBUSINESS & CONSUMER HORTICULTURE

MSU Extension serves the agriculture and floriculture industry by engaging in research, education and outreach that enhances the quality of life of Michigan residents. This includes providing resources and information in areas that directly affect human health for those involved in these industries, which are some of the fastest growing sectors of the Michigan economy.

In 2021, **1,059** Macomb residents participated in 136 programs related to

- animal agriculture
- agribusiness management
- beekeeping
- consumer and ornamental horticulture
- field crops, fruit crops, and vegetables

SMART GARDENING

Smart Gardening is MSU Extension’s campaign using earth-friendly messages to help gardeners make smart choices in their own backyards. The goal is to equip gardeners with a “tool kit” of research-based knowledge to use immediately at home. Whether choosing plants, using garden chemicals, fertilizer, or applying water, gardeners need to understand the long-term impacts on their communities.

In 2021, **nearly 800** Macomb County residents participated in gardening programs including: Start Smart in the Garden, Seed Starting, HomeGrown Gardening Series, Lesser & Common Insects in the Garden, Backyard Fruit 101, Cabin Fever Conversations, Starting a Vegetable Garden, and Smart Gardening with Veggies 101.

Nearly **400** Macomb County residents utilized the Gardening Hotline and Ask an Expert, representing almost 5% of statewide users.

USING MSU ENVIROWEATHER AND DEGREE DAYS FOR BETTER GARDENING

Enviroweather is a collaboration of MSU Extension, AgBioResearch, and Project GREEN (Generating Research and Extension to meet Economic and Environmental Needs) to develop and deliver a sustainable weather-based information system that helps users make plant production, and pest and natural resource management decisions. The Enviroweather network of weather stations provides current and historical weather and soil data.

170 residents participated in Using MSU Enviroweather and Degree Days for Better Gardening, a local program for home and community gardeners. Participants learned how to access and use local weather information to manage pests and disease in the garden.



Macomb County is home to one of nearly 100 Enviroweather stations across Michigan.

“I understand so much more that I will share with others at my church who are also gardeners. I am very excited to have learned how to use this resource.”

-Using MSU Extension Enviroweather and Degree Days for Better Gardening program participant



SPONGY MOTH (FORMERLY KNOWN AS GYPSY MOTH) SUPPRESSION PROGRAM

In 2021, the number one question received by the MSU Extension Lawn & Garden Hotline was “What do I do about all of these caterpillars?”

The Macomb County Spongy Moth Suppression Program was established in 1993 and is administered by MSU Extension. The program serves residents in both rural and urban areas within Macomb County. In 2021, **more than 1,650 acres** were sprayed with over 2,700 residential properties affected.

MSU PRODUCT CENTER

The MSU Product Center supports innovation and growth for business, industry and entrepreneurs in food, agriculture, and natural resources.

In 2021, **59** Macomb residents received client counseling from Extension staff and learned how to turn innovative ideas into a business or product concept, how to develop basic business and product plans, and gain analytical insights regarding the agri-food value chain.

PROGRAM HIGHLIGHTS

COMMUNITY, FOOD & ENVIRONMENT

Our natural resources programs improve public understanding, help landowners and communities use those assets for sustainable long-term social and economic development and conserve natural resources for future generations.

In 2021, **1,526** residents participated in Macomb County natural resources programs including Introduction to Lakes, Conservation Stewards Program, Introduction to Orienteering, Michigan Birding 101, Bioblitz and Beyond, MI Paddle Stewards, and Septic System Education.

FINANCIAL HOMEOWNERSHIP EDUCATION

MSU Extension provides resources and education on money management, foreclosure prevention, buying a home, retirement planning and more to help residents and their families to become more financially healthy.

In 2021, **604** residents participated in 126 financial homeownership education programs such as Protecting Your Identity, Informed Renter, Homeownership Education (MSHDA), Foreclosure Basics, How Much Home Can You Afford?, Top 10 Credit Tips, and many more.

KEEPING MACOMB FAMILIES IN THEIR HOMES

MSU Extension believes an educated customer will be more confident in making important decisions about foreclosure. Free foreclosure education and counseling is available to assist homeowners in understanding the process of foreclosure, to provide the education a homeowner must have to assess their situation and work with a lender to obtain a loan modification.

In partnership with the Macomb County Treasurer’s Office, **20** residents facing tax foreclosure received free financial coaching and budgeting education.

PROGRAM HIGHLIGHTS

CHILDREN & YOUTH YOUTH DEVELOPMENT

Michigan 4-H is the largest youth development organization in Michigan and provides more than 200,000 young people with experiential learning opportunities to explore new interests and discover their passions. In 2021, **2,724** Macomb County youth participated in 4-H programs.

4-H:

- develops youth as current and future leaders by providing programs that instill young people with knowledge and skills to become positive agents of change through leadership development, civic engagement and education, global citizenship, and cultural competency programming;
- assists youth in preparing for and finding gainful employment opportunities through entrepreneurship, financial literacy, career exploration, and workforce preparation programs; and
- excites youth about future science, technology, arts, engineering and mathematics (STEAM) careers and builds critical STEAM skills. These programs seek to increase aspirations and attitudes toward science, interest and engagement in science, and skills in critical thinking, problem solving and decision making.



35 Lobbestael Elementary 4th graders learned about gardening in a six-part virtual series.

The Macomb County 4-H Youth Council sponsored the Great 4-H Clover Bakeoff.



CHILDHOOD & FAMILY DEVELOPMENT

MSU Extension provides early childhood and family development programs that help parents, caregivers, childcare providers, and other important adults in the lives of children from birth to age 8 develop important skills. These programs focus on school readiness, social-emotional development, and positive life skill development. In 2021, **195** Macomb County residents participated in these programs.



Macomb 4-H Program Coordinator Seth Martin hosted a Raising Backyard Chickens presentation in Roseville. Youth learned about ownership and care of chickens, how to get started, special considerations for city ordinances and more.

PROGRAM HIGHLIGHTS

HEALTH & NUTRITION

Through MSU Extension's nutrition and physical activity programming, Michigan adults, families and children gain crucial knowledge about nutrition and healthy foods, increase their daily activity and reduce their food security. In 2021, **1,844** residents participated in Macomb County health and nutrition programs.

SUPPORTING STRONG COMMUNITIES

As a result of MSU Extension's social-emotional health programming, **807** Macomb residents learned how to manage their anger, reduce stress, thrive as caregivers, practice mindfulness and strengthen their families' and communities' understanding of and response to mental health crises. Residents participated in **173** programs including RELAX: Alternatives to Anger, Stress Less with Mindfulness, Mental Health First Aid, Powerful Tools for Caregivers, and many more.



Throughout the summer in 2021, a weekly family kickball game was held in partnership with Sport Port, where Community Nutrition Instructor Crystal White was able to connect with community members about the benefits of physical activity and healthy snacks.

"This is a great way to engage the entire family in physical activity and have fun."

-Family KickBall Games participant

FOOD SAFETY

As a result of MSU Extension's food safety and food preservation programming, **214** adults in Macomb County learned how to reduce their risk of illness when preparing food and to preserve food safely, childcare providers learned how to reduce foodborne illnesses in the children they care for, and food service managers, workers and volunteers across the state learned how to protect their customers' health and sell food products safely and legally. After participating in MSU Extension's food safety programming:

 **86%**

of consumers who attended Home Food Preservation classes reported feeling confident or very confident in their ability to find research-based recipes

 **69%**

of childcare providers attending Safe Food = Healthy Kids classes now plan to check food temperature with a calibrated food thermometer

 **85%**

of food pantry volunteers who attended Pantry Food Safety: It's Your Job! programming reported that they are very confident in their handwashing and personal hygiene knowledge, as a result of this class



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