MICHIGAN STATE Extension

ANR COMMUNICATIONS **Product Team** LEGISLATIVE REPORT

Morrill Hall of Agriculture 446 West Circle Drive Suite 311 Michigan State University East Lansing, MI 48824



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Join us for the 13th annual



MSU College of

Agriculture and

MSU AgBioResearch

MSU Extension Natural Resources

Product team specialties...

- Publication project consulting and management
- Editing
- Graphic design
- Print purchasing
- Publishing

What does an editor do for you?

Checks – and if necessary – fixes:

- Grammar and punctuation
- Content, organization, clarity, and consistency
- Style
- Jargon, biased language, and undefined terms, acronyms, and abbreviations
- Readability and accessibility

Editors, continued

An editor will flag potential problems with:

- Copyright, plagiarism and permissions issues.
- The accuracy of facts and reference citations.

(It's the author's responsibility to obtain permissions where necessary, to ensure information accuracy, and to cite sources completely and correctly.)

What does a designer do for you?

- Develops layout structures
- Develops color, font, and graphic themes
- Provides typography that makes reading easier
- Selects or creates visually consistent images that are appropriate for the intended audiences
- Understands and uses corporate brand standards
- Prepares artwork and documents for a variety of uses web, print, signage, and more.
- Adds accessibility features to web documents

Brochures

Michigan State University College of Agriculture and Natural Resources Alumni Association's

39th Annual

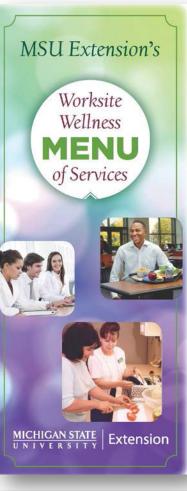


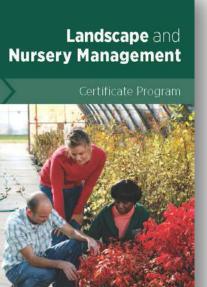


November 8, 2014

at the MSU Pavilion for Agriculture and Livestock Education Starts at 4:30 p.m. 5 hours before the MSU vs Ohio Starte football game

MICHIGAN STATE College of Agriculture







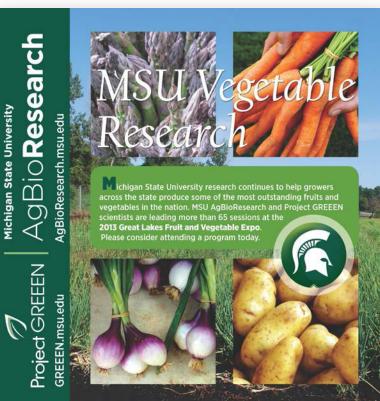
LOOKING FOR AN ALL-IN-ONE ACTIVITY?



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MICHIGAN STATE | Extension

Banners, Displays, Signage



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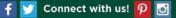




Join us in mentoring the next generation of inventors and out-of-the-box thinkers



www.michigan4htechwizards.org





MICHIGAN STATE

Certificate Programs in Southwest Michigan

- Dual enrollment at SMC
- Practical hands-on training
- Professional internship opportunit
- Earn an Associate's Degree
- Financial aid available



SOUTHWESTERN MICHIGAN COLLEGE



MICHIGAN STATE Extension

Catalogs



Be SAFE: Safe, Affirming & Fair Be SAFE: date, all thirty a fail Every day sound because of bulking, hargener is decigned to help communities learn any is any pays to forlive environments that or

Early Childhood Dev

The ABCs of Early LF

Be SAFE: Safe, Affirming and Fair Environments

SAFE

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This training is designed to jump start on reading. Pare essential preceding skills /

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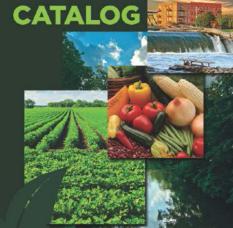




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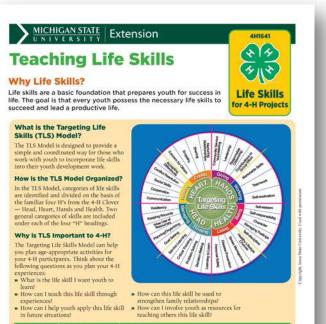


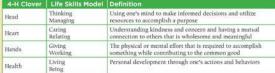
MICHIGAN STATE



of Programs and Services

Curriculum and Educational Materials













Information Graphics

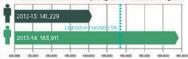


Connecting with residents

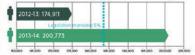
MSU Extension personnel actively collect data to track the organization's progress toward programming goals. Our educators and specialists reach people through face-toface trainings, online webinars, social media, website interaction and electronic newsletters. Combined, MSU Extension made nearly 5 million connections with Michigan residents in 2013-14.

» Nearly 164,000 adults and more than 200,000 youth participated in MSU Extension programming. This is an increase of 15 percent for adults and 16 percent for youth.

15% Growth in Adults Participating in MSU Extension Programs







4 MSU AgBioResearch & MSU Extension 2013-14 Legislative Report

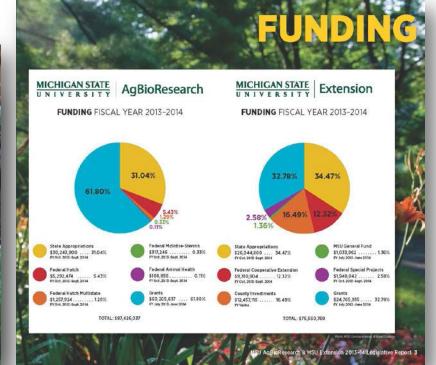
560,000 topic 2 million visitors newsletters distributed Facebook and viewed more than to more than 8.500 more than 1,700 4 million pages email addresses **Twitter followers**

Nearly 2,000

MSU Extension's Expanded Digital Reach

MSU Extension is dedicated to meeting people where they are with research-driven education. That includes a strong digital presence.

- » From July 1, 2012; to June 30, 2013, nearly 2 million visitors viewed more than 4 million pages of rich, science-based content on the MSU Extension website (msue msuedu). Of those, 76 percent were first-time visitors. Search engine rankings make msue msu edu one of the most visited Cooperative Extension Systems education sites in the country.
- » MSU Extension distributes a series of electronic newsletters that cater to residents' interests. Each month nearly 560,000 topicspecific newsletters are distributed to more than 8,500 email addresses
- » MSU Extension uses social media channels to reach people with educational content. Currently, Extension professionals in Michigan enjoy nearly 2,000 Facebook followers and more than 1,700 Twitter followers.
 - In total, MSU Extension increased their number of connections from 2012-13 to 2013-14 by 78 percent.



Impact Reports

MICHIGAN STATE

Michigan's kids thrive because of MSU Extension's children and

youth programs

From infants to teens, thousands of Michigan's kids, as well as their families, participate in Michigan State University (MSU) Extension's children and youth

Maybe the book they are reading came from Extension's early childhood education program, or the cool science camp they are attending at MSU

programs.

is part of 4-H. On average, nearly a quarter million Michigan kids each year are better prepared for school, become entrepreneurs, find the confidence to be leaders or learn healthy habits because of an WSU Extension children and youth program. MSU Extension children and youth program.

Economy

Extension is growing Michigan's future crop of employees and entrepreneurs. Its children and youth programs also brought in nearly SIA million in grants in 2012. Young people in MSU Extension programs that teach employability and business skills often don't wait until hey're grown up to



apply them. They're starting businesses right now, from petting zoos to farm stands, selling everything from honey to 4-H-raised animals, and learning the skills that will make them valuable employees in the future.

Education

MSU Extension staff members put on workshops on school readiness, early literacy, math and science -1,500 of them in the past year - in every part of the state. Nearly 100 percent of the caregivers and parents who attended early childhood education workshops said they came out of them knowing more about how to prepare out of them knowing more about how to prepare heir young children for school and to help them learn. Because MSU Extension is also committed to forming partnerships with organizations having complementary goals, it was also able to provide thousands of books to Michigan kids, many of whom had never owned a book before.



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, grader gender identity, religion, age, height, weight, dishtlity, political beliefs, sexual orientation, marital status, family status or verema stars. Providend by MSR Communications. In: PESC Web 0-0422014-1P



PREPARING MICHIGAN'S CHILDREN & YOUTH FOR THE FUTURE

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Instructional Booklets

Out

HNI194

A Guide to Controlling Bed Bugs in Your Home

Getting the

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No permitas que Las Chinches

> Como resolver su problema de chinches

¡PRECAUCIÓN!

¡Las chinches han regresado! Los chinches pueden vivir en cualquier casa, apartamento o edificio.

Producida por el Michigan Bed Bug Working Group



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MSU Extension Bulletins



MICHIGAN STATE Extension msue.anr.msu.edu/program/info/mi_fresh

For maximum quality, store apples in a cool place, between 32 and 40 'F.

Apples

Solden Delicious

Michigan-grown apples are available most of the year.

ruits and vegetables provide utrients that will give you energy and help you feel satisfied longer. Preserving them for later use is easy and can save you money over time Michigan State University Extension provides education that helps people buy and prepare healthy, budget-friendl foods as well as live a balanced healthy lifestyle

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Apples stored at this temperature maintain nutritional benefits such as B vitamins, fiber and vitamin C and can be kept for about a month. There are many varieties of apples, and they can be prepared in many ways. Type of Apple Best Use Ida Red, McIntosh, Cooking and baking

Preserving apples and other fruits and vegetables by freezing or canning them when they are at their nutritional peak allows people to use them throughout the year.

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Microwave-Baked Apples Makes 4 servings

INGREDIENTS

- # 4 large baking apples » ½ cup brown sugar » I teaspoon cinnamon . Wax paper to cover
- COST

TO DDEDADE

- 1. Wash apples and remove core. 2. Cut a thin slice off the bottom of each apple to form a flat surface.
- 3. Place apples in a microwave-safe baking dish.
- 4. In a small dish, mix brown sugar and cinnamon
- 5. Spoon mixture into center of apples.
- 6. Cover apples with wax paper and microwave on high power 6 to 10
- minutes or until apples are soft.

SOURCE: Recipe adapted from Kansas State University, Kansas Family Nutrition Program, Kids a Cookin' Retrieved from USDA, Snap-Ed Connection, Microwave Baked Apples at http://recipefrider recipes/peach-ci

This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP

HNI206 + June 2014

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Facts About Gluten



Gluten as Part of a **Healthy Diet**

Grains, both whole and enriched, play a vital role in a healthy diet. One benefit is that they're great sources of antioxidants, fiber, B vitamins, vitamin E. magnesium, iron, folic acid, and other vitamins and minerals. The 2010 Dietary Guidelines for Americans (USDA & USDHHS, 2010) recommend that an average adult consume six 1-ounce portions of grain a day, with at least half of those in the form of whole grains The complex carbohydrates found in grains are

naturally low in fat, cholesterol and sodium, and they provide energy

Behind the Gluten-Free Myths

Myth. Everyone should be on a gluten-free diet. Reality: A pluten-free diet is necessary for those with

cellac disease, gluten sensitivity, or a gluten allergy. It is not a healthy diet for the general population. (See section called "The Risks of a Gluten-Free Diet.") Myth. Wheat-free is the same as gluten-free.

Reality. Foods that don't have any wheat in them may still contain barley, rye, or other grains that have gluten. Wheat-free products may also come into contact with gluten during processing.

Myth. A gluten-free diet gives people increased energy. Reality. Some people claim that they have more energy while eating a gluten-free diet. In reality, it's



to eat that gives people an energy boost. No reputable scientific studies to date ha found that eliminating glut from the human diet leads increased energy levels. Myth. Eating a gluten-free casein-free (GFCF) diet helps treat autism spectru disorders.

Reality. Under the restrictive GFCF diet, all foods containing gluten and casein (a type of protein found in milk and datry products) are removed from the child's daily food intake. There is only limited evidence in support of the GFCF diet as a treatment for autism spectrum disorder

Myth. Following a gluten-free diet is a sure ticket to weight loss.

Reality. Celiac disease damages the lining of the small intestine, which makes it very hard for a perso with the disease to digest nutrients and maintain e gain weight. After someone is diagnosed with cellad disease and goes on a gluten-free diet, the person m actually gain weight because the small intestine is a to absorb more nutrients. Children with undiagnose celiac disease are more likely to be underweight. Once a child with celiac disease begins a gluten-free diet, the body mass index (RMI) tends to increase significantly. (BMI is "an estimate of body fat based on comparing a person's weight to his or her height, National Institutes of Health, 2012).

Healthy people on gluten-free diets often lose weigh on a gluten-free diet not because they exclude glute but because they make healthier food choices, such · Reducing high-calorie, high-fat foods. # Eating more fruits and vegetables. * Reading food labels more carefully and becomin

more aware of what they're eating and drinking,



Laurie Messing, Extension Educator learnine Schweihofer, Estension Educator

Recommendations:

All noultry sold in retail stores must have a seal from the U.S. Department of Agriculture (USDA) that shows it was "inspected for wholesomeness by the USDA." This seal certifies that the poultry was inspected and is free from disease (USDA Food Safety and Inspection Service, 2014, July).

Storage & Food Safety:

- · To prevent cross-contamination in the grocery cart or in your refrigerator, always place poultry in plastic bags to keep juices from leaking or dripping onto other food items.
- · Place raw poultry on ice if you expect the trip from the market to your refrigerator to last more than one
- hour. This is especially important in warm weather. · Raw poultry should be stored in a bowl or on
- a platter in the bottom of the refrigerator. Your refrigerator temperature should be 38 degrees to 40 degrees F or lower. Store fresh, raw poultry for no more than one to two days.
- · Rinsing poultry before cooking is no longer recommended. Rinsing poultry spreads tiny droplets of contamination around the sink and kitchen area. Any bacteria present on the poultry will be effectively destroyed in the cooking process





- that have touched raw poultry with hot, soapy water, and then sanitize with 1 teaspoon of regular bleach in I quart of warm water.
- · Use or freeze products with a "sell by" date within one to two days of purchase · Use cooked chicken that has been safely refrigerated
- within three to four days.

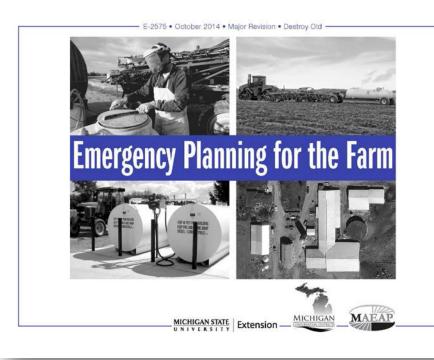
Thawing:

- Always thaw meats in the refrigerator, in the microwave or in cold water. Never thaw meat on the counter.
- · It is best to allow plenty of time for slow, safe thawing in the refrigerator. Small pieces of meat may defrost within one to two days. Large items will take longer - approximately one day for each 5 pounds of weight. Use thawed poultry within two days of defrosting.





MSU Extension Bulletins



Perennial Wheat

Authors: Sieg Snapp, W. K. Kellogg Biological Station and MSU Department of Plant, Soil and Microbial Sciences, and Vicki Morrone, Center for Regional Food Systems in the Department of Community Sustainability, Michigan State University

What is Perennial Wheat?

Perennial wheat, a crop under development at the time of this writing, has the potential to be used as a multi-purpose crop. Farmers can grow it for grain and fodder as well as make use of its environmental benefits that include erosion reduction and water quality improvement (Glover et al., 2010). Plant breeders developed perennial wheat through several crosses with annual wheat (Triticum stesticum) and perennial grasses such as Thinopyrum intermedium (intermediate wheatgrass) and other species related to wheat. Researchers selected this new crop for its perennial growth habit and ability to exhibit grain characteristics similar to that of the annual wheat parent. Perennial growth habit refers to the regrowth of the plant at the crown after grain is harvested. This provides multiple grain harvests without having to sow each year. Perennial wheat is a non-GMO (genetically modified organism) developed through traditional breeding methods, with the majority of its genetic makeup from annual wheat.





Perennial wheat in the first year of growth (left photo) and regrowth (right photo) after harvest.



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Templates



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What children need to know to start school

SUBHEAD

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SUBHEAD

MSU is an affirmative action, cquid opportunity employer, committed to achieve discuss a coefficience through a diverse workforce and inclusive collutor that encourages all people to reach their full potential Midligue State University Extension programs and materials are opport to all without regard to race, color, netrodal verging, conduct grantly, redgine, ago, height, registr, clashility, political height, second commailem, mirrial status, family status or versural

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Promotional Flyers

ENVIRONMENTAL STUDIES and SUSTAINABILITY



A bachelor's degree program in Environmental Studies and Sustainability prepares students to help communities, organizations and individuals pursue a path of sustainability in areas of food, energy and the environment. Through this field of study students learn about the interconnectedness of human and natural systems and gain tools range of employment possibilities with government agencies, non-profit organizations, environmental consulting firms and advocacy groups.



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From Books to Bookmarks...



Ads (Print and Online)



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Check out the Great Lakes Commercial Helfer Extravaganza X Sale and the Exhibitor Showcase.

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Feedback

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Event Programs



Michigan Team Effort Award

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are members of the leadership and click engagement work group. It was produced by ARR Communication.

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Kellogg Center Michigan State University Michigan Achievement Awards Sere McKinney Leigh Ann Theunick

> Michigan Presidential Citation Award Brien Wibby

Michigan Programming Expertise Award Katle Ockert

Michigan Partnership Award Alegan/Van Buren Math and Science Center, Alegan AESA NOAA Thunder Bay National Marine Sanctuary Stryker Corporation

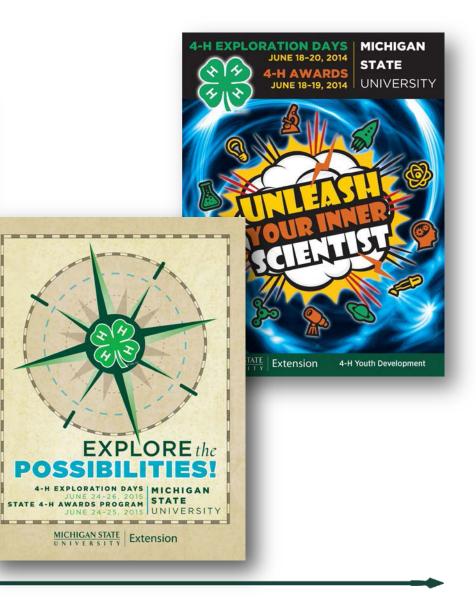
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Michigan Colleague Award Dan Rossman

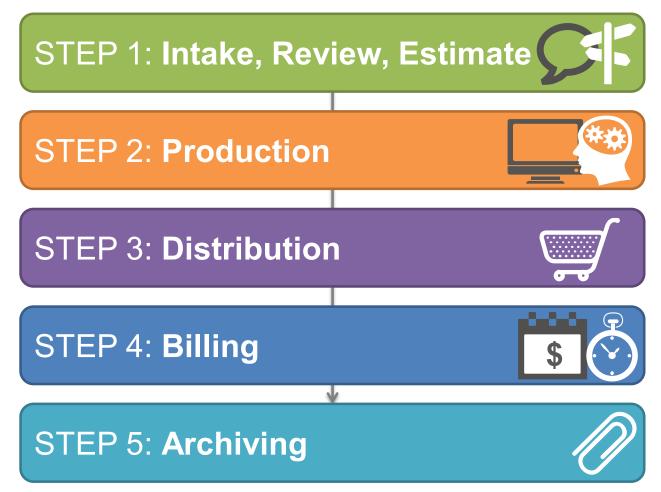
Michigan Communicator Award Kristi Bowers

Michigan Excellence in Camping Award Kelli Rau

2014 Extension Awards Banquet ------



What is our typical project workflow?



To learn more

For more information about how ANR Communications can help with your projects, visit <u>http://anrcom.msu.edu</u>.



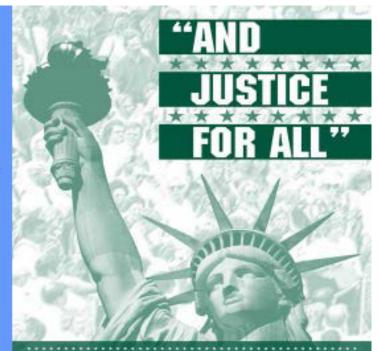


QUESTIONS?

We look forward to working with you on your next project!

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