



# Midland County 2021 ANNUAL REPORT



**\$22,771,381**  
economic impact



**301**  
students enrolled  
at MSU



**\$3,020,036**  
spending with local businesses



**2,132**  
MSU alumni in Midland  
County



**\$3,295,993**  
financial aid disbursed



**2,009**  
youth in 4-H

## Message from the District Director

I am proud of the MSU Extension staff that serves your county and residents. 2021 was another challenging year, however, the staff adjusted to provide virtual, hybrid, and face to face programming throughout the year depending on the needs, requests, and restrictions that were in place. We were able to provide hundreds of programs that were focused on youth development, mental health, nutrition and physical activity. Mindfulness, business, agriculture, veterans outreach, Saginaw Bay watershed, invasive species, farmers market, food safety, etc. We focused on the needs of youth, families, farmers, seniors, veterans, economically disadvantaged, and our partners in the communities that we serve. With all of our programs and classes, we keep our mission and values at the core of our efforts to improve lives and make a difference in the communities that we serve.



Michigan State University (MSU) Extension helps people improve their lives by bringing the vast knowledge resources of MSU directly to individuals, communities, and businesses. For more than 100 years, MSU Extension has helped grow Michigan's economy by equipping Michigan residents with the information they need to do their jobs better, raise healthy and safe families, build their communities and empower their children to dream successful futures.

Mark Rankin, District Director

Serving Bay, Genesee, Midland, Saginaw, & Shiawassee Counties



989-907-6500



# Program Highlights



Food Preservation



Cottage food business in Michigan

## Health and Nutrition Food Safety

MSU Extension Food Safety Team programming works to provide educational programs for food workers, cottage food entrepreneurs, childcare providers, food pantry volunteers, and consumers, providing information about the five risk factors that contribute most to foodborne illness – personal hygiene and health, cooking temperatures, holding temperatures and cleaning of food contact surfaces. In 2021 the Food Safety team continued to reach multi-counties in Michigan and out of state with virtual programming and the return to live programming as well. Three hundred and ninety-five programs were held, reaching 7,531 participants with food safety trainings.

Food safety for childcare providers provides food safety education for staff who care for infants, toddlers, and preschoolers. The curriculum used is Safe Food = Healthy Kids, developed by MSU Extension educators. In 2021 22 virtual 3-hour sessions were held, reaching 670 participants who can count this encounter towards their requirements needed with MiRegistry and Great Start Collaborative.

One hundred forty-eight food preservation programs were held, reaching 3,136 participants. Some of these were part of our weekly series Preserving MI Harvest, some were done with local libraries and lifelong learning series with colleges. Others were done in person.

Cooking for Crowds is a three-hour food safety training for volunteers working in a non-profit venue. This program aligns with the 2009 Michigan Food Code. Eleven sessions were offered, reaching 65 participants statewide.

Cottage Food Law classes were held online using a 2-hour format, 16 sessions were offered, reaching 708 entrepreneurs. The unique feature with this session is a combination of presentations are offered in this program time the Food Safety Team, teaching safe food handling concepts and the MSU Product Center sharing tips on building a solid business and marketing plan to sell the Cottage Food items. The program ends with a Q & A session featuring an inspector from Michigan Department of Agriculture and Rural Development (MDARD) to answer questions pertaining to food products.

Pantry Food Safety – It's Your Job! is another three-hour training offered for volunteers working in food pantries and food banks. Fifteen sessions were offered reaching 139 volunteers.

# Program Highlights

## Health and Nutrition Food Safety Continued

Several other online programs were offered statewide, the Monday Food Safety Q & A, Investigating Food with Science – for youth offered weekly, Emergency Preparedness Series, Food Safety for Food Service Workers (a D2L self-study course). Combined these programs totaled 183 sessions, reaching 2,813 participants. MSU Extension's Food Safety Work Team also continued answering calls on the Food Safety Hotline (877-643-9882). Consumer questions ranged from food preservation to food storage, helping 149 people.

## Health Team

MSU Extension Health Team programming aims to promote health and wellbeing, including understanding important connections between physical, mental, social and emotional health. In 2021, MSU Extension returned to live programming in the community while also working to build on the success of online class offerings using Zoom. Statewide, 702 programs were held with 24,427 participants attended either a one-time presentation or a series. Of these, 455 programs were held online with 20,633 attendees

MSU Extension Educators continued to re-format our traditional educational materials to increase engagement in an online setting. Classes such as Powerful Tools for Caregivers, Personal Action Towards Health (PATH), Diabetes Prevention Program, RELAX: Alternatives to Anger, WISE-Wellness Initiative for Senior Education, and Stress Less with Mindfulness all went through reviews and updates to allow for improved facilitation of these classes. MSU Extension also launched Dining with Diabetes as an online, self-paced program available free to the public.

A key highlight of MSU Extension's expanding opportunities included the launching of SLEEP: SLEEP Education for Everyone Program. SLEEP was developed by sleep researchers, a certified sleep medicine specialist, MSU Extension educators, and older adults living in the community. 114 people participated in the pilot offerings of the SLEEP program in 2021.

MiSUPER is a two-year collaborative project from Michigan State University Extension, the Michigan State University College of Human Medicine's Department of Family Medicine (MSU-CHM) and the Health Department of Northwest Michigan (HDNW). The MiSUPER project aims to increase awareness of opioid misuse prevention, treatment, and recovery support so community members and healthcare professionals can recognize signs of misuse, offer professional treatment, and support those in recovery. MiSUPER collaborates with a variety of entities across Michigan to offer community & healthcare provider education opportunities.

In 2021, the MiSUPER team delivered 16 one-time presentations reaching community members and substance use disorder health professionals throughout the state. The MiSUPER project team also delivered a one presentation for healthcare professionals and providers reaching 159 people.

The Healthier Black Elders program continued to build upon its expansion into Flint. The Healthier Black Elders program (HBE) is affiliated with the Michigan Center for Urban African American Aging Research (MCUAAAR) (<https://mcuaaar.org>), and this work is funded by the National Institute on Aging.

MSU Extension educators have assisted in the creation and delivery of free community educational programming ("Lunch and Learns") and worked to connect with other community organizations that serve older adults. In 2021, we produced ten Healthier Black Elders lunch and learn webinars on health topics such as podiatry, financial empowerment, glaucoma, and brain health and memory.

The Stories of Hope video series was created. MiSUPER project collected video testimonials from rural Michigan residents sharing their pathways to recovery. Seven stories were produced during 2021 and are on the project website [www.canr.msu.edu/misuper](http://www.canr.msu.edu/misuper) and on the Michigan State University YouTube channel for further circulation.

# Program Highlights

## Agriculture and AgriBusiness Vegetable production

Ben Phillips, Vegetable Crop Educator, works with commercial field and greenhouse vegetable growers who target the fresh, wholesale and processing markets in the Bay and Thumb areas of Michigan. Duties entail crop scouting, pest identification, crop management and food safety consultation, resource development, educational programming and facilitation of research projects with MSU's main faculty researchers and grower collaborators.

In 2021 in Midland County, Ben engaged in 2 consultations regarding the production of vegetables; helped organize and run the Great Lakes Fruit, Vegetable, Farm Marketers, and Greenhouse Growers EXPO (GLEXP0) in Grand Rapids, and there were 6 attendees from Midland County. Contributed modules for a self-paced online Integrated Pest Management Course, and there was 1 course-taker from Midland County.

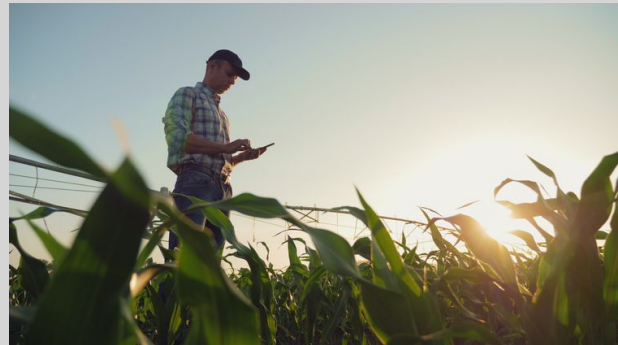
## Farm Business Management

Farm Business Management programs provide critical information to assist farmers in profitably managing their farm. From financial recordkeeping to succession planning to business planning, the Farm Business Management team makes webinars, bulletins, online classes, and on-farm consultation services available to Saginaw County farmers. These resources empower farmers to take control of their farm businesses in order to find success in today's agricultural economy.

The Farm Business Management Team provided webinars that made valuable information available to farmers. The Ag Ideas to Grow With Conference provided sessions on many farm business management topics, including succession, labor management, and financing strategies. The popular Virtual Breakfast series provided critical updates on crop production and farm business management issues. A panel discussion from women farmers and agricultural professionals was aired on the Women in Agriculture: Taking a Seat at the Table webinar. In addition, we continued to update farmers on USDA programs in the "Return of the Coronavirus Relief Programs" webinar. Topics of other webinars included managing USDA Farm Bill programs, strategic planning, and succession planning.



[Michigan vegetable crop report](#)  
– May 19, 2021



The [Farm Records Book](#) for Management is a free tool to keep track of your farm income and expenses.

# Program Highlights

Michigan State University (MSU) Extension delivers affordable, relevant, evidence-based education to help adults, young people, and families in urban and rural communities be healthy. Programs focus on helping participants gain the skills they need to buy and prepare nutritious, budget-friendly foods; increase their physical activity; breastfeed their babies; and stretch their food dollars.

Throughout the state, community nutrition instructors (CNI's) deliver comprehensive, evidence-based programming to SNAP-Ed and EFNEP-eligible participants in their communities. These programs include face-to-face classroom instruction, one-time health presentations or demonstrations, and initiatives that improve the policy, system, or environmental factors of an organization, worksite, or school.

Midland County Prescription for Health is a program in partnership with MidMichigan Medical Center-Midland and the Midland Area Farmers Market.

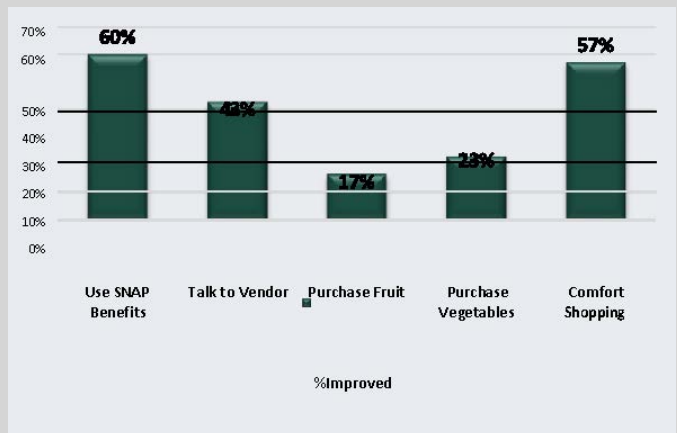
MSU Extension offered Discover Michigan Fresh programming online. Funding received by the MidMichigan Medical Center-Midland allowed us to provide each participant up to \$60 for purchasing fresh fruits and vegetables at the Midland Area Farmers Market.

Pinecrest Farms is a partner who livestreamed our class to their residents and would then provide transportation to program participants to the farmers market where they would spend their coupons.

In total, 16 adult participants enrolled for the program. A total of 15 participants completed the program. This is a 94% completion rate.

A total of 52 participants (47 adults, 5 youth) participated in programming from January 1st to December 31st, 2021.

The graph to the below shows the proportion of participants who reported increases in attitudes and behaviors toward shopping at a farmer's market, including overall comfort of shopping at a farmer's market, using SNAP benefits, talking with vendors about produce, and purchasing fresh fruits and vegetables.



The graph to the below shows the proportion of participants who reported improvements in their self-efficacy toward shopping at a farmer's market.

