

MSUE Ottawa County ANNUAL REPORT



Message from the District Coordinator

In this report, I have the challenge of conveying the scope and importance of the work of a large group of people in diverse program areas into a concise report. This year's report includes the following information:

- ◆ USDA Census of Agriculture report; the new Farm Bill—page 3
- ◆ Agriculture and Agribusiness Institute highlights—pages 4-14
- ◆ MSU Product Center-Food/Ag/Bio—page 15
- ◆ Children and Youth Institute 4-H update—pages 16-17
- ◆ Health and Nutrition Institute—pages 18-19
- ◆ Greening Michigan Institute—pages 20-22
- ◆ District 7 Extension Council —page 23
- ◆ Staff listing—pages 24-25
- ◆ Spartan Impact summary for District 7—page 26

I've included links to give more information on the value of Michigan State University Extension programs in your community. Please let me know if you need additional information on any of the topics covered in this brief overview of our work in 2014. I think you will be very pleased with the excellent programs provided to residents of Ottawa County.

As always, thank you for your continued support.

Betty Blase

District 7 Coordinator

Mission

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

Contact Us

12220 Fillmore Street
Room 122
West Olive, Michigan
49460
(616) 994-4580

[www.msue.msu.edu/
ottawa](http://www.msue.msu.edu/ottawa)

This page intentionally left blank.

2012 Census of Agriculture Report

The 2012 USDA Census of Agriculture report showed a 9% increase in the amount of land in farms in Ottawa County, from 170,539 acres in 2007 to 186,154 acres in 2012. During this time period, the market value of Ottawa's agricultural products sold grew by 37% from \$391,093,000 to \$534,405,000.

Ottawa County ranked #3 in the state in total value of agricultural products sold, #2 in value of crops sold, and #4 in value of livestock and livestock products sold. They remain the top Michigan county in value of sales in the nursery, greenhouse, floriculture and sod category, as well as in value of sales of poultry and eggs, and in livestock inventory of turkey and broilers.

[2012 USDA Census of Ag Ottawa Summary](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/County_Profiles/Michigan/cp26139.pdf)

http://www.agcensus.usda.gov/Publications/2012/Online_Resources/County_Profiles/Michigan/cp26139.pdf

MSU Extension agriculture and agribusiness programs focus on:

- ◆ **Increasing productivity and financial solvency** on Michigan farms to increase local, statewide, national and international ripple effects:
 - ◆ Farm revenue translates into more dollars spent in local communities, thereby increasing the tax base.
 - ◆ Maintaining the vitality of rural communities creates jobs in areas of the state where agriculture is the primary employer.
- ◆ **Production of high quality, safe and affordable food** for Michigan residents and for global exports. Non-food crops supply high-quality and high-value products both in and out of state.
- ◆ **Protecting natural resources** through programming that targets more efficient use of energy, water, fertilizers, pesticides and nutrients. Increased use of managed energy sources help to ensure clean, abundant water, soil, air and energy resources for future generations.



2014 Farm Bill Overview and Updates



The 2014 Farm Bill was signed into law by President Obama on February 7 on the campus of Michigan State University. Educational programs were held throughout the state to give an overview of new provisions in the Farm Bill and updates important to agricultural producers. In September, programs focused on dairy producers.



Farm Bill programs were a joint effort between MSU Extension, USDA Farm Service Agency, and USDA Natural Resources Conservation Service. Participants learned about major components of the Farm Bill and decisions they would need to make during the summer of 2014. USDA-NRCS staff spoke about conservation components.

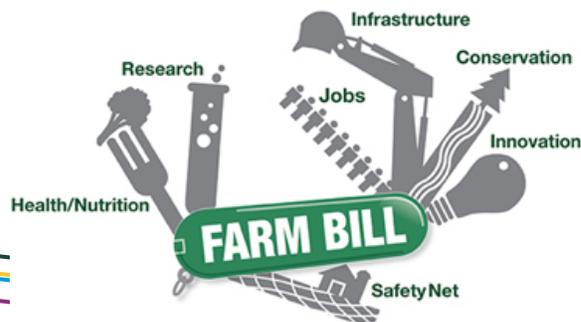
The Farm Bill also ushered in a new 5-year program for dairy producers. Dairy farmers that understand implications of the new **Dairy Margin Protection Program (DMPP)** in the 2014 Farm Bill are likely to make better decisions on risk management, including their participation in the DMPP program. Price risk management has been shown by market history to be a critically important part of dairy farm business management.



Michigan State University Extension offered 12 meetings across the state in September and November including one in West Olive, one in Allegan and one in Kent to help dairy producers evaluate the impact of the new Dairy Margin Protection Program on their farm businesses. Dairy producers:

- ◆ learned what the Dairy Margin Protection Program is and how it will work,
- ◆ saw a demonstration of the online Dairy Decision Tool Software, and
- ◆ learned about the potential impacts on farm profitability.

Dr. Christopher Wolf, MSU Dairy Economist, MSU Extension Dairy Educators and Farm Management Educators taught these 2-hour workshops. USDA Farm Service Agency personnel were also present at the meetings to help answer questions.



“It’s like a Swiss Army knife.”

- President Obama 2/7/14

Update for dairy producers

Shrinking Your Feed Shrink

Issue: "Shrinking Your Feed Shrink" was an educational program to help dairy producers, feed consultants and industry professionals who work with dairy producers learn about feed shrink costs, and specific things that producers can do to reduce them. Shrink has been called the 3rd or 4th highest cost in producing milk on well-managed farms.

This program was designed to help dairy producers reduce the loss of feed during storage, handling and feeding. MSU Extension educators, specialists and a panel of producers shared information with dairy producers to help them feed more of what they harvested.

What has been done?

The MSU Dairy Team developed a program to educate about the issue and scheduled five full day meetings around Michigan including one in West Olive on January 21, 2014. Information has also been shared in articles, newsletters and at other meetings.

Results/Impact?

Evaluations showed that those who attended got many ideas of ways to reduce shrink that they planned to utilize. Evaluations were completed by 84 (46%) attendees. All responded that they got at least 1 idea that "they planned to follow-up on", with 65% reporting that they got at least 3 ideas they planned to follow-up on. Sixty-five of those in attendance wrote in "specific changes they anticipated making" based on what they learned. They also reported an estimate of what they anticipated would be the dollar return for those ideas. There were four options to check: < \$5000, \$5000 - 10,000, \$10,000 - 20,000 and > \$20,000. When a midpoint is selected for each range, the total dollar value reported by 52 of the participants for the changes they anticipated making was \$724,500.

What difference did it make - public value?

Dairy is a major economic driver of rural communities throughout the state. As those dairies succeed financially, they benefit the community economically. Every 220 dairy cows generate > \$1 M of milk income per year that comes into a community. Those same 220 cows produce milk that will meet the Dietary Guidelines of 24 oz. per person for > 9600 people every day. Not only does that milk generate income in this country and feed many people in this country, but approximately 18% of milk equivalent is exported. Therefore, every 220 cows generates \$180,000 of payments from outside the United States.



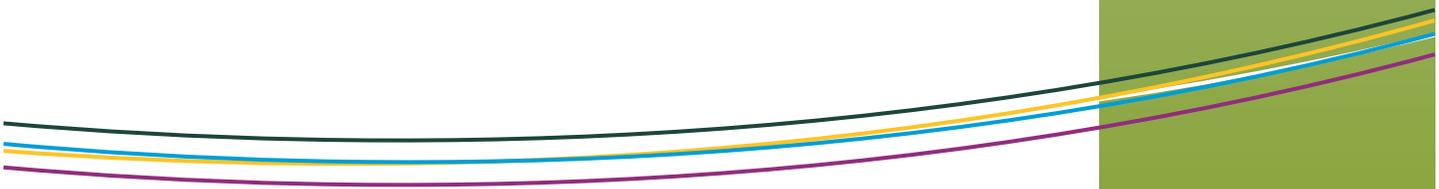
[Shrinking your forage shrink, part 1](http://msue.anr.msu.edu/news/shrinking_your_forage_shrink_part_1)

http://msue.anr.msu.edu/news/shrinking_your_forage_shrink_part_1

[Shrinking your forage shrink, part 2](http://msue.anr.msu.edu/news/shrinking_your_forage_shrink_part_2)

http://msue.anr.msu.edu/news/shrinking_your_forage_shrink_part_2

Articles by MSUE educator
Stan Moore



Farm Management

According to the 2012
USDA Census of Agriculture there are:

- 1,363 farms in Ottawa County
- Average size of farm: 137 acres
- Market Value of products sold: \$534,405,000
- Principal operators by primary occupation:
 - * Farming 702
 - * Other 661
- Average age of principal operator: 55.7 years

USDA Census of Agriculture, 2012

Dr. Kantrovich's MSUE News articles

http://msue.anr.msu.edu/experts/adam_kantrovich

2014 was especially active for farm management-related topics with farms in Ottawa County and around the state. This activity will continue on into 2015. Dr. Adam J. Kantrovich has been working with a number of farms in the area of Farm Succession and Affordable Care Act compliance along with regular annual tax management educational programs and farm analysis.

On February 7, 2014, the new Farm Bill was signed and work began at the federal level to interpret the bill and develop specifics on how the farm bill programs would be rolled out. Also, decision tools were developed for the Dairy Margin Protection Program, Title I programs, and NAP Buy-up (non-insured crop disaster assistance program). Development of these national tools was done collaboratively by staff at Michigan State University, the University of Illinois and others.

In the Fall of 2014 Dairy Margin Protection (DMPP) educational programming took place in Ottawa county. Adam has been working with numerous farms on an individual basis for the dairy margin protection program as well as for Title 1 commodity programs. This work will continue through the 2015.

For further information on these programs or other Farm Management related topics, please contact Dr. Adam J. Kantrovich at akantrov@msu.edu or 616-834-8377.



Energy Conservation: Impact on the Bottom Line

Equipment used in modern agricultural practices reduces labor, but consumes fuel and energy in the process. Some items that come to mind are diesel fuel used in tractors, propane for grain drying, or the monthly electric bill. These are obvious and recurring expenses that may be hundreds or even thousands of dollars depending on farm size.

Operating a dairy farm is very energy-intensive. Lights, fans, pumps and motors consume a lot of electricity. Reducing the amount of electricity used around the farm puts money back in the farmer's pocket. On average, dairy farms that have implemented recommended energy conservation practices see a 46% reduction in their energy costs, equating to a savings of about \$8,220 annually.

On November 13, 2013, MSUE educator Charles Gould hosted a workshop at the MSU Bioeconomy Institute in Holland, "Energy conservation: Impact on the bottom line". The purpose of the program was to help producers understand how they could reduce energy expenses at their farming operation.

The program included specialists from MSU and MSU Extension and a representative from Consumers Energy. Topics covered:

- What is an energy audit? (Charles Gould, MSUE)
- What is a renewable energy assessment? (Aluel Go, MSU specialist)
- Agricultural energy conservation programs (Aluel Go)
- Utility perspective on energy conservation and funding (Craig Gravelin, Consumer's Energy)
- New developments (Aluel Go)

The initial action step for a producer to take following this presentation was to have an energy audit conducted on their farm, using the past 3-4 years of energy history information for the farm as a benchmark. This audit information would then be used to craft specific recommendations with potential operating cost savings for energy conservation measures for the farmer to consider. If an investment was required to implement the savings measure, information on payback in years, as well as funding options from federal or state programs or utility companies was also provided.



Farm energy auditor looking at the faceplate of an electric motor. Photo credit: Al Go.

For more information, please contact Charles Gould at (616) 994-4547 gouldm@anr.msu.edu

[Charles Gould's MSUE News articles](#)

http://msue.anr.msu.edu/experts/merrill_gould



Educational programs for blueberry producers

From farm visits and observation across the blueberry production region in Southwest and West Central Michigan, [Michigan State University Extension's](#) small fruit team detected considerable winter damage in 2014. This was especially true in blueberry fields located inland and in low spots where cold air concentrated when temperatures were below zero. Some blueberry varieties were more affected than others. It was possible to observe fields with substantial winter injury less than a mile away from fields with minimal or no damage. Managing those fields is a challenge that requires special considerations.

In addition to winter damage, growers again faced the threat of [spotted wing Drosophila](#) (SWD). The MSUE small fruit team started deployment of SWD monitoring traps with a new lure commercially available in 2014. These lures are replacing the mix of yeast and sugar previously used as the standard attractant in our monitoring program.

In 2014, growers also needed to be made aware that the [Food Safety Modernization Act](#) (FSMA) was in its final phase before implementation. MSU Extension is committed to assist the small fruit industry with educational materials and support as growers work to develop their food safety programs.

In response to these challenges and to assist the Michigan's blueberry industry, the MSUE small fruit team held two [Blueberry Pre-Harvest Meetings](#) on June 18 (Van Buren) and July 2 (Ottawa) to discuss issues relevant for the crop during the pre-harvest period.

The agenda for both meetings included:

- industry updates from the Michigan Blueberry Advisory board,
- information on winter injury and nutrient management for blueberries—Dr. Eric Hanson, MSU Department of Horticulture,
- blueberry disease control in pre-harvest—Dr. Annemiek Schilder, MSU Plant, Soil and Microbial Sciences and Mark Longstroth, MSU Extension,
- preparing for SWD management in 2014—Dr. Rufus Isaacs, MSU Department of Entomology, and
- preventing microbial contamination at pre-harvest—Dr. Annemiek Schilder and Dr. Carlos Garcia-Salazar, MSU Extension.

[Dr. Carlos Garcia-Salazar's MSUE News articles](#)

http://msue.anr.msu.edu/experts/carlos_garcia_salazar

[Mark Longstroth's MSUE News articles](#)

http://msue.anr.msu.edu/experts/mark_longstroth

2014 winter and road salt damage to blueberries

Winter is part of the environment for perennial crops grown in the Great Lake region. Blueberry bushes are accustomed to enduring freezing temperatures as low as -20°F . However, according to the National Weather Service, the [winter of 2013-2014 was one of the coldest in the last 20 years](#) in the Great Lakes region.

Ottawa County has the largest blueberry producing acreage in the state—5,950 acres. Likewise, there are 1,260 miles of paved roads that the [Ottawa County Road Commission](#) needs to maintain during the winter. On average, the Ottawa County Road Commission applies about 20,000 to 25,000 tons of salt, and 14,000 to 18,000 tons of sand to keep roads safe for winter driving. Many blueberry fields are alongside major highways and secondary roads receiving considerable amounts of salt which can cause extensive dieback.

In 2005, the Ottawa Road Commission implemented an Integrated Road Salt Management Program (IRSMP) to ameliorate the deleterious impact of road salt on blueberry fields that face roads. Dr. Carlos Garcia-Salazar, MSUE educator, has been evaluating the effectiveness of this program to prevent blueberry dieback. He measures dieback in fields alongside salted roads and on fields facing non-salted roads, then makes comparisons.

In 2014, he conducted a winter evaluation the second week of March, sampling 11 fields including six fields that are permanent monitoring sites. Sampling included the main blueberry varieties planted in the county: Bluecrop, Elliott, Jersey and Duke. In some cases, winter damage and dieback was measured in fields with two varieties side by side, giving good information on impact on different varieties at the same location.

He found that winter damage and dieback was exacerbated in fields exposed to road salt aerosols. At the six permanent monitoring sites, damage and dieback ranged from 100% of blueberry bushes facing the road at US-31 and M-45, to 20% at the Port Sheldon site.

The least affected variety was Bluecrop followed by Duke and Jersey. However, higher flower bud mortality in Bluecrop was also related to field location. The same variety at two fields one mile apart from each other had different amounts of damage, as much as 40%.

The preliminary evaluation indicates that in areas where minimum temperatures dropped below 0°F for several days, winter damage to blueberries ranged from 20 to 61%, depending on the variety, location and nutritional stage of the plant. However, in fields affected by road salt aerosols, entire shoots were already dead or dehydrated.



Value and state rank of livestock in Ottawa County:

- **Market value of livestock, poultry and their products: \$234,096,000. (#4 in Michigan)**
- **#1: Value of sales of poultry and eggs: \$142,585,000**
- **#1: number of turkeys produced: 1,499,422**
- **#1: number of broilers and other meat-type chickens: 394,733**
- **#4 in number of pullets for laying flock replacement**
- **# 5 producer of cattle and calves with sales value of \$21,961,000**
- **#6 acres of corn for silage: 15,566 acres**
- **# 9 producer of milk from cows with sales value of \$58,132,000**

USDA Census of Agriculture, 2012

Dr. Jeannine Schwehofer
grobbelj@msu.edu

[Dr. Schwehofer's MSUE News articles](#)

http://msue.anr.msu.edu/experts/jeannine_schwehofer

Livestock Producers and Meat Products

Livestock producers in Michigan raise meat products including beef, pork, poultry and lamb. Production practices such as management, nutrition, and animal well-being have implications for meat quality and safety. Additionally, livestock producers that direct market meat need to understand regulations that are in place for such businesses.

Michigan has meat processors that are USDA inspected, custom exempt, and/or retail exempt and regulated by the Michigan Department of Agriculture and Rural Development. Because processing practices can impact product quality and safety, meat needs to be processed in a safe manner to provide wholesome meat to consumers.

Dr. Jeannine Schwehofer, MSU Meat Quality Extension Educator, facilitated an educational presentation for Byron Center Meats' Producer Appreciation Day, held at MSU on 3-22-14. This event was hosted by Steve and Jim Sytsma from Byron Center Meats for producers that have livestock processed at their location.

Dr. Schwehofer presented meat science information and information on cuts of the pork carcass to the livestock producers. Many of these producers direct market meat to customers. The event included tours of the MSU Meat Lab and MSU Beef Farms.

Of the 87 producers participating in the education and tours, 26 were from Ottawa County, 27 were from Kent County, and 24 were from Allegan County.

Specialized Meat Processing Variance Training

Hundreds of food establishments that process meat products in Michigan were required to obtain a special variance by March 1, 2015 under FDA guidelines. MSU Extension created a self-directed online training that educates processors on the variance requirements and application process: <http://msue.anr.msu.edu/program/info/smprv>.

Under the 2009 FDA Food Code, many meat processors will be required to obtain a Specialized Meat Processing at Retail Food Establishments Variance (SMPRV) by the Michigan Department of Agriculture and Rural Development. The most commonly affected food establishments include those that are:

- Curing food
- Packing food using reduced-oxygen packaging
- Smoking food as a method of food preservation
- Using food additives as a method of food preservation or to render food nonhazardous.

Michigan Garden Plant Tour 2014

The eleventh annual Michigan Garden Plant Tour was held July 28 to August 8. The objective was to educate growers and industry professionals about new and existing plant selections and how they perform in different settings.

The tour is a joint effort between the Michigan State University Department of Horticulture and six plant propagation facilities in Michigan. This statewide event highlights new plants available for greenhouse retailers, garden centers and landscape professionals. The goal is to help increase the sales of Michigan grown plants by our industry that produces young plants. Over the twelve-day tour, 2,407 visits were made to the eight locations. Participants came from more than six states, including Michigan, Ohio, Indiana, Wisconsin, Pennsylvania and Maryland.

Five of the eight tour sites were in West Michigan and included:

- * Pell Greenhouses in Hudsonville
- * Spring Meadow Nursery in Grand Haven
- * Walters Gardens, Inc. in Zeeland
- * Mast Young Plants just northwest of Grand Rapids, and
- * The Grand Ideas Garden located next to the Kent MSU Extension office

Highlights of data from post-tour surveys of participants of the 2013 tour:

- The displays and plant trials met or exceeded expectations for 97% of attendees
- 98% said there were sufficient staff to answer questions and provide guidance
- As a result of participating, 88% planned to offer new varieties next year
- 97% believed they increased their knowledge of new plants somewhat, considerably, or tremendously
- 85% of the tour attendees in 2013 planned to attend again in 2014.

For the Grand Ideas Garden, this tour brought broad-reaching, multistate participation for the first time. An estimated 250 green industry professionals visited the garden throughout the two week tour. Signage was created to aid them in locating newly-released plant materials showcasing introductions from leading West Michigan growers. This site was an important stop because these newly-released plants are planted here in a consumer-friendly setting. In a recent survey of Garden visitors, 96% said they had purchased annual or perennial flowers as a result of their visit, while 56% said they had purchased a tree or shrub. These purchases are often made at local businesses.

Visit the plant tour website at: <http://planttour.hrt.msu.edu/>



[Thomas A. Dudek MSUE](#)
[News articles](#)

http://msue.anr.msu.edu/experts/thomas_dudek





The value of fruits, tree nuts and berries grown in Ottawa County is \$45,536,000

USDA Census of Agriculture, 2012

[Amy Irish-Brown's MSUE News articles](#)

http://msue.anr.msu.edu/experts/amy_irish_brown

Improving production of Michigan tree fruit

Michigan agricultural businesses compete for market share and profits domestically and in a world economy. **Ottawa County is ranked second in Michigan in the value of sales for fruits, tree nuts and berries** due in part to research and education provided by Michigan State University. In the area of apple production, MSU Extension educators Amy Irish-Brown and Philip Schwallier work with local commercial apple growers to successfully manage production risks and promote economic planning.

MANAGING PRODUCTION RISK—

Weekly face-to-face meetings in the Sparta and Belding areas (24 meetings in total), an annual spring spray meeting held in mid-April in the Sparta area, and the Winter Ag Labor update help growers to deal with production issues including:

- ◆ Nutrition, water relations, cost of production, plant growth regulators, thinning, cropload, and hedging.
- ◆ Apple scab & fire blight development, insect development (codling moth, oblique-banded Leafroller, Oriental fruitmoth, etc.), degree day tables and growth stages.
- ◆ Winter Ag Labor Update: Audience: Producers using labor - tree fruits, small fruits, vegetables, greenhouse, dairy; agency personnel who work with or provide service for migrants or producers; migrant resource council members.

Irish-Brown keeps growers aware of important pest management or weather-related issues that emerge daily or weekly throughout the growing season. She works with other MSUE educators and pest scouts to look at trap data and develop strategies for minimizing losses due to invasive insect pests in tree and small fruits. Also, code-a-phone updates (40 to 50 per growing season) and corresponding e-mails are sent to growers. These updates use data from [EnviroWeather](#), a collaborative project between MSU and the Michigan Climatology Resources Program. This system of weather stations throughout the state provides local, real time data to help users make pest, production management, and natural resource management decisions. EnviroWeather stations that provide this information for Ottawa growers include West Olive, Hudsonville, Standale/Walker, Sparta, and Kent City.

Apple harvest models are developed by MSU Extension educators to assist growers in the area of improved apple quality and improved production efficiency. At least six weekly Apple Maturity reports were created in 2014 by Irish-Brown and Schwallier for West Central Michigan growers, with audio also provided on the code-a-phone. The cost of production information for apples was reassessed and updated to prevent economic risk and promote economic planning for apple production.

Resources of importance for growers are the up-to-date, user-friendly websites: www.apples.msu.edu and www.cherries.msu.edu.

Improving production of Michigan tree fruit

In 2014, Phil Schwallier's focus was improved production techniques through cropload management, and tree fruit systems for high-density orchards. Schwallier is known world-wide as an expert in both areas. Included below is a brief summary of his work:

"Precision targeted cropload management", a state-wide program for commercial apple growers, has a greater impact on grower profit than any other single practice, with potential to improve crop value by \$10 per bushel with early, proper precision thinning. Schwallier serves as point person in Michigan for this program. As president of the International Fruit Tree Association he was instrumental in planning the 2014 international conference entitled "Precision Orchard Management".

With approximately 35,000 bearing acres in Michigan, this cutting-edge approach to cropload management can have a \$10,000,000 impact on the state apple value. Five workshops were held in 2014 (three in Grand Rapids) with 200 growers in attendance to provide information on implementing this system.

Growers annually treat nearly 100% of their bearing acreage with chemical thinners. A review of farms shows 10% of blocks were over-thinned, 30% thinned at the target cropload, and 60% under thinned slightly. This project strengthened grower ability to recognize fruitset earlier and gain confidence in their approach to a very stressful orchard practice.

Tree Fruit Systems

Michigan growers are moving toward planting high density apple orchards because they have been shown to maximize profitability through early yield and improved fruit quality. Schwallier conducted many research/demonstration projects on apple training systems. Tall Spindle and Multi Leader apple training systems were at the forefront of systems worldwide in 2014 as they are 10 to 20% more efficient. High density plantings have been done in Michigan, particularly West-Central Michigan. This is directly due to MSUE efforts to introduce these systems to the industry and to train growers in implementing them. 70% of new plantings in West-Central Michigan are high density systems.

Hedging is a part of this high-density training system program. Summer hedging on apple trees is a cutting edge technique growers are considering. A three year project continued in 2014 with field day demonstrations at Steve Thome's farm near Comstock Park and at Clarksville Ag-Bio-Research station. A commercial prototype hedger was supplied by Phil Brown Welding and demonstrated by Mitch Thome. 75 growers were in attendance.



MSU Extension educators who worked on the precision targeted cropload management project:

- Phil Schwallier
- Amy Irish-Brown
- Bob Tritten
- Nikki Rothwell
- Emily Pouchebay

[Phil Schwallier's MSUE News articles](#)

http://msue.anr.msu.edu/experts/philip_schwallier

Photos: Gala apples grown in Ottawa County courtesy of Michigan Apple Committee.



A [new search engine tool for identifying diseases, insect and mite pests and beneficials of tree fruit](#) is now available. Users can quickly search for diseases, pest and beneficial insects and mites that are found in apples, cherries, peaches, pears and plums. The search engine can be accessed at www.ipm.msu.edu/search.

The Integrated Pest Management webinar series

The MSU Integrated Pest Management Program promotes the use of integrated pest management (IPM) and related plant health practices to safeguard farm and environmental health through research-based education, outreach, demonstration and applied research.

Michigan State University Extension educators Amy Irish-Brown, Mark Longstroth, Duke Elsner, Carlos Garcia Salazar and Erin Lizotte launched a new pre-recorded webinar series on IPM in the fall of 2013. The series sought to build grower knowledge of integrated pest management practices and resources. This work was supported by funding from North Central SARE (Sustainable Agriculture, Research and Education).

You can view this series at:

http://www.ipm.msu.edu/agriculture/integrated_pest_management_academy

Initial impact data from this effort is exciting to see. Here are some of the highlights:

- ◆ Between 10/14/13 and 8/22/14, there were 1,663 webinar sessions viewed.
- ◆ Viewers reported an acreage impact of 1,207,931 acres and represented at least 439 unique visitors.
- ◆ Approximately 30% identified as growers, .4% policy makers, 13% crop consultants, 20% landscapers, 10% agriculture educators, 5% pesticide distributors, 3% students, 19% recreational gardeners and 8% general public.
- ◆ Fifty-five viewers applied for Michigan pesticide recertification credits (140 commercial applicator credits and 63 private applicator credits).

There were 104 attendees from District 7—thirteen from Ottawa, eighty-seven from Kent, and four from Allegan, .

MSU Product Center provides business counseling

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. Our innovation counselors have special training to deliver these services effectively. Business counseling is conducted on a one-on-one basis. Assistance is tailored to meet the needs of the client and may include developing a business plan, navigating the regulatory maze, accessing the supply chain or seeking funding options. We also assist clients in accessing specialized services offered through Michigan State University like feasibility studies, nutritional labeling and packaging assistance.

A summary of our work in Ottawa County in 2014:

- A Cottage Food Law workshop at the Fillmore Complex on May 27 helped participants learn the business and food safety aspects of preparing and selling cottage foods safely and successfully.
- 255 counseling sessions took place in Ottawa County to assist 20 local entrepreneurs in starting new businesses or expanding existing businesses.
- 3 new businesses were launched
- Annual increased sales: \$26,000
- Value of increased investment: \$10,400

The partnership between MSUE and the MSU Product Center Food-Ag-Bio is providing support for entrepreneurs and supporting economic development across the region.

Visit the Product Center website at <http://productcenter.msu.edu/>.

**MSU Product Center
counselor serving Ottawa
County:**

**Joanne Davidhizar
269-944-4126**

davidhiz@anr.msu.edu.

**[Joanne Davidhizar MSUE
News articles](#)**

[http://msue.anr.msu.edu/experts/
joanne_davidhizar](http://msue.anr.msu.edu/experts/joanne_davidhizar)

4-H club activity in Ottawa for 2013-14:

- **1,107 youth enrolled in clubs (some youth enrolled in more than one club. Unduplicated count is 892)**
- **401 adult volunteers for clubs and activities (Some adults volunteer for more than one club or activity)**
- **Unduplicated count is 241)**
- **In Ottawa County, there are currently 70 4-H clubs and committees**
- **4,416 youth involved in 4-H youth development and nutrition activities**



Super Showmanship winners—Hudsonville Fair:
Junior: Makyla Nelson;
Intermed.: Colten Machiela;
Senior: Anna Borowski

Ottawa 4-H Youth Development—Clubs

2014 was a productive year for club programs in Ottawa County 4-H Youth Development. We started an endowment fund at the Michigan 4-H Foundation for Ottawa County. Ottawa 4-H Council made the initial \$10,000 contribution.

Ottawa County 4-H youth did very well in their team competitions at state:

2014 State 4-H Goat Expo

- 1st & 2nd place for Senior Teams in the Skill-a-thon
- 1st & 3rd place for Junior Teams in Judging
- 1st & 3rd place for Senior Teams in Judging
- 2nd place for Senior in Quiz Bowl

2014 Dairy Days Results

- Ottawa County 4-H Member Hayleigh Geurink was the overall showmanship winner
- 3rd place Top Novice in Dairy Quiz Bowl
- 4th place Top Junior Team in Quiz Bowl
- 3rd place Top Senior in Quiz Bowl
- 4th place Novice Team in Dairy Judging
- 1st place Junior team in Dairy Judging

State 4-H Rabbit & Cavy Show

Angela Raterink took 4th place at the Gold Clover Showmanship contest

Volunteer Recognition

On November 10th, 4-H members, leaders and friends gathered to celebrate another year of 4-H success (see photo). Thirty-one 4-H leaders were recognized for a combined total of 510 years of service, including Janet Hillman and Barbara Heyboer, who were each honored for 30 years of service as 4-H leaders. Also recognized at the banquet were Sarah Rozema for Teen Leader of the Year, Jeff Emelander for 4-H Leader of the Year, and the Bell 4-H club for Club of the Year. A special thank you went to Zeeland Farm Services, Inc. for their continued support of the Ottawa County 4-H program through their purchase of a hog at the Berlin Fair.



4-H Youth Development—Mentoring

For many of America's youth, 4-H mentors are much more than tutors or program leaders. They are hope, comfort and family. They are the pathway to a promising future.

Ottawa County MSU Extension has been offering mentoring services for over 20 years, and is proud to feature two programs that have received recognition as national Programs of Distinction from the National 4-H Headquarters. Both programs match caring adult volunteers with youth in their communities to provide support, friendship, reinforcement and constructive examples.

- ◆ **Journey 4-H Youth Mentoring**, the one-on-one component of 4-H Mentoring in Ottawa County, works to develop assets and competencies, creating successful outcomes as youth transition toward adulthood.
- ◆ **4-H Tech Wizards** is the group mentoring component of Ottawa's youth services, provided by a grant from the Office of Juvenile Justice and Delinquency Prevention under the 4-H National Mentoring Program.

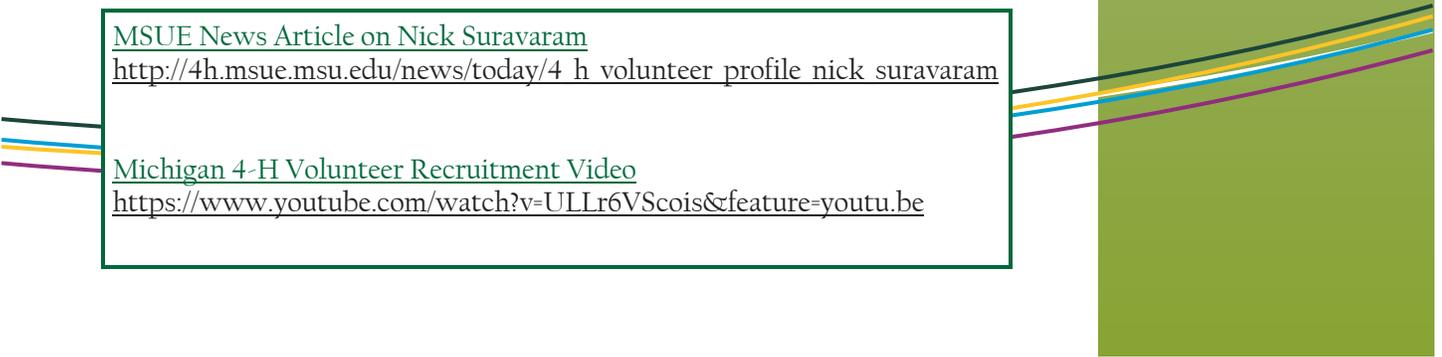
In 2014, staff in the 4-H Mentoring program in Ottawa County:

- Partnered in coordinating 12 activities for mentors and youth mentees as part of the Ottawa County Mentoring Collaborative, serving more than 200 youth throughout the year. We host activities like laser tag, picnics, "foot golf," game nights, etc.
- Engaged 11 mentor-youth matches throughout 2014 in Journey 4-H
- Hosted RELAX: Alternatives to Anger and the ABCs of Bullying prevention trainings for youth, parents, and youth workers, engaging 30 people
- Served on the Mentor Michigan Provider's Council to give guidance to mentoring work across the state
- Provided training on mentoring, cultural competency, and other topics to more than 50 youth (Holland Youth Advisory Council) and 15 adults (new volunteers, Good Samaritan Ministries, AmeriCorps Members, etc)

Long-time Journey 4-H mentor Nick Suravaram was honored in November as one of four 2014 Premier Mentoring Award winners as part of the Ottawa County Mentoring Collaborative. This award was presented to Nick by Rep. Amanda Price. (See photo to the right.) He was also featured in an MSUE News article and was one of the presenters on a statewide 4-H leader recruitment video series.

[MSUE News Article on Nick Suravaram](http://4h.msue.msu.edu/news/today/4_h_volunteer_profile_nick_suravaram)
http://4h.msue.msu.edu/news/today/4_h_volunteer_profile_nick_suravaram

[Michigan 4-H Volunteer Recruitment Video](https://www.youtube.com/watch?v=ULLr6VScois&feature=youtu.be)
<https://www.youtube.com/watch?v=ULLr6VScois&feature=youtu.be>



Number of low-income adults in Ottawa in 2014 reached through:

- A series of nutrition lessons: 196
- One-time presentations: 295

Number of low-income youth in Ottawa in 2014 reached through a series of nutrition lessons:

- 274 youth ages 5-17



Improving health and nutrition for Michigan residents

Michigan State University Extension nutrition education programs work with participants to improve their knowledge, skills, attitudes and behavior related to nutrition. Through promotion, planning and delivery, our staff members works with diverse audiences at the local level to help implement everyday changes to individual and family diets which will result in increased nutritional well-being.

Ottawa MSU Extension works with many partners in the community to deliver quality programming to Ottawa County residents. With grant funding from the United States Department of Agriculture, our focus is on reaching individuals and families who are receiving food assistance and are interested in learning ways to stretch their food budget and provide a healthier diet for their families.

In 2014, Ottawa MSU Extension staff reached more than 100 WIC parents through our partnership with the Ottawa County Health Department, delivering nutrition education to Project FRESH recipients. Project FRESH provides coupon vouchers to WIC recipients to purchase fresh, local produce at farmer's markets.

New partnerships were made in 2014 to expand our outreach throughout the county. They included: His Harvest Stand, Harmony Homes, Holland Rescue Mission, Ottawa County Juvenile Detention, Love INC., Harderwyk Ministries, Great Lakes Elementary (West Ottawa Public Schools)

Ongoing partnerships that continue to grow include: MOKA (a non-profit organization that serves individuals with disabilities in Muskegon, Ottawa, Kent and Allegan Counties), Ottagan Addictions Rehab Inc., Woodside Elementary (West Ottawa Public Schools), Heights of Hope, and Intercare Community Health Network.

Education to improve social emotional health

MSUE Extension Educator Holly Tiret provides a variety of programs to help people improve their social emotional health. Programs are offered at the Fillmore Complex and also in other community locations, including Good Samaritan Ministries, Hope College, Great Start to Quality Western Resource Center, Pathways, Cottonwood Christian Child Care Center in Jenison, Imagination Station Child Care in Holland and Telamon Migrant Head Start.

In 2014, there were 196 participants in these programs in Ottawa County. The classes that were offered included:

- ◆ Three series of **RELAX: Alternatives to Anger** with 27 participants.
- ◆ Three **RELAX: Alternatives to Anger** workshops for parents or caregivers, with 57 participants.
- ◆ Two series of **Nurturing Families** were facilitated, with 28 participants.
- ◆ Two **Nurturing Families** workshops were offered in Allegan and Kent, with 21 participants from Ottawa attending.
- ◆ Two workshops on **Stress Less with Mindfulness** were provided to 13 participants.
- ◆ One **Be SAFE (Safe, Affirming, Fair Environments)** training with 7 participants
- ◆ Two **Be SAFE** parent/caregiver workshops were offered with 33 participants.
- ◆ Two sessions of the **ABC's of Bullying Prevention** were offered with 9 participants.

We have added a Program Instructor to our staff, Georgina Perry, BSW, who is bilingual and bicultural. Georgina is able to offer many of these programs in Spanish as well as in English. In addition, we are mentoring an MSW student intern from Spring Arbor (Grand Rapids Campus), Veronica Quintino Aranda, who is doing research on the intentional translation on **RELAX: Alternatives to Anger** from English to Spanish.



Holly Tiret

tiret@anr.msu.edu

[Holly Tiret's MSUE News articles](#)

http://msue.anr.msu.edu/experts/holly_tiret



Building a sustainable, locally supported food system in West Michigan

MSU Extension educators Kendra Wills and Garrett Ziegler work to connect local food producers to local markets. Their goal is to increase the amount of Michigan grown and processed foods consumed by Michigan residents.

One effort, led by Ziegler, was to increase community supported agriculture sales for small farms. He encouraged collaboration between Local First of West Michigan and the West Michigan Growers group and assisted them with writing a grant application to the USDA Farmers Market Promotion Program. Local First was awarded this two-year \$94,148 grant, to be used in cooperation with the West Michigan Growers Group and Michigan State University Extension.

The West Michigan Growers Group is a network of more than 50 small local organic farms, including the following farms from Ottawa County:

- Mud Lake Farm
- Groundswell Farm
- Green Pastures
- Hope Farms
- Visser Farms
- Eighth Day Farm'

Rachelle Bostwick, Director of West Michigan Growers Group and owner of Earthkeeper Farm said of Ziegler:

“(He) has been critical to the acquisition of the USDA grant funding through the Farmers Market Promotion Program. Because of his willingness to connect with farmers and an authentic desire to improve the food system, Garrett was invited to attend farmer-to-farmer discussions regarding collective action to improve CSA sales. Following the meeting, he sought out and found this grant, which fits farmers needs perfectly. From there, he helped solidify the farmers’ vision, wrote portions of the grant, and assisted with technical aspects of the application.”

Garrett Ziegler’s MSUE News articles

http://msue.anr.msu.edu/experts/garrett_ziegler



Farm to School

Kendra Wills, MSUE educator for local foods, planned a National Farm-to-School Month event with Faith Hewett, Assistant Food Service Director for Jenison and Hudsonville Public Schools. Below is the article she wrote for the Jenison Junior High newsletter following a taste test for apples in November.

Jenison Junior High Students Like Green Best

On Friday, November 7, 2014, local apple grower, Mike Gavin, and Kendra Wills with Michigan State University Extension challenged Jenison Junior High Students to an apple taste test. Students were asked to taste a red Gala apple and a green Golden Delicious apple and use a paper ballot to vote for their favorite. The vote wasn't even close...223 votes for the green Golden Delicious Apples compared to only 111 votes for the red Gala apples.

Maybe it wasn't exactly a fair fight. Principal Cataldo did mention a certain football game to be played the next day between Michigan State University and Ohio State University. While everyone wasn't an MSU fan, almost all Michigan residents can unite behind an OSU defeat, so maybe that helped the green apple defeat the red. Or maybe it's the fact that Jenison's school colors are green and white...

Whatever the reason, most students were surprised at the juicy, sweet taste of the apple slices from Gavin Orchards. This Coopersville, Michigan based orchard provides the apples for Jenison and Hudsonville Schools year-round. Assistant Food Service Director, Faith Hewett, says that Gavin Orchards provides many different varieties of apples, which are well liked by students.

Michigan is the third leading producer of apples in the U.S. and West Michigan is the state's top apple producing region. Due to the abundance of cold storage facilities in West Michigan, Michigan apples are available for schools year-round.

To learn more about Michigan apples, check out www.michiganapples.com. Here you will find unique recipes, games, and even classroom-based lesson plans.



Photo from left to right:
 Heather Breen, Assistant Principal of Jenison Junior High
 Kendra Wills, MSU Extension
 Brett Cataldo, Principal of Jenison Junior High
 Mike Gavin, Owner of Gavin Orchards in Coopersville

Michigan Fresh

helps people explore the state's bounty of fresh, locally grown fruits, vegetables, flowers and ornamentals. Every week throughout the summer you'll find information on recommended varieties, storage, food safety and preserving techniques for fruits and vegetables or for planting and maintaining your lawn and garden. Click here to see the [MSUE Michigan Fresh website](http://msue.anr.msu.edu/program/info/mi_fresh):

http://msue.anr.msu.edu/program/info/mi_fresh

Kendra Wills' MSUE News articles

http://msue.anr.msu.edu/experts/kendra_wills



Michigan Sea Grant

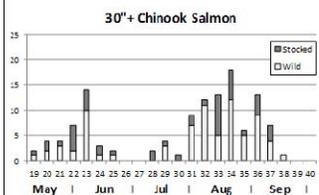
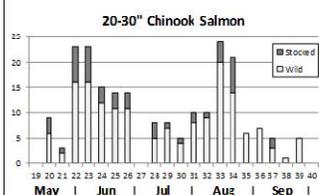
Grand Haven Salmon Ambassadors Report on Wild and Stocked Chinooks

*Salmon Ambassadors** in the Grand Haven area (including Muskegon and Holland) checked 360 Chinook Salmon for adipose fin clips in 2014. Volunteers found that 72% of Chinooks in the Grand Haven area were unclipped and presumed wild. Since the Grand River and Macatawa River do not support much natural reproduction, we might expect large, mature stocked salmon to contribute a lot to the Grand Haven area fishery—particularly late in the year.

In fact, 37% of large salmon (over 30 inches long) caught in the Grand Haven area were stocked while only 23% of smaller salmon (20- to 30-inch; mostly age 2) were stocked. Although there was a modest influx of large, stocked salmon around the third week of August, wild fish continued to contribute to the Grand Haven area fishery throughout the year (see graph).

If you are interested in volunteering as a *Salmon Ambassador* for 2015, e-mail Dan O'Keefe at okeefed@msu.edu or call (616) 994-4572. Volunteers are provided with data sheets and instructions to measure each and every Chinook Salmon caught on their boat, check for fin clips, and record basic information on the location of each catch. Data sheets are submitted at the end of September along with a brief survey.

Salmon Ambassadors Catch by Week
Grand Haven Area 2014



You can learn more about the Salmon Ambassadors program and Lake Michigan's changing fisheries with this short video from Michigan Sea Grant:

<https://www.youtube.com/watch?v=aLhrXh9jQk>



Dan O'Keefe of MSU Extension explains how to identify a stocked Chinook Salmon at the Grand Haven Salmon Festival. Stocked fish are now marked by the U.S. Fish & Wildlife Service with an adipose fin clip and microscopic Coded Wire Tag.

Dr. O'Keefe's MSUE News articles

http://msue.anr.msu.edu/experts/daniel_o_keefe

* The Salmon Ambassadors program is a Michigan Sea Grant initiative developed in collaboration with Michigan State University Extension, Michigan Department of Natural Resources, Michigan Steelhead and Salmon Fishermen's Association, U.S. Fish & Wildlife Service and Wisconsin Sea Grant.

Each district of MSU Extension has an advisory council to assist the District Coordinator in a variety of ways. These councils consist of key stakeholders who are leaders in their communities, industries or organizations. There is a balanced membership representation from each of the three counties in District 7.

The Council's composition is a balance among various sectors that Extension educational programming serves. Members were nominated and selected due to their experience with Extension and proven leadership. Members are able to network with others who share similar interests and concerns, help shape Extension programming efforts important to citizens in the district, gather support for establishing or extending educational efforts around issues of concern in the district, and participate in leadership and issue focused educational events.

If you would like to nominate someone to serve on the District Extension Council, please contact Betty Blase at blase@msu.edu.

Members of the District 7 Council include:

- Nora Balgoyen-Williams (Allegan)
- Max Thiele (Allegan)
- Hosie Woods (Kent/Allegan)
- Dick Bethel (Kent)
- Gary Lemke (Kent)
- Harold Mast (Kent)
- Carrie Jo Roy (Kent)
- Jim Steketee (Kent)
- Mary Jane Belter (Ottawa)
- Mike Bronkema (Ottawa)
- Greg DeJong (Ottawa)
- Matt Fenske (Ottawa)
- Yumiko Jakobcic (Ottawa)

STAFF DIRECTORY

Administration:

Betty Blase—District Coordinator, Phone 616-304-7191 blase@anr.msu.edu

Educators:

Thomas A. Dudek— Commercial Greenhouse & Nursery, Floriculture dudek@anr.msu.edu

Carlos Garcia Salazar—Small Fruit garcias4@anr.msu.edu

M. Charles Gould—Bioproducts & Bioenergy, Manure & Livestock Residue gouldm@anr.msu.edu

Adam Kantrovich—Farm Financial Management akantrov@anr.msu.edu

Daniel M. O'Keefe—Sea Grant okeefed@anr.msu.edu

Program Instructors:

Barb Brow—4-H Youth Mentoring Tech Wizards Program browb@anr.msu.edu

Susan Fenton—4-H Youth Development & Youth Mentoring Program fentons@anr.msu.edu

Melissa Haug—4-H Youth Development haugmeli@anr.msu.edu

Amy Prins—Nutrition prinsamy@anr.msu.edu

Will Shemer—4-H Youth Mentoring Tech Wizards Program shemerwi@anr.msu.edu

On-Call Associates:

Brenda Raterink—Ag in the Classroom Program Coordinator raterin3@anr.msu.edu

Support Staff:

Mary Frein frein@anr.msu.edu
mfrein@miottawa.org
Jane Gould jagould@anr.msu.edu
jgould@miottawa.org

For current MSUE news, articles and events, visit us at <http://msue.anr.msu.edu/county/info/ottawa>
 and follow “Michigan State University Extension Ottawa County” on Facebook.

More Extension Educators Serving Ottawa County

Joanne Davidhizar —Product and Business Development	davidhiz@anr.msu.edu
Beth Ferry —Swine	franzeli@anr.msu.edu
Rebecca Finneran —Consumer Horticulture	finneran@anr.msu.edu
Kevin Gould —Beef/Livestock	gouldk@anr.msu.edu
Thomas Guthrie —Equine	guthri19@anr.msu.edu
Jane Hart —Food Safety/Canning/Food Preservation	hartjan@anr.msu.edu
Amy Irish-Brown —Tree Fruit	irisha@anr.msu.edu
Katherine Lee —Dairy	leeka@anr.msu.edu
Gerald Lindquist —Grazing	lindquis@anr.msu.edu
Mark Longstroth —Small Fruit	longstr7@anr.msu.edu
Bruce MacKellar —Field Crops	mackella@anr.msu.edu
Stephanie Marino —Nutrition and Physical Activity	marinos1@anr.msu.edu
Michael Metzger —Ruminants	metzgerm@anr.msu.edu
Jill O'Donnell —Christmas Trees	odonne10@anr.msu.edu
Jinnifer Ortquist —Money Management	ortquisj@anr.msu.edu
Phil Schwallier —Tree Fruit	schwalli@anr.msu.edu
Rob Serrine —Hops Production and Marketing	serrine@anr.msu.edu
Mike Staton —Soybeans	staton@anr.msu.edu
Holly Tiret —Family & Relationships	tiret@anr.msu.edu
Phil Tocco —Organic Agriculture	tocco@anr.msu.edu
Ben Werling —Vegetables	werlingb@anr.msu.edu
Kendra Wills —Community Food Systems	willsk@anr.msu.edu
Garrett Ziegler —Community Food Systems	zieglerg@anr.msu.edu



MI SPARTAN IMPACT

REGION 7



ENROLLED MICHIGAN STUDENTS
3,001



VETERINARY MEDICINE STUDENTS
15



ENROLLED MEDICAL STUDENTS
221



ALUMNI RESIDING IN REGION
23,076



SPENDING WITH LOCAL BUSINESSES
\$54,338,092



TOTAL ECONOMIC IMPACT
\$336,331,813*



STAFF/FACULTY RESIDING IN REGION
284



FINANCIAL AID DISBURSED
\$43,535,695



4H YOUTH PARTICIPANTS
17,421



PROPERTY OWNED BY MSU (ACRES)
174



**MEDICAL INTERNS/RESIDENTS/
FELLOWS**
283

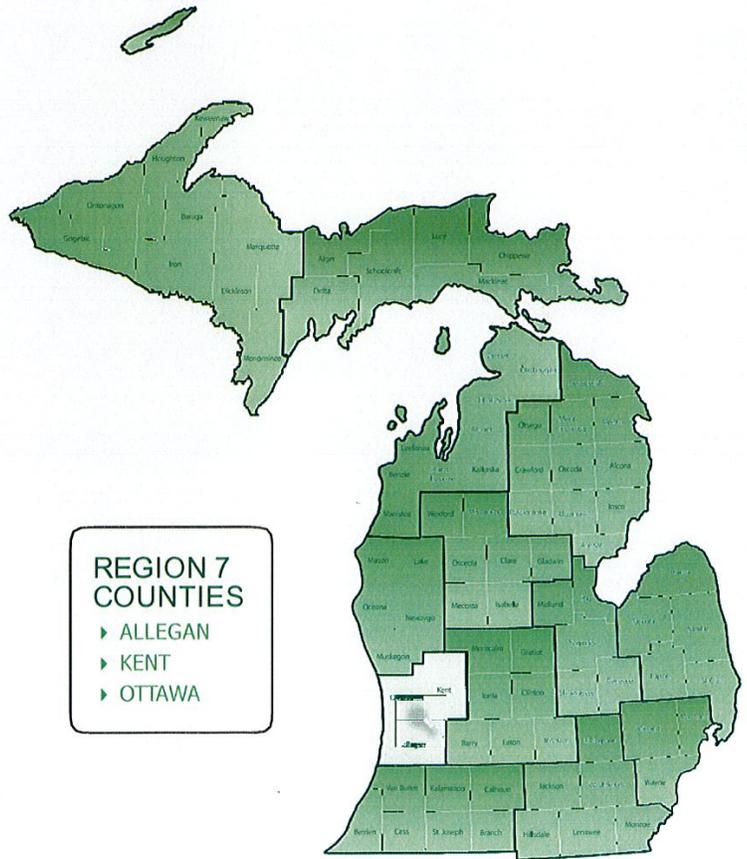


MSU PARTNER HOSPITALS
3

Michigan State University is making a difference—everywhere—in Michigan.

Every day, Michigan State University—the nation's pioneer land-grant university—works to advance prosperity for the people of Michigan. MSU makes a positive impact on the state's economy in the areas of technology, agriculture, manufacturing, health care, education, energy, environment, and the arts.

MSU's talent and expertise help position Michigan as an uncompromising competitor in a global market. A vital contributor to the state's economy, the university attracted more than \$528 million in external funding in fiscal year 2014 and plays a key role in the state's annual \$91.4 billion agribusiness industry through partnerships, research, and educational programs in all 83 counties.



*Data from an independent study by the Anderson Economic Group

This page intentionally left blank.



*Thank you to the Ottawa County Board of Commissioners
for their continued support of the educational and
outreach programs of Ottawa County MSU Extension.*

Stu P. Visser, District 1

Joe Bauman, District 2

Donald G. Disselkoen, District 3

Allen Dannenberg, District 4

Mike Haverdink, District 5

Dennis Van Dam, District 6

James Holtvluwer, District 7

Greg J. DeJong, District 8

Philip D. Kuyers, District 9

Roger A. Bergman, District 10

Matthew Fenske, District 11