

We would like to welcome Dr. Saqib Mukhtar to our administrative team as our new Associate Dean and Program Leader for Agriculture. Dr. Mukhtar comes to us from Texas A&M AgriLife Extension where he was an Associate Department Head and Extension Program Leader for Biological and Agricultural Engineering.



Saqib (pronounced SOCK-eb) comes with extensive experience in environmental management and animal feeding operations. As noted in our [press release](#) by Brad Buck, Saqib has noted this position offers the opportunity to provide vision and leadership to address critical issues and shape solutions for Florida's diverse food, agriculture and horticulture systems in a state with sensitive ecosystems and limited natural resources.

In our most recent session of ***Extension Connections***, Saqib shared with us his thoughts on this new position and his vision for his first year.

You can view that recording here: <http://extadmin.ifas.ufl.edu/connect.shtml>

Welcome to the team!



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Meet Your Specialist



Dr. George Baker, Assistant Professor, Food Science & Human Nutrition

giba@ufl.edu

352-294-3902

I received my Ph.D. in 2002 from UF in Food Science & Human Nutrition.

I came to UF from ABC Research Corporation, a contract food testing laboratory, before working here as a non-tenure track faculty member with teaching and administrative duties. I held a multitude of roles during a 7 year span, starting at the lab bench developing chromatographic analytical methods to leader of the organization as Chief Executive Officer.

My specialties are the chemical, nutritional, and sensory analysis of seafood; oxidative off-flavor and off-odor development; and detection and identification of volatile chemical compounds in seafood. I also take a special interest in the stability, structure, and function of edible fat and oils.

I am a big fan of movies and sports (especially golf and football). I used to enjoy home brewing, but ran out of time and space. In any spare time I do have, I mostly fiddle with my smart phone and text my neighbors things I could literally yell across the street.

Engaging Students with Invasive Plant Educational Games

Katie Walters, Initiative Coordinator, Center for Aquatic and Invasive Plants

The Florida Invasive Plant Education Initiative is a partnership between the IFAS Center for Aquatic and Invasive Plants (CAIP) and the Florida Fish and Wildlife Conservation Commission. It was created to provide educators with the information and resources needed to teach students about the harmful impacts of invasive plants on our natural

areas and neighborhoods. Curricula resources are available to freely download from our website at <http://plants.ifas.ufl.edu/education>. Each curriculum module (*Silent Invaders*, *A Fish Tale*, *Why Manage?*, and *Viva la Difference!*) has a 15 to 25 minute video presentation that introduces students to the main concepts of the module and lesson plans for associated activities and labs. The initiative has also developed fun educational games – the *Hydrilla Game*; *Lakeville – A Natural Resource Management Activity*; and *Freshwater Plant Bingo* – that are great for in-class presentations or after-school programs. Our most popular activity is *Lakeville*, where students role-play as stakeholders and organisms in a freshwater ecosystem. While role-playing as a plant or animal, the students work in small groups and are challenged to advocate for their creature to be allowed into the ecosystem. A small group of students role-play as the community stakeholders and are asked to make resource management decisions by voting on whether or not to allow each organism into the community. Costumes and support materials are provided to make the activity fun and enhance the interactive components.



Students role-play on the Lakeville Citizen Advisory Panel.

Teachers describe their students' reactions to Lakeville:

"They loved getting to play and be characters. It was a great way to review our lesson on invasives. It also allowed them to work on speech and debates."

"The students were involved in the game and seemed to be engaged the entire time. They learned a lot of information about invasive plants because they were involved. It also caused them to think on a different level about how actions affect

other things besides just themselves. It strengthened their critical thinking skills along with everything else.”



Students representing the invasive Burmese python make a presentation to the panel.

Materials needed to implement *Lakeville* and other educational games are available in loaner kits provided by CAIP with one month advance

notice. All of the activities come with detailed lesson plans and the *Lakeville* activity comes with a 10-minute

instructional video to prepare instructors to deliver the lesson. Each educational game takes about 50 minutes (although some require prior background knowledge).

Beekeeping in the Panhandle Spring Workshop Reflects Growth of the Beekeeping Industry

Judy Ludlow, Res Hort CED III, Calhoun Cty
The UF/IFAS Extension NW District Agriculture Agents Team, the UF/IFAS Honey Bee Research & Extension Lab, local Master Beekeepers, and the Florida Department of Agriculture and Consumer Services Bureau of Plant and Apiary Inspection developed their fourth spring Beekeeping workshop this past March. This four-part series was broadcast via interactive videoconferencing to 16 counties across north Florida (including two counties from the NE Extension District) and included a local hands-on bee-yard field day. An average of 327 clients attended each of the classes! This is an increase of more than 100 clients from last year’s workshops. FDACS Apiary Inspection Assistant Chief David Westervelt stated in his presentation that his office now receives an average of 15 to 20 new beekeepers each week, and attendance numbers certainly reflected that

increase!

A few counties have shared success stories describing how clients that attended Beekeeping in the Panhandle classes in previous years, now have growing beekeeping enterprises of their own. Additionally, a number of local Beekeeping Clubs have formed as a result of previous workshops. State and local partnerships that have developed as a result of these classes have been very positive and tangible for everyone. That’s what these efforts are all about!

The bee-yard field day offered clients a hands-on opportunity to get up close and personal with bees and beekeeping. These activities provided



The bee-yard field day offered clients a hands-on opportunity to get up close and personal with bees and beekeeping.

clients a chance to ask master beekeepers detailed

questions about managing hives, as well as gaining confidence in managing their own. A fifth annual beekeeping tradeshow and workshop is planned for the fall and winter of 2015-2016. This event will provide clients a chance to interact with entomologists, beekeepers, bee hives, and beekeeping products. Important impacts of these workshops include adoption of Beekeeping Best Management Practices which in turn strengthen hive health and establish a line of defense against invasive Africanized bees as they spread to north Florida.

Team Approach: Green Industries Best Management Practices (GI-BMP) Creole Training Program

Don Rainey, GI BMP EA II, Sarasota Cty

Educating underserved audiences is challenging and key factors often have to be overcome in order to gain the confidence and trust among minority audiences such as the Haitian community. The mission of this program is to increase the landscape professional's knowledge about landscape installation and nutrient and irrigation management practices. Using a team approach consisting of state and local stakeholders, the team was able to build the strong ties and productive relationships necessary to deliver the GI-BMP training program now and into the future. The GI-BMP Training Program is mandatory by Florida statute for those applying fertilizer commercially in the urban landscape. Input from industry owners and local UF/IFAS Extension Agents identified Haitian Creole-speaking workers as an underserved audience. A Creole-based GI-BMP training program was developed that included translating class materials; procuring funding; recruiting instructors, and building partnerships between Florida-Friendly Landscaping™ (FFL), Florida Department of Environmental Protection (FDEP), UF/IFAS Extension Agents and Specialists, industry owners, and UF translators.



Statewide BMP coordinator Don Rainey and Professor Laurie Trenholm delivering a training.

Results of this program include a newly created Haitian-Creole version of all GI-BMP program materials, recruitment of

three Creole-fluent instructors, and delivery of three trainings in Haitian-Creole.

The outcome of this program included three trial

Creole GI-BMP classes in Palm Beach, Broward and Miami-Dade counties. Following these classes, 45 of 67 Haitian-Creole attendees earned GI-BMP certification. Pre-/post-test scores showed 29% knowledge gain on average and a 67% passing rate. This knowledge is the foundation for meeting state regulatory requirements, minimizing the negative environmental impacts of non-point source pollution, and ultimately conserving Florida's natural resources.

Sumter County Farmers Market Now Accepts EBT

Martha Maddox, FCS EA IV, Sumter Cty

County Extension partnered with the Sumter County Farmers Market to implement the SNAP/EBT program at the market to increase revenue for local vendor and provide SNAP recipients the opportunity to purchase items from the market. On September 8, 2014 this project became a reality with a ribbon cutting ceremony and program attended by a State Senator, market manager, board members and UF/IFAS Extension. This program provides families in the community an opportunity to purchase fresh produce from local vendors. It has also opened the door to a clientele base that normally did not shop at the market and an opportunity for UF/IFAS Extension to introduce healthy eating and ways to include more fruits and vegetables in the diet. Agent Martha Maddox worked with the market manager to survey vendors and present a program on "Why the Market Needed to Start Accepting EBT," to the market board. She also marketed the program, and conducted training sessions. She has also developed educational materials for the market to hand out on "How to use your SNAP/EBT card to get tokens at the Sumter County Farmers Market," "What can you purchase at the market with your EBT Card," and information cards on vegetables and herbs along with a recipe. To date \$2,600 dollars in tokens have been issued to SNAP individuals to purchase EBT items. This is

an economic impact of \$2,600 to local vendors. As a result of this EBT project two other local farmers and one business have inquired about enrolling in the program and the market has received applications for new produce vendors. Martha is currently working with all of them to complete applications and start taking EBT in their businesses.



Ribbon cutting ceremony.

Reaching New Audience Goals

Amy Morie, Env Hort EA II, Clay Cty

New clientele are often viewed as elusive through the lens of UF/IFAS Extension being the 'best kept secret' in terms of community awareness of resources. Reaching new segments of the community remains a challenge for agents, and new clientele's method of discovery is an insightful question to pose. Two examples from the year reflect different methods of audience engagement and message spreading: social media and fundraising.



Participants at the UF/IFAS Extension Clay County Master Gardener's plant sale line up to complete the survey.

Use of social media to promote program awareness began midyear. Through social media use, awareness of programs grew among local garden clubs, as well as with new audiences. Sharing program event flyers, updates, and stories has reached an increased audience. The last three program events of the year saw seven attendees who anecdotally reported learning of the opportunity through social media. One couple has attended several programs and are enthusiastic about future opportunities with extension.

Fundraising was a strong source of new clientele awareness. A first annual plant sale fundraiser (to benefit Clay County extension demonstration gardens) was used to build awareness through displays on various extension programs.

Advertising was achieved through several sources with the most prominent being a special interest story and four special features in local newspapers. Online advertising included the county extension website and social media posts on Facebook. Flyers were also posted at local business, the post office, and other public locations. Announcements were also made at various extension programs.

Through a survey, attendees were polled on their extension contact. Of 101 responses received, 62% (n=63) were first-time visitors to extension. 50% (n=50) first heard about the event through print or web media, including 7% (n=7) through social media. Word-of-mouth accounted for 29% (n=29) of respondents, and posted flyers reached 17% (n=17). Garden clubs announcements accounted for 14% (n=14) of responses.

The survey gleans useful insights as to the messaging responses of advertising efforts. The success of media stories and releases indicates these as positives tools for gaining new awareness and audience.

Learning Life Skills through Trunk-or-Treating

Rebecca McCafferty, 4-H YD EA I, Sarasota Cty
Sarasota County 4-H Council is comprised of 25 Club representatives ranging in age from 11 to 18. Meeting monthly, this youth-led council organizes educational and service opportunities for 4-H and community members. After attending the annual UF/IFAS 4-H University, this year's theme focused on "Feeding the World by 2050" (as provided through a guest speaker) and organized opportunities drawing attention to food insecurities that exist within our own community. Collaborating with the Sarasota County Salvation Army and Community Youth Development (CYD), the Council organized a Halloween "Trunk-or-Treat" event. Teens brought their vehicles, dressed up in costumes, created games, colored masks, and distributed candy to youth and families in transition at the Salvation Army. After spending just 2hrs with more than 30 youth and parents, one teen came to the following Council meeting exclaiming that her life had been changed. Being able to interact with participants allowed everyone an opportunity to learn and see how the lives of families in our community contrasted with their own, providing an exposure that may not have been afforded through any other experience and reinforced the importance of being civically engaged members of their community. Sarasota County 4-H teaches youth, volunteers, and community members alike to pledge their Head to clearer thinking, their Heart to greater loyalties, their Hands to larger services, and their Health to better living for their Club, their Community, their Country, and their World. This event is just one of the many experiential opportunities Sarasota County 4-H offers its youth and adults.

4-H Summer Camp Combined Manners and Etiquettes with Financial Management

Martha Maddox, FCS EA IV, Sumter Cty
Two summer 4-H Camps were conducted for 20 youth. This camp was the first of its kind. Sumter County FCS Agent Martha Maddox and 4-H Agent Kalan Taylor worked together to combined manners and etiquette skills with basic financial management. The camp enlightened 4-Hers to skills and techniques to use during a formal meal setting, proper hand washing, posture, and introduction and presentation skills along with how to prepare a budget. Of the camp participants, 100% reported learning how to wash their hands properly as a result of increased knowledge and behavior changes and 65% reported they had never



Camp participants.

er eaten in a formal setting. Of the camp participants, 90% re-

ported they had learned how to set a formal table and proper etiquette techniques and 100% that they learned basic budgeting as a result of increased knowledge and behavior changes. One camp participant overcame her shyness and participated in other summer camps and residential camp after attending Manners, Etiquettes and Financial Camp.

Superheroes Save the World at 4-H Eco-Adventures

Stacie Sachs Amolsch, 4-H EA I, Duval Cty
Last year, 4-H members in Duval County got to be superheroes for the environment, using their scientific skills to save the world from the evil clutches of the waste villains! It was all part of 4-H Eco-Adventures, a four-workshop program



Boardwalk hike and clean-up.

designed to teach youth ages 8-13 about environmental topics such as reducing waste, biological adaptation, food webs, ecosystems, and natural resources. Each workshop used hands-on activities to help participants develop skills in scientific observation, designing and conducting experiments, measurement, recording data, and analyzing results. The activities were designed to be as fun as they are educational. A demonstration of soil horizons involved creating pudding parfaits, and an experiment testing the pH of various liquids was carried out using red cabbage juice. The workshops, held once a month between January and May, culminated in a service learning hike and park cleanup at Tillie Fowler Regional Park in Jacksonville, where participants flexed their superhero muscles and learned to leave no trace behind while safely enjoying the natural environment. Last year 47 youth participated in 4-H Eco-Adventures, and many reported improved science grades as well as an increased interest in and enthusiasm for science.



Photosynthesis demonstration.

Grow Together: A Community of Edible Backyard Gardeners

Bryan Dailey, Com Res Dev EA II and CED, Sarasota Cty

Sarasota County Extension offers many gardening classes and manages a popular Community Gardens Program. They recently created a course for new gardeners that brings some of the benefits of community gardens to individuals who want to garden in their own back yard.

The course fosters community through shared experiences, but the focus is on shared growing experiences rather than a shared location. Course participants receive instruction throughout the growing season, as well as the materials for their home garden, including compost, drip irrigation, seeds and seedlings. Research indicates that learning in a group can be more effective, and we know it can be more fun.

By growing, harvesting, and preparing the same plants in the same ways, each cohort becomes a part of a growing community of gardeners. How to share those experiences was a challenge as the time commitment was minimized by meeting only five times. Technologies were researched that might facilitate communication and a platform available through UF called Sakai was settled on. The site hosts course materials, a forum for Q&A, comments, and pictures.

The result is a gardening course called "Grow Together: A Community of Edible Backyard Gardeners," and it was sold out this first year. There is hope to develop this community with each growing season and integrate the concepts into other courses.

Ribbon Cutting Ceremony for Food Modified Menu at Sumter County Farmers Market Restaurant

Martha Maddox, FCS EA IV, Sumter Cty

Sumter Extension Agent Martha Maddox and Dr. Wendy J. Dahl, Assistant Professor in FSHN,



Ribbon cutting ceremony.

trained workers and assisted restaurant managers in preparing menus addressing food modification. On September 8, 2014 a ribbon cutting ceremony was held for the Sumter County Farmers Market Restaurant introducing their food modified menu. The Sumter County Farmers Market Board of Directors, a State Senator and UF/IFAS Extension Director and FCS Agent were at the ceremony. To date 25 individuals have requested the modified menu. Manager of the Farmers Market Restaurant stated, "The information our employees received during the food modification training has provided us with the tools to modify food for individuals with swallowing problems which have provided a wider variety of food options on our menu and allows us to provide services to a wider clientele base. We have about 10% of our customer base that need modified food plus several others in the community that have benefited from our new menu we develop with assistance from Sumter County Extension FCS agent and Dr. Wendy Dahl. I am very thankful and appreciative the FCS Agent in Sumter County and UF/IFAS Extension for offering this program and including our restaurant in this program. I'm grateful the FCS Agent has provided information and work with all of our workers better understanding of Dysphagia and swallowing problems. I can relate to this program since my husband died of throat cancer several years ago and experienced trouble swallowing. This information would have been very helpful to me and now I know how to properly modify foods I want to share this information and provide modify foods service to those that need it." Economic impact for training employees is \$798.

Clay County 4-H Holiday Bake-Off

Jackie Schrader, 4-H/FCS EA III, Clay Cty

With our fast-paced society and the lack of family meal preparation, many youth are no longer learning the skills and economics of home cooking and baking. Clay County 4-H members are having fun planning and creating home-baked products from scratch. They also have a chance to display their products at the annual Holiday Bake-off which is held each December. Products can be prepared in one of six categories: Cakes, Cookies, Quick Breads, Yeast Breads, Pies, and Cheesecakes. Their entries are prepared at home and set for display at the Clay County Extension office. Judging takes place by trained volunteers for taste, quality and presentation. The top winner of the contest is given a full scholarship to summer camp.



Clay County 4-H Volunteers judge entries at the Holiday Bake-Off.

Prior to the Bake-Off, members are invited to a class on "Baking Skills". Participants learn the basics such as equipment identification and use, reading and following recipes, measuring techniques, baking tips, and procedures. They also have an opportunity to demonstrate skills learned by making their own cookies. On the evening of the Bake-Off event, participants are surveyed on what they have learned from the preparation and display of their products. Additionally, the first place winner of each age group meets with judges to discuss his/her product. Even the youngest competitor has

reported that confidence was learned by practice, beginning with the baking class.

Food projects may not seem new to most 4-H programs but they are in Clay. Our program has had a strong history with animal-related projects, especially horses. The agents and 4-H leaders have encouraged members to branch out beyond their comfort zones and try new things.

Participation in this class and holiday activity has increased significantly during the past few years and this fun event ensures the project will grow.

local food and encouraging Florida consumers to purchase locally grown food. Registration is required for each session, visit our website to register and to learn more about the Easy as PIE Webinar Series:

<http://www.piecenter.com/easy-as-pie/>

Contact Becky Raulerson for more information:

beckyraulerson@ufl.edu or 352-273-2751.

Easy as PIE

Date: May 20

Time: 2-3pm Eastern

Topic: Promoting Local Food in Different Media Channels



Dr. Jessica Holt

Assistant Professor of
Agricultural
Communication

College of Agricultural
and Environmental
Sciences
The University of Georgia

For many producers, developing marketing strategies can be challenging and confusing yet they recognize the value in strengthening communication and the connection between consumers and the growers of their food. For example, producers may struggle with determining which is the better marketing strategy investment—improving a website, running an advertisement in a local newspaper or magazine, establishing signage, or developing a short video showcasing the farm?

Join this session to learn research-based information about which media channels are the most effective in delivering information about

Arrivals

We would like to welcome the following new faculty:

Annie Sheldon, FNP Courtesy EA I, Alachua Cty
Jack LeCroy, FFL EA I, Marion Cty

New Position

We would like to congratulate the following faculty members on their new position:

Wendy Wilber, *from Hort in Alachua Cty* to Urban Hort EA III and Statewide Master Gardener Program Coordinator
Matthew Lollar, *from Com Hort in Seminole Cty* to Hort EA I in Jackson Cty
Ron Rice, *from Agronomic Crops EA IV in Palm Beach Cty* to Palm Beach Cty Extension Director

Retirement

We would like to give our best wishes for an enjoyable retirement to Dan Culbert, FFL/Pest Management EA III, Okeechobee County, following more than 20 years of dedicated service to UF/IFAS Extension.



Extension Comings and Goings is a monthly newsletter distributed by the Office of the Dean for Extension via e-mail and on the Extension web site at <http://extadmin.ifas.ufl.edu>.

If you have any suggestions or would like to submit your own recognition or short article of interest, please send them to Valkyrie Shah. Please feel free to also forward any questions or comments about this periodical to Valkyrie Shah at valkyrieshah@ufl.edu.