



FROM THE OFFICE OF THE DEAN FOR EXTENSION

January 2015

## Dean's Notes and Quotes

### Extension Connections

Our Webinar series Extension Connections in November with Dr. Michael Spranger was a success. We reviewed Florida's involvement in the national initiative, Extension Reconsidered.

We wanted to share further information and resources from our November session:

- Historical Roots in the Engagement Process that Extension Conducts, by Scott Peters
- Imagining America <http://imaginingamerica.org>, a blog post by Dr. Michael Spranger, "Disasters, Extension and the Cultural Arts: Unlikely Partners"
- Kettering Foundation <http://kettering.org>

We also had a wonderful session in December with Dr. Jackie Burns regarding collaborations with UF/IFAS Research as well as updates on Initiative committees, transitions and opportunities.

If you were unable to attend you can view the recording here:

<http://extadmin.ifas.ufl.edu/connect.shtml>

### eXtension

There are many learning opportunities with eXtension Learn: <http://learn.extension.org>

Here are some upcoming sessions:

February 3, 2015, eXtension Institutional/Innovation Teams

February 3, 2015, Calculating What to Save for Retirement

February 3, 2015, Health problems with the respiratory system of poultry

February 6, 2015, 2015 All Bugs Good and Bad Webinar Series:

Pesticide Strategy - the Good, the Bad, and the Ugly

February 10, 2015, Building Pest-Suppressive Organic Farms: Tools and Ecological Strategies Used by Five Long-Term Organic Farms to

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Suppress Insects

February 18, 2015, Part III Medicaid and Military Families: Adults with Special Needs

February 19, 2015, Sight beyond sight: the power of near-infrared imagery for mapping

February 26, 2015, Formulating Diets for Groups of Lactating Cows

March 5, 2015, Childhood Obesity Indicators: Capturing the National Impact of Extension

### **Spanish**

For those of you working with Spanish-speaking audiences, there is a USDA website that may be of use to you. This is a site that contains a number of publications written in both English and Spanish in many of our Extension program areas. Note that the site is currently not being updated; however the site still has a number of publications that you may find useful for working with Spanish-speaking audiences. The site is available at: <http://extensionenespanol.net/index.cfm>

Regards,  
*Dr. Nick Place*

“Approach the New Year with resolve to find the opportunities hidden in each new day.” - Michael Josephson

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## **Meet Your Specialist**



Derek Farnsworth  
Food and Resource Economics  
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I came to the University of Florida from the University of California, Davis where I earned my PhD in agricultural and resource economics in 2014. My specialties are production economics, labor economics, agricultural policy and pest management. I also take a special interest in big data, citrus greening, guest worker programs

(H-2A), and best management practices (BMPs).

I am a recently hired assistant professor with a 70% teaching 30% extension split. Before arriving at the University of Florida I was a graduate student at the University of California, Davis where I earned my PhD in Agricultural and Resource Economics. My PhD research concentrated on production economics with an additional focus on berry crops. In particular, I investigated the labor market and pesticide use effects associated with an invasive vinegar fly, spotted wing drosophila (SWD), known for targeting berry and stone fruit crops. This research began my first foray into extension activities. I made presentations regarding the economics of SWD management to stakeholders across the country.

Since joining the faculty in the University of Florida's Food and Resource Economics Department I have continued to pursue research topics in production and labor economics. One project I am currently involved with investigates the productivity and cost of H-2A guest workers in the Florida citrus industry. I have also expanded my research agenda to include research on citrus greening management and best management practices (BMP) adoption.

These research topics continue to inform my extension and teaching programs. My research into the H-2A program provides useful insights for growers considering or already participating in the program. I will also be conducting seminars to provide information about the recently introduced Agricultural Risk Coverage (ARC) and Price Loss Coverage (PLC) programs. Starting this spring, I will begin teaching Introduction to Agricultural Finance (AEB 3144) and International Agricultural Marketing (AEB 4343 and AEB 6675). The topics I'm involved with in production economics and agricultural policy help inform my teaching and selection of material in these classes. As a result of my research and extension work, I have many interesting case studies and applications that draw on my expertise to enhance the classroom experience.

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## Meet Your Specialist



Michael Mulvaney  
Cropping Systems  
Specialist, WFREC  
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I came to the University of Florida from the International Center for Maize and Wheat Improvement, known by its Spanish acronym CIMMYT, in Mexico where I worked as a Cropping Systems Agronomist for the Global Conservation Agriculture Program. I focused on no-till, crop rotations, and residue management. My specialties are minimum tillage, soil fertility, residue management and carbon sequestration and I also take a special interest in smallholder production and agriculture in the developing world. I received my PhD from Auburn University in 2010, Department of Agronomy and Soils where I was classically trained as a soil scientist. I have worked and traveled in over 50 countries on six continents, obtained \$2.2 million in lifetime grants, published in high-impact peer-reviewed journals, and won several awards for the presentation of scientific research. I speak Spanish and have lived Bolivia, Ireland, and Mexico. I have served with the Peace Corps (2000-2002) and the US Army National Guard (1990-1994). I enjoy cycling, fishing, canoeing, zymurgy, and spending time with my wife and four year old daughter.

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State University where I was active in research, extension and teaching as a doctoral student at the Aquaculture Research Station, with maybe a crawfish boil or football game mixed in there somewhere. My specialties are aquaculture, habitat and species restoration, and ecophysiology and I also take a special interest in active restoration efforts focused on the Florida Reef Tract ecosystem. One of my attractions to Florida aquaculture is the incredible diversity of aquatic animals and plants which are produced in the state. I am particularly interested in how the biology and environmental interactions of each species affect its utility as a cultured product. In 2014 I received my PhD in Renewable Natural Resources from LSU.

I am thrilled to be a part of the UF\IFAS extension network. Both of my graduate degrees are from land grant universities, and I believe strongly in the importance of such institutions disseminating practical, research-based information for public benefit. I am housed in Apollo Beach, a community within the Tampa Bay region. Through myself and Dr. Mark Flint, the University of Florida has a first-in presence on a collaborative campus managed by The Florida Aquarium, FWC, and Tampa Electric Company. The state of Florida is fortunate in its bounty of aquatic natural resources but also faces significant challenges in their management. My role in research and extension is to assist in the development of aquaculture as a tool for restoration efforts in natural areas.

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## Meet Your Specialist



Joshua Patterson  
Restoration Aquaculture,  
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813-419-4917

I came to the University of Florida from Louisiana



Tripti Vashisth  
Citrus Extension Specialist,  
CREC  
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I am from the University of Florida where I was a post-doctoral associate and my research was focused on peaches. My research

was aimed at understanding the effect of plant nutrition on flavor and sensory attributes of peaches. I also investigated the effect of fertilization on bioactive compounds like antioxidants and polyphenolics in peaches. My specialties are fruit production (citrus, blueberry, peach and more) in Southeast USA. I also specialize in tree/plant and fruit physiology. I also take a special interest in plant nutrition and irrigation management and use of plant growth regulators. I am also interested in use of improved horticultural practices to enhance fruit production and quality. In December 2013, I received my Ph.D. in Horticulture from University of Georgia. My Ph.D. research was on blueberries: fruit detachment in blueberries to improve mechanical harvesting.

I am very excited to work with Florida Citrus industry and I look forward to engaging Florida growers to address critical issues to improve fruit (especially citrus) production in Florida. I feel blessed to be a part of University of Florida and it has been a delight to work here. My husband, Vijendra Sharma and I look forward to many more years in the "Sunshine State!"

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## Welcome Alex Bolques



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We are pleased to announce that Dr. Alex Bolques has been hired to be the Extension Crop Specialist and Director of the FAMU Research & Extension Center (REC) in Quincy, Florida. Alex will direct all operations and assist county faculty as a Crop Extension Specialist at the FAMU REC, also known as the FAMU Farm. The REC is located in northern Gadsden County near the Florida-Georgia State

line; it consists of more than 200 acres of farmland, silvopasture, and animal research labs. A small ruminant program, veterinary technology program, and an incipient protected agriculture program are housed at the FAMU REC. The farm is the site of annual small farm activities, Master Farmer trainings, and annual field days.

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## Promoting Nursery BMPs in Northeast Florida

### *Erin Harlow, Commercial Horticulture EA II, Duval Cty*

Jacksonville has one of the oldest Basin Management Action Plans (BMAPs) in Florida. Agricultural producers in BMAP areas have the option to enroll in the FDACS BMP program or agree to test their surface water as DEP recommends, which can be costly. Nurseries in the area were no exception and many started receiving letters in 2013 from FDACS, encouraging them to join.



**Dr. Yeager shows participants how to calibrate an irrigation system during a Nursery BMP Workshop in Duval County.**

Erin Harlow, Commercial Horticulture Agent in Duval County, partnered with Dr. Tom Yeager from the Department of Environmental Horticulture to provide a workshop that helped nurseries understand the BMPs and how to submit a notice of intent to implement them. Participants learned how to calibrate their irrigation systems during a hands-on portion. The workshop was presented in partnership with the northeast chapter of the Florida Nursery, Growers and Landscape Association (FNGLA). It was



located at a nursery prior to a monthly meeting. Key players in the BMP process were also invited to speak including the FDACS Office of Water Policy, the St. Johns River Water Management District, and the local Mobile Irrigation Lab. Nineteen participants came from 13 different nurseries and represented five different counties. Nurseries ranged in age from one-and-a half years to 40 years old. Twenty percent of respondents (N=10) were enrolled in the BMP program at the time of the class. One of those enrolled the day before because the class was at their nursery. Forty percent (N=10) of respondents indicated that they had never calibrated the irrigation systems at their nurseries. These included the oldest nurseries in attendance (26 to 40 years). One hundred percent of respondents indicated they would enroll in the BMP program. A follow-up survey will determine if nurseries sign-up for the BMPs and make the changes that they self-indicated, which include using electrical conductivity testing, calibrating irrigation systems, and addressing runoff.

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## Youth Understanding MyPlate—Benefits Beyond the Classroom

### ***Nan Jensen, FCS EA IV, Pinellas Cty***

Family Nutrition Program (FNP) staff teaches classes at public schools where there are 51% or more students eligible for free/reduced price lunch. This past year in Pinellas County, our focus was on teaching students in first, second and third grade about MyPlate using the Youth Understanding MyPlate(YUM) curriculum. Each week for 6 weeks, the children were taught about one of the food groups on the plate through stories, songs, games and other hands-on activities. Each lesson was a minimum of 30 minutes in length. Parent newsletters explaining what children learned along with a recipe from the food group were provided weekly and teachers received handouts to provide reinforcement activities for each lesson. While our young students eagerly looked forward to a visit from the “YUM lady” and thoroughly

enjoyed the weekly lessons where they learned about healthy food, we discovered that the benefits of our work go beyond the classroom by impacting teachers and the families of the children we teach:

“When you first started teaching in my classroom class, I weighed more than I ever had before and I was eating the wrong things. The nutrition classes you taught inspired me to begin making changes. I have definitely increased the amount of fruits and vegetables I am eating and I am paying attention to the amount of added sugar in foods. During this program, I lost 10 lbs and feel like I have more energy.”

“While my husband is a “health nut,” I didn’t pay much attention to what I ate or drank. Sitting in on your classes with the children made me realize I had to make some changes. As a result, I started eating healthier lunches and I am working to incorporate more fruits and vegetables as well as whole grains in my meals”.

Another teacher wrote that the nutrition classes were as interesting and fun for her as they were for the students. She indicated that she made some changes in her diet and started reading labels before purchasing foods. This strategy has helped her reduce the amount of added sugar and fat in her diet.

A third grade teacher wrote that “I am now reading labels” because of the classes offered in her classroom and as a result makes healthier choices for herself and her family.

### ***Parent Evaluation of Youth Healthful Behavior Changes and Self-Reported Changes***

A retrospective survey was distributed to parents at the end of a series of education to assess behavior changes of students who participated in

FNP and to self-report any changes at home as a result of a combination of education to youth complemented with newsletters sent home to parents. Data were collected from 110 parents. The assessment had a response rate of 33% with 110 parents responding out of a possible 335. The brief survey included items to assess child intake of fruit, vegetables, whole grain foods, and low-fat or fat-free dairy foods with responses based on whether the behavior had increased at home as a result of FNP programming. Other behaviors assessed included the child asking for healthy foods or drink more often, helping prepare a snack or meal, using less screen time, and spending more time playing actively.

	# of parents
My child now eats more vegetables at home.	57
My child now eats more fruit at home.	82
My child is more willing to try new healthy foods.	80
My child asks for healthy foods and drinks more often.	66
My child now drinks fat-free or low-fat milk at home.	53
My child now eats whole grain foods at home.	56
My child will help prepare a snack or meal.	81
My child uses less screen time (watching TV, DVDs, or videos)	60
My child spends more time playing actively each day.	75
My child has NOT made any of the changes listed above.	7

Similarly, parents were asked to report any changes they had made related to offering fruits and vegetables to their children more often, purchasing low-fat or fat-free milk and whole grain foods, offering new healthy foods to try, and asking their children to help cook or make snacks more often.

	# of parents
I offer fruits and vegetables to my child more often.	85
I purchase only 1% or fat-free milk for my home now.	49
I purchase whole grain foods for my home now.	46
I now offer my child healthy foods that they have never tried.	62
I ask my child to help cook or make snacks more often.	76
I have not made any of the changes listed above.	10



**YUM Activity.**

## Broward 4-H Extension Education Youth Science Ambassadors make an Impact in Washington D.C.

**Brenda Marty Jimenez, FCS/FNP CED III, Broward Cty**

Every year Broward County is privileged to be visited by more than 11 million tourists a year. The main attraction in this county is the accessibility to the beach and the Florida Everglades. Both give tourists and residents the opportunity to explore two different bodies of water and to learn about Florida's biodiversity and the connection between our swamps and beaches. Broward County offers a wide variety of activities including snorkeling, fishing, jet skiing, air boat rides, wind surfing, beach sports, and surfing that are enjoyed by many. In order to preserve our greatest tourist attractions, it is

important to educate people on the methods of preserving our most valuable jewels and greatest tourist attraction, our beaches and wetlands. To accomplish this, three Broward 4-H Youth Development Science Ambassadors, with guidance from the Broward 4-H agent, worked together to research causes of pollution, preventative methods and ways to increase public awareness in regard to beach conservation. Each ambassador created a presentation poster at the 2014 Science and Engineering Festival in Washington, D.C.

At the 2014 Science and Engineering Festival, the Broward Science Ambassadors educated more than 500 individuals and conducted a hands-on demonstrations with children attending the festival. The demonstration taught participants the effects of urban run-off on the ocean. The presentation encouraged participants to reduce littering when visiting not only Florida beaches but anywhere they may be vacationing.

A majority of the participants at the event were from the Maryland, Virginia, and Washington D.C. area. Each walked away with a better understanding of what pollution does to our natural waterways in Florida, and many commented that they would want to visit Broward County to explore our beaches and wetlands. The Science Ambassadors also took away a boost of confidence and improved on their public speaking and leadership skills, as they had never before presented for a large audience.

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## Partnerships Pay Off

**Rebecca Jordi, Env Hort CED EA III, Nassau Cty**  
Nassau County Extension has worked diligently to provide the public with research-based information. This year the Farm Bureau of Nassau County awarded us the "Good Neighbor Award." The Nassau County Farm Bureau's "Good Neighbor Award" was started in 2008. The award is presented to those who are recognized by their peers for going above and beyond to help those in need in the local community. Although "Rebecca



**Gil Quarrier, Fair Board member;  
Rebecca Jordi, County  
Commissioner Boatright, Farm  
Bureau Board member.**

Jordi" is on the plaque because I am the County Extension Director, this award is truly in recognition of the

hard work and

dedication done by all the agents in extension in addition to the tremendous contributions from the Extension volunteers to the citizens of Nassau County. More than 6000 hours were provided to Nassau County in 2013 by volunteers. While this type of recognition may not show scholarship, it does speak to the regard the community and local businesses have for the work UF/IFAS Extension does for Nassau County residents.

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## Extension Class Brings Southwest Florida Experts to Teach the Community about Vegetable Gardening

**Isabel Way, MG and FYN Coordinator, Collier Cty**  
Well-meaning individuals faced with Florida's diverse and often unfamiliar conditions not only become frustrated trying to grow their own vegetables, but often waste water, fertilizers, pesticides and energy through inappropriate gardening practices. This generates problems that include poor plant performance, insect and disease infestations, and nutritional imbalance. On September 16, 2014, the Collier County Florida Yards and Neighborhoods (FYN) Program partnered with the Hendry County and Lee County Extension offices to offer a Vegetable Gardening for Southwest Florida program at the Collier County Extension office. The need for this program was discovered at plant clinics and through homeowner phone calls to extension staff asking for advice on how to grow and care

for their vegetables.

The topics included "Vegetable Gardening Timing and Methods for Southwest Florida," "Crop Selection and Management," and "Pest and Disease Identification and Management."

With an overwhelming participation of 96 attendees and a post-class evaluation response of 72%, 100% of evaluation respondents said that they had increased their knowledge of vegetable gardening in our area and planned to practice and share what they learned during the program.

A 3-month post survey sent using Qualtrics received a 23% response. Of the responses, 95% people had practiced and shared what they learned, 45% had modified their fertilizing practices according to plant needs, and 41% were using fertilizers according to the labels. Also, 45% have modified their pest control techniques to adopt what they learned during the program, switching to least toxic methods and modifying their cultural practices to prevent pests and diseases. Some (45%) have started a composting yard and kitchen waste to incorporate into their garden.

Based on the high attendance and extremely positive feedback, more of these workshops will be held in the future.

## Broward Extension Education 4-H Youth teach AARP Members How to Use Their Smart Phones

**Brenda Marty Jimenez, FCS/FNP CED III, Broward Cty**

Each day there are new advances in technology. As of January 2014, 58% of adults in America own a smart phone. Smart phones have taken the place of the traditional landline phone and are used for internet searches, sending e-mail, taking photos and videos, playing music, setting calendar reminders and getting directions through GPS. Optional downloadable applications for smart phones provide resources for its users that range from a virtual reservations agent to paying bills with just one click. Smart phones can be used as a learning tool if used properly and correctly.

In partnership with the Broward AARP, Broward 4-H youth volunteered at two smart phone workshops held in May and August of 2014. Broward youth taught AARP members how to use their Android and iPhone smart phones. More than 100 people learned how to effectively use their phones, download apps, take pictures, send text messages, download music, and much more. The 4-H Youth Development program focuses on educating youth to develop life skills, leadership skills, and citizenship. Through our partnership with Broward AARP, Broward 4-H youth were given an opportunity to educate and serve those individuals who have been serving our community. AARP members had many positive comments about the youth and have extended the invitation to continue having 4-H members as facilitators of these workshops.

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## Ask... You Might Receive

**Dr. Michael Davis, Agriculture CED II, Baker Cty**

Even when economic times are good, it may be hard to ask for anything 'extra' from UF/IFAS or your county. Even though the national economy is getting better, there are still some counties facing fiscal issues that can make asking even tougher. However, it never hurts to ask. At worst, you will be told no and at best, you might just get what you asked for. Baker County is currently experiencing a budget deficit that has caused a tightening of the fiscal belt within county offices. So, when our Horticulture Agent announced that she would be taking maternity leave during the summer (one of the busier times for Hort Agents) I was concerned about being able to help clientele with the limited resources that we have, both

fiscal and human. I approached both the County Manager and DED with a potential solution: Dr. Kyle Brown, a retired Ph.D.



**Dr. Kyle Brown sorting daffodil bulbs for clientele.**



botanist, could serve the Horticulture clientele during the time as an OPS employee. Both parties agreed that this was a good idea and asked for monetary costs. In the end, just as with regular Agents, the county and UF/IFAS agreed to each pay a portion of the salary for Dr. Brown. This arrangement has worked out very well for the Baker office as Dr. Brown has assisted more than 300 clientele in the past four months. Furthermore, as a result of Dr. Brown's expertise and presence during this time, two invasive species were identified in Baker County for the first time: the Cuban Tree Frog and the Caribbean Crazy Ant. All of this was accomplished because I asked and in this case, the entire county received.

## Regional Audience Benefits from Foodie Affair

### **Ramona Madhosingh-Hector, Urban Environmental Sustainability EA II, Pinellas Cty**

In October 2014, UF/IFAS Extension faculty organized "Tampa Bay Food System: Planning for Prosperity," a regional half-day workshop. This event hosted in the city of Tampa was held in recognition of National Community Planning Month under the theme "Health and Prosperity." This event sought to educate attendees about food policies and collaborative partnerships. UF/IFAS Extension partnered with the University of South Florida Urban Planning Department and the Suncoast Section, Florida Chapter American Planning Association for this innovative event. The workshop included four sessions with nine speakers: Food Trucks & Fiestas, Tampa Bay Food Policies, Florida Farm to School, and Civic Agriculture. An overview of regional agricultural efforts was presented by Hillsborough County

Extension Director Stephen Gran. Continuing education credits were offered for professionals



**Dr. Danielle Treadwell,  
Florida Farm to School.**

working on food system planning, namely certified urban and community health planners. Twenty-four participants attended from the four surrounding counties including urban planners, community health planners, urban planning students, urban small farmers, and interested public.



**Rick Martinez, CEO,  
Sweetwater Organic  
Community Farm.**

Participants were provided with informational packets that included a program evaluation and materials from UF/IFAS Extension, Transition Sarasota, Sweetwater Organic Community Farm and Urban Food Park. The

evaluations (n=15) revealed that many attendees were not familiar with extension programs (46%) but 100% were pleased with the event, and 87% would attend a similar event in the future. Attendees reported increased knowledge gain (53%) and there was interest in additional topics like small farms, urban agriculture, and economic development. Although only 15% attended for professional credits, 100% attended due to interest in subject matter, so there is a clear need for additional education on this important subject. Regional workshops allow participants to gain an appreciation of regional issues, identify regional partners and players, and provide networking opportunities for regional partners to leverage new and existing efforts. By facilitating these educational workshops, extension can highlight current research and policies that provide cost effective solutions to local and regional problems.

## Rainwater Harvesting Workshops Serve as the Gateway to Extension

### **Brian Niemann, FFL Agent, Pinellas Cty**

In 2014, Pinellas County Extension provided 13 rainwater harvesting workshops throughout the county. At these workshops, 201 completed rain barrels were distributed to citizens of Pinellas

County. A follow-up survey of the recipients received 48 responses, with 95% of respondents indicating that they had installed their rain barrel. If we assume this rate of installation for all rain barrels distributed, we can assume that 190 barrels were installed as a result of these workshops. If each installed barrel was filled and emptied only once, that would represent a savings of 9,500 gallons of water. It is safe to assume that far more water than that has been conserved as a result of the rain barrel installations.



In addition to the rain barrel instruction, a brief overview of outdoor water conservation strategies is provided to attendees. 80% (n=36) of

**Pinellas resident installs rain barrel for water conservation.**

respondents indicated that they had changed at least one landscape practice as a result of the workshop. Some of the changes included adjusting mowing height, installing microirrigation, installing drought tolerant plants, reduction in fertilizer use, and retaining stormwater on site.

The secondary benefit of the workshops is providing a means to introduce citizens to the wide range of extension programming available. A show-of-hands survey at the beginning of each program indicated that on average, only 20% of the attendees were aware of extension before the workshop. A few minutes of each class is dedicated to the history of extension and a discussion of the program opportunities available to Floridians. Many of the rainwater harvesting participants sign up for other extension programs and continue to utilize the services available to them in Pinellas County.

## Sustainability Connections - Educating Communities through Film

### **Ramona Madhosingh-Hector, Urban Environmental Sustainability EA II, Pinellas Cty**

UF/IFAS Extension faculty developed and hosted a regional film series in partnership with the University of South Florida (USF) and Patel College of Global Sustainability (PCGS). "Sustainability Connections – A Community Film Series" consisted of three film screenings, panel discussions, and a community expo that all focused on climate change. Participants were treated to a story about climate change through film analysis using *Weather Report* (2007), *Island President* (2011) and *Shattered Sky* (2012). These films explored current and impending consequences of climate change with a focus on the human dimension of sustainability. The series concluded with a community expo that included grassroots groups from USF and the Tampa Bay area such as Feeding America, Sierra Club, USF Office of Sustainability and Keep Tampa Bay Beautiful.

Each film panel included three panelists representing USF, UF, and a regional representative. A total of 128 attended the film screenings and 79 (62%) returned evaluations. Evaluations revealed that 94% of attendees learned something new and were willing to list two items; 94% rated the program excellent, very good, or good; and 60% were unfamiliar with extension as a resource. Attendees were asked to pledge environmental actions so that faculty could conduct follow up evaluations in 3 months – 49% pledged three or more items while 24% pledged at least one item (n=75). Pledges varied by film screening event and included items such as contacting a local official, using alternative transportation, carbon offsets, joining a local group, or other personal choices. More than half of attendees (53%) were not currently students or faculty at USF although some indicated they were alumni. In retrospective questions, participants

provided input before and after the film. Those questions revealed that 34% were more concerned about climate change after watching the film, and 46% were more willing to engage others in a discussion about the subject after watching the film. The film series concluded with “a call to action” that allowed film attendees to sign up, register, or volunteer for local sustainability initiatives offered by grassroots organizations.

Film screenings offer an innovative approach for attracting new audiences to extension while invigorating traditional audiences. In urban areas, education through film provides an opportunity for extension to provide relevant information even if extension is not the expert.

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## 4-H’ers Create “I-Town Burger”

**Robert Halman, Small Farms EA IV, Collier Cty**  
**Tish Roland, 4-H YD EA I, Collier Cty**

The UF/IFAS Extension, Collier County Agriculture and 4-H Youth programs collaborated with the Immokalee based One by One Leadership Foundation on an \$84,000 “Access to Higher Education” grant received from State Farm. The objective is for students to use what they learn in the classroom to solve real-life problems associated with how a community can address hunger and food related issues. Through a series of mentoring/empowerment discussions they will learn practical applications of these skills.

To facilitate this mentoring process the University of Nebraska curriculum called “From Concept to Consumer, Food Production” was employed to guide the youth through a Decide, Discover, Define, Develop and Deploy process where they create a food product using only local food resources in the area. Youth aged 14 to 18 were divided into four different groups. The four groups each chose a different product to work on. Robert Halman (Ag Agent) and Tish Roland (4-H Agent) worked with the 4-H youth as one of the four groups.

[The 4-H Innovators -](#)

Decide process was a discussion on the creation

of a unique hamburger formed from ingredients either grown or produced in the Immokalee area. Discover Process or “Supermarket Safari” occurred when youth examined the types and cost of the ingredients.

Define process by exploring products, engaging in a discussion about the different of grades of ground beef, fat percentages, spices and other ingredients needed to create the burger.

Development process occurred with the 4-H Innovators gathering at a local home, preparing samples and implementing a blind taste test to establish the best burger to submit for the project.

Deploy process involved discussion of packaging, marketing and distribution issues for this unique burger in the Immokalee area.

Throughout the five curriculum process, youth learned strategy.

Results of the program:

- 100% of the groups completed Decide, Discover, Define and Development of their product.

- 75% of the groups completed the Deploy step.

- 50% of the groups created a shelf stable packaging with marketing and distribution currently occurring.

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## Save the Date! Easy as PIE Webinar Series

Date: February 25

Time: 2-3 pm

Topic: Public opinion of landscape water use  
How many Floridians experience water restrictions for yard use and in what seasons? Who do they think creates and enforces water restrictions? What do Floridians think about whether recycled wastewater is available for yard irrigation and landscapes? How do Floridians use water in their home landscapes? Under what conditions will Floridians adjust their use of fertilizers and pesticides in the home landscape? Do Floridians participate in Extension programs relevant to water?

Join this session to learn the answers to these questions and more about the public perceptions, attitudes and knowledge of endangered and invasive species as Alexa Lamm, assistant professor in agricultural education and communication, discusses the latest public opinion survey results. Michael Dukes, professor in agricultural and biological engineering, will provide insights based on his experience in water management and irrigation and pose a few questions to generate discussion on how the results of this survey may be put to use.



Michael Dukes, Professor,  
Department of Agricultural and  
Biological Engineering  
Director of the Center for  
Landscape Conservation and  
Ecology, University of Florida



Alexa Lamm, Assistant Professor,  
Department of Agricultural  
Education and Communication,  
Associate Director of the PIE  
Center, University of Florida

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 Nicole Dodds for more information: [ndodds@ufl.edu](mailto:ndodds@ufl.edu) or 352-273-3139.

## Name Changes

Kalan (Agers) **Taylor**, 4-H YD EA I, Sumter Cty  
Rachel (Fautsch) **Slocumb**, 4-H YD EA I, Lake Cty  
Bridgete (McKenna) **Alfonso**, 4-H YD EA I, Seminole Cty

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## Arrivals

We would like to welcome the following new faculty:

Alexandra Draper, 4-H EA I, Broward Cty  
Jena Brooks, 4-H EA I, Walton Cty  
Jessica Sprain, 4-H EA I, Osceola Cty  
Jill Breslawski, FCS EA I, Okaloosa/Walton Cty  
Ricki McWilliams from FCS EA II to FCS RSA II, Walton Cty

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## Departures

We would like to wish the following agents the best of luck in their future endeavors:

Rina LaRosa, 4-H EA I, Broward Cty  
Brooke Saari, Aquatic/Marine Sci EA II, Okaloosa/Walton Cty  
Dan Cantliffe, Ag CED IV, St. Johns Cty  
Amanda Marek, Ag/Nat Res EA I, Nassau Cty  
Kathleen Bryant, FCS EA III, Volusia Cty  
Robert Halman, Small Farms, EA IV, Collier Cty  
Jenny Jump, FCS/4-H EA I, Columbia Cty  
Laura Royer, FCS/Home Env EA II, Osceola Cty  
Amanda Griffin, FCS EA I, Jackson Cty

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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](mailto:valkyrieshah@ufl.edu).