



Extension Education in ZAVALA County 2012 Program

Making a Difference

Improving Lives. Improving Texas.

The Texas A&M AgriLife Extension Service has been dedicated to educating Texans for nearly a century. In 1915, the agency was established under the federal Smith-Lever Act to deliver university knowledge and agricultural research findings directly to the people. Ever since, AgriLife Extension programs have addressed the emerging issues of the day, serving diverse populations across the state.

Through a well-organized network of professional educators and some 100,000 trained volunteers, Extension delivers practical research-based knowledge to Texans in all 254 counties. Our expertise and educational

outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. Among those served are the hundreds of thousands of young people who benefit annually from Extension's 4-H and youth development programs.

Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but also with resources and services that result in significant returns on investment to boost the Texas economy. The agency custom-designs its programs to each region of the state, relying on residents for input and for help with program delivery. Here are just a few highlights of Extension's impacts on this county and its people:

ZAVALA County – Summary of 2012 Educational Contact

√ Office Contact From Office visits-----	712
√ Radio Programs -----	20
√ Printed News Media Releases-----	140
√ Special News Series Releases(Drought)-----	12
√ Printed News Media Outlets-----	4
√ Adjunct Faculty Agreements(School Districts)-----	3
√ 4-H and Youth Development-----	1,640
√ Telephone Calls Office and Cellular Communication-----	1,245
√ Agriculture and Natural Resources Related Contacts -----	991
√ Newsletters/mail/e-mail and cellular text-----	570
√ Site Visits in county-----	460
√ Site Visits out of county regional educational efforts-----	530
√ Contacts with other agencies and collaborators-----	265
√ Volunteers-----	140
√ Contacts made by trained volunteers-----	920
√ International Contacts Agriculture/Natural Resources-----	20
√ School District teachers and other school district educators-----	95
√ Elected officials and other stakeholders in the county-----	96
√ Food Safety Training Educational Contacts-----	188
√ International Spinach Conference -----	74

Community and Economic Development Contacts

>Printed News Media Releases-----	6
>Telephone Calls Office and Cellular Communications-----	150
>Newsletters/mail/e-mail and cellular texts-----	120
>Site Visits in County-----	11
>Contacts with other agencies and collaborators-----	10

Agriculture and Natural Resources

The Zavala County Extension agent provided relevant educational programs; research based data and introduced new and innovative practices and technologies to insure production of agricultural commodities now and in the future to meet the needs of consumers and agricultural producers alike. The rich history of spinach production in the area drove some of the programming efforts during 2012. Spinach producers and others alike continue searching for research based data and information on new spinach disease controlling products, new and improved production and management practices and enhanced spinach variety development areas. While many other events, activities and educational programs were conducted during the program year the following or highlighted efforts that included:

- *January-Planning meeting for the 2012 spinach and vegetable crops improvement programs.
 - *February-Gather research data from current results demonstrations
 - *March-Publish data from 2011-12 evaluation efforts.
 - *April-Establish watermelon variety trials
 - *May-Submit Proposal to Texas Water Institute for a Rio Grande Basin Initiative Grant for irrigation water conservation education demonstrations in Zavala County.
 - *June-Submit Food Safety Program Proposal to the Winter Garden Spinach Producers Board. The agent received funding for these efforts.
 - *July- Zavala County AgriLife Extension selected to receive a \$26,000.00 RGBI Water Conservation Grant.
 - *August-Planning Food Safety Educations Programs for field workers, packing shed workers and producers.
 - *September-Meeting to establish research demonstrations and programs for winter crops.
- Presentation by Extension Crops Committee members on 2011-12 research results at the International Spinach Conference in San Antonio.
- *October-Establish results demonstrations on spinach fields to evaluate listeria, e-coli-, and salmonella risk in field soils.
 - *November-International Spinach Conference and Crop Tours San Antonio/Zavala County
 - *December 7, 2012 Food Safety Training for Packing Shed Workers at Winter Garden Produce facilities.
 - *December 27, 2012 Vegetable Crop pesticide updates and CEU training event for private pesticide applicators training

As a result of these efforts consumer demands for abundant, fresh, wholesome, high quality, affordable and safe vegetables were produced in Zavala County. Without up-to-date, relevant and research based information many producers have a risk of ceasing to exist and if enough raw product cannot be produced in the county vegetable processing and packing facilities along with hundreds of jobs would be lost in the county would cause a severe economic setback for agricultural producers, field workers and plant employees. Many of these efforts will be continued in 2013.

Zavala County Office of the Texas A&M AgriLIFE Extension Service wished to acknowledge the Zavala County Crops Committee members, The Winter Garden Spinach Producers Board, Del Monte Corporation, Tiro Tres Farms, Crawford Farms and Espinica Texas for working collaboratively and jointly with spinach producers and other vegetable producers in the county in addressing difficult production issues facing vegetable crops producers in the County.



Pictured Above is a spinach field in Zavala County which was part of the International Spinach Conference Field Tours.

Agriculture and Natural Resources

Emerging issues in the county related to agriculture and natural resources motivated the Zavala County crops and the Animal and Wildlife Industries program area committees to evaluate educational needs for Zavala County to address these issues identified. The committees prioritized educational program needs in the area of continuing education units (CEU's) for producers who currently hold private applicator pesticide licenses, private applicator license training and testing, results demonstrations on fenceline/brush management, crop variety trials, field days, publications on native range and pasture management and related issues. The county committees requested Extension specialist to collaborate with agricultural industry representatives, Texas Department of Agriculture and U.S.D.A. with these efforts to address these needs of the agricultural and natural resources community of Zavala County. From time to time specific emerging issues prompted the Leadership Advisory Board in Zavala County to request short term educational events to address those needs in Zavala County. The Texas A&M AgriLife Extension Service office in Zavala County developed the following activities to address these relevant General Agriculture and Natural Resources Issues in the County.

*January 22, 2012 Spinach Industry Field Day-Del Monte Research Farm-Crystal City-**35 in attendance**

*Weekly-The Agent utilized weekly and monthly publications provided by the Texas Beef Council, Extension Beef specialist and The Texas Animal Health Commission for inclusion in the agents weekly news and information column to area news media on subject matter as it related to beef and livestock producers in Zavala County. **44 articles/information columns published from 1-1-12-12-30-12**

*March 17, 2012 Private Pesticide Applicator Training and Testing for agricultural producers in Zavala and surrounding counties was held. **18 in attendance**

*April-November-The agent published a series of articles addressing the current drought conditions in Zavala County. These articles ranged from information on drought herd management practices, fire prevention and safety, sources of hay and supplemental feeding and managing water resources during droughts. **8 articles in 5 news media outlets.**

*July 2, 2012 watermelon variety field day. **17 in attendance**

*August 5, 2012-Publish initial data from Spike 80DF fenceline applications and its effects on multiple brush species(On going through 2013)

*September 4, 2012 Drought Insurance Workshop. **12 in attendance**

*October 15, 2012-Wildlife population status as a result of current drought. TP&WD presentation to committee members 21 in attendance.

*Monthly- The Zavala County Extension agent periodically met with the Farm Service Agency county committee to assess any possible crop or livestock losses due to disaster conditions in the county.

*December 11, 2012 Annual Crops, Livestock and Wildlife Industries Committees Annual Program evaluation and review.

*December 15 2012 Zavala County crops, livestock and wildlife industries committee members meet to review and complete annual crop increment report data and information for the past year and

Agriculture and Natural Resources

projections for the next production year.

*December 27, 2012- Last chance video series private pesticide applicator CEU training opportunity and License application training.

Feedback from producers indicated that they were very satisfied by the programming efforts in the areas of need as they related to the Agricultural and Natural Resources industries of Zavala County. 98 percent of producers randomly interviewed indicated timely drought information; private pesticide applicator continuing education unit opportunities and published results of demonstrations held in the county were most useful in their day to day management practices as well as long range planning in their operation. Many of these activities, programs and events will be duplicated during the 2013 program year.



Packing Fresh Market Spinach in La Pryor, Texas-Zavala County. Workers pack fresh spinach for shipments to Canada and the North East United States. Workers pictured above have been trained in food safety by the Zavala County Extension Agent and sponsored by the Winter Garden Spinach Producers Board Food Safety Education Program. (Photo Courtesy of Dr. Ruben Saldana)

Family and Consumer Sciences

Despite this lack of FCS personnel the following activities were utilized in 2012 to promote and expand both adult and youth participation in Family and Consumer Science areas.

August 2011-The Zavala County Extension Agent utilized Walk Across Texas(WAT) marketing materials and provided them to schools in the county to promote this program in schools. As a result the La Pryor Independent school district utilized a modified version of this program during the spring of 2012. Participants in the Walk Across Texas Program indicated that 98 percent continued with exercise and walking activities. 64 of the 98 walk across Texas participants in the La Pryor Independent School District indicated that they had lost 8 or more pound from participating in the walk across Texas Program. The Zavala County Texas A&M AgriLife Extension Service would like to acknowledge all volunteers who provided assistance with these workshops. The La Pryor Independent School District Elementary Physical Education Department is acknowledged for implementing the Walk Across Texas(WAT) program on their campus.

The Extension agent met with 4-H club managers, project leaders to discuss family and consumer sciences related contest in 4-H such as food show, food challenge, consumer decision making, fashion show and textiles and clothing. As a result the agent had two 4-H volunteers who served as judges at the district 12 4-H food show in December of 2012. These efforts will continue in 2013 and increase the number of participants and programs in the family and consumer sciences areas in Zavala County.

The Zavala County Extension agent assisted county volunteers in the implementation of a cooking, clothing and food contest at the Zavala County Junior Fair in January 2012. There were 19 food and clothing entries at the 2012 Zavala County Junior Fair. The agent provided 4-H food and clothing information to the participants in an effort to encourage them to participate at the district 4-H level.

The Zavala County Extension agent utilized the neighboring FCS agent in Dimmit County to assist with parenting, nutrition and health programs as requested in Zavala County from schools and social service agencies. There were over 180 contacts made by the neighboring FCS agent in Zavala County.

The agent also provides a link to the FCS website on the Zavala County Extension Service Web page.

4-H and Youth Development

ZAVALA COUNTY 4-H and YOUTH DEVELOPMENT

TEXAS A&M
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Making a Difference 2012

Annual 4-H Program Summary

County 4-H Youth Involvement

3 Chartered Clubs
65 Club Members Enrolled
195 Community-based Outreach
146 In-school Enrichment Curriculum

Total Youth Participation
406

County 4-H Leadership, Advisory, and Support Organizations

Youth Board	7 Members	4 Meetings Held
County 4-H Council	6 Members	9 Meetings Held
Adult Leaders & Parents Organization	35 Members	5 Meetings Held

Top County Events

Zavala County Junior Fair
Zavala County Junior Fair Photography
4-H Achievement and Recognition
Community Service- Adopt A Highway
Annual Ag. Fair

Top District Events

4-H Share the Fun
4-H Roundup
4-H Record Books
Food Show

Top State/National Events

4-H Salute To Excellence Award Program
Photography
4-H Record books
San Antonio Livestock Show

Top Club Projects

Meat Goats
4-H Clover Kids Rabbit Projects
Steer Projects
Swine Projects
Photography

Top Overall Projects/Curriculum Areas

Higher Education Funding Program
Science of Agriculture
Walk Across Texas
Character Education



County 4-H Volunteer Support

14 Registered & Screened Volunteers Supporting Clubs
12 Club Managers, Co-Managers, and Project Leaders
577 Volunteer Hours Contributed in Support of Clubs

Value of Volunteer Time Contributed to 4-H
\$12,325

Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin.
The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

AgriLifeExtension.tamu.edu

4-H and Youth Development

County 4-H Leadership & Personal Development Programs

- 6 Attended State-level educational or competitive events
- 5 Attended District-level educational or competitive events
- 2 Attended District Leadership Lab
- 3 Received 4-H Scholarships valued at a total of \$1,500

Local Training Opportunities

14

Events & Activities

12

Significant accomplishments

Trained Officers in Parliamentary Procedure
Volunteers Exposed to District and State Programs and Opportunities
Established 4-H member Savings or Checking Accounts from stock show proceeds

County 4-H Agriculture & Natural Resource Programs

- 74 Livestock Projects
- 70 Participated in County Livestock Shows
- 6 Attended State-level Livestock Shows
- 11 Attended District-level Agriculture & Natural Resources educational or competitive events
- 14 Youth Trained through "Quality Counts" Program

Livestock Show Premium Sale Proceeds*

\$82,508

*Includes all projects (4-H and FFA)

Local Training Opportunities

10

Events & Activities

12

Significant accomplishments

Youth Education on Agriculture Through Science of Agriculture Program



4-H and Youth Development

More detailed information for the previous pages is provided below:

- *January 7-9, 2012. Over 85 Zavala County 4-H Members Participate in the Zavala County Junior Fair
- *February 4, 2012 a workshop to identify 4-H volunteer needs for Spring contest, review scholarships and conduct a stock show review and evaluation. Leadership roles for volunteers were defined and volunteer leadership training needs were addressed at this meeting.
- *February 10, 2012 Distribution of flier announcing 4-H Leadership Lab, District Election Convention and Texas 4-H Congress Opportunities. Provide updated YTube video clips list for 4-H volunteers who will potentially serve as judges and assistants at various 4-H events.
- *March 3, 2012 4-H Adult Volunteer Training on methods demonstrations, judging contest and share the fun were provided to adult leaders for spring events.
- *April 14-4-H members attend District Round-up and district council meeting.
- *May-Promote 4-H Leadership Lab via newsletters, radio, printed media and website.
- *August Newsletter announcing 4-H leadership opportunities for youth through participation in the election process to elect officers who will serve as leaders for each individual 4-H Club in Zavala County.
- *October 30, 2012 4-H Club officer leadership training was held for all 4-H officers elected in all the 4-H clubs in Zavala County.
- *November 1, 2012 Zavala County 4-H County Council Training

As a result of these educational and training events 4-H meetings in all the 4-H clubs in Zavala County demonstrated their effectiveness as a result of properly trained 4-H officers. This training consisted of planning and conducting effective 4-H meetings, proper use of the 4-H gavel and proper use of parliamentary procedure. Adult leadership training resulted in more volunteers being recruited to serve as judges and helpers for county and district roundup events. Leadership training events for both youth and adults were evaluated using a pre and post test format of data gathering. Results indicated that the adults indicated an overall 95 percent increase of knowledge gained in the areas of adult leadership responsibilities, confidence in serving as judges and assistants in various county and district events. Youth leadership evaluations indicated a 95 percent gain in knowledge about basic parliamentary procedure. 100 percent of 4-H officer leadership training participants indicated adapting parliamentary procedure practices at 4-H meetings as a result of these leadership training opportunities.

Besides leadership training and development Zavala County Youth need a variety of projects and activities to help them develop into contributing members of society. The Texas A&M AgriLife Extension Service office in Zavala County and the Zavala County 4-H Leaders Association and Youth Development committee developed the following activities to address these relevant 4-H Youth Projects and curriculum implementation.

- *February 10-16, 2011 Zavala County Youth Participated in San Antonio Livestock Show
- *March 2- April 15 Walk Across Texas Program-La Pryor Elementary School
- *April-Horse Show Validation was completed for a La Pryor 4-H Member
- *June 23, 2012 Steer Validation and Steer project feeding and management workshop
- *September 23, 2012 Swine project selection and feeding clinic
- *August 9, 2012 County Newsletter announcing 4-H Project Opportunities to youth in Zavala County(Animal, shooting sports, photography, foods and nutrition and fashion show projects)

4-H and Youth Development

- *October 23, 2012 Zavala County lamb and goat validation and 4-H lamb and goat project management clinic
- *October 29, 2012 Zavala County swine validation and 4-H swine project management clinic
- *November 22, 2012 4-H Animal Projects Enrollment Night for Major Shows In Texas
- *December 10, 2012-4-H Clover Kids Rabbit Distribution and Workshop
- *December 17, 2012 Countywide 4-H Swine, Steer, Goat and Lamb Weigh Day and Showmanship Clinic

As a result of these educational and training events 4-H members were able to have an opportunity to experience a wide range of 4-H project opportunities and life skill development. Post project completion interview results indicated that 95 percent of 4-H youth participating in one or more 4-H project event gained knowledge in the areas of responsibility, animal nutrition, health and management as well as record keeping skills and financial management skills.

Each year Zavala County 4-H youth involved with animal projects gain financial resources from the participation and sale of animal projects in the annual Zavala County Junior Livestock Show in January. In January 2011 this event generated \$100, 890.00 from the sale of animal projects. Now in its 6th year the Zavala County education fund account establishment continues to flourish despite economic uncertainty. On average each 4-H member receives \$1,860.00 for animals sold. If an exhibitor participates with animal projects for the entire 4-H career this total could potentially generate on average over \$21,000.00 per 4-H youth. This is a substantial amount that could be managed by the 4-H youngster, learn financial responsibility and invest for future educational needs.



4-H members were able to have an opportunity to experience a wide range of 4-H project opportunities and life skill development. (Photo Courtesy of Mrs. Betty C. Avila)

Community Economic Development

During the 2012 Program Year the new Zavala County Cooperative Extension Program planned and implemented a series of “Agricultural seminars,” in late spring, which was repeated in the fall. The seminars were part of an Action Plan for a grant that was secured by Dr. Juan Anciso and Luis Ribera. Both of these gentlemen are from the Weslaco AgriLife Extension Office. The four part series was consolidated into three presentations. The first presentation was a Seminar by Dr. Juan Anciso on “Small Acreage Vegetable Production.” The second presentation was a Seminar on “Food Safety and Good Agricultural Practices (GAP)”. The third and final presentation was a Seminar on “Business Planning and Marketing” by Luis Ribera with assistance from Marco de Palma. This Outcome Plan also included: Marketing components (news articles/outreach efforts) and Evaluation components for each of the Seminars. There were a total of ten elements per series. The Spring Seminars were held on May 22, 2012, June 19, 2012 and July, 10, 2012.

The first Seminar, held on 5/22/12, had an attendance of eight persons with six participants providing Evaluations. The second Seminar, held on 6/19/12, and the third Seminar, held on 7/10/12 had an attendance of three persons each with two participants providing Evaluations for each presentation. Three news articles appeared in the local and area newspapers. Attendance results were less than expected. After analyzing my actions, Mr. Henry and I agreed that I should re-present the entire Seminar series before the end of the calendar year.

The Seminar series was re-presented. The first Seminar was scheduled to be presented on October 11th. The second Seminar was scheduled to be presented on October 25th. The last Seminar was presented on November 1st. The attendance was again less than expected. The Seminars will be repeated in 2013. An improved and more aggressive outreach plan will be developed and implemented, in 2013.

The Zavala County LRP SSDPG Group Organization items were partially implemented. Two meetings were held and a local leader has stepped forward. The third meeting was held on December 6th. No actions were taken to organize a group or groups, and no funding document was developed. The spokesperson wanted to wait for the results of the 2012 Elections. We are organizing a task force to develop a grant proposal. This action item will be carried forward to 2013.

The results of my Output Plan activities were adequate. My Output Plan consisted of a series of nine “Technical Assistance sessions.” The sessions were part of this Action Plan and eleven persons were provided with technical assistance. Businesses included: one Game room, three Nature Tourism operations, one gymnasium, one Shooting Sports Club, and five small farms.

Again, to summarize my Outcome Plan results:

1. Eleven persons were assisted. All eleven were provided with a EIN Application and with an Incorporation Application,
2. Numerous follow up visits were held,
3. Four articles were run in five regional papers (one in Zavala County, one in Dimmit County, two in Maverick County, and one in Uvalde County) that described the services available,

Community Economic Development

4. One funding document was developed and funding for a group that complete repairs to the Popeye County Park Trail.
5. I participated in and assisted with the Zavala County Agricultural Day, in March;
6. I attended three Community Group meetings, in March-April-December;
7. I completed a “Zavala County Assessment” that was assigned as part of the Program Academy training for “New Agents;”
8. The 2012 Small Business Financing Workshop was rescheduled from August to November and then to early 2013 at the request of the speaker;
9. The 2012 USDA Agricultural Programs Seminar was held;
10. The 2012 USDA Beginning/Limited Resource Producer Agricultural Programs Seminar was postponed – at the request of speaker – due to the lack of an approved FARM Bill;
11. The SBDC Workshop was not held at the request of the speaker, (Action Item was added placed on 2013 Plan);
12. The 2012 HUB Certification Seminar was not held, (Action Item was added placed on 2013 Plan);
13. The 2012 Youth Loan Seminar was postponed at the request of the speaker, (Action Item was added placed on 2013 Plan); and
14. The 2012 Zavala County Bagged Spinach Feasibility Study Grant was not funded. This action item is still be reviewed by the Winter Garden Spinach Board and Action Item has been placed on the 2013 Plan.

Additional items undertaken:

1. I also attended a “Hospitality Training” Train-the-Trainer session, in August.
2. I assisted with the 2012 International Spinach Conference, November.

For 2013, I plan on re-implementing the workshops/seminars and implementing some new items. I also plan to assist with the addition of three workshops that will be of particular interest to business owners and entrepreneurs.

My Output Plan consisted of a series of nine “Action Items.” The Action Items were part of this Action Plan and most were achieved. These action items consisted of planning and implementing local meetings, agent conference attendance, agent Training Sessions, and agent Program Planning meeting attendance.

Community Economic Development

To summarize my Outcome Plan results:

1. I attended the 2012 PVAMU State Conference, in March;
2. I attended both sessions of the 2012 Program Academy, in April and November;
3. I did not attend the AgriLife Extension Spring Meeting, (excused due to an illness of a family member);
4. Two Advisory Committee Meetings were held (in May and September) and one is planned for December,
5. I did not attend the 2012 Association of Extension Administrators Conference, (due to the death of a family member);
6. I did not attend the 2012 Fall Faculty Meeting (due to a scheduling conflict with the second session of the Program Academy), see item 2; and
7. I also attended a CEP Program Planning Conference in August and three additional "new employee training sessions."

For 2013, I plan to continue to participate in agent Training sessions and in the various State Conferences and Program Planning meetings. I also plan to attend the Spring and Fall Faculty meetings that are a regular part of the Texas A&M AgriLife Cooperative Extension Service and the Prairie View A&M University Cooperative Extension Program State Conference.

Texas A&M AgriLife Extension Service ZAVALA County

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