



Extension Education in ZAVALA County

Making a Difference

In 2015

The Texas A&M AgriLife Extension Service and its partners have long been dedicated to educating Texans. Extension education evolved nationwide under the 1914 federal Smith-Lever Act, which sought to extend university knowledge and agricultural research findings directly to the people. Ever since, Extension programs have addressed the emerging issues of the day, reaching diverse rural and urban populations.

In Texas, all 254 counties are served by a well-organized network of professional Extension educators and some 100,000 trained volunteers. Extension 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 hundreds of thousands of young people who benefit annually from Extension's 4-H and youth development programs.

Texans turn to Extension education for solutions. Extension agents and specialists respond not only with answers, but also with resources and services that result in significant returns on the public's investment. Extension programs are custom-designed for each region of the state, with residents providing input and help with program delivery. Here are just a few highlights of Extension impacts in Zavala county and its people in 2015.

Zavala County – Summary of 2015 Educational Contacts

*Office Contacts From Office visits-----	810
*Radio Programs -----	25
*Printed News Media Releases-----	180
*Special News Series Releases-----	8
*Pesticide Applicators Educational Program Contacts-----	78
*Range and Livestock Educational Programs-----	30
*Worker Protection Standards Training(WPS) Contacts-----	32
*Agricultural Literacy(Agriculture Ag. Day)education programs for youth-----	460
*Printed News Media Outlets-----	4
*Adjunct Faculty Agreements(School Districts)-----	3
*4-H and Youth Development-----	660
*Telephone Calls Office and Cellular Communication-----	1,345
*Agriculture and Natural Resources Related Contacts -----	991
*Newsletters/mail/e-mail and cellular text-----	580
*Site Visits in county-----	280
*Site Visits out of county regional educational efforts-----	540
*Contacts with other agencies and collaborators-----	269
*Volunteers-----	158
*Contacts made by trained volunteers-----	980
*International Contacts Agriculture/Natural Resources-----	26
*School District teachers and other school district educators-----	99
*Elected officials and other stakeholders in the county-----	85
*Food Safety Training Educational Contacts-----	230
*4-H Recruitment (4-H Clover Kids Program Contacts)-----	58

Agriculture and Natural Resources

Emerging issues in Zavala county related to agriculture and natural resources motivated the Zavala County crops and the Animal and Wildlife Industries program area committees to identify Extension educational needs for the 2014 program year. 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, crop field days, publications on native range and pasture management and related issues. 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.

VALUE

Crop and Forage Production Education



Texas A&M AgriLife Extension Service programs targeted to producers of crops and forages are increasing profitability and productivity of farmers, thereby helping to build and sustain rural economies and support jobs.

*January 18, 2015 38 producers and spinach industry representatives attended a Field Day at the Del Monte Research Farm-Crystal City

*Weekly-The Agent utilized weekly and monthly publications provided by the Texas Beef Council, Extension Beef specialist and The Texas Animal Health Commission, Texas A&M Ag. communications for inclusion in the agents weekly news and information column to area news media on subject matter as it related to livestock, crops and other agricultural producers in Zavala County. The agent produced 44 articles/information columns published from 1-1-15-12-30-15 Circulation 2,940 and 40 newsletters

*March 17, 2015 Private Pesticide Applicator Training and Testing for agricultural producers in Zavala and surrounding counties was held. 18 in

attendance

*July 8, 2015 watermelon variety field day. 17 in attendance

*August 5, 2015-Publish initial data from Spike 80DF fenceline applications and its effects on multiple brush species

*September 4, 2015 Crop/livestock Insurance Workshop. 19 in attendance

*October 1, 2015 publish of spinach variety data and fungicide evaluation results

*December 29 2014 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 projections for the next production year. 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 replicated during the 2016 program year.

EXTENDING KNOWLEDGE
Providing Solutions

Agriculture and Natural Resources

2015 Zavala County Spinach & Vegetable Crops Improvement Education

Relevance

The Zavala County seat(Crystal City) is dubbed as the “Spinach Capital of The World” complete with 2 life size statues of Popeye. The production of fresh and processing spinach production in the county does contribute greatly to the local economy. Del Monte foods maintains a spinach canning facility in Crystal City and Spinica Texas has a fresh market spinach packing and shipping facility in the county.

For production of this commodity to remain viable the Zavala County program area committee addressing spinach and crops improvement in collaboration with the Zavala County office of the Texas A&M AgriLife Extension Service must plan educational programs that will keep this industry alive and well in the County and region. The need to insure compliance with Good Agricultural Practices(GAP’s), water quality, food safety education and evaluation of spinach and vegetable crop varieties through results demonstrations are key to provide producers with relevant research based data and information. The 2015 Zavala County Spinach and Vegetable Crops Improvement plan provided clientele with relevant educational programs, introduced new and innovative practices and technologies to insure production of these commodities now and in the future, to meet the needs of consumers and processors alike. Increase consumer demand for wholesome safe fresh market and processing spinach drove programming efforts during 2015 to insure food safety education was addressed to meet production guidelines. Evaluation of new spinach disease controlling products, new and improved production and management practices and enhanced spinach variety development were all areas identified during the program planning portion of the spinach and vegetable improvement educational program

Response

Extension’s response to these needs were addressed by conducting several educational events, activities and programs during the program year. The following is only a small fraction of highlighted efforts that included: *January-Planning meeting for the 2015 spinach and vegetable crops improvement programs. *January 21, 2015 A field tour was conducted at the Del Monte Research Farm in Crystal City and sponsored by the Wintergarden Spinach Producers Board, Del Monte Corporation and the Zavala County Leadership Advisory Board to provide a spinach field and provided tour participants with information of spinach varieties being evaluated for disease resistance, and potential for further development for consideration as a commercial viable spinach varieties. Both fresh market and processing spinach cultivars were evaluated.

*February-Gather research data from current results demonstrations on spinach varieties and fungicide trials

*Submit request to seed companies for participation in the watermelon variety trials to evaluative watermelon cultivars

*March-Publish data from 2015 spinach fungicide evaluation trials for white rust disease control efforts in spinach.

*April-Establish watermelon variety trials

*Assisted Producers with development of Standard Operating Procedures(SOP)for new onion packing facilities and Producers seeking Organic Certification for their operation

*June-Submit Food Safety Program Proposal to the Winter Garden Spinach Producers Board. The agent received funding for these efforts.

*July- Harvest Watermelon Variety Trials and gather data on yields, quality and taste testing

Agriculture and Natural Resources

*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.

*October-Establish results demonstrations on spinach fields to evaluate listeria, e-coli-, and salmonella risk in field soils.

*October- Food Safety Training for Packing Shed Workers. The Extension agent conducted a Food safety training using Spanish language Food Safety curricula to train packing shed and harvest crew workers about personal hygiene as it relates to food safety and the prevention of contamination of fresh spinach and other vegetables. This onsite training provided producers the necessary documentation to use as part of the Good Agricultural Practices (GAP's) program to comply with USDA and private audits certifying producers as GAP's certified.

*November-Established fungicide trials to evaluate the efficacy of various fungicides on spinach diseases.

*Assisted Spinach and vegetable producers in the development of Food Safety Standard Operating Procedures (SOP) manuals for their operation in preparation of 3rd party audits.

December 29, 2015 Vegetable Crop pesticide updates and CEU training event for private pesticide applicators training

Results

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.

Research and Results Demonstrations For Spinach Fungicide Evaluations for the control of White rust in spinach provided producers with useful information on effective some of these products are to control this disease. Even though conditions for white disease development were not great as it was a dry fall, white rust was found in the plots in early December. Also, the farm has an impact sprinkler system which they use to wet the spinach in the late evening to maintain leaf wetness and stimulate white rust.

The ratings are given below. A minimum of 3 years is the standard protocol to evaluate products to be used in agricultural production before a recommendation is made based on these evaluations) The trials discussed below were established in the 2013-14 program year. The third year evaluation will be completed in 2017.

The majority of the treatment gave acceptable control of white rust when evaluated initially on February 12, 2015 with the exception of infurrow Ridomil only, Quadris alternated with Inspire Super, and Fontelis. At the last rating on February 24, 2015 the most outstanding treatments were Taegro + Quadris alternated with Taegro + Merivon, and Cabrio alternated with either

Agriculture and Natural Resources

Tanos and Prophyt or Presidio + Prophyt. Quadris alternated with Ridomil Gold Copper also did well, however the copper tends to leave a residue which is unacceptable in fresh market spinach.

The Ridomil Gold infurrow program utilized in Texas followed by foliar sprays of either Quadris or Cabrio continue to work well. Good rotational products include Merivon, Tanos or Presidio. Taegro appeared to aid in white rust control and should be further evaluated.

Food Safety is the other major area of concern for spinach and vegetable growers in the county. The Good Agricultural Practices Network for Education and Training (GAPsNET), creates a universal portal bringing GAPs related information together in one, user friendly web site. This network is part of the National GAP's program established in 1999 and based at Cornell University. The Texas A&M AgriLife Extension Service is part of this newtwork. Programs conducted in Zavala County utilize GAP's training materials addressing how food moves from farm to table and methods used to prevent the introduction and spread of organisms that cause foodborne illness through proper worker hygiene and proper hand washing techniques. Training is conducted in Spanish and English to insure understanding of materials covered. A combination of teaching methods are utilized include powerpoint presentation, videos and hands on demonstrations using germ glow gel and black light to demonstrate hand washing effectiveness. The 2015 food safety education programs impacted 238 workers by providing them skill to practice good worker hygiene and skills to utilize in the prevention of foodborne illnesses. Evaluation of Spinach and Vegetable Crops Improvement Plan: The plan and educational components were evaluated by program area committee members and others involved with the planning and implementation of this plan. Evaluation strategies consisted of random interviews of participants, data from customer satisfaction surveys, and the evaluation of plan results data. The overall rating for the 2015 program year are as follows:

Overall Rating of Program Plan	Number of Responses
Excellent	5
Fair	1
Good	4
Satisfactory	0
Need to Improve Program Delivery	0

Rating was determined by 10 members of the planning committee.

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. Many of these efforts will be continued in 2016.

Family and Consumer Sciences

Currently Zavala County does not have a Family and Consumer Sciences (FCS) Extension Agent. Despite the lack of personnel in this area the following activities were utilized in 2015 to promote and expand both adult and youth participation in Family and Consumer Science areas.

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 2014. There were 15 food and clothing entries at the 2015 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.

August 2015-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 Fall of 2015. The La Pryor Independent School District Elementary Physical Education Department is acknowledged for implementing the Walk Across Texas(WAT) program on their campus.

September 2015-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. The Extension agent strongly promotes and provides volunteer training to served as judges at the district 12 4-H food show. These efforts will continue in 2015 in an effort to increase the number of participants and programs in the family and consumer sciences areas in Zavala County.

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 140 contacts made by the neighboring FCS agent in Zavala County.

The agent also provides an updated link to the District and State FCS website on the Zavala County Extension Service Web page

VALUE

Walk Across Texas



This eight-week fitness and health program challenges participants to adopt a habit of regular exercise. Research indicates that a walking routine of this duration is more likely to lead to continued moderate exercise, which improves quality of life and reduces the risk of chronic disease (including type 2 diabetes). This program yields public value in the forms of reduced public health care costs and a healthier, more productive workforce.

4-H and Youth Development

Clear Form

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Cooperative Extension Program

TEXAS A&M
AGRI LIFE
EXTENSION

4-H YOUTH DEVELOPMENT

Making a Difference in Zavala County 2015

Annual 4-H Program Summary

County 4-H Youth Involvement

- 3 Chartered Community Clubs
- 89 Members Enrolled in 4-H Clubs
- 46 Youth Reached through Community-based Programs
- 478 Youth Reached through School-Based Enrichment Curriculum

County 4-H Leadership, Advisory, and Support Organizations

- 8 Youth Board Members attended 6 Meetings
- 6 County 4-H Council Members attended 7 Meetings
- 15 Adult Leaders & Parents Organization Members attended 5 Mtgs

Total Youth Reached

613



of Youth Attending

Participation in County 4-H Events

- 48 Community Service 4-H Projects
- 52 4-H Clover Kids Rabbit Projects
- 11 Food Show, Photo, County Show
- 35 4-H Animal Project Clinics

County Participation in District Events

- District 4-H Election Convention 2
- District Leadership Lab 1

County Participation in State/National Events

- Texas "One Day 4-H" 45
- 4-H Rural Youth Day San Antonio 32

Most Popular Club Projects in the County

- Goat Projects for meat 65
- Rabbits(Clover Kids) 52
- Swine project-15
- Beef projects-6
- Lamb project-7

Most Popular Curriculum in the County

- Science of Agriculture(Agricultural Literacy) 496
- Walk across Texas
- Robotics

County 4-H Volunteer Support

- 15 Registered & Screened Volunteers Supporting Clubs
- 21 Club Managers, Co-Managers, and Project Leaders
- 274 Hours Contributed by Volunteers in Support of Clubs

Value of Volunteer Time Supporting 4-H

\$6,321

Livestock Show Premium Sale Proceeds*

\$120,210

Includes all projects (4-H and FFA)



d124-h.tamu.edu

southtexas.tamu.edu

County 4-H Leadership & Personal Development Programs

- Attended State-level Leadership & Personal Development educational or competitive events
- 2 Attended District-level Leadership & Personal Development educational or competitive events
- 1 Attended District Leadership Lab
- 2 Received 4-H Scholarships valued at a total of \$2,100

Local Training Opportunities for Youth and Adults

- Club Managers and 4-H Adult Leader Training
- Financial Management Training for 4-H Volunteers
- 4-H Animal Project Selection, management and exhibition clinics
- 4-H Club Officers Training and Leadership Development

Significant Leadership & Personal Development accomplishments from county Events & Activities

- Establishment of Savings and Checking Accounts by 4-H Members from animal project sales at county show
- Demonstrated competencies in the use of parliamentary procedure at club meetings by 4-H youth

County 4-H Agriculture & Natural Resource Programs

- 105 Livestock Projects (all species)
- 124 Participated in County Livestock Shows
- 6 Attended State-level Livestock Shows
- Attended District-level Agriculture & Natural Resources educational or competitive events
- 25 Youth Trained through "Quality Counts" Program

Local Training Opportunities for Youth and Adults

12

Significant Agriculture & Natural Resource accomplishments from county Events & Activities

- Improved knowledge about agricultural and its importance in the everyday life of people-Ag. Literacy

County 4-H Family & Consumer Science Programs

- Attended State-level educational or competitive events
- Attended District-level educational or competitive events
- 12 Attended County 4-H Family and Consumer Science Programs

Local Training Opportunities for Youth and Adults

5

Significant Family & Consumer Science accomplishments from county Events & Activities

- 16 Participated in the County 4-H Food Show

4-H and Youth Development

This is the 9th year of existence of the Zavala County education fund account establishment by 4-H youth who sale animal projects in the Zavala County Junior Fair. 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. The Zavala County Livestock Show board, 4-H Adult Leaders and 4-H and Youth Development Committee members are concerned that many participants in this program are not investing some of these earnings for future educational purposes through the establishment of checking or savings accounts by 4-H youth in local financial institutions. In January of 2015, on average each 4-H member received \$1,550.00 for animals sold. If an exhibitor participates with animal projects for the entire 4-H career this total could potentially generate on average over \$15,000.00 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.

The Texas A&M AgriLife Extension Service office in Zavala County developed the following activities to address fund account establishment by 4-H youth.

- *January 8, 9 and 10th 2015 4-H members participated with 4-H Animal Projects which sold at the Zavala County livestock show.
- *February 1, 2015-Survey All 4-H animal project sale participants to determine if they do or do not have a savings or checking account in their name.
- *March 5, 2015 Zavala County Bank workshop to 4-H parents and members about requirements and procedures to establish a savings or checking accounts for 4-H Youth
- *April 19, 2015 National Teach The Children to Save Day Training event for all county 4-H parents and youth.
- *April 26, 2015 Distribution of Checks to 4-H members who sold animal projects in the 2013 Zavala County Junior Livestock Show in January.
- *May 5, 2015 Zavala County Bank Survey to obtain number of 4-H Youth Who have established a savings or checking account at this financial Institution.
- *May 23, 2015 Compile data from surveys and present to 4-H and Youth Development Committee.
- *June 10, 2015 Presentation to Zavala County Commissioners Court about the Education Fund Account Establishment by 4-H Youth program results and summary.
- *September 2, 2015 County Newsletter and Mass Media efforts promoting the education Fund Establishment program to new 4-H members and families for the coming program year.
- *October 3, 2015 Workshop and planning meeting for family financial planning
- *November 5, 2015 College Night-Information to parents and 4-H members of current tuition and fees and average semester cost at public and private institutions of higher learning.

As a result of this program 91 percent of all 4-H animal project participants have established a checking or savings account in a financial institution in their name. Over the past 5 years of this program over \$290,000.00(see table dollars are currently in a savings or checking account representing 96 4-H Youth.

The 4-H and Youth Development Committee will continue to recruit new members coming into the 4-H program that will participate with an animal project and who has indicated that they do not have a checking or savings Account. The goal of this

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Financial Literacy



Texas A&M AgriLife Extension Service financial literacy programs provide adults and youth with basic financial education and resources to help them set and reach financial goals and plan for the future. When Texans make better financial decisions and implement recommended financial management practices, they increase their ability to achieve financial security.

4-H and Youth Development

plan is to have at least 90% of new 4-H members who select, show and sale a 4-H animal project in the Zavala County Junior Fair to establish a Higher Education Fund Account, utilizing the funds received from this annual event. Donors and supporters of the Zavala County Junior Livestock Show are more reluctant to contribute funds, buy animal projects and support this program if they are aware that strong efforts are being made to insure that their contributions are utilized wisely by the participating 4-H members.

The Zavala County Texas A&M AgriLife Extension Service wishes to knowledge Zavala County Bank, Capital Bank of Texas, The Zavala Agricultural Exposition, Inc., 4-H animal project buyers, parents and volunteers who provided assistance and support for these educational efforts. These groups have indicated continued support of these efforts in the 2016 program year.

In 2000 there were over 75,000 county livestock show entries for cattle, swine, meat goats and sheep in Texas. One half of those entries were 4-H. There have been six major benefits identified as a result of exhibiting livestock: 1. social relations; 2) character; 3) family; 4) competition; 5) learning new cultures and environments; and 6) helping finance the youth's higher education. Parents of youth suggest that life skills are enhanced by raising a 4-H livestock project. The longer youth are engaged in the project they are more likely to develop life skills. While some Zavala County 4-H members participate and enter livestock projects in Major shows the majority of Zavala County 4-H youth participate at the county level. Zavala county is identified as one of the poorest in the state the financial gains from showing and selling a 4-H livestock project in Zavala County is tremendous financial boost for the exhibitor and his or her family.

During the 2014 program year the Zavala County ANR and youth Livestock program provided opportunities for youth to be involved in 4-H ANR and Livestock related projects. As a result of this involvement the participants developed character, responsibility, social interaction and development, basic animal health, nutrition, record keeping skills, management and provide the member and the family unit an opportunity to gain financial resources which can be used to finance a youngsters higher education needs.

January 2015- Over 110 4-H youth participated with livestock projects in the Zavala County Junior Livestock Show February 2014-12 4-H youth participated in the San Antonio Livestock Show and Rodeo with beef, swine and meat goat projects.

February 2015-11 Zavala County 4-H youth participated in the San Antonio Livestock Show and Rodeo as exhibitors and or participants in the annual calf scramble event. This event provided youth with the experience of participating in a Statewide event with other youth from across the state.

June-2015-13 4-H youth participated in the State 4-H and FFA Steer Validation Program

August 2015 -The Zavala County 4-H Program Sponsored a lamb and goat selection clinic and sale. The event provided youth in Zavala and surrounding counties the opportunity to learn about lamb and goat selection, feeding, health and management of lamb and goat projects. Following the event participants had the opportunity to buy goat and lamb projects from breeders in the area.

October-2015 90 4-H youth and families participate in the State 4-H and FFA Lamb and Goat validation program and participate in lamb and goat clinics and learn about basic lamb and goat feeding and management, showmanship skills and other lamb and goat project skills.

4-H and Youth Development

November 2015- 21 4-H youth participate in the Zavala county and state swine validation program. Swine management clinic opportunities were also available to all swine exhibitors.

December 2015–The annual Zavala County 4-H animal project weigh day and showmanship clinic was held. All exhibitors had the opportunity to bring their animal projects and have them weighted and evaluated for the upcoming show. Additionally a showmanship clinic was held to provide exhibitors the opportunity to practice showmanship skills in preparation for the stockshow in January.

4-H Leadership development and community service is an important part of the Zavala County 4-H Program in Zavala County. The 4-H clubs in Zavala County participated in one day 4-H project and community clean up events.

*July 2015 Zavala County 4-H Achievement Banquet and recognition event

*September 2015 4-H Clubs in the county elected 4-H club officers

VALUE

Character and Leadership Development



Texas A&M AgriLife Extension's 4-H Youth Development Program teaches participants leadership skills and character traits. Participating youth become mentors, role models, and leaders in their schools and communities.

*October 2015 County wide 4-H officer training and election of county council officers

- Topics
- Planning effective 4-H Meetings
 - Roles and responsibilities of each 4-H Officer
 - Proper use of Parliamentary Procedure(Roberts Rules of Order) to conduct 4-H meetings
 - Roles and responsibilities of 4-H Club Managers and the 4-H Officer Team
 - Involving 4-H members to actively participate in 4-H meetings
 - Develop 4-H meeting calendar and special events(community service, one day 4-H)

November 2015 Youth Board Event Planning Meeting

December 2015 a year in review meeting-Highlight 4-H events held during the year

Community Economic Development

2015 Zavala County “Business in Development” (BID) Program

Relevance

Prairie View A&M University Cooperative Extension expanded their Community and Economic Development Programs, (CEP), into the South Texas Region with an emphasis on Zavala County the third quarter of 2015. The program(s) goal(s) to be implemented, as per the 2014-2019 Strategic Plan, will benefit the Underserved and the Limited Resource Population of Zavala County and the surrounding area. The Business in Development (BID) Program is designed to bring entrepreneurship opportunities to the recognized groups by providing guidance and specific instruction to qualify for certification with the Texas Comptroller of Public Accounts, Historically Underutilized Business (HUB) Program, through a series of “hands on” seminars. Each year the State of Texas and 200 plus State agencies award contracts in the billions of dollars and as a HUB business, (*requirement of 51% of the business owned by an identified minority class*). With an emphasis on the certification process, preparation and submission of bids for upcoming contracts primarily in Zavala County. In FY 2015, the sole HUB registered in the County was awarded contracts in excess of \$280,000, roughly thirty percent of contracts funded. (*Source: Zavala County Auditor, Carlos Pereda*)

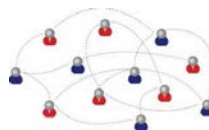
Program Benefits



Intensive Contract Training



Small Business Exposure



Exclusive Networking Opportunities







Access to Non-Traditional Capital

Response/Results

After twenty outreach presentations, fifteen one-on-one meetings, including presentations to the Zavala County Commissioners Court, social media contacts as well as mass media such as two regional radio broadcasts, (KKYX 680 AM, *Talk About Texas*), and two articles in a regional newspaper resource, (Uvalde Leader-News), seminars began, via video conferencing, with origination in Carrizo Springs and connecting with Uvalde. Location and video equipment was provided by partner, Middle Rio Grande Development Council and Workforce Solution Centers. The first seminar was held on December 1, 2015 and seven participants attended, six from Carrizo Springs and one from Uvalde. The second session of the series was held on December 9, 2015 with seven attending, four from Carrizo Springs and one from Uvalde. (*HUB Program Activity Report Forms were provided and two were completed and submitted by attendees*).

The third session and final for 2015, was held on December 16, 2015 with 3 attendees from Carrizo Springs. (*One of the business owners participating in the program relayed information of being the lowest bidder for a competitive contract and a HUB was actually awarded*). Evaluations were completed by all of the participants with very favorable outcomes. These sessions included, but not limited to, the following topics for discussion:

-  Overview of the Program (PowerPoint Presentation)
-  What is a HUB?
-  Categories of products/services requiring bid submission
-  Spending (\$) on Statewide Purchasing (FY 2014)

Community Economic Development

Program Goals

Nine additional sessions will ensue during Q1 of 2016. The program participants will graduate upon completion and must sit for an exam to receive the certification as a HUB based on a developed curriculum:

- ✚ Value of Business Products or Services
- ✚ Accounting/Credit Review/Insurance
- ✚ Business Planning
- ✚ Business Marketing
- ✚ Criteria for Being “Responsible” Contract Bidder
- ✚ Sub-Contracting
- ✚ Negotiation Techniques
- ✚ Financial Resources
- ✚ Completing and Submitting Bids



Another goal of the Strategic Plan is to develop a Revolving Loan Fund to assist the HUB businesses with licensing, bonding, and other requirements to qualify as a “responsible” bidder and then provide working capital to complete contracts when awarded. To accomplish this, meetings were held with funding agencies and elected officials to establish strong relationships most valuable during the application process.

The agencies contacted have been:

- ✚ Economic Development Administration-*State Office*
- ✚ United States Department of Agriculture-*Texas State Office/Area Office*
- ✚ Texas Department of Agriculture-*Office of Rural Affairs*
- ✚ U S Department of Housing and Urban Affairs-*Regional Headquarters*
- ✚ U S Senator John Cornyn-*Texas*
- ✚ U S Congressman Will Hurd-*23rd District*
- ✚ Texas State Representative Tracy O. King-*80th District*

Research for application/submission requirements is underway and ongoing pending notice of fund availability expected during Q1 of 2016. Numerous webinars and certification programs have been attended and completed to prepare for the application eligibility process.

In addition to Community and Economic Development Programs, AgriLife Cooperative Agent trainings and conferences were also attended:










- ✚ Plan Development
- ✚ Program Planning
- ✚ 4 Ps
- ✚ Fall Faculty



In 2016, there will be on going trainings, conferences and meetings such the AgriLife Excellence Academy, an essential element of agent and organizational development, AgriLife Extension Service Conference in January and the Prairie View A&M University Cooperative Extension Program State Conference planned for early March.

Programs and Projects to be introduced and implemented for 2016 include, but are not limited to the following as part of the Prairie View A&M Strategic Plan, Base Programs:

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-  Zavala Alliance for Progress
-  TEAM Uvalde (*Community Social Service Based Group*)
-  Texas Agri-Women-Ag Days
-  South Texas Cattle Women
-  Crystal City Spinach Festival Group
-  El Progress Group (*Established in 1904-Uvalde*)
-  Dimmit County Chamber of Commerce-*Brush Country Days/Fall Fling*
-  Uvalde Area Chamber of Commerce-*Hunter's Round Up*
-  Crystal City Chamber of Commerce-*Spinach Festival*

A word cloud of various services provided by the program. The words are in different colors and sizes, arranged in a circular pattern. The most prominent words are 'Home buying assistance', 'Business Planning', and 'Non-Profit business management'. Other visible words include 'Home repair', 'Foreclosure prevention', 'Grant writing assistance', 'Credit review assistance', 'Community Workshops', 'Small business loan packaging', 'Debt repayment plans', 'Financial literacy training', 'Home affordability analysis', 'One-on-one Counseling', and 'Business certifications, licenses, permits and insurances'.

One-on-one Counseling
Business certifications, licenses, permits and insurances
Home repair
Credit review assistance
Business Planning
Home affordability analysis
Non-Profit business management
Foreclosure prevention
Grant writing assistance
Home buying assistance
Community Workshops
Small business loan packaging
Debt repayment plans
Financial literacy training

The Zavala County Community and Economic Development Cooperative Extension agent will continue to participate as an active member of Community-Based Organizations, County and District 4H activities and strive to bring funds and programs benefiting businesses and the residents of the County and South Texas Region through grant applications and relationships with local, state and federal funding sources.



Extension Education in Zavala County

Personnel



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