

# 2019 Willacy County Annual Report

## Agriculture & Natural Resources

**Willacy County Wildlife Series:** Willacy County producers took part in a Wildlife Series that consisted of 6 separate educational workshops spanning from June to September topics discussed included; Managing Private Lands for Wildlife Habitat, Bob White Quail Management. Rio Grande Wild Turkey Management, White Tail Deer Management, Texas Game Fish, and Get Ready To Hunt. Willacy County AgriLife Extension held the Wildlife Series at the Willacy County Coastal Land Resource Center in Port Mansfield. 15 participants attended the 6 workshop Series.



**Rio Grande Valley Pesticide Collection:** Cameron, Hidalgo, Starr and Willacy County Extension conducted an Agriculture Pesticide Waste Collection drop off on November 6<sup>TH</sup>. This program targeted ranchers and farmers who had any outdated, discontinued, or unwanted pesticides that needed proper disposal. We had 60 participants who combined an estimated of 50-60,000 lbs of pesticides.



## Youth & Development

**Willacy County Kids Fest:** Texas A&M Agrilife participated in a Multi-Agency Summer program for the youth of Willacy County. AgriLife presented Path to the Plate curriculum to the youth to educate them on how meat, vegetables, grains, and fruits goes from the producer to the consumer. 100 kids participated Kids Fest which took place of the span of a week.



## CEP: Agriculture & Natural Resources

On September 17, 2019 at Salinas Family Farm in Lyford Texas, Cooperative Extension Program Agent- AgNR Ronnie Zamora hosted an educational program covering topics on; Cover Crops & Varieties also featuring presentation on Effectiveness and Use of Cover Crops. A demonstration of a 3 point seed drill planter for Small Acreage plots was presented by Cruz Salinas who is the owner of Salinas Family Farm. Over twenty five (25) participants received hands on training from experts about planting cover crops.



The Cooperative Extension Program in the Rio Grande Valley hosted a Goat Production Workshop for farmers and ranchers from around the four-county Rio Grande Valley area. Over 50 participants were in attendance. Presenters introduce basic practices and procedures that

participants could learn to have a successful goat operation. Local USDA Agencies were on hand to discuss farm updates and available programs and practices for new and beginning farmers.



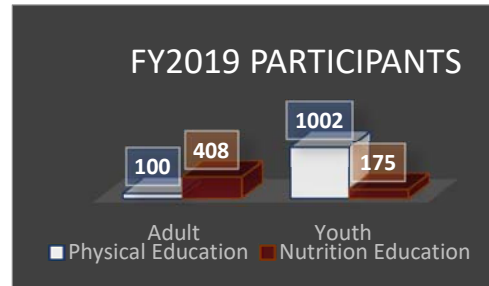
## **Healthy South Texas**

### **Physical Activity Adults and Youth:**

Had 1,002 Youth and 100 Adults walking over 50,000 miles.

**Adults Nutrition Education:** A total of 408 participants attended a nutrition education classes through Dinner Tonight Cooking Schools with 261 participating; Cooking Well with Diabetes had 102 participants; Cooking Well for High Blood Pressure had 20 participants; and Mobile Cooking School had 25 participants.

**Youth Nutrition Education:** Lasara ISD and Raymondville ISD implemented the Learn, Grow, Eat, & Go, General Nutrition, and Balance Food and Play curriculum with 175 participants. All participants were evaluated through pre and post-test and behavioral changes were increased.



## **CEP: Community and Economic Development**

**Financial Literacy:** The 2019 Financial Literacy Series Program in Willacy County consisted of three educational workshops. The key topics covered were Introduction to Financial Literacy, Organizing your Finances, and Understanding Credit and Debt. A total of 15-20 participants consistently attended each session throughout the three-month span. Before the Financial Literacy Series 50% of the class had poor to fair concepts of how to manage personal finances. After the program we reached 83.3% having excellent knowledge gained from the series.



**Business In Development:** The Art of The Startup-Online business took place at the Raymondville Small Incubator business center. A total of six different business owners, chamber members, and professionals attended. The Art of The Startup increased individuals knowledge on how to start a business in Texas and key points covered such as: Introducing how to start a business covering topics like different licensing and permits, Taking payments, The importance of taxes, Steps on how launch an online store, Marketing. With low startup costs, the power of social media, and mobile-friendly storefronts, brands have a huge opportunity today to capture an audience of shoppers who are ready to buy online.