

## Educational Contacts

The Texas A&M AgriLife Extension Service has been dedicated to educating Texans for over 100 years. 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. Extension Agents in Jim Wells County work with community members who serve on various program area committees, volunteer boards and a Leadership Advisory Board which oversees the entire direction of the Extension Program in the county. In 2020, a total of **28,426 educational contacts** were made by Extension faculty and their volunteers. A total of 489 volunteers contributed approximately 16,067 hours in delivering and implementing programs, for a total value of **\$378,538.52 in cost savings** to the residents of Jim Wells County.

**435 volunteers**  
**contributed**  
**16,067 hours**  
**of service,**  
**valued at**  
**\$378,538.52**

## Agriculture and Natural Resources

Agriculture accounts for over \$70 million of gross income in Jim Wells County. According to the 2017 Census of Agriculture, Jim Wells County (JWC) is home to 770 beef cattle operations with a total of over 36,000 head of beef cows and calves at the time of the survey. A common theme of discussion among beef cattle producers is beef cattle prices and issues affecting prices. As COVID 19 restrictions remained in place and in-person meetings were restricted, agents from Jim Wells, Nueces, San Patricio and Kleberg/Kenedy Counties met with our Livestock Specialist, Dr. Joe Paschal to plan a Beef Cattle Marketing On-line Seminar Series. The Series was titled "Show Me the Money." Twenty-nine people participated in the four-part series. Below is a list of program topics for the event.

### SHOW ME THE MONEY – On-Line Beef Cattle Marketing Series

- Monday, October 26<sup>th</sup> – Marketing & Factors Affecting Prices
- Monday, November 2<sup>nd</sup> – Feed and Mineral Supplementation
- Monday, November 9<sup>th</sup> – Economics of Infertility
- Monday, November 16<sup>th</sup> – Beef Quality Assurance Certification

Presenters for the program topics included Extension Specialists, University Professors, Local Sale Barn Owners, Industry Representatives, and the County Extension Agents who coordinated this event. This series was evaluated using an electronic post program survey targeted at measuring knowledge gained, adoption of practices and economic impact. The graphic to the right highlights some of the statistics gathered on this program.

- One of the participants commented: **"... the information that has been provided during these sessions adds dollars to the bottom line."**

## STATISTICS

 **29**  **1,387**  
PARTICIPANTS

The 29 registered participants also collectively own or manage 1,387 head of cattle.

 **80**  
VIEWS

Webinar recordings have been viewed 80 times with an average watch time of 22:31 minute.

 **33.3%**  
INCREASE IN KNOWLEDGE

The average knowledge increase by participants across 8 subject areas.

 **65.9%**  
INTENT TO ADOPT

The average adoption by participants across 6 recommended practices.

 **\$14,170**  
TOTAL ECONOMIC IMPACT

Total value placed on this program series based on a reported value of \$10.22/hd.

## 4-H and Youth Development

COVID 19 changed many activities for 4-H members, but it did not stop them from moving forward and engaging and working with others. As most everyone turned to technology to help in communicating with others, so did our 4-H members. Five Jim Wells County 4-H Ambassadors worked together to plan and produce educational videos during the pandemic. These videos were then posted on You Tube and shared on social media. Eight videos were produced and a total 7,436 people were reached with these videos. Below is a list of the topics and the number of people reached with each video.



- History and Making Origami (847)
- Container Gardening (639)
- Card Games to Play (390)
- Making Foam (601)
- Salt Art (3,624)
- Origami Triangle (546)
- Stratifying Liquids (157)
- Purchasing and Using Foods (632)

*284 youth exhibitors exhibited a total of 882 livestock projects at the 2020 Jim Wells County Fair. The Junior Market Livestock Auction total was*

**\$419,020.82**

## Families & Health

Jim Wells County has four Healthy South Texas Youth Ambassadors. These ambassadors also turned to technology to help them educate others during the pandemic. Ambassadors identified various topics which they felt could help both youth and adults. The ambassadors worked together and individually to record and edit the videos. These were then posted on You Tube and shared on social media. Eight videos were produced and a total of 5,060 people were reached with these videos. Below is a listing of the topics and the number of people reached with each video.

- Stop the Spread of COVID 19 (992)
- 4-H Power Smoothie (768)
- How to Start a Garden (203)
- Banana Dippers (1,600)
- Fruit Drink (471)
- Stay Active During COVID 19 (338)
- Healthy Protein Smoothie (280)
- Purchasing and Stretching Food During COVID 19 (408)



## HEALTHY SOUTH TEXAS



## Youth Spotlight



Jim Wells County 4-H is proud to be represented at 4-H Council both at the District and State Levels. Austin Chapa (pictured above) is a 4-H member from Premont and is serving as a Member at Large at the District 4-H Council which is made up of 20 South Texas Counties. Austin and his office team oversee the planning of District 4-H Competitions and educational activities. Trevor Martinez (left) was elected to serve as Member at Large at the State 4-H Council. Trevor is also a 4-H member from Premont and is responsible in helping plan educational programs and activities at the state level. Both have been actively involved with their officer teams and have done an outstanding job in representing Jim Wells County.

**Congratulations !!!**