

# 2020 PROGRAM HIGHLIGHTS

## Kleberg-Kenedy County



### KLEBERG-KENEDY AGRICULTURE & NATURAL RESOURCES

#### Row Crop Production:

With over 90,000 acres in row crop production and an estimated \$43 million in production values, producers are always evaluating their operation to decrease expenses while maximizing their income potential. A partnership with surrounding counties (Aransas, Bee, Jim Wells, Live Oak, Nueces, Refugio, and San Patricio Counties) provided growers with an opportunity to decrease fertilizer expenses through the Coastal Bend Soil Campaign. Another program that yielded excellent results was the Coastal Bend Soil Management Workshop. As a direct result of the program:



- 40% of participants increased their knowledge across three areas
- 46% of participants intend to adopt a recommended practice
- 63% indicated an economic impact as a direct result of the program
- Attendance: 30
- 38 soil samples submitted representing 5 farming operations

#### Master Gardeners:

In memory of two dedicated Master Gardeners, Anse Windham and Sandy Chisholm, the local Association dedicated a plaque to each family.



#### Beef Cattle:

Locally, beef production accounts for over \$30 million in production value. Identifying opportunities to increase profitability continues to be of interest for area producers.



“Show Me the Money” was a beef cattle program collaborated with Jim Wells, Nueces, and San Patricio Counties that featured a series of sessions: cattle marketing, feeds and supplementation, economics of infertility, and beef quality assurance. As a result of these efforts:

- 33% of participants increased their knowledge across eight subject areas.
- 66% of participants intend to adopt a recommended practice.
- \$10.22/head was the economic value of the program
- Attendance: 29 operators representing 1,387 head of cattle

Beef Cattle participant comments:

*“really great to hear from the sources on what calf/cattle buyers are looking for”*

*“the information that has been provided during these sessions adds dollars to the bottom line”*



### KLEBERG-KENEDY 4-H

4-H Clubs:	4-H Membership:	School Curriculum Enrichment/ Special Interest:	Adult Volunteers:
<b>18</b>	<b>452</b>	<b>2,190</b>	<b>36</b>

- 4-H and Youth Development programs provide life skills and character development through a variety of projects.
- Extension faculty provide training to families and volunteers in support of these projects to encourage participation in project work.
- Members participate in club, county, district, and state competitions through guidance and direction from faculty and adult volunteers.



2020 4-H Awards Banquet



4-H Council officers assisting at queen's contest



4-H Food Challenge



County Livestock Show tours



4-H Appreciation Week

## KLEBERG-KENEDY YOUTH DEVELOPMENT

### Learn, Grow, Eat & Go! (LGEG):

- 419 students participated in LGEG: 310 fourth graders, 40 fifth graders, and 69 seventh graders from local public schools.
- 73.0% of LGEG participants indicated that participation in the program has made them want to come to school.

### Drugs, Alcohol, and Bullying Prevention at Summer Camp:

- With the outbreak of the Covid-19 Virus Summer Camp was only 3 weeks long. Within that time, campers were educated on showing kindness, the dangers of smoking, and the dangers of Alcohol and prescription medications.

### Arbor Day:

- In partnership with Keep Kingsville Beautiful & other community groups, assisted with Kingsville's First Virtual Arbor Day event.

### Literacy Night at Harrel Elementary:

- Assisted Harrel Elementary with Literacy Night by reading gardening books to the students.



LGEG at Harrel Elementary



LGEG at Ricardo Middle School



Summer Camp with City of Kingsville Parks and Rec Dept.



Arbor Day proclamation by Mayor Sam Fugate

## KLEBERG-KENEDY HEALTH: PHYSICAL ACTIVITY & NUTRITION EDUCATION

Excessive weight and inactivity are consistently linked with increased incidence of chronic diseases. In response, the Healthy South Texas Coalition, program specific Task Force groups, and community adult and youth volunteers, have identified, implemented, and evaluated the following adult nutrition education and physical activity programs in Kleberg-Kenedy Counties. The following information reflects highlights from the 2019-2020 program year.

PROGRAMS	TOTAL
Adult Nutrition Education <ul style="list-style-type: none"> <li>• Dinner Tonight: 125</li> <li>• Health Talk Express: 34</li> </ul>	<b>159</b>
Youth Nutrition Education <ul style="list-style-type: none"> <li>• Dinner Tonight, Jr.: 25</li> <li>• Path to the Plate Youth Expo: 500</li> </ul>	<b>525</b>
Adult & Youth Physical Activity <ul style="list-style-type: none"> <li>• Walk Across Texas Adults: 453</li> <li>• Walk Across Texas Youth: 1,062</li> </ul>	<b>1,515</b>
HST Recognized Schools <ul style="list-style-type: none"> <li>• Ricardo Elementary</li> <li>• Ricardo Middle</li> <li>• Harvey Elementary</li> </ul>	<b>3</b>

- Program participation increased in most health programs:
  - The 2<sup>nd</sup> annual Dinner Tonight program at Weavers of Love saw an increase of 47 participants.
  - Path to the Plate Youth Expo participation increased by 436.
  - Walk Across Texas Adult participation increased by 69.
  - Walk Across Texas Youth participation increase by 678.
- Total economic impact for Kleberg-Kenedy based on 453 adult Walk Across Texas participants is \$1,687,655.
- 100% of Health Talk Express participants plan to act or make changes because of the program.
- 85.7% of Dinner Tonight, Jr. participants indicated they plan to practice proper handwashing always or often.
- 79.4% of Path to the Plate Youth Expo participants indicated a better understanding of the importance and nutritional value of various foods.



Kingsville ISD Walk Across Texas program winners from Perez Elem.



Dinner Tonight at Weavers of Love



Path to the Plate Youth Expo



Harvey students participating in Walk Across Texas