Changing Lives

IN WARREN COUNTY

Extension provides practical education you can trust by helping individuals, families, businesses, and communities solve problems, develop skills, and build a better future.

Local Food Development

The Role of Extension

- Provide educational sessions and facilitation of local foods in Warren County.
- Marketing Programs
- SoKy Sprouts for Kids
- Nutritional Information
- Food Demonstrations
- Community Gardens

Why?

- Advancing local food programs have been shown to:
  - Provide incentives for entrepreneurship and innovation.
  - Expand consumer choice and fresh food access.
  - Supports economic vitalization.
  - Protects local food system from disruption in food supply chain.

Economic Impact of Local Food Project

- Opportunity for 47 farms/small businesses to have a year around marketplace.
- Year to date total sales is $106,389.
- Three professional positions created.
- Trained 10 new Homebased Microprocessors for value added product sales.

Priority Program Efforts

- A total of 436 people are now involved in addressing significant community issues
- 321 youth made an impact in their community through service projects
- 200 local residents implemented practices that promote sustainable agriculture
- 100 Producers reported an economic impact (i.e., increase in agricultural productivity, increase in higher returns, decrease in expenses) in their agricultural operations
- 991 youth indicated an increase in leadership skills, knowledge or confidence through participation in Extension-related leadership programs
- 5,629 citizens (youth & adults) acknowledged utilizing the skills learned through Extension programming
- A total of 91 individuals reported making lifestyle changes (diet, exercise, managing stressors, healthy home practices, etc.) for the purpose of improving their health
- A total of 2,879 youth and adults demonstrated informed and effective decision-making skills
- 275 individuals incorporated new or additional conservation practices.

Culinary & Nutrition Training at Bowling Green Parks & Rec After School Program.
Healthy Lifestyles
According to the Kentucky Department for Public Health, Kentucky has one of the highest prevalence for pediatric obesity in the nation. To combat high obesity rates for elementary school children the Warren County 4-H Youth Development agents presented 165 lessons focusing on nutrition and physical activity. Over the past seven months the agents have educated over 2700 children in kindergarten through sixth grades resulting in over 250 hours of instruction. The educational lessons emphasized MyPlate, the importance of eating a variety of fruits and vegetables, whole grains, foods to enrich calcium intake, and physical activity. Post surveys show that 41% of participants ate fruit everyday compared to only 34% at the beginning of the program, 92% of all Kindergarten, 1st and 2nd graders can correctly identify foods and place them in the correct food group and at least 30% convinced their parents to buy a lower fat milk.

The Warren County Extension Agents and SNAP-ED Assistance have provided over 650 nutrition educations hours back to the citizens of Warren County along with reaching 3,500 youth and adults. These programs have been held at local farmer’s markets, schools, community centers, and other educational centers.

Kentucky Farms, Kentucky Flavor Project
Consumers are more interested than ever in what they eat and where their food comes from. To provide educational support and enhance the local food economy the Warren County Extension Agents developed the Kentucky Farms, Kentucky Flavor Project (KYF2).

Each month an advertising campaign for a specialty crop was developed. The campaign will introduce a local farmer that produces the specialty crop of the month, nutritional information, recipe demonstration, and where to purchase the product. Twenty-four (24) operations have participated in the project thus far. The campaign has increased their social media presence and has illustrated the value of social media to their business, given them a tangible product to share with their customers and have increased their sales by 10-30%. In addition to sales, the project has helped branding and awareness of the farms through:

- 14,707 You Tube views
- 132,808 reached
- 7682 Facebook interactions
- Over $1500 of media promotion and awareness for each farm

Joanna Coles & Michael Webster of Great Berries Farm filming his segment for the KYF2 promotion.