



extension
ALABAMA A&M & AUBURN UNIVERSITIES

Alabama Cooperative Extension System
2015 ANNUAL REPORT

We Grow Alabama

PLANTING THE SEED

One out of four Alabama residents received information and programming in 2015 from the Alabama Cooperative Extension System (ACES). 1.2 million Alabamians attended an Extension educational program, received personal guidance, or participated in 4-H activities. Alabama Extension evolves to meet the changing needs of our state while focusing on its mission of improving Alabama's economy and quality of life. These programs are

relevant to contemporary and local issues, research based, and provided through sustained personal and institutional relationships. ACES is the combined Extension effort of Alabama A&M and Auburn Universities.

**Helping 1 in 4 Alabamians
1.2 million people**

Program areas

- Volunteers
- Youth
- 4-H
- Families
- Food Safety
- Health and Wellness
- Agriculture and Forestry
- Environmental Stewardship
- Workforce Development

PLANTING THE SEED

One out of four Alabama residents received information and programming in 2015 from the Alabama Cooperative Extension System (ACES). 1.2 million Alabamians attended an Extension educational program, received personal guidance, or participated in 4-H activities. Alabama Extension evolves to meet the changing needs of our state while focusing on its mission of improving Alabama's economy and quality of life. These programs are

relevant to contemporary and local issues, research based, and provided through sustained personal and institutional relationships. ACES is the combined Extension effort of Alabama A&M and Auburn Universities.

Helping 1 in 4 Alabamians
1.2 million people

AREAS

Family & Consumer Sciences

Agriculture, Forestry & Natural Resources

15.38%

30.63%

Urban Affairs & New Nontraditional Programs

Water collection in Alabama helped Alabama beef producers more attendees earned an additional \$12,017. ROI 1:135

Alabama Beef Improvement association members with ACES guidance marketed 5,149 feeder calves, 503 bulls, 333 bred heifers, and 63 open heifers realizing \$426 per acre increased profits. ROI 1:61

resulted from improved pest scouting and management practices resulting in a statewide potential of \$127.8 million across Alabama's 300,000 cotton acres. ROI 1:319

72% of conventional vegetable producers report using IPM tactics resulting in the prevention of 40% direct crop losses.

Improved on-farm poultry footpad management resulted in a \$687,500 payback for one poultry operation. ROI 1:286

\$10,300,000 saved by the Alabama horticulture industry with AU Plant Diagnostic Lab and Extension recommendations to address biotic disease, insect, and abiotic disorders. ROI 1:50

964 small-scale and limited-resource sheep and goat producers increased profitability 5% to 20% with improved parasite management saving \$988,100. ROI 1:35

CULTIVATING THE LAND

NEW WAYS OF DELIVERING INFORMATION

762 people downloaded Emergency Handbook, Preparation, and Recovery; Planning for Storm Water; High Tunnel Greenhouse Production; Beef Basics; and four volumes of the Gardening in the South series eBooks.

9,669 people downloaded the mobile apps SOW, Smart Yards, and Alabama Crops to help them manage their crops, yards, and gardens, respectively.

1.5 million people reached by social media. 8,000 liked the ACES Facebook page and follow daily postings leading to more than 80,000 topic-driven conversations. ACES is the most engaged Extension site in the South.

913 news stories placed in state, regional, and national media. Comparable advertising space would cost more than \$57 million.

9,669 people downloaded mobile apps

\$15 million saved by LED lighting in poultry housing
ROI 1:175



ALABAMA AGRICULTURE AND FORESTRY

ROI = Return on Investment

Poultry house rain water collection system saves \$4,000/house.

Grazing Management Clinics helped northern Alabama beef producers more intensively manage 19,635 acres. At \$51.42 per acre, attendees earned an additional \$946,017. **ROI 1:135**

Alabama Beef Improvement Association members with ACES guidance marketed 5,149 feeder calves, 503 bulls, 333 breed heifers, and 63 open heifers realizing \$9,126,950 in income. **ROI 1:61**

\$426 per acre increased profits resulted from improved pest scouting and management practices resulting in a statewide potential of \$127.8 million across Alabama's 300,000 cotton acres. **ROI 1:319**

72% of conventional vegetable producers report using IPM tactics resulting in the prevention of 40% direct crop losses.

Improved on-farm and processing plant poultry footpad management resulted in a \$687,500 payback for one poultry operation. **ROI 1:286**

\$10,300,000 saved by the Alabama horticulture industry with AU Plant Diagnostic Lab and Extension recommendations to address biotic disease, insect, and abiotic disorders. **ROI 1:58**

964 small-scale and limited-resource sheep and goat producers increased profitability 5% to 20% with improved parasite management saving \$988,100. **ROI 1:35**



CULTIVATING THE LAND

INFORMATION

1.5 million people reached by
statewide ACEES
Facebook page and other daily postings
to date. In 2015, 100,000 people
visited the ACEES website for the first
time. ACEES has also been featured in
913 news stories across
statewide and national media.
Graphic advertising space used last
year: 377 inches.

4.12%
(\$2,756,100) Other

9,669
people

**\$15 million
saved**
by LED lighting in
poultry housing
ROI 1:175

ALABAMA AGRICULTURE AND FORESTRY

ROI - Return on Investment

WATCHING ALABAMA GROW

2015

2015 IN
REVIEW

extension
ALABAMA LAND & WATER COLLEGE

ROI - Return on Investment

WATCHING ALABAMA GROW 2015

2015 IN REVIEW extension ALABAMA A&M • AUBURN UNIVERSITIES

ALABAMA ENVIRONMENTAL STEWARDSHIP

9,669 people downloaded mobile apps

\$15 million saved by LED lighting in poultry housing
ROI 1:175

43,500 storker systems planted in the spring of 2015, which will reduce phosphorus and nitrogen runoff. **17,000** pounds of phosphorus and **42** tons of nitrogen were reduced in the Alabama Creek watershed in Lee and Howard Counties based on recommendations developed by ACES and Water Watch volunteers.

80 pounds of nitrogen, **30** pounds of phosphorus, and **42** tons of nitrogen were reduced in the Alabama Creek watershed in Lee and Howard Counties based on recommendations developed by ACES and Water Watch volunteers.

Safe & Secure Food Supply
35,982 people Entrepreneurs pass FDA inspections with ACES training

762 people Handbooks Planning a Successful Food Safety Program

145 Alabamians reduced care costs, as a result of ACES financial planning programs resulting in a total savings of \$53,573. **ROI 1:11**

127 senior citizens completed estate planning documents saving their families extensive probate court costs. **ROI 1:127**

The divorce rate in Alabama has dropped faster than in any other state. A contributing factor is Extensio's divorce prevention program. In Alabama, each divorce costs \$14,000 in family costs and \$18,000 in governmental costs. **6,354** fewer divorces mean \$202,328,000 not removed from the state economy. **ROI 1:271**

513 grandparents kept grandchildren from entering the care costs.

15,990 4-H volunteers (1,629 direct and 14,361 program volunteers) donated 99,563 hours to 4715 using people in their communities at a value of \$2.2 million. **ROI 1:19**

1,699 ACES-trained Master Gardener volunteers answered 9,208 calls while helping their community.

1,506 Alabama A&M students volunteered 40,000 hours to local agencies and NGOs at a savings of \$42,000 to those organizations. **ROI 1:308**

159,769 hours of volunteerism in questionnaires. **ROI 1:19**

2016 ALABAMA'S HEALTH AND WELLNESS

ROI = Return on Investment



Safe & Secure Food Supply

35,982 people

Entrepreneurs pass FDA inspections with ACES training



Alabama 4-H

Alabama Cooperative Extension System

37,591 kids in 1,863 4-H Clubs

101,084 kids in 4-H events and activities

138,675 reached through 4-H

15,900 4-H volunteers



Natural Resources & Global Food Security and Hunger

91,564 people

ALABAMA ENVIRONMENTAL STEWARDSHIP

43,500 stocker oysters planted in the spring of 2016 added millions of additional acres to the Mobile Bay estuarine system. ROI 1:33

17,950 pounds of e-waste saved

80 pounds of nitrogen, 30 pounds of phosphorus, and 42 tons of sediment were reduced in the Mill Creek watershed in Lee and Russell Counties based on recommendations developed by ACES and Water Watch volunteers.

ALABAMA WORKFORCE DEVELOPMENT

When the International Paper mill closed in Courtland, 4,954 jobs and \$113 million in labor income were lost. 70% of participants in Extension-sponsored employability training obtained jobs in the region. 85 were hired at one job fair, saving the state \$585,650 in unemployment benefits. ROI 1:27

73 Alabamians completed an entrepreneurship certificate program designed to improve business startup success with a value of \$58,400. ROI 1:5

ALABAMA YOUTH

3,677 urban young people disapproved of the use of tobacco with potential out-of-pocket and health savings of \$2,294,447 per year. ROI 1:74

ALABAMA FAMILIES

The divorce rate in Alabama has dropped faster than in any other state. A contributing factor is Extension's divorce prevention programs. In Alabama, each divorce costs \$14,000 in family costs and \$18,000 in governmental costs. 6,354 fewer divorces mean \$202,328,000 not removed from the state economy. ROI 1:271

Alabama Foster Care System saving the state \$31,806,000 in foster care costs. ROI 1:2442

145 Alabamians reduced debt as a result of ACES financial planning programs resulting in a total savings of \$83,325. ROI 1:111

127 senior citizens completed estate planning documents saving their families excessive probate court costs. ROI 1:127

2016

ALABAMA'S HEALTH AND WELLNESS

Better health is associated with reduced health care costs, less work absenteeism, and less dependence on emergency food assistance. EFNEP offers programs to improve the health and well-being of limited-income families. National studies confirm that 81 percent of adult EFNEP program graduates a benefit of \$10.96. ROI 1:11

549 Alabama SNAP-Ed urban households reduced food waste by a total of \$607,240 per year. ROI 1:19

436 urban residents reduced annual health costs by \$239 a year by improved food choices and increased activity. ROI 1:114

ALABAMA 4-H

138,675 youth reached in 4-H

48,356 young people gained leadership skills and personal development through 4-H



Environmental Stewardship

17,950 pounds e-waste saved

80 pounds of nitrogen, 30 pounds of phosphorus, and 42 tons of sediment were reduced in the Mill Creek watershed in Lee and Russell Counties based on recommendations developed by ACES and Water Watch volunteers.

ALABAMA'S FOOD SUPPLY

23 commercial food entrepreneurs with \$2.3 million of sales earned FDA inspection. ROI 1:300

706 home food entrepreneurs completed the Cottage Food Law certification exam allowing each person to produce and sell up to \$20,000/year for a potential total of \$15.3 million of new economic activity. ROI 1:51



Fighting the obesity crisis in Alabama

Building community partnerships to improve healthy food choices and encourage physical activities

VOLUNTEERS CONTRIBUTE TO COMMUNITIES AND ACES

15,900 4-H volunteers (1,627 direct and 14,273 program volunteers) donated 99,263 hours to 4-H resulting in \$4.2 million. ROI 1:19

1,809 ACES-trained Master Learner volunteers answered 9,206 calls while helping their community

neighbors with home, yard, and garden questions. 119,769 households at a value of \$2.3 million. ROI 1:19

1,536 Alabama A&M students volunteered 48,000 hours to local agencies and NGOs at a savings of \$142,000 to those organizations. ROI 1:208

WATCHING ALABAMA GROW

2015

2015 IN REVIEW



ROI = Return on Investment

Virginia Caples, 1890 Administrator
123 Dawson Building, Alabama A&M University
(256) 372-5710 | caplevi@aces.edu

Celvia Stovall, Associate Director
118 Dawson Building, Alabama A&M University
(256) 372-5710 | ces0038@aces.edu

Gary Lemme, Extension Director
109 Duncan Hall, Auburn University
(334) 844-4444 | glemme@aces.edu

Paul Brown, Associate Director
109 Duncan Hall, Auburn University
(334) 844-4444 | pbrown@aces.edu

ACES LEADERSHIP TEAM

PLANTING THE SEED

One out of four Alabama residents received information and programming in 2015 from the Alabama Cooperative Extension System (ACES). 1.2 million Alabamians attended an Extension educational program, received personal guidance, or participated in 4-H activities. Alabama Extension evolves to meet the changing needs of our state while focusing on its mission of improving Alabama's economy and quality of life. These programs are

relevant to contemporary and local issues, research based, and provided through sustained personal and institutional relationships. ACES is the combined Extension effort of Alabama A&M and Auburn Universities.

**Helping 1 in 4 Alabamians
1.2 million people**

Program areas

- Volunteers
- Youth
- 4-H
- Families
- Food Safety
- Health and Wellness
- Agriculture and Forestry
- Environmental Stewardship
- Workforce Development

CULTIVATING THE LAND

NEW WAYS OF DELIVERING INFORMATION

762 people downloaded Emergency Handbook, Preparation, and Recovery; Planning for Storm Water; High Tunnel Greenhouse Production; Beef Basics; and four volumes of the Gardening in the South series eBooks.

9,669 people downloaded the mobile apps SOW, Smart Yards, and Alabama Crops to help them manage their crops, yards, and gardens, respectively.

1.5 million people reached by social media. 8,000 liked the ACES Facebook page and follow daily postings leading to more than 80,000 topic-driven conversations. ACES is the most engaged Extension site in the South.

913 news stories placed in state, regional, and national media. Comparable advertising space would cost more than \$57 million.

9,669 people
downloaded mobile apps

\$15 million saved
by LED lighting in poultry housing
ROI 1:175

ROI = Return on Investment

ALABAMA AGRICULTURE AND FORESTRY

Poultry house rain water collection system saves \$4,000/house.

Grazing Management Clinics helped northern Alabama beef producers more intensively manage 19,635 acres. At \$51.42 per acre, attendees earned an additional \$946,017. **ROI 1:135**

Alabama Beef Improvement Association members with ACES guidance marketed 5,149 feeder calves, 503 bulls, 333 bred heifers, and 63 open heifers realizing \$9,126,950 in income. **ROI 1:61**

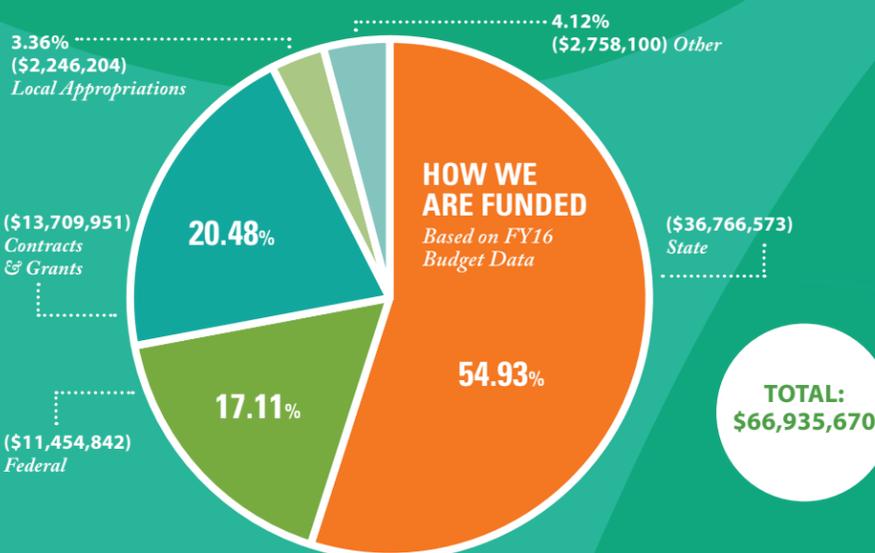
\$426 per acre increased profits resulted from improved pest scouting and management practices resulting in a statewide potential of \$127.8 million across Alabama's 300,000 cotton acres. **ROI 1:319**

72% of conventional vegetable producers report using IPM tactics resulting in the prevention of 40% direct crop losses.

Improved on-farm and processing plant poultry footpad management resulted in a \$687,500 payback for one poultry operation. **ROI 1:286**

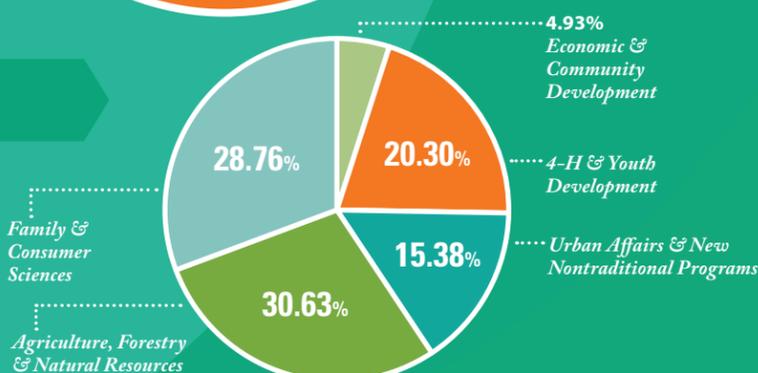
\$10,300,000 saved by the Alabama horticulture industry with AU Plant Diagnostic Lab and Extension recommendations to address biotic disease, insect, and abiotic disorders. **ROI 1:50**

964 small-scale and limited-resource sheep and goat producers increased profitability 5% to 20% with improved parasite management saving \$988,100. **ROI 1:35**



HOW WE USE FUNDS

BY PLANNED PROGRAM AREAS





Safe & Secure Food Supply
35,982 people

Entrepreneurs pass FDA inspections with ACES training



Alabama 4-H
Alabama Cooperative Extension System

37,591 kids in 1,863 4-H Clubs

101,084 kids in 4-H events and activities

138,675 reached through 4-H

15,900 4-H volunteers



Natural Resources & Global Food Security and Hunger
91,564 people

ALABAMA ENVIRONMENTAL STEWARDSHIP

43,500 stocker oysters planted in the spring of 2016 added millions of additional larvae to the Mobile Bay estuarine system. **ROI 1:33**

17,950 pounds of e-waste saved nonrenewable natural resources. **ROI 1:2**

80 pounds of nitrogen, 30 pounds of phosphorous, and 42 tons of sediment were reduced in the Mill Creek watershed in Lee and Russell Counties based on recommendations developed by ACES and Water Watch volunteers.

ALABAMA WORKFORCE DEVELOPMENT

When the International Paper mill closed in Courtland, 4,954 jobs and \$313 million in labor income were lost. 70% of participants in Extension-sponsored employability training obtained jobs in the region. 85 were hired at one job fair, saving the state \$585,650 in unemployment benefits. **ROI 1:27**

73 Alabamians completed an entrepreneurship certificate program designed to improve business startup success with a value of \$58,400. **ROI 1:5**

ALABAMA YOUTH

3,677 urban young people disapproved of the use of tobacco with potential out-of-pocket and health savings of \$7,394,447 per year. **ROI 1:74**

ALABAMA FAMILIES

The divorce rate in Alabama has dropped faster than in any other state. A contributing factor is Extension's divorce prevention programs. In Alabama, each divorce costs \$14,000 in family costs and \$18,000 in governmental costs. 6,354 fewer divorces mean \$202,328,000 not removed from the state economy. **ROI 1:271**

513 grandparents kept grandchildren from entering the

Alabama Foster Care System saving the state \$31,806,000 in foster care costs. **ROI 1:3447**

145 Alabamians reduced debt as a result of ACES financial planning programs resulting in a total savings of \$83,375. **ROI 1:11**

127 senior citizens completed estate planning documents saving their families extensive probate court costs. **ROI 1:127**

2016

ALABAMA'S HEALTH AND WELLNESS

Better health is associated with reduced health care costs, less work absenteeism, and less dependence on emergency food assistance. EFNEP offers programs to improve the health and well-being of limited-resource families. National studies confirm that \$1 spent on adult EFNEP programs produces a benefit of \$10.96. **ROI 1:11**

949 Alabama SNAP-Ed urban households reduced food waste by a total of \$607,360 per year. **ROI 1:19**

436 urban residents reduced annual health costs by \$550 a year by improved food choices and increased activity. **ROI 1:114**



Environmental Stewardship
17,950 pounds e-waste saved nonrenewable natural resources

ALABAMA 4-H

138,675 youth involved in 4-H.

48,356 young people gained leadership skills and personal development through 4-H.

ALABAMA'S FOOD SUPPLY

23 commercial food entrepreneurs with \$2.1 million of sales passed FDA inspection. **1:350 ROI**

766 home food entrepreneurs completed the Cottage Food Law certification exam allowing each person to produce and sell up to \$20,000/year for a potential total of \$15.3 million of new economic activity. **ROI 1:61**



Fighting the obesity crisis in Alabama
Building community partnerships to improve healthy food choices and encourage physical activities

VOLUNTEERS CONTRIBUTE TO COMMUNITIES AND ACES

15,990 4-H volunteers (1,629 direct and 14,361 program volunteers) donated 99,563 hours to 4-H young people in their communities at a value of \$2.2 million. **ROI 1:19**

1,699 ACES-trained Master Gardener volunteers answered 9,208 calls while helping their community

neighbors with home, yard, and garden questions; 119,769 households at a value of \$2.1 million. **ROI 1:19**

1,506 Alabama A&M students volunteered 40,000 hours to local agencies and NGOs at a savings of \$942,000 to those organizations. **ROI 1:388**

WATCHING ALABAMA

2015

GROW

ROI = Return on Investment

2015 IN REVIEW

extension
ALABAMA A&M & AUBURN UNIVERSITIES

ACES LEADERSHIP TEAM

Paul Brown, Associate Director
109 Duncan Hall, Auburn University
(334) 844-4444 | pbrown@aces.edu

Gary Lemme, Extension Director
109 Duncan Hall, Auburn University
(334) 844-4444 | glemme@aces.edu

Virginia Caples, 1890 Administrator
123 Dawson Building, Alabama A&M University
(256) 372-5710 | caplevi@aces.edu

Calvin Stovall, Associate Director
118 Dawson Building, Alabama A&M University
(256) 372-5710 | ces0038@aces.edu

PLANTING THE SEED

One out of four Alabama residents received information and programming in 2015 from the Alabama Cooperative Extension System (ACES). 1.2 million Alabamians attended an Extension educational program, received personal guidance, or participated in 4-H activities. Alabama Extension evolves to meet the changing needs of our state while focusing on its mission of improving Alabama's economy and quality of life. These programs are

relevant to contemporary and local issues, research based, and provided through sustained personal and institutional relationships. ACES is the combined Extension effort of Alabama A&M and Auburn Universities.

**Helping 1 in 4 Alabamians
1.2 million people**

Program areas

- Volunteers
- Youth
- 4-H
- Families
- Food Safety
- Health and Wellness
- Agriculture and Forestry
- Environmental Stewardship
- Workforce Development

CULTIVATING THE LAND

NEW WAYS OF DELIVERING INFORMATION

762 people downloaded Emergency Handbook, Preparation, and Recovery; Planning for Storm Water; High Tunnel Greenhouse Production; Beef Basics; and four volumes of the Gardening in the South series eBooks.

9,669 people downloaded the mobile apps SOW, Smart Yards, and Alabama Crops to help them manage their crops, yards, and gardens, respectively.

1.5 million people reached by social media. 8,000 liked the ACES Facebook page and follow daily postings leading to more than 80,000 topic-driven conversations. ACES is the most engaged Extension site in the South.

913 news stories placed in state, regional, and national media. Comparable advertising space would cost more than \$57 million.

9,669 people
downloaded mobile apps

15,990 4-H VOLUTEERS

ENSURING THE FUTURE WITH ALABAMA 4-H

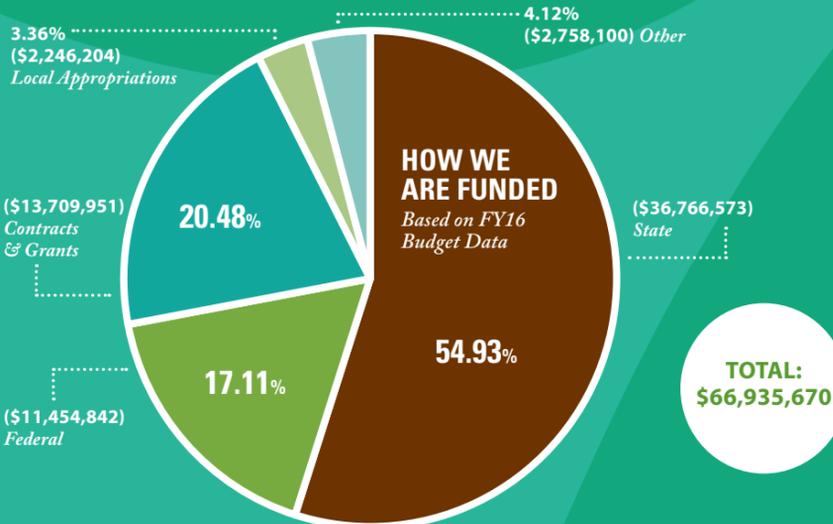
138,675 Alabama young people are involved in 4-H club or enrichment programs. Approximately 30 percent of the state's young people ages 9 to 13 are involved in Alabama 4-H.

37,591 KIDS IN 1,863 4-H CLUBS



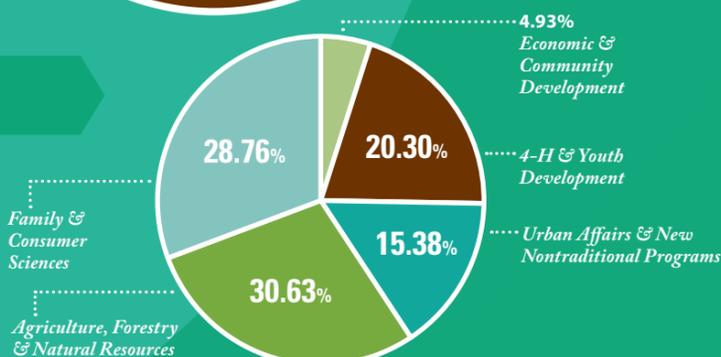
Alabama 4-H
Alabama Cooperative Extension System

ROI = Return on Investment



HOW WE USE FUNDS

BY PLANNED PROGRAM AREAS





Safe & Secure Food Supply 35,982

Entrepreneurs pass FDA inspections with Alabama Extension training

\$15.3 MILLION NEW ECONOMIC POTENTIAL

766 home food entrepreneurs completed the Cottage Food Law certification exam allowing each person to produce and sell up to \$20,000 a year for a potential total of \$15.3 million of new economic activity.
ROI 1:61

2016

POULTRY PRODUCERS SAVE WITH LED LIGHTING

Alabama Extension and Alabama Agricultural Experiment Station scientists created LED-lighting systems for the rigorous conditions of a poultry facility. The new lighting system offers savings of \$1,250 per poultry house or \$15 million for Alabama poultry producers. ROI 1:175



Alabama Master Gardeners 102,896

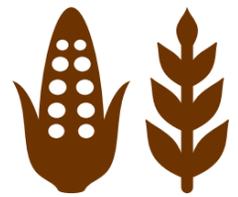
Visited Master Gardener demonstration gardens in their communities

RECOMMENDATIONS BENEFIT HORTICULTURE INDUSTRY

\$10,300,000 saved by the Alabama horticulture industry with AU Plant Diagnostic Lab and Extension recommendations to address biotic disease, insect, and abiotic disorders.
ROI 1:50

IPM TACTICS PREVENT CROP LOSSES

72% of conventional vegetable producers report using IPM tactics resulted in the prevention of 40% direct crop losses.



GRAZING CLINICS IMPROVE PROFITS

Grazing Management Clinics helped northern Alabama beef producers more intensively manage 19,635 acres. At \$51.42 per acre, attendees earned an additional \$946,017.
ROI 1:135



464 farm families

Explored multigeneration transfer plans to sustain family farms.



Natural Resources & Global Food Security and Hunger 91,564 people

PEST SCOUTING MEANS \$127.8 MILLION POTENTIAL FOR COTTON PRODUCERS

\$426 per acre increased profits resulted from improved pest scouting and management practices on demonstration cotton fields resulting in a statewide potential of \$127.8 million across Alabama's 300,000 cotton acres.
ROI 1:319

VOLUNTEERS MAKE A DIFFERENCE IN COMMUNITIES

15,990 4-H volunteers (1,629 direct and 14,361 program volunteers) donated 99,563 hours to 4-H young people in their communities at a value of \$2.2 million.
ROI 1:19

1,699 ACES-trained Master Gardener volunteers answered 9,208 calls while helping their community neighbors with home, yard, and garden questions; 119,769 households at a value of \$2.1 million.
ROI 1:19

WATCHING ALABAMA

2015

ROI = Return on Investment

GROW

2015 IN REVIEW



USDA-NIFA Keynote
Address at National
Association of County
Agricultural Agents July
2016 in Little Rock,
Arkansas

