



#STRONGIOWA

2021 IN WOODBURY COUNTY

Iowa State University Extension and Outreach connects the needs of Iowans with Iowa State research and resources. We listen, learn, and work with the people of Woodbury County for a #STRONGIOWA.



**Sustainable
ENVIRONMENTS**



**Thriving
COMMUNITIES**



**Resilient
PEOPLE**



**Future
LEADERS**



The Woodbury County Extension Council has been elected by the people of the county to guide local educational programming by partnering with extension staff. From needs assessment through program implementation and evaluation of outcomes, the council represents you and your issues. We are always serving Iowans and we are here for you. Now. Always.

Thank you for your support.

Don Wiese

Extension Council Chair

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Council Member

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Council Member

Serving the People of Woodbury County

As Iowans adjusted to life during the COVID-19 pandemic, ISU Extension and Outreach continued to prioritize health and safety as we delivered research-based education to the people of Woodbury County. During 2021 we focused on the following efforts.

- *Hosting educational conferences and events virtually including the Siouxland Garden Show and Midstates Economic Development Conference.*
- *Providing summer camps for youth in a safe manner.*
- *Helping with food donations to families in need.*



Program Spotlight:

Pick A Better Snack

Pick A Better Snack brings fruits and vegetables into the classroom for students in grades K-3.

Funded by the Iowa Department of Public Health, our nutrition educators teach short interactive lessons that get kids to see, touch, smell and taste fruits and vegetables. They also hear what makes them nutritious, where they grow and ways to eat them. A strong focus on local foods is promoted including hosting a School Farmers Market, where vendors joined them to educate a few classes on what they grow in Siouxland.

Throughout the pandemic, our educators found ways to deliver the lessons virtually and now are back in the classrooms with the students. Our nutrition educators deliver the lessons to 122 free and reduced lunch classrooms monthly in the Sioux City Community School District.

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Showcasing 4-H at the County Fair

The Woodbury County Fair returned in 2021, providing the opportunity for youth to demonstrate to the public what they had learned through their 4-H project work over the past year.

- A total of 1,432 exhibits (livestock + non-livestock) were shown at the Woodbury County Fair.
- More than 50 exhibits were selected for the state fair.
- The return of the pie auction helped raise a record total of \$13,300 for Woodbury County 4-H.

Working toward Recovery

As our state works toward recovery, ISU Extension and Outreach Woodbury County has been focused on the following recovery initiatives.

- supporting Iowans in improving financial security
- engaging Iowans in improving food supply, safety, and access

Among the programs offered in 2021, one of the most effective in Woodbury County's recovery initiative was the Farmers to Families Food Box giveaway. The USDA sponsored program was hosted by ISU Extension and Outreach as county staff teamed up with the Community Action Agency of Siouxland to pass out 1,254 boxes of food to community members.

Other programs that helped in Woodbury's financial security initiative for both individuals and organizations included Your Money Your Goals, Money Smart: When Money is Short, Smart Choice Health Insurance, Grant Writing 101 and others.

The Extension office helped with food insecurity as 863.5 lbs. of produce was donated from the Marilyn Engle Teaching Garden located at the Woodbury County Extension office.

Looking ahead to 2022, ISU Extension and Outreach Woodbury County will continue to find programs focused on financial recovery both with economic development for local businesses as well as programs to help individual families.

CyDay Fridays/County Outreach

Each fall, Extension offices from around the state are invited to celebrate CyDay Fridays. The events are a great way to promote Extension to the Iowa State Cyclone football fan base with a tailgate atmosphere the day before football games.

Typically, offices invite the public to stop by for the fun. Woodbury County decided to change things up and help support local economies by going out into the community and hosting the events at locally owned businesses. Woodbury County celebrated four CyDay Fridays in 2021, with each taking place in a different town. The locations were:

- *Wheelhouse Bar and Grill (Sioux City)*
- *Crankshaft Bar and Grill (Merville)*
- *Uncommon Grounds (Sloan)*
- *The Stirring @ 403 (Correctionville)*

The CyDay Friday events were a continuation of other efforts to provide outreach to towns throughout Woodbury County and gather information regarding needs their community has.

The Woodbury County Extension office also provided summer camps and other programs to area communities throughout the year including On Their Own & OK.

On Their Own & OK is a program designed to teach youth skills to stay at home alone



Top: A graphic for one of the Siouxland Garden Show presentations. The topic pictured was one of the more popular sessions with a live audience of around 100 and more than 400 on-demand views on YouTube.

Bottom Left: A youth camper shows off his catch during the Fish With Me camp hosted in Correctionville.

Bottom Right: AmeriCorps workers hand out carrot samples during the Kick It with Carrots program in Bronson.

and was hosted in Merville and Sloan in 2021. The program is scheduled in the towns of Bronson and Danbury in 2022.

Virtual Siouxland Garden Show

For the second consecutive year, the Siouxland Garden Show was held in a virtual format. For 2021, the team with Woodbury County Extension focused on providing a user-friendly experience for the public. After using Zoom in 2020, the 2021 show did not require attendees to log in to any service to view in real time.

Instead, people interested in viewing the speaker lineup were able to join in three ways. Folks could head directly to the Siouxland Garden Show website and see the sessions, watch via the Woodbury County Extension YouTube page or they could watch on Facebook. Viewers on YouTube and Facebook were given an opportunity to communicate via a chat box with the speakers, providing a tailored conversation for the audience. In all, the Siouxland Garden Show featured 12 sessions with live attendance ranging from 50-100 people. The sessions were recorded and available on YouTube with nearly 3,000 on-demand views.



Midstates Economic Development Conference

The Midstates Economic Development Conference was hosted in a virtual format in 2021. The conference featured six local speakers from Iowa, Nebraska and South Dakota as well as a pair of keynote speakers from SaveYour.Town.

The two-day event focused on small town economies and the speaker list included the owner of Feddersen USA Wagyu from Anthon who spoke about the impact of the pandemic and mental health.

A Return to In-Person Programs

While many programs in 2021 were still held virtually, it was also great to see many things return to face-to-face.

Buy Eat Live Healthy is a program for low income individuals that helps families budget for meals while also utilizing healthy recipes. Some families still meet in a virtual format with others having in-person lessons. Overall, Woodbury County served 234 families (689 individuals) in 2021.

The return to face-to-face programs also saw the Power of Produce (PoP) Club makes its way back to the Farmers Market. PoP Club provides activities for children ages 4-12 and promotes eating locally grown produce with children receiving \$2 tokens each visit to buy from Farmers Market vendors.

Other programs that were offered in person in 2021 included several gardening seminars, babysitting camps, 4-H leader trainings, a youth holiday gift workshop, a wine tasting event and others.

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