

A TV ad most of us have probably seen numerous times recently asks the question, “Why Ford, why now?” The answer we’re given is the quality and value of the company’s cars and trucks.

If we ask the same question about funding university research and educational outreach, the answer is the same—quality and value.

At Mississippi State University, the Division of Agriculture, Forestry, and Veterinary Medicine includes four separately budgeted units:

- The Mississippi Agricultural and Forestry Experiment Station
- The Forest and Wildlife Research Center
- The College of Veterinary Medicine
- The Mississippi State University Extension Service

Providing quality research and educational outreach to the people of Mississippi is the focus of each of these units, with emphasis on economic well-being, health promotion, community development, and youth development.

**Economic Well-being**—The Division places an emphasis on the state’s No. 1 industry, agriculture, which accounts for 25 percent of total income and 30 percent of the workforce.

- The Mississippi Agricultural and Forestry Experiment Station is leading the university’s efforts in biofuel production through the Sustainable Energy Center and is working on fuels derived from soybeans, corn, wood chips, grasses, sewage, and experimental crops.
- During 2009, the Forest and Wildlife Research Center’s Franklin Institute’s wood frame research, management training, and other activities saved Mississippi furniture manufacturers an estimated \$6 million.



- The College of Veterinary Medicine includes diagnostic laboratories in Jackson, Pearl, Stoneville, and Starkville that support the state’s poultry, catfish, and livestock enterprises.

- The annual farm-gate value of Mississippi products is more than \$6 billion. The MSU Extension Service provides support for agriculture through educational outreach programs that include agronomy, horticulture, pest management, engineering, and economics.

For individuals, the MSU Extension Service provides ongoing educational programs throughout the state on basic money management, credit use, and estate planning.

Turning the Tide on Poverty, a project of MSU Extension’s Southern Rural Development Center, works to find solutions to poverty through community study circles, gatherings where people create action plans for local change. The program is active in Neshoba County and has led to launching programs such as Money Mentors and Master Family Life Educator Volunteers in the community. A volunteer core is now in training.



**Health Promotion**—Extension Service professionals partner with other organizations to provide a variety of health-related educational programs, including:

- **ServSafe** is a nationally certified food safety program required by the Mississippi Department of Health for all commercial and institutional food service establishments. The MSU Extension Service ServSafe program provides more than 40 training sessions to more than 600 individuals each year. A similar program just for childcare providers is also available.

- **Body Walk**, a free traveling exhibit sponsored by Blue Cross/Blue Shield and Extension, educates elementary students about the importance of healthy eating. About 20,000 Mississippi school-children visit the exhibit each year.



**Community Development**—Faculty and staff of the MSU Extension Service initiate and implement community development programs.

- The Center for Governmental Technology is a leader in development and implementation of technical assistance and educational programs for county supervisors, county administrators, and municipal officials. The center’s Certification Program for Municipal Clerks and Tax Collectors and its Certified Appraiser School are nationally recognized.



- Community resource development personnel conduct programs in leadership development, economic analysis, community healthcare, business retention and expansion, strategic planning, and tourism development.
- About 125 Extension Service personnel statewide are trained in Incident Command Systems. In the event of

a natural disaster or other emergency, those individuals are available to assist local and state agencies with response efforts. Trained Extension personnel provided support for relief efforts following the 2010 tornados and flooding, as well as with wildlife rescue during the Gulf oil spill.

- Incident command training is provided through the Center for Governmental Technology and is available to employees of other state and local agencies.

- CVM's annual open house welcomes several thousand children and adults to activities ranging from care and training of pets to research aimed at keeping farm animals healthy.
- The Fall Garden Fest at the Truck Crops Experiment Station in Crystal Springs includes a full day just for schoolchildren to learn about flowers, vegetables, fruits, and other home and garden activities.

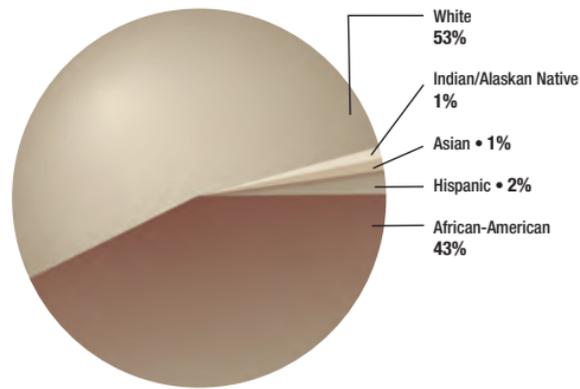
With more than 100,000 participants ages 5 to 18, 4-H is Mississippi's largest youth organization. Projects and

activities ranging from ATV safety and robotics to youth gardening and livestock are available to 4-H members. Almost 8,000 youth and adult volunteers assist 4-H professionals throughout the state. Compared to youth in other out-of-school programs, a recent Tufts University study found that nationally, 4-H members are—

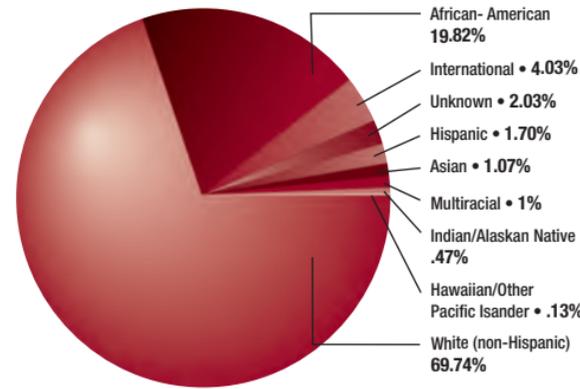
- almost twice as likely to attend college.
- 1.6 times as likely to report grades of "B" or better.
- more likely to participate in civic activities.
- more likely to be involved with their families.
- less likely to use drugs.

**Youth Development**—All of the separately funded units at MSU sponsor youth development activities on campus and at locations across the state.

- More than 4,000 fourth-graders and their teachers visit the Wood Magic Science Fair on campus each year. Sponsored by the Department of Forest Products, College of Forest Resources, and wood products industries, the event is a time for kids to have fun while learning about the importance of forest products in their lives.



Mississippi 4-H Membership



Mississippi State University Enrollment

# SERVICE *through* OUTREACH

# MISSISSIPPI STATE UNIVERSITY

Division of Agriculture, Forestry, and Veterinary Medicine



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