



Posing with their signed Arizona Cooperative Extension Centennial print by Diana Madaras are U of A's President Ann Weaver Hart and our Master of Ceremonies, KPHO CBS 5 News Anchor Sean McLaughlin.



COLLEGE OF AGRICULTURE
AND LIFE SCIENCES
COOPERATIVE EXTENSION

Maricopa County Cooperative Extension

November 2014

IMPROVING THE LIVES, COMMUNITIES, AND ECONOMY IN MARICOPA COUNTY

IN THIS ISSUE

Celebrating the Past, Envisioning the Future Cooperative Extension Centennial

On October 4, 2014, Maricopa and Pinal County Cooperative Extension along with Maricopa Agricultural Center and the Maricopa County Farm Bureau, celebrated 100 years of Cooperative Extension at the Phoenix Zoo. The celebration included entertainment from our 4-H Youth Clogging Club, who put on a fantastic show; our 4-H Zoo Crew, who helped guests find their way through the Zoo; University of Arizona President Ann Weaver Hart; and local celebrity and former 4-Her Sean McLaughlin as our master of ceremonies. Preparations for the event started in January with planning committee meetings and site visits. Early in the summer, the decorating committee was formed, and by the time October came around, everyone was ready for the big event.

The evening was a time for us to reflect on the past and honor those who have contributed so much to Cooperative Extension in Arizona. Plaques were given to honorees as a gesture of our thanks for their contributions. However, Dr. Jeffrey Silvertooth, Associate Dean and Director, Extension & Economic Development, put it best by stating, "... there are others that

haven't been named here due to our limited memories and the many years that have passed. But they are no less valued than those we honor today. We also thank them for their contributions."

Over 40 individuals, some posthumous, were honored that night. A listing of all the honorees can be found at <https://extension.arizona.edu/centennial> along with a special *Centennial Edition* of *Backyards and Beyond* magazine that chronicles the history of 100 years of Cooperative Extension in Arizona. As Sean McLaughlin noted, the list of honorees resembled a *Who's Who* of Central Arizona founding families who help make a positive difference for the people of Arizona. The evening went off without a hitch, except for a few "calls of the wild" from our hosts, which no one seemed to really mind.



It's Story Time at the Family Resource Center



4th Annual Central Arizona Farmer Field Day



Program Spotlight - Agricultural Literacy

It's Story Time at the Family Resource Center

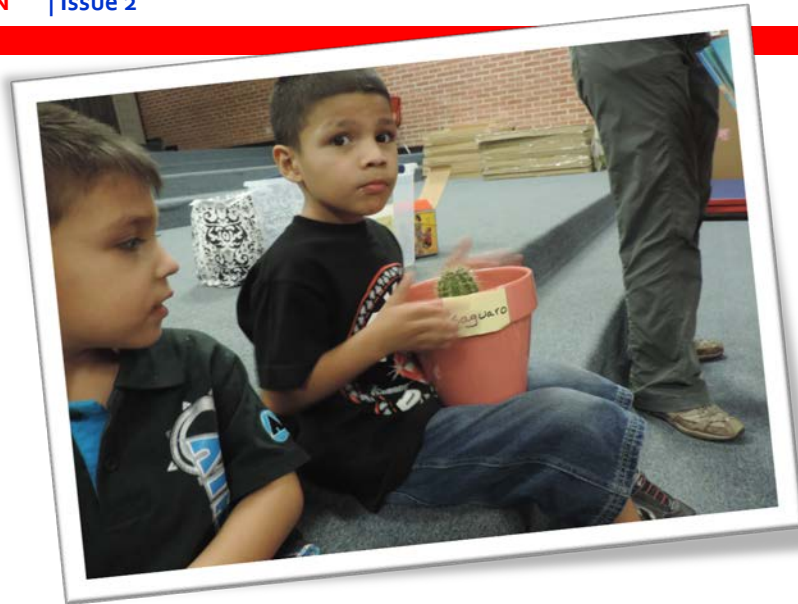
By Nikki Julien

The Family Resource Center (FRC), spearheaded by Early Childhood Agent, Patty Merk, is hosted at the MLK Jr. Early Childhood Center within the Roosevelt School District located just a few miles west of the Maricopa County Cooperative Extension office. Families with children 0-5 can enjoy games, books, computer usage, and free classes including our most popular class - Story Time!

Story Time is every Wednesday evening from 5-6:30 pm and draws in a diverse group of families from the South Phoenix community. Though the center focuses on families that have children 0-5, older siblings are welcome to attend and are vocal about their support for the class!

Each Story Time features a craft and activity designed to expand learning across the standards, especially language and literacy, social-emotional well-being, and art skills. Parents are actively engaged with their children in the activities while enjoying social time connecting with other families.

One recent Story Time theme focused on the saguaro. The featured book was *The*



Themes for Story Time range from nature exploration to family to safety and nutrition while keeping a strong focus on fun!

Seed and the Giant Saguaro, by Jennifer Ward. Styled like the beloved story, "This is the House that Jack Built," the book builds verse by verse. Props were given to the children so they could be characters from the story: a roadrunner, a thunderstorm, a saguaro, and more. When the character was mentioned, the child held up his/her prop and said the word. Soon all the children were learning new words significant to their local environment. After the story, the families made their own saguaro pictures with a variety of art materials. Many of the children included the saguaro's flowers and fruit along with animals that rely on the saguaro. Each child was measured

against a saguaro wall, engaging in their math skills.

Story Time keeps a strong focus on fun while teaching important themes, such as nature exploration, family, safety, and nutrition. The Family Resource Center welcomes your program's participation with Story Time.

Contact Information:

The Roosevelt Early Childhood Family Resource Center
familyresourcecenter@cals.arizona.edu
 (602) 980-3692

4th Annual Central Arizona Farmer Field Day

By Ayman Mostafa

On October 1, 2014 the field crops IPM Program at Maricopa County Cooperative Extension organized the 4th Annual Central Arizona Farmer Field Day at the Maricopa Agricultural Center (MAC). The day was attended by almost 100 people, representing growers, pest control advisors, agriculture industry reps, and various members of the Arizona agriculture community. In addition to touring MAC's Research Farm, the event focused on updating attendees with research conducted by many UA Extension faculty on pest and crop management

for field crops. A number of informative discussions were initiated during the tour of the Research Farm and during the indoor presentation. Presenters included Drs. Paul Brown, Peter Ellsworth, Bill McCloskey, Ayman Mostafa, Randy Norton, and Mike Ottman. The event was sponsored by Empire-CAT Agriculture, Monsanto, and the UA-MAC.

Contact Information:

Ayman Mostafa
ayman@cals.arizona.edu
 (602) 827-8213



AGRICULTURAL LITERACY

Program Spotlight - Ag. Literacy



Cattle

Cattle and calves are Arizona's leading agricultural products followed by dairy production.



Cotton

Approximately 215 pairs of jeans can be produced from one bale of cotton grown in Arizona.

FAST FACTS

260

One hen lays about five eggs per week. That's 260 eggs per year!

\$17.1 Billion

Based on data from the 2011 production year, the contribution of agriculture to Arizona's total output (sales) was \$17.1 billion (valued in today's 2014 dollars).

Contact Information:

Monica Pastor
mpastor@email.arizona.edu
 (602) 827-8217

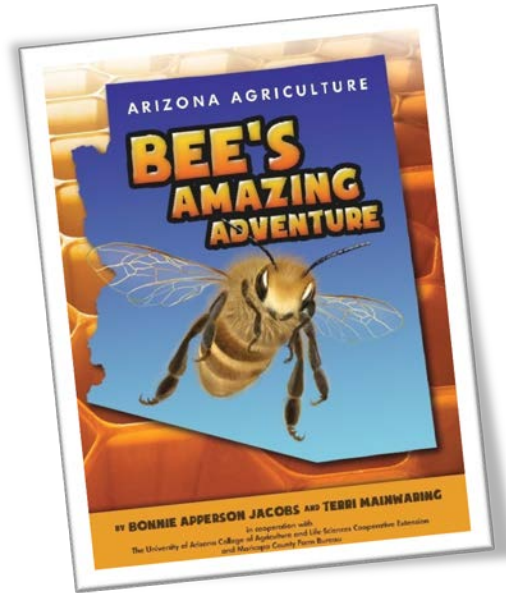
Brandon Moak
bmoak@cals.arizona.edu
 (602) 827-8218

A new book is spreading the word in homes and classrooms across America. Through the culmination of months of research and careful concept development, *Arizona Agriculture: Bee's Amazing Adventure* was created to introduce children in grades K-4 to the Grand Canyon State's diverse agricultural industry.

Published in cooperation with The University of Arizona College of Agriculture and Life Sciences Cooperative Extension (CALs-CE) and Maricopa County Farm Bureau (MCFB), *Arizona Agriculture: Bee's Amazing Adventure* is filled with interesting facts and captivating photography — complete with a glossary and curriculum guide. As the only children's books that accurately captures Arizona's irrigated farming and high desert ranching, *Arizona Agriculture: Bee's Amazing Adventure* is sure to help students develop a deeper understanding of and appreciation for Arizona's farmers and ranchers and the many diverse products they bring to the market, including plants that beautify homes and businesses.

The book also fills a need to showcase the uniqueness of Arizona's agriculture for Arizona Agriculture Literacy Days, an annual event provided by CALs-CE Ag Literacy program. Arizona Agriculture Literacy Days focuses on educating students about people's connection to agriculture and the commodities produced on Arizona's lands. Many youth are unaware that their food and clothing come from what farmers and ranchers grow and often think that it magically appears in the grocery and retail stores.

For eight years, this program has educated youth through the support of volunteers who read a provided book on agriculture to elementary school students. This year, volunteers will be able to engage students through the new book's clever narrator, Pee Wee Bee, who flits from field to field sharing fascinating facts about Arizona agriculture. Arizona Agriculture Literacy Days is scheduled every year in the fall



with a special emphasis during the three days before Thanksgiving. The 9th annual event runs from October 20–December 19.

Volunteers do not need a background in agriculture to participate in the program. Anyone with a passion about Arizona and a desire to share with students where their food and clothing begins are encouraged to participate. To volunteer, contact a nearby elementary school teacher and introduce him/her to Arizona Agriculture Literacy Days. Be sure to explain that each participating classroom will receive a free copy of *Arizona Agriculture: Bee's Amazing Adventure*. Register at <http://cals.arizona.edu/agliteracy/program/s/az-ag-lit-days> in order to receive a copy to read and donate.

Arizona Agriculture: Bee's Amazing Adventure is funded, in part, by the Arizona Department of Agriculture, Agricultural Consultation and Training Program using Specialty Crop Block Grant funds from the USDA's Agricultural Marketing Service.

The Director's Cut

By Ed Martin

The last two months have been very busy for our office and we had a few success stories I would like to share. First, for those of you who might have missed it, we celebrated our Extension Centennial on October 4th at the Phoenix Zoo. It was a bit warmer than I would have liked, but compared to the storm we had exactly one week earlier, I'm not complaining too loudly. A big thanks to everyone who helped with the planning, setting up, and late night clean up. It truly was a great evening for us here in Central Arizona and a very special night for our honorees. We also had two of our programs recognized by Arizona Forward, a group that works towards improving the environmental sustainability and economic vitality of Arizona. Maricopa County Cooperative Extension's *Arizona Project WET (Water Education for Teachers)* and *Smartscape: A training program for landscape professionals*, both received Awards of Merit for their contributions toward promoting, educating, and communicating environmental sustainability in Maricopa County. In addition, our Ag. Literacy Program received the State Coalition Award for Sustained Meritorious Performance at the national Food Project, Land & People conference. Since our next newsletter won't go out until after the New Year, have a safe and happy holiday season, from your friends, faculty and staff at your Maricopa County Cooperative Extension.



CONTACT INFORMATION

All phones are area code (602)

- Traci Armstrong FlorianNutrition, SNAP-Ed, and EFNEP
827-8237 tarmstro@cals.arizona.edu
- Ruth Carter4-H Youth Development
827-8248 rcarter@cals.arizona.edu
- Bryan Chadd..... 4-H Youth Development
827-8250 bchadd@cals.arizona.edu
- Ed Martin County Director, ANR
827-8200 ecmartin@email.arizona.edu
- Patty Merk Family and Youth
827-8257 pmerk@cals.arizona.edu
- Ayman Mostafa.....Agriculture
827-8213 ayman@cals.arizona.edu
- Monica PastorAgricultural Literacy/Project CENTRL
827-8217 mpastor@cals.arizona.edu
- Joe Russo4-H Youth Development
827-8260 jmrusso2@email.arizona.edu
- Rebecca SeniorHorticulture
827-8219 rsenior@cals.arizona.edu
- Kai UmedaTurfgrass Science
827-8214 kumeda@cals.arizona.edu
- Kelly YoungHorticulture/Agroecology
827-8219 kyoung@cals.arizona.edu

ABOUT TOWN

Glyphosate - Resistant Weeds Workshop

When: November 12th 7:30am – 12:30pm
 Where: Maricopa County Coop. Ext.
 4341 E. Broadway Rd, Phoenix, 85040
 Contact: Kai Umeda (602)827-8214
kumeda@cals.arizona.edu
 More Information: <http://turf.arizona.edu/>
Registration Deadline: November 10, 2014

Annual Statewide Living Well EFNEP and SNAP-Ed In-Service

When: December 4th 12:30pm – 5:00pm
 December 5th 8:30am – 1:00pm
 Where: Maricopa County Coop. Ext.
 4341 E. Broadway Rd, Phoenix, 85040
 Contact: Traci Armstrong Florian (602) 827-8237
tarmstro@cals.arizona.edu

Learn the Signs Act Early (LTSAE) Autism Training

When: December 18th and 19th 10:00am – 4:00pm
 Where: Maricopa County Coop. Ext., Palo Verde Room
 4341 E. Broadway Rd, Phoenix, 85040
 Contact: Stephanie Copeland (602) 827-8229
smartell@email.arizona.edu
 More Information:
<http://extension.arizona.edu/maricopa-brain-builders-life>

Family Resource Center Annual Winter Festival

When: December 18th 3:00pm – 6:00pm
 Where: Martin Luther King Jr. School
 Roosevelt Early Childhood Development
 4615 S. 22nd St., Phoenix, AZ 85040
 Contact: (602) 980-3692
Registration is required – Call for details

Desert Turfgrass School

When: January 5th Noon – 5:00pm
 January 6th – 8th 8:00am – 5:00pm
 January 9th 8:00am - Noon
 Where: Maricopa County Coop. Ext., Palo Verde Room
 4341 E. Broadway Rd, Phoenix, 85040
 Contact: Kai Umeda (602)827-8214
kumeda@cals.arizona.edu
 More Information: <http://turf.arizona.edu/>
Registration Deadline: December 1, 2014

Newsletter edited by:

Edward Martin
 Amber Jones
 Brandon Moak