

## Feature Story

### No 'Liming' With Food Security Issues

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Last spring, several extension agents from Florida had the opportunity to attend the Caribbean Food Crop Society Conference (CFCS) held in the country of Trinidad and Tobago. Two islands make up this small Caribbean country which is often referred to as T&T.

Located just a few miles off the coast of Venezuela, T&T exports gas and oil, and is a fairly prosperous country.

The theme of the conference in 2013 was "Agribusiness Essential for Food Security: Empowering Youth and Enhancing Quality Products". Many presentations reflected similar topics and concerns from speakers at professional conferences in Florida. But there was a very discernable difference in the tone during the CFCS conference, one of urgency.



New marketing strategies in T&T focus on value added products like this creative cocoa display to promote exports.

Caribbean countries face the challenges that come with importing large quantities of food. Hurricanes and other catastrophic events can leave an island country isolated and unable to obtain the imported food that people need to survive. Climate change could possibly effect the production of important basic food staples such as sweet potatoes and cassava. Food security is an extremely important issue.

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The current inflation in T&T is believed to be driven by high food prices. To try to combat inflation, growers get only a guaranteed set price for their product so they won't grow too much and flood the market. Due to climate change, the government is helping growers to diversify and include water crops, such as tilapia, in their operations. We visited the Institute of Marine Affairs where suitable aquaculture species are studied. They also supply many area fish-farmers with brood stock.

Although we use the same words to describe current agriculture and food

issues in both countries, I don't hear the same tone of urgency in them here as I heard in T&T. These words have new connotations when I hear them now: food security, food imports, sustainability, food staples, food secure nation, guaranteed fixed prices, standard of living, diversification, climate change. And after seeing dogs sleeping on piles of harvested crops along the side of the road, even the term 'food safety' has a new flavor.

Many countries face the consequences of declining interest in agricultural professions and the aging population of current farmers. T&T is developing agriculture programs that enable students to apply 'techy' skills and prepare for future employment in agriculture. I was able to meet and speak with a class of agriculture students at The University of the West Indies about their aspirations. These students were inspired and several wanted to go into extension work in T&T.

## From the District Director



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### Are you a leader?

Leadership has different faces. It ranges from a vague concept ("yes, I can provide leadership") to specific activities, episodes or experiences. For example, county faculty mentor fellow agents, organize working groups, or channel the efforts of a group. Some even engage in the pursuit of advanced graduate degrees and do so successfully. Another way of showing leadership is to run for office in state or national professional societies. While no one will doubt that serving as a state or national president does require a lot of leadership, few recognize that seeking offices at that level requires leadership just for running. I found the recent nomination and campaign for the office of Vice President with the National Association of County Agricultural

Agents (NACAA) by our very own made-in-Florida Liz Felter to be motivating and inspirational. Agents at all levels of their careers need to know about this – and get inspired.

Dr. Liz's 2013 campaign took place at the Galaxy IV Conference in Pittsburgh. I was fortunate to be there and to be a part of this event. Observing the whole process was fascinating. On the surface, it was a family affair for Liz with her twin girls and husband involved in the campaign. Her girls are young ladies now and they were always smiling and enthusiastic in their support for their mom. And Liz's amiable spouse was busy with

organizing, greeting and keeping supplies ready for the many guests that visited the campaign hospitality room. Their support of Liz was obvious and unforgettable. As for substance, the Florida voting delegate was able to listen to both of Liz's speeches. He found they were well prepared, professional, very well delivered and her message was spot-on. We are all very proud of Liz.

In FACAA, we don't always have years that are as eventful as 2013 has been. Every four years Florida has the opportunity to nominate a member for an officer position within NACAA. In fact, this year's Florida Member candidacy is only the third such for us in the last thirty years. The process started during the 2012 FACAA Annual meeting as Florida's own Southern Region Director with NACAA, Gene McAvoy reported to us that we were up for a nomination in the Southern Region. At that time, former FACAA President, Liz indicated she would like to seek the office of Vice



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*Are you a leader? ...continued from previous page*

President. Bob Hochmuth became campaign manager and we were off to the races.

We soon learned that it would be a fast race once all the candidates were known. The tasks at hand were chiefly getting support from local and state level administration for Liz to take on the monumental job, if elected, and of course raising funds for campaigning. With the full support of Orange County and Dean Place, funds were obtained from the FACAA Board, Deans Office, Hendry County Extension, many FACAA members and retirees, as well as a few UF/IFAS administrators. From a leadership standpoint, this phase requires persuasion, management, and tactic.

With Liz's marketing background, the candidacy got off to a roaring start. Excellent promotional materials were developed and distributed to NACAA voting delegates in all states. She shared with them conversations she had with NACAA board members and information gleaned from the 2012 membership survey conducted by the Futuring Committee. Strategy was discussed primarily among the group of Liz, Bob Hochmuth, Gene McAvoy and Ed Jennings. Despite the amount of time it would require, it was decided that it would be best for Liz to provide as much direct personal contact with voting delegates as possible. In this phase, vision, passion and drive were needed.

The campaign landed in Pittsburgh, Pennsylvania on September 14. With

Liz's very supportive husband John and twin daughters Catherine and Julia, FACAA set up a most impressive hospitality room in the Marriott City Center hotel. The décor was that of a beach side tiki bar. On Sunday afternoon, September 15, Ed presented Liz to the approximately 12 member NACAA Nominating Committee. Liz was then questioned by most of the committee for about half an hour and she passed with flying colors. The evenings of September 15 and 16 were very busy for Liz and the FACAA members who were present in Pittsburgh. Their job was to keep voting delegates and others satisfied with snacks, beverages, stickers, beads and most importantly, the vision that Liz had to lead NACAA into a new era. In this third phase, message, personal contact, and one-on-one communication are essential!

Wednesday got off to an early start with Florida's voting delegation distributing promotional material to all tables for the voting delegate's breakfast. Liz was able to join the group for breakfast before attending each of the NACAA regional meetings. While in each regional meeting she shared her story about getting a horse for her 14th birthday and how she met her 4-H leader. She explained her dad agreed to the horse because "if a 14 year old girl had the confidence to handle a horse 17 hands tall and nearly 2000 pounds, she would be able to handle herself with confidence when teenage boys started calling." Here, you need to believe in yourself and give all you have.

At 3pm, the big moment arrived. Ed Jennings officially nominated Liz before the voting delegate session. The nomination was seconded by Dave Meyers, President of the Maryland Association. Liz presented an acceptance speech that encapsulated the ideas communicated to her during conversations in the hospitality suite. Their ideas were about ways to make everyone feel like they were welcomed and belonged in the association. With enthusiasm she also stressed the point that the Florida Association had embraced diversity and was stronger for doing so. At this point, we all won!

We were only four votes short. However, Liz and all of us from Florida were clearly recognized as a force to be reckoned with. Liz talked about NACAA's proud history throughout the campaign. She mentioned the strong foundation of NACAA that had been built upon throughout the years. She talked of not tearing down to rebuild but rather adding to an already solid foundation. That is exactly what she did. In the end Liz did not win the election but she had affected change; something that only a candidate with strong leadership skills could have accomplished. Thank you Liz for showing us the way. Persuasion, management, tactic, vision, passion, drive, message, personal contact, and one-on-one communication: Are you ready to step up?

*(used and adapted with permission)*

**If your actions inspire others to dream more, learn more,  
do more and become more, you are a leader.**

*~ John Quincy Adams*

## District Life

### Congratulations: Call them Masters!

Congratulations to the following agents for earning their Master of Science Degree in Agricultural Education and Communication in December 2013!

**Ms. Shaina Bennett**, Extension Agent I, 4-H Youth Development, UF/IFAS Extension Baker County

**Mr. Dan Fenneman**, Extension Agent I, Agriculture/Natural Resources, UF/IFAS Extension Madison County

**Mr. Keith Wynn**, Extension Agent I, Natural Resources, UF/IFAS Extension Hamilton County

### Thank you, Anita McKinney, for a Job Well Done

In the words of Abraham Lincoln, *“and in the end it’s not the years in your life that count. It’s the life in your years.”* Anita’s 25 years with Extension began as a program assistant with the Expanded Food and Nutrition Education Program in Indiana and continued with Purdue Extension. Anita continued her Extension career in Florida in 1998 as a 4-H Program Leader and is retiring as a Family and Consumer Sciences Agent IV specializing in Family Resource Management.

Anita’s many accomplishments include being a founding member of Real Sense and Bank On Jacksonville programs, creating the Raising a Money Smart Kid program, and recruiting and training many community members for the Volunteer Financial Educator and Master Money Mentor Program. Anita’s vast knowledge of money management has made her well known in the Duval County Community. We wish Anita the best on her next journey.

## How Does the University of Florida Work?



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### Clarification on support letters required for Permanent Status & Promotion

If you’re planning to submit your permanent status and/or promotion packet this year, you’ll begin by recruiting internal and external evaluators who will later provide support letters for your packet.

The current rules regarding candidate evaluation letters for Promotion & Permanent Status are:

1. The base rule says five external letters are needed.
2. The definition of external is “not employed within the UF system” or “has not been employed in the UF system for at least 10 years.”
3. The modified rule for certain teaching faculty and county extension faculty says internal letters can substitute for two of the five required external letters.
4. County faculty are required to obtain letters from their CED and one state specialist.

So, here is the minimum county faculty letter scenario that conforms to the above rules:

1. Get one letter from your CED.
2. Get one letter from a state specialist.
3. Get three external letters.
4. Get two additional internal letters.

**Total = 7 letters.** Of course the candidate is free to add a few more letters of various types if they want, but hopefully not more than two or three.

## Quiz Question

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Which of the following is NOT an example of a genetically modified (GM) food?

**Answer: A) Scabless apples**

Apple scab, a significant fungal disease in apples, makes the fruit unattractive for commercial sales. Although genetic engineering is being used to create fungus resistant crops, no such efforts have resulted in approved apple varieties – yet. Conventional breeding methods have been successful in developing some variable resistance to apple scab and powdery mildew.

## What Does The Spleen Do?

- A) Filters blood
- B) Produces antigens
- C) Monitors glucose levels

For a hint, go to

[https://www.youtube.com/watch?feature=player\\_embedded&v=aEi\\_4Cyx4Uw](https://www.youtube.com/watch?feature=player_embedded&v=aEi_4Cyx4Uw)

## Success Stories

### Motivating Individuals to Decrease Risk for Chronic Disease

By **Heather Futch**  
UF/IFAS Extension Hamilton County  
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Chronic diseases (such as heart disease, cancer, stroke, and diabetes) are related to lifestyle and food choices, and risk for these conditions can be reduced through behavior change. The Florida Department of Health reported heart disease and cancer were consistently the number one causes of death for Hamilton County in 2010. The incidence of obesity in Hamilton County is progressively higher than Florida's rate and this issue increases the presence of diabetes and risk of death from cardiovascular disease and cancer. In Hamilton County, there is little opportunity for organized physical fitness and no low cost gym available for patronage.

Starting in February 2013, Hamilton County and other north Florida residents

were exposed to methods of lowering their risk for these diseases. Thirty participants attended the “Spice Up Your Cooking the Healthy Way” and “Becoming Physically Fit” classes. As a part of these classes, participants were encouraged to lower sodium using herbs, increase their water intake, increase their number of steps daily, and increase their money saving activities as well. Participants in getting fit classes



Heather Futch, Hamilton County Agent, and Martha Maddox, Sumter County FCS Agent, teach Hamilton County residents how to lower sodium intake

were allowed to weigh themselves using a body composition monitor to get an idea of where they started and where they should be headed with muscle and/or fat percentages in their bodies.

A total of 130 pounds was lost by participants completing follow-up surveys. Additionally, a select few individuals that previously knew they were considered underweight were successful in adding pounds through increasing their daily caloric intake and by adding physical activity to increase their weight through muscle gain. This program has also been successful in increasing the amount of physical activity of individuals through increasing their daily steps. Some individuals increased from 3,000 to 5,000 steps, while others increased from 8,000 to 15,000-20,000 steps. These programs have been successful in motivating individuals to lower their risk for chronic diseases, and sharing these successes has motivated other individuals outside of Hamilton County to adopt a healthier lifestyle.

## Information Technologies

### Marketing Tools for your Viewing Pleasure

If you would like to use any of the videos featured at the 2013 EPAF Conference for marketing Florida Extension during programs and conferences, you may access these videos on YouTube from our [Solutions for Your Life channel](#). The UF/IFAS Extension Water Programs playlist

(second-from-the-top) contains all the videos in the order that they were played at EPAF. On the same channel, there are also a number of other videos from previous years which showcase Extension programs.

If you need the videos for an event where internet access is not available, a DVD can be provided to you upon

request. The DVD contains all the above mentioned water videos, including the long form one that was shown at EPAF, and also has the videos in wmv form so they can be inserted into PowerPoint.

To request a DVD, please contact Al Williamson, Coordinator of Educational Videos at UF/IFAS Communications at 352-392-2411 or [alwill@ufl.edu](mailto:alwill@ufl.edu)

## Teaching Tips

### Extension: Agents of change using community-based social marketing

By **Emily Ott**  
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Project Coordinator

The August-October 2013 issue of this newsletter suggested the title “Extension Agent” could shift from being synonymous with teacher or content expert, and instead be viewed as “agents of change supporting our program.” This idea was supported by another newsletter published by change agent and UN consultant, Alan AtKisson (2013). AtKisson stated the problems we face today require “knowing a lot...about a lot.... No one can truly know it all.” In short, the age of the expert may be coming to an end. Extension agents have traditionally been experts in content areas and skilled in teaching that information. Increasingly, however, the solutions people need are not in accessing information, but rather in applying what they learn. While Extension is proficient at delivering information, there are still often many barriers to clientele applying the knowledge they learn.

As some of us may know all too well, knowledge and awareness does not automatically lead to adoption and behavior change. Extension faculty can help Floridians change their behavior, apply what they learn, and have a bigger impact by borrowing tools and strategies from community-based social marketing (CBSM). These tools include methods for decreasing the barriers and increasing benefits of performing desired behaviors. A few examples of strategies that can aid in decreasing barriers include:

1. Conducting needs assessments in advance of Extension programs to make sure the content matches what clients need to know.
2. Choosing specific target behaviors—a clear way people can act based on the knowledge they gained.
3. Working with community members to determine a locally effective message and communication channel to market a target behavior.

4. Targeting specific audiences to whom behavior change is marketed based on their high likelihood to change or (often alternatively) the potentially large impact of their changing.

To learn more about CBSM, a great place to start is [www.cbsm.com](http://www.cbsm.com). Other valuable published resources include Doug McKenzie-Mohr’s (2011) book *Fostering Sustainable Behavior* and Nedra Kline Weinreich’s (1999) *Hands-on Social Marketing: A Step-By-Step Guide to Designing Change for Good*.

The UF Agricultural Education and Communication Department also currently houses one CBSM expert, Dr. Paul Monaghan, and recently interviewed candidates for an additional faculty member who will soon join the department as a resource for Extension agents. Monaghan (2011, 2012) provides basic overviews of CBSM for Extension Agents and you can contact him ([paulf@ufl.edu](mailto:paulf@ufl.edu)) if you are interested in participating in an online discussion group about CBSM and your programs.

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*Extension: Agents of change using community-based social marketing ...continued from previous page*

Extension faculty have an exciting opportunity to embrace change and use tools like CBSM to increase the impact of their programs.

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## Did you know

### UF/IFAS Extension joins Alliance for Innovation network: County Faculty should take advantage of this new resource

You've probably noticed the Alliance for Innovation emails in your inbox over the past year. This is because UF/IFAS Extension has joined the "Alliance for Innovation", a group of local government officials who've joined forces to share information and work together in hopes of building stronger communities. All IFAS county Extension faculty now have access to emerging trends through alliance publications, case studies, innovation awards and white papers, networking groups, professional development, member forums, conferences, and other professional development. As part of the agreement, UF/IFAS Extension will provide the Alliance with one white paper per year to be distributed through the Alliance network, as well as one topical article each year for the group's monthly "Transformations" newsletter. Extension faculty will receive membership discounts for conferences, meetings, products and seminars, according to the agreement outlining the partnership. The Northeast Extension

District is mostly rural, but several counties are facing or will soon face issues of interest to the Alliance. By getting engaged, Extension can better help county and local governments.

The Alliance for Innovation defines itself as an "international network of progressive governments and partners" committed to transforming local government by accelerating the development and dissemination of innovations. Leaders of the alliance seek out innovative practices, challenge existing business models, exchange knowledge, and provide products and services that help our members perform at their best. Together with the International City/County Management Association and Arizona State University, the Alliance promotes excellence in local government and builds a community of practice in local government innovation."

The Alliance's website can be found at: <http://transformgov.org/>

Did you **know**



**New Vacation Leave Rule for UF Faculty**

Based on a new UF rule that went into effect July 1, 2013, prior to termination, faculty can only use 160 hours of vacation leave. If a faculty member's balance is higher, the leave must be used sporadically prior to the last 160 hours. For more information, please call Susan Hudson, IFAS Human Resources at (352) 392-4777 or email [shudson@ufl.edu](mailto:shudson@ufl.edu).

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