What will tomorrow’s Cooperative Extension look like?

University of Nevada Cooperative Extension will soon start publishing our newsletters electronically. If you’d like to continue receiving news about UNCE programs and state activities, please return the enclosed postcard or call Jim Sloan at 784-7072 or e-mail him at Sloan@unce.unr.edu with your e-mail address. We promise not to sell your information to those pesky spammers. But your cooperation will help us save money and help you stay better informed. Thanks!

DONATE ONLINE: You can make donations to UNCE by visiting www.unce.unr.edu and going to the ABOUT US button and selecting DONATE. You can safely use a credit card, or you can get the online Friends of Cooperative Extension application and send that in with a check to University of Nevada Cooperative Extension, Mail Stop 404, Reno, NV 89557.

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We need your e-mail address!

You decide. When you make a planned gift to University of Nevada Cooperative Extension, you integrate your financial goals with your personal goals to help shape the future. A gift is “planned” to the extent that you purposefully incorporate a charitable gift into your overall financial, tax and estate planning.

Planned gifts are often in the form of a charitable bequest, but there are a variety of planned giving options which can provide significant tax benefits and even income to you or a loved one during your lifetimes. Planned gifts can be made using many different kinds of assets, including cash, stock, qualified retirement account assets, real estate, insurance policies and even artwork or business interests.

If you appreciate how Cooperative Extension enriches your life, follow the lead of others who have established scholarships or given to the UNCE program of their choice. Your gift will make a difference. Creating better futures for generations to come – it’s your legacy.

To learn more, please contact Lisa Riley, J.D., or Bob Egleston, Directors of Planned Giving at (775) 784-1352, or visit our Web site at giving.unr.edu/planning.aspx.

– Lisa Riley, J.D.

Lisa Riley

Friends
University of Nevada Cooperative Extension
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www.unce.unr.edu
Summer 2009

Your help needed now more than ever

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Despite Nevada’s current financial woes, our educators are redoubling their efforts to help people in all corners of Nevada. Ranchers and day care providers, senior citizens and young students – they are all benefitting from the tireless work of our Extension professionals.

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Tom Baker

Program helps desert farmers sell gourmet produce to Vegas restaurants

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“Niche Products for Direct Markets: A Sustainable Opportunity for Small Desert Farmers” has established market channels between growers and chefs.

Previously, Las Vegas chefs had produce shipped to them overnight from organic farms around the country. Now they order fruits and vegetables from Caliente, Alamo, the University of Nevada Cooperative Extension’s orchard in North Las Vegas and small “boutique” farms.

“Our research and demonstration orchard showed Las Vegas chefs that they can get quality fruit and vegetables from the hot desert,” said Bob Morris, UNCE horticulturist.

UNCE researchers found that chefs were willing to plan seasonal menus around the crops that were available locally, so UNCE taught farmers how to package and market their fresh products to local restaurants and arranged tours of gourmet restaurants for farmers. The farmers learned there is a demand for local, fresh and flavorful products that are reliably available.

Since the produce-to-market program started four years ago, farmers markets in Nevada have expanded from eight to 26 across the state. Eight chefs in Las Vegas and five in Reno purchase from local producers.

“It’s so simple to get started,” said grower Paula Budwil. “If you grow something in your backyard, for $35 the Department of Agriculture will come out and give you a producer’s certificate. You can then sell your produce at a farmers market. We made $8,000 the first year, then doubled that, and in our third year, we made more than $25,000.”

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“Each farm offers something different and exciting each season. We are building an agriculture community. The demand is present, the hotels want it and our community wants it.”

INSIDE: Capital Days, Discover Your Future (2) ● Ember and radon awareness (3)
4-H Club members learn about Legislature

More than 40 students from around Nevada attended the two-day 2009 4-H Capital Days event March 1-2 in Carson City, where they had breakfast with dignitaries, toured government buildings and debated upcoming legislation.

“You are doing a wonderful job representing the youth of this state before our legislature,” University of Nevada, Reno Provost Marc Johnson told the 4-Hers during a Legislative Breakfast held in the foyer of the State Library in Carson City March 2.

The breakfast gave the youth an opportunity to interact with their peers as well as Nevada legislators, university officials and 4-H staff from across the state.

“Capital Days is a great way for these teens to get an idea of how government works, and the role we all play in government,” said State 4-H Youth Development Coordinator Steve Schafer, noting that the youths did much of the planning for the two-day event.

Chris McGaw, president of 4-H State Ambassadors, told attendees during his welcoming speech that his experience with Capital Days has taught him a great deal about how laws can affect his generation.

“Nevada makes it easy for us to voice our opinions,” McGaw said. “But we aren’t always going to be youth,” Harrmbick said. “They’ll be part of the community.”

4-H youth get taste of university life

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The 4-H program has seen a huge leap in its popularity, the number of participants has nearly tripled from previous years.

Beginning June 21, participating youth will move into the Agenta dorms, eat at the Down Under Cafe, and climb the rock wall and swim laps at Lombardi Gym. They will also view collegiate life is not all fun and games.

The program also gives participants a broader understanding of responsibility and leadership as they clean up after themselves and walk in campus for their classes.

Students also learn about college grants and scholarships, and take career assessment and personality tests to help them discover which field of study would best suit them.

Some students learn about mapmaking during “Discover Your Future” in 2006.

‘Fire’ program emphasizes ember dangers

Nevada’s fourth annual Wildfire Awareness Week was held in early May with a variety of programs around the state.

The University of Nevada Cooperative Extension-sponsored event started in 2006 with 18 activities in seven counties and has already grown to 78 events in 14 counties.

The event is coordinated by UNCE Natural Resources Specialist Ed Smith and UNCE “Living With Fire” program coordinator Sonya Sistare.

During opening ceremonies for Wildfire Awareness Week, Smith and Sistare were each awarded a Bronze Smokey Bear Award from the U.S. Forest Service for their outstanding work helping homeowners protect their property from wildfires. Fewer than 10 Bronze Smokey Bear awards are handed out each year.

Wildfire Awareness Week is designed to promote understanding and action concerning the risk associated with wildland fires. Nevada has more than 250 communities that face a wildfire threat, and 68 communities are at extreme and high risk.

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“I am overwhelmed by how many people have helped,” Roberts said. “Almost all of the Cooperative Extension offices were a part of our statewide effort and so many people, both UNCE and other UNR employees, as well as several others outside of our organization, stepped in to help.

Many did so not because they had to do it but because they wanted to.”

The UNCE program offered more than 4,500 test kits to Nevadans during Radon Awareness Month in January, compared to 1,086 last January.

The UNCE’s radon team reached more than 9,000 individuals through programs, phone calls, test kit distributing and e-mails, distributing more than 25,000 pieces of information.

The Radon Web site was one of the most popular pages on the UNCE Web site.

Thanks in large part to the work of Nevada Radon Education Program Director Susan Roberts and Education Coordinators Megan Long and Laura Au-Yeung, county volunteers, educators and their administrative assistant, University of Nevada Cooperative Extension’s Radon Education Program was able to increase the number of activities publicizing the radon health risk.

Nevada improved from fifth place last year, with 351 activities this year compared to 65 last year.

“The Nevada Radon Education Program is viewed by the Nevada State Health Division as a tremendous asset to their public health mandate and efforts,” Roberts said.

The UNCE donors for 2008

Carol and Andre Alday
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"Nebraska makes it easy for us to voice our opinions," McGaw said. "Our plans could be made to help us get what we need." McGaw said 4-H has taught him about confidence, character and pride.

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Josh Pishnak of Carson City discusses a bill during Capital Days.

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The program also gives participants a broader understanding of responsibility and leadership as they clean up after themselves and walk to campus in time for their classes.

The students choose one of seven available areas of study, participating in such hands-on activities as earthquake tables at the College of Engineering or taking classes in human development at the College of Education.

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Donate today and become a true friend of Cooperative Extension.

Sincerely,

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