

2023 Hopkins County Highlights

County Agents

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Population: 37,211

White: 26,000 (69.8%)
Black: 2,400 (6.4%)
Hispanic: 7,000 (18.8%)
Other: 1,811 (4.8%)

Education

- Educational Events: 1,400
- Contacts: 56,564
- Volunteer Hours: 5,985
- Volunteer Value: \$167,580
- Mass media: News Telegram, Community Chronicle, social Media, KSST & KSCH radio
- Web sites

4-H Enrollment 2023

122 4-H Club
Members - 4 clubs
- 1 Special Interest Club
- Archery group
- 904 in Curriculum Enrichment

Hopkins County Family & Community Health

- Planning groups: 14 trained Master Wellness Volunteers; FCH Committee; Community Health/Wellness Alliance. Member of: Community Chest Board; Como-Pickton & Sulphur Springs School Health Advisory Council; Community Resources Coordinator Group; Chamber of Commerce; Fall Festival Board
- Diabetes Education
 - Do Well, Be Well with Diabetes 5-session series: 9 graduates
 - Cooking Well with Diabetes 4-session series: 10 graduates
 - 6 individual consultations
 - National Diabetes Awareness Month: exhibit, newspaper and social media columns
 - Partnerships: Pharmacist, Diabetes Educator, Texas Diabetes Council
 - Economic impact: \$109,997
- Youth Health/Wellness Summer Day Camp programs
 - Partnered with Sulphur Springs and Cumby ISD's
 - Nine 40-minute sessions, plus one 2 1/2 hour hands-on cooking session
 - Reached 285 students grade 1-5
 - Partnerships: Texas Department of State Health Services, United Healthcare, Healthy Texas Youth Ambassadors, Northeast Texas Child Advocacy Center, Barbara Bush Primary Campus, Cumby Elementary
- Better Living for Texans (Nutrition Program for Low-income audiences)
 - Healthy Snacking for Pre-schoolers—175 Head Start Students
 - Be Well, Live Well (Healthy Aging) 5-session series—8 graduates
 - BLT newsletter distributed to 30 outlets reaching over 5,000 households
 - 55+ Health Fair—approximately 250 reached
 - Community Chest Board—4 meetings to address needs and assistance to families
- Walk Across Texas
 - Walk & Talk 8-week program: two teams of Head Start parents (will end mid-December)
 - Walk Through Texas History 4-week program: 3 teams, 32 participants logged 2,454 miles
 - Walk Across Texas 8-week program: 3 teams (will end early December)

- General Family & Community Health
 - 49th Annual Christmas Joys Holiday management program—168 attended
 - Summer sewing workshop—9 participants
 - Together in Texas Marriage Education Workshop—2 couples completed the course for \$60 savings on marriage license
 - Fall Festival Creative Arts Contest and Arts & Crafts Market coordinator—5,000 visitors
 - One-shot programs: Hopkins/Rains Retired Teachers; Lone Star Heritage Quilt Guild; High school class

Hopkins County 4-H and Youth Development

- Six County 4-H Council meetings
- 5 clubs (Infinity, Cumby, Paws, Vet Science, Miller Grove), Archery Group
- Community Service: food drive for local food bank (500 pounds); supply drive for Communities in Schools; supplies for local animal shelter; Christmas cards for local nursing homes
- National 4-H Week: proclamation by Judge Robert Newsom; Tractor Supply clover campaign; 4-H Project Show
- 4-H Recognition: National 4-H Fashion show qualifier; State record book winner (qualified for national); state 4-H Council member; 15 youth recognized on county level; 9 recognized for district competition; (Share-the-Fun, Public Speaking, Fashion Show, archery)
- County-wide events: Sewing Fun Day, Grilling 101, Christmas Party, 4-H contests, 4-H Record books, Junior Market Show, 4-H Project Tour Day (water treatment plant, animal shelter, municipal airport), Livestock validations. 4-H Vet Science sessions (10).

Hopkins County Ag & Natural Resources

- Planning Groups: Educational programs planned and implemented in cooperation with 25 member committee composed of livestock producers, livestock industry representatives and local universities (Texas A&M Commerce).
- Pesticide Usage and licensing
 - 4 sessions (quarterly) for new private applicators (35 attendees)
 - 5 CEU Session for current private applicators (100 attendees)
- Livestock Production
 - Conducted 6 pre-conditioned cattle sells (75, 000 preconditioned cattle)
 - 20 Press Release Publications (25,000 contacts each)
 - Hopkins County Beef Day (Consumers awareness of beef industry) (4,000 attendees)
- Dairy Production
 - Facebook site (Texas Dairy Matters)
 - Dairy Livestock Show (Hopkins County)
 - Dairy Outreach Program Area Training (CEU)
- Horticultural production
 - Multi-County Volunteer Training (Rockwall, Hunt, Lamar and Hopkins Counties)
 - Two face to face trainings in cooperation with Hopkins County Sheriff Office (240 contacts)
- Forage and Hay Production
 - Saltillo Hay Show
 - Hopkins-Rains Hay Show
 - Natural Prairie Field Day (Presenter)
 - 76 site visits and consultations
- Water infrastructure awareness
 - Looking at the future: water in Hopkins County Seminar (40 attendees)
- Drought Response and Preparedness
 - Collaboration with Rains-Hopkins USDA drought response programs

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Texas A&M AgriLife Extension is an equal opportunity employer and program provider.

The Texas A&M University System, U.S. Department of Agriculture, and County Commissioners' Courts of Texas cooperating.

RELEVANCE

The 4-H program in Hopkins County is multi-faceted. 4-H members and leaders participate in a variety of educational events, projects and activities. Youth gain leadership skills as they participate in youth based programs. The goal of this plan is to promote youth development in to responsible, contributing members of the society. Integration of members taking active role in leadership and public speaking events will be promoted. The enrollment goal for 2023 was 200 youth.

RESPONSE

County Staff implemented the 4- H and Youth Development Program in Hopkins County including communication with Club Managers, County 4-H Council, volunteer leaders, record book training, special events. FCH and Ag related 4-H Projects will be covered in discipline specific plans.

The Hopkins County Youth Program Area Committee provided leadership for the planning and implementation of this plan. Promotion of projects and events was conducted using technology based platforms (youtube, facebook, newspaper, radio, 4-H gazette) by program participants.

The following activities were conducted during 2023:

VALUE

Character and Leadership
Development

Texas A&M AgriLife Extension's 4-H Youth Development Program teaches participants leadership skills and character traits. Participating youth become mentors, role models, and leaders in their schools and communities.

189

members enrolled
Hopkins County 4-H
(2023)

- Quarterly 4-H Council Meetings.
- Bimonthly 4-H Gazette.
- School ISDs Networking with school board participation.
- District Work Days.
- National 4-H Week.
- 4-H Project Show.
- 4-H Recognition Banquet.
- Hopkins County Christmas Party.
- 4 Program Area Committee Meetings.
- Cumby Education Initiative Meetings.
- Rural Student Services Initiative meetings.
- 4-H Club Chartering.
- Multi-County Camp planning sessions.
- Hopkins County 4-H Round-Up.
- 4-H Record Book training.
- United Way Support preparation.
- TSC clover campaigns.
- Hopkins County 4-H Project Tour.

Results

Programs and activities were evaluated based on members participation and direct feedback. Since many activities were planned and implemented by Council members, their opinion during the planning process was included. Five clubs were chartered and populated during 2023. All planned activities were well attended (more than 50% expected attendance).



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RELEVANCE

4-H Agriculture and Natural Resources projects are an important component of the county 4-H program in Texas. Currently, sixty three percent of Texas 4-H members are enrolled in a livestock project. These projects provide youth with subject matter education, as well as valuable learning experiences, character education and leadership skills critical for youth.

RESPONSE

Adult volunteer engagement is critical to administer the program and expand the outreach. As today youth are further removed from farming, many do not understand the importance of agriculture and how it impacts their daily lives. This plan included a path to the plate program component as a stand alone educational event (1,231 attendees). The plan also included monthly veterinary science sessions using a directional specific curriculum intended to provide education to achieve Veterinary Assistant Certification. The objective of the plan was to provide 4-H members with excellent learning opportunities within the ANR project areas. This plan utilized a 4-H Livestock Project Coalition to provide direction and support for the programs and events conducted. The following activities were implemented during 2023:

- Livestock Clinics (beef, poultry, swine, goat/lamb) (October - January).
- 12 Veterinary Sessions (13 participants) (Monthly).
- Ag in the classroom (4 sessions, 1,231 participants).
- Livestock County Show (Feb, 2023).
- Dairy Livestock Show (June, 2023).
- Participation in all major livestock shows.
- Validation of steers, heifers, goats, lambs, swine and broilers.
- 42 home project visits.
- 25 Press release related to Livestock Youth Projects.

VALUE

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Development

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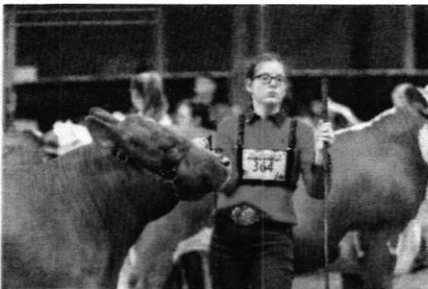
63%

4-H members participate
yearly in livestock projects



RESPONSE

As communities grow and separate from actively engaging in agriculture, the gap between the knowing where food comes and consumers widens. The Hopkins County 4-H Youth Coalition partnered with schools and community associations to provide learning opportunities in food production and livestock showing for youth during 2023 with more than 300 youth projects where validated and shown in two livestock shows in Hopkins County. Educational sessions were implemented to support these projects and promote leadership development in youth.



Evaluation Strategy

Retrospective post evaluation surveys were utilized to measure knowledge gain and adoptions of best practices for the evaluated programs.

- 100% (76/76) responded to the evaluation instrument (Path to the Plate Expo).

RESULTS

Ag in the Classroom (Using Path to the Plate Curriculum and evaluation).

- 83% (63/76) learned the importance of eating a healthy diet and a variety of food.
- 82% (62/76) learned the value of agriculture in daily life.
- 80% (61/76) indicated a better understanding of the path food production takes to get to our plate.
- 78% (59/76) indicated a better understanding of the connection between agriculture and health.
- 70% (53/76) Indicated a better understanding of the way farmers and ranchers produce the food that we eat.



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RELEVANCE

Livestock and forage production are a 3.96 billion dollars industry in the Central Region. Livestock and forage enterprises are affected by climate and market variability. Hopkins County currently has more than 100,000 head of cattle with 27,000 head of dairy cattle. Due to environmental requirements of federal and state authorities, Hopkins County dairy operators must maintain environmental requirements for operation.

RESPONSE

This plan collaborated with dairy (Dairy Farmers of America, Southwest Dairy Museum) and beef organizations (NETBIO) to determine and conduct educational efforts needed for the successful operation of livestock farms and ranches. This plan had the goal of providing educational experiences to 350 beef producers, 150 private applicators, 60 dairy producers and 60 landowner seeking private applicator accreditation.

The plan included the following activities:

- Hopkins-Rains Hay Show (with Soil Conservation Board) (15 Participants).
- Prairie Day (150 participants)(Presenter)(Yantis Texas).
- 4 New Pesticide Applicators Trainings (quarterly)(36 participants).
- Cattle Trail in Beef Day (111 Participants).
- Dairy Outreach Fall Conference (13 Participants)
(Representing 25,000 head of dairy cattle).
- Pesticide Private Applicator CEU (82 Participants).
- 34 Press releases (digital and printed media).
- Result Demonstration in pre-conditioning of beef cattle.
- 1,455 Telephone consultations.
- 423 Site visits.

Evaluation Strategy

Retrospective post evaluation surveys were utilized to measure knowledge gain and adoptions of best practices for the evaluated programs.

- 100% (111/111) participants completed the evaluation for the Cattle Trail.
- 85% (70/82) participants completed the evaluation for the Pesticide applicators CEU.
- 38% (5/13) participants completed the evaluation survey for DOPA training.

VALUE

Livestock Production

Texas A&M AgriLife Extension programs targeted to large- and small-scale livestock producers help generate safer food and fiber products with maximum efficiency. The result is quality, consistent, affordable products and industries that support the state's rural economies.

\$3.96 billion

Generated by the beef industry in Central Region.

1K

Beef producers consigned pre-conditioned cattle in Hopkins County

RESPONSE

The Hopkins County Beef Program Area Committee successfully designed and implemented a livestock and forage plan for Hopkins County. The plan included educational activities for forage producers (hay show, field day, pesticide applicators trainings) and educational opportunities for dairy and beef producers. During 2023, the plan included a consumer awareness component (cattle trail) to increase consumers awareness of the economic and environmental impact of the beef industry in Hopkins County. Because of the constant growth of the Beef Industry, thirty-four mass media press releases were published covering beef and forage education topics using social and printed media to educate county residents.

RESULTS

Cattle Trail

- 100% (111/111) have a better understanding of the steps beef goes before consumers.
- 100% (111/111) have a better understanding of the different parts of beef.
- 100% (111/111) have a better understanding of the importance of ranching in Texas.
- 100% (111/111) have a better understanding of products made of beef.
- 99% (110/111) have a better understanding of the economic impact of beef in their county.

Dairy Outreach Fall Conference

- 100% (5/5) attendees indicated this activity to be valuable to network with experts and other participants.
- 100% (5/5) attendees indicated to be completely satisfied with the activities presented in this conference.
- 60% (3/5) attendees indicated economic benefit from this activity.

Pesticide Private Applicator CEU

- 93% (65/70) plan to take actions or make changes as a result of the knowledge gained during the conference.
- 93% (65/70) anticipate benefitting economically as a direct result of what they learned from this activity.



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RELEVANCE

Recently new trends in property size and smaller tracts of land have created a new landowner and small acreage ranching/farming enterprises. Many new landowner/small acreage landowners are looking into agriculture as an alternative for tax exemption. Due to changes in lifestyle new landowners might have little or no understanding of agriculture and need basic information to engage in farming.

RESPONSE

Press articles covering topics related to new landowners were released to mass media (newspaper, radio station and social media sites) as following:

- Soil diversity in Hopkins County
- Pesticide uses in small acreage
- Pond management
- Drought Response for small acreage 1
- Drought Response for small acreage 2
- Drought Response for small acreage 3

RESULTS

All submitted articles were published either by print (news paper with 25,000 printed copies) or by local social media outlets (frontporch news, ksst) for a total estimated reach of 180,000 contacts.

VALUE

600,000

People move to Texas
every year

180K

New Landowner
Contacts in this plan



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