“The Origami Piece”  
#disruptive
Alabama Cooperative Extension System
2015 ANNUAL REPORT
We Grow Alabama
PLANTING THE SEED

One out of four Alabama residents received information and programming in 2015 from the Alabama Cooperative Extension System (ACES). 1.2 million Alabamians attended an Extension educational program, received personal guidance, or participated in 4-H activities. Alabama Extension evolves to meet the changing needs of our state while focusing on its mission of improving Alabama’s economy and quality of life. These programs are relevant to contemporary and local issues, research based, and delivered through sustained personal and institutional relationships. ACES is the combined Extension effort of Alabama A&M and Auburn Universities.

Helping 1 in 4 Alabamians
1.2 million people

Program areas

Volunteers
Youth
4-H
Families
Food Safety
Health and Wellness
Agriculture and Forestry
Environmental Stewardship
Workforce Development
CULTIVATING THE LAND

NEW WAYS OF DELIVERING INFORMATION

762 people
Announced
1,000 people
Contacted
36 people
Met
9.5 million people
Reached by
Facebook
Twitter
Podcasts
Newspaper
Magazine
Email
Direct mail
9,669 people
Agricultural
extension specialists
953 news stories
Placed in
mass media
91
Cultivation
$15 million
saved
by LED lighting in
poultry housing
ROI: 1.25

ALABAMA AGRICULTURE AND FORESTRY

Poultry farms
over $12 million
spent on
improvements
Alabama Beef Improvement
67.1% of respondents
reported
improved
profitability
and
improved
efficiency
in
poultry
production
ROI: 1.08

80/20
Contracted
by
poultry
producers
66% of
respondents
reported
improved
profitability
and
improved
efficiency
in
poultry
production
ROI: 1.25

ROI = Return on Investment

HOW WE ARE FUNDED

9.5 million people reached by social media, 98.9% of the respondents follow our posts, leading to more than 100 million views in 2020.

953 news stories placed in mass media, reaching an estimated 27 million readership.

$15 million saved by LED lighting in poultry housing, 1.25 ROI.
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**ALABAMA ENVIRONMENTAL STEWARDSHIP**

43,500 stocker oysters planted in the spring of 2016 added millions of additional larvae to the Mobile Bay estuarine system. ROI 1:3

17,950 pounds of e-waste saved nonrenewable natural resources. ROI 1:2

80 pounds of nitrogen, 30 pounds of phosphorus, and 42 tons of sediment were reduced in the Mill Creek watershed in Lee and Russell Counties based on recommendations developed by ACES and Water Watch volunteers.

**ALABAMA WORKFORCE DEVELOPMENT**

When the International Paper mill closed in Courtland, 4,954 jobs and $313 million in labor income were lost. 70% of participants in Extension-sponsored employability training obtained a job in the region. 85 were hired at one job fair, saving the state $585,650 in unemployment benefits.

ROI 1:27

73 Alabamians completed an entrepreneurship certificate program designed to improve business startup success with a value of $58,400. ROI 1:5

**ALABAMA YOUTH**

3,677 urban young people disappeared from the use of tobacco with potential out-of-pocket and health savings of $7,394,447 per year. ROI 1:74

**ALABAMA 4-H**

138,675 youth involved in 4-H.

48,356 young people gained leadership skills and personal development through 4-H.

3,677 urban young people disapproved of the use of tobacco with potential out-of-pocket and health savings of $7,394,447 per year. ROI 1:74

**ALABAMA 4-H**

15,990 4-H volunteers (1,629 direct and 14,361 program volunteers) donated 99,563 hours to 4-H young people in their communities at a value of $2.2 million. ROI 1:27

513 grandparents kept grandchildren from entering the Alabama Foster Care System saving the state $33,106,000 in foster care costs. ROI 1:3447

145 Alabamians reduced debt as a result of ACES financial planning programs resulting in a total savings of $83,375. ROI 1:11

127 senior citizens completed estate planning documents saving their families extensive probate court costs. ROI 1:127

**ALABAMA FAMILIES**

The divorce rate in Alabama has dropped faster than in any other state. A contributing factor is Extension’s divorce prevention programs. In Alabama, each divorce costs $14,000 in family costs and $18,000 in governmental costs. 6,514 fewer divorces mean $202,328,000 not removed from the state economy. ROI 1:271

513 grandparents kept grandchildren from entering the Alabama Foster Care System saving the state $33,106,000 in foster care costs. ROI 1:3447

145 Alabamians reduced debt as a result of ACES financial planning programs resulting in a total savings of $83,375. ROI 1:11

127 senior citizens completed estate planning documents saving their families extensive probate court costs. ROI 1:127

**ALABAMA’S FOOD SUPPLY**

23 commercial food entrepreneurs with $2.1 million of sales passed FDA inspection. 1:350 ROI

766 home food entrepreneurs completed the Cottage Food Law certification exam allowing each person to produce and sell up to $20,000/year for a potential total of $15.3 million of new economic activity. ROI 1:61

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**VOLEUNTEERS CONTRIBUTE TO COMMUNITIES AND ACES**

15,990 4-H volunteers (1,629 direct and 14,361 program volunteers) donated 99,563 hours to 4-H young people in their communities at a value of $2.2 million. ROI 1:27

1,506 Alabama A&M students volunteered 40,000 hours to local agencies and NGOs at a range of $942,000 to those organizations. ROI 1:388

**Fighting the obesity crisis in Alabama**

Building community partnerships to improve healthy food choices and encourage physical activities

91,564 people

Entrepreneurs pass ACES training

35,982 people

Entourage inspections with ACES training

**SAFE & SECURE FOOD SUPPLY**

37,591 kids in 1,863 4-H Clubs

101,084 kids in 4-H events and activities

138,075 reached through 4-H

15,900 4-H volunteers

**Natural Resources & Global Food Security and Hunger**

91,564 people
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CULTIVATING THE LAND

762 people downloaded Emergency Handbook, Preparation, and Recovery; Planning for Storm Water; High Tunnel Greenhouse Production; Berry Basics; and four volumes of the Gardening in the South series iBooks.

9,669 people downloaded mobile apps SOW, Smart Yards, and Alabama Crops to help them manage their crops, yards, and gardens, respectively.

1.5 million people reached by social media. 9,000 liked the ACES Facebook page and follow daily postings, leading to more than 80,000 topic-driven conversations. ACES is the most engaged Extension site in the South.

913 news stories placed in state, regional, and national media. Comparable advertising space would cost more than $57 million.
2015 in Review

**Safe & Secure Food Supply**
- 35,982 entrepreneurs passed FDA inspections with Alabama Extension training

**Alabama Master Gardeners**
- 102,896 visited Master Gardener demonstration gardens in their communities

**Natural Resources & Global Food Security and Hunger**
- 91,564 people

**PEST SCOUTING MEANS $127.8 MILLION POTENTIAL FOR COTTON PRODUCERS**
- $426 per acre increased profits resulted from improved pest scouting and management practices on demonstration cotton fields, resulting in a statewide potential of $127.8 million across Alabama’s 300,000 cotton acres. ROI 1:319

**WATCHING ALABAMA GROW**

2016

**POULTRY PRODUCERS SAVE WITH LED LIGHTING**
- Alabama Extension and Alabama Agricultural Experiment Station scientists created LED-lighting systems for the rigorous conditions of a poultry facility. The new lighting system offers savings of $1,250 per poultry house or $15 million for Alabama poultry producers. ROI 1:175

**IPM TACTICS PREVENT CROP LOSSES**
- 72% of conventional vegetable producers report using IPM tactics resulted in the prevention of 40% direct crop losses.

**GRAZING CLINICS IMPROVE PROFITS**
- Grazing Management Clinics helped northern Alabama beef producers more intensively manage 19,635 acres. At $51.42 per acre, attendees earned an additional $946,017. ROI 1:135

**VOLUNTEERS MAKE A DIFFERENCE IN COMMUNITIES**
- 15,990 4-H volunteers (1,629 direct and 14,361 program volunteers) donated 99,563 hours to 4-H young people in their communities at a value of $2.2 million. ROI 1:19

- 1,699 ACES-trained Master Gardener volunteers answered 9,208 calls while helping their community neighbors with home, yard, and garden questions; 119,769 households at a value of $2.1 million. ROI 1:19

**Recommendations benefit horticulture industry**
- $10,300,000 saved by the Alabama horticulture industry with AU Plant Diagnostic Lab and Extension recommendations to address biotic disease, insect, and abiotic disorders. ROI 1:50

**ROI = Return on Investment**
USDA-NIFA Keynote Address at National Association of County Agricultural Agents July 2016 in Little Rock, Arkansas