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SOCIAL MEDIA UPDATE

66 UNIVERSITY OF IDAHO EXTENSION FACEBOOK PAGES HAVE DRAWN 10,575 LIKES, THANKS IN PART TO A SOCIAL MEDIA OUTREACH CAMPAIGN THAT BEGAN A YEAR AGO TO CELEBRATE EXTENSION'S CENTENNIAL. COLLEGE OF AGRICULTURAL AND LIFE SCIENCES INTERNS USE SOCIAL MEDIA TO RECRUIT STUDENTS AND SERVE THE PUBLIC. SOME 1,300 FACEBOOK FANS LIKE CALS PAGES. FIND UI EXTENSION AND CALS ON INSTAGRAM, TWITTER AND PINTEREST, TOO. ANOTHER PUSH WILL MAKE THE UNIVERSITY'S WEBSITES MORE SMART PHONE FRIENDLY.

4-H teaches youth about STEM, finances, nutrition

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UNIVERSITY OF IDAHO EXTENSION 4-H YOUTH DEVELOPMENT programs reached 56,000 Idaho youth ages 5 to 18 last year. 4-H programs from robotics to nutrition and youth financial literacy help them prepare for their own futures and help Idaho prepare an educated workforce for the jobs of tomorrow. All 4-H programs center on citizenship, science, and healthy living.

Building and programming robots to perform useful tasks taught more than 1,200 youths the power of teamwork and technology during 2014. 4-H afterschool and classroom programs in communities across Idaho supplemented regular science education.

Support from agricultural lenders Northwest Farm Credit Services and CoBank helps UI Extension faculty develop education programs so youth learn the importance of managing their finances responsibly.

Grants from ConAgra, Walmart and USDA support nutrition education programs that train and deploy 4-H teens as peer nutrition advisors. They shared information with more than 2,500 other youth, made healthy snacks together, took home healthy recipes and learned ways to exercise more. National 4-H Council funding also supports Idaho efforts.

Idaho leaders have their chance to assess 4-H's efforts during the legislative session each year. The Know Your Government event in the capital city during the Presidents Day weekend draws 200 4-H'ers to Boise to learn civics first hand in the state's judicial and legislative branches and practice leadership skills that last a lifetime.

Steer-A-Year donors help students, beef research

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EACH WINTER, IDAHO'S CATTLE PRODUCERS gather their animals and decide which they'll keep and which will go to market.

During the Steer-A-Year program's 26 years, cattle producers and donations have funneled hundreds of steers into a program that helped more than 400 students learn about livestock care and feeding.

Beef sales from the program totaled nearly \$700,000 for scholarships for College of Agricultural and Life Sciences students and Vandal athletes, and for beef cattle research.

The Steer-A-Year program invites livestock producers to donate cattle and others to

donate cash to buy steers, which are then fed to market weight on the Moscow campus.

Students in College of Agricultural and Life Sciences classes learn about the proper care of cattle and about rations and feeding.

Information collected during the program about daily rate of gain and the animals' carcass quality contributes to livestock nutrition research and helps cattle donors track the success of their own herds.

Once the animals reach market weight, they are harvested, and meat science students learn about carcass evaluation, processing and marketing through the college-operated Vandal Brand Meats.

Idaho potatoes, alums: Both speak volumes about quality

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WHEN MCDONALD'S WANTED TO TELL THE PUBLIC ABOUT ITS FRENCH FRIES, the company came to the heart of positive perceptions nationally and worldwide for potato quality: Idaho.

It is no coincidence that the global restaurant giant chose key French fry supplier the J.R. Simplot Co. and its new plant at Caldwell as the setting. Nor is it surprising to find a University of Idaho food science alumna Koko Neher as featured talent when Simplot and McDonald's sought a friendly face to personify a major industry.

Neher explains the process that converts Idaho's famous potatoes to world famous French fries.

UI graduates play major roles in the state's potato industry, relying on their educations in agricultural economics, plant science, food science, nutrition and other disciplines.

Students learn from outstanding teachers and scientists. They help growers combat pests and diseases, employ economic tools, develop potato products and help consumers tap potatoes' nutritional power.

The college last year recognized the teaching, research and extension enterprise focused on potatoes as its first program of distinction (POD).

"POD" status will allow faculty and staff statewide to better collaborate and use the diversity and depth of the college's expertise to tap additional private and public resources.