Inside Your Newsletter...

K-State Extension Appreciation Awards
These awards were recently presented to the wheat demonstration plot cooperators. The wheat plot cooperators are important part of generating local wheat production information for farmers throughout the area to use in decision making. (see the Crop Production page for photos)

Cheyenne County:
Hingst Farm
2020 - current

Sunny Crest Farm
2002 - 2020

Sherman County:
F & J Farms
Early 1980s - current

Wallace County:
E & H Farms
2012 - current

Mai Farms
Early 1970s - current

December 2021 Newsletter
Go to www.sunflower.ksu.edu for more details on these programs.

**Please check your local 4-H pages and calendars for office closings through Christmas Break!! Offices will be closed from December 27-31!!**
Crop Production  By: Jeanne Falk Jones

K-State Extension Appreciation Awards
Presented to the wheat demonstration plot cooperators

Cheyenne County
Hingst Farms
(Chris and Holly Hingst)
Cooperator: 2020 - current

Cheyenne County
Sunny Crest Farms
(Tom and Sandy Smull and
Matt and Trista Smull)
Cooperator: 2002 - 2020

Wallace County
E & H Farms
(Eric and Heather Purvis)
Cooperator: 2012 - current

Wallace County
Mai Farms
(Bill and Wilma Mai and
Carl and Jacalyn Mai)
Cooperator: Early 1970s - current

Plot cooperators are an integral part of the K-State Extension agronomy program. Each of these farmers donated ground, equipment and their time to host the wheat demonstration plots. Planting and harvesting these plots are not always done in the most ideal weather, so everyone probably feels a bit gritty/sweaty/windblown when we are done!

These plots are important for farmers throughout the area. The plots are watched throughout the year, are toured during plot tours and the yield results are used to make variety selections for the coming year. I also watch these plots for insect and disease outbreaks, to get timely information on control into farmer’s hands.

Without these plot cooperators, this type of local information would not be possible. Thank you all for your many years of dedication to bring wheat production information to all farmers in the area!

~Jeanne

K-State Research and Extension is an equal opportunity provider and employer.
The beef industry is no stranger to threats by other protein industries. Beef has been labeled as unhealthy and a carcinogen, and other animal proteins like chicken have been advertised as the more health conscious choice. Unfortunately, the beef industry is being challenged currently by additional beef alternatives even those that do not include meat. For years however, beef has been able to lean on the exceptional taste and flavor that it provides to thrive through times of opposition. Further threatening the industry these meatless beef alternatives boast flavor that compares to the real deal, but the research on actual comparisons is lacking. Before cattlemen get nervous about the newest threat to their industry, it is important to review the little information actually available to better understand how consumers compare beef to their plant-based alternatives.

To review, ground beef is the most consumed beef product in the United States. On average an American will consume 26 pounds of ground beef in a year (Beef2Live, 2021). However, in recent years there has been a lot of discussion on ground beef alternatives that contain no meat that may displace the actual beef consumption. These alternatives have been around for years, but there has been a shift in their targeted audience. Initially they were marketed to vegetarian consumers, those who were not contributing to the beef industry as a consumer. While these products drew some interest, they posed little to no threat to the beef industry as they were not being directed at existing beef consumers. The most recent shift in the products’ marketing however, is focused on beef consumers with the potential to replace or displace beef consumption. Previously these products were limited, but now they have made their way into grocery stores, restaurants, and fast food chains to be widely visible and available to consumers (O’Quinn, 2021). With their availability becoming more widespread, it is understandable that cattlemen may be curious about these alternatives and their threat on the industry.

To better understand how ground beef alternatives have sold in the marketplace, in 2021 Garver reported that the retail sales of alternatives increased more than 45%. Furthermore, they increased by more than 20% in market-share in foodservice (KBC, 2021) and global market share is expected to increase by 318% by 2027 (Grand View Research, 2020). Contributing to their success in the market, ingredients of these products have changed to make them more similar to real beef. Traditionally, alternative products were mainly composed of soy or soy-proteins and now modern alternative products are produced using various bean and pea proteins. These products market themselves as “similar” or “replacements” to beef products, however with their differing ingredients actual evaluations to their claims as alternatives are lacking in the scientific community. Unfortunately there have been limited studies on ground beef alternatives and how they compare to actual beef products. This makes it difficult to fully understand if real beef products are replaceable with non-meat alternatives (O’Quinn, 2021). With more information beef producers could have a better understanding how these products stand up to beef and what the outcome may be.

A study conducted by Harr and colleagues (2021) at Kansas State University compared ground beef to ground beef alternatives to better understand how consumers view each group of products in terms of appearance, flavor, and juiciness among other things. Ultimately, the study’s objective was to evaluate the quality traits and eating characteristics of various alternative products compared to real ground beef. To reduce bias, the study included 120 consumers in the Manhattan, Kansas area and trained personnel who were blind served various products in a random order. The study included comparisons on appearance, juiciness, tenderness, texture liking, overall flavor liking, beef flavor liking, and overall liking (Harr et al., 2021).

In conclusion, the ground beef alternatives differed from ground beef for most of the traits evaluated in which the beef offered more eating satisfaction in a majority. Furthermore, the study results suggest that there were few differences between the ground beef samples of various fat contents, but there were substantial differences between ground beef alternatives (Harr et al., 2021). Due to these differences in characteristics and eating experience, consumers, retailers, and marketers should consider these alternatives a different product entirely. The researchers suggest that with the huge variation between these products, they should not be labeled as alternatives to beef (O’Quinn, 2021).

This study hopefully gives beef cattle producers some comfort since the results suggest that ground beef alternatives fall short in many categories that contribute to eating experience and satisfaction. While there are likely to be even more products coming to the market that may replace beef products, beef continues to provide an excellent eating experience based on consumer opinion. It is important to note the success these products have had in the market. This suggests that alternative products are viewed favorably by consumers. However, more research and tracking the market will give livestock producers the information they need for the long term industry impact.

For more resources and event announcements, please follow us on Facebook at K-State Research and Extension Sunflower District.

For more information or resources for livestock production, please visit or call the Cheyenne County Extension Office at (785)332-3171.
How can board games prepare children for school and the workplace?

Parents, guardians, and teachers have a huge responsibility in this developmental crisis. Board games offer perfect ground to develop soft skills in a practical, protected environment.

**Self-control:** Refers to one’s ability to delay gratification, control impulses, direct and focus attention, to manage emotions, and regulate behaviors. Getting a “bad roll of the dice” can seem unfair. Dealing with roadblocks can be more easily overcome in the context of a motivating game quest. Games involve constant change performed by other players and new thoughts are needed to persevere. Being OK with changes and rolling with the punches provides multiple opportunities for positive practice on resiliency. Board games are perfect terrain to develop patience. Patience is needed to focus on the game, to pay attention to other players, to work through challenges, and to achieve long-term goals.

**Positive Self-concept:** self-confidence, self-worth, self-esteem, pride, motivation, resiliency. Tabletop games put players on equal footing at the beginning of the game and provide paths for players to gain additional abilities of their choice. Self-motivation is a key component to achieve goals and feel a sense of accomplishment. Players must put forward effort, perseverance, and determination to reach the goal. Players are encouraged to keep trying until it is mastered. Failure teaches empathy and the ability to bounce back from adversity.

**Mental Health:** Your mental health affects how you think, feel, and act as you cope with life. Soft skills are mental coping skills. Board games help reduce isolation. They are designed to be played with a group of people or at least with another person. Playing board games will help stave off loneliness and build positive relationships with others. Face-to-face interaction is a big component of playing board games and supports mental health.

**Social Skills:** to get along, respect others, context-appropriate behavior, and practiced resolving conflict. Board games bring all kinds of people together and allow opportunities to sharpen interactions with others. Players learn social cues, social speech filtering, and practice empathy.

Games are good for everyone in the family! Enjoy!

**Meal Planning Together as a Family**

For most families, it’s a struggle to balance work, school, and activities, making it a challenge to gather together for a meal. But meal times together as a family are so important. Choose a time that works for everyone to have at least one meal together per day if you can. If this doesn’t work at least plan three or more during the week.

Ask each family member to contribute to what meals should be on the schedule for the week. Give them the opportunity to choose their favorites. And have them help with preparing the meal, setting the table and cleanup.

Mealtimes should be a time for families to relax and reconnect. Keep the conversation upbeat and happy.

Enjoy the Holidays!
You have just finished up your 4-H Project Records for the last year. A new year is beginning. It is a great time to think about how you will keep track of your 4-H experiences in 2021—2022. Record keeping and project reporting are valuable skills taught to members of the Kansas 4-H program.

**Why 4-H Record Books?**
- **Practice Records Management**
- Reflect on your annual work.
- Measure your achievements and growth through your time in 4-H.
- Set goals, decide on ways you will meet your goals, and record what happened as you worked your way through your 4-H project.
- Your records will help you remember all that you have accomplished when you complete scholarship, post-secondary school, and job applications.

**Members have a choice:**
- Fillable PDF Project Forms
- or
- ZBooks Online Forms

**ZBOOKS ONLINE 4-H RECORD KEEPING**
This looks like it may be an easier way to complete your records. Please check it out!

https://www.kansas4-h.org/resources/awards-and-recognition/ZBooks.html

https://4h.zsuite.org/

Head out to ZSuite, create a family account, and find out how easy it will be to keep track of all your 4-H learning experiences on the fly with any device.

We will hold a training after the first of the year. Let us know what questions you have.

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Happy Holidays from the Sunflower Extension District Cheyenne County. Best wishes for the upcoming new year and may we all strive to “Make The Best Better!”

The 2020-2021 4-H Achievement Banquet was held November 21st in Bird City. Congratulations to all 4-H’ers for a successful 4-H year. Everyone celebrated the completed year and are excited to see what the new year brings.

Save the date! The annual "4-H Day with Wildcat Women's Basketball" is coming back this year. This year's game will take place on Sunday, January 23, 2022 at 1 p.m. as the Wildcats take on OU. Each game package purchased through KAE4-HA for this event will include: A game ticket, $10 concession voucher, t-shirt, and an awesome day at Bramlage, all for just $22! Registration will be out soon!
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Cheyenne County

Closed
Important Dates
December 1............ Re-enrollment deadline for returning 4-H Members to show in the 4-H Division at the County Fair.
December Club Meetings TBA
Country Clovers
Ruleton Eager Beavers
December 1............Foods
December 4.............Genesis Food Drive
December 4.............Sunflower Christmas Party
December 12.........Ruleton Eager Beavers
December 12...........Prairie Dale
December 18..........Cloverbuds
December 24..........Christmas Eve/Office Closed
December 25..........Christmas Day/Office Closed
December 27-31...... Extension Office Closed
December 31..........Fairbook Changes Due
December 31......... New Years Eve/ Extension Closed

Re-Enrollment for returning 4-H Members

Trunk or Treat
JR Leaders win 3rd place for Best Decorated with the movie theme: Charlotte’s Web

Sherman County

Sherman County Match Day, Tuesday, November 30, 2021.
Who to donate to:
4-H Council
Project Support
Afterschool Programming
Summer Camping
4-H Promotions
North School Butterfly Garden

Clubs
Prairie Dale
Ruleton Eager Beavers
Sunflower

Project Clubs
Shooting Sports
Horse Wranglers

Don’t miss the deadline!
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**Christmas Break - Extension Closed - December 27-December 31**
4-H Newzzzzzzzzzzz - Wallace County

**Record Book Results**

**Beef**
- 1. Calley Stubbs-Sr
- 1. Hayden Stubbs-Int
- 2. Jensen Vandike-Int

**Clothing Buymanship**
- 1. Addison Aldridge– Int
- 1. Myriah McQuillan-Jr

**Woodworking**
- 1. Ayden Aldridge-Int

**Sheep**
- 1. Carter Cox-Int
- 2. Gage Cox-Int
- 1. Sterling Brown-Jr
- 2. Mason Cox-Jr

**Goat**
- 1. Trey Larson-Jr
- 2. Leah Kreger-Jr

**Fiber Arts**
- 1. Leah Kreger-Jr

**Foods**
- 1. Myriah McQuillan-Jr

**Horse**
- 1. Kenli Larson-Sr
- 1. Gage Cox-Int
- 2. Carter Cox-Int

**Leadership**
- 1. Claire Walker-Helsel-Sr
- 2. Brennan Aldridge-Sr

**Swine**
- 1. Mason Cox-Jr
- 2. Bodie Larson-Jr
- 1. Trell Larson-Int
- 2. Carter Cox-Int
- 3. Gage Cox-Int
- 4. Kayson Brown-Int

**Visual Arts**
- 1. Myriah McQuillan-Jr

**Photography**
- 1. Leah Kreger-Jr

**Dog**
- 1. Leah Kreger-Jr

**Overall Book**
- Jr.– Leah Kreger
- Int.– Addison Aldridge
- Sr.– Claire Walker-Helsel

**Leadership**
- Sr.– Claire Walker-Helsel

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**4-H Enrollment**

Please enroll online at http://v2.4honline.com as we have started a new 4-H year. **Please get on to enroll by December 1st or you will have to pay the enrollment fee of $15 and not be able to show in the 4-H division at the County Fair.** If you have any trouble or question please call the extension office. Thanks!!

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**Dates to Remember**

**December**
- 1- 4-H Enrollment deadline
- 23– Office Closed
- 24– Christmas Eve—Office Closed
- 27-31-Extension Office Closed

**January**
- 10– 4-H Council mtg
- 17– KAP Books due to office
- 21– Regional KAP Judging—Hays

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1. December 2021
2. Wallace County
3. 4-H Enrollment Deadline
4. Office Closed
5. Christmas Break
6. Extension Office Closed December 27-31
7. Christmas Day
8. Merry Christmas
Sunflower Extension District #6
Goodland Office
813 Broadway, Room 301
Goodland, KS 67735

Sunflower Extension District #6 Offices
www.sunflower.ksu.edu

Goodland Office
Karen Nelson
4-H Youth Development Agent/Director
karennelson@ksu.edu

Sherri Keith
Office Professional
sherrik@ksu.edu

Sharon Springs Office
Melinda Daily
Family & Consumer Science Agent
mdaily@ksu.edu

Wendy Benisch
Office Professional
wbenisch@ksu.edu

St. Francis Office
Heather McDonald
Livestock Agent
hmcdonald@ksu.edu

Linda Elfers
Agent Assistant
lelfers@ksu.edu

K-State Northwest Research and Extension Center - Colby
Jeanne Falk Jones
Multi-County Agronomist for Cheyenne, Sherman, and Wallace Counties
jfalkjones@ksu.edu

K-State Research and Extension is committed to making its services, activities and programs accessible to all participants. If you have special requirements due to physical, vision or hearing disability, or a dietary restriction please contact Karen Nelson at (785)890-4880.