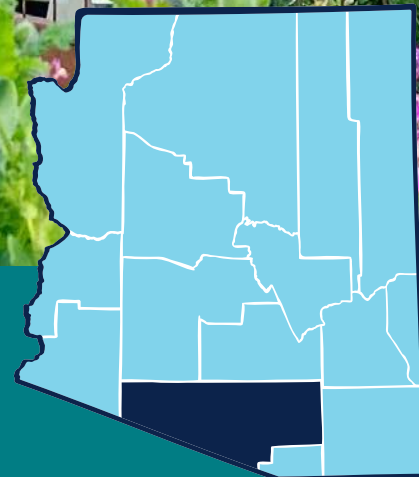




THE UNIVERSITY OF ARIZONA
Cooperative Extension
Pima County



ANNUAL REPORT 2024

Pima County Cooperative Extension

Engaging with people through applied research and education to improve lives, families, communities, the environment and economies in Arizona and beyond.

Pima County Cooperative Extension

ANNUAL REPORT 2024



Agriculture &
Natural Resources



4-H Youth
Development



Family, Consumer
and Health Sciences



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We respectfully acknowledge the University of Arizona is on the land and territories of Indigenous peoples. Today, Arizona is home to 22 federally recognized tribes, with Tucson being home to the O’odham and the Yaqui. The University strives to build sustainable relationships with sovereign Native Nations and Indigenous communities through education offerings, partnerships, and community service.

From the Director

At Pima Extension, our team of faculty and staff provided 176,000 hours of education in 2024. We had over 57,000 engagements with adults and youth, often involving extended programming and hands-on learning. We worked to improve lives through tailored classes and activities to meet the needs of our many stakeholders, including youth, families, gardeners, landscapers, and more. The Pima Extension bi-monthly e-newsletter, called The Round-Up, is our biggest means of communication, and this year, circulation topped 17,000 people.

Pima Extension's 4-H youth development programs, including the 4-H club program and 4-H Tucson Village Farm, were impressive this year. The total number of youth education hours for these programs reached 91,000 hours with more than 11,000 youth participating. 120 dedicated 4-H Club volunteers and 1,165 youth and adult volunteers at Tucson Village Farm collectively contributed over 16,000 hours of service to make this possible. Tucson Village Farm has developed to serve our adult community as well, and this year, it provided over 23,000 hours of education to the 8,300 adults who visited the farm for health, community, and other enriching activities.



Pima Extension's natural resources programs provided 30,000 hours of education through over 30,000 engagements in 2024. The Master Gardener program held over 500 events, including tours, plant sales, home consultations, and many new hands-on seminars. In addition, nearly 4,000 individuals received answers to their plant and horticulture questions through email, phone, and online inquiries, in addition to the in-person plant clinics. In 2024, the Pima Smartscape program taught over 800 professional landscapers, City of Tucson workers, and residents, each of them learning about low water use landscaping and plant choice from university faculty and community expert instructors. The invasives program continued to thrive, providing 700 engagement hours for the 1,200 participants who learned about invasive plants and how to mitigate their spread and damage to our ecosystem.

In 2024, Pima Extension health and wellness programs reached nearly 7,000 people, empowering them by sharing healthy-living tools and skills that last a lifetime. In addition to hands-on gardening and cooking classes, The Garden Kitchen, located in South Tucson, developed and ran the PLAZA Mobile Market to bring local farm-fresh produce to under-resourced residents. The EFNEP Program educators incorporated new curriculum into their work and delivered 4,500 hours of education. The Family Engagement Program worked with over 1,000 youth and adults, providing multiple parent/caregiver learning opportunities at Pima County's Family Resource Centers, through State and Federal prison systems, and reaching out to parents and caregivers in Ajo, Arizona.

Our dedicated faculty and staff excel at bringing people together and our many volunteers help us multiply and extend our impact in the community. We are thankful to our advisory boards, our many supporters and volunteers, and to our participants for joining us as we grow, teach, and create experiences. I invite you to learn more about Pima Extension and our diverse programming through this report and to join us for more exceptional experiences in the coming year.

Claire L. Zucker

Director, Pima County Cooperative Extension

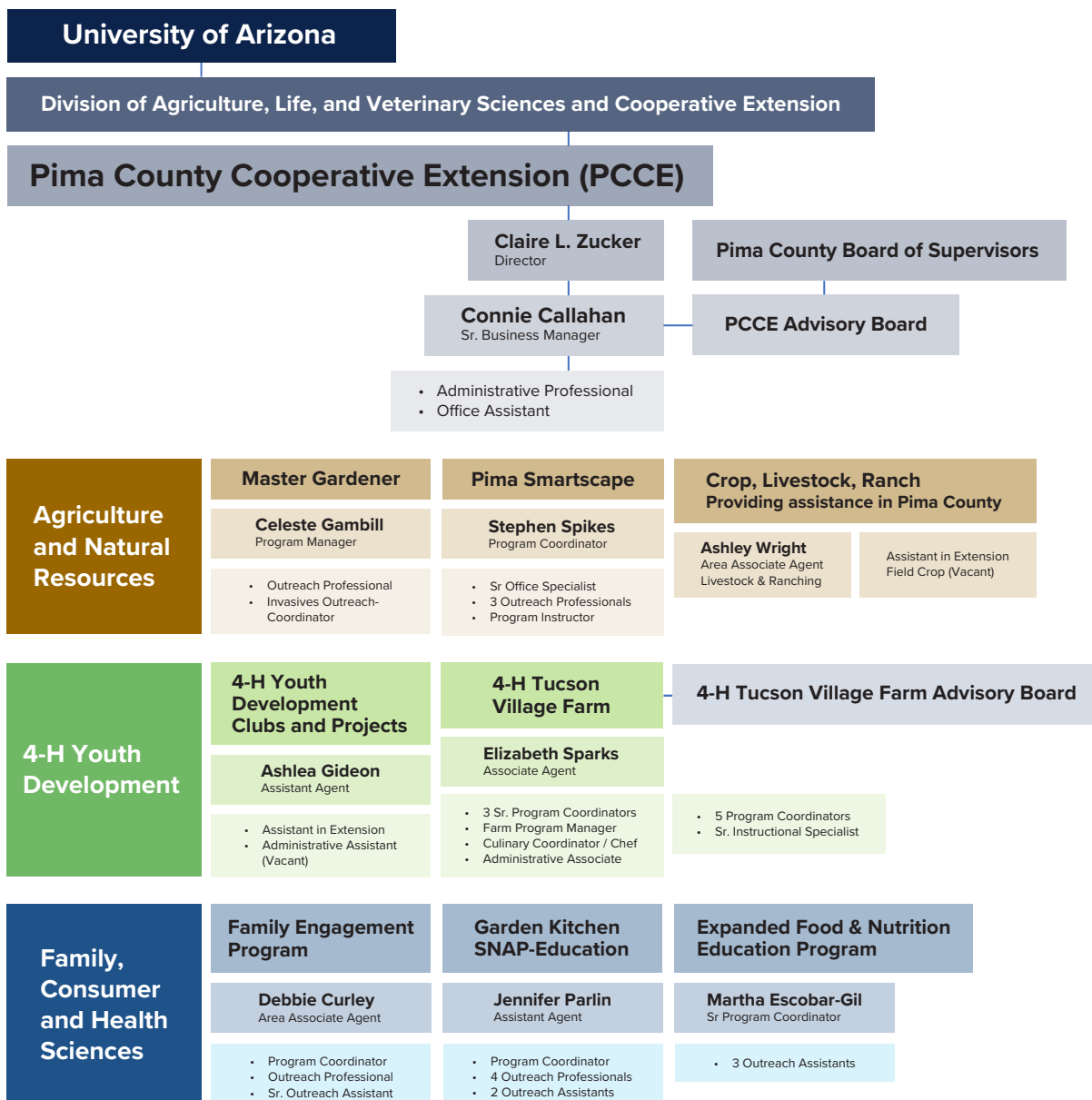
clzucker@email.arizona.edu

Pima County Cooperative Extension Organization

Pima County Cooperative Extension (PCCE) is an Extension Unit of the University of Arizona, housed under the Division of Agriculture, Life, and Veterinary Sciences and Cooperative Extension. We have four locations in Pima County:

- PCCE Main Office, 4210 N Campbell Avenue, Tucson, AZ 85719, <https://extension.arizona.edu/pima>
- 4-H Healthy Living Center, 2201 E Roger Rd, Tucson, AZ 85719
- The Garden Kitchen, 2205 S 4th Ave, Tucson, AZ 85713
- PCCE Green Valley Office, 530 E Whitehouse Canyon Rd, Green Valley, AZ 85622

The following chart provides an overview of Pima Extension's organizational structure. Additional information, including a list of faculty and staff, a financial summary, and contact information, can be found on pages 18-19 of this report.



Advisory Boards and Committees

Pima County Cooperative Extension Advisory Board

Per ARS Title 3, the Pima County Board of Supervisors appoints the seven-person Pima County Cooperative Extension Advisory Board. The Pima Extension Advisory Board meets quarterly, and all meetings are open to the public. Agendas are posted on the website at [https:// extension.arizona.edu/pima](https://extension.arizona.edu/pima), at our office at 4210 N. Campbell Avenue, Tucson, AZ, and at the Pima County Administration Building, 130 W. Congress Street, Tucson, AZ. Meetings are held in a hybrid format, with some people attending online and others attending at the PCCE Main office. Our Advisory boards provide essential input to help us achieve our goals. Per the University of Arizona guidance, external advisory boards are not governing bodies but provide direction, build networks and partnerships, and help raise funds via philanthropy.

Pima Extension Advisory Board Continuing Members

- Jaqueline Bruhn, *Chair, Program Administrator, University of Arizona, Master Gardener*
- Rick Frey, *Owner of ARBICO Organics, Compost donor for the Master Gardener program*
- Celia Burkel, *Treasurer of the Pima County 4-H Executive Council, Co-Owner RW Burkel Contracting, Inc.*
- Justin Byrd, *Pima County Realtor, 4th Generation Farmer, Operations Manager, Arizona Organic Bean*
- Micaela K. McGibbon, *4-H leader, Santa Rita Ranch*
- Amanda Ruboyianes, *TVF Advisory Board, Owner, ENPICA LLC.*
- Alana Mozar, *Nutrition Services Director, Child-Parent Centers, Inc (resigned July 2024)*
- Maria Messenger, *Program Manager, Family Resource Centers at the United Way of Tucson & Southern AZ*

4-H Tucson Village Farm Advisory Board

4-H Tucson Village Farm Advisory Board 4-H Tucson Village Farm's dynamic and engaged Advisory Board helps build and guide programmatic and financial sustainability.

- | | |
|-------------------------------|--|
| • Susan Kentosh (Board Chair) | • Paul Lindsey |
| • Kathy Alexander | • Kuumba Piazza |
| • David Benton | • Eva Post (youth advisory board member) |
| • Steve Gottlieb | • Amanda Ruboyianes |
| • Curtis Jones | • Cita Scott |
| • Robin Kropp | • Richard White |
| • Nancy Laney | • Ann Wilds |
| • Tim Laney | • Cliff Wood |
| • Nancy Landes | |





Agriculture and Natural Resources

Residents and growers have ready access to research-based horticultural and desert landscaping information at Pima Extension. University-trained Master Gardener volunteers teach about best practices for gardening in our desert setting, and the Pima Smartscape Program educates and trains people on water conservation, xeriscape, irrigation, and more. Invasive species outreach helps Pima County residents care for our natural desert resources.



Community-driven Buffelgrass mitigation events help preserve our native desert landscapes. Buffelgrass is our most infamous, ecosystem-threatening invasive plant, outcompeting native plants and serving as fuel for high-temperature, fast-spreading desert wildfires.



The Master Gardener Program

The Pima Extension Master Gardener program helps Pima County community members create healthy outdoor spaces, enhance biodiversity, and strengthen their knowledge, appreciation, and conservation of our Sonoran Desert landscape. Our 275 Master Gardener volunteers provide advice and education to the public, maintain demonstration gardens, and provide technical assistance for community, school, and home gardens. This year, 37 new Master Gardeners joined the program after participating in a rigorous 17-week training course. In 2024, the **Master Gardener program directly reached 27,088 people** through classes, workshops, lectures, the plant clinic, community events, and through tours of our free demonstration gardens and the UA Campus Arboretum. The amazing **Master Gardener volunteers donated over 34,000 hours** of volunteer service to Pima County.

172 Master Gardener lectures, both in-person and online, reached **7,990 participants** with information about garden planning, plant selection, irrigation and water use, pruning, and more.

6,311 online and in-person public inquiries about garden-related topics were answered with science-based relevant information.

1,111 people participated in the Master Gardener Home Garden Tour to see gardening concepts

implemented in the home setting. In addition, **94 hands-on gardening seminars**, campus tours, and demonstration garden tours directly educated 963 participants, while an additional **2,500 people took the self-guided tour** of our gardens.

Educational Facebook and Instagram posts reached over **678,200 post views and 22,100 content interactions**, helping the program attract 1,897 people to the plant sales, which help support the program.

The Green Valley Master Gardeners are working with veterans with a special section of their Demonstration Garden to help veterans gain gardening skills, grow produce, and improve their nutrition.

Invasives Outreach

Invasive plant species pose a severe threat to the Sonoran Desert and its ecosystem. In 2024, the Invasive Species Program **reached over 1,200 people**, including 645 people through 33 presentations at public libraries, neighborhood associations, clubs, school groups, and more. The program conducted four home visits, participated in **34 invasive species volunteer removal events**, and interacted with 525 people at outreach events. Additionally, the program began organizing a new series of monthly invasive grass removal events in October, reaching 46 people total in its first three events.

Agriculture and Natural Resources Team

Program Manager Celeste Gambill leads the Master Gardener Program, and Community Outreach Coordinator Ben Tully is our natural resources educator for invasive species mitigation. Community Outreach Professional Cassie Burrue! oversees the Green Valley Master Gardener Program while also working with the Family Engagement Program.

Ben Tully, Celeste Gambill, Cassie Burrue!





Smartscape Series instructor Juan Barba makes a joke while demonstrating the importance of irrigating young trees for long-term health.

Smartscape

The Pima Smartscape Program offers practical landscaping and water conservation classes adapted to the fragile Sonoran Desert. Choosing low-water-use plants and installing and maintaining efficient irrigation helps people reduce water use while maintaining inviting green spaces. Pima Smartscape is conducted in partnership with Tucson Water and their generous support enables us to offer classes free of charge.

1,200 people attended the 5th Sustainable Landscaping Expo to increase their knowledge of sustainable landscaping. This free family-friendly event included over 40 exhibits and activities for attendees.

311 landscape professionals learned about sustainable landscaping practices with 88% of participants earning a Certificate of Completion for the 24 courses offered by the program. These professionals learn the principles and practices essential to designing, installing, and maintaining sustainable landscapes by completing Smartscape courses and workshops.

105 City of Tucson employees attended one-day Smartscape Bootcamps to help them better care for municipal green spaces. In 2025, these Bootcamps will be specially tailored to the needs of those working in transportation, natural spaces, building landscapes, and more.

In 2024, Pima Smartscape offered seven Residential classes that **educated 178 residents** about efficient drip irrigation systems or prepared them to receive a City of Tucson Rainwater Harvesting Rebate. In addition, 308 community members visited Smartscape tables at community events to learn about desert-friendly landscaping practices.

Pima Smartscape partnered with Tucson Water on their Tucson Homeowners Association Landscape Transformation Program with 2 HOAs receiving financial incentives to transform their landscapes from high-water-use plants to low-water-use plants.



Smartscape Team

Sr. Program Coordinator Stephen Spikes manages the Pima Smartscape team, which includes Community Outreach Professionals Nelva Valenzuela, Pedro Sanchez, Karen Hanshaw, and Program Instructor José Cano. In addition, Senior Office Specialist Debbie Lesko was with the program until she retired in December 2024.

**Karen Hanshaw, Stephen Spikes,
Nelva Valenzuela, Pedro Sanchez**



Participants learn about gum and mouth care at the Equine Symposium held in Pima County.



Dr. Elshikha, Cooperative Extension Irrigation Specialist, inspects cantaloupes in an irrigation experiment at the UA Maricopa Ag Center.

Livestock and Crop Assistance in Pima County

Pima County Cooperative Extension shares resources with other Extension offices to support farmers and ranchers within our county. Pima County has over 28,000 acres of irrigated farmland and extensive grazing pastureland. Agriculture includes nursery, greenhouses, and floriculture as well as production crops of cotton, desert durum wheat, and forage. Pima County has an estimated inventory of 18,000 head of cattle, which contributes to the economy through cattle and calf sales and animal processing facilities. Other livestock include horses, chickens, goats, sheep, and turkeys.

Livestock Assistance

Livestock assistance for Pima, Cochise, and Santa Cruz counties was provided by Area Associate Agent Ashley Wright. Researchers and Extension Specialists throughout the state provide crop assistance.

In 2024, 25 new Pima County producers became certified in Beef Quality Assurance, bringing Pima County's total up to **132 certified producers, an increase of 60% since 2015**. 18 Producers attended the 2024 Range Livestock Nutrition Workshop, which included topics like grazing behavior, ecological site descriptions, and identification of toxic plants. 32 professional beef transporters and feedyard employees attended a Beef Quality Assurance Transport training, **with 18 professional drivers being certified** at the event.

Nine articles addressing emerging issues in Arizona's beef industry were published in local, regional, and national newsletters. Sixteen presentations on various topics related to animal health and husbandry were given at a variety of cattle, horse, and poultry events across the region.

A Poultry Needs Assessment was completed, paving the way for future programming expansion for Pima

County Small and Backyard flock poultry producers. The Southern Arizona Equine Health Symposium brought together 183 horse owners to learn about essential horse healthcare topics, including nutrition, emergency care, and disease prevention.

Crop Assistance

Based on a 2024 needs assessment by UA Center for Urban Smart Agriculture (ACUSA), **82% of Pima County growers are relatively new to farming**, with less than 10 years of experience in agriculture and farm or ranch ownership. **91% had farming operations of less than 10 acres**. UACUSA developed and hosted various programs in Pima County, including the Small-Scale and Urban Agriculture Conservationist Apprenticeship Program and virtual initiatives such as the monthly Urban Ag Hour.

In 2024, University of Arizona researchers worked on a variety of topics for growers in Pima County, **including research in pecan orchards** to revise nitrogen fertilization guidelines and to manage pecan systems more sustainably. Researchers **engaged with guayule growers to evaluate drip irrigation, insect challenges**, and soil health. The statewide Forage and Alfalfa IPM Program studied the role of biological and cultural control in the decision-making process for major alfalfa pest management.

The University of Arizona offered professional development opportunities to growers, including an annual pest management and **pesticide safety seminar, held in Tucson**. The 14th Central Arizona Farmer Field Day had 400 attendees, with at least 30% hailing from Pima County. In addition, the UA Cooperative Extension Food Safety team provided Produce Safety Rule Grower Training to three Pima County growers in 2024.



4-H Youth Development

Youth build lifelong skills and have great fun through the University of Arizona Cooperative Extension 4-H programs. At Pima Extension, kids can get involved in one of many clubs or projects, capped by participation at the County Fair. In addition, the 4-H Ranch Education program offers ranching and land management career-building experiences. At 4-H Tucson Village Farm (TVF), an innovative working urban farm, youth build life and leadership skills through seed-to-table programming, gardening, culinary, outdoor education, and a ropes challenge course. TVF also engages adults in community, health, and wellness programming.



This 4-H Tucson Village Farm Little Sprout is loving their first chicken experience. Who knows, maybe they will grow up to be one of almost 150 youth exhibitors who show 800 birds each year at the Pima County Fair.



57 youth raised and exhibited beef projects at the 2023 Pima County Fair and contributed to the \$1.2 million auction sales to help fund projects for the next fair season.

4-H Club Program

The 4-H Club Program offers youth diverse opportunities for growth in leadership and responsibility. Youth who take part in club activities through Pima Extension 4-H learn about raising animals and showing them at the Pima County Fair including both large livestock (beef cattle, dairy cattle, swine, lamb, goat, dairy goat) and small stock (rabbit, cavy, pigeon, poultry, and pygmy goat). Other projects include horsemanship, shooting sports, and ranch education. The 4-H year begins in August and culminates at the County Fair in April.

For the 2024 4-H year, **643 youth at 30 clubs learned about animal care and production**, civic engagement, STEM education, ranching, and leadership under the guidance of **120 adult volunteers and leaders**. 30 clubs offered 4-H activities and provided access to Pima Extension projects and state-level learning experiences to deliver over **34,000 hours of education and skill-building activities** to 4-H members.

In advance of the annual County Fair, nearly 400 Pima County 4-H members participated in the State 4-H Stockshow. The Pima County Fair is the culmination

of the 4-H year, allowing youth to participate in **10 days of showmanship, skill competitions, and sales activities**. Over \$1.5M was raised at the 2024 livestock auction, helping youth fund their projects for next year and contributing toward their college/trade school education or future workforce funds.

This year, the 4-H shooting sports program grew to become one of the largest within the Arizona 4-H program. Under volunteer guidance, **104 youth members participated in the shooting sports**, including both archery and firearms. Members can also participate at the county, state, and national levels for those disciplines.

Over 80 youth and adults participated in the 4-H ranch education program at Pima County's Bar V Ranch. Programming expanded to offer hands-on opportunities, and special guest speakers who taught about ranch operations, beef health and nutrition, pregnancy checking, roundups, and more. Pima Extension worked with Pima County Conservation Lands & Resources Department to co-create and implement the program.

The 4-H Club Team

Assistant Agent Ashlea Gideon managed the 4-H club program, with assistance from Assistant in Extension Madison Ramirez. Starting in Fall 2024, Student worker Hannah DalMolin assisted in the 4-H Ranch Education program. Earlier in 2024, Daniel Gracia and Hannah Rice contributed to Juntos and ranch education work elements.

Madison Ramirez, Ashlea Gideon





Military teens navigated thrilling rapids and built lifelong memories while developing leadership, teamwork, and wilderness skills on an unforgettable Tucson Village Farm river rafting adventure.

4-H Tucson Village Farm

“Growing more than veggies, 4-H Tucson Village Farm is growing healthy kids”. Tucson Village Farm is a working urban farm with seed-to-table education for youth ages 2 – 25. 4-H Tucson Village Farm has two locations: a one-acre “Little Farm” across from the Extension Office and an eight-acre “4-H Healthy Living Center” with a farm, culinary kitchen, and high ropes challenge course located on Roger Road.

This year, Tucson Village Farm (TVF) programs reached **11,060 youth and 8,298 adults**, and delivered over **89,000 hours of programming**. Through 441 unique learning opportunities, TVF engaged participants in dynamic activities, including growing and harvesting food, cooking, hiking, and art. TVF’s diverse offerings bring people together, teaching valuable lessons that go far beyond the garden. The farm also welcomed hundreds of **volunteers, contributing over 10,379 hours of service**. These volunteers were integral to the success of the programs and helped ensure that youth and adults alike could experience the transformative power of farm-based education.

Tucson Village Farm’s school field trips, including “Growing Forward” for K-2nd grades and “Dig In” for 3rd grade and up, reached **6,218 youth and 2,092 adults in 2024**. Each field trip included a take-home packet

for teachers, enabling them to continue the garden and nutrition lessons back in the classroom. This ensures that the learning extends well beyond the trip itself, creating a lasting impact on young minds.

The summer of 2024 was packed with outdoor adventures, offering **22 unique summer camps**. TVF campers spent a cumulative total of **54 nights in tents**, 414 nights in cabins, and 556 nights under the stars, which equated to 1,026 nights in the wilderness, or 2.8 years! These camps foster a connection with nature, providing youth with the opportunity to grow, explore, and develop independence.

In addition to TVF’s traditional programs, TVF continued to evolve. In 2024, the farm introduced blacksmithing and ceramics, inspired directly by youth participants. TVF values youth voice, and when young people express interest in new opportunities, the team works to make them a reality. These new programs are helping young people develop critical life and leadership skills in creative and hands-on ways.

Tucson Village Farm is growing more than just veggies, it is growing healthy, empowered kids who will lead the way to a brighter future.



The 4-H Tucson Village Farm Team

Associate Agent Elizabeth Sparks oversees the program which includes Senior Program Coordinators Leza Carter and George Stefanakis, Farm Manager/Program Coordinator Alex Atkin, Community Outreach and Development Coordinator Jessica Bell, Culinary Program Coordinator/Chef Becky Yim, Administrative Associate Letti Haro-Astorga, Sr. Instructional Specialist Thom Plasse, and Coordinators Elsa Jacobson, Sabra Mayer, Rebecca Mendez, Moonie Tyler, and Sheree Whiting. TVF is fortunate to have a highly active and engaged Advisory Board working to support facilities and programming.

Jessica Bell, Leza Carter, Elizabeth Sparks, Alex Atkin, Moonie Tyler, Sabra Mayer, Elsa Jacobson, Letti Haro-Astorga, Becky Yim, Thom Plasse, Sheree Whiting, George Stefanakis



Family, Consumer and Health Sciences

Pima County Cooperative Extension's Family, Consumer and Health Sciences programs help build strong families, strong minds, and strong bodies. Parents and caregivers gain tools to enrich children's lives through the Family Engagement Program. Nutritional and healthy life skills are taught through the SNAP-Ed/Garden Kitchen and EFNEP programs. Collaborations with partner organizations help spread our educational messages throughout the community.



A mom sparks her son's creativity during a Family Engagement Program fine arts class at the Sahuarita Food Bank Family Resource Center (FRC). Three Pima County FRC's now offer free classes in safe and nurturing spaces for parent-child interaction.



Families work together, building communication and trust, as they solve the puzzles of an escape room game using financial knowledge they learned in the *Family Talks: Money Edition* class.

Family Engagement Program

The Family Engagement Program (FEP) has been helping parents and caregivers gain tools to create positive and inspiring environments for children since its start in 2015. In 2024, FEP staff delivered over **7,568 hours of education through 344 free workshops** and classes to add skills to their parenting toolbox. 100% of the participants said they intend to use FEP information to better support their children.

214 adults and 336 youth attended FEP classes at Pima County Family Resource Centers, where they participated in various classes for families with children aged five and under.

91 people from Pima County and around Arizona took part in the Positive Discipline program. 50% of the participants reported a decrease in the use of corporal punishment as well as an increased empathy for children's needs.

50 sessions of the Positive Parenting Program (Triple P) child behavior management series resulted in participants experiencing a 39% decrease in depression, a 40% decrease in anxiety, and a 32% decrease in stress.

38% of FEP classes are within the Arizona State Prison Complex-Tucson or Federal Corrections Institute.

- Five, 12-session "Inside Out Dads" classes were taught to **71 incarcerated fathers** at the Federal Corrections Institute. Dads reported a 26% increase in confidence to reduce their stress levels, and a 17% increase in being able to see things from the point of view of the mother or caregiver of their children.
- **77 incarcerated individuals completed 48 Down to Earth Dads sessions**, which use gardening as a metaphor for parenting at the State Prison.
- **145 people incarcerated at the State Prison completed Brain Waves workshops**, reporting a 75% increase in knowledge of their child's brain development.

In addition, Pima County FEP collaborated to reach **771 individuals statewide with financial literacy programming**, "Where Does Your Money Go"? workshops. 62% said they will track their expenses, 79% say they will reduce spending leaks, and 63% say they will develop a spending/savings plan.



The FEP Team

FCHS Associate Agent Debbie Curley manages the Family Engagement Program, overseeing a team of Senior Instructional Specialists Cassie Burrue and Vicki Hadd-Wissler, Instructional Specialist Myke Ramirez, and Program Coordinator Nataly Quiroz. Cassie also oversees the Green Valley office and the Master Gardener Program at that location.

Myke Ramirez, Debbie Curley, Cassie Burrue, Vicki Hadd-Wissler, Nataly Quiroz



This little one enjoys seasonal fruit while her family shops at the PLAZA (Promoting Local Arizona Agriculture) Mobile Market.

SNAP Education / The Garden Kitchen

The Supplemental Nutrition Assistance Program Education (SNAP-Ed) works within policy, systems, and environmental changes to ensure equity in health opportunities. Arizona SNAP-Ed initiatives include educational classes on topics such as gardening, physical activity, and nutrition, social marketing campaigns, and work that improves the local food system. The PCCE portion of Pima SNAP-Ed is housed at The Garden Kitchen, located in the City of South Tucson. The site includes a certified commercial kitchen and teaching kitchen, a demonstration vegetable garden with a variety of gardening methods, and a mobile produce market.

The Garden Kitchen reached more than **3,500 people through direct programming** and collaborated at more than **70 community and partner sites** in 2024. These included Child Parent Centers, Catholic Community Services, the Pascua Yaqui tribe, and Pima County Libraries.

Over **400 organization leaders and early childhood teachers were trained** in trauma awareness, seed-to-table concepts, gardening, physical activity, and nutrition.

28 community and organizational gardens were implemented with The Garden Kitchen's assistance. These sites include Pascua Yaqui Head Start, housing sites, and several public libraries.

The PLAZA (Promoting Local Arizona Agriculture) Mobile Market increases food security and nutrition by selling affordable produce to people with limited resources, while also creating economic opportunities for small farmers who supply the produce.

- In 2024, the **PLAZA Mobile Market was implemented 47 times**, providing 3,800 pounds of local fresh produce and staple goods to the community.
- Of the 1200 market transactions, 41% of sales were with nutrition assistance benefits.
- Team members were also able to **enroll 132 people in the Farmers Market Nutrition Program (FMNP)** and distribute \$11,940 in coupons for local produce purchases.

The Garden Kitchen made 447 social media posts sharing gardening education, food access, and physical activity opportunities reaching 5,777 followers.

The Garden Kitchen Team

The Garden Kitchen/SNAP-Ed Team is led by Assistant Agent Jenn Parlin. Community Outreach Professionals Glenda Garcia, Meredith Glaubach, Carlyn Arteaga, and Veronique Villalba, and Community Outreach Assistants Nancy Tepper and Ed Beltran facilitated programming in Pima County.

Meredith Glaubach, Glenda Garcia, Jenn Parlin, Carlyn Arteaga, Nancy Tepper, Ed Beltran, and Veronique Villalba





EFNEP instructor, Pattie Montijo, leads an outdoor activity at a Tucson-area apartment complex. Getting outdoors and moving helps youth interact and feel positive.

Expanded Food and Nutrition Education Program (EFNEP)

The Expanded Food and Nutrition Education Program (EFNEP) contributes to the health of Arizona by helping low-resourced families improve their diets and nutritional practices, handle food more safely, and increase their physical activity. This is accomplished through a series of hands-on, interactive lessons where program participants learn and are encouraged to improve food and physical activity behaviors. In doing so, EFNEP contributes to the efforts to reduce health disparities typically associated with those who have limited financial resources.

Nutrition insecurity, which includes poor nutrition, low physical activity, and unsafe food handling, is a major concern, particularly in low-income populations. By partnering with families and youth, EFNEP helps support them in their efforts to take charge of their health, reduce risks, and create lasting changes in their lives.

In 2024, EFNEP reached over **5,000 individuals via direct education and recruitment events**, with more than 4,600 engagements through social media.

Pima EFNEP taught **481 classes**, and of the 271 adult community members enrolled in the EFNEP series,

203 earned their EFNEP certificates by participating in eight or more hours of education on nutrition, food safety, physical activity, and more. These classes took place at family resource centers, schools, and low-income housing programs.

Over **700 youths received nutrition and physical activity education**, with over 400 graduating from the EFNEP youth education program.

In 2024, Pima EFNEP was invited to **52 community recruitment events where they met with 2,164 community members** to tell them about nutrition and the EFNEP program. These events are a great way to engage with our community, build relationships, and recruit participants.

In 2024, EFNEP implemented a new curriculum called **“Families Eating Smart and Moving More.”** It infused the program with fresh ideas, new recipes, and fun physical activities that help participants learn simple solutions to eat smart and move more every day.



The EFNEP Team

Senior Program Coordinator Martha Escobar-Gil led the Pima County EFNEP team; Outreach Assistants Ivonne Martinez, Marlene U. Navarro, and Pattie Montijo.

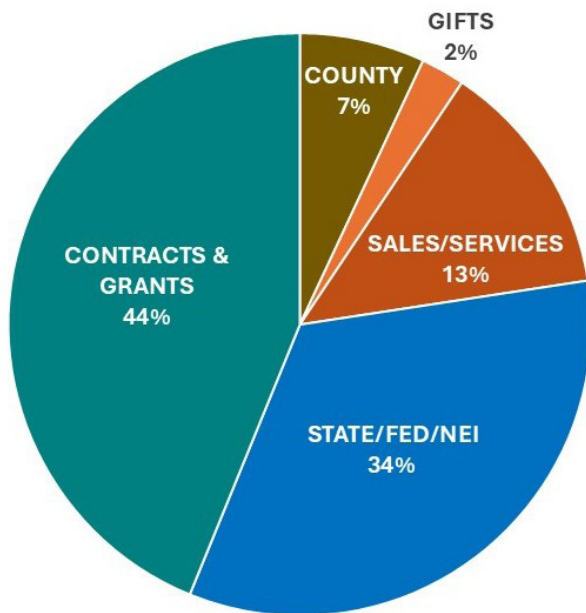
Pattie Montijo, Marlene Navarro, Martha Escobar-Gil, Ivonne Martinez

Financial

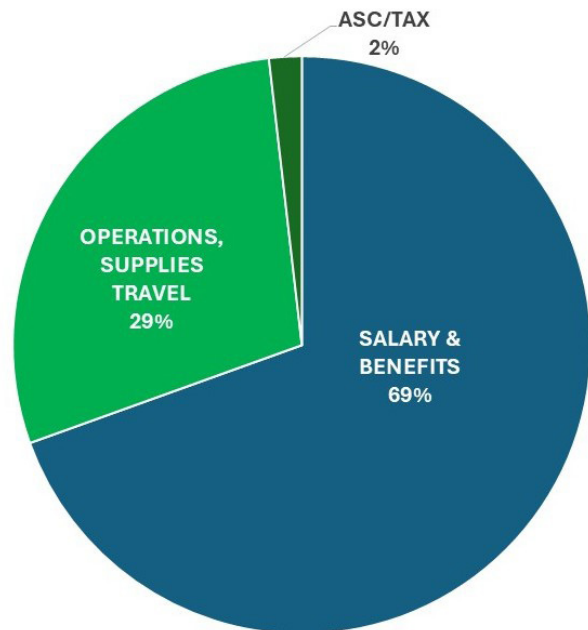
The following is a summary of revenue and expenses for Pima County Cooperative Extension. As the State's land grant institution, the University of Arizona administers an expansive effort to bring state, federal, and county funding together to support Cooperative Extension. Staff and programs are further supported by faculty when they are awarded grants, negotiate contracts, or receive donations. County government support includes the provision of reasonable office space for the conduct of Extension work, per State statute ARS Title 3. At Pima Extension, our Campbell Road office is in a Pima County building, and The Garden Kitchen and the Green Valley offices are leased from Pima County. Pima Extension also receives operations and program funding from Pima County through an Appropriations Agreement. Pima Extension collaborates with the Conservation Lands & Resources Department to create a mutually beneficial work program and budget that is approved by the Pima County Board of Supervisors on a fiscal year basis.

In addition to the revenue shown below, some funds reside within UA Foundation accounts where they are earmarked for future program use. In the Expenditure pie chart below, operations and supplies include a wide array of purchases, but most are supplies that are necessary for program delivery, such as food for demonstrations or training materials. This category also includes facilities maintenance, utilities, vehicle maintenance, and other standard operating expenses.

PCCE Revenue, 2024



PCCE Expenditures, 2024



The Admin Team

In 2024, our administrative team was led by Sr. Business Manager Connie Callahan with Administrative Professional Lydia Rogan providing facilities, reception, and financial support for the unit.

Lydia Rogan, Connie Callahan, Claire Zucker





PCCE Contact, Staff List, and Locations

Contact Us

Pima County Cooperative Extension

Website: <https://extension.arizona.edu/pima>

Email: pcce@arizona.edu | Phone: 520-626-5161

Administration

- Claire L. Zucker, *Director*
- Connie Callahan, *Senior Business Manager*
- Lydia Rogan, *Administrative Professional*

Agriculture and Natural Resources

Master Gardener Program: <https://extension.arizona.edu/pima-master-gardeners>

- Celeste Gambill, *Extension Manager, Master Gardener Program*
- Cassie Burrue, *Community Outreach Professional*
- Ben Tully, *Extension Professional, Invasives Outreach Coordinator*

Pima Smartscape Program: <https://pimasmar scape.arizona.edu>

- Stephen Spikes, *Senior Program Coordinator, Outreach Professional*
- Nelda Valenzuela, *Community Outreach Professional*
- Pedro Sanchez, *Community Outreach Professional*
- Karen Hanshaw, *Community Outreach Professional*
- Teresa Shin, *Administrative Support Assistant*

4-H Youth Development

4-H Club Program: <https://extension.arizona.edu/4h/pima>

- Ashlea Gideon, *Assistant Agent*
- Madison Ramirez, *Outreach Professional, Assistant in Extension*

4-H Tucson Village Farm: <https://tucsonvillagefarm.arizona.edu/>

Tucson Village Farm Direct Phone Number: 520-626-1006

- Elizabeth Sparks, *Associate Agent*
- Leza Carter, *Senior Program Coordinator, Health Education Professional*
- Jessica Luse Bell, *Senior Program Coordinator, Health Education & Promotion*
- George Stefanakis, *Extension Professional, Senior Program Coordinator*
- Alexandra Atkin, *Extension Professional, Farm Manager & Program Coordinator*
- Angelica “Letti” Haro-Astorga, *Administrative Associate*
- Elsa Jacobson, *Extension Professional, Coordinator - Healthy Living Ambassadors*
- Sabra Mayer, *Extension Professional, Coordinator - Field Trips*
- Rebecca Mendez, *Extension Professional, Coordinator - Outdoor Education*
- Thom Plasse, *Senior Instructional Specialist, Extension Assistant*
- Moonie Tyler, *Extension Professional, Coordinator - Camps*
- Sheree Whiting, *Extension Professional, Coordinator - School Field Trips*
- Rebecca Yim, *Extension Professional, Culinary Coordinator / Head Chef*

Family, Consumer and Health Sciences

Family Engagement Program: <https://extension.arizona.edu/pima-family-engagement>

- Deborah Curley, *Area Associate Agent (Pima and Santa Cruz Counties)*
- Cassie Burrue, *Community Outreach Professional, Green Valley*
- Nataly Quiroz, *Community Outreach Professional, Program Coordinator*
- Vicki Hadd-Wissler, *Senior Community Outreach Assistant*

SNAP-Education/The Garden Kitchen: <http://thegardenkitchen.org/>

The Garden Kitchen Direct Phone Number: 520.621.0476

- Jennifer Parlin, *Assistant Agent*
- Glenda Garcia, *Community Outreach Professional, Program Coordinator*
- Carlyn Arteaga, *Community Outreach Professional*
- Meredith Glaubach, *Community Outreach Professional*
- Veronique Villalba, *Community Outreach Professional*
- Edward Beltran, *Community Outreach Assistant*
- Nancy Tepper, *Community Outreach Assistant*
- Cordelia Finley, *Community Outreach Assistant*

Expanded Food and Nutrition Education Program:

<https://extension.arizona.edu/pima-community-nutrition-education>

- Martha Escobar-Gil, *Senior Program Coordinator, Community Outreach Professional*
- Ivonne Martinez, *Community Outreach Assistant, Educator*
- Marlene Navarro, *Community Outreach Assistant, Educator*
- Patricia Montijo, *Community Outreach Assistant, Educator*

Note: The above personnel list was updated in Spring 2025.

Cover photo, staff photos, and several other photos were taken by Connie Callahan



THE UNIVERSITY OF ARIZONA

Cooperative Extension

Pima County



Kids are excited to visit 4-H Tucson Village Farm for a school field trip. Over 6,000 youth and 2,000 adults learned about nutrition, health, chickens, and gardening through Tucson Village Farm School Field Trip Program in 2024.

Locations

Pima County Cooperative Extension has operations in four locations in Pima County.

PCCE Main Office

4210 N Campbell Avenue
Tucson, AZ 85719-1109

All Programs | Demonstration Garden | Tucson Village Farm "Little Farm" | 4-H Fab Lab

4-H Healthy Living Center

2201 E Roger Rd
Tucson, AZ 85719

Tucson Village Farm "Big Farm" | Angel Charity Culinary Education Center | High Ropes Challenge Course

The Garden Kitchen

2205 S 4th Ave
Tucson, AZ 85713

SNAP Education

Green Valley Office

530 E Whitehouse Canyon Rd
Green Valley, AZ 85622

Master Gardener | Family Engagement Program

Pima County Cooperative Extension

extension.arizona.edu/pima

Email: pcce@arizona.edu

Phone: 520-626-5161