Breaking the QR Code

How to use QR Codes for Communications
QR Codes in the Wild

Feeding My Baby
from cradle to table

Feed your baby with confidence
Babies need nutritious foods for healthy development, but it can be overwhelming to figure it out on your own. Find simple, practical advice and answers to common questions: go.illinois.edu/FeedingMyBaby

- Moving to solid foods
- Preventing choking
- Introducing new foods
- Making and storing homemade baby food
- Identifying possible food allergies
- Knowing foods to avoid
- Understanding baby-led weaning
- Encouraging healthy eating habits

Questions? Contact an expert at your local Extension office:
go.illinois.edu/FindIExtension

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extension.illinois.edu/mg
COULD HAVE BEEN FREE

All your organic coffees (and teas, frappes, hot chocolates...) for £20 a month and your first month FREE.

Scan me
PretCoffeeSub.co.uk
What is a QR Code?

• Short for “quick-response” code
• A barcode associated with a URL
• Scannable with the camera on a smartphone or tablet
• Allows you to put a lot of information in a small space
QR Codes solve a problem for you and your user.

They prompt someone to access more information immediately.

...If you use them in the right place.
Yes!

☑ On printed materials
☑ To get somewhere helpful
☑ To get directly to the content
NOPE

- In a digital space
- Permanent pieces
- On billboards
- For an audience that doesn’t understand how to use it
<table>
<thead>
<tr>
<th>The QR Code Should</th>
<th>The Design Should</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be at least 1” wide</td>
<td>Only have one QR code</td>
</tr>
<tr>
<td>Be black</td>
<td>Include the link as a short URL</td>
</tr>
<tr>
<td>Be on a solid white background</td>
<td>Have a call to action</td>
</tr>
<tr>
<td>Not be skewed / tilted</td>
<td>Leave space around the QR code</td>
</tr>
<tr>
<td>Not be fuzzy</td>
<td>Be tested</td>
</tr>
</tbody>
</table>

Approach your Illinois home-based food business with confidence

Establishing a home-based food business takes work to get started and to stay current. Before taking the Certified Professional Food Manager (CPFPM) exam, food and drink entrepreneurs can get a head start on the newest laws, certifications, and procedures required to safely and legally operate in Illinois.

Self-paced, online learning:
- Current Illinois cottage food laws and topics
- Course fee: $25

Scan to start your cottage food journey!

go.illinois.edu/CottageFoodTraining

Course Outline
- Cottage Food Legislation
  Understand the laws, certifications, and procedures required for food and drink entrepreneurs to run a cottage food operation in Illinois.
- General Food Safety
  Food poisoning affects 1 in 6 Americans each year. Protect yourself and your customers by following food preparation, handling, and storage best practices.
- Refrigerated and Frozen Food
  Some home-prepared food and drinks require refrigeration to remain safe. Learn when and how to keep foods chilled.
- Food Preservation
  Learn the rules, approved methods, and equipment needed for preserving food safely by canning, dehydrating, or freezing.
- Packaging and Labeling
  Follow the law and support your customers with packaging that protects your homemade products and labeling that identifies ingredients and allergens.
- The Business Side
  Review FAQs to understand if you need insurance, if you must conform to local zoning laws, if you can sell to retail outlets, and more!

Learn more about cottage food operations in Illinois:
go.illinois.edu/CottageFoods

Get in touch with a local Illinois Extension expert:
go.illinois.edu/FindILExtension

Find your local health department: bit.ly/3KvRysZ

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But why shouldn’t a QR go on:

• Social media?
• An email?
• A webpage?
• A text?
Because...

• It’s not made for digital spaces
• There are better ways to share the information
  • Link, short URL, embedded post, etc.
• It’s an extra, unnecessary step for the user
• It makes us look unprofessional
REMEMBER

QR Codes are only a useful shortcut if they work
OK, but how do I make one?! Webtools or Canva – take your pick!
webtools.illinois.edu
To use the QR code, click/download the image. Images are 1000 x 1000 pixels and can be reduced as needed. If you are using very small images, please remember to test the QR code with your phone. The smaller the image, the harder it is to scan on a phone or other device.
Generate a QR code in seconds

Perfect for business cards, posters, and more. Enter a URL and we'll create a QR code for you to add to your designs.

Use in existing design

Use in new design

By using this app, you agree to its Terms & Conditions and Privacy policy.
QR Code

Add a URL and we'll create a QR code for you to add to your design. People can scan the QR code to reach the URL.

URL

https://go.illinois.edu/CottageFoodTraining

Generate code
QR Codes

QR Codes are a quick response code. They are a barcode that points to a website. They are commonly used in print marketing materials, allowing viewers to scan the code to access information directly. If you want to learn more about QR Codes, scan the QR code on the right for our handy guide.

How to use a QR Code

1. Be at least 1" wide
2. Be black on a solid white background
3. Not be skewed or tilted

The QR Code should

The document should

Be at least 1" wide
Be black on a solid white background
Not be skewed or tilted
Only have one QR Code
Also include the link as a short URL
Have a call to action to encourage use such as “Scan this to get started”

When and where to use QR Codes

YES: On printed material such as signs, flyers, table displays, menus, brochures, mailers, fact sheets, or digital PowerPoint slides.
YES: To get results in registration forms, contests, or to the calendar listing.
YES: To send someone directly to the content. Example: To the digital event registration form, not to the calendar listing.
NO: On graphics that appear in a digital format, social media, email, etc. On billboards.

One exception to the digital graphics rule is PowerPoint slides for in-person presentations. For example, audience members can scan a code on a slide that leads to a survey.

Cottage Food

Tips for getting more sales from your small business

Testing your cottage food business

Start your cottage food business

go.illinois.edu/QRcode
Let’s Get QR Code Curious!

How is your unit using QR codes? Where can you see your unit using QR codes?

- On a flyer to condense information
- Enrollment flyers for 4-H
- Survey for students linking to a Google form
- Family Life uses for evaluations at the end of presentations
- 4-H flyers to google form
- Printed flyer that leads to a webinar
- Interested in using for surveys, advertising
- On postcards
- Job hiring flyer
- Farm Stroll brochure – to maps
- On 4-H posters at the fair
- Master Gardener business cards
- 4-H information desk
- In 4-H fair showbook
- For plant identification in gardens
- Tree identification signs on trees
- Library mailers
Questions?

Emily Steele
Media Communications Coordinator | easteele@illinois.edu

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Some home-prepared food and drinks require refrigeration to remain safe. Learn when and how to keep foods chilled.

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Packaging and Labeling
Follow the law and support your customers with packaging that protects your homemade products and labeling that identifies ingredients and allergens.

The Business Side
Review FAQs to understand if you need insurance, if you must conform to local zoning laws, if you can sell to retail outlets, and more.
PESTICIDE
Look-alikes

Pesticides are potentially harmful substances that can easily be mistaken for look-alike consumable products. Find out how you can avoid accidental pesticide poisoning.
go.illinois.edu/LookAlikes
We support the illinois Deer donation program

Donate your deer here! Processed meat will go to local food pantries.

Visit go.illinois.edu/DeerDonation

Feed your local community • Support small business • Do what you love

Illinois Extension
UNIVERSITY OF ILLINOIS URBANA CHAMPAIGN

EAT.MOVE.SAVE.
DONATE YOUR Deer

illinois deer donation program

- Do what you love
- Support small business
- Feed your neighbor – processed meat goes to local food pantries

Begins fall 2022

goi.illinois.edu/DeerDonationFB
GARDENING
IN THE AIR

Grow your gardening knowledge with timely fall gardening topics from horticulture experts across the Midwest. Mix and match sessions in the free, multi-track series to learn about top trends in water, lawns, and nature.

OCTOBER
All sessions held in Central Time

Water
9 to 10 AM
10:15 to 11:15 AM
11:30 AM to 12:30 PM
Make Every Drop Count: Xeriscaping
Water Features for Your Garden
Drought Tolerant Annuals and Perennials

Lawns
9 to 10 AM
10:15 to 11:15 AM
11:30 AM to 12:30 PM
Troubleshooting Turfgrass Problems
Reimagining the Lawn
Get into the Weeds of Natural Lawn Care

Nature
9 to 10 AM
10:15 to 11:15 AM
11:30 AM to 12:30 PM
Trees for Fall Leaf Color
Owls of Iowa and Illinois
Gardening with Grasses: Native Grasses for the Home Landscape

Register in advance:
go.illinois.edu/OIA2022Fall

If you need a reasonable accommodation to participate, please contact Tracy Mulliken: tmulli@illinois.edu
Early requests are strongly encouraged to allow sufficient time to meet access needs.
GOT SICK PLANTS?
Send them to the University of Illinois Plant Clinic!

go.illinois.edu/plantclinic
Invasive Species Update: Chaff Flower

Chaff flower (also called Japanese chaff flower, Achiropetes japonica (Max. Nakai) is an invasive plant that is spreading fast. It is easily introduced to new areas through seeds that move along waterways and stick onto fur and clothing. It is already a major problem in Kentucky, Ohio, Illinois, Indiana and has been reported as far north as Wisconsin in Lake Erie.

A threat to streamside and forests
Chaff flower is a perennial herbaceous plant that grows densely, crowding out other plant species (Fig. 1).

Scientists and land managers are concerned about chaff flower because of the speed with which it takes over and its ability to out-compete other plants in an area. It forms dense monocultures in sensitive riparian habitats (Fig. 1) which negatively impacts natural plant diversity and succession as well as other riparian organisms and water quality.

Where is it?
• Chaff flower is native to Asia.
• Its first detection in North America was in eastern Kentucky in the 1980s. Since then, it has rapidly spread, especially along the Ohio River, and more recently down the Mississippi River. There is also a large population in the Atlanta, Ga., area (Fig. 2).
• Chaff flower is a highly competitive species, and it can grow nearly anywhere. While it prefers and has spread most rapidly along stream systems and bottomlands (Fig. 3), it also thrives in a wide range of other habitats including roadsides, ditches, field edges, and gardens.
• It prefers partial sun and moist soils, but it can also grow in shady or drier conditions.

What does it look like?
• Perennial herbaceous forbs, 3-5 feet tall.
• Opposite leaves with smooth edges with very prominent, arching veins and pointed tips (Fig. 4).

• Status: Highly invasive.
• Growth habit and covers out other plant species.
• Produces abundant seed that stick to clothes and fur and can be easily spread.
• Initial introduction common in riparian areas but also moves into uplands and other areas.
• Preventing accidental movement of seeds is key to slowing its spread.
• A range of other management options exist including herbicide control.

Fig. 1. Chaff flower can form a dense stand, crowding out other plant species. Photo credit: Ellen Crocker, University of Kentucky.

Management
Managing chaff flower requires patience and persistence. Prevention is better than removal. While occasional small plants can be pulled, hand pulling is not an effective option for larger plants because the root system is difficult to remove. If tilled right, mowing and cutting can be used to stop that year’s seed set, but that won’t kill the plant once it has grown more than three nodes in height. Late-season prescribed burns can kill adult plants but may not slow its spread because of seed bank recruitment. There are many herbicide options for spraying the foliage that will also kill the root system. Control should be conducted below chaff flower produces seed in late summer/early fall to reduce the risk of moving seed en masse and clothing.

Read and follow all label instructions when using herbicides. Care should be taken to avoid non-target impacts. When applying herbicides near water, use formulations labeled for aquatic use. The following herbicides have been shown to be effective at controlling chaff flower: 2,4-D ester, triclopyr amine, glyphosate, amigeoxyl triclopyr and fluroxypyr mix, and amigeoxyl and meta-sulfonyl mix.

Stop the spread
• Chaff flower readily spreads via seed and preventing accidental seed introduction is key for slowing its spread.

Iresine (Iresine rhizomatosus)
Key distinguishing features: Iresine flowers are white and occur in a large, loose cluster at the top of the plant. The leaves are also opposite but narrower and more elongated compared to chaff flower leaves.

Lopsis (Phryma leptostachya)
Key distinguishing features: Leaves of lopsis are wide and coarsely toothed along the margins, as compared to the smooth, entire margins on chaff flower. Lopsis fruit have prominent points that arise from the front of the fruit whereas the barbs on chaff flower arise from the base of the fruit.

Management
Managing lopsis requires patience and persistence. Prevention is better than removal. While occasional small plants can be pulled, hand pulling is not an effective option for larger plants because the root system is difficult to remove. If tilled right, mowing and cutting can be used to stop that year’s seed set, but that won’t kill the plant once it has grown more than three nodes in height. Late-season prescribed burns can kill adult plants but may not slow its spread because of seed bank recruitment. There are many herbicide options for spraying the foliage that will also kill the root system. Control should be conducted below lopsis produces seed in late summer/early fall to reduce the risk of moving seed en masse and clothing.

Read and follow all label instructions when using herbicides. Care should be taken to avoid non-target impacts. When applying herbicides near water, use formulations labeled for aquatic use. The following herbicides have been shown to be effective at controlling lopsis: 2,4-D ester, triclopyr amine, glyphosate, amigeoxyl triclopyr and fluroxypyr mix, and amigeoxyl and meta-sulfonyl mix.

Stop the spread
• Lopsis flower readily spreads via seed and preventing accidental seed introduction is key for slowing its spread.

Report sightings
You can help track chaff flower and other invasive plants by reporting sightings through CCHMaps. Either download the app or report plants through the website: www.cchmaps.org.

Authors
Ellen Crocker, University of Kentucky
Christopher Evans, University of Illinois
David Gibson, Southern Illinois University

Learn more
git usu.edu/chaffflower

Iresine (Iresine rhizomatosus) is an invasive species found in the Lake Erie region of the United States. It is a weed that spreads quickly and aggressively, forming dense mats in riparian areas, streambanks, and wetlands. It is known for its white, spherical flowers, which are easily confused with other similar species. Chaff flower, on the other hand, is a perennial herbaceous plant that grows densely, crowding out other plant species. It is highly invasive, with seeds that stick to clothes and fur, making it easy to spread. Management of chaff flower requires patience and persistence, as prevention is better than removal. Hand pulling is not effective for larger plants due to their deep root systems. Late-season prescribed burns can kill adult plants but may not slow its spread because of seed bank recruitment. Various herbicides are available, each with different applications and effectiveness. Read and follow all label instructions carefully to avoid non-target impacts. To stop the spread, prevent accidental seed introduction. Reporting sightings through CCHMaps can help track the distribution and abundance of invasive species like chaff flower and lopsis (Phryma leptostachya), which has wider, coarsely toothed leaves as compared to chaff flower. For lopsis, similar management strategies apply, including patience, persistence, and prevention by removing small plants early in the growing season. Follow label instructions for herbicide selection and application to ensure effective control while minimizing environmental impacts.
be prepared when Disaster Strikes

August 1 at Noon-1PM
Emergency Kits and Communication Plans

August 8 at Noon-1PM
Building an Emergency Food and Water Supply

August 15 at Noon-1PM
The Impact of Hunger and Health in Disasters

August 22 at Noon-1PM
Tree Management Before and After a Disaster

August 29 at Noon-1PM
Financial Emergency Preparedness

*All programs are Central Standard Time

register online
go.illinois.edu/BePrepared

College of Agricultural, Consumer and Environmental Sciences
University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating.
If you need a reasonable accommodation to participate, please contact Kristin Dugan at kdugan@illinois.edu.
Early requests are strongly encouraged to allow sufficient time to meet your needs.
BUILDING DIGITAL ECONOMIES IN RURAL AMERICA

Connect key assets to close opportunity gaps

Significant declines in job growth are creating the largest rural opportunity gap in history. Rural communities that struggled to overcome declining growth trends after the 2008 recession have fallen to new lows after the effects of the COVID-19 pandemic.

Prosperity in these rural areas hinges upon innovative approaches to building economies and employment opportunities that develop, attract, and retain a growing pool of tech talent.

Learn how communities can connect key assets to implements models for digital economy ecosystems that support scalable entrepreneurship and tech job creation.

PRESENTER
Matt Dunne, Founder and Executive Director of the Center on Rural Innovation

Scan to watch the recording or visit:
bit.ly/ZZzh11f

This session is part of a collaboration series co-hosted by University of Illinois Extension and Rural Partners.

go.illinois.edu/FindILExtension

Connect with a local expert to discover programs and research-based expertise to support your community.

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Mental Health First Aid
for the Agricultural Community

Do you work with farmers? Do you know how to help someone in crisis?

Mental Health First Aid teaches participants to identify, understand and respond to signs of mental illnesses and substance use disorders.

Illinois Extension is hosting two FREE Mental Health First Aid courses.

Nov 20, Dec 7 | 10 AM - 5 PM

Click here to register, or use the QR code here.

Dr. Emelia Jeans Rudolph at janje@illinois.edu

Pre-Registration is Required

If you need a reasonable accommodation to participate, please contact the event coordinator. Early requests are strongly encouraged to allow sufficient time to meet your needs.
You walked 20 miles! How do you feel?
Your success and commitment to being active can help motivate others!

TAKE OUR QUICK SURVEY!

https://go.illinois.edu/IWalkWithIllinois

MAIN OFFICE LOCATION
Bureau, LaSalle, Marshall Putnam Unit Office
Illinois Valley Community College
815 North Orlando Smith Road
Oglesby, IL 61348
815-224-0889

Created by Jani Kidd, Program Coordinator, INEP
Susan Glassman, MS Ed. Nutrition & Wellness Educator

Illinois Extension
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Help Others Learn to Grow

Become an Illinois Master Gardener

Master Gardeners are more than gardening enthusiasts. They are trained horticultural experts who serve their communities through educational projects and programs.

- Join local gardening projects that matter to you
- Learn from university experts in-person or online
- Share horticulture knowledge with your community

Interested?
Get started at extension.illinois.edu/mg

University of Illinois at Urbana-Champaign
College of Agricultural, Consumer and Environmental Sciences

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