

Making a Difference

2012 District 8 4-H Holiday Classic

RELEVANCE

Texas 4-H and FFA members are raising more than 76,000 livestock projects annually, including beef cattle, lamb, swine, and meat goats. This results in almost 15 million pounds of carcass that are harvested each year. With the tremendous amount of product that 4-H and FFA members are contributing to the food supply, along comes the responsibility to produce a safe and wholesome product for consumers. The Quality Counts program provides an opportunity for young Texas producers to learn personal character attributes and acceptable livestock management practices associated with these projects.

RESPONSE

The District 8 4-H Holiday Classic is annual educational event hosted by County Extension Agents in District 8. Families bring their cattle, lambs, swine, and goats to learn more about the responsibilities that are attributed to raising and exhibiting livestock. During the two day program, experts in livestock and youth development provide educational, hands-on training for these families in both group and individual settings. After the group and one-on-one trainings, the youth have the opportunity to exhibit their projects for practice and receive advice on how to care for their projects. The Holiday Classic is unique because it is completely free to the families with all expenses being paid through local sponsorships. The Holiday Classic is open to all youth and specifically marketed to the 21 counties in District 8: Bell, Bosque, Comanche, Coryell, Eastland, Ellis, Erath, Falls, Freestone, Hamilton, Hill, Hood, Johnson, Leon, Limestone, McLennan, Milam, Navarro, Robertson, Somervell and Williamson. The 2012 District 8 Holiday Classic was held at the Bell County Expo Center in Belton, Texas on November 10-11, 2012. The event was attended by approximately 1200 persons.

- *Texas youth are providing almost 15 million pounds of meat that enters the food supply annually.*
- *The Holiday Classic helps young livestock producers understand their role in providing a safe, wholesome product.*
- *70% of participants planned to take action or make a change based on what they learned at the Holiday Classic.*

RESULTS

A retrospective-post evaluation was distributed to all youth in attendance. A specific evaluation was used at each specie training. A total of 421 completed evaluations were returned, including 49 beef, 93 lamb, 104 swine, and 137 goats. Each participant was asked questions regarding intended behavior changes, number animals on feed, average price paid per animal, other livestock-related activities, demographic questions, and suggestions for future topics.

Intended Behavior Change

- **364 of 416 (87.5%)** participants indicated they learned new skills to help show their animal better.
 - **42 participants (10.1%)** indicated they already do this.
- **270 of 405 (66.7%)** participants indicated they will practice showing their animal at least three times per week.
 - **106 participants (26.2%)** indicated they already do this.
- **241 of 406 (96.4%)** participants indicated they will feed their animals at the same time every day.
 - **147 participants (36.2%)** indicated they already do this.
- **289 of 410 (70.5%)** participants will read their feed & medication labels to see if there is any withdrawal period.
 - **87 participants (21.2%)** indicated they already do this.
- **280 of 411 (68.1%)** participants indicated they would be a good sport both in and out of the show ring.
 - **128 participants (31.1%)** indicated they already do this.
- **273 of 410 (66.6%)** participants indicated they will check their animal everyday to look for signs of illness.
 - **130 participants (31.7%)** indicated they already do this.
- **301 of 409 (73.6%)** participants indicated they will follow Quality Counts practices both in and out of the show ring.
 - **94 participants (23.0%)** indicated they already do this.



Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating

Economic Impact

Of the 421 participants that responded to the evaluation, these 4-H members are producing an estimated value of \$458,967.20 that is impacting the livestock industry in Texas. In addition, an estimated 226,254 pounds of carcass are entering the food supply. The following chart indicates this information by species.

Species	Total respondents	Total head of animals on feed from workshop participants	Average # per 4-H member	Average weight at market	Average Market Value	\$ Value of Finished Market Product ¹	Average dressing percentage	Estimated # of pounds of carcass into food supply ²
Beef	76	165	2.17	1256	\$1.28	\$265,267.20	61.20%	126,830.88
Swine	130	290	2.23	269	\$0.85	\$66,308.50	74.70%	58,273.47
Sheep	113	274	2.42	130	\$1.30	\$46,306.00	54.00%	19,234.80
Goats	206	487	2.36	90	\$1.85	\$81,085.50	50.00%	21,915.00
						\$458,967.20		226,254.15

¹Value of Finished Market Product = Average weight at market x Average market value x Total head of animals on feed from workshop participants

²Estimated # of pounds of carcass into food supply = Average weight at market x Average dressing percentage x Total head of animals on feed from workshop participants

When purchasing their beef, swine, sheep, and goat projects, youth indicated they spent an average of \$1,243.64 for their beef animal, \$402.63 for a hog, \$583.16 for a lamb, and \$467.31 for a goat. Using these averages and multiplying by the number of head these youth have on feed, they are contributing an estimated **\$709,328.74 to the livestock industry** in the state of Texas when purchasing their animals. The following chart provides more detailed information.

Species	Did not purchase this animal	\$150.00	\$450.00	\$750.00	\$1,050.00	\$1,350.00	\$1,500.00	Average price paid ¹	Total head of animals on feed from workshop participants	Average price paid per animal x total head on feed ²
Beef	33	2	2	7	7	6	31	\$1,243.64	165	\$205,200.00
Swine	23	29	77	6	1	1	0	\$402.63	290	\$116,763.16
Sheep	19	14	50	16	13	4	1	\$583.16	274	\$159,786.73
Goats	18	63	77	24	7	6	5	\$467.31	487	\$227,578.85
										\$709,328.74

¹Averages per species were calculated by multiplying by the midpoint of the price range respondents selected by the number of animals purchased at that price range.

²The total estimated contribution was calculated by multiplying the average price per animal by the total head of animals on feed by respondents.

Demographics

Years attended the Holiday Classic	Total	
	#	%
1 year	243	60.0%
2 years	79	19.5%
3 years	38	9.4%
4 years	19	4.5%
5 years or more	26	6.2%

School Grade of participants	Total	
	#	%
Elementary (Grades 3-5)	130	32.9%
Middle School (Grades 6-8)	114	28.9%
High School (Grade 9-12)	151	38.2%



Significant Results

There are a few important items that instructors should keep in mind when planning for the future:

- Overall, 40% of participants are attending the Holiday Classic as their only livestock project training.
- Overall, 70% of participants indicated they plan to make a change or take action based on the knowledge they learned at the Holiday Classic.
- Over half (60%) of the participants are first-time attendees. Additionally, when first-time attendees are combined with second-time attendees, it totals almost 80% of participants.
- Showmanship continues to be the most requested topic for future discussion, followed by pre-show preparation exercise/handling, and what to do at the show.

Future Plans

Results indicate that youth are adopting practices and gaining the knowledge that instructors have set out to teach. This project training is targeted at new feeders and since there are new feeders every year along with the high levels of intended behavior change, the District 8 County Extension Agents and leaders will continue to conduct the Holiday Classic utilizing the Quality Counts curriculum with the goal to continue to increase the knowledge level and behavior changes of participants so that a safe, wholesome product will enter the food supply. Results of this event and future events will be utilized to improve and modify the District 8 Holiday Classic.

ACKNOWLEDGEMENTS

Special thanks are given to the sponsors for their donations to allow the Holiday Classic to be free of charge to the youth and their families.

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Bell County 4-H
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