

# Making a Difference

## 2015 District 8 4-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 2015 District 8 Holiday Classic was held at the Bell County Expo Center in Belton, Texas on November 7-8, 2015. The event was attended by approximately 1300 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.*
- *85% 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 465 completed evaluations were returned, including 87 beef, 97 lamb, 118 swine, and 139 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*

- **411 of 458 (89.7%)** participants indicated they learned new skills to help show their animal better.
  - **38 participants (8.3%)** indicated they already do this.
- **301 of 450 (66.9%)** participants indicated they will practice showing their animal at least three times per week.
  - **124 participants (27.6%)** indicated they already do this.
- **263 of 450 (58.4%)** participants indicated they will feed their animals at the same time every day.
  - **166 participants (36.9%)** indicated they already do this.
- **321 of 457 (58.4%)** participants will read their feed & medication labels to see if there is any withdrawal period.
  - **119 participants (26.0%)** indicated they already do this.
- **299 of 449 (66.6%)** participants indicated they would be a good sport both in and out of the show ring.
  - **147 participants (32.7%)** indicated they already do this.
- **298 of 451 (66.1%)** participants indicated they will check their animal everyday to look for signs of illness.
  - **150 participants (33.3%)** indicated they already do this.



**Economic Impact**

Of the 465 participants that responded to the evaluation, these 4-H members are producing an estimated value of \$573,568.29 that is impacting the livestock industry in Texas. In addition, an estimated 268,281.17 pounds of carcass are entering the food supply. The following chart indicates this information by species.

Species	Total head of animals on feed from workshop participants	Average weight at market	Average Market Value	\$ Value of Finished Market Product <sup>1</sup>	Average dressing percentage	Estimated # of pounds of carcass into food supply <sup>2</sup>
Beef	216	1256	\$1.49	\$404,231.04	61.20%	166,033.15
Swine	333	269	\$0.45	\$40,309.65	74.70%	66,914.02
Sheep	270	130	\$1.66	\$58,266.00	54.00%	18,954.00
Goats	364	90	\$2.16	\$70,761.60	50.00%	16,380.00
				<b>\$573,568.29</b>		<b>268,281.17</b>

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

<sup>2</sup>Estimated # 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 \$1,899.37 for their beef animal, \$496.07 for a hog, \$689.06 for a lamb, and \$549.00 for a goat. Using these averages and multiplying by the number of head these youth have on feed, they are contributing an estimated **\$961,338.81 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	\$450	\$750	\$1,050	\$1,350	\$1,500	Average price paid <sup>1</sup>	Total head of animals on feed by participants	Avg price pd per animal x total head on feed <sup>2</sup>
Swine	2	16	98	17	7	1	1	\$496.07	333	\$165,191.79
Sheep	7	7	47	13	19	5	5	\$689.06	270	\$186,046.88
Goats	17	36	67	23	13	4	7	\$549.00	364	\$199,836.00
	Did not purchase this animal	\$1000	\$1500	\$2500	\$3500	\$4500	\$5000	Average price paid <sup>1</sup>	Total head of animals on feed by participants	Avg price pd per animal x total head on feed <sup>2</sup>
Beef	23	76	31	22	16	3	11	\$1,899.37	216	\$410,264.15
										<b>\$961,338.81</b>

<sup>1</sup>Averages 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.

<sup>2</sup>The 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	257	57.8%
2 years	82	18.4%
3 years	50	11.2%
4 years	23	5.2%
5 years or more	33	7.4%

School Grade of participants	Total	
	#	%
Elementary (Grades 3-5)	144	32.9%
Middle School (Grades 6-8)	105	24.0%
High School (Grade 9-12)	189	43.2%



### Significant Results

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

- Overall, 27.7% of participants are attending the Holiday Classic as their only livestock project training.
- Overall, 90% of participants indicated they plan to make a change or take action based on the knowledge they learned at the Holiday Classic.
- Over half (57.8%) of the participants are first-time attendees. Additionally, when first-time attendees are combined with second-time attendees, it totals over 76% of participants.
- Showmanship continues to be the most requested topic for future discussion.

### 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 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.

#### Platinum Sponsors (\$1000 and up)

Texas State Steer Validation Fund  
McLennan County Master Gardeners  
StandAlone Feeds  
Bell County 4-H  
Falls, Leon, Limestone, Milam,  
McLennan, Robertson CEU Program

#### Diamond Sponsors (\$500-\$999)

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Williamson County 4-H Adult Leaders  
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Producers Co-op, Bryan  
Moormans ShowTec

#### Gold Sponsors (\$250 - \$499)

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Texas Farm Bureau  
Johnson County 4-H Adult Boosters  
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Lone Star Ag Credit  
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Erath County 4-H

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Limestone County Fair  
Williamson Cty Demonstration Fund  
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Glen Rose 4-H  
Highway 6 4-H Club  
AgTexas Farm Credit  
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LaCopa Ranch-Larry and Priscilla  
Jackson

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