

Making a Difference

2016 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 2016 District 8 Holiday Classic was held at the Bell County Expo Center in Belton, Texas on November 5-6, 2016. 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 482 completed evaluations were returned, including 91 beef, 92 lamb, 133 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

- **443 of 477 (92.9%)** participants indicated they learned new skills to help show their animal better.
 - **29 participants (6.1%)** indicated they already do this.
- **321 of 477 (67.3%)** participants indicated they will practice showing their animal at least three times per week.
 - **134 participants (28.1%)** indicated they already do this.
- **286 of 475 (60.2%)** participants indicated they will feed their animals at the same time every day.
 - **165 participants (34.7%)** indicated they already do this.
- **329 of 472 (69.7%)** participants will read their feed & medication labels to see if there is any withdrawal period.
 - **113 participants (23.9%)** indicated they already do this.
- **333 of 475 (70.1%)** participants indicated they would be a good sport both in and out of the show ring.
 - **141 participants (29.7%)** indicated they already do this.
- **318 of 473 (67.2%)** participants indicated they will check their animal everyday to look for signs of illness.
 - **149 participants (31.5%)** indicated they already do this.



Economic Impact

Of the 482 participants that responded to the evaluation, these 4-H members are producing an estimated value of \$486,531.08 that is impacting the livestock industry in Texas. In addition, an estimated 293,161.33 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 ¹	Average dressing percentage	Estimated # of pounds of carcass into food supply ²
Beef	226	1256	\$1.00	\$283,856.00	61.20%	173,719.87
Swine	399	269	\$0.48	\$51,518.88	74.70%	80,176.26
Sheep	326	130	\$1.41	\$59,755.80	54.00%	22,885.20
Goats	364	90	\$2.79	\$91,400.40	50.00%	16,380.00
				\$486,531.08		293,161.33

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 \$2,226.92 for their beef animal, \$584.31 for a hog, \$656.63 for a lamb, and \$586.86 for a goat. Using these averages and multiplying by the number of head these youth have on feed, they are contributing an estimated **\$1,164,105.56 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 ¹	Total head of animals on feed by participants	Avg price pd per animal x total head on feed ²
		Swine	4	20	83	29	7			
Sheep	16	11	45	18	15	2	7	\$656.63	326	\$214,062.24
Goats	20	35	50	24	13	10	5	\$586.86	364	\$213,617.52
	Did not purchase this animal	\$1000	\$1500	\$2500	\$3500	\$4500	\$5000	Average price paid ¹	Total head of animals on feed by participants	Avg price pd per animal x total head on feed ²
Beef	12	39	27	33	17	4	10			
										\$1,164,105.56

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	254	54.4%
2 years	96	20.6%
3 years	43	9.2%
4 years	35	7.5%
5 years or more	39	8.4%

School Grade of participants	Total	
	#	%
Elementary (Grades 3-5)	141	32.3%
Middle School (Grades 6-8)	111	25.5%
High School (Grade 9-12)	184	42.2%



Significant Results

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

- Overall, 35.9% 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 (54.4%) of the participants are first-time attendees. Additionally, when first-time attendees are combined with second-time attendees, it totals almost 75% 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)

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McLennan County Master Gardeners
Bell County 4-H Membership Advisory Board
Steer Validation Fund

Gold Sponsors (\$250 - \$499)

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Comanche County 4-H
Ellis County 4-H Council
Johnson County 4-H
Johnson County 4-H Booster Club
Texas Farm Bureau
Bosque County 4-H
Coryell County 4-H Adult Leaders
Ellis County 4-H Council Validation Acct
Freestone County 4-H Adult Leaders
Lone Star Ag Credit
McLennan County 4-H Adult Task Force
Navarro Ag Committee
Navarro County 4-H
Rockdale Fair
Top Line Nutrition
Williamson County Youth Expo

Silver Sponsors (\$101-\$249)

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Bosque County - Bryan & Lisa Prescher
Central Texas Youth Fair

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Hill County 4-H
McLennan County Jr. Livestock
Purina Animal Nutrition
Robertson County 4-H
Williamson County 4-H Adult Leaders
Williamson County Ag Demonstration Fund
Williamson County Farm Bureau
Williamson County Livestock Association
Williamson County Stock Show Coalition

Bronze Sponsors (\$100 or less)

Bell County Youth Fair, Eastland County 4-H Adult Leaders Assn
Eastland County Highway 6 4-H Club
Hamilton 4-H
Laura & Ryan Huebinger
Milam County Jr. Livestock Show
Somervell County Master Gardeners
VitaFerm

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