

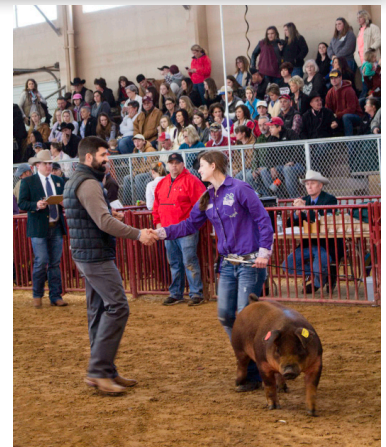
Quality Counts

Quality Assurance & Character Education Program

Quality Counts is designed to teach young people the importance of displaying good character in carrying out livestock projects, and in every aspect of their lives. Quality Counts helps exhibitors learn the importance of using proper livestock management practices so that food quality and safety are preserved. Youth participation in Quality Counts helps ensure that Texas 4-H and FFA members can continue to be a part of the greatest youth livestock program in the nation.

Purpose of Quality Counts:

- Define the purpose of Texas 4-H and FFA.
- Increase understanding of livestock projects and their role in facilitating life skill development.
- Describe the impact of livestock projects on the red meat industry.
- Outline the responsibilities of producing a safe and wholesome product.
- Explain proper medication use and reading/following labeled instructions.
- Discuss animal care and well-being as it relate to raising livestock projects.
- Identify and practice the six pillars of character: trustworthiness, respect, responsibility, fairness, caring and citizenship.
- Educate exhibitors on decision making and the importance of goal setting.



Relevance and Importance:

- Livestock exhibitors understand they are contributing to the world's most nutritious and safe food supply.
- The world's population – now estimated at 7.3 billion – is expected to grow to 9.7 billion by 2050. Youth exhibitors will meet the challenges of feeding a growing population.
- The six character traits outlined in Quality Counts are the underlying foundation of all we do with livestock projects.
- Livestock show programs are critical in the development of agricultural industry careers of young professionals.
- 17,444 exhibitors have completed verification this year.
- 117,880 exhibitors have completed verification in total since the program's inception.



For more information, visit:

<http://agrilife.org/qualitycounts/>

Chris Boleman
Dottie Cook
Billy Zanolini

ctboleman@ag.tamu.edu
dottie.cook@ag.tamu.edu
wfzanolini@ag.tamu.edu