

# Making a Difference

## 2014 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 2014 District 8 Holiday Classic was held at the Bell County Expo Center in Belton, Texas on November 8-9, 2014. 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 444 completed evaluations were returned, including 74 beef, 82 lamb, 116 swine, and 158 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*

- **381 of 442 (85.8%)** participants indicated they learned new skills to help show their animal better.
  - **45 participants (10.1%)** indicated they already do this.
- **292 of 440 (65.8%)** participants indicated they will practice showing their animal at least three times per week.
  - **119 participants (26.8%)** indicated they already do this.
- **250 of 440 (56.3%)** participants indicated they will feed their animals at the same time every day.
  - **164 participants (36.9%)** indicated they already do this.
- **282 of 434 (63.5%)** participants will read their feed & medication labels to see if there is any withdrawal period.
  - **128 participants (28.8%)** indicated they already do this.
- **292 of 440 (65.8%)** participants indicated they would be a good sport both in and out of the show ring.
  - **147 participants (33.1%)** indicated they already do this.
- **283 of 441 (63.7%)** participants indicated they will check their animal everyday to look for signs of illness.
  - **155 participants (34.9%)** indicated they already do this.



**Economic Impact**

Of the 444 participants that responded to the evaluation, these 4-H members are producing an estimated value of \$545,200.43 that is impacting the livestock industry in Texas. In addition, an estimated 233,342.70 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	181	1256	\$1.56	\$354,644.16	61.20%	139,129.63
Swine	297	269	\$0.89	\$71,104.77	74.70%	59,680.07
Sheep	240	130	\$1.65	\$51,480.00	54.00%	16,848.00
Goats	393	90	\$1.95	\$68,971.50	50.00%	17,685.00
				<b>\$546,200.43</b>		<b>233,342.70</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 \$2,061.32 for their beef animal, \$445.49 for a hog, \$677.27 for a lamb, and \$544.44 for a goat. Using these averages and multiplying by the number of head these youth have on feed, they are contributing an estimated **\$881,921.33 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	Price Range						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>
		\$150	\$450	\$750	\$1,050	\$1,350	\$1,500			
Swine	6	26	88	14	5	0	0	\$445.49	297	\$132,310.15
Sheep	4	8	47	16	17	11	0	\$677.27	240	\$162,545.45
Goats	13	37	71	33	10	7	4	\$544.44	393	\$213,966.67
	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	18	39	23	25	6	7	6	\$2,061.32	181	\$373,099.06
										<b>\$881,921.33</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	226	50.9%
2 years	95	21.4%
3 years	49	11.0%
4 years	25	5.6%
5 years or more	22	5.0%

School Grade of participants	Total	
	#	%
Elementary (Grades 3-5)	117	27.2%
Middle School (Grades 6-8)	133	30.9%
High School (Grade 9-12)	180	41.9%



### ***Significant Results***

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

- Overall, 41% of participants are attending the Holiday Classic as their only livestock project training.
- Overall, 85% of participants indicated they plan to make a change or take action based on the knowledge they learned at the Holiday Classic.
- Over half (51%) of the participants are first-time attendees. Additionally, when first-time attendees are combined with second-time attendees, it totals over 72% 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  
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Bell County 4-H  
Falls, Leon, Limestone, Milam,  
McLennan, Robertson CEU Program

#### **Diamond Sponsors (\$500 and \$999)**

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Cargill Value Added Meats  
Williamson County 4-H Adult Leaders  
Land O' Lakes/Purina Mills  
Erath County 4-H  
Producers Co-op, Bryan  
Moormans ShowTec  
Williamson County Livestock Assn

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

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Texas Farm Bureau  
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Lone Star Ag Credit  
Rockdale Fair Association  
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Ellis County 4-H

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Limestone Co. Ag Industries Comm.  
Eastland County 4-H  
Falls County 4-H

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Laura and Ryan Huebinger  
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Freestone County 4-H Adult Leaders  
Somervell County MG's  
Williamson County Farm Bureau  
Glen Rose 4-H  
Highway 6 4-H Club  
Navarro County 4-H  
McLennan Co. Go-Texan Committee

