

# Making a Difference

## 2017 District 8 4-Holiday Classic

### RELEVANCE

Texas 4-H and FFA members are raising more than 76,000 livestock projects annually, including beef cattle, sheep, 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, sheep, 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 2017 District 8 Holiday Classic was held at the Bell County Expo Center in Belton, Texas on November 4-5, 2017. 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 391 completed evaluations were returned, including 58 beef, 72 sheep, 136 swine, and 117 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*

- **342 of 388 (88.1%)** participants indicated they learned new skills to help show their animal better.
  - **30 participants (7.7%)** indicated they already do this.
- **249 of 389 (64.0%)** participants indicated they will practice showing their animal at least three times per week.
  - **128 participants (32.9%)** indicated they already do this.
- **227 of 390 (58.2%)** participants indicated they will feed their animals at the same time every day.
  - **139 participants (35.6%)** indicated they already do this.
- **251 of 385 (65.2%)** participants will read their feed & medication labels to see if there is any withdrawal period.
  - **121 participants (31.4%)** indicated they already do this.
- **243 of 388 (62.6%)** participants indicated they would be a good sport both in and out of the show ring.
  - **144 participants (37.1%)** indicated they already do this.
- **230 of 388 (59.3%)** participants indicated they will check their animal everyday to look for signs of illness.
  - **155 participants (39.9%)** indicated they already do this.

**Economic Impact**

When purchasing their beef, swine, sheep, and goat projects, youth indicated they spent an average of \$1,981.48 for their beef animal, \$573.58 for a hog, \$678.17 for a sheep, and \$681.05 for a goat. Using these averages and multiplying by the number of head these youth have on feed, they are contributing an estimated **\$918,570.21 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	0	9	101	29	15	4	1	\$573.58	398	\$228,286.79
Sheep	13	10	25	19	8	5	4	\$678.17	205	\$139,024.65
Goats	11	16	49	26	17	9	7	\$681.05	309	\$210,443.95
	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	10	48	21	15	14	4	6	\$1,981.48	172	\$340,814.81
										<b>\$918,570.21</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.

Youth involved with livestock projects will invest their family’s funds far beyond the initial cost to purchase an animal. Additional costs may include feed, supplies, veterinarian and health care, supplements and/or additives, and livestock show entry fees. Using information from a recent Texas-based study (Cook, 2015), the averages per head are shown in the table below and indicate an overall estimate of dollars that will be generated from the youth who attended the 2017 District 8 4-H Holiday Classic.

Species	Total head of animals on feed from workshop participants	Time Animal on Feed	Average Feed Cost/Head	Average Cost of Purchase /Head*	Cost of Supplies /Head	Vet and Animal Health Care Product Cost/Head	Cost of Fees/Head	Cost of Supplements and Additives/Head	Total expenses
Beef	172	10.06 months	\$1,917.52	\$1,981.48	\$271.64	\$215.13	\$147.53	\$161.59	\$807,521.08
Swine	398	5.19 months	\$518.57	\$573.58	\$160.84	\$89.08	\$84.07	\$120.36	\$615,507.00
Sheep	205	8.02 months	\$346.66	\$678.17	\$201.59	\$98.52	\$106.68	\$108.03	\$315,628.25
Goats	309	7.62 months	\$261.98	\$681.05	\$179.87	\$88.78	\$94.64	\$105.66	\$436,301.82
									<b>\$2,174,958.15</b>

\*The figures for average cost of purchase per head were calculated from the actual information collected at the 2017 Holiday Classic; not the 2015 study averages.

Of the 391 participants that responded to the evaluation, these 4-H members are producing final carcass products with an estimated value of \$389,512.34 that is impacting the livestock industry in Texas. In addition, an estimated 240,482.90 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	172	1256	\$1.02	\$220,352.64	61.20%	132,211.58
Swine	398	269	\$0.60	\$64,237.20	74.70%	79,975.31
Sheep	205	130	\$1.85	\$49,302.50	54.00%	14,391.00
Goats	309	90	\$2.00	\$55,620.00	50.00%	13,905.00
				<b>\$389,512.34</b>		<b>240,482.90</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

### Demographics

Years attended the Holiday Classic	Total	
	#	%
1 year	191	51.2%
2 years	62	16.6%
3 years	46	12.3%
4 years	35	9.4%
5 years or more	39	10.5%

School Grade of participants	Total	
	#	%
Elementary (Grades 3-5)	82	22.10%
Middle School (Grades 6-8)	105	28.30%
High School (Grade 9-12)	184	49.60%

### Significant Results

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

- Overall, 33.3% of participants are attending the Holiday Classic as their only livestock project training.
- Overall, 88% of participants indicated they learned new skills at the Holiday Classic.
- Over half (51.2%) of the participants are first-time attendees. Additionally, when first-time attendees are combined with second-time attendees, it totals 67% of participants.
- Showmanship and feeding continue to be the most requested topics 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 (\$1000 and up)**

Bell County 4-H Membership Advisory Board  
Bell County Youth Fair  
Capital Farm Credit  
McLennan County Master Gardeners

### **Diamond (\$500 And \$999)**

Johnson County 4-H Booster Club  
McLennan County Farm Bureau  
McLennan County Jr. Livestock  
Milam County 4-H Council  
Moorman's  
Producers Cooperative  
Purina Animal Nutrition (Land O' Lakes)  
Robertson County 4-H Steer Validation Fund  
Williamson County 4-H Adult Leaders  
Williamson County Farm Bureau  
Williamson County Livestock Association  
Williamson County Stock Show Coalition  
Williamson County Youth Expo

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

Bosque County 4-H  
Cargill Protein Group  
Central Texas Youth Fair  
Comanche County 4-H  
Coryell County 4-H Adult Leaders  
Ellis County 4-H Council  
Ellis County 4-H Council Validation Acct  
Falls County 4-H  
Freestone County Adult 4-H Leaders  
Hill County 4-H  
Johnson County 4-H  
Johnson County Master Gardeners  
Leon County Ag Committee  
Limestone County Fair Association  
Lone Star Ag Credit  
McLennan County 4-H Adult Leaders  
Milam County Jr. Livestock Show  
Navarro County 4-H Council  
Navarro County Ag Committee  
Texas Farm Bureau  
Top Line Nutrition

### **Silver (\$101 - \$249)**

Erath County 4-H  
Hood County 4-H Council  
Texan Ag Service

### **Bronze (\$100 or less)**

Hamilton 4-H  
Laura & Ryan Huebinger  
Somervell County Master Gardeners

### ***For additional information, contact:***

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