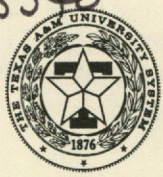


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Texas Agricultural Extension Service
The Texas A&M University System

The AgriFood Master

Teaching the Foundation of the Nation



Vol. 1, No. 2 The Statewide Newsletter of the Texas AgriFood Masters (TAM) Program Summer '95

Where do Americans place their confidence?

Citizens like you	52%
Education professionals	44%
Non-government community leaders	29%
Local media	24%
Federal government	16%
Representatives of political parties	11%

1990 Gallup Poll for the National Civic League



"I grew up in the city but spent time at my grandfather's ranch. I saw what ranchers did to provide food, and how cotton was picked. I'm thankful I didn't have to do that. I want to get the information I learned through TAM into the *Dallas Morning News*," says Susan Battarbee, a private investigator and graduate of TAM III Dallas. She is congratulated during graduation ceremonies by Dallas County Extension Director Sonny Arnold.

Introducing Change

A well-known principle for introducing change is, "if the group is to be used effectively as a medium of change, those people who may be interested or open to change and those who are to exert influence for change must have a strong sense of belonging to the same group" (Cartwright, 1961). It's on this principle that the Texas AgriFood Masters Program of training urban volunteers to reach their peers is founded. Why are citizen-volunteers effective, credible sources for agricultural education? One answer is shown in the chart on the left.

New TAM's Add to Variety

The Texas AgriFood Masters Program continues to attract urban volunteers who share the spirit and intrinsic values of those who work the land. With more than 200 volunteers in five Texas metro

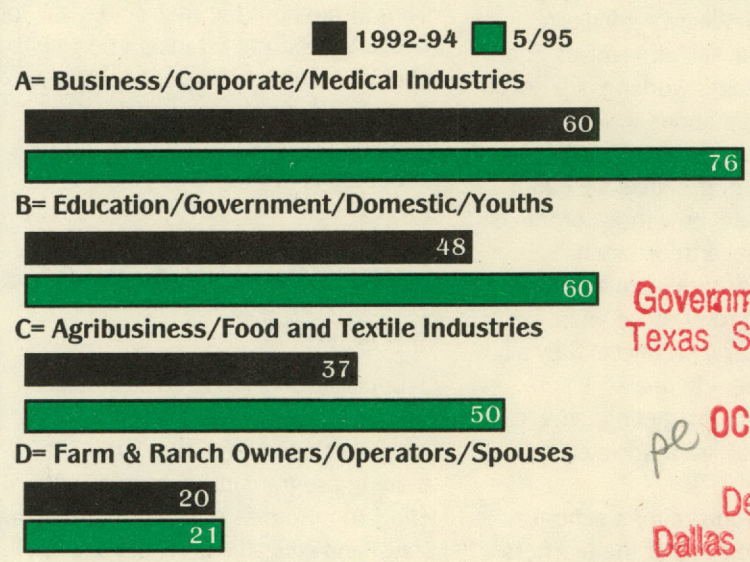
areas, educational outreach targeting youth and adult audiences expands with increased manpower, creativity and extraordinary skills of our volunteers.

The spring '95 class of 45 recruits includes people from a broad range of professional backgrounds including: a pharmacist, banker, homemaker, marketing director, radio professional, electrical engineer, livestock show manager, news columnist, convention and tourism sales director, agribusiness representatives, restaurateur, real estate sales, teacher, high school student, horticulturist, insurance agent, homebuilder, agriculture teacher, news editor and many more.

These TAM volunteers offer talents such as public speaking, teaching, management, creativity, negotiation, human relations and mass communications which will certainly benefit the overall outreach of the Texas Agricultural Extension Service.

continued on page 4

Number of TAM Volunteers by Profession



Government Publications
Texas State Documents

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Don White, dairy classroom instructor and TAM associate represents Southwest Dairymen's Association during an Ag Fair at Northside ISD in San Antonio.

Ag Fair Teaches Kids and Helps Teachers

Would your father bring your horse or pony to school one day? This is a question asked by teachers and students in many schools. They also ask for calves; sheep; chickens; corn on the stalk; and a head of sorghum, wheat or oats. Things this common in America should not be so difficult for school teachers to acquire. Texas AgriFood Masters see to it that they're not.

Recent one-day agricultural fairs at elementary schools in Dallas, Plano, San Antonio and Seguin reached more than 2,000 youths and 100 teachers and administrators. What's an Ag Fair? Vernell Burch, marketing specialist for the Texas Department of Agriculture and veteran TAM Ag Fair coordinator in San Antonio, described it best by saying, "The Ag Fair-Where Agriculture Comes Alive." An Ag Fair involves about 30 to 40 volunteers working at a dozen or more product stations which show and explain production, processing and retail marketing of products we eat or wear everyday, and how those products originated on the farm or ranch. Students and teachers learn about the technology used to produce and process agricultural products. They also learn about careers in quality assurance, engineering, marketing, advertising and sales that are associated with agriculture.

The one prerequisite for a school hosting an Ag Fair is that the teachers

must be using an agricultural curriculum. "Ag in the Classroom" and "Project Teach" are the most common.

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

-Lou Holtz

Teacher response to the Ag Fair has been fantastic. They often don't feel knowledgeable enough to explain agriculture to young people and need assistance. An Ag Fair in a metropolitan school is like a magnet for local television and newspapers. Once on the 10 p.m. news, teachers and administrators from throughout the metro-area call the Texas Agricultural Extension Service to find out how their school can host an Ag Fair. This is the beginning of the ongoing process of TAM education about agriculture in urban school districts.

Building Multi-County Programs

County Extension agents in Collin, Rockwall, Denton and Dallas counties have developed the Dallas Area TAM training program into a multi-county effort to maximize staff time, instructor travel and educational resources. TAM

III for the Dallas Area was held at the Texas A&M Research and Extension Center near Plano for the convenience of volunteers who were recruited by agents in each county. The 43 Dallas Area TAM's are performing educational outreach in all of the counties regardless of where they live.

The model for a multi-county TAM recruitment and training program was developed in 1993 by county Extension agents in Potter, Randall and Deaf Smith counties (Amarillo area), the home of the Panhandle Area TAM program. County Extension agents Robert Devin (Randall County), Don Reeves (Potter County) and Dennis Newton (Deaf Smith County) pooled their resources and developed the Panhandle Area AgriFood Education Council to involve the business community. They have completed two TAM training series in the past year.

In the fall of 1994 the San Antonio Area TAM recruitment and training program expanded to include Guadalupe (Gus Person, CEA) and Comal (Rachel Williams and Joe Taylor, CEA's) counties. Atascosa county Extension agent Brent Batchelor has been involved in the San Antonio Area program since 1991. Volunteers from Bexar, Comal, Guadalupe, Atascosa, Kendall, Medina, Wilson and Bandera counties serve the educational needs in Bexar and surrounding counties.

TAM Spotlight

"Agriculture has been the way of my family's life—the more that we know about the advancements in agriculture the better we are at communicating to educate the general public."

Phil Mooreman
Hi-Pro Feeds & Animal Health Marketing
Member of TAM II Panhandle Area

TAM Projects:

- curriculum distribution
- teacher in-service
- campus AG FAIR
- career day
- tours
- trade shows
- health fair
- public speaking
- industry relations
- newsletters
- press conferences
- radio/television

TAM's Meet Using Fiber Optics

While visions of future communication technologies are merely futuristic to most citizens of Texas, the Texas AgriFood Masters are putting technology to use today. On May 15, fiber optics linked Dallas, Austin, San Antonio and College Station through the Trans Texas Videoconference Network (TTVN), the Texas A&M University System's compressed two-way video network which reaches 42 sites in the state. More than 200 TAM volunteers now benefit through conferences and instruction using TTVN.

AgriFood Masters joined this "first ever" statewide conference which allowed face-to-face contacts among participants. TAM volunteers interacted and showcased their most effective educational projects so that model projects may be duplicated. From the KAMU television studio in College Station, Dr. Ed Hiler, vice-chancellor for agriculture for The Texas A&M University System, shared his enthusiasm, praise and visions for the future of the Texas AgriFood Masters Program. Dr. Rob Terry, assistant professor with the Department of Agricultural Education involved TAM's at each location in an exercise which identifies the educational needs of consumers and how the Texas AgriFood Masters play an important role in public education.

Live from Texas A&M University's Hirshfeld-Moore House in Austin, Capital Area TAM's Harlan Hentges, Diana Marquez and Denise Rhodes showcased the "Howdy Tours" which targeted hundreds of school children teaching them all about animal agriculture.

On the air from the Texas A&M Research and Extension Center near Plano, Tarrant County TAM's Darla Reynolds and Shelly Ware demonstrated successful curriculum enrichment in Fort Worth schools. They have entertained elementary through high school students and teachers with presentations on beef and dairy production, products and by-products, and included



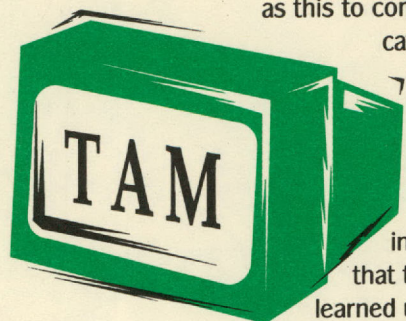
many careers involved in processing these products.

Dallas Area TAM Susan Battarbee, shared how they were introducing a new \$18,000 Wildlife Success Stories and Endangered Species 4-H curriculum enrichment project into Dallas area schools. This interactive computer curriculum was developed by Dr. Billy Higginbotham, Extension wildlife specialist and was funded by Dallas

Ecological Foundation, National Wild Turkey Federation and the Ray and Susan Murski Foundation.

Live from St. Philips College, the San Antonio Area TAM project entitled "Teacher Resource Kits" was showcased. These popular kits, were funded through a \$23,000 grant from the San Antonio Livestock Exposition. Some 350 inner-city fourth grade teachers are receiving the kits along with the Ag in the Classroom curriculum. Food and textile companies as well as commodity and farm organizations have donated an enormous supply of products for hands-on educational experiences for children. Teacher response is outstanding.

Early evaluation responses about the statewide conference included positive feedback on the use of TTVN for communications among TAM organizations. TAMs said it was vital in any effort such



as this to communicate with others throughout the state. They also indicated that they learned useful information from each other as a result of each TAM program showcasing one of their outstanding educational projects. Asked if they would like to meet again as a statewide organization, they responded positively saying it brings them closer together in mission, friendships and program improvement.

Big Plans in Texas

DALLAS TAM IV Dallas is set for July 10, 13, 18, 20 and 24. Classes will be held from 9:30 a.m. until 3:30 p.m. daily at the Texas A&M University Research and Extension Center near Plano. This new time was chosen to accommodate teachers and others who have daytime available for training. To learn more about the next Dallas AgriFood Masters class, contact Dr. Jeff Goodwin, county Extension agent-natural resources in Dallas at 214/904-3050.

PANHANDLE TAM II in the Texas Panhandle recently graduated a dozen new Texas AgriFood Masters with enthusiasm and creativity to spare. Sheila Martin of TAM I Panhandle Area has masterminded the blueprint for TAM activities at this fall's Tri-State Fair.

CAPITAL Formation of the Capital Area AgriFood Education Council is underway under the direction of county Extension agents and energetic AgriFood Masters volunteers.

TARRANT It's more than a juicy steak! TAM's from Tarrant County are entertaining scores of elementary and teenage students and their teachers with not only the essential proteins and nutritional values of beef but also the textile, pharmaceutical and everyday products contributed by the beef cow. Sounds like the top story for a place called "Cowtown."

SAN ANTONIO An advanced TAM leadership training is in the blueprint stages with veteran TAM's organizing an upper tier of training for Certified Texas AgriFood Masters. Also 6,700 students toured "AgriFiesta" March 25-April 6 at the San Antonio Convention Center. The event, jointly sponsored by the Texas Beef Council, Texas Department of Agriculture, Southwest Dairy Museum, TexasSweet Citrus Market, Inc., Bexar County Master Gardeners, The Texas Agricultural Extension Service and the Texas AgriFood Masters, showcased a variety of agricultural exhibits.

New TAMs *continued from page 1*

We used to seek experts but today we look for a "Flexpert" to solve problems because most problems are global in nature. The 207 Texas AgriFood Master volunteers are "flexperts" offering a wide variety of professional and interpersonal relationship skills to Extension education in each community.

The vast majority of TAM volunteers (89 percent) are business men and women, teachers and corporate employees within a metropolitan area. TAM volunteers who own or operate farms and/or ranches comprise about 11 percent of the total number of TAM's. These talents including public speaking, personnel management, writing, marketing and working with people, are combined to build the urban agricultural education program we call Texas AgriFood Masters.

We will continue to recruit a wide variety of people from both farm and nonfarm backgrounds.

Your Support of TAM Is Essential:

Would you like more information about:
How to start a TAM Program?
How to become a TAM Volunteer?
How to contribute financially to your local TAM Program?
It's as easy as a phone call:
409/862-3013

The TAM Mission. . .

. . .to recruit and train urban volunteers to provide agricultural, natural resources, biotechnology, food and environmental education for consumer and youth audiences to ensure wise decisions are made about America's food and fiber system.

The Texas AgriFood Master Program is sponsored by the AgriFood Education Councils of Texas, The Texas Agricultural Extension Service, The Texas A&M University System Agriculture Program and many food, fiber and forestry professionals and organizations.

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Educational programs of the Texas Agricultural Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin.



The AgriFood Master

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