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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. 4 The Statewide Newsletter of the Texas AgriFood Masters (TAM) Program

Winter '95

The word "agribusiness" was first used publicly by John H. Davis of Harvard in a paper presented at the Boston Conference on Distribution, October 1955.

"Lots of aspects of agriculture are not being expressed. This affects me in the restaurant business when consumers don't know.

-Ben Parks
TAM II Panhandle Area

The Texas AgriFood Masters Program is now on the World Wide Web!

<http://http.tamu.edu:8000/~pullen1/tam.htm>

Government Publications
Texas State Documents

FEB 23 1996

Depository
Dallas Public Library

Agribusiness: a Concept of Harvard School of Business

A century ago, agriculture was defined as a farm family not only raising the crops and livestock but also producing its own farm supplies (seed, tools, draft animals, etc.), processing the commodities and distributing them in the community. In that time, storing and merchandising food and fiber became a function of the farm. With these operations started by the farmer, it was appropriate to consider them within the context of the word "agriculture."

During this century, producing processing and distribution have become specialized industrial segments, but the interdependency remains. The "agricultural" and "business" segments are most often thought of as two separate entities. This thought is so universal that in 1955, John H. Davis

Source: Davis, John H. & Goldberg, Ray A. (1957). *A Concept of Agribusiness*. Boston, School of Business Administration, Harvard University.

of Harvard discovered there was no term to describe the interrelated function of agriculture and business. As a result, Davis coined the term "agribusiness."

"*Agribusiness is a concept of economics which includes the sum total of all operations involved in the manufacturing and distribution of farm supplies; production operation on the farm; and the storage, processing and distribution of farm commodities and items made from them.*" (Davis & Goldberg, 1957)

With this definition, agribusiness essentially addresses all of the functions the term agriculture denoted a century ago.

Farm/City Interdependence

National Farm/City Week, the week leading up to Thanksgiving Day (Nov. 17-23, 1995), comes and goes annually with little thought aside from a bit of publicity, but we all have much for which to be thankful.

Economic impact of agribusiness on urban economies

San Antonio

Agribusiness Employment
73,590 employees

Annual Payroll
\$897 million

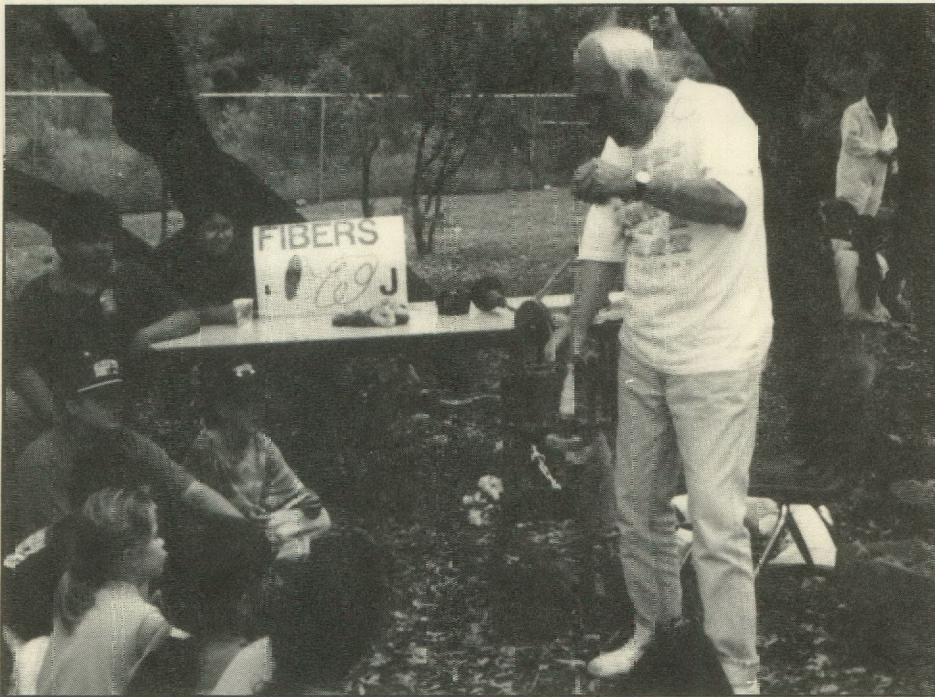
Source: "The Impact of Agribusiness San Antonio/Bexar County" 1993

Dallas

Agribusiness Employment
140,662 employees

Annual Payroll
\$1.98 billion

Source: "The Impact of Agribusiness Dallas County" 1989



Cotton, wool and mohair, Texas' natural fibers, are featured at Ag Fairs in Dallas, Plano, San Antonio, Seguin and Amarillo schools. Fritz Nelson, San Antonio Handweavers Guild, demonstrates old time textile manufacturing to students.

Why is it that farm and city dwellers and leaders have grown so distant? Don't we depend on each other for certain necessities? Certainly we do, but too often we limit our thinking on this subject to food, clothing and shelter. To examine all the elements of the interdependency between the farm and the city, we used the term "agriusiness" as defined by John H. Davis and searched the U. S. Census Bureau's County Business Patterns to identify the employment and payroll statistics of all agri-business firms in two urban cities in Texas. As you will see, economic development, jobs and growth in cities today are certainly dependent on the food and fiber industries. The economic impact, employment and payroll statistics (see graphic on page 1) consider those businesses which supply, process, store and distribute products that originated on the farm.

TAM Volunteers Add to Credibility

Volunteers are the backbone of the Texas AgriFood Masters Program and are the reason nearly 2 million people were reached last year in the San Antonio area alone. "One person with a belief is equal to a force of 99 who have only one interest," Zig Ziglar has said. TAM volunteers have much more than just an interest. They have a sincere desire and deep appreciation for agriculture. It is this desire, not a vested interest that attracts volunteers and adds credibility to the program.

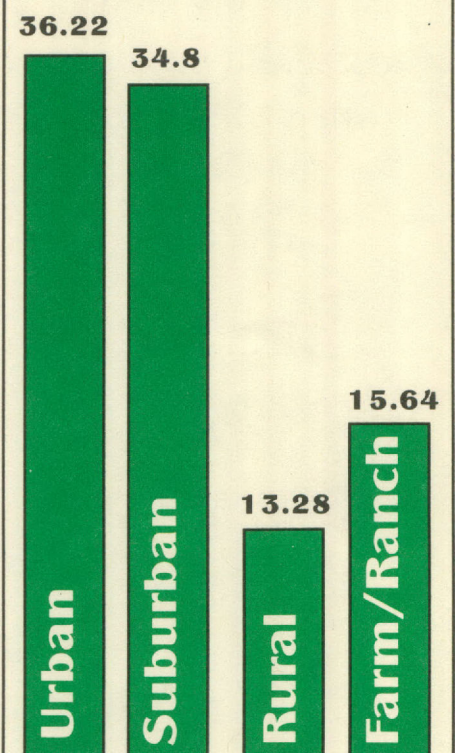
A TAM volunteer demographics study includes data from 93 volunteers in San Antonio, Austin and Dallas. Supporting the statement that most Americans are two generations removed from their rural roots on the farm, the study indicates that only a third of the volunteers had a farm or ranch

background and 66 percent of the volunteers' parents had the same. It also shows that 71 percent of the volunteers resided in urban or suburban areas as opposed to living in a rural setting or on a farm or ranch. Of the sample set, 42 percent of the volunteers were landowners or operators and 60 percent were women.

With the recruiting efforts of the Texas AgriFood Masters Program striving to reach non-agricultural clientele, the volunteers provide an excellent source for overall outreach to the urban audience. These citizens of urban America who enjoy expressing a deep appreciation for agriculture have become an effective means for urban agricultural education and awareness. TAM volunteers enthusiastically build on the positive image and integrity of our country's food and fiber system and are the vehicle to provide accurate information about food, natural resources and the environment to help consumers make wise decisions.

Place of residence for Dallas, San Antonio and Austin TAM volunteers

Numbers shown are percents.



Get Set—Go!! 1, 2, 3 ➔ AgriFood Masters Program

- 1 Impact of agribusiness publication
- 2 Establish an AgriFood Education Council
- 3 Recruit, train and organize TAM volunteers

To schedule a presentation to your Extension Program Council or organization, call 409-862-3013.



Mike Petter, TAM IV San Antonio, teaches 600 during South San ISD Ag Fair.

Town and Country Peanut Tour

Mike Petter attended the first Texas Town and Country Peanut Tour sponsored by the Texas Peanut Producers Board, Birdsong Peanuts, Golden Peanuts, Allied Industries and the Extension Service in Eastland and Comanche counties in 1993. Since that time the peanut industry has hosted at least a dozen TAM volunteers annually. Participating volunteers become a credible voice for the peanut industry during youth and adult programs. The 1995 tour was held October 25-26.

Register Now for Spring Classes

Bexar County
210/930-3086
Dallas County
214/904-3050
Collin County
214/548-4233
Travis County
512/473-9600
Guadalupe County
210/379-1972
Potter County
806/372-3829
Randall County
806/655-6325
Deaf Smith County
806/364-3573

TAM Around Texas

Panhandle Area-The Tri-State Fair was the site of an outstanding public education effort supported by area agribusiness and TAM volunteers. Thousands of fair goers experienced making flour into bread, churning cream to make butter, making ice cream, milking cows and goats, spinning wool and mohair and processing peanuts into peanut butter. Kids and adults learned about the products and by-products of all these commodities plus sunflowers, sorghum and sugar beets. Beef was also featured with the Texas Beef Industry Council's "Come See How CATTLE Shape Your World," a 2,000-square foot educational walk-through display.

- The first ever Panhandle Area Ag Fair was held at Bonham Elementary (Amarillo ISD) in October.
- TAM III classes are scheduled to begin in March 1996. To register, contact the Texas Agricultural Extension Service offices in Randall, Potter or Deaf Smith counties.

San Antonio Area-In September, Senator Jeff Wentworth (R-San Antonio) spoke to the Texas AgriFood Masters and teachers during a presentation of 20 agricultural resource kits to North East Independent School District. These kits, provided through a \$23,000 grant from the San Antonio Livestock Show, add to the urban educational campaign in San Antonio.

- State Representative Bill Siebert attended the awards ceremony for teachers receiving agricultural research kits within the Converse-Judson Independent School District.
- Out of an overall goal of 350 agricultural resource kits, 150 have been awarded in San Antonio schools.
- TAM curriculum enrichment programs have reached 27,000 youths in the 1994-95 school year.

Tarrant County-TAM volunteers Darla Reynolds and L. G. Woodruff recently joined the Extension beef cattle committee's tour of the Nobel Foundation in Oklahoma.

- January 1996 sites are set at five Ft. Worth ISD schools for an ag awareness series of eight presentations.
- David Evans of T.U. Electric is producing a video on the impact of agribusiness in Tarrant County.
- TAM II class is scheduled to begin January 3, 1996. Contact the Texas Agricultural Extension Service in Tarrant County for additional information.

Capital Area-Jim Smith, Travis County Extension director, reports a successful Texas AgriFood Masters educational booth reached more than 600 during the recent three-day Eco-Fair at the Austin Civic Center.

- Dennis Upah, president and general manager of KITV-42 (CBS) in Austin, will serve on the Capital Area AgriFood Education Council.
- TAM II classes will be offered in spring 1996. Contact the Travis County office of the Texas Agricultural Extension Service for more information.

Dallas Area-Twenty-four days of Public Ag Tours reached more than 2,000 during the 1995 State Fair of Texas. A special feature was the TAM beef, pork and lamb by-products exhibit which attracted more than 10,000 fair goers. TAM's also assisted the Texas Beef Council's "See How CATTLE Shape Your World," exhibit at the fair.

First class postage for

The AgriFood Master courtesy of First State Bank of Uvalde, TX.

Water Conservation Is High Tech Agriculture

The Texas High Plains has increased the use of new irrigation technologies by 206 percent during the past decade. By 2020, between 40 and 60 percent of irrigation will be done using a sophisticated system such as the low-energy precision application (LEPA) system. LEPA has the capability of increasing irrigation efficiency by approximately 50 percent.

—Eduardo Segarra and Bill Lyle
Texas Agricultural Experiment Station

TAMU/TAM Set for January

The Texas A&M University/Texas AgriFood Masters course will kick-off in January as AGED 489 AgriFood Industry Leadership. It will introduce students to current topics in the agrifood industry and develop their leadership skills for educating consumer

and youth audiences about agriculture, with an emphasis on urban awareness.

Meeting weekly throughout the spring semester, students will develop an Impact of Agribusiness in Brazos County publication and host an Ag Fair for area elementary schools. Educational outreach efforts will support the Brazos County office of the Texas Agricultural Extension Service.

For additional information contact T. A. Vestal or Rob Terry.

“Find some champions that may go over the edge, come back full of arrows, but still alive and thinking of a new plan of action.”

—Maggie Balough
Austin

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.



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