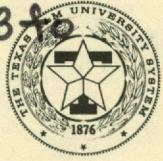
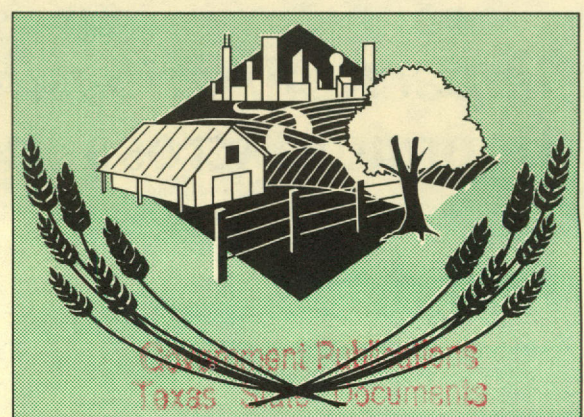


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Texas Agricultural Extension Service  
The Texas A&M University System



# The AgriFood Master

Teaching the Foundation of the Nation

Vol. 4, No. 1 The Statewide Newsletter of the Texas AgriFood Master (TAM) Program Spring '98

## It's an Ag Fair Explosion!

County Extension agents all across the state are assisting agribusiness organizations in hosting Ag Fair events to promote the impact agriculture has in the community and to teach about the food and fiber industry. Ag Fairs from the Panhandle to the Rio Grande Valley are showcasing the different aspects of agriculture and agribusiness through educational activities targeting fourth graders. Most Ag Fair events are an outdoor series of educational stations that supplement curriculum enrichment materials such as Texas Farm Bureau's "Ag in the Classroom."

Texas is rich in natural resources and agricultural commodities, yet many children are not aware of the numerous ways agriculture affects and enriches their lives. They also

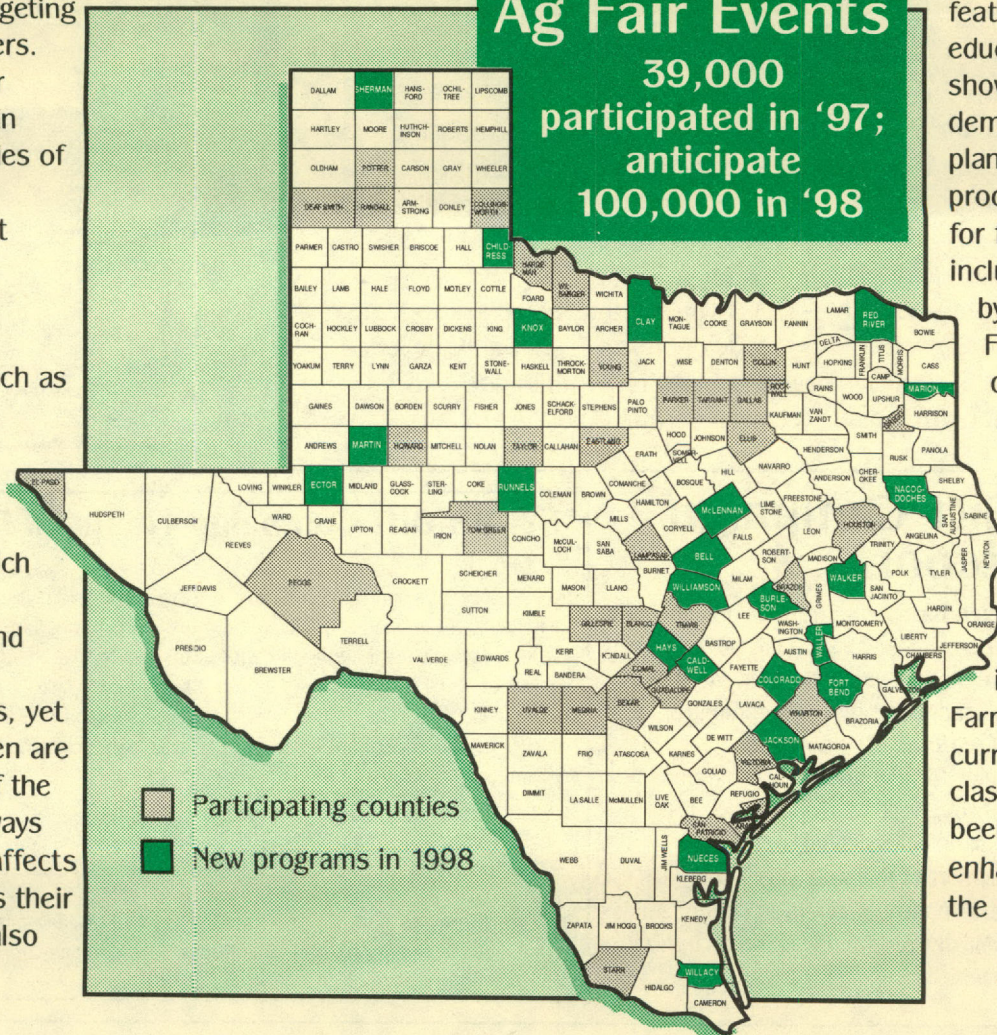
have a narrow perception of the career opportunities in the food, fiber and forestry industries. Ag Fairs give producers, agribusinesses and volunteers the opportunity to "make agriculture come alive" in the lives of young people, as the Ag Fair slogan suggests.

From 250 to 600 students are hosted at each day-long Ag Fair

event. Some counties such as Tarrant's Pizza Ranch and El Paso's Kids and Cows Expo recorded 1,500 to 15,000 students during the two- to five-day events. With this fun, educational tool, counties are able to reach a wide range of the population from inner-city dwellers to the country folks.

A typical Ag Fair features 10 to 12 educational stations showcasing and demonstrating how plants and animals are produced and processed for food and fiber, including the hundreds of by-products. The Ag Fair curriculum is designed to supplement the Texas Education Agency's TAAS and essential knowledge and skills requirements. Many teachers in urban areas have incorporated Texas Farm Bureau's agricultural curriculum in their classes. The Ag Fair has been an excellent enhancement activity for the curriculum.

**Ag Fair Events**  
39,000 participated in '97;  
anticipate 100,000 in '98



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# Impact of Agribusiness Booming Across the State

Counties around the state are realizing the importance of letting the communities not only know about the economic importance of agriculture but also the major role it plays in everyone's life.

Up to now, only seven counties/areas (Panhandle, Concho Valley and Dallas, Tarrant, Bexar, Brazos and Tarrant counties) had published an *Impact of Agribusiness* publication. Because many people don't realize the need for or importance of agriculture, more counties are taking steps to educate the public by developing and publishing an *Impact of Agribusiness* publication tailored

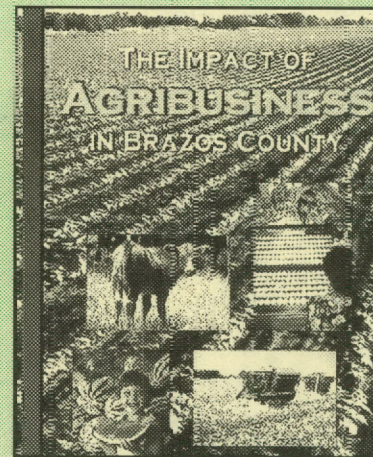
to fit specific needs of the county.

Tom Green, Tarrant and Travis counties have recently published their own *Impact of Agribusiness* publication. And Wichita, Gregg, Ector, Taylor, McLennan, Bell, Nacogdoches, Wharton and Nueces counties, along with the Rio Grande Valley, are currently working on similar projects.

To request impact of agribusiness data for your county and a Word-Perfect template for your own county or regional publication, contact the AgriFood Education Program office at (409) 862 3013.

## Take a Peek

Go to:  
<http://agcomwww.tamu.edu/agcom/publish/extpubs/comdev/AGFOOD.pdf>  
 to view a recent county *Impact of Agribusiness* publication in Texas.



## Ag Fair Pointers

With the explosion of Ag Fairs across the state, some educators may need guidance in designing lesson plans and learning objectives that will reach the fourth grade student. Some 60 Texas counties are scheduled to host educational events for tens of thousands of fourth graders this year.

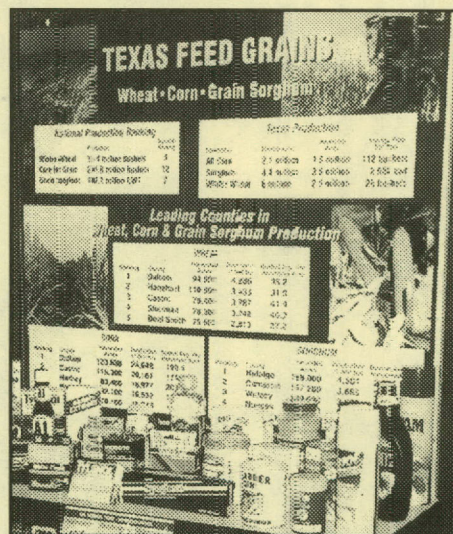
Laurie Thorp, a former Houston elementary teacher; Helen Holdworth, Extension associate in Bexar County; and Andy Vestal have designed a document called "Texas Essential Knowledge and Skills for 4th Grade

TAAS." This document outlines what is being taught in the curriculum of fourth grade classes across the state.

The goal of the Ag Fairs is to teach students about agricultural and food sciences. With these guidelines, lessons can be designed to address the needs of schools across the state by introducing agricultural subjects using the Texas Essential Knowledge and Skills and TAAS Objectives outlined by the state.

If you are interested in receiving a copy of "Texas Essential Knowledge and Skills for 4th Grade TAAS," please e-mail Andy Vestal at the

AgriFood Education Program office:  
 t-vestal@tamu.edu.



## FY 1998 Gift Campaign Financial Report

The FY '98 gift campaign has been a tremendous success already surpassing last year's total of \$12,213.40. Agribusinesses across the state have contributed more than \$15,000. The money is used to support programming efforts such as *Impact of Agribusiness* publications, Ag Fair events, educational modules for use in county programs and program expansion throughout Texas.

We want to thank the benefactors listed to the right for their generous gifts in support of the statewide Texas AgriFood Master program. Financial partners in county and regional Texas AgriFood Master programs will be recognized in the Summer '98 newsletter.

## FY '98 Gift Campaign Financial Partners

- |  |                                      |
|--|--------------------------------------|
| First State Bank of Uvalde               | Texas Cotton Ginners Association     |
| Brazos Valley AgriFood Education Council | Texas Seed Trade Association         |
| Texas Poultry Federation and Affiliates  | Texas Grain Sorghum Production Board |
| San Antonio AgriFood Education Council   | Louis Stumberg-Stumberg Foundation   |
| Continental Floral Greens                | Owens Coop Gin                       |
| Pogue Seed Company                       | Farmers Coop Compress                |
| Edinburg Citrus Association              | Texas Livestock Market Association   |
| Garrison Seed                            | Vestal Farms                         |
| Pierce Ranch                             |                                      |

**Total: \$15,711**

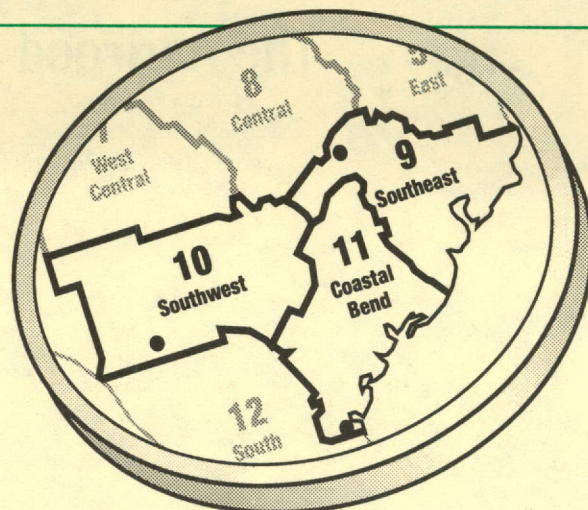
Special thanks to our  
 1998 newsletter sponsors

First State Bank of Uvalde - postage  
 G.E. Pogue Seed Company of Kenedy - printing

## Spotlight

There is a wave of ag literacy activities in county programs throughout Texas. We will spotlight three Extension districts each quarter and recognize the county faculty and volunteers for outstanding educational events. This issue salutes Extension Districts 9, 10 and 11.

This list includes counties reporting events to the AgriFood Education Program office or submitting monthly reports using the key words **Ag Fair** or **Ag Literacy**.



District	County	Faculty	Event
9	San Patricio	Jeffrey Stapper	<i>Ag Fair</i> November '98
9	Burleson	Kathy Smith	<i>Cultural Heritage Day</i> April 2 <i>County Fair</i> September 22-27
9	Brazos	Eric Zimmerman and Katie Harris	<i>Bryan/College Station Ag Fair</i> April 22—500 students
9	Walker	Reggie Lepley and Dawn Henry	<i>Walker County Fair Natural Fibers Exhibit</i> March 2-April 4 <i>Huntsville ISD Ag Fair</i> May 12—500 students
9	Harris	Mike Shivley	<i>Houston Livestock Show and Rodeo Dairy exhibition and Ag Ventures</i>
10	Medina	Wayne Scholtz	<i>Ag Fair</i> March 24—every fourth grader in Medina County
10	Bexar	Helen Holdsworth	<i>Rodeo Days</i> at Thousand Oaks Elementary January 30—400 students <i>San Antonio Ag Fair</i> May 1—500 students <i>Career Fair</i> at Sinclair Elementary <i>Earth Day Agricultural Awareness Exhibit</i>
10	Travis	Brad Pierce	<i>Howdy Tours</i> March 13-14—1,500 students
10	Comal	Pat Rasor and Marty Gibbs	<i>Mountain Valley Elementary Ag Fair</i> March 3—185 students
10	Guadalupe	Scott Edmondson	<i>Shertz-Cibolo-Universal City Ag Fair</i> April 3—500 students <i>Seguin Ag Day</i> May 7—600 students
10	Hays	Marilyn Prause	<i>Hays County Ag Day</i> May 16-17
11	Jackson	Mervin Lesikar	<i>Countywide Ag Fair</i> May 11-15—600 students <i>Ag Day</i> for three schools—1,500 students
11	Colorado	Jack Hunter	<i>Ag Fair</i> September 9-13—500 students
11	Victoria	Joyce Brown and Joe Janak	<i>County Ag Fair event</i> September 30-October 1

"This Ag Fair will be in the minds of these children for a lifetime! Do you remember a field day or event you attended while you were in the fourth grade?"

- Northside ISD Fourth Grade Teacher, San Antonio

**For guidance in starting a Texas AgriFood Master Program, go to:**

<http://agcomwww.tamu.edu/agcom/publish/extpubs/comdev/b6021.pdf>

or <http://agcomwww.tamu.edu/agcom/publish/extpubs/comdev/b6022.pdf>

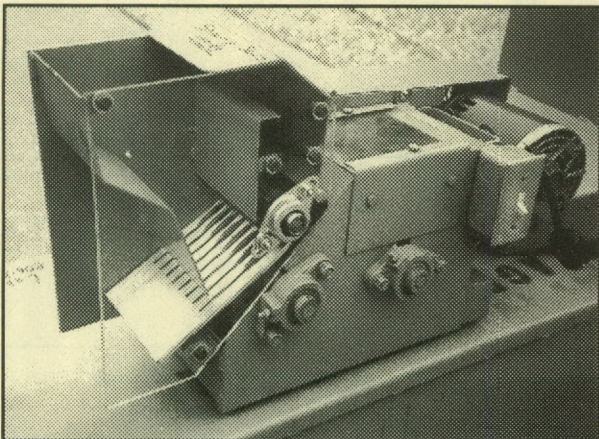


## The AgriFood Master

107 Scoates Building  
Texas A&M University  
College Station, TX 77843-2116

### Texans Learn about Cotton

Texas Cotton Ginners' Association donated \$5,000 to the Texas AgriFood Masters Program. Two miniature cotton gin exhibits, titled "Processing the Fabric of Our Lives," were built to help promote and explain the Texas cotton industry.



The gins are fully equipped and operational. People can view cotton being ginned and the seed and fiber separated. Lesson plans, directions, safety guidelines and other materials are included with each gin.

The exhibits, located in Lubbock and Medina counties, have been used statewide in various educational events including the San Antonio Livestock Exposition and the Houston Livestock Show and Rodeo. Response has been very positive.

If you would like to reserve an exhibit for an event in your county, please contact Medina County at (830) 741-6180 or Lubbock Center (district Extension directors) at (806) 746-6101.

### 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.

T. A. "Andy" Vestal  
State Coordinator-AgriFood  
Education Program  
107 Scoates Building  
Texas A&M University  
College Station, TX 77843-2116  
409/862-3013  
Fax: 409/845-6296  
E-mail: t-vestal@tamu.edu