

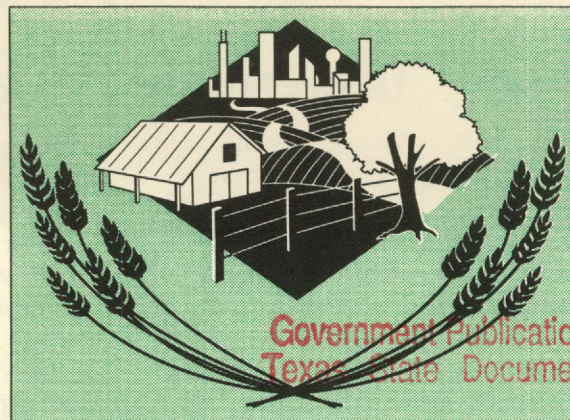
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Texas Agricultural Extension Service
The Texas A&M University System

The AgriFood Master

Teaching the Foundation of the Nation



Government Publications
Texas State Documents

Vol. 2, No. 4 The Statewide Newsletter of the Texas AgriFood Master (TAM) Program MAY 06 Winter '97



Mark Brown and Doug Andrews, county Extension agents from Lubbock and McClennan counties respectively, are happy to find new methods for taking Extension to the people during the three-day TAM expansion program workshop in New Braunfels during November.

\$7,250 of \$22,000 FY '97 TAM Gift Campaign Received

Depository
Dallas Public Library

The FY '97 Gift Campaign is developing financial support through business and individual partnerships (contributions) to expedite TAM expansion at the county or multi-county level through grants to county programs and statewide coordination support.

The learning curve is on a path going straight up for students and urban adults involved in these agricultural education activities. They are sure to make wiser decisions about the food, fiber and forestry industries regardless of whether they are tomorrow's parents, business leaders or elected officials partly because of their newfound knowledge about agriculture.

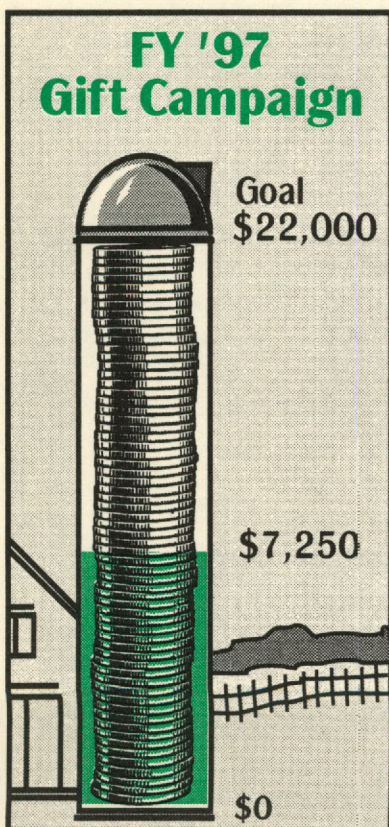
Demand exceeds supply when referring to the attraction urban audiences have for what Texas AgriFood Masters offer. The Texas Agricultural Extension Service is poised for expansion of the very successful TAM program to meet these demands through partnerships with folks like you.

Most everyone, whether farm or city residents, recognizes the overwhelming need for urban agricultural awareness and understanding. When a significant program is meeting these agricultural education needs, the size of the pocketbook should not limit people's dreams. During 1996, more than 2 million Texans were reached through the Texas AgriFood Master Program. This urban agricultural education was made possible through the sound investments of many private financial partners like yourself.

Extension would like you to join your agribusiness peers (see form on page 2) and become a financial partner to make the statewide expansion become a reality. In doing so, you will be recognized for contributing to the inaugural expansion initiative of the TAM program.

You'll play a significant role in a program reaching urban audiences in Texas' most populous counties. You'll immediately enhance urban

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FY '97 TAM Gift Campaign Partners

First State Bank of Uvalde
McCombs Foundation
J. Neal Pratt Family
Texas Farm Bureau*
G. E. Pogue Seed Co.
Texas Egg Council
More than 300 TAM volunteers**
Texas Poultry Improvement Association
Texas Department of Agriculture*
Texas Cotton Producers
Texas AgriWomen - RGV Chapter
Bonita Baker, Seagraves, TX
Louis Stumberg Foundation

Texas Turkey Federation
Texas Seed Trade Association
Farm Credit Banks of Texas
Texas Poultry Federation
Texas Broiler Council
Texas Pork Producers Association
Texas Beef Council
AgriFood Education Council - San Antonio Area
San Antonio Livestock Exposition
AgriFood Education Council - Dallas Area
AgriFood Education Council - Brazos County

* Elementary school curriculum in-kind ** Thousands of hours of knowledge and expertise sharing

Agent Involvement Projected

Twenty-five county Extension agents, serving counties with 7.3 million residents considered their future involvement in AgriFood Master projects before and after the November 1996 TAM workshop for Extension faculty.

The workshop, planned and coordinated by a committee of urban agents, featured the most successful TAM projects for possible adoption by agents. Means of pre- and post-tests were used to measure how agents considered their future involvement in each project. During the workshop the projects were showcased, "how to" information was shared and clientele impact measurements were communicated.

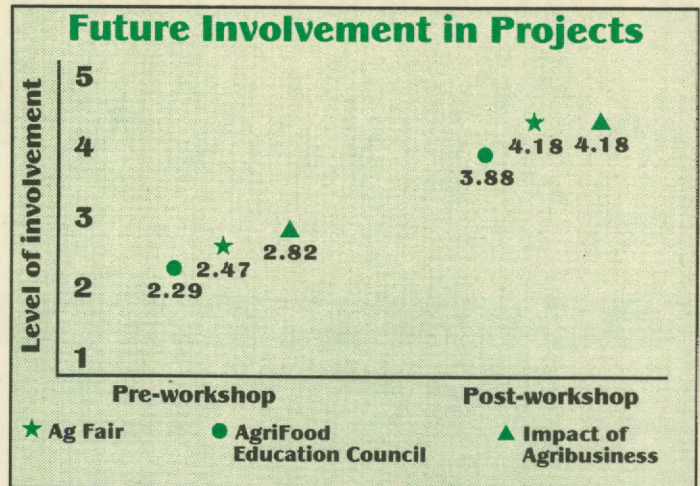
Every project in the study received an increase in future involvement. The widest margins of increase in scores of projected future involvement were identified as follows:

- Ag Fair project +69%
- AgriFood Education Council +59%
- Impact of agribusiness publication +48%

These and other TAM projects were offered cafeteria style to agents for adoption, whereas agents could implement single or multiple projects as the county situation warranted.

If you are not aware of these projects, check out these sources:

- TAM Ag Fair Volunteer Guide - hardcopy
- A Working Strategy - Impact of Agribusiness Project - hardcopy



- TAM Impact of Agribusiness - Brazos County via internet (see URL on page 3)
- TAM Expansion and Management Guide and Tool Chest via internet (see URL on page 4)

The first farmer was the first man, and all historic nobility rests on possession and use of land.

—Ralph Waldo Emerson (1803-82)
U.S. essayist, poet, philosopher.
Society and Solitude, "Farming" (1870)

Yes, I want to contribute to the FY '97 TAM Gift Campaign!

\$1,000 \$500 \$250 \$100 Other

Please send me additional TAM program expansion information (contributor's packet).

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

For direct communications, call T. A. "Andy" Vestal at 409-862-3013.

Forward your contributions to the FY '97 TAM Gift Campaign, Texas Agricultural Extension Service attention: T. A. Vestal, 107 Scoates Building, College Station, TX 77843-2116 Make checks payable to TAEX Account # 225100.

A Quantum Leap for the Urban CEA

A quantum leap (ca. 1926) is defined as an abrupt transition or change, sudden increase or a dramatic advance from one discrete energy state to another.

The Texas AgriFood Master Program entails the introduction of two important components which work in tandem to accomplish Extension goals in an urban setting. The component that most of you are familiar with is the recruitment, training and educational outreach of TAM volunteers.

The second component, the AgriFood Education Council, has effectively enhanced the visibility, credibility and financial partnership building of urban Extension so that the county Extension agent experiences a quantum leap in his or her level of association and communication with urban business leaders.

For more on achieving the quantum leap, contact the statewide coordinator's office.

Special thanks to our 1997 newsletter partners:

First State Bank of Uvalde -- postage sponsor

Pogue Seed Company of Kenedy -- printing sponsor

TAM Around Texas

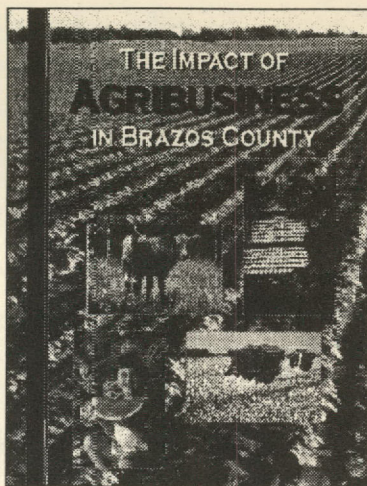
Concho Valley—The newest AgriFood Education Council has been formed in San Angelo. Jeff Ripley, secretary to the Concho Valley AgriFood Education Council (CVAFEC) and Tom Green county Extension agent-agriculture, reports "this thing has kinda taken off." Jeff and the council met with representatives of the San Angelo Chamber of Commerce in December to solidify a strong collaborative relationship. Ripley said, "It looks as if the Concho Valley AFEC will be organized much like the Brazos County Council." Both of these organizations chose to become a division of the Chamber of Commerce.

CVAFEC's first project, "The Impact of Agribusiness in the Concho Valley," will entail economic research, photography, writing, publishing and promoting this publication. The project will feature a luncheon for elected officials and agribusiness leaders with a press conference to unveil the publication.

Officers and directors of the Concho Valley AgriFood Education Council are:

Roddy Peoples-president	
Lori Cantu-vice president	
Brenda Kellermeier-treasurer	
Jeff Ripley-secretary	
Mike Brown	Jerry Lackey
John Cargile	Curt Lancaster
Chico Denis	Duery Menzies
Pat Malloy	Pierce Miller
Brian May	Bill Sims
Pat Jackson	Hugh Stone
Royce Jones	Kermit Wendland
Rob Junell	Zane Willard
Doug Kinsinger	

Brazos County—The Brazos County AgriFood Education Council fostered agribusiness partnerships to raise more than \$6,000 to support urban education about agriculture during 1996. The major portion of these funds was allocated to "The Impact of Agribusiness in Brazos County" project, which featured a 12-page, full-color publication highlighting the \$760 million agribusiness impact in the county. A National Farm/City Week press conference featured AgriFood Education Council members, State Senator Steve Ogden, CEA Jim Mazurkiewicz and Norwest Bank Central Texas Chairman Mervin Peters, who publicly unveiled the publication.



The website for this publication is:
<http://agnews.tamu.edu/agrifood>

Ft. Worth and Tarrant County—John South reports the AgriFood Education Council/Ag Awareness Committee is being formed as a part of the Ft. Worth Farm & Ranch Club. In its original charter, the club identified ag awareness as one of its major thrusts. Chairman Paul Burroughs will lead this new effort by giving direction to the TAM program, creating and marketing an "Impact of Agribusiness in Tarrant County" publication and developing financial partners to support ag awareness programs through TAM volunteers.

Dallas Area—Katherine Hall, president of the TAM Dallas organization, says that 72 public ag tours attracted more than 2,000 fair goers during the 24-day run of the 1996 Texas State Fair.

Capital Area—Rene Mosqueda, Travis County Extension agent, has announced that the City of Austin donated \$7,000 to support a traveling interactive computer educational exhibit called Wildlife Success Stories and Endangered Species. This exhibit has been integrated into Dallas Schools by TAM volunteers and has a fabulous message for youths about things farmers and ranchers do to provide wildlife habitat. It also communicates such messages as white tail deer are not an endangered species. Laurie Lee, a local volunteer, has been identified as school curriculum enrichment coordinator.

Big Country—Gary Bomer, Taylor County Extension agent, is enthusiastic about the new agricultural leadership in the Abilene area. The first organizational meeting of the Big Country AgriFood Education Council was held in January.

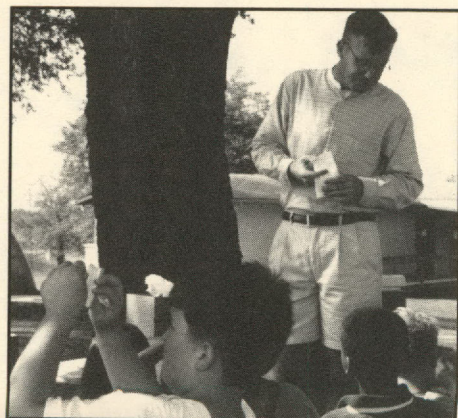
Officers and initiatives for action are on the agenda for spring '97.

Gregg County—The Gregg County TAM Ag Fair Committee recently met with Judson Elementary School administration who will host an Ag Fair for neighboring schools in April. The committee has contacted a group of organizations and individuals who will attend formal Ag Fair training in preparation for the event.

Lubbock—Mark Brown, Lubbock County Extension agent, shared the TAM projects with the Extension Ag Committee during its December meeting. This committee was most interested in pursuing Ag Fair events and curriculum enrichment activities for their educational emphasis. The committee has started identifying key leaders who may serve on the Lubbock AgriFood Education Council.

San Antonio Area—TAMs in Bexar and Guadalupe counties worked together on the San Antonio Livestock Exposition. TAM and the Texas Farm Bureau shared an interactive educational exhibition space in the "World of Agriculture" tent during the 15-day SALE event in February. TAM/TFB featured The Lunch Greenhouse interactive computer crop simulator, food safety games and Ag in the Classroom curriculum. A new Texas-grown commodity was highlighted each day. A significant portion of the nearly one million in attendance visited the "World of Agriculture."

Guadalupe County will host the spring 1997 San Antonio Area TAM training series set to kick off March 25.



There is an infinite number of ways to introduce agricultural, environmental and related subjects to children. Shaking and making butter in a bag is just one way students learn about agriculture products and food processing from Texas AgriFood Masters during Ag Fair events on elementary school campuses in urban Texas.

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agricultural education offered by more than 300 trained and certified TAM volunteers in existing programs in Dallas, San Antonio, Austin, Ft. Worth, Amarillo/Canyon, Bryan/College Station, San Angelo, Abilene and Longview. AgriFood Masters become a vehicle for agricultural education in urban Texas through the creative use of volunteers, mass media, ongoing urban events and existing agricultural curriculum such as the Texas Farm Bureau's Ag in the Classroom program.

'97 Expansion Program Planned

The expansion program:

- Began in fall 1996 with a workshop hosting 29 Extension professionals who serve 7.3 million citizens in urban Texas.
- Will develop AgriFood Education Councils in metropolitan Texas to

enhance the visibility, credibility and financial strength of education about the food, fiber and forestry industries.

- Will recruit and train Texas AgriFood Master volunteers by marketing the benefits of this program to citizens who possess pride and intrinsic values and maintain a deep appreciation for agriculture. These volunteers are peers of our target audience.
- Will organize and manage Texas AgriFood Master volunteers in metropolitan areas to engage in public policy education which addresses urban concerns about agriculture, food safety, natural resource conservation and environmental education based on the expressed needs of the community.

Website

TAM Expansion Management Guide and Tool Chest

Guide: <http://agcomwww.tamu.edu/agcom/publish/extpubs/comdev/b-6021.pdf>

Tool Chest: change suffix to b-6022.pdf

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

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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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