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Texas Agricultural Extension Service
The Texas A&M University System

The AgriFood Master

Teaching the Foundation of the Nation



Vol. 2, No. 5 The Statewide Newsletter of the Texas AgriFood Master (TAM) Program JUL 01 1997 Spring '97

TAM Training

The 32-hour educational series for Texas AgriFood Master volunteers is a high priority for several reasons. Here are just a few:

- Learning is second on the list of characteristics that attract people to volunteer opportunities. The number one characteristic is the humanitarian/religious cause.
- TAM instructors showcase the intellect and individual personalities of the professionals in the food and fiber industries, Extension Service, Experiment Station and other educational institutions with this new audience of *urban volunteers*.
- TAM training puts into practice the process of transformational leadership development, which transforms people so that they can make needed changes or decisions based on a broader knowledge of the subject.
- TAM training molds a fraternity of urban volunteers with agrarian interests to utilize speaking, teaching and organizational and leadership skills to teach their peers in urban Texas about the food, fiber and forestry industry.

Suggested instructors and topics:

- Dr. Gary Varner, associate professor, Department of Philosophy and Humanities—Property Rights and Land Use
- Dr. Gary Briars, associate department head, Department of Agricultural Education—Common Ground/Controversial Issues
- Dr. Ron Kaiser, associate professor, Department of Recreation, Park and Tourism Sciences—Water Law/Environmental Law
- Don Renchie, Extension associate, Agricultural and Environmental Safety—Pesticides and Regulation

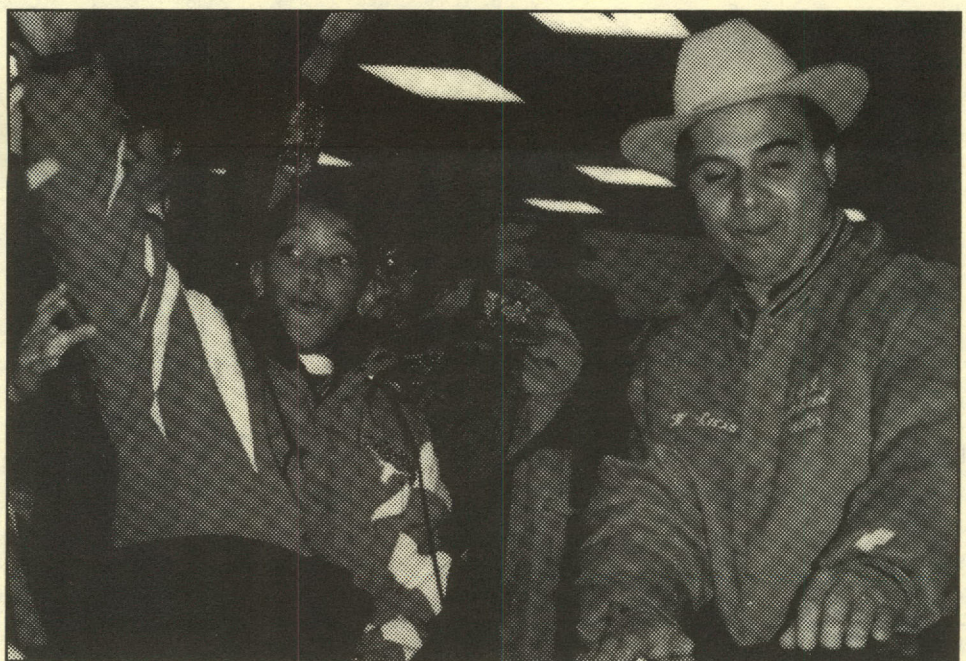
AgVentures and Livestock Centers Appeal to All

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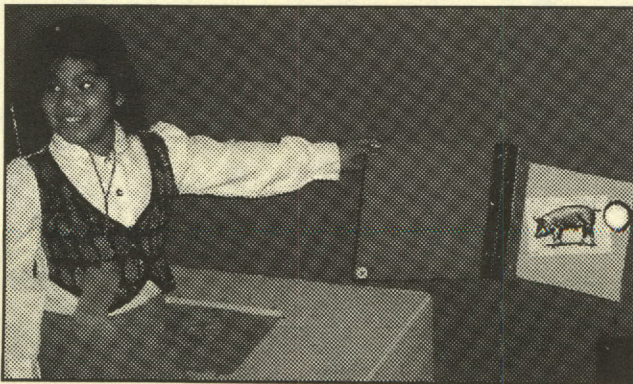
The San Antonio Livestock Exposition (SALE) and Houston Livestock Show & Rodeo (HLSR) set new and exciting standards for urban agricultural education with interactive exhibits that appeal to young and old.

In the 1980s, fairs and expositions across the land set up petting zoos to

give urban youths an opportunity to be around farm animals. Today SALE's Livestock Centers and HLSR's AgVentures offer thousands of square feet of live animals and high-tech, interactive educational exhibits that attract all ages.



Homero Recio, SALE committee member, entertains school children with an interactive electronic beef exhibit in the Beef Center during the 1997 San Antonio Livestock Exposition.



Houston school children use all "six" senses while learning about agriculture. HLSR's AgVentures communicates through hearing, touching, smelling, seeing, tasting and stirring the imaginations of young and old.

Agribusiness Contributions Expand TAM Programs

The first round of FY '97 TAM Gift Campaign grants were awarded to county programs in five locations around the state, with more awards to come. Extension faculty in Gregg, Tarrant, Travis, Tom Green and Randall counties received non-competitive grants based on outstanding educational achievements.

John South, county Extension agent in Ft. Worth, says the funds are especially appreciated and timely. Tarrant County volunteers will soon be producing their first "Impact of Agribusiness" publication. They also hosted 4,000 fourth grade students at an all-day educational event at the Will Rogers complex in April.

The Panhandle Area TAM program can really use these funds to maintain the high quality of our eight-week volunteer training programs, says Robert Devin, Randall County Extension agent. The education series features instructors from Texas A&M as well as Texas

Tech, West Texas A&M, University of Texas-Austin, University of Texas Health Science Center in San Antonio and several industry professionals.

FY '97 grants to county programs are available for TAM expansion efforts to enhance volunteer recruitment, training,

outreach projects, leadership development, volunteer recognition and program evaluation and interpretation.

Agribusiness peers throughout Texas have contributed to the FY '97 TAM Gift Campaign.

FY '97 TAM Gift Campaign Partners

Loise A. Box Hutchison, MD
Callahan County Farmers Cooperative
Texas Turkey Federation
Texas Seed Trade Association
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 - Rio Grande Valley Chapter

Brazos Area Hay Producers Association
First State Bank of Uvalde
McCombs Foundation
Farm Credit Banks of Texas
AgriFood Education Council/Brazos County
Texas Poultry Federation
Texas Broiler Council
Texas Pork Producers Association
Texas Beef Council
AgriFood Education Council-San Antonio Area
Louis Stumberg Foundation
San Antonio Livestock Exposition
AgriFood Education Council-Dallas Area
Bonita Baker, Seagraves

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

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

To join your agribusiness peers in support of urban education about agriculture, complete and return this form.

- \$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.

TAMs Sought for A&M Workshop

The AgriFood Education Program and county Extension agents are responding to TAM volunteers who requested that a statewide event be organized to bring TAM volunteers together. In 1995 and '96, TAM volunteers across Texas got to "see" each other and discuss their success stories through the Trans Texas Videoconference Network (TTVN), a two-way, interactive video system with sites throughout the state.

This year these and additional volunteers will convene on the campus of Texas A&M University for a three-day leadership workshop planned for August 3-5. It will feature training in program development, leadership and public speaking along with high tech tours and much more. It will also be an opportunity to meet other TAM volunteers and to share experiences and ideas.

Contact your county Extension agent for specific dates and registration procedures.

Special thanks to our 1997 newsletter partners:

First State Bank of Uvalde
postage sponsor
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AgFair TAAS Labs Introduced

AgFair events provide a perfect setting to assist teachers with the Texas Assessment of Academic Skills (TAAS) objectives while teaching about agriculture. By creating lesson plans based on TAAS objectives, TAM volunteers can expand their educational goals by increasing the academic proficiency of fourth grade students in urban Texas.

Four TAAS lab lesson plans, including dairy, cotton, wheat and major food groups, have been developed and are available to county Extension programs, county Farm Bureaus and other groups that provide agricultural education events at the elementary-school level.

Laurie Thorp, former elementary school teacher in Houston, and Cindy Garza-Rameriz of El Paso, are credited with the research and development of these TAAS lab lessons. Both are graduate students in the Department of Agricultural Education.

This edition of *The AgriFood Master* gives you a quick look at the first of these TAAS labs which are the newest element of AgFair events in Texas.

Cotton TAAS Lab

TAAS objective: Science 2 - The student will demonstrate the ability to sequence, order and/or classify scientific data/information.

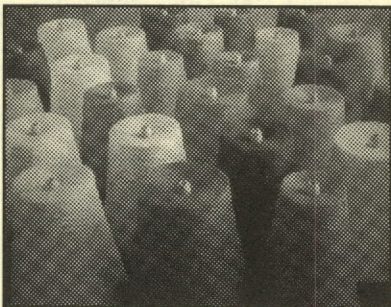
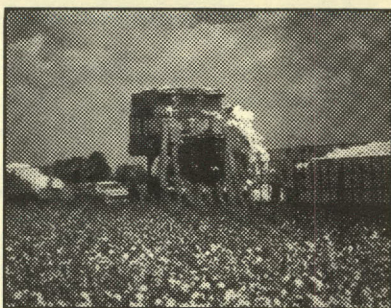
Resources/materials: "The Story of Cotton" includes 15 8x12-inch color photos, farm-to-fiber felt board and velcro backing with photo captions.

TAAS lesson: Students participate individually or in teams to sequence the cultivation, growing and processing stages in proper chronological order and summarize the events verbally.

The objective of this lesson is to teach students about cotton and to practice sequencing events and growth stages in chronological order. The estimated cost for duplicating the cotton illustrations on foam board is \$250. To make arrangements for your duplicate set, call (409) 862-3013. This is a great opportunity for local sponsors to support AgFair events by purchasing TAAS lab teaching materials.

Stages from field to fabric are of interest to kids!

To order the AgFair Guide for Volunteers, which includes TAAS lab lesson plans, contact TAMU, Department of Agricultural Education, 107 Scoates Building, College Station, TX 77843-2116. Make your check payable to AGED department account 02-511465. Out-of-state requests require \$12 for printing and postage.



TAM Around Texas

Longview—Sandra Risinger, Gregg County Extension agent, reports the AgFair Task Force involved agribusiness representatives, community leaders and educators in the successful completion of their first AgFair. The May event, held at Johnston Elementary, attracted more than 400 students and educators to the maize of 10 educational stations hosted by 30 dedicated volunteers.

Austin—Rene Mosqueda, Travis County Extension agent, will train Junior AgriFood Masters (teens) during the summer to implement educational outreach activities in urban Travis County.

Panhandle Area—Robert Devin, Randall County Extension agent, was excited when asked about the TAM IV class which ran from February through April. The Panhandle group wants to recognize Dr. John Mullet, Texas A&M; Dr. Jim Clark, West Texas A&M; Dr. Allen Fritz, Texas A&M; Dr. Rudy Tarpley, Texas Tech; Dr. Floy Lilly, University of Texas at Austin; Dr. Margaret Maxey, University of Texas at Austin; and Dr. Sandy Miller, University of Texas Health Science Center-San Antonio for their outstanding presentations to TAM volunteers. Panhandle TAM is pleased to have these scientists and professors from five universities support the TAM educational effort.

Oak Harbor, Ohio—Bill Hudson, county Extension director, says he and Extension administrators have met with Ohio Farm Bureau and industry leaders to develop a broad-based strategy for urban agricultural education. The Ohio group is considering the AgriFood Education Council concept to create a new organization that can develop its own image and credibility status. "Impact of Agribusiness" publications are being considered for the Cleveland, Dayton, Columbus, Toledo, Cincinnati and Akron metropolitan areas.

San Antonio Area—The Guadalupe County TAM volunteers hosted the San Antonio Area TAM XII training series in March, April and May. Charlie Wilman, TAM XII training coordinator, has one dozen new trainees that bring a cadre of skills with them, says Scott Edmondson, Guadalupe County Extension agent. Recruits include professionals with Norwest Bank, AMPI, law offices, a clergyman and others. TAM volunteers have hosted six AgFair events involving more than 2,500 youths this spring.

San Angelo—The Concho Valley Agribusiness Council, chaired by Roddy Peeples, has completed the manuscript and data analysis for a (continued on page 4)



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TAM Around Texas

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new publication "The Impact of Agribusiness in the Concho Valley." County Extension Agent Jeff Ripley said the publication will be the feature of an agribusiness and elected officials luncheon and press conference hosted by the Council.

Rio Grande Valley—Extension Economist Jason Johnson has been the catalyst in establishing the Rio Grande AgriFood Education Council in cooperation with county Extension agents in Cameron, Willacy, Starr and Hidalgo counties and Jose Amador, director for the TAMU Research and Extension Center in Weslaco. The Council has started gathering data for an impact of agribusiness publication for the four-county region.

Abilene—With leadership provided by county Extension agents Gary Bomer of Taylor County and Judy Gully and Zachary Wilcox of Nolan County, the Big Country AgriFood Education Council directors are gearing up for their first Texas AgriFood Master volunteer training series scheduled

for July. The preparation and organization of a corps of TAM volunteers to provide educational outreach to enrich elementary school curriculum will be a thrust of the program. The Council also plans to publish an impact of agribusiness publication for the Big Country.

Bryan/College Station—The Brazos County AgriFood Education Council has provided the direction and financial needs to sponsor projects completed by 28 AgEd 489 (AgriFood Industry Leadership) students during the spring semester. Dr. Jim Mazurkiewicz, county Extension agent in Brazos County, provided leadership in identifying Brazos Valley projects. Included were AgFair events at Bryan and College Station schools; an interactive educational exhibit about Texas fibers at Post Oak Mall; an indepth study of bioengineered crops, analyzing health and environmental benefits and consequential properties and characteristics; and an evaluation of the effectiveness of Extension's forage production educational programs on the economics of an eight-county region.

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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