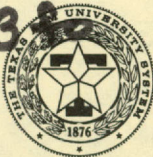


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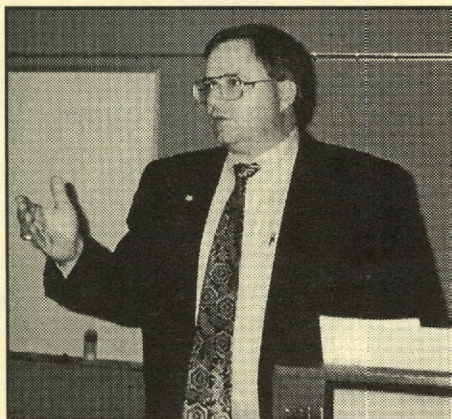


The AgriFood Master

Teaching the Foundation of the Nation

Vol. 2, No. 3 The Statewide Newsletter of the Texas AgriFood Master (TAM) Program

Fall '96



Mike Petter, of Pleasanton, started with the Texas Agricultural Lifetime Leadership (TALL) program in 1992 and became a Texas AgriFood Master (TAM) volunteer in 1993, president of San Antonio TAM in 1994 and director of the San Antonio AgriFood Education Council 1995. Mike is a private agricultural and environmental engineer in his free time.

AgriFood Master Group Fills Important Role

Wouldn't it be great if there were a grassroots organization of concerned people who:

- Accentuate the positive aspects of agriculture and teach consumers and youths about today's food and fiber system?
- Provide accurate information about food, natural resources and the environment to help consumers make wise decisions?
- Present entertaining lectures and classroom activities to inform adult and youth audiences about issues that affect our daily lives?
- Participate in career days, distribute agricultural and natural resources curriculum and host agricultural science fairs at schools to inform youths and teachers about the food, fiber and forestry system?

Fortunately, there is such a group. It's called AgriFood Masters.

In each issue of this newsletter over the past year, I have had the pleasure of recognizing the accomplishments of Extension agents, donors and volunteers who are food, fiber and forestry industry communicators in Texas' 33 most populated counties.

This year, agents in rural and urban counties will receive the TAM newsletter so project ideas can be shared statewide. Many agents are involved and have shown an interest in the AgriFood Master program as a means of giving Extension programs a giant leap into the 2000s. The partnerships fostered through an AgriFood Education Council, the consumer and youth education which serves the interests of industry partners and this new fraternity of Extension volunteers are attractive to county Extension agents who delegate responsible roles to willing and able volunteers. Extension 4-H Specialist

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Educational Power

Extension's most powerful educational vehicle of the '80s and '90s has been the master volunteer, who broadened the outreach of the land-grant university system many fold.

Kudos

Lewis Bracy, president and CEO of the First State Bank of Uvalde, has agreed to continue the bank's partnership through FY97 by sponsoring the first-class postage for this newsletter. Partnerships are one of the many ways in which urban agricultural education is being achieved. The Texas AgriFood Master program serves as an urban educational vehicle for the food, fiber and forestry industries.



Elementary children practice the cow milking "grip" during an Ag Fair in Dallas.

Inaugural TAM Workshop Focuses on Program Expansion

The first TAM workshop for county Extension agents will have 25 participants from Texas, New Mexico, Ohio and Oregon. Slated for November 19-21 at T-Bar-M Tennis Ranch and Resort in New Braunfels, the workshop will feature TAM volunteers and county Extension agents sharing their most successful urban outreach projects.

Agents will learn about volunteer recruitment, training and delivery methods. The AgriFood Education Council concept, which enhances agricultural visibility in support of the food and fiber industry, will be featured. Agents will experience many

outstanding volunteer leadership activities.

The workshop also will focus on how Extension faculty can foster new professional relationships, access available local resources and create networking opportunities through their own council.

Participating Texas agents and their respective counties are: **Carol Arndt**, Ector; **Jim Word**, Ector; **Jeff Ripley**, Tom Green; **Michael Clawson**, Sherman; **Jackie Risner**, Nacogdoches; **Doug Andrews**, McClennan; **Jon Green**, Parker; **Rex Youngblood**, Gregg; **John South**, Tarrant; **Jeffrey**

Stapper, Ft. Bend; **Earnest Kiker**, Midland; **Todd Williams**, Rockwall; **Mark Brown**, Lubbock; **Albert Gonzalez**, El Paso; **Dr. Larry Brown**, El Paso; **Kaye Woodward**, Bexar; **Jim Allison**, Potter; **Rene Mosqueda**, Travis; **Jalyn Burkett**, Tarrant; **Lynda Fogerson**, Taylor; **Gary Bomer**, Taylor; **Robert Devin**, Randall; **Dr. Jeff Goodwin**, Dallas; **Joe Taylor**, Bexar; and **Helen Holdsworth**, Bexar. Out-of-state participants include **Paul Sunderland**, Portland, OR; **Anita Blanton**, Albuquerque, NM; **John Tanaka**, Crovalis, OR; and **Bill Hudson**, Oak Harbor, OH.

Rudd, Garza Join AgriFood Education Program

Howdy! My name is **Marla Rudd** and I am your new undergraduate program assistant for the AgriFood Education Program. I am so excited about serving this wonderful organization and getting to meet all of you.

I am originally from New Home, Texas, where I grew up on a farm and ranch. In high school I was active in agricultural organizations like FFA, where I served as Area II Texas FFA President, and in my senior year I was Miss Texas Farm Bureau. With an ag-related background and a passion for the field, it led me to where I am today.

I am currently a senior at Texas A&M University, working on my degree in agricultural development. Over the last three years I have been actively involved with my church, campus activities, the College of Agriculture and the community.

I learned about Texas AgriFood Masters through a class and the community service we did. I was

involved in the Texas AggieFood Masters which produced two Ag Fairs, published two newsletters and began work on the Brazos County "Impact of Agribusiness" publication, all in the spring semester of 1996.

Working for Texas AgriFood Masters has already been a wonderful experience. I look forward to other things to come and to being a part of this program as it continues to grow and succeed. My e-mail address is m-rudd@tamu.edu.

Hi everyone! My name is **Cindy Garza** and I am your new graduate program assistant for the AgriFood Education Program. I'm very excited about this program. The experiences I've had with some of you already has made me appreciate the program and what each of you does.

I came to TAMU from New Mexico State University where I received my BS in animal science in December 1995. I was a member of the New Mexico

Cowbelles who are active in organizing Ag Fairs for elementary schools. Also I organized an Ag Awareness week on the NMSU campus. In addition, an internship with the New Mexico Cooperative Extension Service at Tucumcari in Quay County has given me an insight into the responsibilities of county Extension agents.

Some of the exciting projects I will be working on will be our very own AgriFood Master homepage on the world wide web. This homepage will feature the Guide and Tool Chest, "Impact of Agribuisness," newsletters and other information about county programs, elementary children, donors and achievements. I will also work on a colorful brochure about the AgriFood Master program along with participating in AgriFood Master events throughout the state. So, if you should ever need a hand, give me a call. My phone number is 409-845-2997 and my e-mail address is c-garza@tamu.edu.

Presentation Shows Changes in Agriculture

The presentation "Agriculture from 1896-1996" is complete and is making an enormous statement about how much the industry has changed. A part of it shows what the farm family and agriculture of 1896 looked like and what agriculture and the agribusiness industry look like today.

The farm family depicts people who often took their agricultural products from the beginning all the way to the

market on their own. A lot of what was produced was also consumed on the farm. Today the industry is so vast that few producers consume what they produce. In fact, about 98 percent of agribusiness and allied industry activity takes place off the farm in an urban setting. This can be described as agribusiness--an industry so large that it affects the lives and jobs of almost everyone today.

What was once accomplished by a small portion of the population on a single farm in 1896 now encompasses millions of people across this nation. Wow, what a hundred years can do!

This 20-minute presentation is available for county programs. To schedule, call 409/862-3013.
--Marla Rudd, TAM program assistant

TAM Around Texas



Jeff Goodwin, Dallas County Extension agent-natural resources, addresses participants during one of many public agriculture tours hosted by AgriFood Masters for the State Fair of Texas.

Dallas Area— (Dr. Jeff Goodwin, Dallas County Extension agent) Sky-diving cows were rained out. Dairy Day this summer just happened to take place on the day it rained. Yes this year's feature was to be two parachuters crashing the party at Old City Park. That was enough to excite urban audiences to line up early for the event. A Pre-Dairy Day was even held at Scottish Rite Hospital in Dallas.

Collin County Extension Agent **Brad Davis** will present the Ag Fair concept to 43 science instructors in Plano ISD this fall.

TAM Dallas is gearing up for its best ever public ag tours during this year's State Fair of Texas.

The Dallas AgriFood Education Council supports the educational outreach efforts of Extension in Dallas and Collin counties. The council consists of:

- Chairman of Board- **Jerry Owens**
Owens Country Sausage
- President- **Blair Stewart**
Texas Agribusiness Network
- Vice President- **Connie Yates**
Tom Thumb
- Secretary- **Jeff Goodwin**
Dallas County Extension Agent
- Treasurer- **Bob Brown**
Fritc Lay
- Karen Arthur**
Gustafson, Inc.

- Sonny Arnold**
Dallas County Extension Agent
- Idalee Cathcart**
baker/pastry chef
- Barrey Cosner**
State Fair of Texas
- Darrell Dromgoole**
Collin County Extension Agent
- Jane Didear**
Dallas Public Schools
- S. Rafe Foreman**
Hammerle and Crouch
- Claude Frazier**
The Equitable
- Diane Johnson**
Access Creative
- Milla Perry-Jones**
Baylor Health Care Systems Foundation
- Pete Keeley**
Agri-Associates
- Dennis Palmer**
director of agriculture programs
Plano East High School
- Ted Peters**
Heritage Farmstead Museum
- Glenn Majors**
Major Marketing Services
- Alan Moczygemba**
Gustafson, Inc.
- Eileen Resnik**
Texas Department of Agriculture
- Art Shepherd**
Kubota Tractor
- Mark Viergutz**
Culinary Communications
- Clark Willingham**
National Cattleman's Association

Panhandle Area— (Robert Devin, Randall County Extension agent)-The Tri-State Fair in Amarillo is upon us and we

expect a great Ag Fair during the event. In 1995 more than 100,000 visited the Ag Fair, and the 1996 event will be better since we've got more experience.

The Fair Board has made us the key attraction in the Ag Building for the September 14-21 event. We have developed closer relationships with schools and scheduled specific times for arrival and tours. Media night will be held September 13.

Steve Amosson, Extension economist-management; Southwestern Public Service; the Chamber of Commerce; and the City of Amarillo have teamed up to produce the second edition of "Impact of Agribusiness" in the Panhandle Area.

The Panhandle Area AgriFood Education Council supports Extension education in Potter, Deaf Smith and Randall counties. The council includes:

- Chairman of Board- **Paul Engler**
Cactus Feeders
- Cathy Teague**
KACV-TV
- Karr Ingram**
Amarillo Independent School District
- Robert Devin**
Randall County Extension Agent
- Harold Dillehay**
Panhandle Milling
- O. G. Neiman**
The Hereford Brand
- Wesley Fisher**
Barret-Fisher Co.
- Don Graham**
First National Bank of Hereford
- Frank Barrett**
Frank Barrett Co.
- Bill Mayfield**
Happy Independent School District
- Charlotte Rhodes**
Harrington Cancer Center
- David Erwin**
Erwin Farms
- Dennis Newton**
Deaf Smith County Extension Agent
- J. Pat Hickman**
First State Bank
- Kirk Suther**
Iowa Beef Packers
- Cathy Martindale**
Amarillo Globe News
- Louis Hinders**
Hinders Dairy and AMPI
- Shirley L. Garrison**
Garrison-Townsend Seeds
- Jodie Stockett**
Dow Elanco
- Randy Darnell**
Darnell Farms and Texas Agricultural
Lifetime Leadership program

Tammy Shaklee
Senator Teel Bivins office
Gregg Boggs
Southwest Public Service Co.
Dave Hopper
Champion Feeders
Jim Allison
Potter County Extension Agent

Brazos Valley— (Jim Mazurkiewicz, Brazos County Extension agent)-The Brazos Valley AgriFood Masters are unique in that they volunteer, train and organize their educational outreach projects during the spring semester only. They also receive Texas A&M University graduate or undergraduate credit and perform tasks in cooperation with the Brazos County Extension faculty. Two graduate students and 24 undergraduate students completed this course last May reaching more than 1,000 students at elementary school Ag Fair events, hosting four press events and writing the first draft of the "Impact of Agribusiness" publication for Brazos and Travis counties.

This course, AGED 489-AgriFood Industry Leadership, will be offered again in spring 1997, so recruitment is underway.

Brazos Valley AgriFood Education Council consists of:

Chairman of Board- **Mervin Peters**
Norwest Bank
Co-Vice Chairman- **James Connor Smith**
BrazosLand Appraisals
Co-Vice Chairman- **Bobby Kurten**
Producers Cooperative Board
Secretary- **Jim Mazurkiewicz**
Brazos County Extension Agent
Treasurer- **Mark Carrabba**
Gooseneck Trailer Manufacturing Co.

Al Jones

Brazos County Judge

Barron Hobbs

Bryan/College Station Hotel/Motel
Association

Mark Scarmardo

Scarmardo Produce

Sister Gretchen Kunz

St. Joseph Regional Health Center

Steve Ogden

State Representative

Merrill Bonarrigo

Messina Hof Winery

Zerle Carpenter

Director, Texas Agricultural Extension
Service

Paul Bonarrigo

Messina Hof Winery

Bud West

Sanderson Farms

Mike Holmgreen

Chamber President

O. D. Butler

Butler and Sons

Perry Adkisson
Wayne Wilson
president, Brazos County Farm Bureau
James Deatherage
manager, Producers Cooperative

San Antonio— (Helen Holdsworth, Bexar County Extension associate) - The Taco Farm, which featured crops and livestock that make up the tasty sensations in a taco, was a big hit during this year's Folklife Festival attended by nearly 75,000.

TAM volunteers supported the Bexar County Master Gardeners in their Children's Day at the Garden that reached more than 460 children with information about agriculture.

On June 18 the AgriFood Education Council (AFEC) recognized 39 Star AgriFood Masters (two or more years of volunteer service) and 20 newly certified AgriFood Masters (completed first years requirements in projects) during their annual volunteer recognition barbecue at Spring Creek Ranch in Boerne. The 1995 Volunteer Outreach Report was presented by AFEC President **Steve Lewis**. TAM volunteers contributed 5,026 hours and reached 1,463,278 South Texas citizens in educational activities.

The San Antonio AgriFood Education Council supports educational outreach in Bexar, Guadalupe, Comal, Medina, Atascosa and Kendall counties.

Chairman of Board- Former Governor
Dolph Briscoe, Jr.

President- **Steve Lewis**
Texas Wildlife Association

Secretary- **Tony Hinojosa**
Bexar County Extension agent

Treasurer- **Ben Wallis**
attorney at law

Bill Fry

H.E.B. Grocery

Jimmie Ruth Evans

San Antonio Livestock Exposition

Kim Dutton

Texas Wool & Mohair Council

Mike Petter

Environmental Solutions, Inc.

L. C. Robbins

Star Foods

R. Keith Martin

San Antonio Livestock Exposition

Gene Durbar

Nations Bank Trust

L. Lorry Mays

Clear Channel Communications

Bob Fly

Del Monte

Don Durlinger
Durlinger & Co.
Dr. Sanford Miller
University of Texas Health Science Center
Stanley Woelfel, Jr.
R. E. Appraisal
E. C. Larkin
Gulf Coast Publishing

Tarrant/Ft. Worth Area— (John South, Tarrant County Extension agent)- A group of area agribusiness and community leaders met in July at the Texas and Southwestern Cattle Raisers Association headquarters to learn more about the Texas AgriFood Master program. This group discussed ways of establishing an AgriFood Education Council to improve the visibility and gain financial support for Extension's AgriFood Master volunteers.

Among the top projects being discussed and presently being implemented in Tarrant County are school programs, dairy day, farm tours, career days, curriculum enrichment and an agribusiness impact study.

Recruitment for the next Texas AgriFood Master training has already begun. The training is set for each Wednesday at 8:30 a.m. from February 19 through April 19, 1997.

Capital Area— (Jim Smith, Travis County Extension agent)-On October 1, **Rene Mosquedo** will begin his new position as county Extension agent for urban development in Travis County. Rene has already signed up to attend the November 19-21 TAM workshop to prepare for his role in recruiting, training and organizing volunteer outreach.

Rene and future TAM recruits should be a welcome hand to **Denice Rhodes** and **Harlem Hentges** who have assembled an excellent and growing Howdy Tours program during the Austin/Travis County Livestock Show and Rodeo.

Howdy Tours for spring 1997 will begin with distribution of educational units to third grade teachers before the March event and recruitment and training of Ag Ambassadors who are 4-H and FFA members.

Stereotypes Fail

“How ironic it is to hear deep, philosophical contemplations coming from the mouth of one whom many would assume to be a typical, red-necked, slow-talkin’, bow-legged, cow-owning hick. More often than not, we allow ourselves to form those 60-second first impressions, and we fail to take time to actually get to know the person. Our own perceptions and

ideologies of what ‘country people’ and ‘city people’ are, how they differ and how they should act give way to one of the most prevalent and irritating misconceptions of our time. We all have so much in common. If only we could focus on those commonalities. I think that this is precisely what Dr. Jeff Goodwin, county Extension agent-natural resources in Dallas County, is

getting at when he demands that we respect the beliefs and values of others. This philosophy guru is exactly what the agricultural industry has been in need of for some time now.”

--Monica Weiser, Texas A&M University senior and student in AgriFood Industry Leadership (AGED 489)

Purdue Study-TAM Career Day Information

Agricultural schools are likely to produce 55 percent of the total qualified graduates with expertise in the food and agricultural sciences. All ed fields such as engineering, business, biology, health sciences, economics and computer technology are expected to provide another 45 percent of the graduates.

Five factors will influence the job market during the coming decade:

- Consolidation will occur in the food system, including farms. Fewer workers with more education will be required.

- Environmental and natural resource management issues will grow in importance. Graduates with skills to solve environmental problems will have an advantage in the marketplace.
- Value added to raw products to compete in the global marketplace will be increasingly important. Graduates will need language skills and international experience.
- The private sector will dominate the marketplace. Government investments in food and natural resources research will determine the

number of opportunities for graduates with advanced science degrees.

- Differences are disappearing between the food, agriculture and natural resource sector and other segments of the U.S. economy. *Graduates with internships will be in the strongest positions for jobs.*

Of the 5,800 students in the College of Agriculture and Life Sciences at TAMU, 580 are agricultural education/agricultural development majors.

Ag Fair Brochure Available

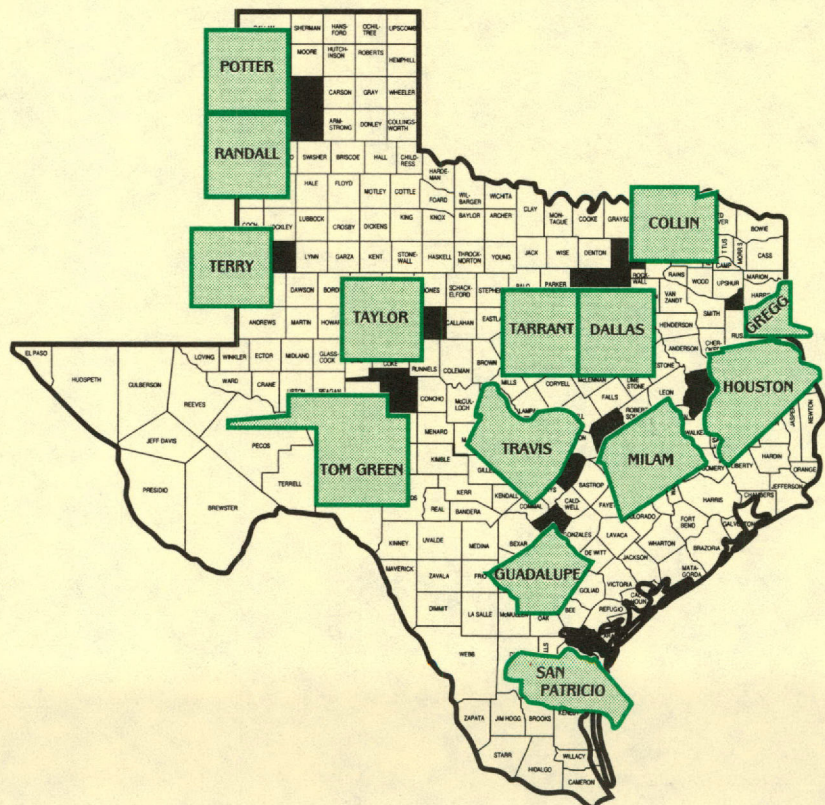
It's here! Our first-ever Ag Fair brochure is certainly a place where “Agriculture Comes Alive” and is a good source for teachers to learn more about an Ag Fair.

This brochure summarizes the importance of an Ag Fair plus highlights results of a pre- and post- test of 2,600 students and teachers from Dallas and San Antonio schools. As is evident by the graphics, overall test scores increased. Information also demonstrates the value and effectiveness of an Ag Fair for increasing student awareness and providing teachers with new and exciting ways to teach about agriculture.

Brochures have been distributed to county Extension agents throughout Texas. If you are interested in getting a copy, contact your local county Extension office or call 409-862-3013.

These events reach hundreds of thousands of youths and teachers.

It's an Ag Fair Explosion



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Gayle Hall reminds us, "We must communicate clear goals, identify the best suited volunteers for specific role, delegate and empower the volunteers and get out of their way." Gayle calls this "Leadershift."

Know Your Crops?

"Do you know," said the young Aggie to the old farmer, "your methods of cultivation are a hundred years behind the times? Why I'd be surprised if you made a dollar out of the oats in that field." "So would I," smiled the farmer, "it's barley."

How many of us are current day, educated agriculturists, like this young Aggie and are WE a hundred years behind the times? How many people out there are not closely tied to agriculture and have an outdated opinion of the industry as well? Has agriculture really changed that much in the last 100 years? It has!

Any effort to save the world's biodiversity depends on the farmers, ranchers and foresters who actually manage the land. Most of what needs doing must be done by the farmer himself. All the non-farming public can do is to provide information and build incentives on which farmers may act.

Aldo Leopold Source: *Global Food Quarterly*, Fall 1995

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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