

2
TA 265.6
Ag 83.80
1:1

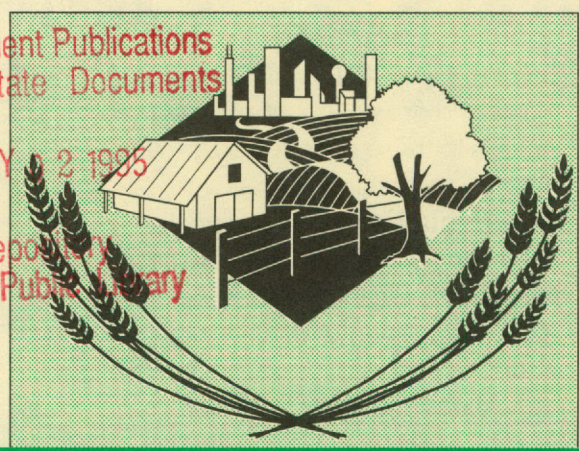
Government Publications
Texas State Documents

MAY 2 1995

Deposited
Dallas Public Library



Texas Agricultural Extension Service
The Texas A&M University System



The AgriFood Master

Teaching the Foundation of the Nation

Vol. 1, No. 1 The Statewide Newsletter of the Texas AgriFood Masters (TAM) Program Winter '95

Wouldn't It Be Great

Wouldn't it be great if there was a grass-roots organization of concerned people who:

- ◆ accentuate the positive aspects of agriculture and teach consumers and youth 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, illustrated talks and classroom activities to inform adults and youth 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 youth and teachers about the food, fiber and forestry system?

Fortunately, there is such a group. It's called AgriFood Masters. If you have a deep appreciation for American agriculture and would like to help build consumer knowledge and understanding then we hope you'll join us in this important volunteer work.

A New Statewide Newsletter

With five AgriFood Master programs now operating around Texas and four more being formed, we thought it was time to begin sharing ideas and information on a statewide basis. That's the reason for this newsletter. We also hope to inform more people—producers, restaurateurs, grocers, food processors, textile manufacturers, retailers and others in agribusiness—about the mission and vision of the program. The Texas AgriFood Master program benefits business by communicating with customers. If you know of others who would be interested in AgriFood Masters, either as volunteers or supporters, we hope you'll pass the word along by sharing this newsletter with them.

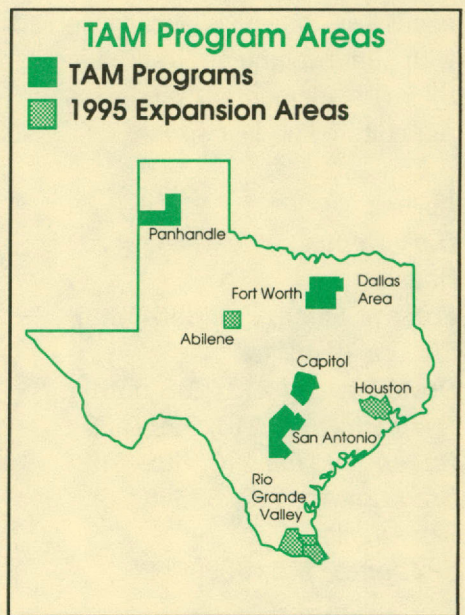
San Antonio Livestock Exposition Firms Foundation for TAM

The San Antonio Livestock Exposition (S.A.L.E.) solidified the continued growth and success of the San Antonio Area Texas AgriFood Master Program with a \$43,224 grant to the AgriFood Education Council in San Antonio. R. Keith Martin, Executive Director, Jimmie Ruth Evans, President, and Mary West T aylor of the San Antonio Livestock Exposition Executive Committee presented the 1994-95 grant during an elementary school Ag Fair in April. The

grant is funding a full time Volunteer Coordinator for the San Antonio Area AgriFood Master Program, construction of numerous educational displays about agriculture, volunteer training and area expansion of the TAM program. S.A.L.E. also funded a \$23,350 grant to the Texas Agricultural Extension Service to secure Ag in the Classroom curriculum and Teacher Resource Kits for inner city schools in Bexar County.

Program Expanding Throughout Texas

Begun in San Antonio in 1992, the Texas AgriFood Master Program has now expanded to the Amarillo/Canyon, Dallas, Austin and Fort Worth metropolitan areas. The goal is to extend the program into the 33 Texas counties with populations of more than 100,000. By 1999 we



hope to have 20 Texas AgriFood Master Programs. County Extension Agents in these counties are providing the leadership for program implementation. The involvement and support of local residents, businesses and organizations is essential for expansion of this educational effort.

In **Abilene**, County Extension Agent Gary Bomer introduced the Texas AgriFood Master concept to the Taylor County Extension Program Council in November. Preston Sides, County Extension Director for Harris County, has talked with representatives of the Gulf Coast Agribusiness Council, Houston Livestock Show and Rodeo and Harris County Community College Agriculture Department about establishing a TAM program in the **Houston** Area. The Houston Livestock Show and Rodeo Speakers Committee has requested a proposal to be discussed this spring.

Down in the **Rio Grande Valley**, District Extension Director Doyle Warren, along with County Extension Agents, Terry Lockamy of Cameron County, Ruben Saldana of Willacy County and Brad Cowan of Hidalgo County are working with agribusiness presently to establish an AgriFood Education Council. Expansion into the **San Angelo** area in 1995 is also a possibility. County agent Rex Jones has already worked with some volunteers to produce their first elementary school Agriculture Fair last spring.

Contacts:

Abilene

Gary Bomer, 915/674-1321

Houston

Preston Sides, 713/855-5600

Rio Grande Valley

Doyle Warren 210/968-5581

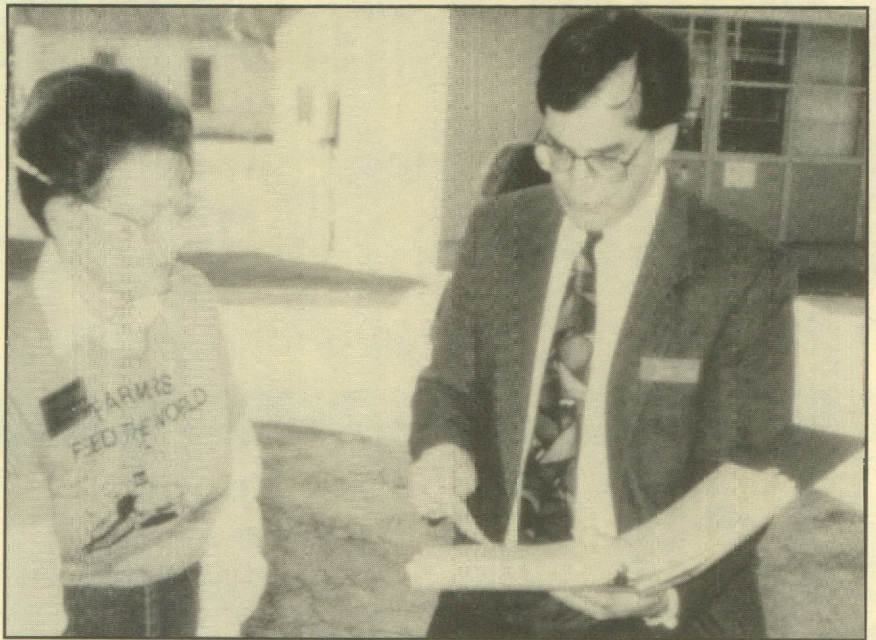
Terry Lockamy 210/399-0125

Ruben Saldana 210/689-2412

Brad Cowan, 210/383-1026;

San Angelo,

Rex Jones, 915/659-6524.



TAM volunteer Alice Wiemers of Hondo shares "Ag in the Classroom" curriculum with Dr. Tobia of San Antonio ISD.

TAMs Have Big Plans for the Spring

Capitol—Capitol Area TAMs are gearing up for the Howdy Youth Tours during the Austin Youth Fair in March. Plans are underway to establish the Capitol Area AgriFood Education Council. The TAM Class II is scheduled to begin in April with daytime sessions so employers can send employees to the TAM training. Contacts: **Ramona Kellam**, **Jim Smith** or **Brad Pierce**-512/473-9600

Dallas—Spring 1995 "Ag Fairs" about production, processing and distribution of food and fiber products are scheduled on campuses of Plano and Dallas ISD's. TAM volunteers have an \$18,000 curriculum enrichment grant from the Dallas Ecological Foundation, American Wild Turkey Foundation and Susan and Ray Merskie. It will be used to bring an interactive computer program entitled "Endangered Species Wildlife Success Stories," into area elementary schools and cross sell Ag in the Classroom and Project Teach curriculum in the process. The computer program was produced by Dr. Billy Higginbotham, Extension Wildlife Specialist of

Overton. On April 22 Dallas TAMs will host hay wagon field tours of agronomic crops for visitors to the Earth Day celebration at the Texas A&M Research and Extension Center near Plano. TAM III is scheduled to begin February 6 on Monday evenings from 6-10 pm for eight weeks. Contacts:

Jeff Goodwin or **Sonny Arnold**, Dallas-214/904-3050;

Darrell Dromgoole, McKinney-214/548-4233.

Fort Worth—County Extension Agent John South reports the Fort Worth program is off to a good start. Volunteer training began on January 4 and the first TAM class is scheduled to graduate and go to work on March 15. Contacts: **John South** or **Jalyn Burkett**, 817/8841946.

Panhandle—Paul Engler of Cactus Feeders was chosen as the Chairman of the Board of the Panhandle AgriFood Education Council. The Ag in the Classroom curriculum will be heading to Amarillo, Hereford and Canyon ISD's in 1995 as TAMs focus on youth and teacher education. The TAM II class is tentatively

scheduled to begin April 1 and continue on Monday evenings from 6-10 pm until May 22, 1995.

Contacts:

Robert Devin,

Canyon-806/655-6325

Dennis Newton,

Hereford-806/364-3573

Don Reeves,

Amarillo- 806/373-3829

San Antonio—TAMS will host Texas Beef Industry Council guided tours, March 23-April 7 at the San Antonio Convention Center. The TBIC display highlights the beef industry from the ranch to the many food and by-products derived from beef cattle. The San Antonio Livestock Exposition's Public Ag Tours, behind the scenes urban adult tours with livestock producers, will for the second year be implemented by the Texas AgriFood Masters. Last year more than 700 attended one of 42 tours during the two week event. Spring events include Earth Day, Texas Children's Festival, S.A. Youth Conference, and Ag Fairs at Schertz and Kindred Elementary schools. The TAM-VIII class will be held Tuesday evenings March 14-May 4, 1995.

Contacts: **Helen Holdsworth, Tony Hinojosa** or **Dirk Aaron**
210/228-0417



Jackie Van DeWalle-Dreher and Ron McMullin volunteer to teach beef cattle ranching to bus loads of students during "Ag Fairs."

"Plant the Seed" Reaches Low-income Neighborhood

Dallas TAM Leroy White has focused his energies toward his own brainstorm project that has success written all over it. The project, entitled "Plant the Seed," is focused on community gardening in low income neighborhoods. White has purchased vacant lots in these neighborhoods, solicited funds and recruited volunteers to implement the project. Through the gardens, neighborhood residents will learn by doing and can relate the perils of gardening to those faced by farmers. "Plant the Seed" has already received coverage in the Dallas Morning News.

Getting Started

Would you like more information about:

How to start a TAM Program?
How to become a TAM Volunteer?
How to contribute financially to your local TAM program?

You're invited to call any of the contact people listed from your area, or statewide coordinator **Andy Vestal** at 409/862-3013.

Great Accomplishments for 1994

Texas AgriFood Masters accomplished big things in 1994. Here is just a sample:

◆ Dallas TAM volunteers hosted about 1,500 on Public Ag Tours during the State Fair of Texas .

◆ Panhandle area TAMs staffed educational exhibits on pesticides and food safety which reached thousands of consumers and producers attending the Tri-State Fair and the Farmer Stockman Show in Lubbock.

◆ The San Antonio AgriFood Master program reached a milestone. More than 100 volunteers from eight San Antonio area counties have taken part in TAM classes I-VII.

◆ About 1,180 elementary youth and teachers participated in the fall 1994 TAM Ag Fair events held in Northside and East Central ISDs in San Antonio.

◆ San Antonio TAM volunteers distributed 350 Ag in the Classroom Teacher Resource Kits to inner city elementary schools this fall.

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

409/862-3013 Fax: 409/845-6296

E-mail: TVestal@TAMU.EDU

Councils Guide AgriFood Master Programs

AgriFood Education Councils are being established in Texas' metropolitan areas to guide, publicize and develop the financial base needed to support the Texas AgriFood Master Program at the local level. The directors of the San Antonio, Dallas and Panhandle area Councils are listed below. As you can see, these people represent a wide range of education, food, agribusiness, research, mass media and financial institutions.

Directors of the San Antonio Area AgriFood Education Council

Dolph Briscoe-Briscoe Ranches
Kim Dutton-Former Miss USA
Bill Fry-HEB Grocery Company
Joe Bradberry-Lone Star Growers
Ben Wallis-Attorney at Law
Don Durlinger-Accounting Firm
Stanley Woelfel-R.E. Appraisal
Tony Hinojosa-Extension Service
T.A. Vestal-The Ag Program-TAMUS

Steve Lewis-Texas Wildlife Association
Lowry Mays-Clear Channel Communications
Bob Fly-retired Del Monte Foods
Jimmie Ruth Evans-S.A.Livestock Exposition
L.C. Robbins-Star Foods Processing
Mike Petter-Environmental Solutions & TALL
Gene Dunbar-NationsBank Trust Division
T.A. Vestal-The Ag Program-TAMUS

Directors of the Dallas Area AgriFood Education Council

Bob Brown-Frito Lay
Glenn Major-Progressive Farmer Magazine
Dr. Margo Denke-S.W. Medical School
Clark Willingham-National Cattleman's Assn.
Sonny Arnold-Extension Service
Allen Moczygemba-Farmer Stockman Magazine
Connie Yates-Tom Thumb Supermarkets
Dotty Griffith-Dallas Morning News
Clark Willingham-National Cattleman's Assn.
Barney Cosner-State Fair of Texas
Dr. Jeff Goodwin-Extension Service

Directors of the Panhandle Area AgriFood Education Council

Paul Engler-Cactus Feeders
Happy/Canyon
Cathy Teague-KACV-TV

Karr Ingram-Amarillo I.S.D.
Harold Dillehay-Panhandle Milling
O.G. Nieman-The Hereford Brand
Wesley Fisher-Barret-Fisher Co.
Don Graham-First National Bank of Hereford
Frank Barrett-Frank Barrett Co.
Bill Mayfield-Happy I.S.D.
Charlotte Rhodes-Harrington Cancer Center
David Erwin-Erwin Farms
Dennis Newton-Extension Service,
Deaf-Smith Co.
J. Pat Hickman-First State Bank Kirk Sutherland Iowa Beef Packers
Cathy Martindale-Amarillo Globe News
Louis Hinders-Hinders Dairy & AMPI
Shirley L. Garrison-Garrison-Townsend Seed
Jodie Stockett-DowElanco
Randy Darnell-Darnell Farms & TALL
Tammy Shaklee-Sen. Teel Bivins Dist. Office
Gregg Boggs-Southwestern Public Service Co.
Dave Hopper-Champion Feeders
Robert Devin-Extension Service,Randall Co.
Don Reeves-Extension Service, Potter Co.

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

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