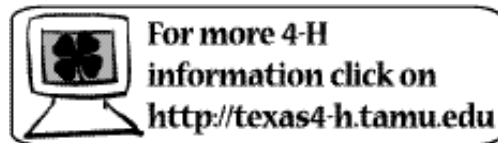


- ★ Tour guide
- ★ Chauffeur
- ★ Agri-Food Master Volunteer
- ★ Illustrated talk/demonstration coordinator
- ★ Quiz Bowl coach/coordinator
- ★ Beef foods and nutrition leader
- ★ Show team coach

### Career development

By participating in the Texas 4-H Beef Project, you will learn about a wide range of potential careers associated with beef production. Some of these include:

- ★ Beef producer
- ★ Veterinarian
- ★ Nutritionist
- ★ Ranch manager
- ★ Extension agent/specialist
- ★ Research scientist
- ★ Feedlot manager
- ★ Sales representative
- ★ Forage producer
- ★ Ag science teacher
- ★ Cattle buyer/market operator
- ★ Beef magazine/newspaper writer
- ★ Marketing specialist
- ★ Beef processor
- ★ Herdsman
- ★ Farm credit adviser
- ★ Breed association representative
- ★ Government regulation enforcement officer



# The 4-H

Beef-related resources can be found at:

<http://texas4-h.tamu.edu/projects/beef.htm>

<http://animalscience-extension.tamu.edu>

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Coordinated by the Texas 4-H Beef Project Development Team

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Cover photo courtesy of Southwestern Exposition and Livestock Show

Produced by AgriLife Communications and Marketing, The Texas A&M University System  
 Texas AgriLife Extension publications can be found on the Web at: <http://AgriLifebookstore.org>

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Issued in furtherance of Cooperative Extension Work in Agriculture and Home Economics, Acts of Congress of May 8, 1914, as amended, and June 30, 1914, in cooperation with the United States Department of Agriculture. Edward G. Smith, Director, Texas AgriLife Extension Service, The Texas A&M University System.  
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# Beef Project

**W**elcome to the 4-H Beef Project. When you enroll in this project, you join one of the most popular livestock projects in Texas. More than 7,000 members participate in a wide range of activities in the Texas 4-H Beef Project.

Your beef project will also be part of a huge food production system in Texas and in the United States. U.S. beef production generates more than \$30 billion a year. In Texas, the beef industry is second economically only to the oil industry. Texas boasts 14 percent of the almost 1 million U.S. beef producers; it has the most cattle of any state, with 15 million total head; and it also has the most beef cows. The Lone Star State is also the leading feed lot cattle state, with 5 million fed cattle annually, accounting for 21 percent of nation's fed beef total.

The Texas 4-H Beef Project aims to help participating youths appreciate and understand the Texas beef cattle industry. Participants also acquire life skills that will help them grow and develop and will help them even after they become adults.

## Membership

Any youth may become a member of 4-H at age 9, or at age 8 and in the third grade. Eligibility for membership expires on August 31 of the calendar year the participant turns 19. Membership is open to every youth, regardless of race, color, sex, disability, religion or national origin.

You can participate in many 4-H Beef Project activities even if you do not own any cattle. However, to enjoy the full experience of the project, it is essential that you take care of an animal.

## Beef project opportunities

Beef project participants have a wide range of projects and activities to choose among:

### Projects

- ☞ Halter market beef: Steers and heifers
- ☞ Halter breeding beef: Heifers and bulls

- ☞ Commercial market beef: Steers and heifers
- ☞ Cow-calf production: Heifers, cows, bulls and calves
- ☞ Stocker production: Steers and heifers

### Activities

- ☞ Shows, fairs and exhibitions
- ☞ Result demonstrations/illustrated talks
- ☞ Beef ambassadors
- ☞ Beef Quiz Bowl
- ☞ Tours, clinics, project meetings
- ☞ Community service
- ☞ Ranch to Rail
- ☞ Beef Camp
- ☞ Judging
- ☞ Beef cookoffs
- ☞ Record books
- ☞ Scholarships

## Potential cost of participation

The Beef Project can easily become time-consuming and financially overwhelming. Ask for advice from others who have been involved in the project, and, along with parents or guardians, develop a budget before buying an animal. Consider everyone's input. Be sure you are committed to managing this long-term project.

## Project goals and objectives

The Beef Project aims to help participants:

- Develop leadership skills, build character and instill citizenship.
- Strengthen their families by encouraging different generations to cooperate and share knowledge.

- Learn the basic principles of animal science by owning and/or caring for and keeping records on one or more head of beef.
- Cultivate an appreciation for the beef cattle industry and its effect on the Texas economy.
- Demonstrate a knowledge of sound breeding, feeding and management practices applicable to their project.
- Learn the value of scientific research and its influence on animals and the meat industry.
- Learn to identify beef cattle breeds, types and grades and to use efficient marketing methods.
- Develop integrity, sportsmanship and decision-making skills.
- Increase awareness of food safety issues that apply to beef cattle production, and learn to appreciate the nutritional value of red meat.
- Develop public-speaking skills and promote the beef industry.
- Explore productive career and leisure opportunities.

## Volunteer leader opportunities

Volunteers are the backbone of the 4-H program. They provide leadership to members in a variety of ways. Potential areas for volunteers include:

- ★ Project club manager
- ★ Judging team coach/coordinator
- ★ Record book leader
- ★ Community service adviser
- ★ Programs coordinator
- ★ Instructor
- ★ Tour host