



<http://qualitycounts.tamu.edu/>

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*Improving Lives. Improving Texas.*



# *Curriculum Focus*

*Quality Assurance*

*Character Education*



## *Objective 1*

- **Ensure all 4-H and FFA livestock projects meet all food *quality* standards**



## *Objective 2*

- Enhance *character* education for Texas 4-H and FFA Youth



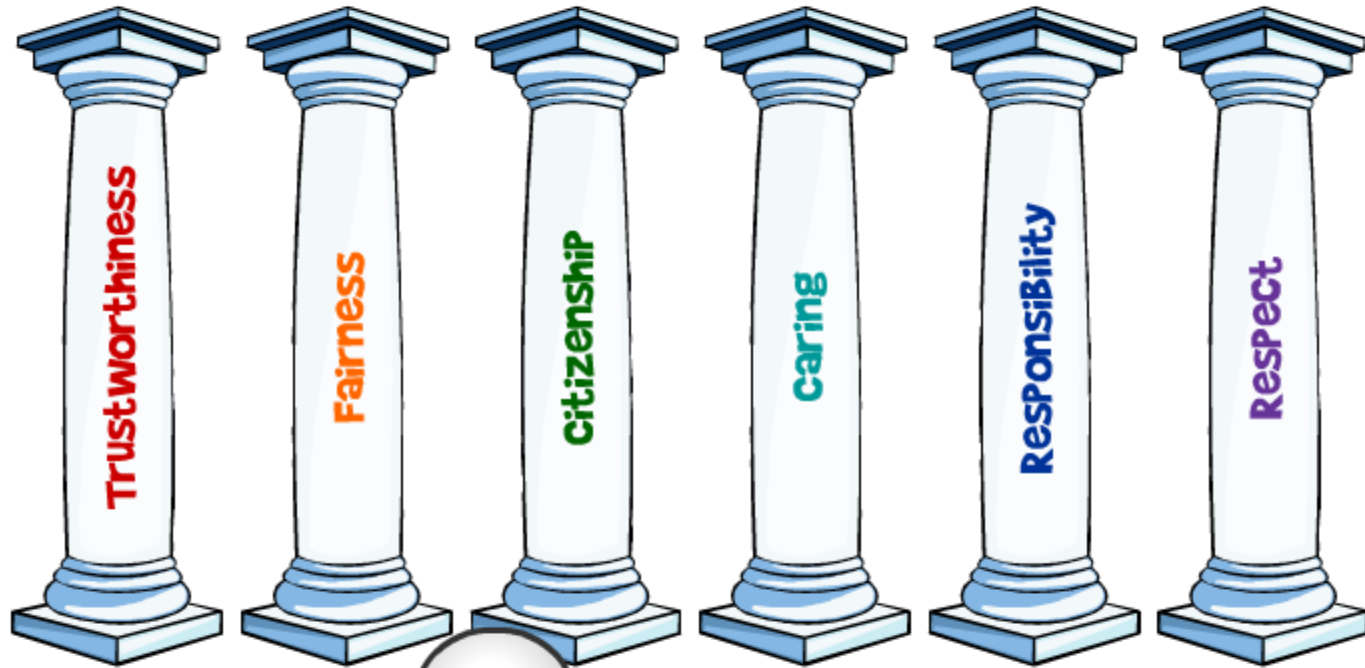
## *Objective 3*

- Promote a *Positive Image* of Youth Livestock Programs

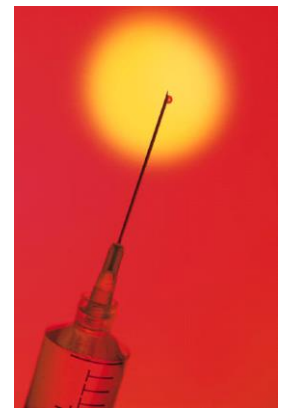
# The Six Pillars of Character



# Six Pillars



# Trustworthiness



- Be honest
- Don't deceive, cheat or steal
- Be reliable
- *Do what you say you will do*
- Have the courage to do the right thing
- Be loyal
- *Stand by your family, friends and country*
- **Feeds and waters the animals daily**
- **Adheres to the possession deadlines**
- **Adheres to *withdrawal* times on drugs and dewormers**
- **Uses only approved drugs**

## Respect

- Treat others with respect
  - *Follow the Golden Rule*
  - Be tolerant to differences
  - Use good manners, not bad language
- **Handles and treats animals humanely**
  - **Cares for animals properly**
  - **Listens to and follows advice of advisors**
  - **Recognizes that animals depend on their caretaker**



# Responsibility

- Do what you are supposed to do
- Persevere: Keep trying!
- Always do your best
- Use self control: be disciplined
- Think before you act
- *Consider the consequences*
- Be accountable for your choices
- **Feeds and waters the animal daily (even on busy, difficult days)**
- **Goes beyond providing the daily needs of the animal by giving it extra time and attention to produce a winner**
- **Adheres to deadlines for entry form and for arrival at livestock shows**
- **Feeds only approved livestock rations**
- **Uses only approved drugs**

# Fairness

- Play by the rules
  - Take turns and share
  - Be open minded
  - *Listen to others*
  - Don't take advantage of others
  - Don't blame others carelessly
- **Feeds only approved livestock rations**
  - **Uses only approved drugs**
  - **Accepts winning or losing with grace**
  - **Follows rules in the show ring**
  - **Follows recommended procedures for fitting and grooming an animal**



## Caring

- Be kind
  - Be compassionate and *show* you care
  - Express gratitude
  - Forgive others
  - Help people in need
- **Feeds and waters the animals daily**
  - **Keeps the stall and barn clean**
  - **Handles and treats animals humanely**





# Citizenship

- Do your share to make your school and community better
- Cooperate
- Stay informed; vote
- Be a good neighbor
- Obey laws and rules
- Respect authority
- Protect the environment
- **Accepts instruction**
- **Accepts winning or losing with grace**
- **Helps others at stock shows**
- **Teaches younger members**
- **Handles and treats animals humanely**
- **Ensures that meat is safe for consumption**

# Eight Core Concepts

## Character Education

- Six Pillars of Character
- Purpose of 4-H/FFA
- Purpose of Livestock Projects
- Making Decisions/Goal Setting



# Eight Core Concepts

## Quality Assurance

- Impact of Livestock Projects on Red Meat Industry
- Responsibilities of Producing a Safe Product
- Medication use/Reading and Following Labels
- Animal Care and Well-Being



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4-H and FFA  
working together to  
enhance the  
educational  
opportunities for  
youth to ensure the  
wholesomeness of  
food products  
produced through  
youth livestock  
programs



*"Change is the law of life. And those who look only to the past or the present are certain to miss the future."  
-John F. Kennedy*

## What's New

★[Brand New Instructor Material  
Developed July 18, 2006](#)

**Character Education**

**Quality Assurance**

Objectives:

- Enhance character education for Texas youth participating in 4-H and FFA livestock project work
- Ensure all 4-H and FFA livestock



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# Lesson Plan for the Eight Core Concepts

Educational Activity	Preparation Items	Resources
<p><b>Lesson 1: Six Pillars of Character</b></p>	<p><b>LESSON TIME - 30 Minutes</b></p> <ul style="list-style-type: none"> <li>• <a href="#">A Story to Set the Stage</a> - This story sets the stage on the importance of youth development as a part livestock projects. Most people either start or end with this story.</li> <li>• <a href="#">Fictional Characters Worksheet</a> - There are several lessons that include scenarios with these fictional characters. This handout describes the characters.</li> <li>• <a href="#">Livestock Examples of Character Pillars</a> - This is a handout that should be provided at the end of the lesson. This is a summary of the six pillars of character related to livestock showing.</li> </ul>	<ul style="list-style-type: none"> <li>• Power Point: <a href="#">Lesson 1: Introduction &amp; Six Pillars of Character</a></li> <li>• <a href="#">Lesson with script for instructor in Word</a></li> <li>• <a href="#">Lesson with script in pdf</a></li> <li>• Voice over of lesson: <i>coming soon.</i></li> <li>• <a href="#">PPT handouts for participants</a></li> </ul>
<p><b>Lesson 2: Purpose of 4-H/FFA</b></p>	<p><b>LESSON TIME - 15 Minutes</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Mission Statements of 4-H and FFA</a> - This is a one-pager participants can take home that reveals the mission statements for both 4-H and FFA.</li> <li>• <a href="#">Pledge, Motto, and Creed of 4-H and FFA</a> - This is a one-pager participants can take home that reveals the pledge, motto and creeds for both 4-H and FFA.</li> </ul>	<ul style="list-style-type: none"> <li>• Power Point: <a href="#">Lesson 2: Purpose of 4-H &amp; FFA</a></li> <li>• <a href="#">Lesson with script for instructor in Word</a></li> <li>• <a href="#">Lesson with script in pdf</a></li> <li>• Voice over of lesson: <i>coming soon.</i></li> <li>• <a href="#">PPT handouts for participants</a></li> </ul>

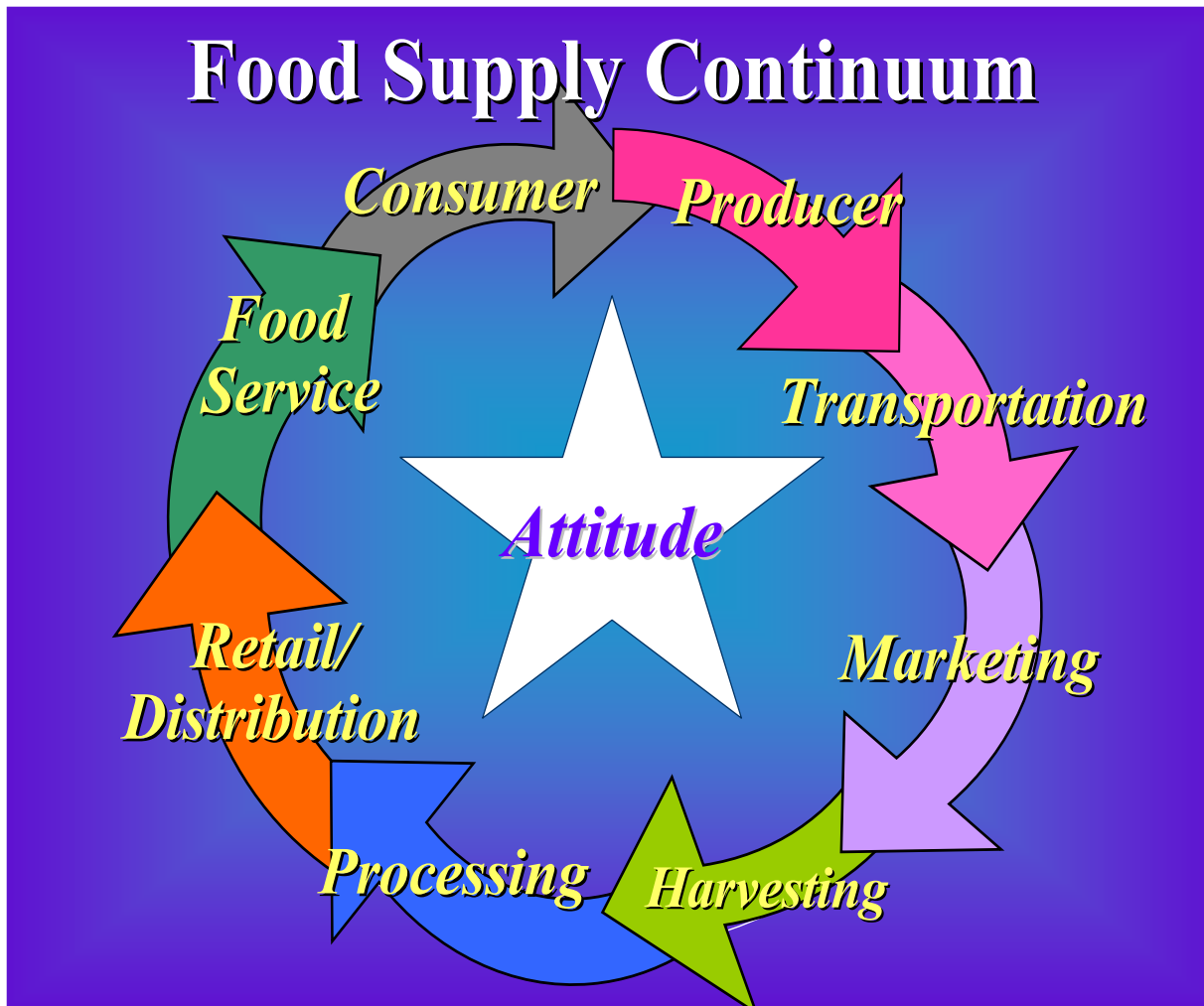


## Lesson Plan Pieces

- ***Educational Activity***
  - Name of Lesson
- ***Preparation Items***
  - Activity Handouts and additional resources
- ***Resources***
  - Power Point
  - Lesson with script
  - Power Point handouts for class
  - Voice over of lessons

# The Food Supply Continuum

# Our Role in Food Supply Continuum



**From: NPPC,  
Youth PQA;  
2000**

# Our Role in Food Supply Continuum

- **ALL** producers are affected by negative publicity concerning our food supply
- Product safety can be compromised at any time in the food supply continuum





# Total Entry Numbers

**Market Swine: 32,751**

**Meat Goats: 23,817**

**Market Lamb: 11,323**

**Market Steers: 8,435**

***TOTAL: 76,326***

# PORK



Ave Wt. – 269

D. P. – 74.7%

6,581,084.2lb

# SHEEP



Ave Wt. – 130

D. P. - 54%

733,730.4lb

# GOATS



Ave Wt. – 90

D. P. - 50%

1,071,765 lb

# BEEF



Ave Wt. – 1256

D. P. – 61.2%

6,483,748.3 lb

**Grand Total:**  
**14,870,327.9**  
**pounds of**  
**carcass!!!!!!**



# What does this mean?

- **Your project can IMPACT thousands of people!!!**
- **Think about the CONSUMER!!!!**
- **You never know who they might be.....**

# 2006 Results

Project Type	Market	Breeding	Total
Beef Cattle	8,435	7,055	15,490
Swine	32,751	2,882	35,633
Sheep	11,323	1,338	12,661
Goats	23,817	5,966	29,783
<b>TOTAL</b>	<b>76,326</b>	<b>17,241</b>	<b>93,567</b>

Coufal, 2006

# Results – Entry Number Trends

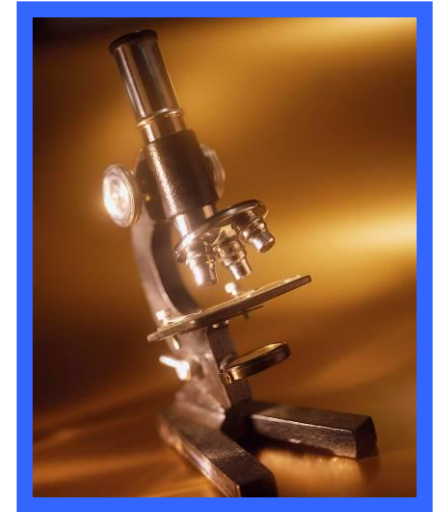
Project	2000	2006	% Change
Beef Cattle	7,582	8,435	11.25%
Swine	34,126	32,751	-4.03%
Sheep	11,837	11,323	-4.34%
Goats	17,651	29,783	68.73%
<b>TOTAL</b>	<b>71,196</b>	<b>93,567</b>	<b>31.42%</b>

Coufal, 2006



# Identify Potential Hazards in Meat Products

- Three types of hazards:
  - **Microbial**
    - E. coli, salmonella
  - **Chemical**
    - Antibiotic residue
  - **Physical**
    - Broken needle



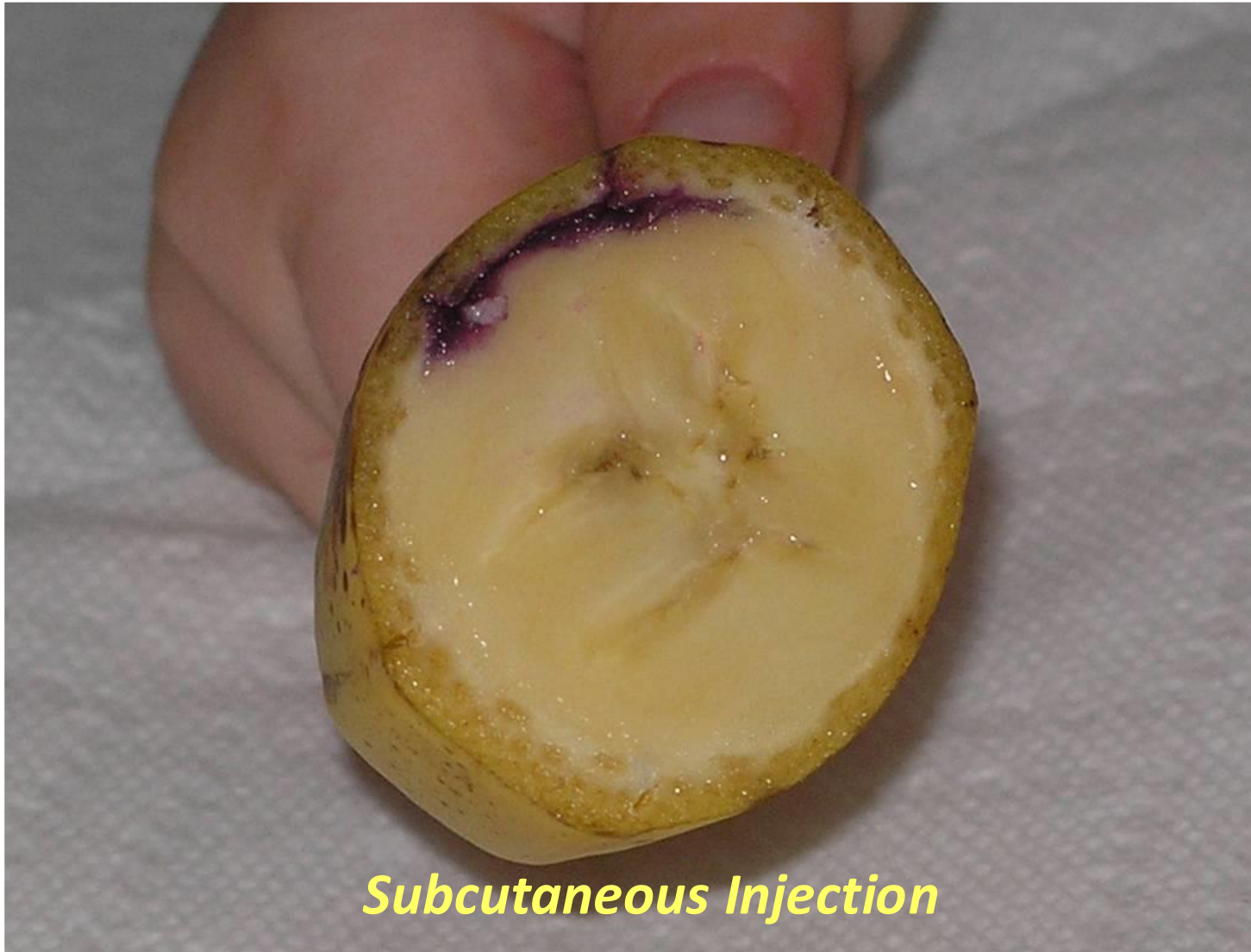


# Prevent Potential Hazards in Meat Products

## QUESTIONS:

- What could potentially happen if a person extremely allergic to penicillin (or ibuprofen) ate meat with such a residue?
- What would happen if a consumer bit into a portion of a broken needle?

# Prevent Potential Hazards in Meat Products



*Subcutaneous Injection*

# Prevent Potential Hazards in Meat Products



*Intramuscular injection*



# We are in this together....

- **SPORTSMANSHIP** is about exhibiting livestock with honor.
- **Sportsmanship** = livestock exhibition is a contest governed by high standards of integrity and ethics.

- **GAMESMANSHIP** is all about winning for gain and glory.
- **Gamesmanship** = livestock exhibition is a chance to win by doing whatever you can get away with.

• ***WHAT ARE YOU?***

# Quality Counts



# TEXAS TRAIL!

The Future of the  
Youth Livestock  
Show Program  
Depends on Us!