

Livestock and Meat Quality, Safety, and Productivity

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Livestock and Meat Quality, Safety, and Productivity

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
301	Reproductive Performance of Animals	10%		10%	
302	Nutrient Utilization in Animals	25%		25%	
303	Genetic Improvement of Animals	5%		5%	
306	Environmental Stress in Animals	5%		5%	
307	Animal Management Systems	20%		20%	
308	Improved Animal Products (Before Harvest)	20%		20%	
313	Internal Parasites in Animals	5%		5%	
315	Animal Welfare/Well-Being and Protection	10%		10%	
Total		100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	53.0	0.0	33.0	0.0
Actual	44.1	0.0	33.5	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 597632	1890 Extension	Hatch 1659903	Evans-Allen 0
1862 Matching 597632	1890 Matching 0	1862 Matching 3566318	1890 Matching 0
1862 All Other 3682617	1890 All Other 0	1862 All Other 2143046	1890 All Other 0

V(D). Planned Program (Activity)**1. Brief description of the Activity**

Research, group and individual education was ongoing across the 7 key subject matter/commodity areas. Methods of education include public meetings, individual support, printed and video/DVD materials and web based materials. Collaboration with breed associations, commodity groups and corporations targeted research and educational needs of a diverse livestock industry across the state, involving both youth and adults.

2. Brief description of the target audience

The target audience is composed of beef cattle, horse, dairy, sheep, goat and swine producers/owners/users, commodity group leadership, associations and registries, and youth enrolled in 4-H and FFA livestock projects.

V(E). Planned Program (Outputs)**1. Standard output measures****Target for the number of persons (contacts) reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	147700	385800	12000	0
2008	69883	170908	10890	0

2. Number of Patent Applications Submitted (Standard Research Output)**Patent Applications Submitted**

Year Target

Plan: 0

2008: 0

Patents listed**3. Publications (Standard General Output Measure)****Number of Peer Reviewed Publications**

	Extension	Research	Total
Plan	10	250	
2008	15	369	384

V(F). State Defined Outputs**Output Target****Output #1****Output Measure**

of group educational sessions conducted.

Year	Target	Actual
2008	2500	1689

Output #2**Output Measure**

of research-related projects.

Year	Target	Actual
2008	105	113

V(G). State Defined Outcomes

O No.	Outcome Name
1	% of livestock owners/producers that adopt or plan to adopt best management practices to improve quality and profitability.
2	% of livestock owners/producers/commodity group reps that report increased knowledge of best management practices to improve quality and profitability.
3	% of livestock owners/producers that report a savings in money or increased profit by best management practices adopted.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Government Regulations
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

Detailed outcome measures and impact statements are available upon request for the following educational programs: Texas Beef Quality Producer, Cowboy Beef Quality Assurance, Beef Cattle Short Course, Beef 101, Beef 706, Southwest Beef Symposium, Basic Horse Management 101, Veterinarian CEU meetings, Dairy outreach program areas, Youth livestock camps, youth judging camps/clinics, online horse evaluation and meats judging, 36th Summer Horsemanship School Program, 46th Texas State 4-h Horse Show, Livestock Show and Fair support, Quality Counts Youth Education and Master Volunteer Training.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Retrospective (post program)
- Before-After (before and after program)

Evaluation Results

Knowledge gains compare incoming knowledge to post-education knowledge. Gains in knowledge ranged from 26% to 93%, regarding, controlling input costs, health management practices, food safety control, horse management, parasite control in small ruminants. Economic benefits reflect both anticipated amounts/head of livestock and percentage savings in management cost/head of livestock on an annual basis. Outcome measures have been obtained from audiences that include adult livestock producers, meat handlers, individual owners, individual owners and youth involved in various aspects of the livestock industry.

Key Items of Evaluation

Educational programs in the areas of food safety and quality management were conducted both in face to face and online training activities. Through these targeted programs in 2008, 1450 individuals having management control or influence over 2,731,840 head of cattle estimated savings of \$39,824,400. In addition, on average 85% indicated they planned on adopting at least one best management practice learned and 40% indicated they intended to stop practices that were detrimental to food safety and quality management. When asked about increase in knowledge by participating in these programs 100% indicated they had increased their knowledge level by attending the training.