



# Extension Education in Webb County

# Making a Difference

## 2015

The Texas A&M AgriLife Extension Service and its partners have long been dedicated to educating Texans. Extension education evolved nationwide under the 1914 federal Smith-Lever Act, which sought to extend university knowledge and agricultural research findings directly to the people. Ever since, Extension programs have addressed the emerging issues of the day, reaching diverse rural and urban populations.

In Texas, all 254 counties are served by a well-organized network of professional Extension educators and some 100,000 trained volunteers. Extension expertise and educational outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. Among

## **EXTENDING KNOWLEDGE** *Providing Solutions*

those served are hundreds of thousands of young people who benefit annually from Extension's 4-H and youth development programs.

Texans turn to Extension education for solutions. Extension agents and specialists respond not only with answers, but also with resources and services that result in significant returns on the public's investment. Extension programs are custom-designed for each region of the state, with residents providing input and help with program delivery. Here are just a few highlights of Extension impacts on this county and its people.

### **Webb County – Summary of 2015 Educational Contacts**

Leadership Advisory Board Meetings	03
Total Number of Volunteers	644
Annual Ag. Day/Farm City Week Event	810
4-H Photography Event	75
4-H Clubs	20
4-H Livestock Projects	370
4-H Members	538
4-H Adult Leaders	113
4-H Shooting Sports Participants	188
Food and Nutrition Presentations (CEP)	1,491



# 4-H YOUTH DEVELOPMENT Making a Difference in Webb County 2015

## Annual 4-H Program Summary

### County 4-H Youth Involvement

- 20** Chartered Community Clubs
- 538** Members Enrolled in 4-H Clubs
- 3,138** Youth Reached through Community-Based Programs
- 810** Youth Reached through School-Based Enrichment Curriculum

**Total Youth Reached**  
**4,486**

### County 4-H Leadership, Advisory, and Support Organizations

- 154** 4-H Livestock and Natural Resources Project Leaders provided guidance.
- 80** County 4-H Council Members attended **10** Meetings.
- 220** Adult Leaders & Parents Association Members attended **10** Meetings.



<u>Participation in County 4-H Events</u>	<u>County Participation in District Events</u>	<u>County Participation in State/National Events</u>
County 4-H Food Show/Challenge <b>08</b>	D12 4-H Photography Contest <b>07</b>	Texas National 4-H Congress <b>1</b>
County 4-H Fashion Show <b>29</b>	D12 4-H Recordbooks <b>15</b>	Texas Shooting Sports Ambassador <b>1</b>
County 4-H Recordbooks <b>22</b>	D12 4-H Archery Match <b>20</b>	Texas Roundup Indoor Rifle Match <b>7</b>
County 4-H Leadership Day <b>28</b>	D12 4-H Rifle Match <b>30</b>	Texas 4-H Shooting Sports Games <b>30</b>
Count 4-H Photography Contest <b>72</b>	D12 4-H Shooting Sports Postal <b>128</b>	

<u>Most Popular Club Projects in the County</u>	<u>Most Popular Curriculum in the County</u>
Lambs <b>113</b>	Food and Nutrition Presentations <b>1,491</b>
Rabbits <b>99</b>	Ag. Day/Farm City Week <b>810</b>
Goats <b>73</b>	Workforce Preparation & Careers <b>123</b>
Swine <b>62</b>	
Steer <b>26</b>	

### County 4-H Volunteer Support

- 128** Registered & Screened Volunteers Supporting Clubs
- 49** Club Managers, Co-Managers, and Project Leader
- 1,025** Hours Contributed by Volunteers in Support of Clubs

### Livestock Show Premium Sale Proceeds\*

**\$628,000**

Includes all projects (4-H and FFA)

Value of Volunteer Time Supporting 4-H

**\$23,647**



## **Program Summary**

### **County 4-H Leadership & Personal Development Programs**

- 39** Attended State-level Leadership & Personal Development educational or competitive events.
- 200** Attended District-level Leadership & Personal Development educational or competitive events.

### **Local Training Opportunities for Youth and Adults**

- 110** 4-H members and parents participated in 29th Annual 4-H Showmanship Show on Jan. 31, 2015.
- 65** 4-H members and parents attended the annual 4-H Steer, Lamb and Goat Clinic on Sept. 3, 2015.
- 42** 4-H members and parents attended the Annual 4-H Swine, Poultry and Rabbit Clinic.

### **Significant Leadership & Personal Development accomplishments from county Events & Activities**

- Eleven** 4-H clubs participated in the One Day 4-H Share-a-Bear and Food Drive Collection at the Mall Del Norte. A total of **250** 4-H youth and adult volunteers participated in the collection of teddy bears and non-perishable food items.

### **County 4-H Agriculture & Natural Resource Programs**

- 370** Livestock Projects (all species)
- 320** Youth participated in the Laredo International Fair and Exposition 2015.
  - 2** Attended State-level Livestock Shows.
  - 2** Attended District-level Agriculture & Natural Resources educational or competitive events.
- 105** Youth Trained through "Quality Counts" Program.

### **Local Training Opportunities for Youth and Adults**

- 810** Youth and adults participated in the Annual Ag. Day/Farm-City Week Event.
- 75** 4-H Livestock Projects were validated for major stock shows.

### **Significant Agriculture & Natural Resource accomplishments from county Events & Activities**

- Texas A&M Forest Service celebrated their 100<sup>th</sup> Years of Service by donating Bur Oak trees. Webb County participated in the 4-H Commemorative Tree Planting Ceremony at C.L. Milton Elementary School with a total of **33** 4-H members and parents in attendance. Additionally, County Judge Tano Tijerina also donated a Bur Oak tree.

### **Cooperative Extension Program (CEP) 4-H Program Summary**

Cooperative Extension Program conducted trainings in Fashion, Food Safety, MyPlate, Food Show/Challenge. Coordinated two summer camps at Holding Institute and First United Methodist Church. Provided vegetable seeds and garden in a glove to the LISD Nutrition Department during a Food Expo (Iron Chef) . This plan included 2,232 contacts.

### **County 4-H Family & Consumer Science Programs**

- 40** Attended Webb County FCS Summer Activities.
- 96** Fifth grade students participated in a Job Career presentation at Kazen Elementary School.



# 4-H Youth Development Accomplishments







# Making a Difference

2015 Agriculture & Natural Resources

Developed By: **George L. Gonzales, County Extension Agent Agriculture & Natural Resources**

## Relevance/Issue Description:

The on-going drought has caused many local ranches to completely liquidate their herds. Other ranches have reduced their bases herds to about 15% of their normal cattle numbers. Ranchers must be educated on a variety of strategies that focus on ecological and economically sustainable management practices to keep their individual ranching operations profitable for generations to come.

## Target Audience:

This program was targeted towards local and area agricultural producers that own, lease, or manage agricultural farming and ranching property in Webb and adjoining counties. The target audience are primarily cow/calf producers that lease their ranches for hunting as well. The average size ranching operation is about 3,000 acres which is down considerably from years ago mostly due to land fragmentation and the younger generation not continuing with the family ranching operation.

## Response – Events / Activities:

Texas A&M AgriLife Extension in Webb County developed the following educational events and activities to address this relevant issue during 2015:

- Pesticide Applicator Training
- Rainfall Index Insurance Workshop
- Spring Vegetable Gardening Seminar
- Quail Index Result Demonstration
- Brush Country Agriculture/Natural Resources Newsletter

These educational programs were designed to address ranching economics, forage and wildlife management during drought, brush management, cattle restocking and future ranching trends. Topics discussed at these programs included: pesticide licensing requirements, 2015 cattle market update, estimated cost of livestock production during drought, replacement cow strategies, outlook for agriculture inputs, rainfall index insurance overview, raised bed gardening, fertilization and watering.

## Partnerships & Collaborators:

During 2015, the overall success of these educational programs was greatly enhanced by support from local lending institutions, private ranches and businesses, feed stores, agribusinesses and corporations as well as other agricultural program supporters. These partners and collaborators provided sponsorships, door prizes, meals and refreshments and hosted many of these educational events for the benefit of local and area agricultural producers.

## Evaluation Strategy:

Program participants attended an average of two educational programs during 2015 and indicated that they would highly recommend the educational activities to other for their educational benefit. Customer satisfaction surveys were also utilized to provide additional evaluation to these educational programs.

Completed surveys revealed a high level of overall satisfaction with these educational programs. A point of interest also revealed was that the average age of program participants has increased to about 65 years of age this past year.

#### Results:

- There was 78% increase in knowledge by participants on the understanding of how to obtain their pesticide applicator license.
- There was a 72% increase in knowledge on the understanding of estimated cost of livestock production.
- Overall, there was a 68% average percent increase in knowledge by participants attending these programs.

#### Customer Satisfaction Survey Results:


Participants responding to customer satisfaction surveys indicated that they were mostly to completely satisfied with all aspects of these educational programs. They indicated that they liked the ability to ask questions, information from Extension web sites, diversified cutting edge information, knowledgeable speakers and a very friendly and informative environment when participating in these programs. Participants revealed for the most part, that they benefitted economically as a direct result of having participated in these Extension programs.

#### Acknowledgements:

The Webb County Agriculture/Natural Resources committee provided the leadership and direction for these educational programs that highly impacted all program participants as evidenced by program evaluation survey results. Local Extension volunteers contributed greatly towards the overall success of these educational programs conducted in 2015.

#### Future Program Actions:

Based on the results of this educational program and feedback from participants, the Webb County Agriculture and Natural Resources committee and Texas A&M AgriLife Extension will continue to plan and provide educational events and activities supporting maintaining ranching sustainability for future generations.

V A L U E	
Rangeland Ecology	
	The Texas A&M AgriLife Extension Service engages landowners and managers in programs that teach how to maximize rangeland resources. Participants learn the best practices to reduce invasive species, such as mesquite, cedar, and pricklypear, and to protect vital watersheds. Proper management of rangeland resources creates public value by improving ranch income and strengthening property values, which in turn boost local tax bases and the state's economy.



# Agriculture & Natural Resources



## Annual AG. DAY/FARM CITY WEEK



# Extension Education in Webb County

## Personnel



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