

Virginia Cattle Industry Board Final Report

10/4/2022

Project Lead: Jeanette Reynolds, Center Director
Organization: Southwest VA 4-H Educational Center
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Grant Number: 22-3

Title: Southwest Virginia 4-H Livestock Camp

Project Type: Education Market Development Promotion Research Youth Development

Original Funding Amount: \$6,975

Remaining Balance: \$0

Objectives and Results:

Were the objectives from the original proposal reached? How? If not, why not? Please discuss any problems or delays. Methods and resulting data should be reported as they pertain to each objective.

There was excellent response to the Livestock Camp program held March 18-19, 2022, with the original registration goal of 50 attendees being exceeded. Sixty-eight (68) youth ages 7-18 registered from across the state. Attendees traveled from as far away as Manassas and Fairfax to participate in the program, with the greatest percentage of participants attending from Russell County and Craig County.

The goal of the program was to create an opportunity for youth to meet peers also interested in the industry and learn about the skills and knowledge that a farming career may require, while having fun.

Classes included YQCA, Intro to Stockmen's, Meat ID, Meat Judging, Meat Cookery, Intro Showing, Sheep and Goat Showing, Pig Showing, Feeds and Nutrition, Livestock Health, Livestock Evaluation, and Sheep Wraps. And there were additional activities like making halters and practicing interviews – both held on Friday for those attendees who opted to stay overnight. Below are descriptions of classes offered at the time of registration:

- Meat Judging & Quality: Learn about meat quality and how to judge meats.
- Meat Retail ID: Learn how to identify retail meat cuts.
- Meat Cookery: Learn how to cook meat in several ways from smoking to jerky.
- YQCA: Training required to show at the State Fair of Virginia
- Introduction to Fitting & Showmanship: Interested in showing livestock. Come learn the basics.
- Advance Beef Showing: Already showing beef cattle. Join this course to learn how to improve.
- Advance Sheep & Goat Showing: Already showing sheep or goats. Join this course to learn how to improve.
- Advance Pig Showing: Already showing pigs. Join this course to learn how to improve.
- Livestock Evaluation: Learn how to evaluate livestock and giving reasons as part of a livestock judging contest.
- Feeds & Nutrition: Learn about animal nutrition and key strategies for feeding livestock.
- Sheep Leg Wraps: Learn how to use a sewing machine to make your own leg wraps!
- Introduction to Stockmen's Skills: Learn the basics about livestock including identify breeds, feeds, equipment, and parts.
- Livestock Health: Learn key health principles for livestock.

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Of the sixty-eight (68) participants, we received fifty-two (52) completed program evaluation forms (see last page of report to view the evaluation survey) – capturing data on short-term outcomes for 76.5% of attendees.

The average rating by participants of the 4-H Livestock Camp program overall was 4.7, when provided the following options: 1- Very Poor 2- Poor 3- Good 4- Very Good 5- Excellent

When asked “Did you make any new friends at this event?,” 46 or 88.5% of respondents said “yes.” Only 2 or 3.9% of respondents said “no,” and the rest (7.6%) reported “maybe.”

To assess changes in knowledge, Livestock Camp participants rated their understanding of concepts covered in classes on a Likert scale ranging from (1) – “No Knowledge Gain” to (5) – “My Knowledge Increased Greatly.” The evaluation asked youth to rate their understanding of concepts before the Livestock Camp weekend and after the Livestock Camp weekend. To help younger attendees complete the evaluation, and for consistency of interpretation, questions were read out loud with volunteers available to assist.

	Before Knowledge (Average Response)	After Knowledge (Average Response)	Point Value Change in Understanding	Percentage Change in Reported Knowledge
YQCA	2.25	4.56	2.31	46%
Intro to Stockmen’s	1.86	4.18	2.32	47%
Meat ID	1.89	4.22	2.33	47%
Meat Judging	2.00	4.42	2.42	48%
Meat Cookery	2.29	4.47	2.18	43%
Intro Showing	1.72	4.36	2.64	53%
Sheep & Goat Showing	2.17	4.78	2.61	52%
Pig Showing	3.06	4.69	1.63	32%
Feeds & Nutrition	2.10	4.00	1.90	38%
Livestock Health	2.57	4.43	1.86	35%
Livestock Evaluation	2.39	4.48	2.10	42%
Sheep Wraps	1.00	4.38	3.38	68%
Interview Tips & Practice	1.68	4.33	2.65	53%
Average:	2.08	4.41	2.33 INCREASE	47% INCREASE

In every class/topic covered, an increase in knowledge was reported through the surveys, with the greatest increase in knowledge being in making leg wraps for sheep using sewing machines, introduction to fitting and showmanship, and interview tips and practice. For the advanced classes in which more experienced youth participated, we observed less of an increase in reported knowledge gained.

Overall Benefit for Virginia Cattle Industry:

Please indicate the number of people that were impacted by or involved with this grant: How will your results improve Virginia’s Cattle Industry?

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With decreasing numbers of people involved in agriculture and the average age of the American farmer getting older,¹ Livestock Camp provides a platform for introducing the next generation to concepts and opportunities to learn and build skills directly related to careers in agriculture; as well as creating a positive experience of connecting with peers who have similar interests. Participants of Livestock Camp are better prepared and may have gained confidence to participate in youth agricultural projects like those offered through 4-H.

Sixty-eight (68) youth ages 7-18 participated from across the state:

Age	Number of Participants	Percent Distribution
7	2	3%
8	7	10%
9	13	19%
10	10	15%
11	6	9%
12	12	18%
13	4	6%
14	9	13%
16	4	6%
18	1	1%

This program engaged youth through a diversity of hands-on, interactive activities to building knowledge and interest around the beef cattle industry as a possible career path, as well as other related agricultural fields like livestock farming.

Of the 64 registrants who responded to the optional question on the registration form "How would the participant identify their race/ethnicity?": 63 answered "White" and 1 answered "Balance (other combinations)."

Of the 64 registrants who responded to the optional question on the registration form "Where does the participant live?":

- 46 or 71.9% said "On a farm,"
- 11 or 17.2% said "Rural non-farm or town under 10,000,"
- 3 or 4.7% said "Town or city of 10,000 - 50,000,"
- 3 or 4.7% said "Suburb," and
- 1 or 1.5% said "City over 50,000."

Of the 51 registrants who responded to the optional question on the registration form "What is the household income of which the participant lives?":

- 14 or 27.5% said "\$100,001 and above,"
- 13 or 25.5% said "\$80,001 - \$100,000,"
- 9 or 17.6% said "\$40,001 - \$60,000,"
- 7 or 13.7% said "\$60,001 - \$80,000,"

¹ The average age of the American farmer is 57.5 according to the 2017 U.S. Agriculture Census, which is an increase of 1.2 years from 2012 to 2017. In addition, the U.S. Agriculture Census has shown a decrease in the number of farmers with 2,109,303 in 2012 to 2,042,220 in 2017.

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- 5 or 9.8% said "\$20,001 - \$40,000," and
- 3 or 5.9% said "Less than \$20,000."

The long-term outcome of the program may be demonstrated over the course of a year or more, as hopefully, youth who attended Livestock Camp participate in cattle projects through 4-H and FFA, or take a greater interest in professional careers relating to livestock farming.

Activities Associated with Project:

List any activities held in association with this project, including date, type (article, brochure, training, event, etc.), purpose, and any pertinent results.

No activities outside of what is described here as the March 18-19 Livestock Camp program, and its planning meetings.

Lessons Learned:

Comment on what worked, what did not work, and what you would do differently.

Starting on September 13, 2021, a planning committee comprised of Virginia Cooperative Extension (VCE) stakeholders from across the Southwest VCE District of 21 counties began monthly meetings to plan a Livestock Camp. Most participants were Extension Agents in the Agriculture and Natural Resources (ANR) program area.

A structure was developed for the Livestock Camp: A day-long program on a Saturday with an overnight option on Friday. A small registration fee was charged to confirm commitment and help cover any additional expenses, with any revenue going toward planning future Livestock Camp programs. The fee was \$25 for Saturday-only attendance and \$50 for overnight. Scholarship waivers were also available.

The Livestock Camp was held on Saturday, March 19 with some overnight attendees arriving for dinner and activities on Friday, March 18. Instructors traveled from as far away as New Castle in Craig County to help produce an engaging event.

For the production of the program, in the future, planners would like to diversify the offering so that youth participants can attend year after year will still learn new things, experience different class offerings, and remain interested in attending.

Engaging youth leaders or teen counselors from the VCE's 4-H program or FFA would be helpful in managing the class transitions and keeping the younger participants engaged. Along with this addition, assigning the youth to a "team," may also help them make stronger connections. For example, teams may be named after breeds of cattle, and teams may eat meals together and work together as a group during activities.

As for logistics, an improvement would be having a sheet or forms ready to receive receipts from presenters for class supply expenses at the program, with a procedure that was communicated in advanced.

To improve data collected throughout the evaluation process, a pre-assessment could be administered at the beginning of the program to more accurately capture a participant's understanding of concepts before Livestock Camp classes, to compare with the post-event evaluation responses.

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And finally, scheduling a post-camp debrief meeting to discuss this topic of what worked and what could work better.

Future Work:

Discuss continuation of the project or how results will direct future activity.

There is an interest across the Southwest District to continue the Livestock Camp program on an annual or every-other-year schedule. All those involved considered the effort to be a success with a strong demand and interest from youth. We suspect the next program would recruit returning youth and new attendees.

Regions:

Please indicate what Virginia cattle production areas were impacted by this grant activity:

Select all that apply:

District I – Western South West

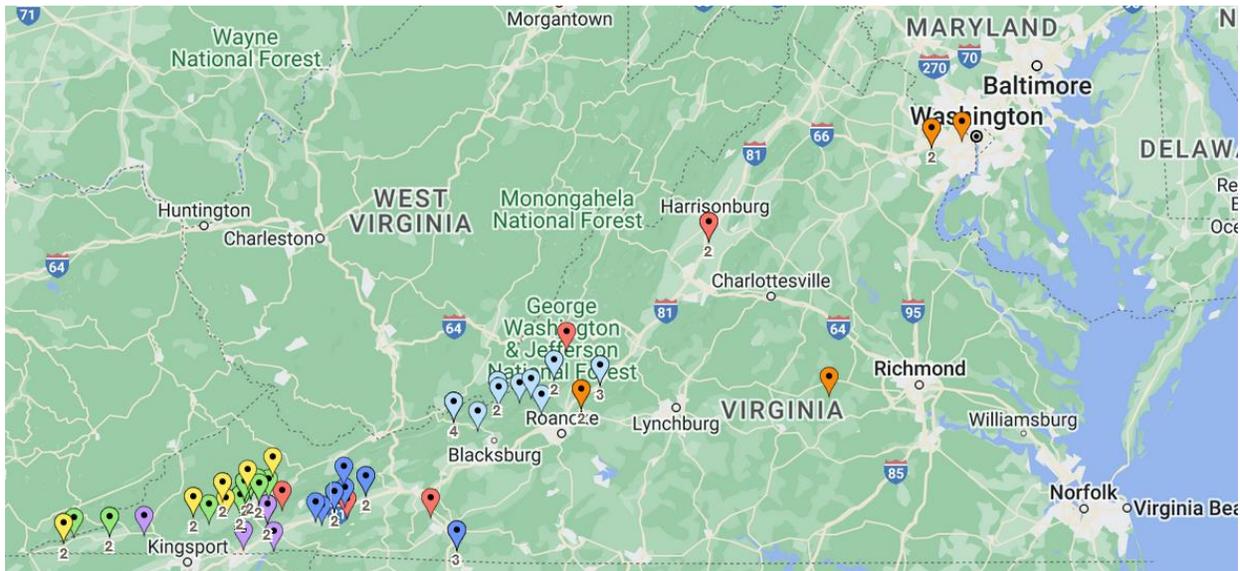
Buchanan, Dickenson, Lee, Russell, Scott, Smyth, Tazewell, Washington, Wise

District II – Eastern South West

Bland, Carroll, Floyd, Giles, Grayson, Henry, Montgomery, Patrick, Pulaski, Wythe

District III – Southern Valley

Alleghany, Amherst, Augusta, Bath, Botetourt, Craig, Highland, Nelson, Roanoke, Rockbridge



While the Livestock Camp program was held in Southwest Virginia, there were volunteers, presenters, and participants from across much of the state. Youth attended from Abingdon (3), Blackwater, Blue Ridge (2), Bristol, Buchanan (3), Cana (3), Castlewood (3), Ceres, Chilhowie (2), Cleveland, Covington, Ewing (2), Fairfax (2), Falls Church, Fort Blackmore (2), Honaker, Jonesville, Lebanon (10), Manassas, Marion (3), New Castle (7), Newport, Nickelsville, Pearisburg (4), Pennington Gap, Powhatan, Rose Hill, Rural Retreat (2), Salem, Saltville, Sugar Grove, Weyers Cave (2), and Woodlawn.

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Final Budget and Justification:

Item Type	Original Awarded Amount	Final Amount Spent
Personnel	\$0	\$944.50
Fringe	\$0	\$0
Travel	\$2,375.00	\$722.48
Supplies & Materials	\$2,975.00	\$3,403.58
Contractual	\$500.00	\$1,025.00
Other	\$1,125.00	\$714.62
Total	\$6,975.00	\$6,810.18

Please see reimbursement request for full details of how funds were spent. As a new program, the overall estimated cost was very close to the actual cost. The categories of Travel and Supplies & Materials were prioritized to make sure that we had high quality instructors, materials, and tools like the Beef Cut Model, before budgeting toward other expenses. Personnel costs helped cover kitchen and youth development/programming staff. Most labor involved in the presentation of the program was volunteer, or provided by Virginia Cooperative Extension staff.

Credits: Please list how the Virginia Cattle Industry Board was recognized as a sponsor of this grant project.

On the Southwest Virginia 4-H Educational Center website and on all social media posts pre/during/after, the Virginia Cattle Industry Board was identified as a sponsor: This includes Facebook, Instagram, Twitter, and LinkedIn. Graphic advertisements linking to event page for Livestock Camp on swva4Hcenter.org were published in the Abingdon "Wolf Whistle" electronic newsletter and the Washington County Chamber of Commerce electronic newsletter, for multiple mailings each. Livestock Camp was also promoted in the Southwest Virginia 4-H Educational Center electronic newsletter: [Upcoming events, camp schedule, & #VTGivingDay! \(mailchi.mp\)](#)

Across the internal Virginia Cooperative Extension/Virginia Tech network, information about the program was distributed across the state, which also recognized the Virginia Cattle Industry Board as program funders. During the closing session of the Livestock Camp program, the Virginia Cattle Industry Board was also recognized – many VCE agricultural professionals were present, as well as many family members of attending youth.

Photos from the program can be downloaded here:

<https://drive.google.com/drive/folders/18zCzM60sT5yQqk0tbmlqDhhImeYg3BRn?usp=sharing>

The Calendar Event and registration links from www.swva4Hcenter.org can be viewed here:

<http://www.swva4hcenter.org/events/2022livestockcamp>

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Examples of social media posts:

 Southwest Virginia 4-H Educational Center
April 8 · 🌐

We had so much fun at Livestock Camp - thanks again to our awesome program sponsors and volunteers!

Livestock Camp was made possible thanks to a grant from the Virginia Cattle Industry Board, with support from the Virginia Beef Council, and is presented in partnership with the Virginia Cooperative Extension - Southwest District.



Virginia 4-H
April 8 · 🌐

Participants in the [Southwest Virginia 4-H Educational Center](#)'s recent Livestock Camp spent two days learning about showing different species of livestock, sewing leg wraps for sheep, practicing their halter tying skills, and more. 🌱

 Wilma Reynolds and 5 others

Virginia Cattle Industry Board Grant Reporting



Southwest Virginia 4-H Educational Center is at Southwest Virginia 4-H Educational Center. ...

March 19 · Abingdon, VA · 🌐

Livestock Camp returned this weekend, thanks to a grant from the Virginia Cattle Industry Board, with support from the Virginia Beef Council, and presented in partnership with the Virginia Cooperative Extension - Southwest District!

We had almost 70 youth participants join us from across the state! Topics covered ranged from meat ID and judging, animal show projects, and sewing leg wraps for sheep!

We are grateful for the help of many, including our knowledgeable and enthusiastic instructors, volunteer helpers, chaperones, and raffle prized donors.... Thank you for making this enriching and engaging event a success!!!

#swva #southwestva #southwestvirginia #va #virginia #livestock #livestockcamp #camp #summercamp #4H #4Hgrowshere #4Hcamp



👍❤️ 36

+6
1 Comment 3 Shares

4-H Livestock Camp Evaluation

Please rate 4-H Livestock Camp overall using the following scale:

1- Very Poor 2- Poor 3- Good 4- Very Good 5- Excellent

Did you make any new friends at this event?

Yes No Maybe

Please rate your knowledge before and after livestock camp for only the classes you took on a scale from 1- No Knowledge Gain to 5- My Knowledge Increased Greatly :

Class	Before	After
YQCA		
Intro to Stockmen's		
Meat ID		
Meat Judging		
Meat Cookery		
Intro Showing		
Sheep & Goat Showing		
Pig Showing		
Feeds & Nutrition		
Livestock Health		
Livestock Evaluation		
Sheep Wraps		
Friday-Interview Activity		

Was there anything we could have done better?

If we offer 4-H Livestock Camp again, what classes or activities would you like to see?

Southwest 4-H Livestock Camp

Draft Schedule

Friday, March 18th

- 6:00 pm- Check-In/Settling In (New Lodge)
- 6:30 pm- Dinner (Burley Hall)
- 7:00 pm- Opening Announcements/ Get Acquainted (New Lodge)
- 7:30 pm- Advocacy in Livestock Industry (New Lodge)
- 9:00 pm- Movie/Games/Free Time (New Lodge)
- 10:30 pm- Get Ready for Bed
- 11:00 pm- Lights Out

Saturday, March 19th

- 7:30 am- Rise & Shine
- 8:00 am- Breakfast (Burley Hall- Only for overnight campers)
- 8:00 am- 8:45 am- Saturday Only Check-In (Ratliff)
- 8:45 am- Announcements (Ratliff)

Time	Burley Hall	New Lodge	Ratliff Main	Ratliff Kitchen
9:00 am	YQCA	Intro Stockmen's	Meat ID	
10:00 am	Intro Showing & Fitting	Livestock Health	Meat ID	
11:00 am	Sheep & Goat Showing	Livestock Health	Meat Cookery	
12:00 pm	Lunch (Burley Hall)			
1:00 pm	Pig Showing	Livestock Evaluation	Meat Quality & Judging	
2:00 pm		Livestock Evaluation	Feeds & Nutrition	Sewing Sheep Wraps

- 3:00 pm- Evaluations and Prepare for Pick-up (Ratliff/New Lodge)
- 3:30 pm- Pick-up (Ratliff for Saturday Only & New Lodge for Overnight Campers)

Southwest 4-H Livestock Camp

Packing List for Overnight Campers:

CLOTHING/SHOES:

- T-shirts
 - Long Pants
 - Pajamas
 - Undergarments
 - Socks
 - Sweatshirt
 - Coat
 - Shower Shoes
 - Closed Toes Shoes
- *Make sure you bring weather appropriate clothing

TOILETRIES:

- Brush
- Toothbrush
- Toothpaste
- Body Wash
- Shampoo & Conditioner
- Deodorant
- Medications

BEDDING/LINENS:

- Twin Size Sheets/Sleeping Bag
- Blanket
- Pillow
- Towels & Wash Cloth

OTHER:

- Mask(s)
- Water bottle
- Notebook
- Pens/Pencils