

News From Your County Agent
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Zavala County

Greeting to all of you and thank you so much for reading my column this week. A pleasant weekend for the most part was enjoyed by everyone, however these pleasant days will give way to some changes in our weather pattern later this week. November is moving along at a fast pace evident by the fact that next week is Thanksgiving.

Clover Kids Rabbits and Enrollment Deadline Nears

The deadline for Zavala county 4-H Clover Kids is soon approaching. At this time the Extension office is in the process of ordering awards for the companion rabbit show. It is very important that we have an accurate count of 4-H Clover Kids that will show a rabbit at the show. 4-H Clover Kids must be registered by December 10 and have a rabbit by this date. Clover kids can register online on 4-H connect. There is no charge (participation fee) for clover kids. If you already have a rabbit great, if you need us to get you one please call the office and get put on our OFFICIAL LIST of clover kids needing rabbits. For additional questions regarding this project please contact the Zavala County Office of the Texas A&M AgriLife Extension Service at 830-374-2883. I will have the rabbits ready for distribution on December 5, 2019 after 5 p.m. DEADLINE TO BE PLACED ON THE NEED A RABBIT LIST IS 5:00 P.M. TUESDAY, NOVEMBER 26, 2019. COST PER RABBIT IS \$10.00 EACH. The rabbit show will take place on Friday, January 10, 2020 at 10:00 a.m. so plan your days off from work and make arrangements as needed.

Major Show Entries Due Friday

If you validated an animal project through the Texas State animal validation program and you plan to show these animals in San Antonio, Houston, Austin, Kerrville or San Angelo you need to submit your entries by 4:00 p.m. Friday November 22, 2019 to the Zavala County Extension office. We must have your entries by this date and have all fees paid so that entries can be completed online to the various shows. Failure to submit your entries will result in your son or daughter not being able to show their projects at a major show in Texas or pay a late fee of \$350.00 to the show you want to enter after the deadline. For additional questions regarding this major show entry process please contact the Zavala County Office of the Texas A&M AgriLife Extension Service at 830-374-2883.

Tip of The Week: Do You Know Where Your \$1.00 Per Head Of Cattle Goes

Zavala County livestock producers contribute to the beef checkoff program along with everyone across the country. Created 34 years ago through a vote of producers all over the country, the Beef Checkoff launched to add support to the industry through promotion and research to ultimately grow beef demand. After all, if beef producers aren't promoting their product, who will? The program started in 1985 with a simple process: pay \$1 per head of cattle at the time of sale.

When the Beef Promotion and Research Act and Order was created, the producers involved wanted the process to be a simple one. The idea of "one head / one dollar" seemed to be the best and fairest way to easily pull together assessments on cattle to fund the state and national programs. When you sell cattle your \$1.00 contribution most likely shows up as a line item on your sale barn receipt or you might send in a check through the private treaty program. Did you know those dollars are

contributing to a larger, multi-faceted program?

When you pay your dollar, it is collected and sent to your state beef council office. There the money is split: fifty cents to your state, fifty cents to the national office. Why the split? Because producers desire the efficiency of a national, unified voice and the promotional power of the national Checkoff programs (Beef. It's What's For Dinner campaigns, national research, media relations, etc.) combined with the customized support at the local level at home. State beef councils support their states through unique consumer and producer events, information, and outreach.

Before the Beef Checkoff was created, the beef industry's promotion and research efforts were somewhat fragmented. Multiple organizations were duplicating efforts and there was no central coordinated effort to reach a greater audience of consumers and keep the spotlight on beef in an increasingly competitive protein marketplace. The checkoff was built to bring those organizations together into a unified voice, to improve efficiencies, and to build shareable - yet customizable - resources to increase beef demand.

By coordinating efforts, funding, and ideas, great things have been happening as resources are shared across multiple platforms and audiences. The Cattlemen's Beef Board office works with national contractors to develop targeted programs and information that can be shared at the state level. State beef councils use their local resources to build programs, create local, targeted campaigns, and develop research for their own particular group of consumers. Contractors share with states, states share with other states, contractors share with contractors. This unified front creates a powerful web of support for producers and helps to build demand for beef throughout the country. After all, if beef producers aren't promoting their product, who will? For more information about the Beef Checkoff and its programs, including promotion, research, foreign marketing, industry information, consumer information and safety, contact the Cattlemen's Beef Board at 303-220-9890 or visit **DrivingDemandForBeef.com**.

November 18-22, 2019

