

**2019 4-H Youth Path to the Plate  
 Lubbock County**

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**Relevance**

In Texas, there are 242,000 farm operations utilizing over 130 million acres. Myths and misinformation about food production and the effect that has on our health is emerging ever-quickly through social media and other sources. This misinformation leads to a misunderstanding of our agricultural systems, as well as the positive connection they have on our health. The goal of the Path to the Plate program is for all Texans to make informed decisions related to the food they eat based on truthful, relevant and accurate information. Lubbock, Lynn and Lamb counties chose to have a youth Path to the Plate program because youth in the heart of a major agriculture-producing area are disconnected. A total of 162 students participated in the classroom setting and 22 4-H and non-4-H members participated in the Beef Expo.



**Response**

**Classroom**

-The Path to the Plate task force developed a plan for me to attend Coronado ISD and Idalou ISD. I met with 162 students ranging from 9<sup>th</sup> to 12<sup>th</sup> grade. I taught students about food packaging labels, GMO's, organic vs nonorganic, grass fed vs grain fed, added hormones and the use of antibiotics. At the conclusion of each class students were asked to join the Path to the Plate Facebook page, Twitter page and Instagram page.



**Beef Expo**

Twenty two students attended the Path to the Plate Beef Expo, sponsored by Capital Farm Credit. The students literally saw the beef process from beginning to end. They toured a feedlot and Texas Tech Meats Lab. In addition, they learned about marinades and rubs, grills, how to clean a grill, food safety, beef nutrition, beef labels, cuts and cooking methods. The tour concluded with an opportunity to learn how to cook a flat-iron steak from the Texas Beef Council and brisket from Raider Red Meats.

**Results**

**\*Classroom Survey**

<b>1 After participating in the Path to the Plate Youth Program, do you . . .</b>	Yes	Not Really	No	No Answer
Better understand how packaging influences the food choices you make?	159	3	0	0
Better understand information on food packaging labels?	157	5	0	0
Better understand what the label "Natural" means?	155	6	1	0
Better understand what the label "Non-GMO or GMO-Free means?"	139	20	2	1
Better understand what the label "Healthy" means?	160	2	0	0
Better understand what the label "Local" means?	149	10	3	0
Better understand what "100% Organic, Organic or Made with Organic" means?	144	17	1	0
Better understand why packages have expiration dates?	153	7	2	0

### What has been the most important thing you have learned from Path to the Plate?

Expiration dates are not required except for baby food; packaging labels and marketing schemes are sale tactics; companies and packaging influence customers; we need to understand labels; there are different kinds of labels, *i.e.*, sell by, use before, best buy, natural, healthy, local (not necessarily grown locally), 100% Organic, Organic and Made with Organic, GMO, Non-GMO; regular food and organic food cost difference; chickens cannot be given antibiotics or hormones; swine cannot be given hormones; and how product tastes depends on diet of animal, where raised and how raised.

#### \*Beef Expo Survey

At the end of Path to the Plate, participants completed a retrospective post test that was created in Qualtrics. Following are the results.

Topic	Very Knowledgeable (Pre)	Very Knowledgeable (Post)	Difference
Feedlot Info	13.64%	71.43%	+57.79%
Cooking a Brisket	9.09%	66.67%	+57.58%
Types of Grills	9.09%	66.67%	+57.58%
Beef Cuts and Cooking Methods	18.18%	71.43%	+53.25%
Nutritional Value of Beef	13.64%	66.67%	+53.03%
Beef Labeling	18.18%	71.43%	+53.25%
Food Safety	40.91%	90.48%	+49.57%
Beef Resources	13.64%	71.43%	+57.79%
Cooking Steak	4.55%	85.71%	+81.16%
Cleaning Your Grill	18.18%	100%	+81.82%

On average, 30.5% indicated they had no knowledge in one or more of the ten topics. At the completion of Path to the Plate, 100% increased to some knowledge or very knowledgeable. There were several impacts witnessed at the program and over the course of the last five months. At the conclusion of Path to the Plate, many participants told their friends it was an activity they should have attended, and they need to plan on going next year. Participants indicated they are continuing to cook steaks for their families and make their own rubs. They are also researching youth BBQ contests to enter. A few have become Texas Beef Council Lone Star Leaders. Lone Star Leaders is a community for beef advocates to find common ground and engage with consumers about all areas of beef cattle and beef products. In the retrospective post-test, attendees were asked how they would use the information they had learned. Eighty-one percent (81%) said they would teach persons outside of their families. The information from the program has a massive reach because three different counties were represented with 22 traditional 4-H members and non 4-H youth coming from ten different school districts, including public and private schools.

#### Future Programming

Plans for the next Youth Path to the Plate Swine Expo are in the process. 2020's program will focus on the swine industry on the South Plains.

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