Extension Education in Brazos County
Making a Difference
The Texas A&M AgriLife Extension Service has been dedicated to educating Texans for nearly a century. In 1915, the agency was established under the federal Smith-Lever Act to deliver university knowledge and agricultural research findings directly to the people. Ever since, AgriLife Extension programs have addressed the emerging issues of the day, serving diverse populations across the state.

Through a well-organized network of professional educators and some 100,000 trained volunteers, Extension delivers practical research-based knowledge to Texans in all 254 counties. Our 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 those served are the hundreds of thousands of young people who benefit annually from Extension’s 4-H and youth development programs.

Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but also with resources and services that result in significant returns on investment to boost the Texas economy. The agency custom-designs its programs to each region of the state, relying on residents for input and for help with program delivery. Here are just a few highlights of Extension’s impacts on this county and its people:

**Brazos County – Summary of 2012 Educational Contacts**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Educational Programs Conducted</td>
<td>414</td>
</tr>
<tr>
<td>Total Contacts from Educational Programming Efforts</td>
<td>987,046</td>
</tr>
<tr>
<td>Contact Hours via Educational Programs</td>
<td>122,726</td>
</tr>
<tr>
<td>Office Contacts</td>
<td>3,060</td>
</tr>
<tr>
<td>Site Visits</td>
<td>3,163</td>
</tr>
<tr>
<td>Phone Calls</td>
<td>8,207</td>
</tr>
<tr>
<td>Newsletter/Mail &amp; E-Mail Contacts</td>
<td>50,042</td>
</tr>
<tr>
<td>Web Contacts</td>
<td>4,973</td>
</tr>
<tr>
<td>Contacts by Volunteers</td>
<td>8,356</td>
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<tr>
<td>4-H Clubs</td>
<td>14</td>
</tr>
<tr>
<td>4-H Members</td>
<td>535</td>
</tr>
<tr>
<td>4-H Leaders</td>
<td>164</td>
</tr>
<tr>
<td>Radio and Television Appearances</td>
<td>50</td>
</tr>
<tr>
<td>News Releases</td>
<td>35</td>
</tr>
<tr>
<td>Cash and In-Kind Donations by Brazos County Extension Supporters</td>
<td>$130,055</td>
</tr>
</tbody>
</table>
2012 Livestock and Forage Production in Brazos County
Developed by Dustin Coufal, County Extension Agent – Agriculture and Natural Resources, Brazos County

Relevance
Livestock and forage production are two of the most popular agricultural production enterprises in Brazos County. The year 2011 was one of the worst droughts of record and while conditions improved in 2012, producers are looking for ways to increase their profitability. A shortage of beef cattle across the nation has helped to increase the price of beef, however, it has driven up the cost of replacement heifers and other input costs are steadily increasing. Producing high quality forage and managing forage production is vital to an operations bottom line.

Response
The year 2012 proved to be a trying year for livestock and forage producers in Brazos County. The drought of 2011 caused many issues that were not truly recognized until 2012. To meet the needs of these agricultural producers in Brazos County, periodical newsletters and news releases were distributed via traditional mailing lists and email that totaled over 500 distributions. Educational programs that focused on beef cattle management and forage production were conducted in 2012 that reached 150 contacts. These programs included:

- **Brazos Valley Beef and Forage Expo** – Seminar that focused on managing soil chemistry, weed control, and selection and managing replacement heifers.
- **E.D. “Doug” Davidson Hay Testing Program** – Hay testing program for producers to submit forage samples for analysis. Program also included demonstration on how to utilize hay testing to maximize production.
- **Brazos County Commercial Heifer Show and Sale** - Commercial heifer program for youth producers. Youth producers have to raise a pen of commercial heifers, keep detailed records, plan breeding systems, and exhibit bred heifers. Youth producers also participated in the following educational opportunities:
  - Record Book Workshop
  - Palpation Workshop
  - Record Book submission and Interview
  - Commercial Heifer Judging And Review
- **Private Applicator Training** – Program for producers to train and obtain their private pesticide applicators license. Program covers sprayer calibration, chemical control, predator control, and laws and regulations.

Results
Educational programs conducted for forage and livestock producers in 2012 were very successful. Over 150 producers (both youth and adult) participated in these educational events which were evaluated for perceived change in understanding of management practices and options, intent to adopt best management practices, and perceived economic impact. In addition, the commercial heifer sale was measured for direct economic impact on local producers.

Participants in the Brazos Valley Beef and Forage Expo were surveyed to measure their change in understanding (knowledge gained) and intent to adopt best management practices utilizing a retrospective post evaluation questionnaire.

Participants were asked to rate their level of knowledge on key topics taught at the program before and after participating. Below is a summary of their responses:
Understanding of:

<table>
<thead>
<tr>
<th></th>
<th>Mean Before</th>
<th>Mean After</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grassbur control with Prowl vs. Pastora</td>
<td>1.77</td>
<td>3.38</td>
<td>53.7%</td>
</tr>
<tr>
<td>Alternative fertilizers or nutrient sources for forages</td>
<td>2.44</td>
<td>3.38</td>
<td>31.3%</td>
</tr>
<tr>
<td>Why timing of herbicide application is important</td>
<td>2.65</td>
<td>3.51</td>
<td>28.7%</td>
</tr>
<tr>
<td>How to utilize soil testing to improve nutrient management</td>
<td>2.74</td>
<td>3.58</td>
<td>28.0%</td>
</tr>
<tr>
<td>Replacement heifer and cow options</td>
<td>2.65</td>
<td>3.40</td>
<td>25.0%</td>
</tr>
<tr>
<td>Strategies to build flexibility into your operation</td>
<td>2.50</td>
<td>3.25</td>
<td>25.0%</td>
</tr>
<tr>
<td>Importance of environmental adaptability in selecting replacements</td>
<td>2.58</td>
<td>3.33</td>
<td>25.0%</td>
</tr>
</tbody>
</table>

As a result of the increase in knowledge, participants indicated an intention to adopt the following best management practices:

- **88%** will Utilize soil testing to improve nutrient management
- **77%** will Utilize EPD’s and Performance Data in selecting replacements
- **77%** will Evaluate all options before purchasing replacements
- **70%** will Stock at less than 100% of capacity
- **60%** will Use Pastora at proper timing – Postemergence for Grassbur Control
- **50%** will Use Prowl at proper timing – Preemergence for Grassbur control

In addition, participants were asked to estimate the economic impact that the program would have on their operations. The average estimated impact on a “per acre” basis was $3.62. These estimated averages indicate the **Beef and Forage Expo had a total economic impact of $46,999**, as reported by participants.

The capstone event of the youth commercial heifer show is the commercial heifer sale. This event provides an avenue for participants to showcase their projects, as well as a venue to other beef cattle producers to purchase top quality bred replacement heifers. This year’s sale had a record breaking year with an average of **$2,800 per head for a total of $202,700 in direct positive economic impact for program participants.**

Summary

Educational programs for livestock and forage producers were successful as indicated by clientele results. A special thanks goes out to the Brazos Area Hay Producers Association, Brazos Beef and Forage Committee, Brazos Commercial Heifer Committee, Brazos Valley Fair and the Extension Specialists: Dr. Ron Gill, Dr. Jason Cleere, Dr. Tony Provin, Dr. Mark McFarland, and Dr. Paul Baumann.

Future Programming Efforts

Programming for 2013 will focus on a cattleman’s clinic, forage field day, improved forage varieties, and other management options to increase producer profitability.

**VALUE**

Livestock Production

Texas A&M AgriLife Extension programs targeted to large- and small-scale livestock producers help generate safer food and fiber products with maximum efficiency. The result is quality, consistent, affordable products and industries that support the state’s rural economies.
Relevance: An adequate supply of water has historically been a critical issue for Texas, but never more evident in the aftermath of the 2011 Texas drought. As a result, the citizens of Texas are even more aware of the importance of water conservation. Landscape irrigation in Texas accounts for up to 60% of total residential water use in peak summer months.

Response: In response to this issue, 45 educational programs teaching Earth-Kind methods that encouraged water conservation, as well as landscaping for energy conservation, reduction of fertilizer and pesticide use, and reduction of yard wastes entering landfills were presented to 8,883 individuals.

To address water conservation, 4 educational events for 169 participants featured practical methods for homeowners. Drip irrigation - the most efficient water delivery method - was featured in a lecture and workshop that included a display of system components. In collaboration with the City of College Station, a program was given that answered the often asked questions - how, when and how much to water. At a water conservation seminar, that included an exhibit of catchment and delivery devices, attendees learned how to capture, store and use rainwater.

Through 6 news articles, information was shared on specific methods to conserve water – use of mulch, replacing turf with groundcover, amending soil with compost, drip irrigation and rainwater harvesting. Additionally, 7 news articles addressed the safe use of pesticides, how to fertilize properly and how to use in-ground irrigation systems. Including online viewers, each of these publications in the daily, regional newspaper - The Eagle - reached more than 76,000 people.

The website - brazosmg.com - featuring information specific to Brazos County, hosted 10,179 unique visitors with an annual total of 25,163 visits. Our Facebook page boasts 205 active “friends.”

A “Home Lawn Care” program reached 16 Habitat for Humanity families, teaching them when and how to water, mow and use fertilizers properly.

An $18,200 expansion in 2012 of the Demonstration Idea Garden (The DIG) at the Brazos County Extension office, brings the monetary investment over the last 6 years in this teaching garden to $110,550. The current garden expansion provides the opportunity to demonstrate more Earth-Kind practices that primarily target water conservation by featuring recommended drought and heat tolerant plants, including Earth-Kind roses. The garden is fast becoming a “destination” for both visitors to the community and area residents. When the 6 year total of 6,569 volunteer hours given at The DIG by Master Gardeners is included, the total impact to date is $238,080.65.

Jr. Master Gardener curriculum was utilized by Extension faculty and 23 volunteers in 11 programs for 1,804 youth. In a collaboration with First Presbyterian Church, an afterschool program featured gardening projects with youth. Additionally, Master Gardeners served as advisors to middle school teachers who used JMG curriculum for classroom instruction with 100 eighth grade students to grow vegetables in a garden at First Christian Church. In response to the large numbers of trees that will be planted to replace trees lost in the 2011 Texas drought, an advanced training in pruning was facilitated by the Texas Forest Service. Utilizing the Brazos County Arboretum at our county demonstration garden, 30 Master Gardener volunteers learned the five factors for form and function in pruning practices.

Results: As a result of the tree pruning training, Extension staff and volunteers understand how to apply and teach appropriate young tree pruning. When utilized by homeowners, this will reduce many of the structural problems and corresponding issues found in older trees. Visitors to the county demonstration garden can observe and replicate the plantings of drought and heat tolerant plants in their home landscapes to reduce water consumption, lower water bills and add value to their property.
These programs were conducted with Master Gardener volunteers who gave 3100 hours in support of county Extension programs, which is equivalent to $66,216 in salary savings for Brazos County.

Of the 49 participants who completed an evaluation instrument 84% thought the Earth-Kind practices, if adopted would result in decreased water use. Of the respondents, 73% thought the practices, if adopted, would result in economic savings. Overall, 100% of respondents indicated increased knowledge in levels of understanding in the use of Earth-Kind practices.

**Future plans:** The 2013 Brazos County Earth-Kind Environmental Stewardship program includes a water conservation seminar, a garden tour and a series of Gardening 101 classes to reach larger audiences and teach Earth-Kind methods of conserving all natural resources, but particularly water.

Our social media, that already includes a popular Facebook page, will be expanded to include a blog, to reach an even larger audience. It will feature up to the minute information that gardeners can apply immediately in their home landscapes and gardens.
2012 Brazos County Horse Education Program
Developed by Dustin Coufal, County Extension Agent – Agriculture and Natural Resources, Brazos County

Relevance
With over 5,000 horses in Brazos County, this industry is a primary agriculture endeavor for many residents. Estimates indicate that Brazos County horse owners contribute over 21 million dollars to the Texas economy via horse related events and feed/tack purchases. This sector of the agriculture industry is heavily skewed toward horse owners who utilize their animals as a recreational activity. Horse enthusiasts are in continual need of educational topics related to horsemanship, nutrition, health and training issues. The Brazos County Extension Horse Committee provides numerous educational programs that address these educational issues. Additionally, the BCEHC serves as a conduit to the general public in the dissemination of information related to equine activities in the Brazos Valley and state-wide through their horse newsletter and web-site.

Response
Brazos County Extension Horse Committee members met 12 times during 2012 to plan and evaluate equine educational programs for Brazos Valley horse owners and enthusiasts. 178 volunteer contacts were made as a result of these meeting. 250 individuals participated in the Stock Horse of Texas Competition and Clinic on October 3-4, 2012 at the Brazos County Expo Complex. This dual purpose event (fundraising and education) allows youth, adults and collegiate horse owners to participate in stock horse competitions and clinics focused toward their discipline. To assist with their mission, the BCEHC updated their Brazos Valley Horse Industry Directory. This printed resource is available for horse owners to have readily available information related to equine service providers in Brazos County. 200 copies of this directory are distributed annually.

Results
Equine educational programs and fund-raising events allowed the Brazos County Extension Horse Committee to award over $3,000 in grants to non-profit and educational entities in Brazos County. The committee also awarded $2,000 in scholarships to Brazos County youth. The BCEHC Buyer's Group secured over $14,000 in donations to assist with the purchase of livestock projects at the 2011 Brazos County Youth Livestock Show. The St. Jude Trail Ride garnered over $2,000 for the St. Jude Hospital and research endeavors.

Future Plans
Educational programs for Brazos Valley equine owners will continue to be planned and implemented by the BCEHC. Additional Equine Evening at the Expo seminars will be coordinated and co-sponsored by the TAMU Vet School. The completion of additions at the Brazos County Expo Complex will allow the BCEHC to once again host the Brazos County SHOT Competition and Clinic. The Brazos Area Horse Industry Directory will be revised and distributed annually. The committee will also partner with the TAMU Horseman's Association to host the 2013 Aggie Super Circuit Horse Show.
**Response:** December 2012 inventory numbers remained constant with 2011 numbers and are estimated to be 5,500 animals. Small acreage agriculture producers continue to request information related to the use of meat goats as a viable income source. Proper selection, facilities, health issues and marketing opportunities need to be addressed on a continual basis.

For 2012, the focus of this program was on marketing of the 2012 offspring and identifying animals to retain for future production needs. Herd improvement through selection of breeding stock is critical to the viability of this industry. Additionally, herd sire selection rapidly advances the overall quality of offspring each production year. Multiple individual site consultations to area meat goat producers were conducted. During these site visits animal health, selection and nutrition consultation occurred. 35 individual consultation and contact opportunities with Brazos Valley residents currently involved with meat goat production and those interested in this endeavor was accomplished. Distribution of printed material, one-on-one consultation and identifying networking resources were the primary objectives of these individual contacts.

The Brazos and Burleson County Offices of the Texas AgriLife Extension Service, in cooperation with area meat goat producers, the Bryan/College Station Eagle, KBTX TV, Texas A&M University Department of Animal Science and The Showbox assisted with the marketing and advertising of the 5th Annual Maroon and White Goat Sale. Promotion of sheep and goat production in the Brazos Valley was also highlighted on 2 television appearances.

**Results:** $32,100 worth of goats was sold at the 5th Annual Maroon and White Sale to 4-H and FFA families from across Texas. Four separate show goat enterprises have been created since 2010 due to this program. 11 producers are targeting the niche market of the livestock show industry, while 10 others are marketing their animals strictly through commercial avenues. These avenues are on-ranch sales and auction barn markets in Bryan, Navasota, Goldthwaite and Fredericksburg.

**Future Plans:** Identification of additional market sources is needed. Continued increase in inventory and herd quality improvement through the utilization of critical selection criteria will occur. Additionally, animal selection, health and nutrition seminars as well as the 6th Annual Maroon and White Goat Sale will be conducted during 2013.
2012 Brazos Valley Texas Master Naturalist Program
Developed by Dustin Coufal, County Extension Agent - Agriculture & Natural Resources, Brazos County

Response
227 Brazos Valley Texas Master Naturalists attended 10 planning meetings during 2012. During these meetings, this group planned the new applicant training class, approved advanced training programs and identified volunteer opportunities. The BVTMS has 8 sub-committees that coordinate this group’s mission. They are: Advanced Training, Historian, Membership, Outreach, Social, Training, Volunteer Services and Website.

Advanced trainings that TMN volunteers were participants in included: the Identification of Sparrows Field Trip, BV Museum of Natural History Program, BioBlitz, Project Wild Workshop, TAMU Integrated Ecological Conference, Birding 201, Gardening 101 Series, Texas Wildlife Certification Program, Native Grasses Workshop, Rainwater Harvesting, Southeast Texas TMN Regional Meeting, TMN Wildlife for Lunch Webinar, Riparian Management Workshop, WordPress Training Session, Trees & Shrubs Talk, Lick Creek Park Field Trip, Wind Farms with Stewardship for Avian/Bat Species Program, Monarch Monitoring, the State Conference on Texas Invasive Plants & Pests and the Annual Boonville Days.

The Brazos Valley Texas Master Naturalist Program also assisted with the following educational programs: the Carter Creek Trail Project, Jr. Master Naturalist Day Camp, Junior Master Naturalist Summer Open House, College Station Christmas Bird Count, Johnson Elementary Gardening Program, BVSWMA Household Hazardous Waste Collection, Brazos Valley Farmers Market and the Bluebird Nesting Box project.

Results
Fifteen participants completed the fall 2012 BVTMN training program. 32 members from the 2005-2011 classes completed requirements to recertify. 619 hours of advanced training was completed by TMN members. Additionally, BVTMN members contributed 2,732 volunteers to educational endeavors. This equates into over $56,000 worth of time committed by BVTMN volunteers.
2012 Brazos County Walk Across Texas!
Developed by Alyson Hoffman, Brazos County Extension Agent-Family and Consumer Sciences

Relevance: According to the Centers for Disease Control, regular physical activity significantly improves health by lowering disease risks, including dying from heart disease—the leading cause of death. It decreases the risk for stroke, colon cancer, diabetes, and high blood pressure; controls weight; increases the strength of muscles and joints; reduces falls among older adults; helps relieve arthritis pain; reduces anxiety and depression; and is associated with fewer hospitalizations, physician visits, and medications. Yet, more than 60 percent of American adults do not get enough physical activity to provide health benefits. Activity decreases with age and is less common among women than men and among those with lower income and less education. Texas ranks 8th in the nation as the most physically inactive state and 12th as the state with the highest adult obesity rates. Walk Across Texas! task force volunteers representing Gold’s Gym, Texas A&M University (TAMU) Health and Kinesiology, TAMU System Human Resources, Brazos County Health Department, City of Bryan, City of College Station, B-CS Community Health Center, Texas Engineering Experiment Station, St. Joseph’s Healthy Communities and TAMU Center for the Study of Health Disparities promoted and conducted three major events, secured sponsors, incentives and awards, sold t-shirts, and maintained a web page, www.brazoswat.com.

Response: The Walk Across Texas! (WAT) task force conducted the program’s 14th year in 2012. The 8-week physical activity program, designed to help Texans establish the habit of regular physical activity, was conducted from February through April. A total of 112 people attended a community-wide Kick-off Event and Team Captains’ Training at Post Oak Mall, 35 attended a Recharge Event at Neal Recreation Center in Bryan midway through the program to encourage teams to complete the program, and 19 people attended the Last Mile Celebration Event at the Sale Park in Downtown Bryan to recognize participants and winners. At the Celebration Event, winners of the best success stories, most creative team name, most weight lost, dirtiest shoe contest, spirit awards, and top 3 teams with the most miles logged were recognized. A total of 127 active teams with 1057 members and 43 individuals logged over 163,430.45 miles.
Results: Team captains and individuals logged miles for their team members each week on the state web site after registering. The data was analyzed showing the number of team members and individuals who participated, total mileage, and economic impact for team members. The potential economic impact was $8,317,292, representing a net present value for health care cost savings and wages lost for 503 females and 132 male team members. A total of $3,350 in donations were made this year by sponsors and donors who provided refreshments, door prizes, awards, and incentives to participants. Major sponsors were The Eagle newspaper, Gold’s Gym, The Academy of Modern Martial Arts, Awards and More, and the Cancer Prevention and Research Institute of Texas.

Future Plans: Because regular physical activity can decrease the risk of chronic illnesses, hospitalizations, osteoporosis, fractures, depression, gall bladder disease, Alzheimer's Disease, and many other conditions, thereby lowering health care costs, The Walk Across Texas! Task Force will conduct the 15th annual Walk Across Texas! program in 2013. This educational program empowers participants to improve their lives by teaching them how to help break the bad habit of under-exercising.

2012 Walk Across Texas! Task Force Members:
Sara Mendez – Co Chair
Lesley Becker – Co Chair
Howard Hart – Treasurer
Alyson Hoffman – Secretary
Sarah Tobola
Diana Dahm
Sheri Meyer
Alice Kirk
Michael Lopez
Fawn Preuss
Casey Miller

Walk Across Texas is an eight-week fitness and health program that challenges participants to adopt a habit of regular exercise. Research indicates that a walking routine of this duration is more likely to lead to continued moderate exercise, which improves quality of life and reduces the risk of chronic disease (including type 2 diabetes). This program yields public value in the forms of reduced public health-care costs and a healthier, more productive workforce.
2012 Brazos County “Pizza Ranch” Science of Agriculture Program
Developed by Dustin Coufal, CEA-Agriculture/Natural Resources & Flora Williams, CEA-Family and Consumer Sciences, Ashley Skinner Program Assistant- 4-H and Youth Development, Charla Anthony-Horticulture Program Assistant

Relevance
An abundant supply of safe food, economically priced and easy to prepare has American consumers complacent to issues facing agriculture industry. Currently less than two percent of our total population is involved in the production of food. However, nearly twenty percent of the entire workforce is involved in some phase of the agriculture industry production, storing, processing, manufacturing, distribution, food service, etc. The total of all these operations is termed “agribusiness”.

Pre-evaluation studies have been conducted with fourth graders in urban counties indicating less than 10 percent had any idea why agriculture was important to them. This lack of knowledge and/or concern for agriculture extends to adult consumers as we observe “urban sprawl”. This was the base for the “Pizza Ranch” program. The challenge facing America is to feed more people on less land. These are the concerns that brought forth the idea of implementing the “Pizza Ranch Science of Agriculture” program in Brazos County.

Response
The 2012 Pizza Ranch Science of Agriculture Event was held on October 10-11, 2012 at the Brazos County Expo Center.
By giving these 4th graders a chance to see and interact with various Extension programs, the goal is to enhance the participant’s knowledge with food and fiber, agriculture, nutrition and 4-H projects. By providing the youth with various displays of educational modules, educational activities, 4-H club's projects and activities; we are able increase their knowledge relating to general agriculture, life sciences, family and consumer sciences.

Students are able to discuss different foods grown in Texas, find out about processing of food and the production of food 'from farm to fork', students begin to discover the interesting and complex history behind one of their most commonly shared food items. They are able to practice math, social studies, history and writing skills, all using pizza as the centerpiece. The ability for the Pizza Ranch to supplement the teacher’s classroom curriculum is a bonus for the educators that bring their students to the event. Alignment of the subject matter with the Texas Essential Knowledge and Skills (TEKS) requirements transforms the Pizza Ranch from an educational field trip to a real tool for the educators. Educational sessions conducted include: My Plate: teaching youth about My Plate and the importance of healthy eating and exercise. Health & Food Safety: food preparation basics. The Dairy Industry and Southwest Dairy Farmers: youth learned about life on a dairy, how milk is made, where it comes from and how it makes it to the grocer’s shelf. Poultry: youth learned stages of a chicken’s life and proper care of animal. Wheat: youth learned how wheat is grown, processed and then converted to what they eat. Vegetables & Herbs: youth learned about the varieties of vegetables and herbs that can be put on a pizza and how they are important for their diet. Swine & Beef: youth learned about the importance of protein in their diet and how the many byproducts of these animals are used in every day foods, clothing and medicines. Careers in Agriculture: youth learned about the different career paths and opportunities that exist in the field of agricultural and science. Poultry: youth learned stages of a chicken’s life and proper care of animal. Wheat: youth learned how wheat is grown, processed and then converted to what they eat. Vegetables & Herbs: youth learned about the varieties of vegetables and herbs that can be put on a pizza and how they are important for their diet. Swine & Beef: youth learned about the importance of protein in their diet.
and how the many byproducts of these animals are used in every day foods, clothing and medicines. Agricultural Careers: youth learned about the different career paths and opportunities in agricultural and science fields.

Results
The 2012 Pizza Ranch hosted 22 schools from Brazos, Burleson, and Leon counties with over 1625 youth and adults participating. Results show significant knowledge gained by participants of this event.

In order to determine programmatic results of the Brazos County Pizza Ranch Program, a pre/post evaluation was administered to participants. A random sample of 400 of the 2012 participants was taken from the 1100 respondents that returned surveys. Out of 18 questions, all had an increase in % change from pre to posttest evaluation. Students answered multiple choice questions pertaining to the different subject areas. Some examples were:

- How many servings of milk should people consume per/day?
- What is agriculture?
- For how many seconds should we wash our hands to be sure they are germ free?
- What food groups are in My Plate?

The teacher feedback was unanimous regarding the importance of this event to their students. The evaluations of the program submitted by the teachers revealed that they liked how interactive the learning sessions were. Comments were made that the material fits their curriculum well in the areas of Science, Geography, History, Mathematics, Natural Resources and also Physical Education.

Future Plans. The Brazos County Pizza Ranch will continue to be an annual event for 4th grade students in the Brazos Valley. There will be a continued effort to maintain and even increase attendance through innovative marketing and supplementing transportation costs for schools. Continued feedback from teachers, superintendents and curriculum coordinators will insure that the Brazos County Pizza Ranch is not only a fun field trip for the youth, but a well-rounded educational experience as well.
Community Economic Development
Developed by Dustin Coufal, County Extension Agent – Agriculture and Natural Resources

Relevance
According to Census data, Brazos County is the 23rd fastest growing county in Texas with a 27% growth rate from 2000-2010. Brazos County is located in the Golden Triangle of Texas and is home to Texas A&M University, Scott and White Health Center, Sanderson Farms, and several other industries. Along with its business friendly culture, the county also boasts an excellent school system. As population increases, it is vital that there are programs and activities to promote the local communities.

Response
Texas A&M AgriLife Extension Agents in Brazos County serve on many local boards and civic groups to help play a role in bringing events and programs to the residents of Brazos County. These activities include:

- **Brazos Valley Fair and Expo** – The inaugural fair was held in September of 2012 at the Brazos County Expo Center. The event was open to exhibitors and fairgoers from across the State of Texas. Brazos County Extension Agents serve on the Brazos Valley Fair and Expo Executive Committee and also as Co- Superintendents for the competitive events.
- **Bryan/College Station Chamber of Commerce** – Agents serve on the Chamber of Commerce Ag Council. In conjunction with the Tri-County Crops Committee, the Ag Council hosts the annual Taste of the Brazos Valley Breakfast
- **Southern Classic Youth Livestock Experience** – The Brazos County Office is instrumental in hosting the Southern Classic Youth Livestock Experience for Southeast District 9. Agents recruit participants and secure sponsorships for this event.

Results
The **Brazos Valley Fair** was highly successful in its first year. Total attendance was 16,165 and the livestock show had over 900 entries. The fair awarded over $33,000 in prize monies to contestants in all competitive events.

The **Taste of The Brazos Valley** was attended by over 300 chamber of commerce members from across the Brazos Valley. The program showcased food grown locally that was prepared and served by local farmers and agricultural producers. The **2012 Southern Classic Youth Livestock Experience** was attended by over 500 participants from 20 counties. Fifty seven impact surveys were completed representing 299 families indicating the following economic impact:

- Hotel spending - $2,081
- Food expenditures, - $5,720
- Lunch on Saturday - Fuddruckers, $2,810
- Retail Shopping - $4,498
- Other expenses - $1,465

Through the Southern Classic Youth Livestock Experience, participants had an economic impact of $16,574 on the local Brazos County Economy.
Texas A&M AgriLife Extension Service
Brazos County

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