Georgia 4-H Project Achievement empowers young people with skills for a lifetime. Through a competitive process, students explore their interests, unleash their creativity, share their work, and celebrate their achievements! This guide provides 9th—12th graders with examples for getting started with their project exploration.

**Description of Project:**

4-H'ers may explore the beef industry including establishing and managing beef cattle enterprises, by-products, and end-products. Through this project 4-H'ers may:

- learn about and acquire skills for animal selection, breeding, feeding, care, production, management, ownership, exhibition, marketing, by-products, and end-products of beef cattle
- discover the industry’s current and historic roles, scope, contributions of science, environmental and societal impacts, and economic significance
- explore equipment and safety protocols of animal care and production
- identify the degree of quality, the wholesale and retail cuts of beef and beef products, and understand their importance in human nutrition
- demonstrate sound breeding, feeding, and management practices on the home farm and in the community
- study bio-security of the beef cattle industry and food supply
- understand the role of veterinary care of beef cattle
- explore career opportunities related to the beef industry

**Examples of Project Development Experiences:**

- Attend beef schools, animal specialty camps, livestock auctions, field days, livestock shows, etc.
- Tour supermarket meat departments, veterinary clinics, farms, feed stores, and/or animal barns
- Acquire and read books, trade magazines, pamphlets, and online media about the industry
- Raise and show a Market Steer or Breeding Heifer
- Participate in 4-H Livestock Judging, fitting contest team, and/or Market Steer or Breeding Heifer Record Books
- Interview a beef cattle producer and discuss industry matters
- Shadow a veterinarian, cattleman, and/or animal scientist and learn of job responsibilities

**Overview:**

- Choose project
- Develop skills in:
  - Project
  - Leadership
  - Service
- Prepare portfolio for work completed from January 1—December 31
- Prepare presentation
- Practice
- Compete
- Reflect

[Georgia4h.org/programs/project-achievement](Georgia4h.org/programs/project-achievement)
Project Sharing and Helping Examples:

- Volunteer as a teen leader and assist with coaching a livestock judging team
- Hold a fitting demonstration for community members, schools, civic groups, etc.
- Host a show preparation seminar for interested youth
- Mentor a younger 4-H'er in showing an animal
- Hold a feeding and management demonstration for a market steer and/or a breeding heifer
- Start a livestock project club and lead meetings to share your knowledge with others
- Arrange for industry speakers to discuss agricultural issues for community members
- Demonstrate your work through presentations and exhibits at schools, civic clubs, senior homes, chambers of commerce, etc.
- Write news articles, blogs, or social media posts about your project and your accomplishments
- Set up beef product exhibits at fairs, libraries, or festivals
- Organize an agricultural tour or farm day for youth
- Mentor a younger 4-H'er in the Beef cattle project

Recommended Resources:

- georgia4h.org/ProjectAchievement
- georgia4h.org/livestock
- georgia4h.org/livestock/resources.htm
- extension.uga.edu/agriculture/animals
- agr.georgia.gov/livestock-market-news.aspx
- agr.georgia.gov
- usda.gov/topics/animals

Special Considerations:

- Actual animal exhibiting is not a requirement of this project.
- This project can address any issue related to the production of beef cattle. Members may gain experience in a number of ways, such as assisting with the management of a herd, raising animals, or studying processing and marketing.
- Youth should practice internet safety. A best practice is to include a friend or parent in all communications and interactions.
- Be sure to gain land owner permission prior to entering someone else’s property.
- Exercise safety when handling tools, animals, and equipment.
- Live animals and weapons are not permitted in the presentation.

At Competition:

Beef cattle 4-H projects may use posters, artifacts, biofacts, and/or technology to support their presentation. The time limit for presentations is 12 minutes. Computers, projectors, screens, and other technological devices may be used.

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