



TEXAS 4-H

LIVESTOCK & EQUINE AMBASSADOR PROGRAM

PURPOSE GROWS HERE. UNDERSTANDING GROWS HERE. ABILITY GROWS HERE.
SERVICE GROWS HERE. KNOWLEDGE GROWS HERE. LEADERSHIP GROWS HERE.
MENTORSHIP GROWS HERE. EDUCATION GROWS HERE. ADVOCACY GROWS HERE.



TEXAS A&M
AGRILIFE
EXTENSION



LEADERSHIP GROWS HERE.

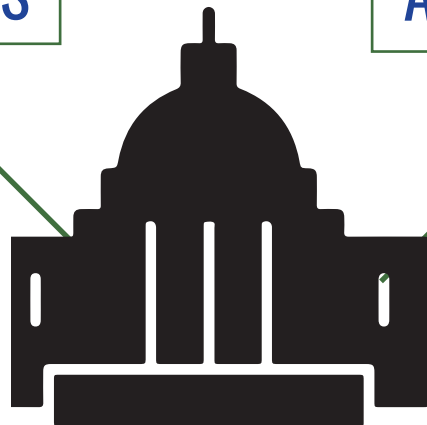
TYPES OF AMBASSADORS

The Texas 4-H Livestock and Equine Ambassador programs strive to provide high school age 4-H members the opportunity to develop and practice advanced leadership skills related to mentoring other youth, and to become advocates for animal agriculture.



**LIVESTOCK
AMBASSADORS**

**EQUINE
AMBASSADORS**



ADVOCACY AMBASSADORS

MENTORSHIP GROWS HERE.

LIVESTOCK AMBASSADORS

Through an application process, 75 youth are chosen to participate in rigorous college-level animal science curriculum. Held at Texas Tech University in conjunction with West Texas A&M, Texas A&M University, and Texas A&M University Kingsville. Livestock Ambassadors are required to commit at least 40 hours of service annually. Ambassadors conduct educational livestock project clinics, speak to civic groups, assist with livestock shows, and advocate for livestock and agriculture across Texas.



TEXAS 4-H
LIVESTOCK AMBASSADOR



EDUCATION GROWS HERE.

EQUINE AMBASSADORS

The Texas 4-H Equine Ambassador Program is helping create a new generation of equine industry professionals. Through a selection process, 25 youth are chosen to attend an immersive equine science and general industry knowledge short course. Equine Ambassadors are prepared to teach other youth and adults the skills of being good stewards, producers, and exhibitors of horses.



TEXAS 4-H
EQUINE AMBASSADOR



PURPOSE GROWS HERE.

ADVOCACY AMBASSADORS

Livestock and Equine Ambassadors are eligible to apply to be an Advocacy Ambassador, the second phase of the Ambassador Program. The Advocacy Academy exposes youth to the legislative process and agricultural policy. Youth build upon the first phase of the program, grow into stronger communicators, and develop a broader perspective of the animal agriculture industry.



ADVOCACY GROWS HERE.

SHARING OUR STORY

Advocacy is the common thread running through the entire Ambassador experience. Skilled communicators share research-backed information locally, regionally, nationally and internationally.

Ambassadors are charged with seeking and creating animal agriculture advocacy engagements through civic clubs, radio stations, newspapers, television, social media, grocery stores, major livestock shows and elected official interactions. Ambassadors recognize the critical need to share the non-fictional story of youth livestock programs and the positive impact of animal agriculture worldwide with people several generations removed from the farm.



UNDERSTANDING GROWS HERE.

INTERNATIONAL AGRICULTURAL EXPERIENCE

In August 2016 and June 2018, two elite groups of approximately 20 Ambassadors were selected to attend an educational agricultural experience in Argentina. The study abroad program was an unquestioned success as Ambassadors were exposed to the diverse characteristics of agricultural production in South America. Through visits of progressive and established farms and ranches, Ambassadors gained a greater understanding of varying agricultural practices abroad. Consequently, this experience increased awareness of global agriculture and international trade. Upon reflection, the Ambassadors reported meaningful changes in their world views and solidified interest in pursuing a degree in agriculture. Prospectively, approximately 20 Ambassadors will be selected to attend an educational agricultural experience in Australia in 2020.



ABILITY GROWS HERE.

DOMESTIC AGRICULTURAL EXPERIENCE

In August 2017, an elite group of 20 Ambassadors were selected to participate in an educational agricultural experience in California. In August 2019, another select group of 25 Ambassadors participated in an educational agricultural experience in Oregon and California. Both of these educational programs were incredibly valuable opportunities for the Ambassadors. Each time, the Ambassadors reflected on their experience and submitted an extensive report of their gained knowledge such as an understanding of immense challenges in the Nation's top agriculture producing state with intense environmental and animal welfare/rights regulations. California's diverse production capabilities throughout the state introduced the Ambassadors to a broader spectrum of agriculture in the United States. These experiences introduced the Ambassadors to various new agricultural career opportunities and solidified interest in collegiate degrees to pursue those careers.



SERVICE GROWS HERE.

AMBASSADOR IMPACT 2013-2019

52,798.6
HOURS WORKED

1,388,837
PEOPLE REACHED

98.9%
COLLEGE AGE AMBASSADORS
ENROLLED IN HIGHER EDUCATION

539
AMBASSADORS

\$1,308,628.82
MONETARY IMPACT

KNOWLEDGE GROWS HERE.

AMBASSADOR TESTIMONIALS

“This trip opened my eyes to how astounding and expansive agriculture really is and the acknowledgement that it truly deserves. It has inspired me to push myself harder to be a better voice for not only livestock production, but agriculture as a whole.”

KALLIE CHILDRESS

“All involved in agriculture face challenges, they just differ sometimes, but our response to those challenges as agriculturalists are the same. We stand up for our beliefs and do what we feel is right to make the world a better place by providing a safe and abundant food supply for consumers. Because of this opportunity, I feel I am now better prepared to advocate for agriculture so that we can protect Texas agriculture and our way of life.”

NATHAN BARRETT



TEXAS 4-H

LIVESTOCK AND EQUINE AMBASSADOR PROGRAM

Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, religion, national origin, age, disability, genetic information, or veteran status. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.



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