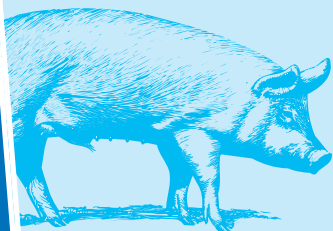


Youth
Producing a
Wholesome,
Quality
Livestock Product
for the Consumer



K-State Research & Extension



Today's youth livestock producers are in a unique position. While they are a small part of the livestock industry, as a whole, they often are the "window" through which the public sees animal agriculture.

It is essential that the view seen by the consumer is a positive one. Actions by a few youth exhibitors have cast a negative light, not only on youth livestock projects, but on the entire livestock industry.

These actions reduce consumer confidence in the quality and safety of the meat and milk produced in the livestock industry.

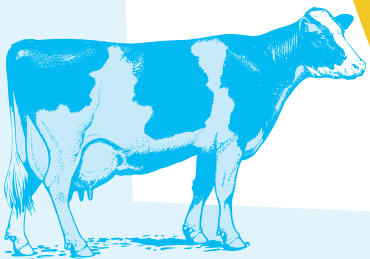
The Kansas Youth for Livestock Quality Assurance program will emphasize the need for youth livestock exhibitors to provide a wholesome, quality livestock product for the consumer.

Youth will accomplish this by:

- Following guidelines for the responsible production of livestock
- Focusing on the consumer
- Practicing honest, ethical behavior
- Committing themselves to the responsibilities of long-term livestock production

The Kansas Youth for Livestock Quality Assurance program is a complete educational program utilizing videos, handouts, and a participant manual.

Meetings can be facilitated by project leaders, veterinarians, ag instructors, county agents or anyone else interested in promoting and supporting quality assurance. Older project members will have the opportunity for leadership roles in this program.



4-H and FFA members who complete the program will be recognized as a member of "Kansas Youth for Livestock Quality Assurance."

Recognition will also be offered for outstanding Quality Assurance programs at the county level.

The Kansas Youth for Livestock Quality Assurance program is a program of K-State Research and Extension.

It is intended for 4-H and FFA livestock project members, their parents, project leaders, Extension agents, FFA advisors, and veterinarians.

The program will be introduced in 1997 with statewide distribution in the 1997-98 project year.

For information on how you can participate in **Kansas Youth for Livestock Quality Assurance**, contact your County Extension Office.

For additional information, contact:

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All educational programs and materials available without discrimination on the basis of race, color, national origin, sex, age, or disability.