



# Hancock County 4-H Consumer Beef Manual

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## Project Requirements

Grade 3 – Exhibit a poster showing six major beef breeds. Include a brief explanation of the distinguishing characteristics of each breed. Give your poster a title and include a label in the lower right hand corner giving your name, club, and division.

Grade 4 – Exhibit a poster illustrating the wholesale cuts of beef in relation to a picture of the live animal. Include a label in the lower right hand corner giving your name, club, and division.

Grade 5 – Exhibit a poster illustrating the wholesale cuts broken into various retail cuts in relation to a picture of a live animal. Give your poster a title and include a label in the lower right hand corner giving your name, club, and division.

Grade 6– Exhibit a poster showing the steps involved in beef production from farm to the supermarket. If possible, visit a beef farm or processing plant to gain more information. Be sure to include photos of your visit in the exhibit. Give your poster a title and include a label in the lower right hand corner giving your name, club, and division.

Grade 7– Exhibit an informational poster showing the nutritional aspects of beef or how it can be incorporated into a family's diet. This should be an attractive display that is both educational and motivational. Include a label in the lower right hand corner giving your name, club, and division.

Grade 8– Plan and prepare a family meal or cookout featuring beef. Exhibit a poster showing this project in action using pictures. Be sure to include your recipe(s) and a menu. Give your poster a title and include a label in the lower right hand corner giving your name, club, and division.

Grade 9 – Visit several stores and research which cuts of beef are available and complete the Retail Price Check Sheet. Use this information to make a poster showing pictures of various cuts of beef, their average cost, and how they are prepared. Include a brief summary of what you discovered in your search. You may also include the Retail Price Check Sheet on the back of your poster.

Grade 10– Exhibit a poster showing some of the by-products of beef. Include on the poster a complete list of all the by-products of beef you can find as well as their uses. Give your poster a title and include a label in the lower right hand corner giving your name, club, and division.

Grade 11 – Make a poster showing several beef advertisements. Include your own evaluation of the ads and whether they would motivate you to purchase the product. You may also include a summary of how you think advertising has affected our beef consumption.

Grade 12 - Create an original advertisement for beef. Include a brief summary of where you think the ad should be used, what audience you are trying to reach, and why you chose this specific approach. Explain how you think this ad will motivate the consumer to purchase more beef. Include a label in the lower right hand corner giving your name, club, and division.

# Consumer Beef Retail Price Check Sheet

Name \_\_\_\_\_

Division \_\_\_\_\_

Club \_\_\_\_\_

Research prices of different beef cuts for three weeks at two different retailers. Report your findings here.

Beef Cut: \_\_\_\_\_

Retailer's Name	Week 1 Price	Week 2 Price	Week 3 Price

Beef Cut: \_\_\_\_\_

Retailer's Name	Week 1 Price	Week 2 Price	Week 3 Price

Beef Cut: \_\_\_\_\_

Retailer's Name	Week 1 Price	Week 2 Price	Week 3 Price

Beef Cut: \_\_\_\_\_

Retailer's Name	Week 1 Price	Week 2 Price	Week 3 Price

Beef Cut: \_\_\_\_\_

Retailer's Name	Week 1 Price	Week 2 Price	Week 3 Price

# Consumer Beef Record Sheet

Name \_\_\_\_\_ Division \_\_\_\_\_

Name of Club \_\_\_\_\_ Year \_\_\_\_\_

Year in Consumer Beef \_\_\_\_\_

Signature of Leader \_\_\_\_\_

What activities did you complete for your project?

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What did you learn about consumer beef this year?

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How much time did you spend on this project this year?

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What things will you do differently as a beef consumer as a result of this project?

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This information taken from *4- H Beef Manual*. 4-H325, pp. 37-48

This information taken from *Bite Into Beef*, A4-H Beef activity guide, BU-6351

This information taken from *Bite Into Beef*, A4-H Beef activity guide, BU-6351