

BEEFing Up Curriculum

Although this is the first semester for the Beef Industry Issues class in the Department of Animal and Food Sciences, assistant professor Sara Trojan, Ph.D. has hit the ground running with the class.

Students started the semester by covering the bases of the major aspects of the cattle industry, nutritional value, environmental impact, and other general studies over the beef industry. The class is open to graduate students as well as upperclassmen working on their bachelor's degree

"The Beef Industry Issues class was developed to help engage students who are interested in being future leaders in the beef industry," Trojan said. "I also wanted to get the students to be exposed to the industry leaders, doing that through trips to the National Cattlemen's Beef Association annual

convention, Texas and Southwest Cattle Raisers Association meetings, and interactions through industry affiliates."

Trojan stressed the importance of her students knowing the beef industry inside and out. She talked about how the beef industry, like

most sectors of agriculture, can come under fire for everything from animal welfare practices to food safety. "I wanted to get the students to be exposed to the industry, doing that through trips to the National Cattlemen's Beef Association annual convention, Texas and Southwest Cattle Raisers Association meetings, and interactions through industry affiliates."

"The thing that inspired me the most to get this class developed was the lack of extra curricular activities that are beef industry-oriented on a university level," Trojan said. "Hopefully when the students leave this class they have garnered some networking connections, know the issues in the beef industry as well as the misperceptions in the beef industry, and have developed their own way to talk about those misperceptions to educate the consumer."

Students had the opportunity to travel to the National Cattlemen's Beef Association annual conference held in Tampa, Fla. at the beginning of February. While there, students participated in the Young Producers Council, had the opportunity to attend committee meetings, and got to meet many industry leaders.

The curriculum is also designed to have each student research one specific topic about the beef industry and prepare a presentation over it. After all of the students presented their topics, they compiled a formal presentation, which they presented to the public during Agricultural Awareness Week at Texas Tech.

"NCBA has made a big push towards advocacy and I think that this class helps to kick-start more of this policy driven action that will hopefully come from that," Trojan said. 🍴

Tressa Lawrence

Buffalo, Wyoming



Beef Facts

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Z.I.P.

Did you know - in one three-ounce serving of beef there is:

Zinc- essential nutrient, builds muscle, heals wounds and maintains the immune system.

Iron- unlike plant protein, beef is the most readily available, easily absorbed source of iron.

Protein- Beef is one of the few food sources that contains all of the essential amino acids.



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