4-H Livestock program grows rapidly in Idaho County

The Situation
Participation in the Idaho County 4-H Market Livestock program area had been relatively stagnant for many years prior to 1994. Enrollment numbers each year were approximately 80 4-H members.

The percentage of eligible Idaho County youth enrolled in the program was small and there was a need to encourage members to join and not only learn about animal agriculture, but also to learn life skills.

Our Response
The Idaho County Extension Office outlined goals to increase enrollment in the program. The first goal was to establish a sale committee for the Idaho County Fair. The Extension Office took leadership of this committee by inviting clientele with specific expertise to serve on the committee. The new sale committee secured flooring for the animals and worked to recruit buyers for the fair sale.

The second goal was to increase community involvement in the livestock show. There needed to be more community ownership of the program. To accomplish this, livestock superintendents were appointed for each specie. The superintendents were given responsibility to help coordinate and manage the showing of the animals.

Another goal adopted by the Idaho County Extension Office was an increased emphasis on recruitment of new members. Changes to the 4-H week, 4-H party, and other activities were made to encourage growth. The ambassador program was developed for High School aged students and a program called the Mod Squad was developed to teach leadership skills in Junior High School aged students.

Program Outcomes
The increase in enrollment in the 4-H Market Livestock projects has been amazing. There has been a 300% increase in the number of livestock projects exhibited at the Idaho County Fair since 1994. As outlined in Table 1. on page 2, the number of market animal projects exhibited in 1994 was 87. In 2010, there were 235 animals exhibited, with a high of 255 in 2008.

Support for the program has also increased tremendously. There has been a 500% increase in gross sale receipts from the Idaho County Fair market livestock sale since 1994 as is outlined in Table 2, located on page 2.

The appointment of superintendents for each specie at the fair has been very successful. These individuals have given many hours of volunteer service to the program. They have developed a feeling of ownership in the program and have encouraged other volunteers to become involved.

The goals to increase enrollment, support and community involvement in the 4-H Market Livestock Program area have been accomplished.
Table 1. Idaho County Fair Market Livestock Exhibits, 1994 to 2010.

![Graph showing Idaho County Fair Livestock Show](image1)

Table 2. Gross sale receipts from the Idaho County Fair Sale, 1994 to 2010.

![Graph showing Idaho County Fair Livestock Sale](image2)

---

FOR MORE INFORMATION

James A. Church, Extension Educator
University of Idaho Extension, Idaho County
320 West Main, Courthouse, Room 3
Grangeville, Idaho 83530
Phone: 208.983.2667
Fax: 208.983.0251
E-mail: jchurch@uidaho.edu

34-10church-livestock.pub
11/10