

Section 1: Choosing A Project

Projects explored in the *Choosing A Project* section of the eLearning tool:

Novice Beef Project	3
Market Beef - Live Project	3
Heifer Project.....	4
Two Year Old Cow with Calf Project or Three Year Old Cow with Calf Project.....	4
Market Beef- Carcass Project	5
Beef Pen Project	5
Green Certificate - Beef Project	6
Creative Options Project	6
Leadership Project.....	7

An option for project extension that is explored in the *Choosing A Project* section of the eLearning tool:

Venture Out

Key Takeaway:

There are a lot of beef project options for members, leaders and clubs to consider. Members should choose the project or projects they are most interested in, and that also are a good fit for their knowledge/skill level, as well as the type of support available. Leaders and clubs should keep an open mind to new project ideas, and help each member and their family to make a plan for successfully managing their beef project or projects.

By completing the *Choosing A Project* section of the eLearning tool, members will be able to:

- List 4-H Alberta’s beef project options.
- Understand what’s involved in each of the different project options.
- Brainstorm their own ideas for beef project options.

Novice Beef Project

The Novice Beef Project involves raising a calf born in the calendar year for show. This project is intended for members with little to no beef knowledge or experience.

- Members will select, manage and care for a calendar year calf and keep records on the animal for at least 90 days prior to the club's Achievement Activity.
- Participating in beef project-related activities at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills related to their beef project.
- Members show their Novice Beef Project at the club's Achievement Activity.

Please note:

- Members registered in this project are not eligible to register in an additional beef project within the same 4-H year.
- Members have the option of carrying this project over to the following 4-H year as a Market Beef – Live Project or as a Heifer Project.

Market Beef – Live Project

This project involves raising a steer or heifer for show and slaughter. The Market Beef – Live Project is intended for members with little to no beef knowledge or experience.

- Members will select, manage, care for and market a steer or heifer born in the same calendar year in which it is registered. Records must be maintained for a minimum of 160 days prior to the club's Achievement Activity.
- Participating in beef project-related activities at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills related to their beef project.
- Members show their Live Market Beef Project at the club's Achievement Activity and may market their project at the 4-H club sale or privately.

Heifer Project

The Heifer Project involves raising a heifer for show and cattle production. This project is intended for members with some beef knowledge and experience.

- Members will select, breed, manage, care for and market a beef heifer calf. Records are to be maintained on the heifer from weaning through to the club's Achievement Activity or September 30th if being carried forward as a Two Year Old with Calf Project.
- Participating in beef project-related activities at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills related to their beef project.
- Members show their Heifer Project at the club's Achievement Activity and may market their project at the 4-H club sale or privately.

Please note:

- Members may retain the heifer; have the heifer bred and carry it forward for the Two Year Old Cow with Calf Project.

Two Year Old Cow with Calf Project & Three Year Old Cow with Calf Project

These projects are a continuation of the Heifer Project to a mature animal for cattle production. The projects are intended for members with previous beef project experience.

- Participating in beef project-related activities at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills related to their beef project.
- Members are to show the cow and calf pair at the club's Achievement Activity.

Please Note:

- For the Two Year Old Cow with Calf Project , the cow must have been a registered Heifer Project the previous 4-H year to be carried forward for this project.
- For the Three Year Old Cow with Calf Project , the cow must have been a registered Two Year Old Cow with Calf Project to be carried forward for this project.

Carcass Market Beef Project

The Carcass Market Beef Project involves raising a steer or heifer for slaughter and carcass evaluation. This project is intended for members with at least two years of beef project experience.

- Members will select, manage and care for the carcass project steer or heifer until it goes to slaughter. Additionally, they will market the carcass.
- Participating in beef project-related activities at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills related to their beef project.
- A display on the Carcass Market Beef Project is to be featured at the club's Achievement Activity. The carcass may be marketed through the 4-H club sale or privately.

Beef Pen Project

The Beef Pen Project is intended for experienced beef project members interested in advanced cattle and beef production.

- Members will select, manage and care for three or more beef animals for breeding or private sale, in addition to developing a business plan for their project.
- Participating in beef project-related activities at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills.
- Members may conduct a tour of their operation and create a display as part of their Achievement Activity.

Green Certificate - Beef Project

Green Certificate is an apprenticeship-style training program. The Green Certificate Beef Project is designed for senior members who are at least 15 years of age, in grades 10-12 or have graduated from high school. Please note that members may take Green Certificate for school credit and as a 4-H project. To register in Green Certificate, members should talk to their school's Green Certificate Representative, who will contact the appropriate Green Certificate Regional Coordinator.

- The Green Certificate Beef Projects are:

Cow-Calf Beef
Production

- Level 1: Cow-Calf Beef Production Technician
- Level 2: Cow-Calf Beef Supervisor

Feedlot

- Level 1: Feedlot Beef Technician
- Level 2: Feedlot Beef Supervisor

- Members are to meet the basic 4-H member requirements, including the completion of a record book, as well as meet the requirements outlined by Green Certificate.
- Participating in project activities and competitions at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills related to their beef project.
- Members should create a display and/or presentation to give at the club's Achievement Activity.

Creative Options Project

Beef Project Members are welcome to take on a Creative Options Project that is beef-related. The Creative Option Project can be taken by an individual or by a group of members. It is designed for intermediate and senior members to pursue an interest, but can be adapted for a group that includes junior members.

- Members will expand their beef-related knowledge and experience, taking on the development of the project from start to finish; including planning, implementation, management and evaluation.
- Participating in project activities and competitions at the club, district, regional and provincial levels of 4-H will help members gain knowledge and skills related to their beef project.
- Members should conduct a tour or develop a display for club members, highlighting their learning's, cash flow and/or business plan. Their project should be exhibited and marketed if possible.

Leadership Project

The Leadership Project is for senior members who have been in 4-H for at least two consecutive years. This project provides senior members with the opportunity to take on a leadership role under the mentorship of club leaders. The responsibilities members carry out in a Leadership Project will vary from one member to the next because each of us is unique in our abilities, past experiences, training and desires. When choosing a project job, leaders should ask members to consider special interests, talents, needs within the local club, or where the member thinks they can thrive.

Members in the Leadership Project may get to experience:

- Helping other 4-H members learn a skill or concept through the use of effective leadership and teaching tools.
- Building awareness of their club and 4-H in the community.
- Taking responsibility for certain elements of the club's program or getting involved in 4-H at the district or regional level.

The Leadership Project is a fantastic way for senior members to utilize their abilities, experiences, interests and knowledge in a way that further develops their leadership skills and contributes to the club. Helping their club leaders and their fellow members expands the 4-H experience for members who have been involved with 4-H for some time and would like a new and exciting project to pursue.

Venture Out

Venture Out is a supplemental resource that can be used in conjunction with any project or as part of the club's program plan. Leading members in developing their entrepreneurial skills is a way to nurture and cultivate future leaders who will benefit their community. Entrepreneurial development is all about getting the members to define their own success, supporting them to meet their goals during the 4-H year, and providing feedback throughout their experience.

You don't have to be an entrepreneur yourself to integrate Venture Out into beef projects. Do you like to see your club members interested, engaged, and stretching their horizons? Do you like to see them inspired and motivated? Most importantly, do you like to see them having fun? Venture Out aims to cover all those bases.

You may explore the key concepts of entrepreneurship with the 4-H members through the activities and media presented at 4-H Alberta's website. You may also direct the members to use activities in the Member Supplement, also available at www.4h.ab.ca.