

Course	Agricultural Science I
Unit	Introduction to Beef Production
Lesson	Industry Concerns
Estimated Time	50 minutes

Student Outcome

Evaluate concerns of the beef industry.

Learning Objectives


1. Identify consumer concerns about the beef industry.
2. Explain the difference between animal rights and animal welfare.
3. Explain how the beef industry is addressing consumer concerns.

Grade Level Expectations

SC/ST/1/B/09-11/a	SC/ST/1/C/09-11/a	SC/ST/3/B/09-11/a
SC/ST/3/B/09-11/b	SC/ST/3/B/09-11/c	SC/ST/3/D/09-11/a

Resources, Supplies & Equipment, and Supplemental Information

Resources

1. Activity Sheets
 -  AS 1 – Debating Animal Rights Versus Animal Welfare
2. *Introduction to Beef Production (Student Reference)*. University of Missouri-Columbia: Instructional Materials Laboratory, 1997.
3. *Introduction to Animal Nutrition Curriculum Enhancement*. University of Missouri-Columbia: Instructional Materials Laboratory, 2003.

Supplemental Information

1. Internet Sites
 - ☐ “Consumer Confidence in Beef Safety Remains Stable, Strong in 2005.” *Issues Update*. National Cattlemen’s Beef Association. Accessed July 2, 2007 from <http://www.beefusa.org/uDocs/foodsafetytrackingresearch.pdf>.

Interest Approach

Ask students to discuss what the term animal welfare means to them.

Communicate the Learning Objectives


1. Identify consumer concerns about the beef industry.
2. Explain the difference between animal rights and animal welfare.
3. Explain how the beef industry is addressing consumer concerns.

Instructor Directions	Content Outline
Objective 1 <i>Ask students what concerns consumers have about beef cattle and beef cattle production.</i>	Identify consumer concerns about the beef industry. <ol style="list-style-type: none">1. Food safety – Consumers are becoming increasingly concerned with bacterial and chemical contaminants and residues from growth hormones and antibiotics left in meat.2. Environmental concerns – The American public is concerned with environmental issues, such as the pollution of groundwater and the overgrazing of public lands in the west.3. Ethics – Cases of unethical showing practices, especially centering around ownership and the illegal use of performance-enhancing steroids, have attracted attention.4. Animal rights – Some groups feel that animals have the same rights as humans.
Objective 2 <i>Make two columns on the board and write down the differences between animal rights and animal welfare.</i>	Explain the difference between animal rights and animal welfare. Animal rights <ol style="list-style-type: none">1. Animal rights activists feel that animals have rights and should not be used for food or research.2. Castration, dehorning, and vaccinations are all viewed as inhumane because they alter the animal from its original state and because many of them are done without anesthetics. Animal welfare <ol style="list-style-type: none">1. Animal welfare is a concern for the well-being of animals used by humans.2. Producers are responsible for providing the food and shelter necessary for the animal.3. Most producers are in fact concerned with animal welfare.

Objective 3

Have students focus on what can or should be done to address these concerns. Focus on the need to educate producers and consumers about beef production.

After the discussion, have students carry out the debate outlined on AS 1. Divide the class into two groups – one supporting animal rights and the other advocating animal welfare. Allow the groups to research the subject in preparation for the debate. Moderate the debate for the students.

 AS 1 – Debating Animal Rights Versus Animal Welfare

Explain how the beef industry is addressing consumer concerns.

Food safety


1. Local, state, and national cattlemen's associations have developed programs that focus on correcting practices that might trouble consumers.
 - a. The Missouri Cattlemen's Association sponsors the Beef Quality Assurance Program with the goal of making producers aware of the issues that affect the safety and wholesomeness of beef.
 - b. The Beef Quality Assurance Program aims at educating producers about proper management practices, proper record keeping for drug usage, details about various growth hormones and vaccines used in beef cattle production, and correct usage, dosage, and withdrawal times for hormones and vaccines.
2. USDA inspection program to reduce bacterial contamination focuses on bacterial counts rather than visual inspection.

Environment

1. The National Cattlemen's Beef Association presents several Environmental Stewardship Awards annually to producers who use innovative methods to protect natural resources.
2. The Association's publications for consumers emphasize that beef production is environmentally friendly.

Ethics

1. A major focus of many 4-H and FFA leaders has been to educate young people and their parents on the damaging impact of unethical showing practices.
2. The Missouri State Fair has adopted the National Code of Show Ring Ethics formulated by the International Association of Fairs and Expositions; exhibitors must sign a form that guarantees that they will not violate the code, and if they do, they forfeit any prizes won and may be barred from exhibiting their animals.

	<p>Animal welfare</p> <ol style="list-style-type: none"> 1. The Beef Quality Assurance Program gives guidelines on how to handle and care for animals. 2. The Missouri Beef Quality Assurance Program manual includes a Code of Ethics that stresses the humane treatment of cattle. 3. Producers have relied on these industry associations to get the word out to consumers that beef producers care for the welfare of their animals.
<p>Application:</p> <p> AS 1 – Debating Animal Rights Versus Animal Welfare</p>	<p>Answers to AS 1</p> <p>Answers will vary and student participation should be accounted for.</p> <p>Other activities:</p> <p>Show students the videos <i>Cattlemen Care About the Environment</i> (7 minutes), <i>Cattlemen Care About Animal Welfare</i> (10 minutes), and <i>Cattlemen Care About Beef Safety</i> (12 minutes).</p>
Closure/Summary	<p>Producers must focus on addressing the concerns of consumers. Beef cattle producers must assure consumers that the beef they consume is a safe and wholesome product that was produced humanely and in a way that did not harm the environment. Producers must also concentrate on behaving ethically, especially in showing activities.</p>
Evaluation: Quiz	<p>Answers:</p> <ol style="list-style-type: none"> 1. d 2. b 3. a 4. c 5. Animal welfare is a concern for the well-being of animals used by humans. Producers are responsible for providing food and shelter necessary for the animal. Animal rights activists feel that animals have the same inborn rights as humans and should not be used for food or research. 6. The goal of the Beef Quality Assurance Program is to make producers aware of issues that affect the safety and wholesomeness of beef.