



**THE RAW TRUTH
ABOUT BEEF**



AN EDUCATIONAL EXPERIENCE

PROVIDED BY THE TEXAS BEEF COUNCIL

Platform description:

This educational experience was designed for you to bring the beef industry to life for your students! It utilizes elements of the Raw Truth About Beef platform. Your students will get a behind-the-scenes look at the beef industry and explore the beef production process from pasture to plate. The program follows a registered dietitian nutritionist and an executive chef on a tour through the beef lifecycle. To learn how cattle are raised, they visit a purebred ranch, a cow/calf ranch, and tour a feedyard. Stops at a processing facility, a distributor, a retail store, and a restaurant explore how beef becomes a safe, nutrient-dense protein source.

This program will provide an excellent way for agriculture students to gain an understanding of how the pasture to plate experience will play a role in their careers. This dynamic program can allow learners to make immediate connections to the various areas of study in the diversified beef industry.

Your students will navigate through the experience in the following ways:

- **Experience videos:** These videos range from seven to eight minutes and are a synthesis of the facility tour. The cast meets with experts and learns about what happens at each step in the process.
- **Reflection videos:** These videos are between four and five minutes each and include the host debriefs during the tour with the dietitian and chef.
- **360-degree videos:** These videos explore different aspects of each stop and allow learners to dig deeper into content that interests them through interactive hot spots.
- **Additional resources:** Students can download or print materials related to topics such as antibiotic use in cattle, food labels, nutritional value, and beef preparation.
- **Evaluation:** Pre and post surveys are embedded into the site. This will allow the Texas Beef Council to measure change in knowledge and perception and to provide additional learning opportunities as appropriate.
- **Connect session interviews:** Recorded interviews allow users to dig deeper with experts in the industry. Participants can submit their questions to be addressed in future interviews.

Potential Agricultural classes:

The Raw Truth About Beef Program can be incorporated into the following Agriculture Pathways & associated courses:

- Agriculture Business
- Agriculture Leadership, Education, Communications
- Animal Science
- Nutrition and Food Science
- Ecosystem Science and Management



How do I incorporate this into my program?

With the varied nature of Agriculture program courses, it is first recommended the instructor experience the platform prior to introducing it to students. Identify when will be the best time to utilize the program in tandem with relevant content.

The program will take 4 weeks in total to cover. Given the self-paced nature of the program provide the following timeline to your students:

- 2 weeks to complete the six modules (self-paced)
- 1 week to complete the summative assignment
- 1 week of presentations & sharing parallels between agriculture content and Raw Truth About Beef content

Online/Self-paced: Use the Raw Truth About Beef platform as a completely self-paced instructional activity for your students. Have them watch the videos on the platform, answer reflection questions for each segment, and complete the summative application assignment(s). Your students can submit the assignments to you through the platform. You can also easily view which students have watched or completed the elements of the platform.

In-Class: Use the experience video of each location as an in-class introduction to each segment of the industry. Watch the experience video together as a class each week. Following the videos, have the students in groups explore the reflection videos, 360 videos, and resources. Use the reflection questions below to allow students to discuss their learnings with classmates.

Host three in-class discussions for the students:

- **Discussion 1:** This discussion should take place after students have completed the first three segments (Purebred, Cow/Calf, and Feedyard). Use the reflection questions (page 5) to have an in-class discussion on what they have learned. Instruct the group to complete the questions prior to coming to the class.
- **Discussion 2:** This discussion should take place after the students have completed the final three segments (Processor/Distributor, Retail, and Restaurant). Use the reflection questions (page 5) to have an in-class discussion on what they have learned. Instruct the group to complete the questions prior to coming to the class.
- **Discussion 3:** Have students present or discuss their summative assignment during a class session.

Hybrid/Blended: Use the experience video of each location as an in-class introduction to each segment of the industry. Have students watch the reflection videos and explore the 360 videos on their own. Assign the reflection questions and summative application assignment(s) as out-of-class work.

- **Group Discussion:** Have your students discuss the reflection questions in class a week after they have gone through the platform.



Potential timelines for instruction:

Below are two sample timelines to utilize The Raw Truth About Beef Experience in the classroom.

Two-Week Timeline:

Week 1: Raw Truth About Beef Experience

- Watch all the videos on the platform, including: the "Meet the Chef and Dietitian" videos, experience, reflection, and 360 video experiences. Have students complete the respective reflection questions (page 5) in class and discuss or via discussion board.

Week 2: Application Assignment

- Have students complete the summative assignment. Present and discuss assignments in class.

Ten-Week Timeline:

Week 1: Purebred

- Watch the "Meet the Chef and Dietitian" videos. Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 2: Cow/Calf

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss, or via discussion board.

Week 3: Feedyard

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 4: Processor/Distributor

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 5: Retail

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 6: Restaurant

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 7 & 8:

- Watch a connect session each week. Share insights of the event in the class discussion board. If a connect session is not available or not of interest to the instructor, use these weeks for additional research on a specific industry segment. Allow the students to dive deeper into content and utilize materials in the resources section of Raw Truth About Beef.

Week 9 & 10:

- Introduce summative assignment to the class. Allow the class one week to complete the assignment so that they are ready to share a final version with their class the following week. If possible, have students come in to share their presentations in front of the class. Otherwise, have the group share their presentations via the class discussion board. Allot two weeks for presentations or discussion depending on the class size.



Reflection questions:

Assign the following reflection questions to your students to help them process and draw meaning from the experience. You can structure these assignments in several different ways. Students can turn in their reflection questions to their instructor. Alternatively, the instructor can set up a discussion board for each location on the Learning Management System and students can post their reflections there. If this option is selected, encourage students to read and engage with their peers on the discussion board. Additionally, these questions can allow for small group discussion with peers.

Purebred:

- What made you curious as you explored the purebred ranch?
- Based on what you learned in this module, what information covered do you see as most important in understanding for your future career?
- What role does technology play in purebred ranchers' ability to improve the genetic potential of their herds?

Cow/Calf:

- What surprised you about what you learned?
- What connections did you make in this module and its impact in your future career?
- How do low-stress handling techniques create safe environments?

Feedyard:

- What were the most important elements or significant ideas presented at the Feedyard?
- How do different feed rations affect the tenderness and flavor of beef?
- How would you explain a feedyard to one of your peers who hasn't seen this video or visited a feedyard?
- How do cattle producers interact with the environment and natural resources?

Processing/Distribution Facility:

- What protocols in a processing facility ensure food safety?
- How would you describe the processing facility to someone in your community who may not consume beef regularly?

Retail:

- What information from this module would you share with your peers or the agriculture community?
- What question could you ask your butcher at the grocery store on your next visit?
- Describe beef quality and yield grades and how they influence beef's characteristics.

Restaurant:

- What information surprised you most from this section?
- If you were a chef for a day, what beef dish would you prepare? What sides would you serve to make a balanced, nutritionally-sound meal?
- How does muscle tenderness and aging affect beef's characteristics?



Summative application assignments:

Once your students have completed the Raw Truth About Beef, allow one week to complete the summative assignment. Have your students develop a 5-minute presentation from one of the scenarios below:

Prompt 1 (Agribusiness):

Reflect on the content in the Raw Truth About Beef and identify, from a business owners' perspective, the top 5 best practices you observed at one or all tours. Describe how an Agriculture Business owner outside of the beef industry can learn from the ranchers/experts and the pasture to plate process.

Prompt 2 (Agriculture Education, Leadership, Communications):

You have been asked to put together an educational booth at a local farmers market to educate consumers on the pasture to plate process. What key information would you share in your booth? What perceptions or assumptions do you anticipate some consumers might have about the industry? How would you grow their confidence and trust in the beef industry?

Prompt 3 (Animal Science):

As a beef producer, you are looking to partner with restaurants in your city to offer your beef on restaurant menus. You are meeting with 5 local restaurants: farm to table, Tex-Mex cuisine, a recently opened Japanese restaurant, a steakhouse and Southern BBQ joint. How would you describe the pasture to plate process to restaurant owners and ensure they use your ranch as their beef source.

Prompt 4 (Nutrition and Food Science):

You are a beef producer and a local café is looking to source beef from your ranch to include in their food menu. In partnership with their head chef, help develop a food menu featuring 5 different cuts of beef. Describe the nutritional value of each cut and why you have chosen it to be on the menu. Consider the type of restaurant, type of customer, time of year, etc.

Prompt 5 (Ecosystem Science and Management):

You are a beef producer and a local community college has reached out to you to share with a local Environmental Science class the conservation/stewardship practices you employ for your ranch. Pick 1-3 stewardship practices to explain to the college class.

