



News release

Bay Area Houston Economic Partnership
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BAHEP welcomes The Longhorn Project at Johnson Space Center

BAY AREA HOUSTON, TEXAS – The Longhorn Project at Johnson Space Center, officially known as the Center for Agriculture, Science, and Engineering (CASE), has joined the Bay Area Houston Economic Partnership (BAHEP). For decades, this unique educational program has served students and the Bay Area Houston and surrounding communities by providing hands-on learning in agriculture and STEM (Science, Technology, Engineering, and Mathematics).

BAHEP President Brian Freedman stated, “We are proud to welcome The Longhorn Project as a member. Their commitment to inspiring and educating the leaders of the future is outstanding, and we look forward to supporting their efforts for many years to come.

Andrea Giamfortone Wilson, Executive Director and Chairman of the Board of Directors for The Longhorn Project, said, “For nearly three decades, The Longhorn Project has been a place where curiosity meets opportunity. Our programs immerse students in agriculture and STEM—to show how these disciplines support life on Earth and shape the future of human spaceflight. Joining BAHEP will allow us to expand our reach, strengthen partnerships, and continue investing in the next generation of innovators.”

About The Longhorn Project

The Longhorn Project is home to 20 Texas longhorns, including Buckaroo Iron’s Hercules—the 2024 Houston Livestock Show and Rodeo™ and TLBAA World Expo Trophy Steer—who proudly represent the strength and beauty of this iconic breed. These animals serve as living ambassadors of Texas heritage and play a central role in student learning.

Since 2000, The Longhorn Project has served more than 100,000 students from the Clear Creek, Dickinson, Galveston, Houston, Santa Fe, Pasadena, and Pearland school districts, as well as private schools and youth organizations. Students participate in genetics lessons using Texas-registered longhorn cattle for data and visual evaluation, along with studies in animal husbandry, fruit and vegetable cultivation, pond management, aquaculture, soil research, and recycling

technologies. These lessons also explore the link between agriculture and the future of human space exploration.

Founded in 1996 by NASA Johnson Space Center Director George W. S. Abbey, The Longhorn Project was created to celebrate the rich history of the Texas longhorn and honor our state's agricultural history. This visionary initiative established an educational center through a collaboration between NASA Johnson Space Center, Clear Creek Independent School District (CCISD), the Houston Livestock Show and Rodeo, and the Texas Longhorn Breeders Association of America (TLBAA). In 2015, The Longhorn Project officially became a 501(c)(3) nonprofit organization, allowing it to expand its mission by offering educational field trips to all schools and providing new programs such as the summer youth camps. The Longhorn Project is funded through educational field trip programs, summer youth camps, fundraisers, grants, and donations.

For more information, visit www.thelonghornproject.com or contact Andrea Giamfortone Wilson at awilson2121@comcast.net

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