



2012

UNIVERSITY OF
Nebraska
Lincoln

EXTENSION

Know how. Know **now.**

BEEF SYSTEMS IMPACT SUMMARY

Meeting the Challenge

Nebraska's beef industry is facing significant challenges due to widespread severe drought across the state. UNL extension faculty in the beef spire has been and is contributing to education on drought related topics. The following is a summary of the educational contributions:

- **Answered more than 780 individual clientele requests.**
- **Authored or prepared over 114 written articles; 7 extension peer-reviewed publications; 93 radio or television presentations; 36 web pages; and 121 video or audio recordings for posting in social media or a website.**
- **Taught 68 workshops attended by 3221 total participants delivering 41 hours of education.**

In addition to addressing drought, UNL Extension's Beef Systems programs have focused on:

- Improving the competitiveness, diversity, sustainability and profitability of Nebraska's beef producers,
- Adoption of approaches to animal care that improve health, well-being, quality and wholesomeness,
- Improving business and management skills,
- Increasing consumer education about beef systems

Example programs include:

- Ranching practicums that deliver in-depth educational programming,
- Ranching for Profitability and other locally delivered educational programs
- Feedlot Roundtables and Feedlot Schools
- Husker Ag SMARTS for business and entrepreneurship
- Beef systems home study courses emphasizing nutrition and health,
- Satellite delivery of the latest research through Beef Satellite Short Course,
- Nationally recognized web delivery including Ask an Expert

In 2012, 47 programs totaling 223 contact hours were evaluated across the state. Eleven-hundred and thirty producers and other agribusiness specialists representing over 11 million head of livestock and 8.6 million acres attended one or more of these programs. Almost 800 participants responded about the impact of attending one of these programs:

- **95% indicated moderate to significant knowledge gained in one or more subject matter areas.**
- **57% indicated plans to improve current practices or begin new practices in one or more subject matter areas.**
- **Respondents estimated an average value in profitability of \$17.00 per head.**



Public Value

UNL Extension's Beef Systems educational programming assists beef producers in improving the sustainability and profitability of their operation, entrepreneurial opportunities for business growth, well-being of animals, and quality and safety of beef products.

Nebraskan's benefit from:

- **ranch and farm families contributing to the vitality of rural communities;**
- **improved natural resource stewardship;**
- **assurance of a high quality and safe food supply;**
- **animal care consistent with society's values.**



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.



BEEF SYSTEMS FOR SUSTAINABILITY, PROFITABILITY, HEALTH & WELLBEING, QUALITY AND WHOLESOMENESS

CONSUMER EDUCATION, ENTREPRENEURSHIP, ALTERNATIVE ENTERPRISES & BEEF BUSINESS

COW CALF SAMPLE COMMENTS
 "...I work with ranchers daily and will try to encourage a written drought plan, very good..."
 "We are glad that a program like this was here in Holt Co. Thank you... NE Extension is the best..."
 "...Excellent presentation and relevant presentations. Thank you!..."

FEED LOT SAMPLE COMMENTS
 "UNL Extension programs dictate a lot about how I advise guys to feed."
 "...Great interaction between UNL and private industry with great potential for Nebraska."
 "First time taking extension class and I was very happy with content and teachers. Looking forward to coming back..."

CEAB SAMPLE COMMENTS
 "Taking over the business from my dad. This has given me an amazing base of knowledge (people & materials) to work with."

2012 COW CALF EVALUATION

- 63% of respondents indicated changes being made or likely to be made as a result of UNL Extension educational programs.
- Common changes indicated by respondents addressed grazing management (64%), nutrition (69%), pasture and range management (59%), reproductive management (62%), and genetics (49%).
- Based on an estimated average value of \$17.00 per head in profitability, these changes represent approximately \$12.5 million.

2012 FEEDLOT EVALUATION

- 48% of respondents indicated changes being made or likely to be made as a result of UNL Extension educational programs.
- Common changes indicated by respondents addressed cattle health, handling and care (62%), nutrition, rations and feeding (50%), and environmental issues (49%).
- Based on an estimated average value of \$17.00 per head in profitability, these changes represent approximately \$81.3 million.

2012 CEAB EVALUATION

- 66% of respondents indicated changes being made or likely to be made as a result of UNL Extension educational programs.
- Common changes indicated by respondents addressed business management and decision making (72%), financial/economic decisions (73%) and risk management (59%).
- Based on an estimated average value of \$17.00 per head in profitability, these changes represent approximately \$1.8 million.