



2011

UNIVERSITY OF  
**Nebraska**  
Lincoln

**EXTENSION**

Know how. Know **now.**

# BEEF SYSTEMS IMPACT SUMMARY

## Meeting the Challenge

Nebraska's beef industry produces annual revenues of \$ 7.1 billion for farmers and ranchers. The economic viability of beef producers is being challenged by high input costs, shifts in the marketplace, and increased risk. Rural communities are growing slowly and many are decreasing in size. Developing sustainable and responsible beef systems will help rural communities thrive and grow. Entrepreneurship can help grow the state's economy during an era of globalization and rapid change. Beef entrepreneurs will help move the agriculture economy forward.

UNL Extension's Beef Systems program focuses 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
- (<http://beef.unl.edu> and <http://www.extension.org/beef+cattle>)

In 2011, ninety programs totaling over 460 contact hours were evaluated across the state. Fifteen-hundred and eighty-five producers and other agribusiness specialists representing 4.1 million head of livestock and 3.6 million acres attended one or more of these programs. Over 900 participants responded about the impact of attending one of these programs:

- 93% indicated moderate to significant knowledge gained in one or more subject matter areas.
- 50% indicated plans to improve or enhance current practices in one or more subject matter areas.
- Respondents estimated an average value in profitability of \$11.50 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've used information from UNL Extension for 40 years. The knowledge gained has made thousands of dollars for this ranch"

"Thousands of dollars have been added to our annual net income from influence of UNL Extension ... NE Extension is the best I have ever been around..."

### FEED LOT SAMPLE COMMENTS

"UNL Extension is one of the most valuable resources I have as a beef producer. I implement new ideas yearly after hearing information from UNL professionals. They all help me add value to the beef I produce..."

### CEAB SAMPLE COMMENTS

"Extension programs are one of the few places you can get good, unbiased information that will help your ag operation..."

"...last session I saved \$4500 since I sprayed grasshoppers early. Last year I let them get big and it cost \$5000 ..."

### 2011 COW/CALF FOLLOW-UP SURVEY

Follow-up surveys were sent to attendees of evaluated programs.

- 20% of respondents documented changes as a result of UNL Extension educational programs.
- Common changes indicated addressed cattle health, handling and care (39% of respondents), nutrition (66% of respondents), reproductive management (48% of respondents), and ethanol co-product use (53% of respondents).
- Based on an estimated average value of \$11.50 per head in profitability, these changes represent approximately \$1.8 million.

### 2011 FEEDLOT FOLLOW-UP SURVEY

Follow-up surveys were sent to attendees of evaluated programs.

- 16% of respondents documented changes as a result of UNL Extension educational programs.
- Common changes indicated addressed cattle health, handling and care (44% of respondents), nutrition, rations and feeding (72% of respondents), ethanol co-product use (78% of respondents), and Beef Quality Assurance (61% of respondents).
- Based on an estimated average value of \$11.50 per head in profitability, these changes represent approximately \$24.3 million.

### 2011 CEAB FOLLOW-UP SURVEY

Follow-up surveys were sent to attendees of evaluated programs.

- 11% of respondents have indicated changes as a result of UNL Extension educational programs.
- Common changes indicated addressed business management and decision making (39% of respondents), marketing (54% of respondents) risk management (39% of respondents) and alternative enterprises and entrepreneurship (25% of respondents).
- Based on an estimated average value of \$11.50 per head in profitability, these changes represent approximately \$221 thousand.