

“Providing Value to Beef Producers and Consumers”

Nebraska is first in the nation for cattle feeding and beef production and second in cattle and calves. Extension delivers beef research based information, experiential learning, decision tools and consultation to Nebraskans.

Nebraska’s Extension Beef Systems Personnel Focus On:

- Enhancing competitiveness, sustainability and profitability of beef producers
- Adoption of Quality Assurance practices that facilitate responsible production of wholesome beef
- Improving natural resource stewardship and nutrient management to protect Nebraska’s water and soil
- Increasing youth and adult understanding of Nebraska’s beef production systems and quality of product

Educational and Learning Experiences Include:

- Range Beef Cow Symposium, Ranching for Profitability, Cattlemen’s Days, Feedlot Roundtable Schools
- Quick Six Profit Tips, Farmers & Ranchers Cow-Calf College, Beef Profit Tips Workshops
- Ranch Practicums that deliver in-depth, hands-on learning experiences
- Husker Beef Nutrition Conference and other “train the trainer” events that reach beef industry consultants
- Field days and producer partnerships providing translational education via experiences and demonstration
- Husker Mobile Beef Labs educating 3,700 youth and adults in 2015 with hands-on learning experiences
- Nebraska Youth Beef Leadership Symposium increased knowledge of 52 youth in a on campus experience

Individual Consultations Valued by Nebraska Producers, Organizations and Agencies:

- Extension Specialists and Educators utilize research based information and experience to educate and address specific issues and problems faced by Nebraskans related to beef production.

Extension Specialists and Educators Deliver Online Information and Learning Experiences:

- 262,000 Beef.unl.edu visitors and 52,000 webinar views along with social media information delivery
- 900 subscribers to the BeefWatch Newsletter with 46,000 page views, creating 84 BeefWatch Podcasts
- UNL Beef Extension Facebook page has 512 followers and 681 follow on Twitter
- Beef.unl.edu, BeefWatch and UNL Beef Extension Facebook content is used by media, multiplying client reach and impact

A 2015 follow-up survey of Nebraska beef producers who have participated in the Gudmundsen Sandhills Lab educational Open House documented the following value of those learning experiences:

- 9 of 10 gained moderate to significant knowledge related to cow nutrition and grazing management
- 4 of 5 increased knowledge of reproductive strategies and management that could improve production
- 3 of 4 gained moderate to significant knowledge of new enterprises and value added opportunities
- \$34 per head estimated profit increase for participants from knowledge gained, improving net income

In Nebraska, 20,000 beef cow operations and 4,500 cattle feeding operations care for 7 million cattle. Cattle provide a 12 billion impact to Nebraska’s economy annually.

Visit
extension.unl.edu
for more information.

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