

Nov 2014 Eastern Nebraska Cow Calf Newsletter Issue 1

To Washington County and Eastern Nebraska Cow Calf Producers - As a part of my Nebraska Extension beef educational programming outreach for Eastern Nebraska, I am starting a monthly email letter for cow calf producers. I hope you find it informative and helpful to you in your operation.

Tom Brink, Brink Consulting and Trading, spoke at the Nebraska State of Beef Conference earlier this month. He spoke from a feeder/packer standpoint the need for cow herds to be three dimensional in value. Here are his comments:

1st Dimension -- Functional cows that are well adapted to their environment and farm resources so to keep feed costs down, they rebreed on time, maybe less need for replacements.

This is good, but if the list stops there, this herd has only one way to create value and profit. There are limits to the financial opportunity inherent in a one-dimensional herd. Often disappoint in high calf markets, because productivity is limited and calves could (should) be discounted.

2nd Dimension - Calves that perform well in the feedyard.

Benefits of an adapted cow, plus the added opportunity of better demand for your calves when you market them. **Better demand = higher sales price.**

Two dimensional herds have reasonable cow costs and greater incomes.

3rd Dimension - -Calves that produce superior carcasses.

Benefits of an adapted cow, plus the added opportunity of better demand on your calves when you market them. **Even better demand = Even higher sales price.**

Three dimensional herds have reasonable cow costs and maximum income potential. Three dimensional herds give you the maximum profit potential in all markets.

Questions to ask yourself:

Is my cowherd a 1 dimension herd? 2 dimension herd? Or 3 dimension cowherd?

How will my cattle perform after they leave my farm or ranch?

Will I be paid a premium for the calves I produce?