“Beefing up Producers and the Public in the Beef State”

In 2014, Nebraska was first in the nation for cattle feeding and beef production. Nebraska Extension’s Beef Spire provides research based information, experiential learning, decision tools and consultation for clients.

Nebraska’s Extension Beef Systems Spire programs focus on:
• Improving 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
• Partnerships with industry organizations that benefit Nebraska beef producers and Nebraskans as a whole
• Increasing youth and adult understanding of Nebraska’s beef production systems and quality of product

Program examples include:
• Ranching for Profitability, Cattlemen’s Days, State of Beef Conference, Feedlot Roundtable and Schools
• 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 3600 youth and adults in 2014 with hands-on learning experiences
• Nebraska Youth Beef Leadership Symposium increased knowledge of 82 youth in an on campus experience

Extension Specialists and Educators deliver online information and learning experiences:
• 200,000 Beef.unl.edu visitors and 27,000 webinar views along with social media information delivery
• 740 subscribers to the monthly BeefWatch Newsletter with 125,000 page views
• Beef.unl.edu and BeefWatch content is broadly used by public media, multiplying client reach and impact

A 2014 survey of 340 Nebraska beef producers using Extension resources documented the worth of Nebraska Extension’s Beef Spire personnel and information for gaining knowledge and making changes.

• 4 of 5 rated practicums, meetings and symposiums as important or very important to gaining knowledge
• 3 of 4 stated drought programs and personal consultation as being important or very important to them
• 9 of 10 stated knowledge gained from Extension improved profitability of their operations
• $28 per head increase in profitability from knowledge gained – worth $8.4 million to these producers

In Nebraska, 20,000 beef cow operations and 4,500 cattle feeding operations care for 7 million cattle annually

Additional Beef Systems Spire program impacts can be viewed at http://go.unl.edu/beefspireimpacts2014