

# Beef Systems

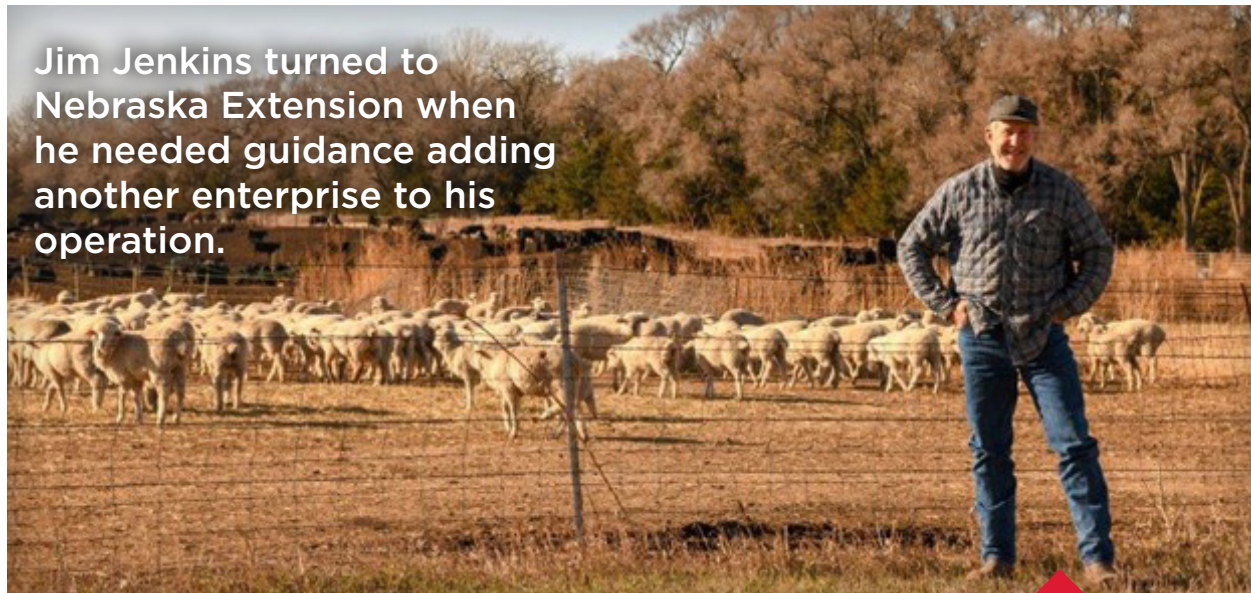
## 2020 Impact At-A-Glance



Brought to you by Nebraska Extension

[beef.unl.edu](http://beef.unl.edu)

Jim Jenkins turned to Nebraska Extension when he needed guidance adding another enterprise to his operation.



Jim Jenkins of Custer County strives to improve his cattle operation and increase production. He turned to Nebraska Extension regarding adding sheep to his ranch. Extension helped him find programs and connected him with other producers. Today he is running 1,000 head of ewes in conjunction with cattle and expects a \$30 to \$50 net return per ewe, which is a 14-24% return on his initial investment.

The sheep business represents a significant opportunity to add value to our pastures and diversify our operation here in Nebraska. Thank you UNL Extension for your help!

- Jim Jenkins

# 78,000

sheep and lambs raised in Nebraska

# 45.2 MILLION ACRES

utilized for agriculture in Nebraska. Accounting for 91% of our total land area.

# \$10.6 BILLION

in annual revenue is generated by Nebraska's beef industry.

# Beef Systems



Nebraska is the global epicenter for beef production. That's why it makes sense that Nebraska Extension has a team devoted solely to supporting every step of the beef industry—from pasture management to nutrition, from disease prevention to developing innovative cuts of beef. Backed by University research and resources, Nebraska Extension partners with cow-calf producers, backgrounding operations, feedlots and processors to help create a robust Nebraska beef industry that consistently produces high-quality beef safely, responsibly and profitably.



The annual Cow/Calf College provides cutting-edge research practices for producers to consider in their operation to support beef producers.

Since its inception in 2001,

**OVER  
1,275**

producers have participated.

## Beef 2020 Highlights

- BeefWatch Newsletter: 42,078 pageviews
- Beef.unl.edu: 730,000 Unique Page Views
- UNL BeefWatch Podcast: 121,000 Unique Podcast Downloads. Each podcast averages nearly 1000 unique individuals downloading. UNL BeefWatch YouTube Channel: 141,000 views of videos



## Tailgate Talks

Tailgate Talks are brief video clips providing timely updates and resources for beef cattle producers covering everything from breeding, to pests, to nutrition, and everything in between.



**3,900**  
viewers watched the Tailgate Talk series