

Beef Systems

2021 Impact At-A-Glance



Brought to you by Nebraska Extension

beef.unl.edu



The Nebraska Extension's online portfolio of educational resources meets cattle producers' needs when and where they want.

The daily demands of the cattle business limit the time available for education on the latest research and best management practices. Nebraska Extension provides information tailored to this unique audience to help improve sustainability and profitability of their operations through wide range of on-demand platforms including a website, podcast, e-newsletter and a YouTube channel.

The beef.unl.edu website is a one stop shop. Users can find the latest beef production information including recent research results, decision tools, upcoming events and contact info for Extension's beef experts.

659,000

users visited beef.unl.edu in the past year

127,000

individuals used a video on the BeefWatch YouTube Channel in 2021

129,000

downloads of BeefWatch podcast episodes in 2021

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.

129 beef producers and high school students learned how to help cows having issues giving birth during a hands-on calving clinic using the dystocia model cow.

Beefwatch Webinars

- During the peak of the pandemic the beef team held 13 webinars to highlight management strategies to help cow/calf and stocker producers improve their production efficiency and profitability. The series reached 431 individuals with many participating in multiple webinars.
- On average participants responded that these webinars were worth \$28K per year to their operation
- “Your programs are so informative, that they set the bar for all others.”
- BeefWatch Webinar participant



Beef Quality Assurance Program

The Beef Quality Assurance (BQA) program is voluntary and producer-driven. This program ensures the highest standard of animal welfare while building consumer confidence in beef. BQA demonstrates a producer's commitment to all aspects of cattle care and doing the right things in the right way.



1,500+ producers were certified in BQA in 2021. 6,500 Nebraska producers currently hold BQA certifications.