

Livestock Systems

2024 Impact At-A-Glance



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The Great Plains Heifer Development Program completed its first year at Haskell Ag Laboratory near Concord, Nebraska, marking a significant step toward improving reproductive efficiency and heifer longevity for cattle producers. The program was a collaboration with South Dakota colleagues and added value to an existing UNL facility that hadn't been used for cattle research in several years. Focused on optimizing heifer development strategies, the program collected detailed performance data, including reproductive tract scores, frame measurements, and genomic-enhanced EPDs, enabling producers to make informed decisions for their herds. Key outcomes include improved nutritional strategies and reproductive management, with plans to use enhanced synchronization protocols in the future.

"UNL's heifer development program utilizes technologies and tools to collect information that we otherwise would not likely have used."

*—Morgan & Danielle Kauth
Nebraska Cattle Producers*

11

Producers enrolled their heifers in the program in its first year.

132

Heifers went through the program.

4

States where heifers originated.



**STRENGTHEN NEBRASKA
AGRICULTURE & FOOD
SYSTEMS**

**INSPIRE NEBRASKANS &
THEIR COMMUNITIES**

**ENHANCE THE HEALTH &
WELLBEING OF ALL
NEBRASKANS**

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CALVING COLLEGE WORKSHOPS

UNL's calving workshops attracted 101 participants with herds ranging from fewer than 10 to over 5,000 head. These workshops were taught by female veterinarians, with many of the participants being women. These workshops help key players in many beef operations be more confident and safer while assisting with calving.

Before the workshops, 66% reported low knowledge, but post-workshop, 85% reported high knowledge, and 44% felt more confident in their skills. Participants valued the practical insights, leading to better management practices and an estimated economic impact of \$20 per head of cattle.

- **The Nebraska Ranch Practicum** trained 24 participants managing over 500,000 acres and 31,000 livestock, delivering \$513,933 in economic impact and improving livestock, range, and financial management skills.
- **The Nebraska Sheep and Goat Extension Program** trained 68 producers, boosting confidence (56%), knowledge (Neutral to High), and profitability by \$10.60 per animal.
- **Nebraska Land Application Trainings** improved manure management for 872,000 beef, 59,248 dairy, and 579,244 swine, benefiting over 222,937 acres with 71% reporting knowledge gains.
- **The Fifth Annual Stocker/Yearling Program** educated 61 participants, with 85% planning changes and value improvements of \$0.50-\$60 per head.
- **The "Fundamentals of Feeding the Cow" webinar** engaged 105 producers, with 46% planning changes and estimated value gains of \$51+ per head.
- **Beef Quality Assurance** trained 2,123 people in-person
- **Tested sustainable fly and lice control solutions**, including garlic-based and fatty acid sprays, with promising results and further research planned for 2025.

Online Impact

\$2.1 million

Pageviews on beef.unl.edu

- Social Media: 1.143 million impressions from 1,093 posts
- 2,589 new followers in 2024, for a total of 6,424
- BeefWatch Podcast: 77,00 downloads in 65 countries, with 86 new episodes.
- BeefWatch E-newsletter: 2,770 recipients monthly.
- YouTube: 88,444 views for 6,100 hours.

\$10 million

Value of two grants dedicated to addressing greenhouse gas emissions in the cattle industry.

