

Beef Cattle Health and Production Management

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Region: WEST Circle which primary base program it addresses - ANR

Section 1. Relevance

Relevance is included to provide the reason the educational program should be developed to address the identified issue. Within the relevance section, there are several questions that must be addressed. This section will seek to address these.

Where did this issue surface?

Texas Community Futures Forum
County Committees
Commodity / Industry / Special Interest Groups
Specialist(s)

What is the issue/problem?

Low production as a result of drought, inadequate nutrition, health problems, inferior genetics, poor management decisions, inefficient reproductive performance. Reduced profitability (or net loss) due to low production and/or marketing decisions.

Problem size and scope? (How many people does it affect? How wide spread?)

West Region beef producers.

Problem severity? (How serious is this issue?)

High

Description: Beef cattle production represents a significant economic impact in the region as well as Texas accounting for 1/3 of ALL agricultural income, \$2.265 billion. Beef cattle production has a significant impact on local and rural communities. The problem is aggravated by occasional poor markets and unfavorable weather.

Target Audience? (Who does the problem impact and how many?)

Beef producers

What are some general characteristics of the audience this program targets? How will you market this program to others?

Full and part-time producers, herd sizes ranging from 1 to 1,000 head. Market via mass media, Extension newsletters, cooperation with commodity, special-interest groups and other agencies.

Section 2. Response

State the goal of the program.

To educate and improve the ability of beef producers to manage the various risks associated with producing and marketing beef in order to enhance profitability and financial position.

State the outcome objectives.

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... <ul style="list-style-type: none">- BQA- Emerging issues- Risk management (production, economic)
<i>Skills</i>	develop skills.... <ul style="list-style-type: none">- animal evaluation and selection- herd health management
<i>Attitude</i>	change their attitudes pertaining to... <ul style="list-style-type: none">- marketing options
<i>Behavior Change</i>	adopt... <ul style="list-style-type: none">- best management practices
<i>New Technology</i>	adopt... <ul style="list-style-type: none">- animal identification as required by USAIP- production practices
<i>Best Practice</i>	adopt <ul style="list-style-type: none">- BQA management principles

Program Design.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
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- Disease surveillance (USAIP) - Disease prevention - Disease bio-security - Breeding soundness - Calf management	Presentations, publications, web-based systems	ANSC Web Page CVM Web Page TCE Bookstore	TCE, CVM, ANSC Faculty, Local vets, animal health professionals Buddy Faries Vet. Med., Bruce Carpenter and Rick Machen- TCE Regional Specialist
- Supplementation - Nutrient Requirements	Presentations, publications, web-based systems	ANSC Web page	Bruce Carpenter and Rick Machen- TCE Regional Specialist Animal Science Department Feed Industry Nutritionists
- Forage / Pasture / Range Management - Drought Management	Presentations, publications, web-based systems	AGRO Web page REM Web page	Bob Lyons, Charles Hart, Alan McGinty- RLEM Billy Warrick and Charles Stichler- Soil and Crop Sciences
Evaluation / Selection	Presentations, publications, web-based systems	ANSC Web Page	CEA's Bruce Carpenter Rick Machen
Marketing Opportunities - Decision Aids Cool - Risk Management Tools	Presentations, publications, web-based systems	AGEC Web Page & Existing programs Decision Aids	Jason Johnson, Joe Pena, and Bill Thompson, Wade Polk- AgEco
- Genetic Selection - Reproduction management AI, ET, Esrus Sync., ...	Presentations, publications, web-based systems	TCE Bookstore	Buddy Faries- Vet Med. Bruce Carpenter Wikse,
BQA	Presentations, publications, web-based systems	TBQP Program	Rick Machen Bruce Carpenter
Food Safety - Value added	Presentations, publications, web-based systems	TBQP manual	Bruce Carpenter Rick Machen Buddy Faries- Vet Med

Section 3. Results

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
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<i>Knowledge</i>	Beef quality assurance principles are appropriate for all cattle. BQA - Food safety, quality, environmental Cool USAIP Types of vaccines Sources of diseases Transmission of diseases / parasites
<i>Skills</i>	Routes of administration Body condition scoring Castration & dehorning techniques Vaccine handling Deworming methods
<i>Attitude</i>	Marketing options Pros / cons of retained ownership Beef production is a business
<i>Behavior Change</i>	BMP's - castrations - culling cows/bulls
<i>New Technology</i>	USAIP EPD's Genetic markers
<i>Best Practice</i>	BQA -Food safety, quality of products, environment

Economic Indicators. *Are there economic indicators that can be measured concerning this issue?*

YES

Please list them below.

- .Data specific to issue must be captured (farm assist, SPA, etc.)

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

Internal to Extension Stakeholders	External Stakeholders
TCE Administration County Committees Participants County Commissioner's	TDA TAHC TSCRA Texas Beef Council Texas Farm Bureau ICA Elected officials

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

- subject matter training
- professional development (especially young/new agents)
- stop loss of positions (specialist, agents)

Here are some example beef cattle producer questionnaires.

Example #1

North Texas Cattle Improvement Association Educational Program

Your help is needed in providing vital feedback on the **North Texas Cattle Improvement Association Educational Program** you have just completed. This information is important because your answers will serve as a guide for making changes to improve this program. Please take a moment to complete this survey by indicating whether your habits have changed as a result of your experience. Thank you for your support of Wise County Extension and the North Texas Cattle Improvement Association.

For each of the statement listed below, in the LEFT column, circle the ONE number that best reflects you before the **North Texas Cattle Improvement Association Educational Program** . Then, in the RIGHT column, circle the ONE number that best reflects you after the **North Texas Cattle Improvement Association Educational Program** .

	Never 1	Seldom 2	Sometimes 3	Often 4	Always 5					
STATEMENTS	<u>BEFORE</u> Beef Program					<u>AFTER</u> Beef Program				
I am comfortable selecting cattle using visual appraisal.	1	2	3	4	5	1	2	3	4	5
I see the advantages of preconditioning calves for sales.	1	2	3	4	5	1	2	3	4	5

I am comfortable with preconditioning strategies for my calves.	1	2	3	4	5	1	2	3	4	5
I think there is an economic advantage to preconditioning my calves before the sale.	1	2	3	4	5	1	2	3	4	5
I place injections sites in the correct location.	1	2	3	4	5	1	2	3	4	5
I raise cattle understanding what the order buyer wants.	1	2	3	4	5	1	2	3	4	5
I use plateau herbicide when it fits my weed control program.	1	2	3	4	5	1	2	3	4	5
I use winter forages to precondition my calves.	1	2	3	4	5	1	2	3	4	5
I individually identify my calves (ear tag, brand, tattoo).	1	2	3	4	5	1	2	3	4	5
I keep and utilize records to aid in management systems.	1	2	3	4	5	1	2	3	4	5
I use a value added calf vaccination management program.	1	2	3	4	5	1	2	3	4	5
I use market trend information as a base for my breeding program.	1	2	3	4	5	1	2	3	4	5

Can you estimate a dollar amount on how much money this program has made for you?

___ YES ___ NO (please check the most appropriate blank)

-Please estimate the gain/loss \$_____

What were some of the biggest strengths of the *North Texas Cattle Improvement Association Educational Program*?

Is there anything you would change about this program to make it more beneficial to you as a rancher?

Please tell us about your operation!

What type of rancher are you? _____ Part-Time Rancher _____ Full-Time Rancher

How many cows do you run? _____ Number of Cows

In what county do you run cattle? _____

Example #2
This is an activity evaluation.

Your input is very valuable to the planning committee for this field day. Please take a brief moment of your time to help us make our programs more effective for you. Thanks!

Please check the box for the statement that best describes your level of understanding as a direct result of today's field day.

STATEMENTS	LEVEL OF UNDERSTANDING				
	Not at all	Very Little	Fairly Well	Quite Well	Very Well
I understand the differences in beef cattle breeds.					
I understand the importance of breed selection in my cattle operation.					
I understand the basic principles of nutrition.					
I understand that cattle require different levels of nutrients at different times.					
I understand the historical trends associated with the beef cattle industry.					

I understand the advantages and disadvantages of the forages discussed at today's clinic.					
I understand how to manage and treat for parasites in my beef cattle operation.					

Please check the box for the statement that best describes your thoughts concerning today's Cow Calf Clinic.

STATEMENTS	Strongly Disagree	Disagree	Agree	Strongly Agree
The subject matter was timely for me.				
The speakers were effective.				
The information was practical to my cattle operation.				
I can go home and use the information I learned today in my operation.				
Overall, this was a very educational program.				

From the program today, which practice(s) will you take home and do/implement?

What other beef cattle topics would you like further information about? Are there beef cattle topics not covered in today's program that Texas Cooperative Extension should discuss in future clinics and programs?

Please tell us about your operation!

What type of rancher are you? _____ Part-Time Rancher _____ Full-Time Rancher

How many cows do you run? _____ Number of Cows

In what county do you run cattle? _____

Please provide any additional comments in the space below!

Example #3

2003 Texas Beef Quality Producer Program Evaluation

As a participant in the 2003 Texas Beef Quality Producer Program conducted in Corsicana in April, your responses to the following questions will help to assess the effectiveness of past efforts and determine direction of future efforts. Please take a few minutes to answer the following questions.

I. Background Information

1. Please describe your operation.

Check all that apply	Type of operation	Number of Head
	Registered Seed Stock	
	Commercial Cow-Calf	
	Stocker Calf	
	Other (please list) _____	

2. How do you market your calves/yearlings?

Check all that apply	Marketing Practice
	Sell at weaning at local auction/commission company
	Sell at weaning to order buyer on the ranch
	Sell weaning aged calves on video auction
	Sell weaning aged calves on internet
	Background/Precondition calves and sell at local auction

	Background/Precondition calves and sell at ranch
	Background/Precondition calves and sell over video
	Retain ownership through stocker phase
	Retain ownership through feedlot phase

3. Please indicate what levels of the Texas Beef Quality Producer Program you attended in Corsicana.

- Level 1 only
 Level 2 only
 Levels 1 & 2

II. The following questions serve to measure your management practices before and after attending the Texas Beef Quality Producer Program. Please respond to both the before and after statements.

1. Injection Site Management. For each statement listed below, circle yes or no based on what you did BEFORE you participated in the 2003 Texas Beef Quality Producer Program, then circle yes or no based on what you did AFTER the Texas Beef Quality Producer Program.

Management Practices	BEFORE		AFTER	
	Yes	No	Yes	No
Read and follow label directions of animal health product before administering	Yes	No	Yes	No
Avoided intramuscular injections whenever other labeled routes were available	Yes	No	Yes	No
Gave intramuscular (IM) injections in the neck region only	Yes	No	Yes	No
Gave multiple injections on same side of neck	Yes	No	Yes	No
Change needles or use transfer needle before refilling syringe after using a needle on an animal	Yes	No	Yes	No
Restrain animals in head gate or squeeze chute before administering animal health product	Yes	No	Yes	No

Space injection sites 3-4 inches apart to avoid interaction and tissue damage	Yes	No	Yes	No
Use chemical disinfectants to sterilize needles or syringes	Yes	No	Yes	No

2. *Residue Avoidance.* For each statement listed below, circle yes or no based on what you did **BEFORE** you participated in the 2003 Texas Beef Quality Producer Program, then circle yes or no based on what you did **AFTER** the Texas Beef Quality Producer Program.

Management Practices	BEFORE		AFTER	
Read and follow label directions to insure that treated animals are not marketed or slaughtered that do not meet or exceed withdrawal times for products administered.	Yes	No	Yes	No
Avoided intramuscular injections whenever other labeled routes were available	Yes	No	Yes	No
Gave intramuscular (IM) injections in the neck region only	Yes	No	Yes	No
Administer no more than 10 cc per injection site	Yes	No	Yes	No
Mix products to reduce number of injection sites	Yes	No	Yes	No
Obtain veterinarian prescription if using health product in any manner other than label specifies	Yes	No	Yes	No

3. *Foreign Object Avoidance.* For each statement listed below, circle yes or no based on what you did **BEFORE** you participated in the 2003 Texas Beef Quality Producer Program, then circle yes or no based on what you did **AFTER** the Texas Beef Quality Producer Program.

Management Practices	<i>BEFORE</i>		<i>AFTER</i>	
Use of shotgun to gather uncooperative cattle or cattle hiding in brush	Yes	No	Yes	No
Market calves after breaking needle in the animal	Yes	No	Yes	No

4. *Record Keeping.* For each statement listed below, circle yes or no based on what you did **BEFORE** you participated in the 2003 Texas Beef Quality Producer Program, then circle yes or no based on what you did **AFTER** the Texas Beef Quality Producer Program.

Management Practices	<i>BEFORE</i>		<i>AFTER</i>	
Did you use a record keeping system to record animal health products usage and document individual or group animal treatments?	Yes	No	Yes	No
Record each animal with a broken needle that could not be removed	Yes	No	Yes	No
Keep records of medicated feeds or additives fed to livestock	Yes	No	Yes	No
Develop with veterinarian treatment protocol plan	Yes	No	Yes	No

5. *Marketing.* For each statement listed below, circle yes or no based on what you did **BEFORE** you participated in the 2003 Texas Beef Quality Producer Program, then circle yes or no based on what you did **AFTER** the Texas Beef Quality Producer Program.

Management Practice	<i>BEFORE</i>		<i>AFTER</i>	
Did you transfer treatment records of cattle sold	Yes	No	Yes	No

6. Has the certification of being a Texas Beef Quality Producer and providing records of your Quality Management Plan allowed you to realize increased value from the sale of your calves.

_____ Yes

_____ No

If yes, how much added value could be attributed to the program?

_____ \$0-\$2/cwt

_____ \$3-\$5/cwt

_____ \$6-\$8/cwt

_____ \$9-\$10/cwt

_____ more than \$10/cwt

Economic Indicators. Are there economic indicators that can be measured concerning this issue?

YES

NO

Please list them below.