

# Lack of Understanding or Utilizing Effective Beef Cattle Risk Management Alternatives

Work Group Names: Paschal

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

## Section 1. Relevance

### **Where did this issue surface?**

Commodity / Industry / Special Interest Groups  
Specialist(s)

### **What is the issue/problem?**

Lack of understanding or utilization of effective genetics and selection, nutrition, fertility management, disease prevention, marketing opportunities and biosecurity measures.

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

All beef cattle producers.

### **Problem severity? (How serious is this issue?)**      *Medium*

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?)**

All beef cattle producers including new, small and part-time producers, especially those that lack economies of scale, have marginal cattle quality and limited beef cattle production knowledge.

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

This audience usually has off-ranch/farm jobs, herd sizes of less than 50 head (about 50% of the producers in this area, 80% of the state's producers), and utilize a mixed breed cow base.

## **Section 2. Response**

Response refers to how Extension intends to address the issue by developing an educational program.

**State the goal of the program. .**

**To increase the baseline education of beef cattle producers concerning profitable practices and current high profile issues in beef cattle production.**

**State the outcome objectives.**

<b>Client Change</b>	<b>At the end of this program, will....</b>
<i>Knowledge</i>	increase knowledge of <ul style="list-style-type: none"><li>- genetics, nutrition and fertility in beef cattle production.</li><li>- analyzing cost/benefit of practices and technology</li><li>- how to evaluate marketing opportunities</li><li>- risk management</li><li>- managing disease threats.</li></ul>
<i>Skills</i>	develop skills in <ul style="list-style-type: none"><li>- proper administration and handling of all animal health products</li><li>- recognizing animal diseases</li><li>- proper disinfectant procedures</li><li>- utilizing specific marketing strategies including retained ownership, contracting, hedging, etc.</li><li>- physical and genetic selection criteria of bulls and replacement females</li><li>- nutritional management of the cowherd</li><li>- management of fertility of bulls and cows</li><li>- calf health and production management</li><li>- identifying current and emerging issues</li><li>- financial and beef cattle production record keeping</li><li>- coping with federal and state regulations</li></ul>
<i>Attitude</i>	change their attitudes pertaining to <ul style="list-style-type: none"><li>- traditional beef cattle production practices</li><li>- traditional record keeping practices</li><li>- traditional marketing methods</li><li>- begin considering ranching (beef cattle production) as a business</li></ul>

<i>Behavior Change</i>	adopt <ul style="list-style-type: none"> <li>- methods to improve efficiency and profitability of beef cattle production including marketing</li> <li>- improve cattle type</li> <li>- current best management practices in beef cattle production</li> </ul>
<i>New Technology</i>	adopt <ul style="list-style-type: none"> <li>- technologies to increase production capabilities and profitability</li> </ul>
<i>Best Practice</i>	adopt <ul style="list-style-type: none"> <li>- best management practices</li> <li>- Beef Quality Assurance principles</li> <li>- best management grazing practices</li> </ul>

**Program Design.** In the space below, provide an explanation of the program design. Try to list the topics that could be addressed under this issue. For example, if this was an educational program for new ranch landowners, topics could include: pond management, introduction to beef cattle production, introduction to wildlife management, and general landscaping. How would you deliver the subject matter to address this issue? There are many strategies to deliver information. It could be a newsletter series, a workshop, and a meeting once a week for six weeks to name a few. It could also be a combination of all of these. Also, try and list resources that could be used to help develop or provide existing curriculum to address the issue.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Disease prevention	Seminar, newsletters, email	Extension publications, electronic publications, web sites, slide presentations, Poly Com.	Dr. F.C. Faries Joe C. Paschal Jason Cleere Larry Boleman Bovine practitioners Industry veterinarians Texas Animal Health Comm. State Veterinarian
Biosecurity	Seminar, newsletters, email		
Calf health and production management skills	Seminar, workshops, newsletters		
Recognizing and managing disease	Seminar, workshops, newsletters		
Breeding soundness evaluation of bulls	Seminar, workshops		

<p>Marketing opportunities</p> <p>Economics and record keeping (SPA)</p> <p>Buying replacement stock</p>	<p>Seminar, newsletters, email</p> <p>Seminar, workshop, newsletters, email</p> <p>Seminar, workshop, newsletters, email</p>	<p>Extension publications, electronic publications, web sites, slide presentations, Poly Com., computerized decision aides</p>	<p>Larry Falconer John Robinson Joe C. Paschal Jason Cleere Local livestock Comm. Co.</p>
<p>Genetics, selection and management of breeding cattle</p> <p>Nutritional management of beef cattle (nutritional requirements, matching requirements to forage, forage needs, mineral supplementation, winter feeding, stockers)</p> <p>Beef Quality Assurance</p> <p>Improving carcass merit</p>	<p>Seminar, workshop, newsletters, email</p>	<p>Extension publications, electronic publications, web sites, slide presentations, demonstrations</p>	<p>Joe C. Paschal Jason Cleere Larry Boleman Dan Hale (Meats) Davey Griffin (Meats) Rick Machen (BQA) Ron Gill (BQA) Ted McCollum (BQA) Texas Beef Council (BQA) Randy Stanko (TAMUK)* Jeff Koch (1890 Program)** Andy Herring (TAMU CS)*** Jason Sawyer (TAMU CS)**** Chris Skaggs (TAMU CS)***** * Reproduction, selection ** Small producer management ***Genetics ****Stockers, nutrition *****Live animal evaluation</p>

<p>Range management (grazing systems, brush management, renovating rangeland, range risk management)</p>	<p>Seminar, workshop, newsletters, email</p>	<p>Extension publications, electronic publications, web sites, slide presentations, demonstrations</p>	<p>Wayne Hanselka Robert Lyons Barron Rector NRCS Seed companies Land managers Equipment companies</p>
<p>Pasture management (forages, varieties, planting, cultivating, weed control, haying and hay quality, proper grazing)</p>	<p>Seminar, workshop, newsletters, email</p>	<p>Extension publications, electronic publications, web sites, slide presentations, demonstrations</p>	<p>Steve Livingston NRCS Seed companies Land managers Equipment companies</p>

### Section 3. Results

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<p><i>Knowledge</i></p>	<p>Rate from 1 (No change) to 5 (High level) the amount of change in your knowledge of: Genetics, Nutrition, or Fertility as a result of participating in this program.</p> <p>Rate from 1 (No change) to 5 (High level) the increase in your knowledge to analyze cost:benefit practices and technology as a result of participating in this program .</p> <p>Rate from 1 (No change) to 5 (High level) your knowledge of how to evaluate marketing opportunities as a result of participating in this program.</p> <p>Rate from 1 (No change) to 5 (High level) your knowledge of all the facets of risk management as a result of participating in this program.</p> <p>Rate from 1 (No change) to 5 (High level) your knowledge of how to recognize and handle disease threats as a result of participating in this program.</p>
<p><i>Skills</i></p>	<p>Rate from 1 (No change) to 5 (High level) the change in your skill level for the following skills as a result of your participation in this program:</p> <ul style="list-style-type: none"> <li>- proper administration and handling of all animal health products</li> <li>- recognizing animal diseases</li> <li>- proper disinfectant procedures</li> <li>- utilizing specific marketing strategies including retained ownership, contracting, hedging, etc.</li> <li>- physical and genetic selection criteria of bulls and replacement females</li> <li>- nutritional management of the cowherd</li> <li>- management of fertility of bulls and cows</li> <li>- calf health and production management</li> <li>- identifying current and emerging issues</li> <li>- financial and beef cattle production record keeping</li> <li>- coping with federal and state regulations.</li> </ul>
Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)

<i>Attitude</i>	<p>Rate from 1 (No change) to 5 (High level) the change in your attitude level for the following as a result of your participation in this program:</p> <ul style="list-style-type: none"><li>- traditional beef cattle production practices</li><li>- traditional record keeping practices</li><li>- traditional marketing methods</li><li>- begin considering ranching (beef cattle production) as a business</li></ul>
<i>Behavior Change</i>	<p>List (under the appropriate heading) any changes you have made in:</p> <ul style="list-style-type: none"><li>- methods to improve efficiency and profitability of beef cattle production including marketing</li><li>- improve cattle type</li><li>- current best management practices in beef cattle production</li></ul> <p>as a result of participating in this program.</p>

<b>Client Change Level</b>	<b>Sample Questions</b> (Review the objectives section to help place questions or statements in the space below)
<i>New Technology</i>	List any changes you have made in: - technologies to increase production capabilities and profitability
<i>Best Practice</i>	List (under the appropriate heading) any practices or principles you have adopted in: - best management practices - Beef Quality Assurance principles - best management grazing practices

# EVALUATION INSTRUMENTS ARE CURRENTLY BEING DEVELOPED TO ADDRESS THESE OBJECTIVES!!!!

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

YES

NO

Please list them below.

**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

**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.