Program Focus Team Action Plan:

Beef Extension

2012-2013

Strategic Opportunities Addressed:

- Sustain Profitable Agricultural Production Systems
- Ensure an Abundant and Safe Food Supply for All

Situation:

The production of cattle and calves is the top agricultural commodity in Kansas, generating over $8.5 billion annually. Among all states, Kansas ranks 3rd in number of cattle on feed, number of cattle processed, value of cattle and beef exports, value of hides exported, and total beef production. Beef Production in Kansas has been influenced by a number of factors including wide-spread drought, record high grain and feed prices, and economic uncertainties. Subsequently, creating and capturing value, managing returns and least-cost production will be crucial over the next few years. Significant changes in policy and legislation related to alternative energy, environment, animal well-being and marketing requirements are other issues facing beef cattle producers. Thus, the overall goal of the Beef Extension program is develop, evaluate, implement and disseminate the latest information and technology to improve the efficiency of use of inputs and improve producer business skills to enhance the profitability and sustainability of Kansas beef producers.

Outcomes:

Short-Term:

- Producers will improve their knowledge of efficient use of inputs to improve efficiency of feed use, reproductive efficiency and animal health.
- Producers will improve their knowledge of business skills that relate to cost of production, employee management, legal and regulatory issues and marketing.

Evaluation Questions:

- Do producers have a better understanding of how to improve system input use to control feed costs, optimize reproduction and maintain animal health?
- Do producers demonstrate increased understanding of business skills?

Medium-Term:

- · Producers will demonstrate improved efficiency of feed use, reproductive efficiency and animal health.

o Producers will use alternative ingredients, improve forage use efficiency, adjust stocking rates, improve feeding accuracy, implement growth technologies, and strategically supplement.

o Producers will apply reproductive technologies, test and improve semen quality, maintain or improve percent calf crop, use genetic selection to improve reproduction, and alter heifer development strategies to lower costs and improve longevity.

o Producers will implement biosecurity plans, reduce pregnancy wastage and disease transmission, use value added health programs, follow BQA guidelines and improve animal welfare.

- Producers will improve costs of production, employee management, management of legal and regulatory issues, and marketing skills

o Producers will improve record keeping skills, use partial budget tools, improve risk management and utilize benchmarks.

o Producers will improve training and communication regarding expectations of employees and utilize labor saving practices.

o Producers will develop plans for leadership transitions and tax purposes, use stronger leases and improve environmental management.

o Producers will increase use of value added programs and non-traditional markets and increase communication and advocacy for agriculture and the beef industry.

Evaluation Questions:

- What changes have participants made in use of feed ingredients, forages, supplementation strategies, growth technologies or feeding systems?
- What changes have participants made to improve reproductive efficiency?
- What changes have participants made to improve animal health and capture value from minimal health risk animals?
- What changes have participants made to improve marketing practices?
- Do participants have appropriate cost of production information to make management decisions?
- Have participants improved employee performance, retention or job satisfaction?

Long-Term:

Kansas beef industry will be economically and environmentally sustainable to help feed people in Kansas, the US and throughout the world.

Evaluation Questions:
Do Kansas producers operate efficient and sustainable beef cattle production systems?

Outputs:

The team aims to reach beef producers of all types with emphasis on those that want to make improvements in their operations. Other important clientele will be other educators/influencers in the beef industry to include veterinarians, media, allied industry, industry organizations, packers and purchasers, government agencies and bankers.

We will reach clientele via workshops, demonstrations, individual consultation, mass media and industry events.

Plan Contacts:

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