



Beef Production

2008-2009 FACT SHEET

Program Description

From 1999 to 2001, cash receipts from the sale of cattle and calves in Minnesota amounted to over \$ 2.5 billion annually and accounted for 11.3 % of all agricultural receipts. Minnesota's beef producers are facing unique challenges to adapt and position themselves in today's market. The industry is in the midst of major structural changes to provide a more consistent and palatable beef product for the consumer, while at the same time provide management strategies that will capture value and align these products with emerging issues. The U of M Beef Team serves as a leader in addressing these challenges and strengthening the base of our rural communities.

Serving...

- Minnesota Beef Producers
- Minnesota State and Local Cattlemen's Associations
- Industry representatives
- Consumers

Specific Goals

- Service Minnesota beef stakeholders and consumers via a beef education and information center
- Develop and implement economic and management strategies to enhance sustainability of beef farms
- Create value-added opportunities for Minnesota cattle
- Enhance and sustain visibility between the Minnesota beef industry and the University of Minnesota
- Develop and maintain the Minnesota Beef Industry Center webpage as a "one-stop shop" for industry information, hot topics, current events and contacts that relate to issues surrounding the beef industry
- Participate in multi-state, multi-region or national extension programs

Members

- Lori Schott, Program Co-Coordinator
- Alfredo DiCostanzo, Program Co-Coordinator
- Ryon Walker, Co-Coordinator

- Grant Crawford, Co-Coordinator
- Bethany Lovaas, Clinical Specialist
- Russell Mathison, Content Specialist
- Hugh Chester-Jones, Content Specialist
- Carl Dahlen, Research Assistant
- Kendall Dykhuis, Content Specialist
- Mike Boersma, Content Specialist
- Brad Irwin, Content Specialist
- Troy Salzer, Content Specialist
- Jim Stordahl, Content Specialist
- Rhonda Wulf, Content Specialist

Cooperators

- MN State Cattlemen's Association
- MN Cattlemen's Association
- MN Beef Council
- National Cattlemen's Beef Association
- Beef Improvement Federation
- Minnesota Board of Animal Health
- Minnesota Department of Agriculture
- Natural Resources Conservation Service

What we do...

- UM Extension Beef Production Home Page (<http://www.extension.umn.edu/beef>)
- Free quarterly e-Newsletter
- Beef Cattle Reproductive Management Course for Veterinarians
- Extension Efforts Involving Mass Media (nationwide radio and popular press)
- Educational Resources on Nutrition, Reproduction, Health, Feedlot, Grazing, Marketing, Carcass Quality, Food Safety, Cattle Handling, Nutrient, and Dairy/Beef Management
- Minnesota Carcass Merit Program
- Meat Quality and Safety Workshop
- Education for Non-traditional Audiences
- University of Minnesota Cattle Feeder Days
- University of Minnesota Cow/Calf Days
- University of Minnesota Beef Home Study
- University of Minnesota BIRT Tour
- University of Minnesota Fall Beef Roundup
- Youth Education at the Minnesota State Fair and MN Beef Expo