

# **Enhancing the Beef/Forage Potential of Small and Mid- Sized Beef Operations**

**Dr. Roy Burris**  
**University of Kentucky**

# **Beef IRM Team**

## ***UNIVERSITY OF KENTUCKY***

### **Administrative**

Curtis Absher - Assistant Director of Extension for Agriculture

### **Beef Cattle**

Les Anderson - Extension Beef Specialist

Darrh Bullock - Extension Beef Specialist

Roy Burris - Extension Beef Specialist

John Johns - Extension Beef Specialist

Benjy Mikel - Extension Meats Specialist

Patty Scharko - Extension Ruminant Veterinarian

# **Beef IRM Team**

***UNIVERSITY OF KENTUCKY***

## **Forages**

David Ditsch - Extension Agronomy Specialist

Jimmy Henning - Extension Forage Specialist

Garry Lacefield - Extension Forage Specialist

## **Economics**

John Anderson - Extension Agricultural Economist

Steve Isaacs - Extension Agricultural Economist

Lee Meyer - Extension Agricultural Economist

# **Beef IRM Team**

***UNIVERSITY OF TENNESSEE***

## **Beef Cattle**

Clyde Lane - Extension Beef Specialist

James Neel - Extension Beef Specialist

Warren Gill - Extension Livestock Specialist

David Kirkpatrick - Extension Beef Specialist

## **Forages**

Gary Bates - Extension Forage Specialist

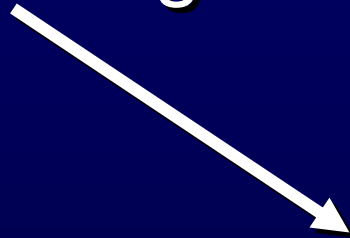
## **Economics**

Tim Cross - Extension Agricultural Economist

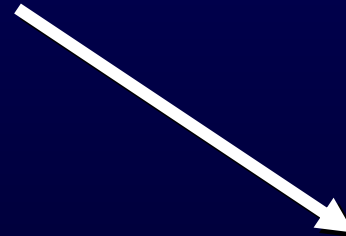
Emmitt Rawls - Extension Agricultural Economist

# Develop a Plan (History)

KCA Long Range Plan



AgProject 2000



UK/IRM Team

# Charge by Dean

Ag economy based largely on tobacco and beef cattle.

We need to emphasize the beef/forage potential of Kentucky...DO something and measure the results.

# Beef IRM

## Should

- ✓ Be able to reach a large number of people through county-based programs
- ✓ Be accountable

## Should Not

- ✓ Be a few demonstrations only
- ✓ Have specialists as public-paid private consultants

# BEEF

## BLUEPRINT FOR PROGRESS

*An educational plan for changing Kentucky's beef industry*



Prepared by:  
Beef Integrated Resource Management (IRM)  
Coordinating Committee  
Kentucky Cooperative Extension Service  
University of Kentucky

*July 1995 • Revised March 2001*



# Mission Statement

The Kentucky Cooperative Extension Service (KCES) Beef Integrated Resource Management (IRM) program will change the Kentucky beef industry in a measurable positive way by providing a dynamic educational program that benefits the maximum number of beef producers with small, medium and large herds. This program will use an integrated approach to provide the beef industry of Kentucky (beef producers, allied industry, KCES agents) with inter-disciplinary, unbiased, research based training and resource materials to enhance an individual's ability to make decisions.

# County Teams Participate in Value-Added/Leadership Development Study Tour (Biltmore Trip)

\*Leadership and material for Kentucky Beef Network



...to develop EDUCATIONAL  
EFFORTS and LEADERSHIP to  
improve the beef industry.

# Issue 1. Increase Management Skills

## Problems

- Not enough people involved in programs which are offered
- Difficult to reach those who most need the information
- Need more economic data on recommended practices
- Part-time farmers need to be reached
- Diversity of the beef industry
- Need more hands-on demonstrations

## Solutions

- Get economic data on practices - link them with profitability
- Promote need for business management
- More demonstrations
- Send information through publications

## Issue 2. Producer Attitudes (apathy)

### Problems

- Price is similar for good or bad product (calves)
- No profit motivation
- Lack of young producers
- Need to target with educational programs
- Little accountability (no owner identification)
- Won't attend meetings
- Need more marketing ideas

### Solutions

- Special sales for feeder calves which are certified for health and quality
- Permanent ID of calves through slaughter with feedback
- Need strong county organization
- Penalties for poor management
- Produce/educate "Master Cattlemen" and give awards to them

# Issue 3. Profitability in Beef Operations

## Problems

- Few records, need more “tracking” of production information
- Not identifying opportunities related to beef production
- Reduce production costs (graze more/store or buy less)
- Need to get paid more for good management
- Many don't understand what denotes profitability
- Lack of uniformity of product
- Poor reproduction (low calf crop)

## Solutions

- Education and assistance with financial and production records
- Access to handling facilities
- More local trials/demonstrations
- More education on cost containment
- Form local alliances for group sales and group purchasing of imports

## Issue 4. Marketing

### Problems

- Lack of involvement in special calf sales
- Need more uniformity and numbers (group larger lots of similar cattle)
- Too few buyers
- Many cattle producers just take cattle to sale barns

### Solutions

- Need more involvement in special feeder calf and replacement heifer sales
- Should sell in truckload lots
- Local alliances which market cattle collectively
- More retained ownership of feeder calves

# Issue 5. Environmental Issues

## Problems

- Need educational programs for producers
- Lack of regulatory stability
- Need to understand the seriousness of the issue
- Don't promote what we are doing right
- Lack of control

## Solutions

- Don't cover up for producers which are causing problems
- Better public relations with urban population
- Make public aware of benefits of a pasture-based production system
- Show how practices may benefit production
- Many problems can be solved with "electric fences and grass seed"; bigger projects need cost sharing



The Kentucky IRM team surveyed 800 producers from 38 counties in early 2000.

Of those responding to the survey:

1. 22% do not have adequate handling facilities
2. 37% do not have a controlled calving season
3. 34% do not utilize rotational grazing
4. only 7% buy bulls at organized bull sales
5. 86% marketed their cattle through stockyards -  
61% used only stockyards and only 9%  
participated in special calf sales
6. only 21% use artificial insemination

The Kentucky IRM team surveyed 800 producers from 38 counties in early 2000.

Of those responding to the survey:

7. about 50% vaccinated their calves for respiratory diseases prior to sale
8. only 18% use any performance records
9. only 35% pregnancy check cows
10. only 50% implant male feeder calves
11. only 41% had a farm water quality plan
12. there was a decided lack of financial records

(3) farm income. Grants are to be awarded that shall address priority mission areas related (a) Agricultural genome, (b) Food safety, food technology and human nutrition, (c) New and alternative uses and production of

biotechnology, (e) natural resource management, including precision agriculture, and (f) Farm efficiency and profitability, including the viability and competitiveness of small- and medium-sized dairy, livestock, crop, and other commodity operations. Priority is to be given to projects that are multistate, multi-institutional, or

or research foundations maintained by a college or university, or a private research organization with an established and demonstrated capacity to perform research or technology transfer. Grants also may be awarded to ensure that faculty of small and mid-sized institutions that have

CSREES National Research Initiative Competitive Grants Program) receive a portion of the IFAFS grants. Grants are to be awarded to address priorities in United States agriculture that involve research, extension, and education activities as determined by the Secretary in consultation with the National Agricultural Research, Extension, Education, and Economics Advisory Board; and stakeholders

The purpose of the IFAFS is to support research, education and extension grants that address critical emerging agricultural issues related to 1) future food production, 2) environmental quality and natural resource management, or 3) farm income.

projects that are multistate, multi-institutional, or multidisciplinary or projects that integrate agricultural research, extension and education. Integrated projects hold the greatest potential to produce and transfer knowledge directly to end users, while providing for educational opportunities to assure agricultural expertise in future generations. The IFAFS also holds great opportunity to bring the agricultural knowledge system to bear on issues

# **IFAFS**

**Requested 1.1 Million for Kentucky  
and Tennessee “Enhancing the  
Beef/Forage Potential of Small and  
Mid-Sized Beef Operations”**

# Enhancing the Beef/Forage Potential of Small and Mid-sized Beef Operations

Kentucky and Tennessee have an abundant forage base and the beef cattle inventory necessary to expand beef production. However, our producers have been slow to adopt new technology and sound business management practices. Farmers, who are facing diminishing returns from their tobacco enterprise, are desperately looking for ways to increase their farm income in order to insure the survivability of their farms. If the beef/forage potential of these states is attained, small to mid-sized farmers can improve the viability of their farming operation while maintaining sound environmental practices.

## Objectives - Cattle producers will:

- (a) develop customized management calendars for their operations
- (b) attend “Master Cattlemen” programs where they learn successful production techniques
- (c) study forage utilization practices at grazing schools
- (d) learn how to use artificial insemination techniques and interpret breeding values
- (e) attend income enhancement/leadership study tours
- (f) be introduced to and assisted with comprehensive farm records analyses
- (g) see examples of successful practices on IRM demonstration farms, and
- (h) participate in value-added calf sales

# Activities

1. IRM Calendar (Kentucky and Tennessee)
2. “Master Cattlemen” Program (Kentucky)
3. Grazing Schools (Kentucky)
4. Breeding Schools (Kentucky)
5. Record-Keeping Assistance for Beef Producers (Kentucky and Tennessee)
6. Kentucky Beef IRM Income Enhancement & Study Tour
7. Demonstration farms (Tennessee and Kentucky)
8. Marketing a “Value-added” product (Tennessee and Kentucky)
9. Forage mineral-status study (Tennessee and Kentucky)
10. Multi-state (Eastern U.S.) IRM Satellite Conference (Kentucky)

**Received \$750,000**

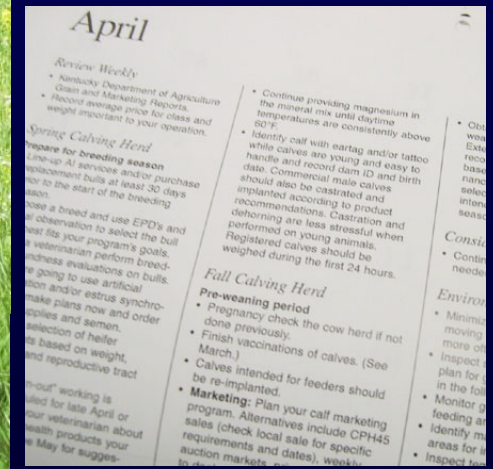
**KY \$535,000**

**TN \$215,000**

**(revised without Master Cattleman)**



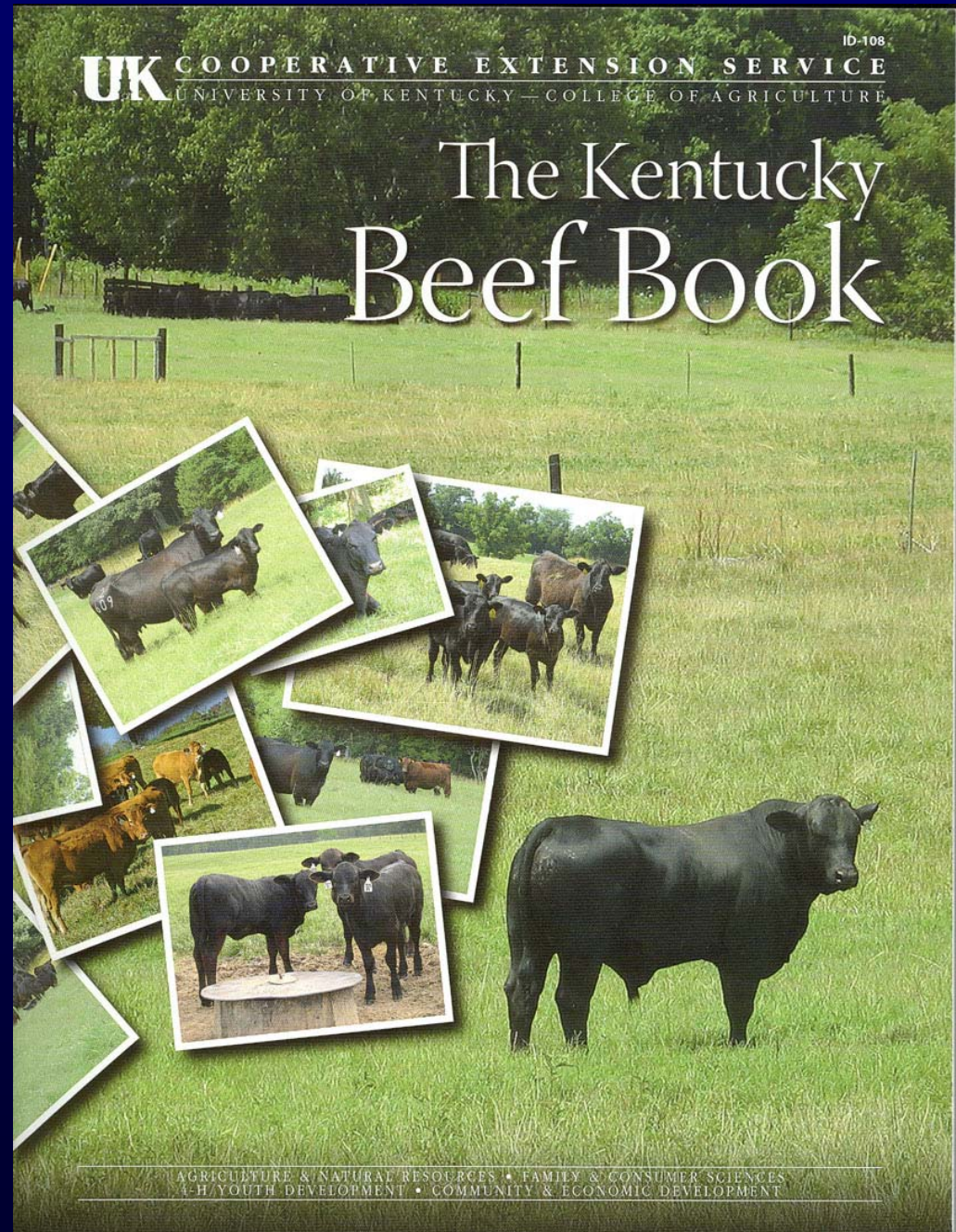
# Beef IRM Calendars



- 65,000 calendars (by request)
- Template for NCBA & Southern States (\$5,000)

# Kentucky Beef Book

- 12 Chapters
- Over 5,000 copies
- Revised for 2006



# Leadership Development

## Value Added Study Tour

- 4 days intense study
- “pasture to plate” concept
- County team development

42 County Teams with Agents (ANR & FCS)  
developed county programs

# Cow College

## Cow College

- Fee Based
- 9 day (instructional/hands on)
- 147 producers
  - 9,100 commercial cows
  - 1,150 purebred cows
  - 10,300 stocker cattle

# KY CPH-45

- Increased from 1 sale location for several years to
- 31 sales at 13 locations marketing 30,000 calves in 2003
- Net income \$50/head, \$1.5 million annually for producers (plus veterinarians, farm supply stores and stockyards)

# Bred Heifer Sales

West Kentucky Select Bred Heifer Sale - Microsoft Internet Explorer provided by Computing and IT Group

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Address <http://www.ca.uky.edu/bredheifer/> Go

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**SELECT BRED HEIFER SALE**

**WEST KENTUCKY**

**COOPERATIVE EXTENSION SERVICE**

**UK**  
UNIVERSITY OF KENTUCKY  
College of Agriculture



*For more information:*

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**Tuesday, May 23, 2006**  
**at 7:00 pm**  
**Selling 200 Head**  
**Kentucky - Tennessee Livestock Market**  
**Guthrie, Kentucky**

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This site updated 2/1/06

Done Internet

**Pursued Tobacco Settlement  
funds from ADB  
Partnered with  
Kentucky Beef Network  
(KCA)**

**Received funding through  
Kentucky Beef Network  
(\$249,000 and \$233,080)  
for Master Cattleman Program™**



**UK**

UNIVERSITY  
OF KENTUCKY

College of Agriculture



**S & H Farms**

# Master Cattleman Program

- 17 Multi-county programs across Kentucky
- 35 participants per group
- Small fee
- 10 4-hour sessions:
  - Management Skills, Forages, Nutrition, Facilities and Animal Behavior, Environmental Stewardship & Industry Issues, Genetics, Reproduction, Herd Health, and Marketing & Profitability

# Master Cattleman Program

- Increase calving percentage (5 % units)  
(10,000 calves = \$5 million)
- Increase weaning weight by 20 lb/calf  
(60,000 calves = 3,200,000 lbs = \$2.5 million)
- Pregnancy check and cull open cows  
(10% of 200,000 cows @ \$150 per cow = \$3 million)
- Increase production and utilization of forages  
(save \$50 per cow = \$10 million)

# Impact

- Calving percentage increased by 5%
- Increase weaning weights of calves by 20 lbs
- Receive extra 5¢ per lb on weaned calves
- Save \$50 per cow on feed costs
- Avg 50 cows = \$5,550
- 1000 participants = \$5,550,000

# Kentucky Cowpokes



- Youth Master Cattleman Program
- \$10,000 Beef Council; \$10,000 Venture Grant

# Additional Benefits

- Leverage funds for additional funds
- Extension Associates greatly extend effort



# **Beef Summit**

**September 19 – 21, 2004**

# Observations

- Push “buttons” early in proposal
  - eg
    - Farm Efficiency & Profitability
    - Small, mid-sized operations
    - Multistate
- Meet with Office of Sponsored Projects early!