



University of Nevada  
Cooperative Extension

# Impact

## Cattlemen's Update

Cattlemen's Update is University of Nevada Cooperative Extension's (UNCE) annual educational program offered for beef cattle producers to learn about issues affecting profitability and product quality in the Great Basin region.

### Issue:

The Cattlemen's Update program includes current beef cattle production management issues in the Great Basin region that affect profitability and product quality. The annual subject matter is based on a needs assessment of Nevada beef cattle producers and on concerns and trends expressed by the leaders of the beef cattle industry nationwide. The mission is to continue providing new and topical information for beef cattle producers. In 2008, the program addressed the effect of Congress' mandate for ethanol production, which calls for converting corn to bio-fuel – something that has had an enormous negative economic impact on the nation's livestock industry.

### What Has Been Done:

A series of meetings were held during a five-day span in January 2008 in six locations across Nevada, as well as interactive video connections at additional sites. UNCE faculty educated hundreds of Nevada beef producers in these sessions on the impact of ethanol, and brought to them information on how to utilize dried distillers grains in beef cattle rations. Cooperative Extension faculty and local veterinarians discussed cattle disease risk management and other issues of local concern.

Two years ago, the program topics addressed current beef cattle production management issues in the Great Basin region affecting profitability and product quality.

Many new ideas for the ranching industry have been put forth over the last few years, with new concepts and practices adopted as a result of the Cattlemen's Update program. After its debut in 2002, Beef Quality Assurance (BQA), a quality and safe food program, continues to be highlighted in Cattlemen's Update.

Overall, Participation has grown from 150 people statewide in 1984 to 495 people in 2008. Funding has grown from no financial support in 1984 to more than \$20,000 in private, UNCE and Risk Management Agency support in 2008.

### Impact:

A post-program survey found that 96 percent of respondents stated that the program's value outweighed the costs of attending it; 72 percent felt that the workshop was helpful or very helpful; and 31 percent felt they would incorporate a great deal of what they learned at the workshop into their current operation or job.

Six months after the workshop, seminar participants were mailed a follow-up evaluation to determine how useful the information received at the workshop had been to them, and how much they incorporated into their operation/job. Sixty-two percent of the respondents said that they have incorporated a good deal of the information they received in the workshop in their current operation/job, with 33 percent stating that they have incorporated at least some of the information. Sixty-six percent have implemented the production techniques (low stress livestock handling techniques, corral system evaluation, technique education for ranch employees, etc.) gained from attending the Cattlemen's Update Workshop in their operation. Overall, respondents claimed they had a better understanding of cattle management as well as animal health, with many stating that their operation was now an easier place to work due to their improved handling techniques. Also, several respondents stated that their profits had increased since the seminar, with one stating this increase was as high as 10 percent.

**Partners:**

USDA Risk Management Agency, Pfizer Animal Health, Nevada Cattlemen's Association, Intermountain Farmer's Association, Walco International, Pinenut Livestock Supply, Ron's Seed and Supply, American AgCredit, Neff Mill, Snyder Livestock, Intermountain Beef Producers, Invesco Animal Health, Fort Dodge Animal Health, Norvartis Animal Health, Nevada Department of Agriculture, Lahontan Valley Veterinary Clinic and Churchill and Humboldt County CattleWomen

**Contacts:**

Ron Torell, Livestock Specialist, 775-738-1721, [torellr@unce.unr.edu](mailto:torellr@unce.unr.edu)

Dr. David Thain, State Veterinarian Specialist, 775-738-1377, [dthain@cabnr.unr.edu](mailto:dthain@cabnr.unr.edu)

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