



Tennessee

Master Beef Producer

VALUE • QUALITY
TENNESSEE
CATTLE
PERFORMANCE

UT Extension

Tennessee Beef Cattle Improvement Initiative


VALUE • QUALITY




TENNESSEE
CATTLE

PERFORMANCE

Tennessee Beef Cattle
Improvement Initiative



An educational program that will provide information that will help producers to:



- Improve profitability
- Be competitive

Goal of Master Beef Producer Program



- To train and certify 1,000 producers over a 3-year period.

What is the Master Beef Producer Program?

- Consists of twelve educational sessions that focus on cow-calf production and issues facing the beef industry
- Designed to improve the profitability of cow-calf operations by providing producers essential technical information
- Provide producers with a reference manual that covers in detail educational information
- Provide opportunities for producers to interact with trained facilitators as well as interact and share ideas with other producers

Master Beef Producer Program Consists of Two Phases

- Phase 1 Training of the trainers to teach producers
- Phase 2 This will consist of 11-12 educational training sessions of cow-calf producers conducted on either county or "cluster" basis

Managing and Planning for Success

Herd Health

Marketing of Beef Cattle

Reproduction in Beef Cattle

Developing Genetics to meet the needs of the Industry

Food Safety

Environmental Issues for the Beef Industry

Carcass Merit

Cattle Handling and Behavior

Forage Production

Management of Cow-Calf Operations

Feeding the Beef Herd

MASTER BEEF PRODUCER PROGRAM EDUCATIONAL SESSIONS


Beef Quality Assurance (BQA)

Beef Quality Assurance Certification Training should be considered as part of the total educational program


Managing and Planning for Success

Producers Will Learn:

- The operation is a business and managing and planning is essential
- Importance of a mission statement
- Develop goals
- Identify areas that are important to the operation and family
- Evaluation of new concepts and technologies that will be the "best fit" for the operation and family goals




Marketing Beef Cattle




Producers will learn:

- Sources of demand for feeder cattle and prices paid for feeder cattle.
- Factors which add value to feeder cattle as well as those which cause discounts.
- Feeder cattle grades and purpose of grades in marketing
- How the beef cattle cycle affects profitability of the industry.
- To develop a marketing plan for their operation.




Developing Genetics to Meet the Needs of the Industry




Producers will learn:

- The impact of genetics on the various sectors of the industry
- Basic genetic principles.
- Use of performance records to include EPDs
- Breed differences
- Sire Selection
- Female selecting and culling
- Role of crossbreeding



Carcass Merit



Producers will learn:

- The quality grades of beef carcasses
- The yield grades of beef carcasses
- Impact of quality and yield grades on value of carcasses
- Grid pricing of carcasses

Feeding the Beef Herd



Producers will learn:

- The essential nutrients
- Factors affecting nutritional requirements of beef cattle
- Forage is basis for economical feeding programs
- Feed and mineral tag interpretation
- The role of supplementation
- Ration balancing
- Feeds applicable to Tennessee conditions

Forage Production



Producers will learn:

- Basics of forage production
- Factors affecting quality
- The value of controlled grazing
- Managing forages to fill production gaps
- Forages that are common to Tennessee

Reproduction in Beef Cattle



Producers will learn:

- The economic importance of reproduction
- The function of the female and male reproductive systems
- Replacement heifer selection, management and development
- Management of herd bull
- Body condition scores (BCS)
- Estrus synchronization and artificial insemination
- New technologies in reproduction

Herd Health



Producers will learn:

- Preventing and recognizing diseases
- Diseases and parasite problems common to Tennessee
- Developing immunity
- Development of an individual health and management plan

Cattle Handling and Behavior



Producers will learn:

- An understanding of cattle behavior
- To incorporate knowledge of cattle behavior to make handling easier and safer
- The basic components of a handling facility
- Ideas for improving existing facilities

Environmental Concerns for Beef Producers



Producers will learn:

- Management practices to reduce the risk of water pollution
- Best Management Practices(BMP) around heavy use areas
- How to conduct a self-evaluation of their operations

Food Safety



Producers will learn:

- An understanding of their role in producing a safe, wholesome food product
- Beef Quality Assurance (BQA) guidelines and procedures.
- Techniques and practices to help protect the herd from threats of bio-terrorism

Management of Cow-Calf Operations



Producer will learn:

- The importance of collecting, organizing and utilizing production and financial records.
- The methods/systems available to maintain and evaluate records.
- To calculate and use herd performance measures to evaluate herd's efficiency
- To determine costs of production and learn how to lower cost.

Include BQA Certification Training



Why Master Beef Producer Program?

- Cattle industry is the largest agriculture enterprise.
- Lots of technology that is yet to be applied.
- Producers are becoming more aware and are seeking improvement.
- Producers need to develop a systems approach to producing and marketing feeder cattle.

This could be a sunrise or a sunset.

