



Hopkins County Beef Tips

VOLUME 5 ISSUE 1

APRIL 2014

TEXAS A&M AGRILIFE
EXTENSION SERVICE-
HOPKINS COUNTY

Beef Education Programs: Starting 2014 with a big bang!

Mario A. Villarino DVM, Ph.D. CEA-Ag/NR

I just can't help but to remain amazed about cattle prices these days. If you got a chance to visit the Sulphur Springs Sale Barn you will see a lively environment with both observers and buyers looking into purchasing quality animals. The [National Beef Quality Audit](#), identified and quantified the quality defects that result in compromised consumer confidence and reduced profitability potential for all beef-related industries. The quality defects that were identified in the National Beef Quality Audit impairs beef's competitiveness with other muscle foods and minimize cattle producers return on investment. Beef Quality Excellence in Texas encompasses an array of educational activities aimed at the consistent production of high quality beef products raised or fed in Texas. The flagship educational activity for this effort is entitled Beef 706. Each session of Beef 706 involves approximately 30 key invited leaders from various segments of the beef industry. They learn about the importance of producing a more consistent and high quality beef product through a series of hands-on lessons presented by various meat science faculty, staff and graduate students. For example, the participants are divided into groups, allowed to select live cattle and then follow those cattle through grading and a hands-on cutting session which allows the participants a chance to experience first-hand the differences encountered in carcass composition. Their resulting information is then evaluated in terms of the value differences calculated between animals and how that translates back to value differences in the live animals that are not typically relayed to the producer under a traditional beef marketing scenario. During 2014 we will have a Northeast Texas Beef 706 in Sulphur Springs hosted by NETBIO. Beef producers interested in participating in this excellent opportunity must contact Ginger Bell at 903-449-6079 or email her at belldbarb@aol.com or mailing the included application form.

INSIDE THIS ISSUE:

- Beef UP 1
- Beef 706 1
- Coming Up 2

Beef UP Cattlemen's Conference

The Red Angus Association is partnering with NETBIO and Extension to bring the Beef Up Cattlemen's Conference April 11, 2014 starting at 2:00 PM. The program will include the topics: Best Practices in Cattle

Management, Genetic Improvements Made Easy, Preconditioning and the Beef Industry, Future of Value Based Marketing, What it Means for Producers and Pasture to Plate. A group of excellent beef indus-

try speakers include Dr. Ron Gill, R.A. Brown, Joe Don Pogue, John Butler, Dr. Tom Woodward and Clint Berry. Registration is \$10. Call NETBIO at 903-449-6079 for more details or registration.



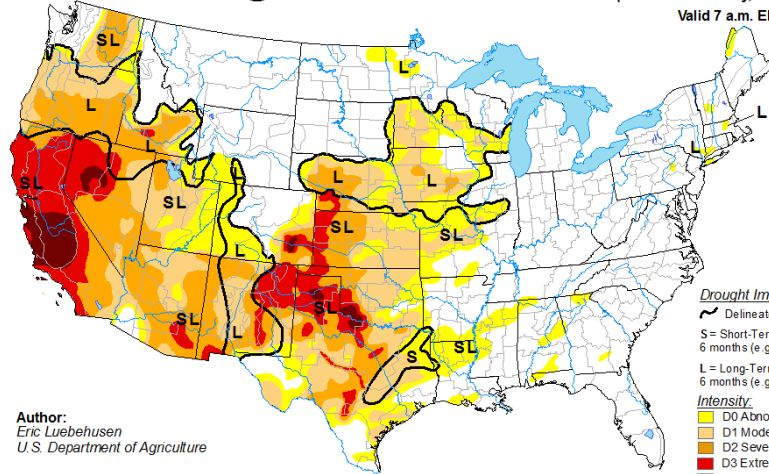
HOPKINS COUNTY BEEF TIPS

Mario Villarino

Dr. Mario A. Villarino
CEA- Ag/NR
Hopkins County
Texas

U.S. Drought Monitor

March 18, 2014
(Released Thursday, Mar. 20, 2014)
Valid 7 a.m. EDT

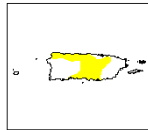
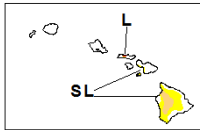
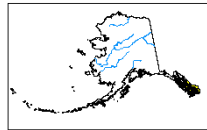


Author:
Eric Luebbehusen
U.S. Department of Agriculture

Drought Impact Types:
~ Delineates dominant impacts
S = Short-Term, typically less than 6 months (e.g. agriculture, grasslands)
L = Long-Term, typically greater than 6 months (e.g. hydrology, ecology)

Intensity:
D0 Abnormally Dry
D1 Moderate Drought
D2 Severe Drought
D3 Extreme Drought
D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.



<http://droughtmonitor.unl.edu/>

Up-Coming Events

- Beef –Up Conference, April 11, 2014 2:00 to 8:00 PM. \$10.00 contact Ginger Bell at 903-449-6079 or email belldbarb@aol.com
- NETBIO Beef 706, Session series starting May 6, 2014. \$50 Registration Fee. Contact Ginger Bell at 903-449-6079 or email belldbarb@aol.com to apply.