

### Structure of Cow-Calf Industry

- Beef cattle production in Texas is a \$9 billion industry, with beef topping every other agricultural commodity produced in the state.
- Changing dynamics and challenges in the beef cattle industry have many beef cattle operations across the state and the nation seeking ways to optimize production efficiency and maintain competitiveness.

### AgriLife Extension's Response

- Dating back to 1942, the annual Beef Cattle Short Course at Texas A&M is nationally and internationally recognized as the largest educational program of its type in the world. The event is a joint effort of the Texas A&M AgriLife Extension Service, Texas A&M AgriLife Research, and the Texas A&M University Department of Animal Science.
- The goal of the Beef Cattle Short Course is to bring together the top beef cattle researchers, educators, and industry leaders to address the most current issues, as well as to provide producers with cutting-edge information to use in their beef cattle operations.
- The three-day event features a Cattleman's College with concurrent, specialized



workshops to educate producers in such areas as ranch management, nutrition, reproduction, genetics, forages, carcass evaluation, record keeping, and organic and natural beef production.

- For nearly three-quarters of a century, some 64,000 participants have received continuing education and hands-on training through the Beef Cattle Short Course.



### Economic Impacts

- The economic benefits of the Beef Cattle Short Course were measured in terms of the potential increase in net returns resulting from the adoption and implementation of selected beef cattle management practices taught in the course.
- Participants of the 2021 Short Course manage an estimated 340,000 beef cows.
- Participants indicated an average anticipated economic benefit of \$8 per acre and \$19 per head resulting from adoption of practices related to increasing production, marketing strategies, and production cost efficiency. The anticipated annual increase in net returns is \$23.5 million for producers who adopt selected management practices.