Structure of Cow-Calf Industry

- Beef production in Texas is a $7 billion industry, 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 nation seeking ways to optimize production efficiency and maintain competitiveness.

Educational 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 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 more than a half century, some 40,000 participants have received continuing education and hands-on training through the Beef Cattle Short Course.

Economic Benefit

- The economic benefit of the Beef Cattle Short Course was measured in terms of potential increase in net returns resulting from the adoption and implementation of selected beef cattle management practices presented in the course.

- The estimated net returns associated with these practices range from $8 to $25 per animal, resulting in a total economic benefit of $350,000 in 2011 for ranchers who adopted certain management practices.

- In the last six years, the cumulative benefits of the program to participants are estimated at $4.6 million.

- This estimated impact is conservative in that not all practices detailed in the course are included.