Improving the Quality of Texas Beef

♦ In the early 1990s, the National Beef Quality Audit identified and quantified the quality defects that hurt consumer confidence and led to reduced demand and sales for all beef-related industries.

♦ The quality defects impaired beef’s competitiveness with other muscle foods and brought about economic uncertainty.

Extension’s Response

♦ Created in 1993 as a result of the National Beef Quality Audit, Beef 706 is a two-day educational program aimed at teaching cattle producers the importance of producing a more consistent and high-quality beef product through a series of hands-on lessons.

♦ Each session of Beef 706 involves approximately 30 key leaders from the beef industry discussing and demonstrating various topics that include live-animal assessment, selection of carcass traits, quality grading, cattle value, fabrication, and factors affecting beef quality.

♦ Since the start of the program, Beef 706 has trained approximately 3,500 cow-calf producers, feedlot managers and owners, and other industry personnel managing 2 million head of cattle.

Economic Impact

♦ The economic benefit of the Beef 706 program was measured in terms of the potential increase in net returns resulting from the adoption and implementation of selected beef cattle management practices presented in the program.

♦ In 2010 and 2011, Beef 706 participants managed 400,000 head of cattle.

♦ Analysis of responses representing 98,000 head of cattle indicated a potential increase in net returns in 2011 of $2.2 million ($23.15 per head).

♦ Since 2006, the cumulative increase in returns is an estimated $17.5 million.