

Beef Industry at a Glance

Largest segment of US Agriculture
2nd largest behind poultry in Alabama



The Cattle Industry is Big Business

- ▶ \$2.5 billion impact on AL's economy
- ▶ Cattle and calf cash receipts rank 2nd in the state among all Ag commodities with
- ▶ Annual sales of \$480 million
- ▶ AL is home to 1.24 million head of cattle

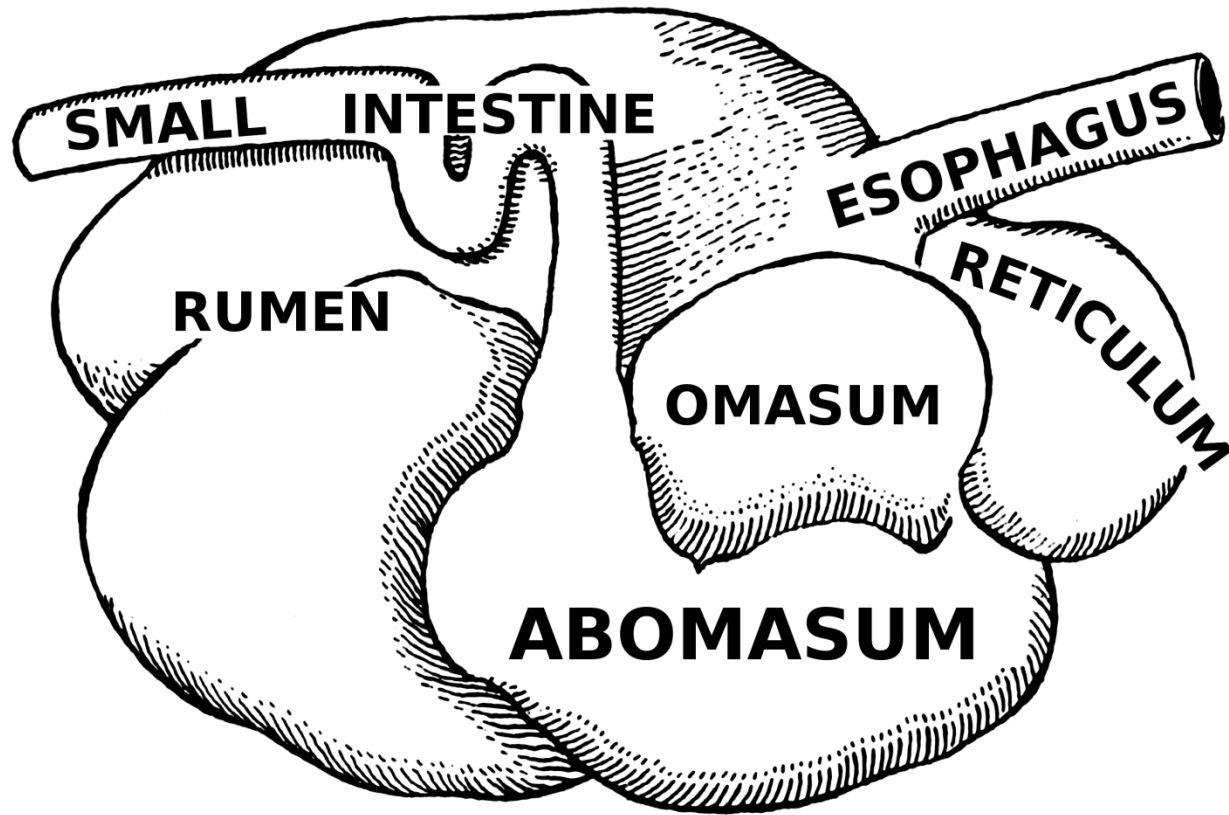


Cattle are Unique Food Producers...

- ▶ They are called ruminants
- ▶ Over 2/3 of land in US is used for grazing as not suitable for raising crops
- ▶ Cattle are unique in that they can convert grass and crop residues (cellulose) into energy they use to produce meat and milk
- ▶ All cattle consume grass the majority their life

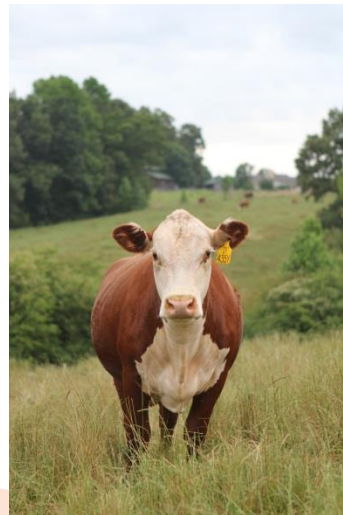


A Cow's Stomach



Basic Cattle Terminology

- ▶ Cow: mature female bovine
- ▶ Heifer: a cow who has not had a calf
- ▶ Bull: a mature male
- ▶ Steer: a castrated male
- ▶ Breed: a group of cattle from a common origin
 - Examples: Angus, Hereford, Charolais





Cow/Calf Pair (Charolais)



Steers (Commercial)



Bull (Angus)



Heifer

The Cattle Cycle (Part 1)

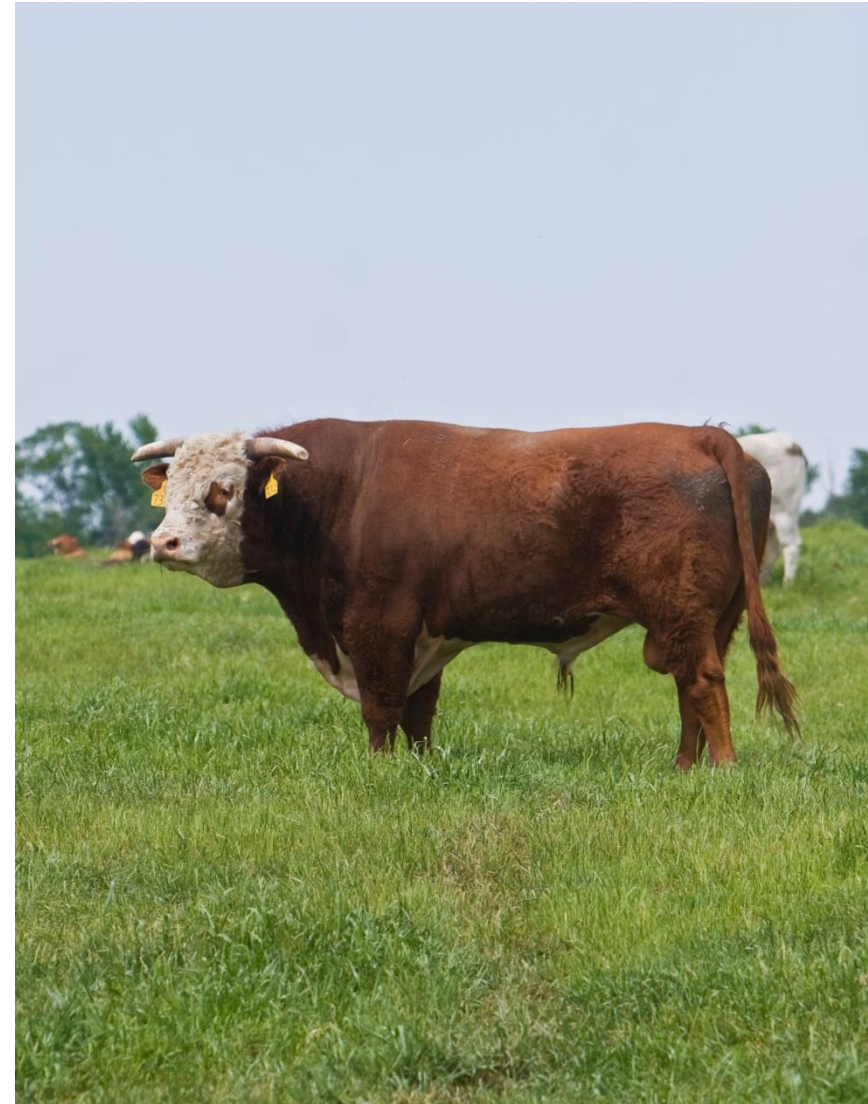


~800 lbs.



Seedstock Producer

- ▶ Raises bulls for the commercial cow-calf producer
- ▶ Produces females for other seedstock producers
- ▶ Has registration papers on cattle
- ▶ Using technology to raise superior offspring
 - Birth weight
 - Growth
 - Carcass Quality



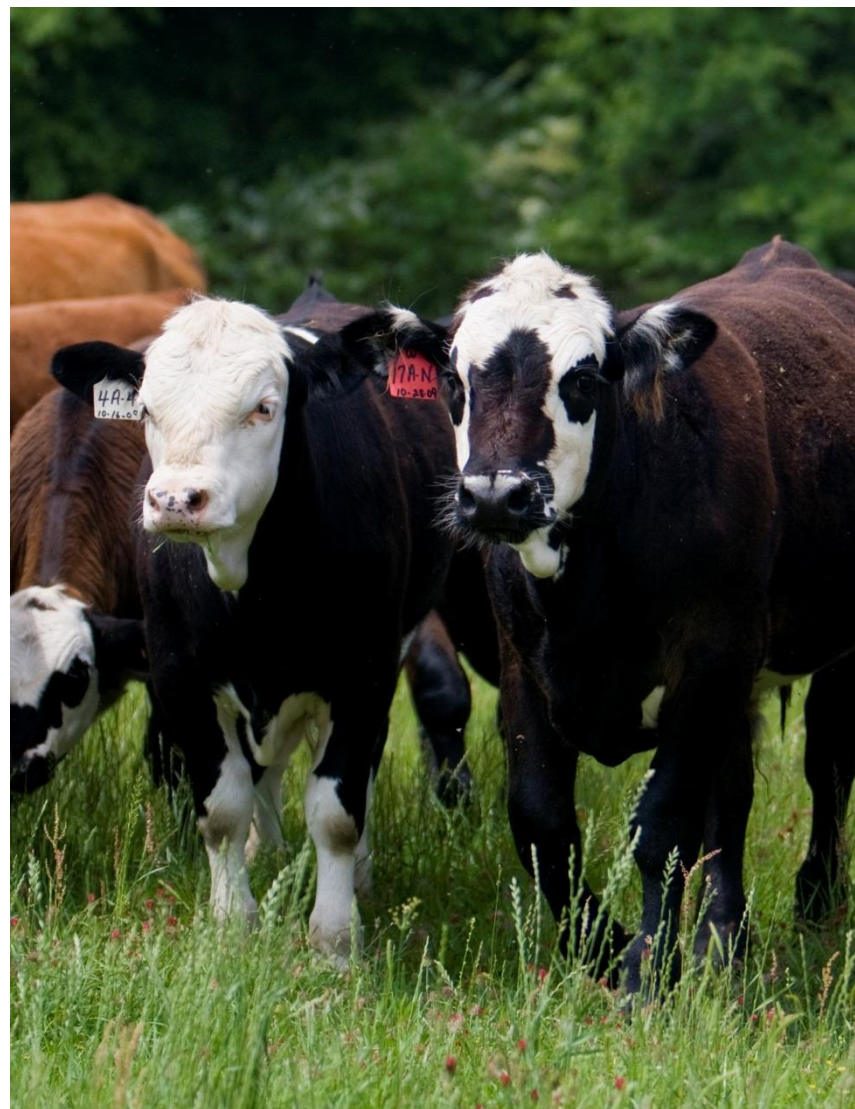
Commercial Cow-calf

- ▶ Raises calves to sell annually to stockers and feedlots
- ▶ Increase in selling (weaning) weights
- ▶ Cattle Health program
- ▶ Buys bulls to improve growth and carcass
- ▶ Buys or raises replacement females
- ▶ Uses crossbreeding (two or more breeds)



Stocker Producer

- ▶ No cows and/or bulls
- ▶ Buys calves to grow to heavier weights
- ▶ Relies on a good forage program and good health program



The Cattle Cycle (Part 2)



Feedlot (Finishing Phase)

- ▶ Calves/stockers are fed high energy ration for short time
- ▶ Increases animal weight
- ▶ Improves eating quality
 - Tenderness
 - Marbling



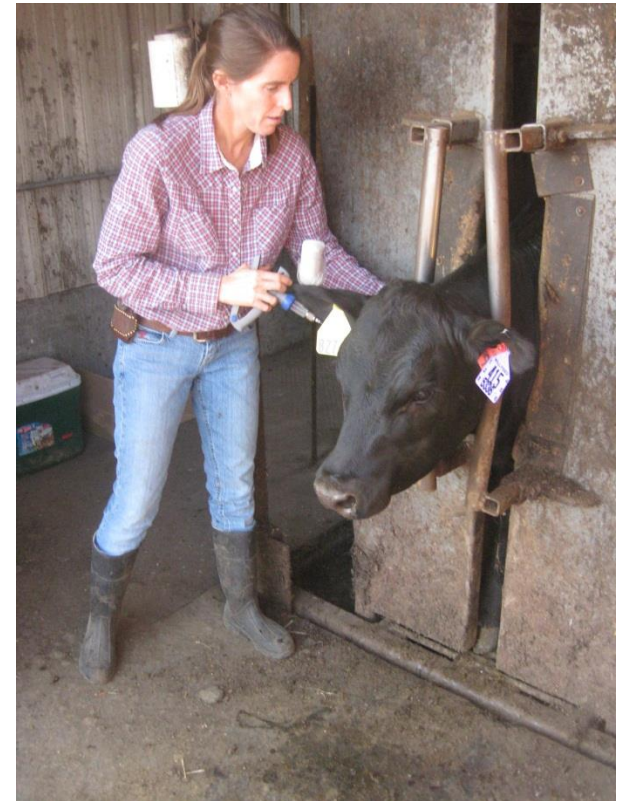
The Last 3-5 Months

- ▶ Finishing in the Feedlot
- ▶ Located in the midwest
- ▶ Corn-BASED diet
- ▶ Finished wt of 1300-1400 lbs



Hormone Implants

- ▶ Tiny implant inserted into the ear of a calf
- ▶ Implant releases varying levels of hormone to increase rate of growth
- ▶ Puts back what we take away when we castrate bull calves to make them steers
- ▶ Look at the facts



Hormone Levels in Food you Like

| Food | Estrogen Levels |
|----------------------------|-----------------|
| Beef (implanted steer) | 1.9 ng |
| Beef (non-implanted steer) | 1.3 ng |
| Chicken | 1.8 ng |
| Eggs | 2625 ng |
| Cabbage | 2000 ng |
| Potatoes | 225 ng |
| Tofu | 100,000+ ng |

Antibiotics

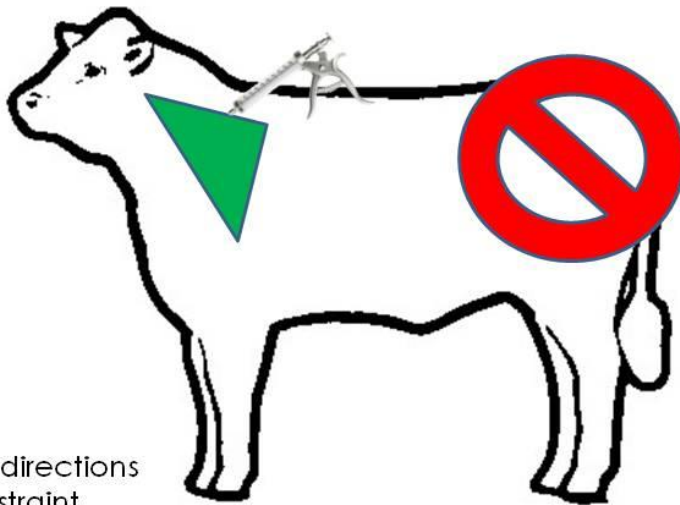
- ▶ Only used to treat and prevent disease
- ▶ All antibiotics used in cattle go through rigorous testing prior to approved for use
- ▶ Testing ensures safety for humans and animals
- ▶ Cattlemen must abide by withdrawal times labeled on antibiotics
- ▶ Random sampling also takes place to ensure no residues in meat products.



Proper Injection Protocol



Proper Injection Site in Beef Cattle



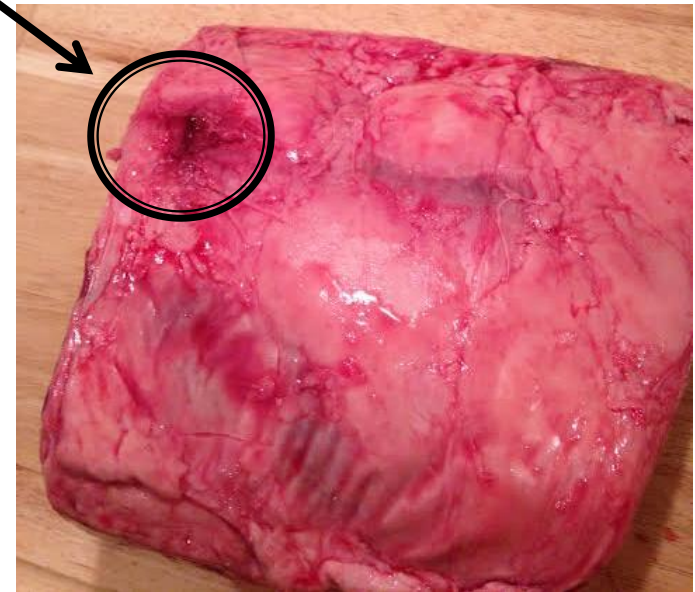
DO

- Follow label directions
- Use good restraint
- Use clean needles and syringes

DON'T

- Use outdated products

The result of making an injection outside of the neck area of the animal, such as the loin as pictured here, can result in an injection site lesion. These will significantly devalue the carcass because the entire lesion must be trimmed.

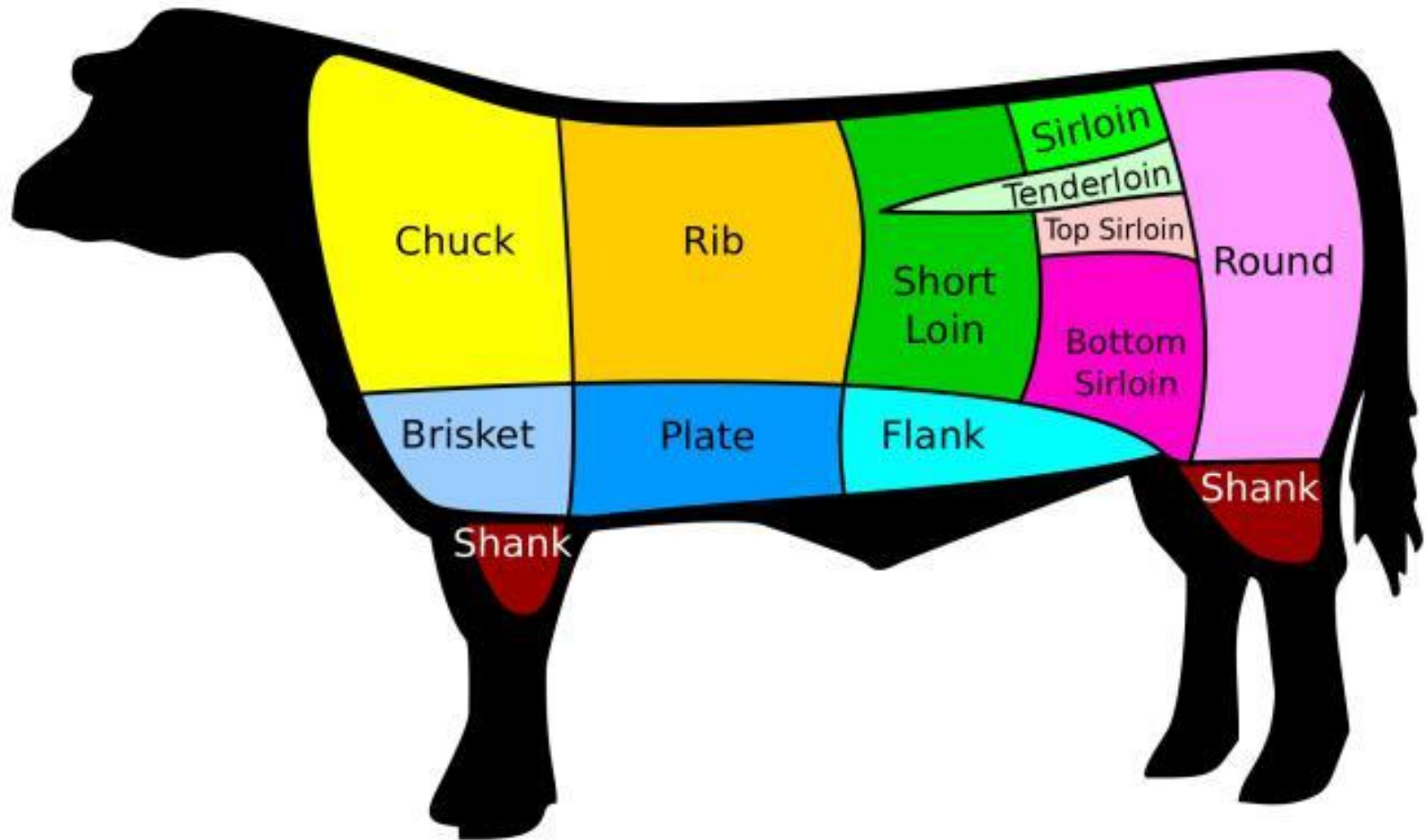


The Packing Plant

- ▶ All meat is inspected by the USDA
- ▶ Inspection is mandatory in the United States, paid for by taxpayer dollars to ensure safety of the product
- ▶ Grading is a voluntary service provided by the Agricultural Marketing Service (AMS) and paid for by the processor

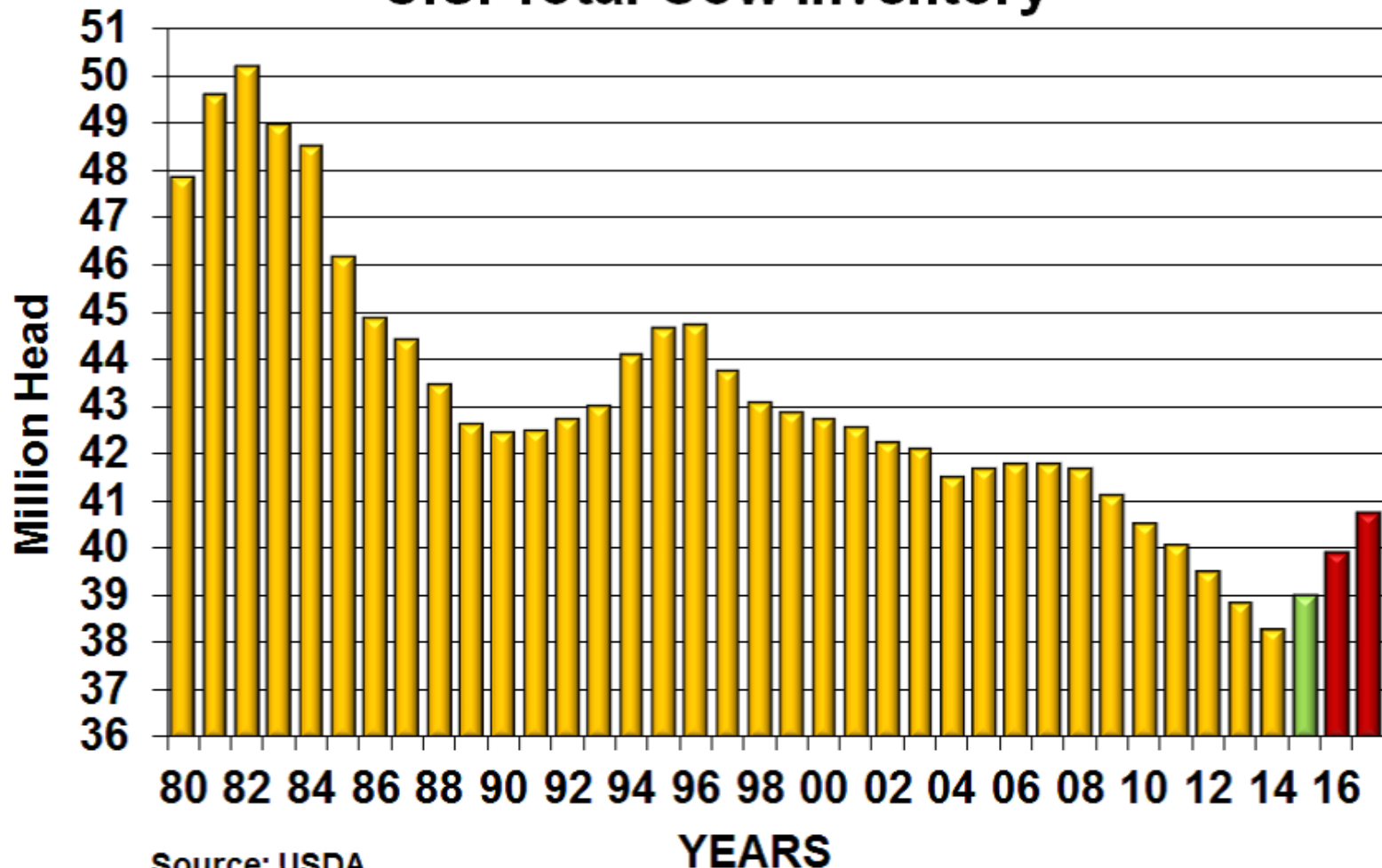


Wholesale Beef Cuts



Beef Cows in the U. S.

U.S. Total Cow Inventory

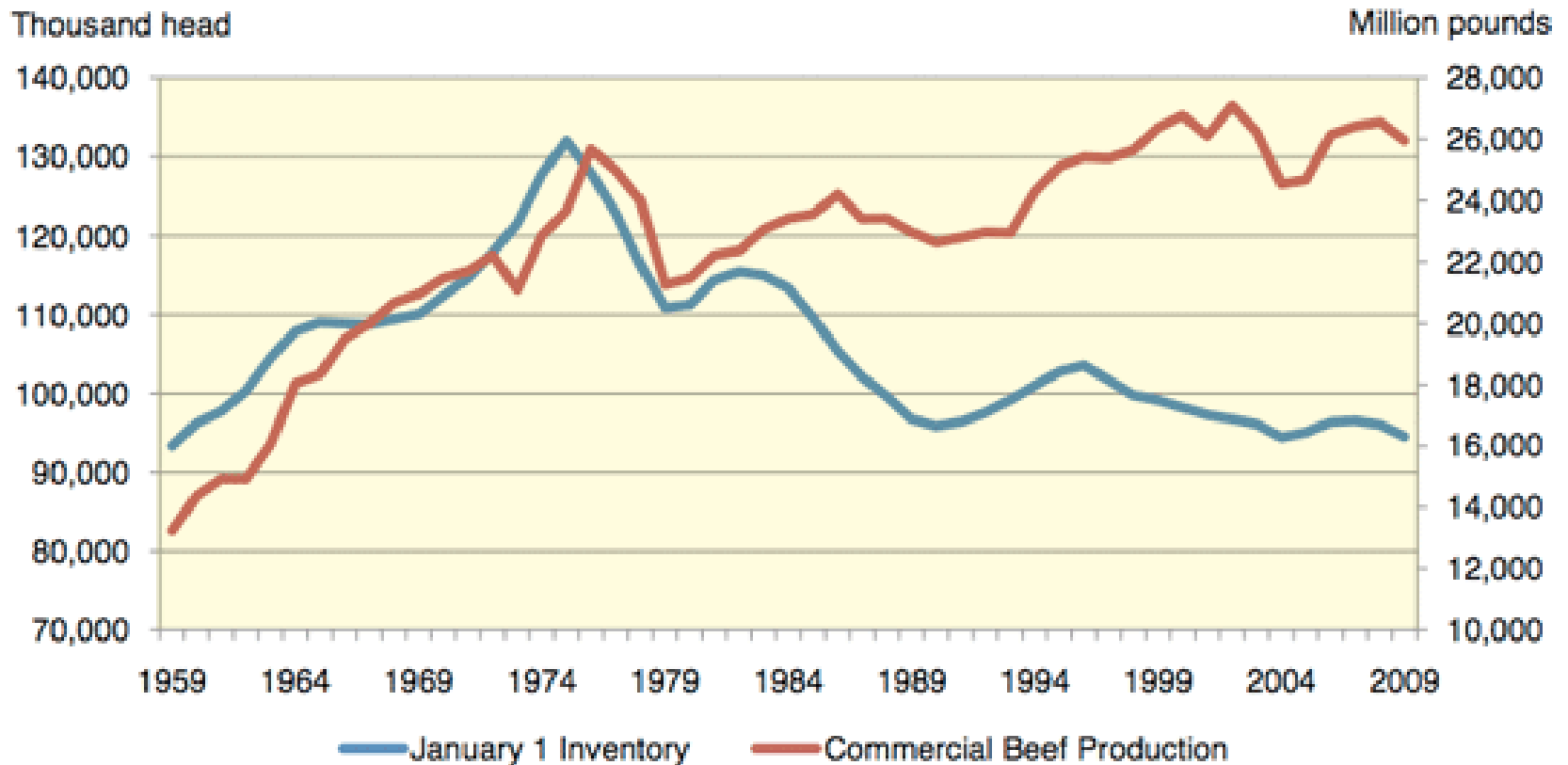


Source: USDA
Projected 2016-2017



More Beef from fewer Cattle

Graph 13. January 1 Cattle Inventory and Commercial Beef Production - United States

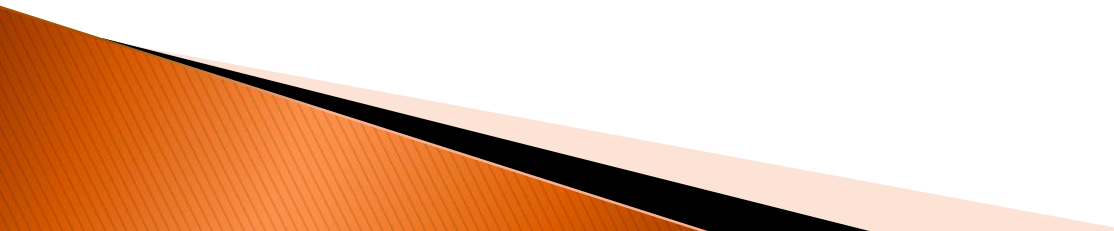
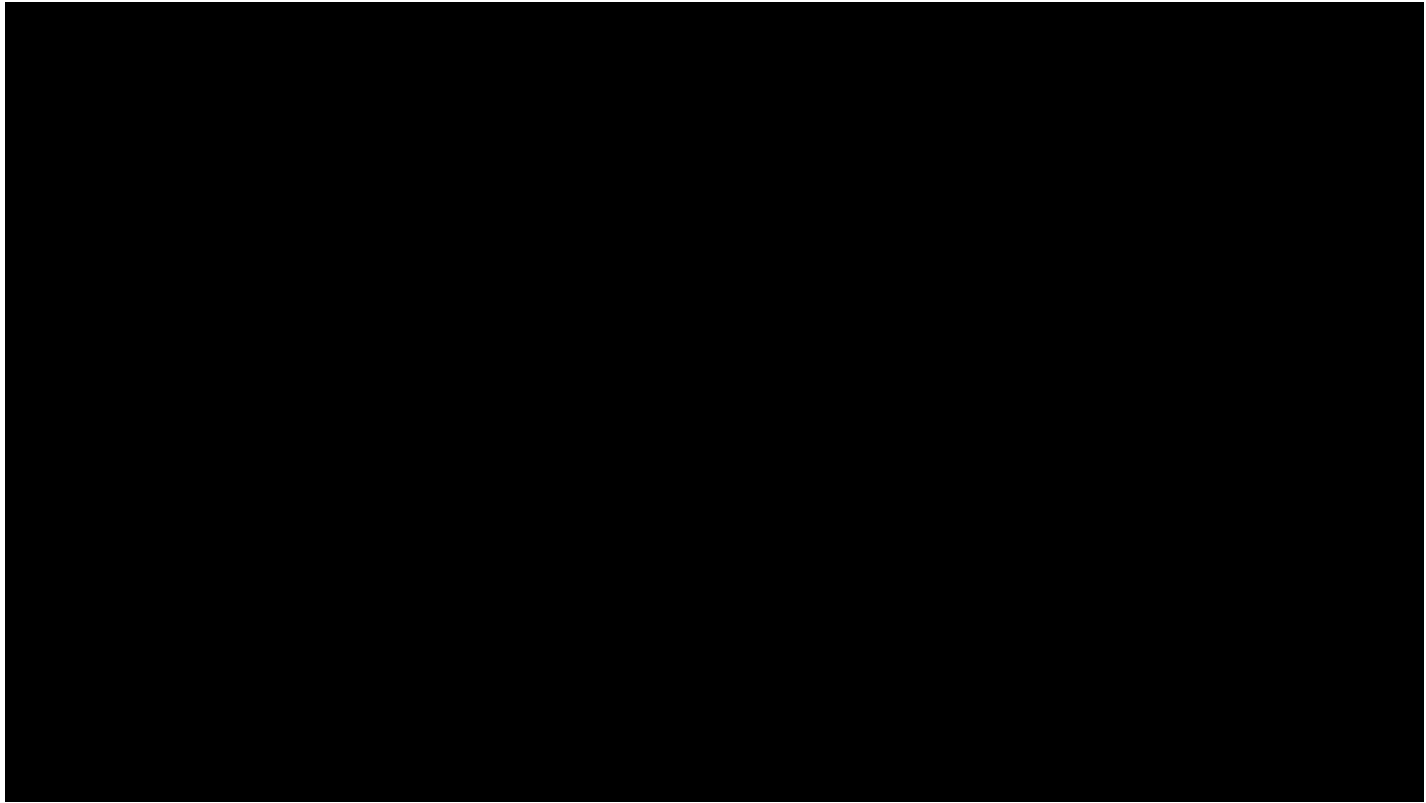


Factors Affecting the Market

- ▶ **Input Costs**
 - Feed, Fuel, Fertilizer
- ▶ **Mother Nature**
 - Drought, Rain
- ▶ **Beef Demand**
 - Beef Demand is at an all time high while beef supply is at an all time low
 - We are consuming everything we are producing!



Beef from “Pasture to Plate”



Beef Resources

- ▶ www.beefitswhatsfordinner.com
- ▶ www.factsaboutbeef.com
- ▶ www.themeatweeat.com