

Making a difference

***BeefTalk* offers producers management tips**

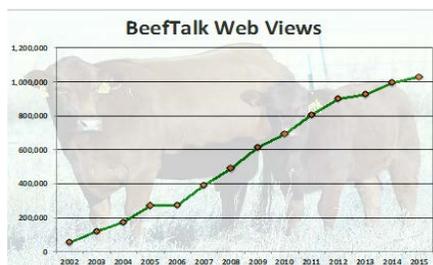
The Situation

Beef production is an economic force. Many of the production techniques, management protocols and evaluation metrics North Dakota producers use are of interest nationally—and internationally.

Extension Response

Since 2001, the *BeefTalk* column has shared the knowledge about beef production and how profitability can be measured. This weekly column mixes statistical analysis, livestock trends, and production opportunities for all elements of the beef production chain. Woven into this storyline is relevancy with non-beef production events.

The *BeefTalk* column is provided to a world-wide audience in two languages (English and Spanish) via the internet. Over 1,000,000 internet views of the column occurred in 2015. The audience continues to grow. This does not include the thousands of beef producers who regularly read the column in weekly and daily newspapers, livestock journals, agricultural publications and periodicals, and classroom settings.



In addition to the publication and internet reads, there is great acceptance on the international stage for the wit, humor, philosophy and dedication to provide producers with meaningful information based on scientifically collected and analyzed data.

The science supporting the *BeefTalk* column is the Cow Herd Appraisal Performance Software, a major tool which complements a progressive and comprehensive management strategy for producers so they can analyze herd performance and animal production. Since the introduction of the CHAPS program, over 1,000,000 cattle records have been processed, providing producers with benchmarks in significantly important production and economic traits for the beef industry.

The *BeefTalk* column is also a strong proponent of practicing stewardship, preserving resources and preparing youth to be future leaders.

Feedback

Very thorough, objective, and logical. I really appreciate your writing style. You present the facts and offer food for thought. You don't appear to have an agenda that often results in polarizing your readers . . .

Brian McCulloh, Woodhill Farms (Wisconsin)

I am a business woman in South Africa . . . I have found several helpful posts on your web site and would like to ask you if I may use these articles on my web page.

Amanda Joubert

Would you mind if I print some excerpts of your column "BeefTalk: Buy bulls based on data not pictures" in our bull sale catalog?

Butch Schuler, Schuler Red Angus (Nebraska)

Wow- your *BeefTalk* is well said. And, it uses the principles taught within the 4-H program to say it. Thanks for thinking of this great connection.

Brad Cogdill, Chair, Center for 4-H Youth Development, Cass and Richland Counties

I have just read part of a report you did which has been reproduced in the Hereford Cattle Journal for the UK. I was most interested in your research and conclusions . . .

Peter AW Talbot, United Kingdom

I applaud you on your article in Cattlenetwork.com. Yes, we all pass up opportunities because we can be so afraid of change. What a nice job in getting your point across.

**Brad Brandenburg
Director of Cattle Procurement, Tyson**

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