

AREA: Breeding Beef Cattle Production

JOB 1: Determining the importance and opportunities of Breeding Beef Production

SITUATION:

OBJECTIVES:

1. To develop an understanding of the importance of breeding beef production.
2. To develop an understanding of the opportunities in breeding beef production.
3. To create an interest in breeding beef production.

MOTIVATION:

1. Ask students what new changes are taking place in the beef cattle industry and why.
2. Show film and other visual aids on beef cattle industry.
3. Ask students how your state ranks with others in beef cattle production.

STUDY GUIDES:

1. What percentage of the farm income in the United States is from beef cattle production?
2. What are the leading countries in beef cattle production?
3. What are the leading states in beef cattle production?
4. How does our county and state rank in beef cattle production?
5. How does beef consumption in the U.S. compare with other meats?
6. List some advantages of breeding beef production.
7. List some disadvantages of breeding beef production.
8. How do meat producing animals compare in return per 100 pounds of feed invested?
9. Where can information be obtained on new changes taking place in the beef cattle industry?

REFERENCES:

1. Beef Cattle Science, Ensminger
2. USDA - Agricultural Research Bulletin No. 15
3. Introductory Animal Science - Anderson, Kiser

PLAN OF ACTION:

1. Contact successful rancher to lecture to students on importance and changes in the beef cattle industry.
2. Show film on Beef Cattle Industry.

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ANALYSIS:

1. In the United States the farm income from Beef Cattle Production is 22.4%.
2. The leading countries in beef cattle production are:
  1. India
  2. United States
  3. Brazil
  4. U.S.S.R.
  5. China
  6. Argentina
  7. Pakistan
  8. Ethiopia & Eritrea
  9. Mexico
  10. France
  11. Australia
3. The leading states in beef cattle production are: (1968)

All Cattle -	1. Texas	Beef Cows -	1. Texas
	2. Iowa		2. Nebraska
	3. Nebraska		3. Oklahoma
	4. Kansas		4. Missouri
	5. California		5. Kansas
	6. Missouri		6. South Dakota
	7. Oklahoma		7. Montana
	8. South Dakota		8. Iowa
	9. Wisconsin		9. Missouri
	10. Minnesota		10. California
4. Refer to recent Agricultural census report.
5. Consumption per capita in United States of meat - #/person

	<u>1950</u>	<u>1960</u>
Beef	63.4	110.1
Veal	8.0	4.6
Lamb &		
Mutton	4.0	3.2
Pork	69.2	65.0
Poultry	20.6	35.0
Turkey	4.1	7.8

6. Advantages of breeding beef production.
  - a. Well adapted to land not suitable for production of grain and other types of farming
  - b. Require less labor than other areas of production agriculture
  - c. Maintain Soil Fertility
  - d. Entail less death risk
  - e. Utilize coarse-low grade roughages
  - f. Comparatively small investment in buildings and equipment

7. Disadvantages of breeding beef production
  - a. Prolificacy - takes time to build up herd
  - b. Costly to establish purebred herd, requires sizeable investment
  - c. Grazing regulations hard to comply with
  - d.
  
8. The return per \$100 of feed consumed is:
  - Beef cow herds - \$125 to \$147
  - Feeder Cattle - \$144
  - Hogs - \$144 to \$180
  - Native Sheep - \$125
  - Feeder Lambs - \$108

It should be realized that this varies with livestock market prices and feed prices.
  
9. Information on new changes taking place in the Beef Cattle Industry may be obtained from: 1 - Land Grant Colleges, 2 - Experiment Stations, 3- Livestock Shows, 4 - Agricultural Magazines and Newspapers, 5 - Breed Organizations, 6 - A.I. Services, 7 - Successful Ranchers.