

Extension Program Work Area

Agriculture: Livestock

PWA1: Profitability

Rationale

Cattle and calves are the second largest agricultural commodity in Oregon. Other livestock and poultry add to the economic importance of this group. Ranches and feeding operations are the backbone of the economy in much of Eastern Oregon. Challenges include being competitive in the world markets, maintaining profitability, assuring a safe high quality product, and management of waste products while preserving environmental quality.

Stake Holder Input

Stakeholder input comes from county, departmental, Agricultural Experiment Station(s), and the College of Agricultural Sciences advisory committees, industry organizations combined with numerous informal contacts between producers and county officials with faculty.

How Stake Holder Input was used to create this PWA

Extension Agriculture faculty use stakeholder input to plan and implement programming based on the needs expressed by local stakeholders. At the same time, Extension Agriculture faculty inform stakeholders about pressing needs within agriculture that may not be a priority for the local community. This interaction between stakeholders and Agriculture professionals ensures that programming is relevant to the local community while reflecting the needs and concerns of producers throughout the state.

Long Term Outcome

Improved profitability resulting from reduced feed costs and more efficient feed utilization, post-mating nutrition will produce increased weight gain and productivity consistent with and greater than accepted industry standards.

Indicators of Successful Achievement of this Outcome

- Reported cost savings on sample farms using prescribed feeding methods.
- Increased birth weights and survival of offspring.

PWA2: Calf Health

Rationale

Cattle and calves have a farm gate value \$429 million, the second largest commodity in Oregon. Other livestock add to the economic importance of this group. Ranches and feeding operations are the backbone of the economy in much of Eastern Oregon. Challenges include being competitive in the world markets, maintaining profitability, assuring a safe high quality product, and management of waste products while preserving environmental quality.

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Long Term Outcome

Profitability will improve as a result of better calf health. Appropriate application of the essential element selenium through fertilizer will assist with this outcome.

Indicators of Successful Achievement of this Outcome

- Reported improvement in calf health on farms using prescribed selenium fertilization and other improved practices.

PWA3: Animal Management Practices

Rationale

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Long Term Outcome

Improved profit resulting from improved management practices such as the following: early weaning; improved herd or flock health, retaining ownership through the feedlot; improved production efficiency.

Indicators of Successful Achievement of this Outcome

- Improved profits reported from sample farms using specific management techniques such as early weaning; improved herd or flock health, retaining ownership through the feedlot; improved production efficiency.

PWA4: Beef Quality Assurance

Rationale

Cattle and calves have a farm gate value \$429 million, the second largest commodity in Oregon. Other livestock add to the economic importance of this group. Ranches and feeding operations are the backbone of the economy in much of Eastern Oregon. Challenges include being competitive in the world markets, maintaining profitability, assuring a safe high quality product, and management of waste products while preserving environmental quality.

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Long Term Outcome

Value of beef carcasses will improve due to application of Beef Quality Assurance practices (proper injection sites, proper health product management, reduced transportation and handling stress and injury, etc.)

Indicators of Successful Achievement of this Outcome

- Beef quality parameters from participating farmers improve.

PWA5: Water Quality

Rationale

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assuring a safe high quality product, and management of waste products while preserving environmental quality.

Stake Holder Input

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Long Term Outcome

Improved water quality and attainment of regulatory standards in confined animal feeding operations.

Indicators of Successful Achievement of this Outcome

- Reduced complaints and reduced regulatory actions
- Increased number of stakeholders indicating intent to adopt practices which enhance water quality

PWA6: Legislative Awareness

Rationale

Cattle and calves have a farm gate value \$429 million, the second largest commodity in Oregon. Other livestock add to the economic importance of this group. Ranches and feeding operations are the backbone of the economy in much of Eastern Oregon.

Challenges include remaining competitive in the world markets, maintaining profitability, assuring a safe high quality product, and management of waste products consistent with preservation of environmental quality.

Stake Holder Input

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Agriculture professionals ensures that programming is relevant to the local community while reflecting the needs and concerns of producers throughout the state.

Long Term Outcome

Better understanding of the costs, benefits, and potential impact of legislation on the livestock and poultry industries.

Indicators of Successful Achievement of this Outcome

- Leaders of the livestock production industry, policy makers and other interested stakeholders will be better informed about the science basis of policy issues under consideration.

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