Dr. Shelby Filley, Regional Livestock and Forages Specialist for a six-county area, focuses on the commercial production of livestock in southwestern Oregon. For Jackson County, that included more than 20,000 head of cattle and 4,100 sheep and lambs with farm-gate sales value of over $10.5 million.

Shelby also supports educational programming and informational needs on various other livestock produced here, and on forage production in general. She serves as a resource person for educational program delivery, as well as providing information and production advice to the faculty and staff of the OSU Small Farms program and the Jackson Soil and Water Conservation District to provide a coordinated livestock and forages program that serves clientele efficiently.

**Nutrition and Reproduction Management.** Nutrition continues to be the main area of Shelby’s program, working individually or in small groups with commercial producers. She strives to help producers incorporate knowledge from the classes into their management practices. In 2007, a new set of producers, both commercial and non-commercial, as well as industry and government agency personnel, received training in proper livestock feeding.

Reproductive management is also of paramount importance to the viability of livestock enterprises. Shelby works with livestock producers who have attended reproduction programs to make sure clients have the necessary support to properly manage reproduction.

Educational materials on nutrition and reproduction were also provided through newsletter articles, internet resources, telephone and email contacts, ranch visits and producer commodity association meetings.

Approximately 800 direct contacts were made, another 100 ranch families received newsletters, and a wealth of information was posted on [http://extension.oregonstate.edu/douglas/L&F/livestock.php](http://extension.oregonstate.edu/douglas/L&F/livestock.php).

Because feed costs are the single largest expense for livestock producers – as much as 50% of variable production costs – the potential benefit of improving nutrition efficiency is high. A 10% improvement in reproduction and nutrition efficiency can increase sales by over $1 million dollars per year for this industry in Jackson County.

**General Livestock Production.** Education and information on quality assurance, animal health, genetics, economics, marketing and general management is also vital for producers to obtain. Shelby works closely with livestock producer organizations, government agencies and individuals to keep them connected with Oregon State University and science-based information on economically and environmentally efficient production.

She also makes sure livestock producers have the information and resources to respond to important government programs and regulations, helping Jackson County residents enjoy and preserve their cherished rural lifestyle.