

Ag and Natural Resources News

September 2023

Cooperative Extension Service
Boone County
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(859) 586-6101
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Mark your calendars now!

► *Understanding the Beef Market*

September 11, 2023 6:30pm

Durr Education Center

► *NKY Regional Beef Field Day*

September 14, 2023 6:00pm

Eden Shale Farm

► *Beef Bash*

September 21, 2023 1:30pm

University of Kentucky

► *Grazing Conference*

October 31, 2023

Elizabethtown

November 1, 2023 Lexington

Visit Our Farmers Market



Maximizing Profits: Effective Marketing Strategies for Beef Cattle

In the world of agriculture, beef cattle farming remains a crucial and thriving industry. The demand for high-quality beef continues to rise, creating opportunities for farmers to



maximize their profits through effective marketing strategies. In this article, we will delve into the key aspects of marketing beef cattle and explore strategies that can help farmers navigate the market successfully.

Before diving into marketing strategies, it's essential for beef cattle farmers to have a clear understanding of market dynamics. The beef industry is influenced by various factors such as consumer preferences, economic conditions, and global supply and demand. Being aware of these trends can aid in making informed decisions about when and how to market your cattle.

One of the foundational elements of successful beef cattle marketing is starting with high-quality breeding and management practices. Farmers should focus on breeding cattle with desirable traits such as good weight gain, efficient feed conversion, and superior meat quality. Strong genetics play a pivotal role in producing cattle that fetch premium prices in the market.

Additionally, effective management practices are crucial for maintaining the health and well-being of

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Agriculture and Natural Resources
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Disabilities accommodated with prior notification.

Apple and Chicken Salad

Servings: 6

Serving Size: 1 cup

Recipe Cost: \$6.42

Cost per Serving: \$1.07

Ingredients:

- 2 red apples
- 2 stalks celery
- 1/2 cup raisins
- 1/4 cup plain non-fat Greek yogurt
- 1/4 cup light mayonnaise
- 1/4 teaspoon salt
- 1/8 teaspoon ground black pepper
- 2 cups cooked chicken, chopped
- 18 lettuce leaves



Directions:

1. Wash hands with warm water and soap, scrubbing for at least 20 seconds.
2. If needed, cook chicken using the [How to Cook Chicken](#) recipe.
3. Rinse all fresh produce under cold water in a colander. Scrub celery and apples with a vegetable brush.
4. Using the cutting board and knife, dice 2 stalks of celery.
5. Chop 2 red apples, remove the core and seeds.
6. Combine chopped apples, celery, and 2 cups diced chicken in a bowl.
7. Add 1/4 cup Greek yogurt, 1/2 cup raisins, 1/4 cup light mayonnaise, 1/4 teaspoon salt and 1/8 teaspoon pepper to bowl.
8. Stir all ingredients together.
9. Arrange 3 lettuce leaves on a plate and top with 1 cup of apple and chicken salad mixture.
10. Store leftovers in bowl with a lid in refrigerator for 3-4 days.

Nutrition facts per serving:

240 calories; 3g fat; .5g saturated fat; 0g trans fat; 35mg cholesterol; 250mg sodium; 12g carbohydrate; 2g fiber; 35g sugar; 0g added sugar; 17g protein; 0% Daily Value of vitamin D; 4% Daily Value of calcium; 10% Daily Value of iron; 15% Daily Value of potassium.

the cattle. Regular veterinary care, proper nutrition, and a stress-free environment contribute to the overall quality of the beef and can give farmers a competitive edge.

Identifying the right target market is a crucial step in marketing beef cattle effectively. Different markets have different requirements and preferences. Some buyers prioritize organic, grass-fed beef, while others might be more interested in conventionally raised cattle. Knowing your market can help tailor your production and marketing strategies accordingly.

In today's conscious consumer environment, branding and storytelling have become increasingly important in marketing agricultural products, including beef cattle. Creating a compelling brand story that highlights your farming practices, values, and commitment to quality can resonate with consumers and set your beef apart from the competition.

Whether it's a focus on sustainable practices, animal welfare, or community engagement, a well-crafted brand story can establish an emotional connection with consumers and influence their purchasing decisions.

The advent of digital technology has transformed the way businesses market their products, and the beef cattle industry is no exception. Utilizing digital platforms such as social media, websites, and online marketplaces can significantly expand your reach and visibility.

Maintain an active online presence by sharing engaging content, such as behind-the-scenes glimpses of your farm, educational posts about beef production, and success stories. Engaging with your audience through social media allows you to build a loyal following and foster a sense of trust and transparency.

Diversifying your product offerings can also enhance your marketing efforts. In addition to selling whole cattle, consider developing value-added products such as premium cuts, sausages, and ready-to-cook packages. These products can cater to a wider range of consumer preferences and provide opportunities for higher profit margins.

Establishing strong relationships with buyers is a cornerstone of successful beef cattle marketing. Attend industry events, trade shows, and farmer's markets to connect with potential buyers and other players in the industry. Building trust and rapport can lead to long-term partnerships and repeat business.

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Timing is critical in beef cattle marketing. Understanding seasonal trends and market fluctuations can help you make informed decisions about when to bring your cattle to market. For instance, prices may be more favorable during certain months due to increased demand, holidays, or supply shortages. Staying attuned to these factors can help you optimize your selling strategy.

Collaborating with other farmers, processors, and industry experts can provide valuable insights and resources for marketing beef cattle. Networking within the agricultural community can lead to valuable partnerships, shared knowledge, and access to distribution channels you might not have considered otherwise.

The beef cattle market is dynamic, influenced by evolving consumer preferences, sustainability concerns, and technological advancements. To remain competitive, it's important to stay informed about these changing trends and adapt your marketing strategies accordingly.

In conclusion, marketing beef cattle requires a combination of strategic planning, quality breeding, effective management practices, and an understanding of market dynamics. By targeting the right market, leveraging branding and digital platforms, and building strong relationships with buyers, farmers can position themselves for success in a competitive industry. As the industry continues to evolve, staying adaptable and open to innovation will be key to maximizing profits and ensuring a thriving beef cattle operation.



BEEF BASH 2023

DATE: Thursday, September 21, 2023

WHERE: University of Kentucky
C. Oran Little Research Center
1051 Midway Rd.
Versailles, KY 40383

TIME: Registration starts at 1:30 PM EST
Programs start at 2:00 PM EST

MAKE PLANS TO JOIN US!

VISIT WITH:
COMMERCIAL EXHIBITORS
EDUCATIONAL EXHIBITS &
DEMONSTRATIONS
UK PERSONNEL & ADMINISTRATORS
KCA LEADERSHIP & STAFF

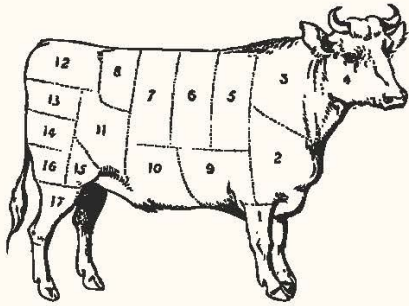
Tickets are \$15 and includes meal. To Pre-register, go to [Eventbrite.com](https://www.eventbrite.com) and search Beef Bash 2023

 University of
Kentucky
College of Agriculture,
Food and Environment
Beef Extension

 KENTUCKY
CATTLEMEN'S
ASSOCIATION

 Beef Bash
2023

For More Information Visit:
<https://www.facebook.com/KyBeefIRM/>



UNDERSTANDING THE BEEF CATTLE MARKET

How do current trends affect my beef operation

Monday, September 11th, 2023 at 6:30 pm
Durr Education Center
(450 Kenton Lands Road, Erlanger, KY)

Join guest speaker, Dr. Kenny Burine (University of Kentucky Agriculture Economics Specialist), as we answer the following questions:

- What's happening at the stockyard?
- What are the latest trends in direct-to-consumer sales?
- What marketing strategy is best for my beef operation?

Refreshments and a light dinner provided.

Registration required:
For Boone County: (859) 586-6101
for Kenton County: (859) 356-3155

Facebook: @boonecoextension



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Lexington, KY 40506



Disabilities
accommodated
with prior notification.

REGIONAL BEEF FIELD DAY

Thursday, September 14, 2023



EDEN SHALE FARM

245 Eden Shale Rd. | Owenton, KY 40359

6:00pm

Registration & Meal

6:30-8:30pm

Program

Registration:

by September 7, 2023

Campbell County

Cooperative Extension Service

859-572-2600

Cattle Watering Options

Tour the barns at Eden Shale with Dr. Steve Higgins, UK Environmental Specialist and see first-hand how different automatic waterers work and see creative ways to harvest water and utilize non-traditional structures and equipment to water cattle.



Selecting & Developing Replacement Heifers

Tim Dietrich, Director of Commercial Relations at Branch View Angus, will discuss what qualities it takes for heifers to make the cut! What qualities do you look for in replacement heifers? What benchmarks should heifers meet to make them good candidates to make it in the cow herd?



Fall & Winter Nutrition

Dr. Katie VanValin, UK Beef Nutrition Specialist. Tough times making hay in the summer means tough times feeding in the winter. Do you test your hay? Do you supplement your hay with grain? This is the year to have a plan to keep your cattle healthy and performing at their best.

Cattle Handling Facilities

Dr. Josh Jackson, UK Ag Engineering Specialist, will explain the "dos & don'ts" of a cattle working facility. We will tour the barn and see the new working pens, scales and chute set up to work the cattle herd. Come and brainstorm with Dr. Jackson to design or tweak your own facility!



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Fall fertilizer applications to hay fields and pastures

You may be wondering if it's necessary and economical to apply fertilizer to your pastures and hay grounds this fall.

The answer depends on your specific situation. When considering the options for your operation, the first thing you need to do is examine your soil test. If you have not taken soil samples within the past three years, you need to collect new ones before making a decision. From the soil test results, determine what, if anything, is limiting. In terms of soil pH, the minimum value depends on the type of forage you're producing. If it's alfalfa and the pH is below 6.0, you should apply lime. A grass-legume mixture usually can tolerate soil pH down to about



5.8 and a pure grass system probably can go down to pH 5.5 before yields are affected. Similar statements can be made for phosphorus (P) and potassium (K) nutrition, with alfalfa requiring the most and pure grass, specifically fescue, requiring the least.

The University of Kentucky College of Agriculture, Food and Environment recommends P applications starting when the soil test P level drops below 60 pounds per acre and K when soil test K drops below 300 pounds per acre for grasses and legumes. If you are growing alfalfa, we recommend applications for K levels below 450 pounds per acre.

If soil test levels are above these numbers, the likelihood of a yield response to additional P and/or K fertilizer is extremely low. But if you want to be sure that P and K are not limiting, apply fertilizers as recommended. If you are conservative and assume some risk that P and K might reduce yield, you might allow soil test levels to decline further. From small plot research, we know that once soil test P drops below 30 pounds per acre and/or soil test K drops below 200 pounds per acre, a yield response to added fertilizer is likely, therefore; these would be the minimum tolerable levels.



Snakes! Learn more, fear less

Around Kentucky, a fascinating world often misunderstood by many unfolds—the world of snakes. Despite their infamous reputation, these creatures are far more complex and essential to the state's ecosystem than meets the eye. More than 30 snake species live in Kentucky, but only four possess venom, while the rest contribute to the intricate balance of nature.

Kentucky's diverse landscapes provide an ideal habitat for these often-maligned creatures. The venomous snakes, ranging from the secretive copperhead and Western cottonmouth, aka water moccasin, to the pygmy rattlesnake and the graceful timber rattlesnake, are vital to the state's environment. They often go unnoticed, keeping populations of mice and other rodents in check. Numerous non-venomous snakes such as the common garter snake and the North American black racer thrive throughout the state.

The University of Kentucky Martin-Gatton College of Agriculture, Food and Environment offers a comprehensive website to help you identify and learn more about snakes you may encounter around your home or farm.

A user-friendly interface allows you to pinpoint snake species based on its geographic location and unique characteristics. A snake's head shape, body structure or color patterns all offer clues to help with identification. Whether you find a snake while hiking through the woods or exploring your own backyard, this platform will help you fight fear with information.

Photographs and descriptions offer a visual encyclopedia for both venomous and non-venomous species in the region. If you come in close contact with a venomous snake, use caution and respect. You may learn to appreciate them from a safe distance and admire them in their natural habitats.

The website details each snake's unique natural history and conservation status. With newfound knowledge, you may see snakes in a new, fresh light.

Visit the website at <https://kysnakes.ca.uky.edu/>. For more information about Kentucky wildlife and other topics, contact the Boone County Cooperative Extension Service.



Author: Matthew Springer, Assistant Extension Professor of Wildlife Management

Vernal Pond Wetland Workshop



September 23rd
8:00 am-5:00 pm
Boone County Environmental
and Nature Center
9101 Camp Ernst Road, Union, KY 41091

This free workshop will introduce you to effective techniques for building vernal ponds and wetlands. Learn how to design and restore wetlands that serve as outdoor classrooms and provide habitats for threatened and endangered species. We will be rebuilding four vernal ponds at the Nature Center using aquatic-safe liner, groundwater, and compacted clay liner techniques. **Heavy lifting and shoveling may be required.**

For more information: Contact Lacey Kessell at
lacey.laudick@uky.edu or (859) 586-6101

Registration required.
Weather permitting, please bring your own lunch.



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