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## The Nebraska Advantage . . . Beef Cattle



The beef industry is the largest single industry in Nebraska, and it is an aggressive, dynamic business. Productive range and cropland supports over 1,827,000 cows in Nebraska. The abundant supply of water and generous feed and grain supplies have supported the expansion of the state's feedlot industry. Nebraska is now the #1 marketer in red meat.

Nebraska's prominence in our nation's cattle industry is due, in part, to the rich natural resources in the state and to the willingness of the producer to

adapt to change. The cattle industry is an industry of constant change. Cattle producers are responsive to the demands of consumers around the world. By using more productive genetics, planned crossbreeding systems, better health programs, and computerized record keeping, today's producer can provide both the breeder and the feeder with cattle to meet both industry and consumer demands.

### Performance

Nebraska cattlemen pioneered the development and implementation of performance testing and complete herd performance records. Today, specific information on cattle, such as birth weight, weaning weight, yearling weight, estimated breeding values, or expected progeny differences, are the rule rather than the exception in Nebraska herds. These tools, along with visual appraisal, provide buyers with extensive information upon which to base their decisions.



### Genetics

Nebraska producers offer breeding stock with genetics which meet the needs of today's discriminating buyer. Whether searching for more milk in replacement females, or heavier calves at weaning, both commercial and purebred breeders offer a variety of seed stock. Research has proven that crossbreeding and the resulting hybrids can improve productivity and enhance profits. Most breeding systems for commercial producers in Nebraska utilize this hybrid vigor. Artificial insemination is routinely used by Nebraska breeders. Embryo transfer of elite females offers genetic advancement in a single generation.

### Technology



Nebraska producers take advantage of current research to guide their programs. The USDA's Meat Animal Research Center at Clay Center, Nebraska, is the largest of its kind in the nation.

Research comparing different breeds and crossbreeding programs, rotational grazing, reproductive synchronization, and integrated resource management have been studied to determine the economic merits in cattle production. The University of Nebraska is a leader in beef cattle research. It provides assistance to cattlemen in applying these new

technologies to their individual operations.

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## Discover the Nebraska Advantage

Organizations like the Nebraska Cattlemen and the Nebraska breed associations play a vital role in assisting Nebraska breeders by printing breeder directories and organizing state breeding stock shows, tours, and field days.



The show ring is just one arena in which Nebraska beef cattle excel. Long recognized for their prominence in national competition, Nebraska cattle also perform outside the ring by producing calves that work for the industry. Their progeny is found around the world.

Many Nebraska producers are experienced in international trade. They can help to source the type of breeding stock, semen, or embryos needed. Arrangements for transportation, health testing, and necessary documentation are readily available.

The Ag Promotion and Development Division, of the Nebraska Department of Agriculture, is also dedicated to assisting individuals interested in Nebraska cattle. Staff can provide information or arrange for visits with producers and beef industry leaders in our state. We invite you to discover the Nebraska Advantage of superior breeding stock. We are confident you can find the livestock assistance you need in Nebraska.

**Member of**  
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