

Making a Difference

2016 Baylor County – Wheat and Beef Cattle Production

In- Depth Program Summary

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Relevance

The market value for agriculture products is over 44 million dollars in Baylor County with an average farm size of 1,963 acres. Beef cattle and wheat account for over 90% of those numbers. The Wheat and Beef Cattle Program was developed with the focus of providing our cattlemen and farmers with cutting edge knowledge that will enable them to manage risk, access trending technology and become familiar with changing laws and regulations. The large majority of the field crop production is conducted as a dryland enterprise, thus, more susceptible to drought and climatic irregularities. Profitability is affected directly for all producers by market/price changes. The strategic planning efforts along with county- based PACs continue to reinforce crop production programs as a high priority promoting the use of new technology, improved varieties, use of best management practices and environmentally sound options allowing enterprises to be economically sustainable.

Response

Through the leadership of the Ag. Advisory Program Area Committee in Baylor County, the Wheat and Beef Cattle Program was designed to address trending issues and topics that affect our producers, their margins and their everyday production decisions. Various educational methods were used to provide information to our local population.

- Wheat Management Educational Event (January 2016)
- Result Demonstration wheat grain and forage plot (May 2016)
- Veterinary Feed Directive Educational Event (September 2016)
- Agriculture and Natural Resources Newsletter (August 2016)
- Various Press Releases to local newspaper (various 2016 dates)
- Radio programs emphasizing key local issues on KSEY (various 2016 dates)
- Pesticide and Commodity Updates Educational Event (April 2016)

Results

Data was collected at two of the above educational events from 32 of the 34 participants (94%). A retrospective post survey was provided for feedback with the following results. Participants were asked to provide their understanding, adoption practices and economic benefits. The total anticipated economic benefit for the operation from our Pesticide and Commodity Update Educational Event ranged from \$600-\$24,000 from each participant. The total anticipated economic benefit from our Wheat Management Educational Event totaled \$362,681 from all participants. These anticipated increases in production dollars indicates that our programs are very educational and that producers find them beneficial to their operation. The following table provides an overview of the increased understanding of important agricultural issues that were discussed at our events.

<u>Topic</u>	<u>% Good understanding before event</u>	<u>% Good understanding after event</u>	<u>% increase in understanding from event</u>
Understanding of Soil Fertility	54.6	100	45.4
Understanding of Pest Management	45.5	100	54.5
Understanding of Weed Control	54.6	100	45.4
Understanding of The Veterinary Feed Directive	37.5	100	62.5
Understanding of purchasing a VFD medicated feed	31.3	93.8	62.5

Summary

The Wheat and Beef Cattle Production Program was a valuable part of Texas A&M Agrilife Extension in Baylor County from both an educational and economic standpoint as supported by the data documented above. Our positive feedback and advice from our Agriculture Advisory Board indicates that similar program planning is necessary and that this will continue as an educational resource in 2017.

Acknowledgements

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VALUE

Crop and Forage Production Education



Texas A&M AgriLife Extension Service programs targeted to producers of crops and forages are increasing profitability and productivity of farmers, thereby helping to build and sustain rural economies and support jobs.

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Providing Solutions

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