

## **BeefExtension.com**

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In the U.S., Oklahoma typically ranks 4th in the value of beef production and second in the number of beef cows within a state. In Oklahoma, beef accounts for approximately one-third of the state's agricultural production value. Because of the beef sector's importance, significant resources at Oklahoma State University (OSU) are devoted to beef research and outreach. The BeefExtension.com website was developed to serve as an easy to remember, single location for producers, educators and industry personnel to find OSU beef cattle related activities and educational materials. Management information is cataloged for cow/calf, stocker, receiving and feedlot, and meat sciences. Within the cow/calf segment, information links include genetics, reproduction, nutrition, health and disease, management, forage management, pest management, economics, marketing, facilities, quality assurance, bulls, heifers and calculators. Similar links are provided for stocker cattle, receiving and feedlot segments. Newsletters posted include the weekly Cow/Calf Corner, monthly beef research updates and a quarterly newsletter for participants in the Master Cattleman program. Beef Program links include Conferences and Symposiums, Master Cattleman, OK Animal Identification, OK Beef Incorporated, OK Steer Feedout, OK Beef Quality Assurance, and Youth Programs. Under Other Materials, links are provided to OSU Research Reports, Beef Facilities, and Beef Teams. While some resources are geographically-oriented, many can be adapted for use worldwide (for example, calculators). The poster will include screen captures to highlight components.