

Dear Beef Producer,

Below, please find a summary of three programs designed to increase the competitiveness and profitability of your operation. Whether you sell feeder cattle, finish your own beef or sell seedstock, product evaluation and marketing are key components to your success. Each of these programs has been designed and developed for the New York beef cattle industry with the goal of helping you learn more about your cattle and ultimately increase their value.

We would be happy to visit with you individually and/or provide you with contact information of past participants. Prices for beef cattle have been at all time highs. Now is the time to explore new avenues of evaluation and marketing. These programs help you do that.

PROFIT OPTIMIZATION AND EVALUATION PROGRAMS

- a) *Cornell Feedlot and Carcass Value Discovery Program – EARLY BIRD ENROLLMENT BY SEPTEMBER 15 \$25, AFTER SEPTEMBER 15 \$30/head.*

Purpose: Teach cow/calf producers the value of their calves based on performance in the feedlot and on through the packing plant. Cattle can be fed conventionally or “natural” and marketed accordingly. Calves are accepted in November and fed till their most optimal profit potential during March-July. For more information contact Mike Baker, Cornell Beef Specialist mjb28@cornell.edu, 607-255-5923.

- b) *Empire Heifer Development Program – EARLY BIRD ENROLLMENT BY SEPTEMBER 15 \$25, AFTER SEPTEMBER 15 \$30/heifer.*

Purpose: A management and marketing program for cow/calf producers to evaluate replacement heifer prospects and offer a marketing opportunity for quality heifers. Calves are accepted in December. Heifers can be bred artificially at the heifer rearing facility, or returned home for breeding. Eligible heifers can be sold in April. For more information, contact Martha Wright, Empire Heifer Development Program Manager, maw32@cornell.edu, 585-770-4664.

- c) *New York Pooled Weaning and Marketing Program** - EARLY BIRD ENROLLMENT BY SEPTEMBER 15 \$25, AFTER SEPTEMBER 15 \$30/head.*

Purpose: Provide a uniformly managed group of feeder calves, commingled from several producers, in a truck load lot, which can be marketed at optimum value. Calves are accepted in October and marketed in December. For more information contact Mike Baker, Cornell Beef Specialist mjb28@cornell.edu, 607-255-5923.

****NOTE: To market most effectively, the Pooled Weaning Program will not be conducted unless 60 cattle are consigned.**

Sincerely,

Michael J. Baker, PhD, PAS
Beef Cattle Extension Specialist
Cornell University

Martha Wright
Manager
Empire Heifer Development Program