



**Cornell University**  
**Cooperative Extension**

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Dear Beef Producer,

Below, please find a summary of four 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.

I would be happy to visit with you individually and/or provide you with contact information of past participants. With feed cost at record levels, 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 \$30, AFTER SEPTEMBER 15 \$35/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 until their most optimal profit potential during March-July. For more information contact Mike Baker, Cornell Beef Specialist [mjb28@cornell.edu](mailto:mjb28@cornell.edu), 607-255-5923.

- b) *Empire Heifer Development Program – EARLY BIRD ENROLLMENT BY SEPTEMBER 15 \$30, AFTER SEPTEMBER 15 \$35/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 November. 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 Mike Baker, Cornell Beef Specialist [mjb28@cornell.edu](mailto:mjb28@cornell.edu), 607-255-5923.

- c) *Cornell Beef Replacement Sale – Consignments due September 15.*

Purpose: To 1) add value to quality bred commercial and purebred females 2) supply a source of high quality commercial and purebred replacement cattle bred to calving appropriate bulls and 3) provide an opportunity for Cornell undergraduate students to gain real world experience through organizing and facilitating a beef cattle sale. Sale date is October 24, 2009. For more information, contact Mike Baker, Cornell Beef Specialist [mjb28@cornell.edu](mailto:mjb28@cornell.edu), 607-255-5923.

- d) *NY Beef Producers Central Bull Test and Sale-Nominations due by September 15.*

Purpose: To 1) compare individual performance of potential herd sires, 2) provide an opportunity for seedstock producers to market individual bulls, 3) provide a source of bulls for commercial and seedstock herds and 4) provide an educational opportunity for sellers and buyers alike. Bulls are accepted in November. Eligible bulls are sold in April. For more information contact Bull Test Managers Jason TenEyck at 315-246-1359 or Jim Brown at 315-549-8318.

Sincerely,

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