

What some producers
are saying about the OSU
Beef Cattle Manual...

*"One of the best manuals I have."
"Fantastic learning
tool for anyone."*

Why are producers so high on it? The manual covers a wealth of topics from herd health to beef nutrition to marketing in an easy-to-read format. Objective, research based information is the basis for recommendations. Full-color pictures add depth to the discussion of topics such as Body Condition Score. Tables and graphs also add detail, for instance, providing quick references to nutrient requirements of beef cattle of different sizes and genders. At the end of each chapter, references to research are provided along with Web site links.



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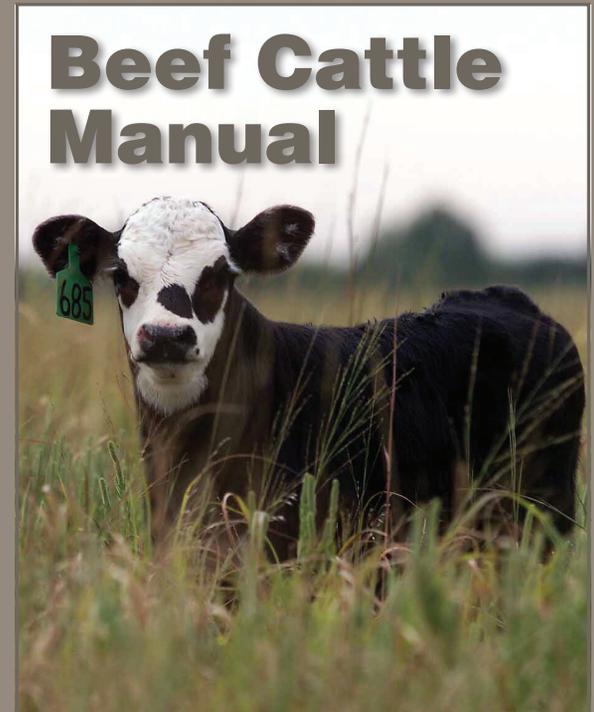
Agricultural Economics
115 Ag Hall
Stillwater, OK 74078

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Chapters in the manual include:

*Beef Industry Overview for Oklahoma
Beef Industry Issues and the Future
Ranch Business Planning and Management
Analyzing Financial and Production Performance
Leasing Arrangements in a Beef Cattle Enterprise
Business Organization and Tax Considerations
Economic Considerations in Disaster Management
Livestock and Forage Insurance Options
Beef Cow-calf Marketing
Value-Added Marketing Opportunities
Grazing Management
Hay Production, Storage and Feeding
Small Grain Forage Management
Fire and Livestock Production
The Ruminant Animal
Nutrient Requirements of Beef Cattle
Nutritive Value of Feeds
Alternative Feeds
Vitamin and Mineral Nutrition of Grazing Cattle
Body Condition Scoring of Cows
Supplementing Beef Cows
Supplementing and Feeding Calves and Stocker Cattle
Supplementation of Stocker Cattle on Small Grain Forage
Preconditioning Nutrition and Management
Performance Recording Guidelines
Expected Progeny Differences
Management of Effective Mating and Crossbreeding Systems
Genetics in the Genomics Era
Development of Replacement Beef Heifers
Management Considerations for Bulls
Synchronizing Heats in Beef Cows and Heifers
Artificial Insemination
Embryo Transfer
Choosing a Calving Season
Calving Time Management for Beef Cows and Heifers
Herd Health
Internal Parasite Control
External Parasites on Beef Cattle
Implants and Their Use in Beef Cattle Production
Cattle Handling and Working Facilities Design
Waste Management
Biosecurity
Livestock Mortality Management
Beef Grading Standards
Beef Quality Assurance
Gestation Table*



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and Natural Resources

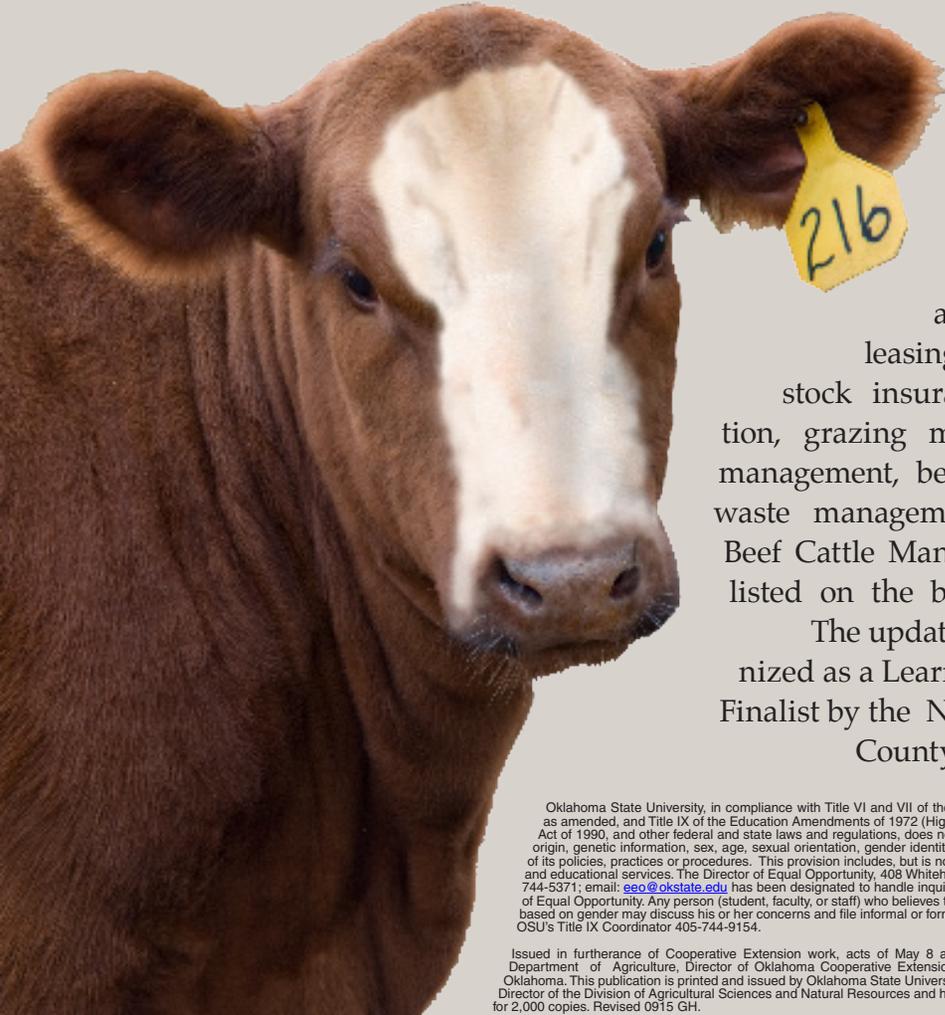
Oklahoma State University



agecon.okstate.edu/cattleman/index.asp

The Beef Cattle Manual is a key information resource for not only beef cattle producers, but also agriculture students, Extension professionals, veterinarians and many others associated with the beef cattle industry. Participants in the OSU Master Cattleman Program use the manual as their educational curriculum and for the producer certification process (see agecon.okstate.edu/cattleman for more information). And, the Manual is being used as a textbook in classes in Oklahoma and surrounding states.

This comprehensive Beef Cattle Manual was developed by an interdisciplinary team of OSU state specialists, area specialists and other professionals from agricultural economics, animal science, biosystems and agricultural engineering, entomology and plant pathology, natural resource ecology and management, plant and soil sciences and veterinary medicine. Basic animal production topics—nutrition, breeding, genetics and herd health—are covered in depth.



In addition, the manual includes information on the demographics of the Oklahoma beef industry, economics, marketing and risk management, leasing arrangements, livestock insurance, forage production, grazing management, drought management, beef quality assurance, waste management and biosecurity. Beef Cattle Manual chapter titles are listed on the back of the brochure. The updated manual was recognized as a Learning Module National Finalist by the National Association of County Agricultural Agents.

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Please order online for most prompt delivery from our Web site at <http://agecon.okstate.edu/cattleman/order.asp>. You may also send the following information to the OSU Animal Science Department, and you will be invoiced for the cost of the manual and standard shipping rates. Call 405-744-6060 for additional ordering information.

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