



beefSD Class 4: 2018-2020 Program Description and Application

beefSD is an intensive educational program designed to take participants to the next level in beef production. Participation in the beefSD program is an excellent opportunity for beginning producers to increase knowledge and understanding of all aspects of the beef industry. All are welcome to apply, but preference will be given to applicants who have been ranching for 10 years or less of their adult life. Consider that beginning after formal education (i.e. high school/post secondary) and when you began making management decisions. If not currently involved in beef production, participants must clearly define a plan for future involvement.

Program Overview

- Applicants must complete and submit the attached application by July 20, 2018
- Up to 20 operations will be selected based on the completed application and a webinar interview. It is strongly encouraged that husbands and wives, siblings or direct family members apply as one operation. Both individuals from an operation must participate in all meetings and activities. Complete the application with both participant's information. Please note children are not allowed at meetings.
- Workshops and other activities will take place throughout the state. Participants will provide their own transportation to most in-state events. Other expenses associated with the meetings (motels and meals) will be covered by beefSD.
- Participants will make a two-year commitment to attend all required events and will take an active role in all program components.
- The program is funded through grants, gifts, and sponsoring organizations. The total investment by the program is \$17,000 per person. There is a registration fee of \$1,000 for an individual or \$1,500 per operation to help cover costs of administering the program. It is to be paid upon acceptance into the program. Participants are encouraged to request sponsorship from local businesses (e.g. bank) or organizations to cover a portion of the registration fee.
- Applications can be handwritten or completed in the fillable PDF.
- The application can be submitted by mail or email to Ken Olson at: SDSU WRAC, 1905 Plaza Blvd, Rapid City, SD 57702 or kenneth.olson@sdstate.edu

There are 6 major components of the beefSD program:

1. Interactive workshops
2. Case studies of successful beef enterprises
3. Web-based interaction
4. Mentoring
5. Travel study trips
6. Post-weaning calf performance evaluation

Please read through the following explanations of each component and the expectations of the participants.

Interactive Workshops

Typically, workshops will consist of a two-day meeting that includes classroom instruction. Four of these meetings will also include a ranch case study. Meetings will generally start mid-morning on the first day and include an overnight stay. The meeting will conclude by 4:00 p.m. the second day. Classroom instruction will cover livestock production, natural resource management, marketing, leadership, human, financial and legal risk management tools. Additional face-to-face meetings will specifically focus on marketing, estate and transition planning, carcass and meat quality, and grazing management.

Case Studies of Successful Beef Enterprises

Four instructional workshops will include ranch case studies. Successful beef producers will serve as case study coaches, provide tours of their operations and lead discussions about ranch history, management philosophy, and decision-making criteria. Examples of the four production systems that will be studied are: retained ownership to slaughter, seedstock production, grazing management and grass-fed, and alternative enterprises.

Web-Based Interaction

Throughout this program, participants will interact on webinars and other web-based networking activities. Participants are required to have their own computer with high-speed internet access. At times, participants may be asked to bring a laptop to class. Also, a private Facebook group limited to participants, program team and mentors will allow for an informal exchange of ideas.

Mentoring

Mentoring relationships with established ranchers and other advisors will be key to beginning rancher success during this project. Mentoring relationships will be developed with case study coaches, other successful established ranchers, agricultural industry professionals and peer mentors led by beefSD alumni. These personal relationships will be established during instructional workshops, individual consultation, exchange of information through web-based technology and during travel study trips. Participants can opt to host ranch visits that will focus on conducting a baseline inventory of their resources, determining goals and identifying potential options to improve profitability. Participants will receive assistance in forming and utilizing a management team. Through the formal classroom process, participants will be introduced to potential people to add to their team, as well as ideas of key team members who could meet specific needs.

Travel Study Trips

Two trips will be conducted to expand knowledge of the entire U.S. beef cattle industry. **Lack of involvement in the other components of the program may disqualify participants from the out-of-state trips.** The first trip will focus on post-weaning production and will include four stops in Nebraska, Kansas, and Colorado. It will emphasize the size and scope of the cattle industry. Four stops may include large commercial feedlots, a processing plant, a replacement heifer development enterprise, Cattlemen's Beef Board Culinary Kitchen and meetings with cattle industry representatives.

The second trip will focus on beef marketing and merchandising in a major urban city. Participants will be exposed to local purchasing opportunities of large city consumers including alternative product markets (grass-fed, natural, organic, and prime-grade restaurant trade). Tour

stops may include an urban grocery store, a local meat wholesaler, a local farmer’s market, an import/export marketer, and an upscale white tablecloth restaurant.

Post-Weaning Calf Performance Evaluation

Understanding your cattle’s post weaning performance is critical to making management decisions based on that information. Each beginning rancher participant is encouraged to place up to five calves into a post-weaning performance evaluation program. Participants will receive feeding performance, economic response, and carcass data on their cattle.

Tentative Timeline

Sep. 20, 2018	1-Day Introduction Workshop
Nov. 2018	2-Day Workshop - Case Study
Jan. 2019	BEEF 2020
Winter 2019	2-Day Workshop- Marketing
Summer 2019	2-Day Workshop - Estate Transition
	2-Day Workshop - Case Study
	Trip #1
Fall 2020	Grazing School
	2-Day Workshop - Case Study
	Calves delivered to Post Weaning Calf Performance Evaluation
Winter 2020	2-Day Workshop- Legislative and Regulatory Engagement
Summer 2020	2 Day Workshop - Case Study
	Trip #2 to Major Urban Center
Fall 2020	2-Day Final Workshop

If you have questions after reading this information, please contact one of the following:

Name	Title	Phone	Email
Ken Olson	Extension Beef Specialist	605-394-2236	Kenneth.Olson@sdstate.edu
Stacy Hadrick	beefSD Coordinator	605-347-1195	Stacy.Hadrick@sdstate.edu
Adele Harty	Cow/Calf Field Specialist	605-394-1722	Adele.Harty@sdstate.edu
Robin Salverson	Cow/Calf Field Specialist	605-374-4177	Robin.Salverson@sdstate.edu
Amanda Blair	Extension Meats Specialist	605-394-2236	Amanda.Blair@sdstate.edu

beefSD Application for Class 4

Full Legal Name (include both participants if applying as a team)

Preferred to be called if different than given name: _____

Preferred to be called if different than given name: _____

Mailing Address _____

Email address _____

Phone _____

Phone _____

Birthdate _____

Birthdate _____

When considering your adult life, please indicate how many years you have been raising/managing beef cattle? _____

Are you active or retired military? Yes _____ No _____

Give a brief description of your past experiences in production agriculture (Example: worked as a youth, own livestock but work off the ranch, etc.).

Describe your current agricultural involvement. (For example, if you are currently ranching include size and scope of operation, have a job outside of ranching, etc?)

List your goals for the next 5 years and 10 years. (Please be specific and include both personal and business goals).

List 3 things you expect to gain from this experience.

List people with whom you currently consult before making management decisions. (e.g., accountant, banker, mentor, attorney, etc.)

List 2 personal references (with contact information) that would be willing to describe your involvement in and commitment to the beef cattle industry for our application review process.

By signing this application, you commit to:

- Participating in the full two-year program
- Attending meetings and participating in travel trips
- Responding to communication from leadership team in a timely manner
- Participating in web-based programs which requires high-speed internet access
- Completing all expectations of the program (developing written management plans, forming a management team, homework assignments, etc.)

The beefSD program represents a significant commitment for each participant; however, feedback from beefSD alumni indicate the benefits are well worth the investment. In turn, a substantial amount of resources have been invested in the program to ensure that the program meets stated goals.

Signature_____ Date_____

Signature_____ Date_____

This program is sponsored in part by the following:



United States Department of Agriculture
National Institute of Food and Agriculture



South Dakota State University, South Dakota counties, and USDA cooperating. South Dakota State University adheres to AA/EEO guidelines in offering educational programs and services.