

Making a Difference

2020 Baylor County – Wheat and Beef Cattle Production

In- Depth Program Summary

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Relevance

The market value for agriculture products is over 44 million dollars in Baylor County with an average farm size of 1,963 acres. Beef cattle and wheat account for over 90% of that value. In the 2019-2020 year, 114,300 acres of wheat were planted, and 57,000 cattle were reported by the NASS. The Wheat and Beef Cattle Program was developed with the focus of providing our cattleman and farmers with cutting edge knowledge that will enable them to manage risk, access trending technology and become familiar with changing laws and regulations. The large majority of the field crop production is conducted as a dryland enterprise, thus, more susceptible to drought and climatic irregularities. Profitability is affected directly for all producers by market/price changes. The strategic planning efforts along with county- based PACs continue to reinforce crop production programs as a high priority promoting the use of new technology, improved varieties, use of best management practices and environmentally sound options allowing enterprises to be economically sustainable.

Response

COVID-19 had a very big impact this year in terms of programming and committee meetings. A committee of ten local farmers, ranchers, and Ag. Industry personnel was formed and met once in person in 2020 and communicated multiple times through text messages and phone calls due to health safety of the members. Through the leadership of the Ag. Advisory Program Area Committee in Baylor County, the Wheat and Beef Cattle Program was designed to target trending issues and topics that affect our producers, their margins and their everyday production decisions. Various educational methods were used to provide information to our local population.

- Committee assisted with Ag. Increment reporting
- Committee discussed county Ag. issues, program topics and result demonstration ideas.

- Various Press Releases to local newspaper (1900 subscribers)
- Multi-County small grain and forage result demonstration plot
- Provided 1 hour of Laws / Regulations to the NRCS Planning Committee (Jan. 2020) (6 attended)
- Email blasts of critical and timely information to help replace information from in-person meetings (Various dates 2020) (42 recipients)
- Weekly crop reporting.
- Prepared and posted social media posts pertaining to wheat and beef cattle (Various dates 2020) (169 followers)
- Served as a board member of the Baylor County Farm Bureau and utilized them as a contributor to Extension programming.

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"The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating"

Results

Due to COVID restrictions and the impact on programming, the ability to reach the clientele that utilized the result demonstration would cause too many inaccuracies in reporting for 2020.

Economic Impact

Due to COVID restrictions and the impact on programming an economic impact valuation was not determined accurately in 2020.

Summary

The Wheat and Beef Cattle Production Program was a vital part of the Texas A&M Agrilife Extension Service in Baylor County from both an educational and economic standpoint. Our positive feedback and advice from our Agriculture Advisory Board and the Futures Forum indicate that both similar program planning and emerging issues are necessary and that this will continue as an educational resource in 2021.

Acknowledgements

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V A L U E

Crop and Forage Production Education

Texas A&M AgriLife Extension Service programs targeted to producers of crops and forages are increasing profitability and productivity of farmers, thereby helping to build and sustain rural economies and support jobs.

EXTENDING KNOWLEDGE
Providing Solutions