

YOUR INVESTMENT AT WORK



The N.C. Cattle Industry Referendum in 2009 reinstated the NC Cattle Industry Assessment. The funds may be invested in five categories: youth, promotion, issues management, research, & education.

The ability to support programs that will help large numbers of cattle farmers and their families remain on the family farm and give them the tools to help defend animal agriculture in N. Carolina is a primary focus of the approved funding for the Assessment investments.



Eastern Livestock School supported by NC Cattle Industry Assessment.



Farm Animal Days which was supported by NC Cattle Industry Assessment at the NCSU Beef Unit and helped tell the beef story to over 10,000 children.

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HIGHLIGHTS OF BEEF INDUSTRY PROGRAMS -SUPPORTED BY THE- NORTH CAROLINA CATTLE INDUSTRY ASSESSMENT

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N.C. CATTLE INDUSTRY ASSESSMENT



Youth

Youth Beef Industry Tour—Youth from across the state visit operations representing all aspects of the beef industry in NC.

Youth Beef Quality Assurance – Training our youth to use proper BQA techniques to help us assure our customers of the safety of the beef we sell.

Skillathon, Livestock Schools, 4-H, FFA, & Livestock Judging- Support contests throughout the state & regionally to assist youth in skills necessary to cattle production and assist the NCSU 4H Skillathon team as they compete nationally.

Leadership Development- Supports 2 interns to assist with duties of the NCCA & Beef Council. Both of the interns will attend the School of Vet Medicine as Food Animal Scholars & more effectively help the cattlemen they will serve. Additionally, sponsor 3 college scholarships.

NC Jr Beef Roundup-Sponsor & coordinate the show, edu. programs & contests.

Research

Funded research in: feed efficiency, forage yield, quality and management. Also, grazing stockpiled fescue and determining need to supplement. Predicting intake in grazing cattle to allow for more efficient management of cattle and forage. Relationship of performance and hair shedding, as well as artificial insemination synchronization comparison.

Education

Workshops- field days and area educational conferences to help farmers improve management to make or save more money, be more efficient, learn better techniques for managing their cattle and being good stewards of the land.

Women's workshops (2) -to assist the growing number of women who are involved in the day to day operation of their cattle farms. Funded the following workshops that are currently in progress: Improve NC beef cattle through artificial insemination, genetic selection, mineral supplementation, forage booth at NCCA conf., develop regional county cattlemen's edu., low stress handling.



Promotion

Support Farm Animal Days reaching >10,000 kids
Assisted the NC Beef Council with promotion of beef and the cattle industry at numerous trade shows including: So. Farm Show, Got to be NC Fest., So. Women's show, NC State Fair, & Farm City Weeks across the state.



Issues Management

Have a constant presence at the NC Legislature to help protect cattle farmers rights.

This includes working to protect private property rights, water rights and to protect farmers' ability to raise cattle according to scientific, time proven management practices without burdensome regulations brought on by animal rights activists with little knowledge of the industry.

Work with other commodity groups to sponsor Livestock Legislative Day to inform legislators about the importance of animal agriculture.

Support and help fund the NC Animal Agriculture Coalition to help defend against animal rights activist groups intrusion into production methods.

Provided meals & assistance for tornado victims and emergency workers including cattlemen across the state.