

eBEEF Newsletter

No. 7: September 2021



What's happening with eBEEF?

Since the last newsletter (July 2018), we have been through a pandemic and several other interesting things, but obviously we have not kept up with writing newsletters; our apologies. During our hiatus we have made some team member changes, given multiple presentations in association with National Cattlemen's Beef Association (NCBA) and Beef Improvement Federation (BIF), and recently published the third edition of the NBCEC Sire Selection Manual and additional factsheets. The eBEEF team was recently honored by BIF with the Ambassador Award which recognizes individuals or groups that promote beef improvement through their publications. Additionally, team member Dr. Alison Van Eenennaam was awarded BIF's Pioneer Award which recognizes individuals that have made major contributions to the beef industry. We will attempt to be more timely with our newsletters and we continue to update and expand the website so please inform your friends, neighbors and clients about the site and encourage them to explore the many available resources. As a reminder, all of the information on the website is meant for the public and we encourage its duplication and usage. We are continually trying to expand our library of videos that deal with frequently asked questions (FAQs), conference videos and tools; your ideas and suggestions are certainly welcome!

In this newsletter you will find:

- New Member
- Fact sheet update
- NBCEC Sire Selection Manual
- Video update
- Beef Improvement Federation Review

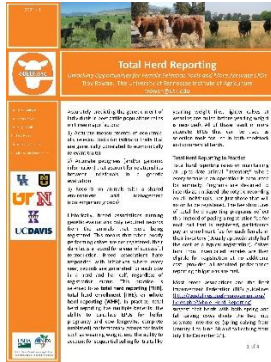
Welcome to the Team!

The eBEEF team would like to welcome a new member, Dr. Troy Rowan of the University of Tennessee. Troy is an Assistant Professor and state extension specialist at the University of Tennessee Institute of Agriculture Genomics Center for the Advancement of Agriculture. He is a native of Southwest Iowa where he grew up on a small Charolais seedstock operation. He received a Bachelor's degree in Biology in 2016 from Creighton University in Omaha, NE. He attended Creighton with the intent of attending medical school but was quickly bit by the "research bug" and felt a strong pull back to the beef industry. Upon graduation, he began work on his Ph.D. at the University of Missouri with Dr. Jared Decker. There his work focused on mapping genetic variants under artificial selection or involved in local adaptation in beef cattle. Troy graduated in December of 2020 and started in his current role at the beginning of 2021.

At the University of Tennessee, Dr. Rowan holds dual appointments in the Department of Animal Science and in the College of Veterinary Medicine's Large Animal Clinical Sciences Department. Troy is excited about using his Research/Extension appointment to conduct applied beef cattle genomics research that delivers outcomes directly to the beef industry. He is especially interested in local adaptation, heterosis, novel phenotype creation, and genetic approaches to increasing beef cattle sustainability. His extension programming focuses on "big picture" breeding strategies for commercial producers: from developing

breeding goals to crossbreeding to effectively using EPDs & economic selection indexes. The eBEEF team is excited to have Dr. Rowan join us and he has already proven to be a valuable resource by authoring two new factsheets and contributing an invited presentation at the Beef Improvement Federation Research Symposium and Convention. Welcome Troy!

Factsheets



We have added two new factsheets to our library, bringing the total number of available fact sheets to 31. The latest fact sheets were written by our newest team member Dr. Troy Rowan of the University of Tennessee. The first is Total Herd Reporting

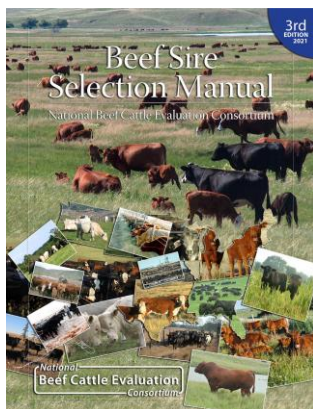
https://eb beef.ucdavis.edu/sites/g/files/dgvnsk7331/files/inline-files/2021-1_Total_Herd_Reporting.pdf

and it addresses the benefits of whole herd reporting and some suggestions on how it should be implemented. The second new factsheet is Foot and Leg Traits

https://eb beef.ucdavis.edu/sites/g/files/dgvnsk7331/files/inline-files/2021-2_Foot_and_Leg_Trait_EPDS.pdf

. In this factsheet Dr. Rowan discusses the importance of structural traits, the initial endeavor by breed associations to compute EPD for several structural traits and what may be expected in the future.

NBCEC Beef Sire Selection Manual



The eBEEF team has just completed and published the third edition of the NBCEC Beef Sire Selection Manual. The manual is available at <https://eb beef.ucdavis.edu/2021-nbcec-beef-cattle-sire-selection-manual> and is a comprehensive work on all aspects of beef sire selection. The manual covers topics from basic genetics to utilizing EPD in selection decisions and taking advantage of crossbreeding to

incorporating genomics information into genetic evaluations. It is written for an audience of beef producers and for beef educators that want a thorough understanding of beef genetics. A limited number of copies are available to beef educators for undergraduate or Extension purposes; contact Darrh Bullock (dbullock@uky.edu) if you would like some for these purposes.

Videos



We currently have 165 videos of various formats in our YouTube library. These include answers to FAQs, introductions to factsheets, extension educational presentations and scientific presentations. These videos can be found at: https://www.youtube.com/channel/UCw8zZL_EaBRC6Pa-4V0OYrA/videos.

Beef Improvement Federation Summary



The 2021 BIF meetings were recently held in Des Moines, IA with 400 people in attendance. This year's meeting was the 53rd annual BIF Research Symposium and Convention. The full program and recordings of the presentations can be found at <https://beefimprovement.org/symposium/2021-symposium/2021-bif-symposium-presentation-archive>. Several of the eBEEF team were presenters at the symposium including Drs. Rowan, Spangler, Van Eenennaam, Decker and Weaber. The eBEEF team was also awarded the Ambassador Award for our efforts in educating beef producers on issues important to the Beef Improvement Federation and Dr. Van Eenennaam was awarded BIF's highest honor by being selected to receive the Pioneer Award (<https://beefimprovement.org/symposium/2021-symposium/2021-awards>). The 2022 BIF Convention and Research Symposium will be June 1-4 in Las Cruces, New Mexico.

More

Additional information continues to be added to the website so please come back often and see what is new!