
OSU EXTENSION

Oklahoma Quality Beef Network 2014

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OKLAHOMA COOPERATIVE EXTENSION SERVICE

The Oklahoma Quality Beef Network (OQBN) was established to aid producers in taking advantage of “value added” marketing opportunities in Oklahoma. To be able to accomplish this mission a clear line of communication is needed for all segments of the beef industry. OQBN is that communication system and it also is an educational tool where all cattle producers can learn what effects their price at marketing and how their cattle need to perform from pasture to plate.



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One clear message cattle buyers have been sending for many, many years is that health of cattle when leaving the ranch effects the industry as a whole. In fact, in 2001 it is estimated that Bovine Respiratory Disease costs the industry \$800-900 million annually. To help combat that huge loss, OQBN started a Vac-45 program for cattle that have been weaned and well managed for 45 days or longer; (visit <http://www.oqbn.okstate.edu/> for specific requirements). These calves are then third party verified on the ranch before shipment.

In 2014 OQBN enrolled over 6,400 calves selling both at auction and private treaty, increasing enrollments by 16 percent over 2013. Several livestock markets hosted OQBN verified sales selling almost 4,300 head at those verified sales across Oklahoma. Records were recorded on 10,079 calves being sold at auction including the 4,300 OQBN verified calves. The premium for 2014 was \$18.99/cwt for all OQBN calves as compared to non-pre-conditioned cattle.

For additional information or questions about the Oklahoma Quality Beef Network, contact your local OSU Extension Office or Gant Mourer, OQBN Coordinator at 405-744-6060 or at gantm@okstate.edu. Additional information may also be found at www.oqbn.okstate.edu.