

Student Booklet

Name: _____ Date: _____

1. Producer/Farmer: The farmers own what is known as a cow-calf operation. In this type of operation, the manager will breed their herd of females and calves out baby cattle. This is where Steve and Moolissa are born! The farmer will raise the calves until they are ready for the next segment of the industry. There are two types of producers/farmers: Commercial producers and seedstock producers. The commercial farmers provide the cattle that we primarily use for beef. These cattle are not registered, and will end up as meat for consumers. This is what Steve is going to be. Draw in the space below a picture of a cow and her calf at a commercial ranch. Seedstock producers provide registered cattle that have superb genetics. These cattle are the best of the best: they look great and they have a gentle temperament. Kids in FFA and 4-H for shows buy most of these cattle. Some of the cattle are given to the commercial producers so they have some good cattle too! This is what Moolissa will do. In the space below, draw cattle in a seedstock producer operation.

2. Stocker/ Backgrounder: After Steve and Moolissa say goodbye from their mothers, they are taken from the producer to the stocker/backgrounder. Here, the young cattle are put out on pasture to eat grass for a few months to grow big and strong before they head to the next segment of the industry. Once Moolissa gains weight, she will be bought back by a producer so she can be used as a breeding cow for the next generation of calves! Draw a picture of some cattle on pasture!

3. Feedlot At the feedlot: Steve will hang out in a large pen with a lot of other cattle for a few weeks. Here they are fed a high energy feed to put on fat before going to the next segment. This is what you usually see on the freeway on long road trips (although you usually smell it before you even see it!). Sometimes, if the cattle are big enough, they skip the stocker/backgrounder step entirely and come to the feedlot right after they are taken away from their mothers. Draw a picture of cattle in a feedlot!

4. Packer: Once Steve is big enough, he is taken from the feedlot to a packing facility. At the packer, cattle are made into beef that we eat. Draw a picture of a cow on the top of the arrow, and draw some of your favorite beef products under it!

5. Retailer/ Food Service: The retailer and food service industries will purchase beef from the packer and sell it to various customers. This includes you! Draw a picture of a customer buying beef product from a retailer or food service, which can include the grocery store, a fast food restaurant, or even the school cafeteria!

Teacher's Guide

1. Producer/ Farmer : The farmers own what is known as a cow-calf operation. In this type of operation, the manager will breed their herd of females and calve out baby cattle. This is where Steve and Moolissa are born! The farmer will raise the calves until they are ready for the next segment of the industry. There are two types of beef farmers: Commercial producers and seedstock producers. The commercial farmers provide the cattle that we primarily use for beef. These cattle are not registered, and will end up as meat for consumers. This is what Steve is going to be. Draw in the space below a picture of a cow and her calf at a commercial ranch. These cattle are the best of the best: they look great and they have a gentle temperament. Kids in FFA and 4-H for shows buy most of these cattle. Some of the cattle are given to the commercial producers so they have some good cattle too! This is what Moolissa will do. In the space below, draw cattle in a seedstock producer operation. This cow should be big and strong. It can be black, white, red, yellow, or spotted in any of those different colors. Remember that this cow is what Steve looks like.



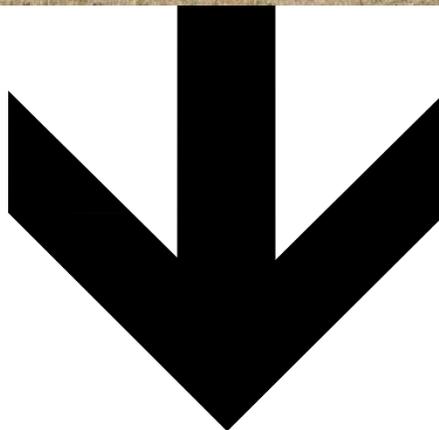
2. Stocker/ Backgrounder: After Steve and Moolissa say goodbye from their mothers, they are taken from the farmer to the stocker/backgrounder. Here, the young cattle are put out on pasture to eat grass for a few months to grow big and strong before they head to the next segment of the industry. Once Moolissa gains weight, she will be bought back by a farmer so she can be used as a breeding cow for the next generation of calves! Draw a picture of some cattle on pasture!

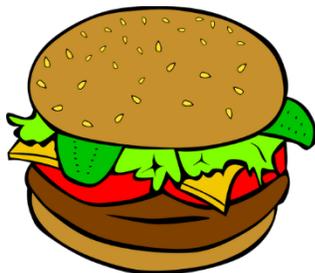


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