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**Sample FORMAT FOR ALL NACAA ABSTRACTS**

**Search for Excellence in Livestock Production**

**TURNING A PROFIT WITH BEEF CATTLE**

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The purpose of this educational program was to increase the individual profitability of the cow/calf producers in Mississippi. I accomplished this task by working with beef producers in identifying their effective production practices, diagnosing their inefficiencies in production, and prescribing corrective measures to ensure their maximum profitability through the optimum utilization of their farm resources. In order to achieve the overall goal of profitability, several smaller goals needed to be met. I utilized multiple program activities and teaching methods, recognizing that different producers learn in different ways. These educational activities included 129 newsletter/circular letters, 131 newspaper articles, and 135 group activities that reached 1,725 producers over the past three years. The producers participating in the program indicated the value of the information they gained from these educational activities in the form of savings or increased profits to their operations at over \$7.5 million. However, the increase in knowledge by these producers is a much more valuable indicator of its true success and effectiveness.