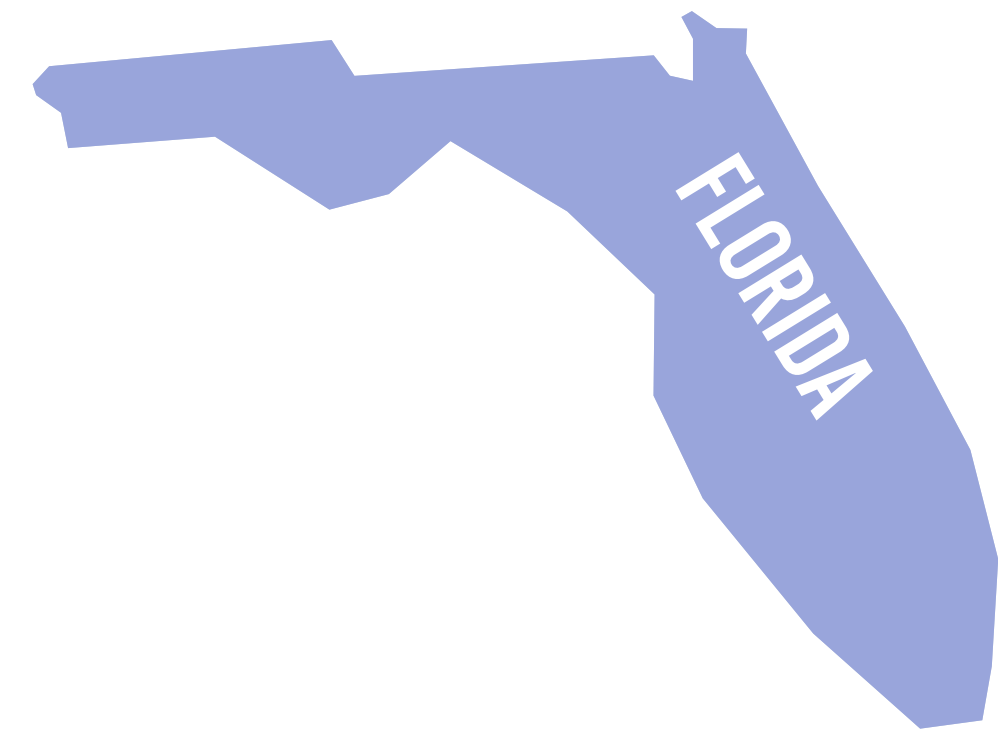


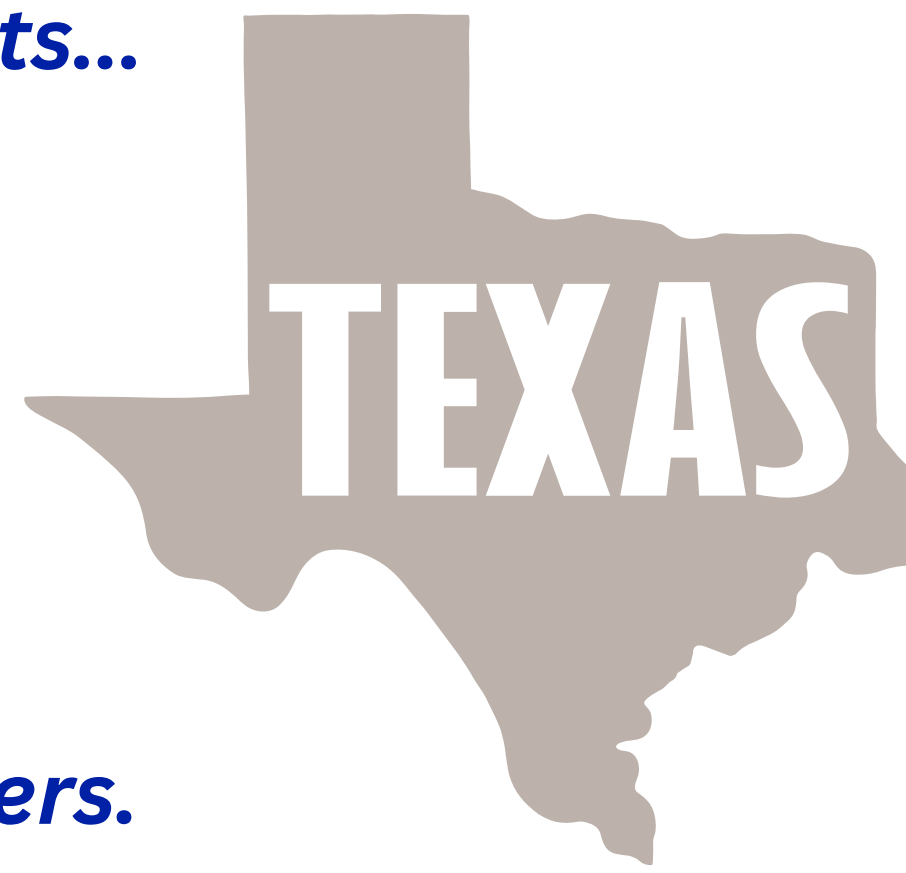
# How Professional Development in Texas turned into Program Development in Florida

Hannah Baker, h.baker@ufl.edu, State Specialized Agent - Beef & Forage Economics;  
A. Williams, allisonwilliams@ufl.edu, Small Farms & Alternative Enterprises Agent;  
B. Stice, bccarlis@ufl.edu, Livestock Agent;  
C. Kirby, ccarlson@ufl.edu, Livestock Agent

Set out to improve ourselves as agents...



...so we can better serve our producers.



## BACKGROUND

The South Florida Beef Forage Program (SFBFP) is a collaborative group of Extension agents & specialists that facilitates programs **focusing on the practical & economic importance of management & marketing strategies that influence a calf's success & value.**

To accurately provide information for producers, **agents need training & first-hand experiences to support the practices we teach.** Therefore, SFBFP developed a professional development opportunity to advance our credibility in teaching about calf management strategies.

## METHODS

Florida calves are primarily shipped to the Texas Panhandle due to the similar climate & weather conditions. The **2025 Educational Initiative** was planned through collaboration with Dr. Derrell Peel at Oklahoma State University to visit feedlots in the Texas Panhandle to enhance agent understanding of how **calf management influences a calf's value** at weaning. We set out to learn about what buyers are looking for when purchasing Florida cattle. **This direct, in-person approach created effective learning opportunities for both visual & auditory learners.**

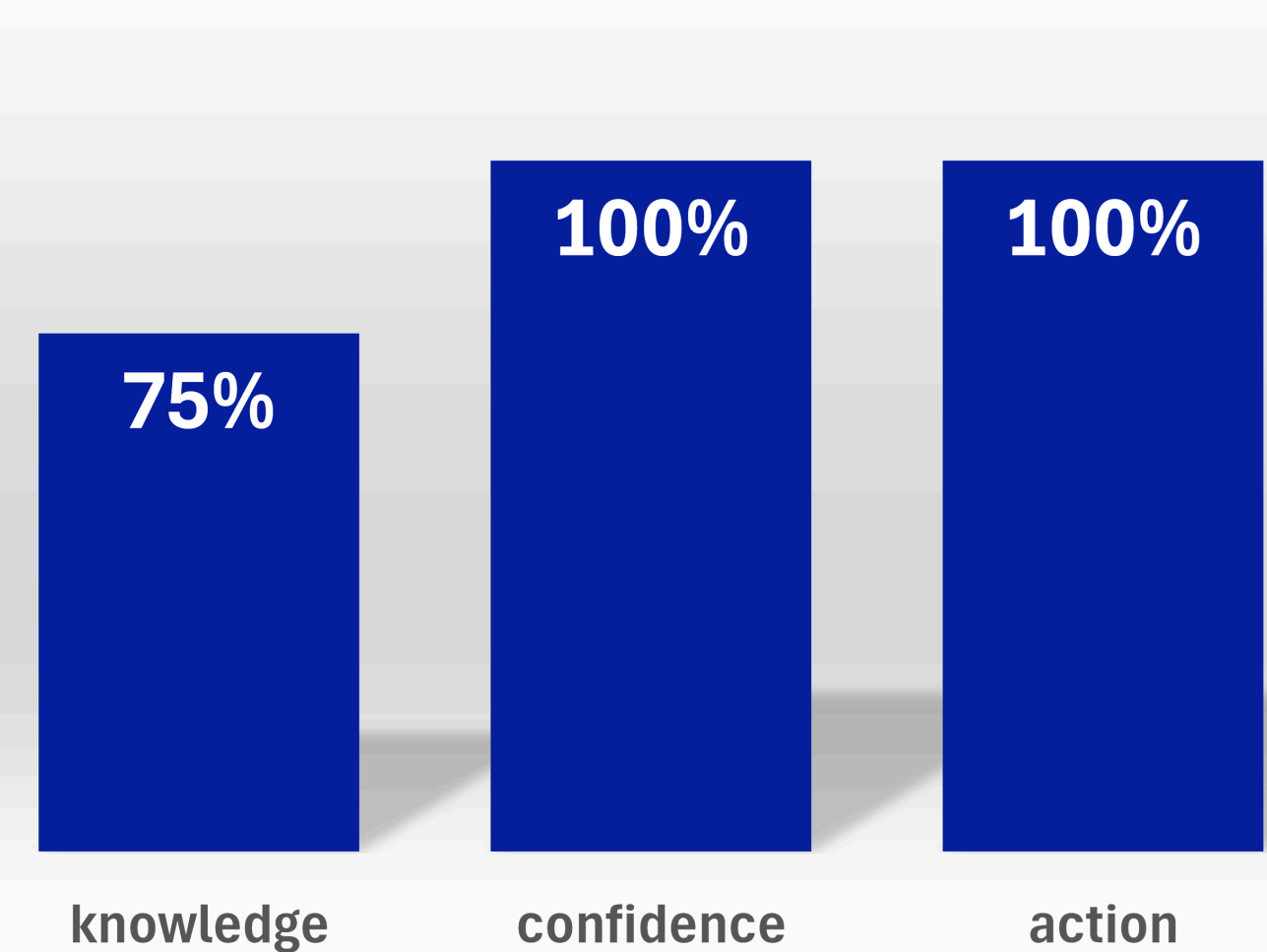
## OBJECTIVES



- 1) Strengthen agent knowledge** about the economical importance of intentional cow-calf management.
- 2) Explore regional challenges & strategies** involved with finishing Florida calves to better understand how cow-calf management influences a calf's success.
- 3) Build relationships** with buyers of Florida calves to foster relationships between IFAS Extension & Florida cattle producers.

## RESULTS

Livestock Agent Knowledge Gain, Confidence Increase, & Action Taken After the Initiative



Each agent indicated they would incorporate what they learned into future programming as they now

**feel more confident & equipped in teaching** about the economical importance of intentional cow-calf management.

### Practices taught to producers included:

- proper vaccination & health protocols
- marketing strategies for smaller producers
- building an operation's reputation for delivering high-quality calves

## CONCLUSION

### "Reputation & Relationship" - feedlot managers

There has been significant interest from Florida producers in learning more about what agents saw & heard from feedlot managers in the Texas Panhandle. The success of this **agent-focused initiative has led to the development of an annual, producer-focused initiative** to facilitate relationships between Florida producers & the buyers of their cattle.

Additionally, there will be reserved spots for five livestock Extension agents in Florida to **continue offering this professional development opportunity.**

This initiative is an example for other program areas, in & outside of Florida, of how a **professional development** activity designed by & for agents can enhance **program development** for clientele.

**The goal moving forward is to aid producers in building relationships with buyers in order to enhance management efficacy, marketing strategies, & the overall success of the Florida cattle & beef industries.**

**PRODUCER-FOCUSED INITIATIVE PLANNED FOR FALL 2026!**

online webinar for producers



feature articles in:  
The Florida Cattleman & Livestock Journal & the OSU Cowboy Journal



UF blog post

