



Integration of Virtual Programming into Beef Cattle Producer and Extension Agent Education

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INTRODUCTION

The capability to host workshops, seminars, field days, and other in-person events has historically been fundamental in demonstrating hands-on management techniques and fostering communication with livestock producers. However, when faced with the inability to hold these events during the COVID-19 pandemic, LSU AgCenter Livestock Specialists and Agents turned to alternative platforms to ensure continued interaction with producers and industry members. Onset of the pandemic created turmoil in many aspects of life, including the beef cattle industry and markets.

OBJECTIVES

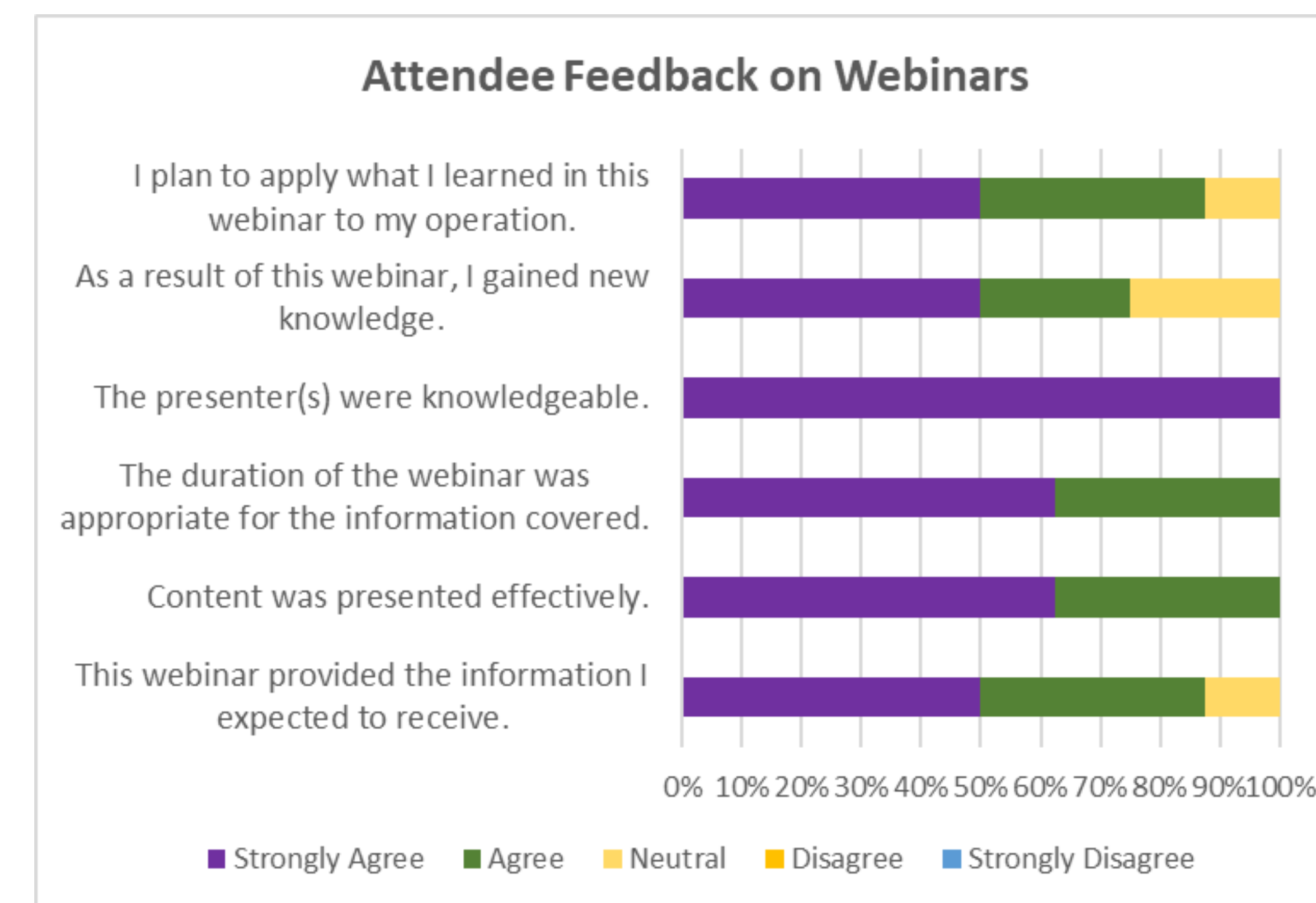
Bring information on management strategies to cattle producers during the instability caused by the COVID-19 pandemic through an initial live webinar, "Sustainability during Turbulent Markets".

Continue virtual programming through creation of the online Beef Brunch Educational Series to maintain engagement with and bring information on key management practices to producers, agents, and other industry professionals.

ATTENDEE ENGAGEMENT AND IMPACT

Webinar views through the Beef Brunch Educational Series website, LSU AgCenter – Livestock channel on YouTube, and podcast platforms range between 41 and 859 within one week, averaging 219 views.

Engagement in bi-weekly news updates through video and podcasts ranges from 29 to 381 views, averaging 95 views.



Sustainability During Turbulent Markets

BEEF BRUNCH
 EDUCATIONAL SERIES

APRIL 14, 2020 at 10:30 AM

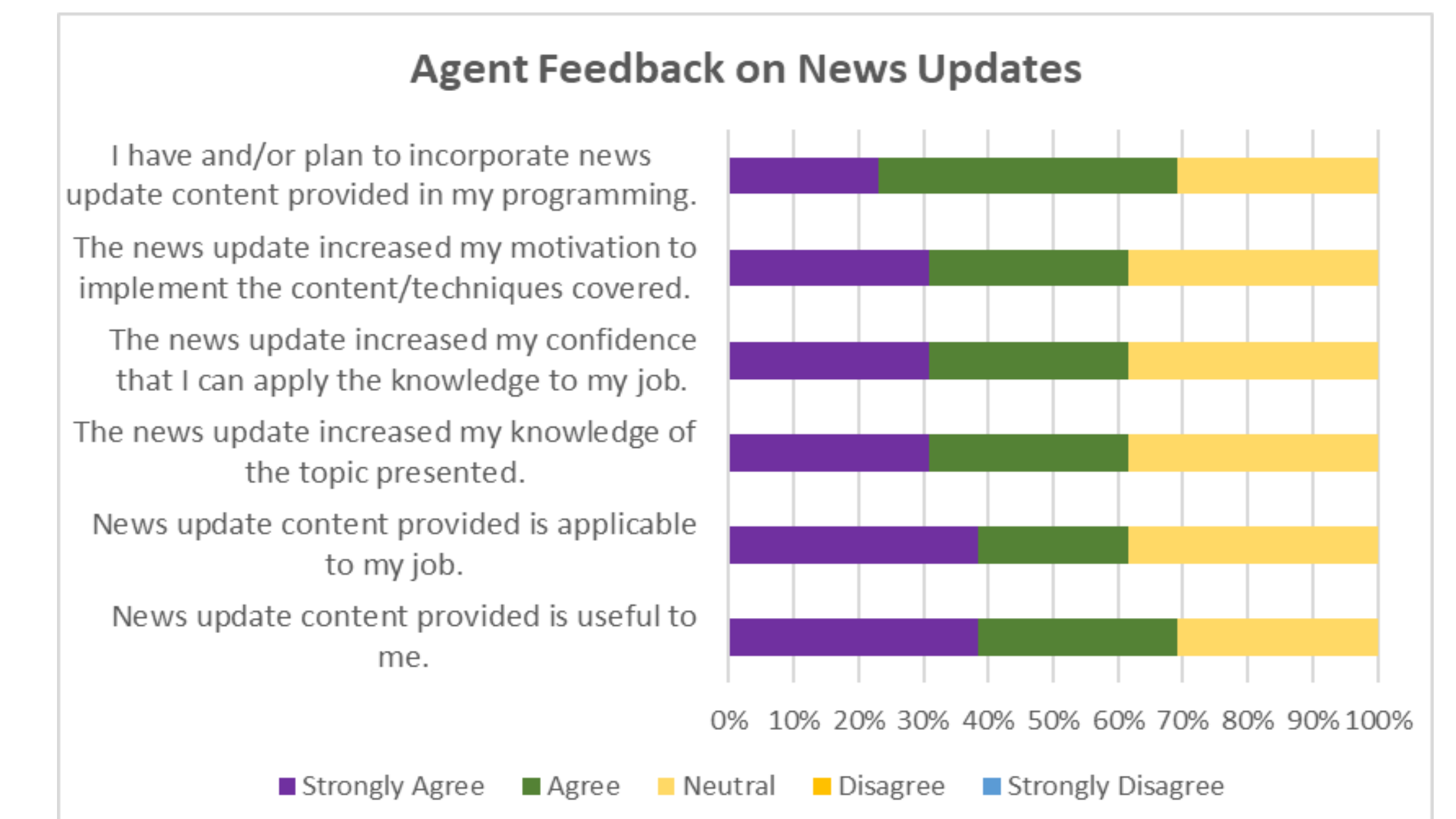
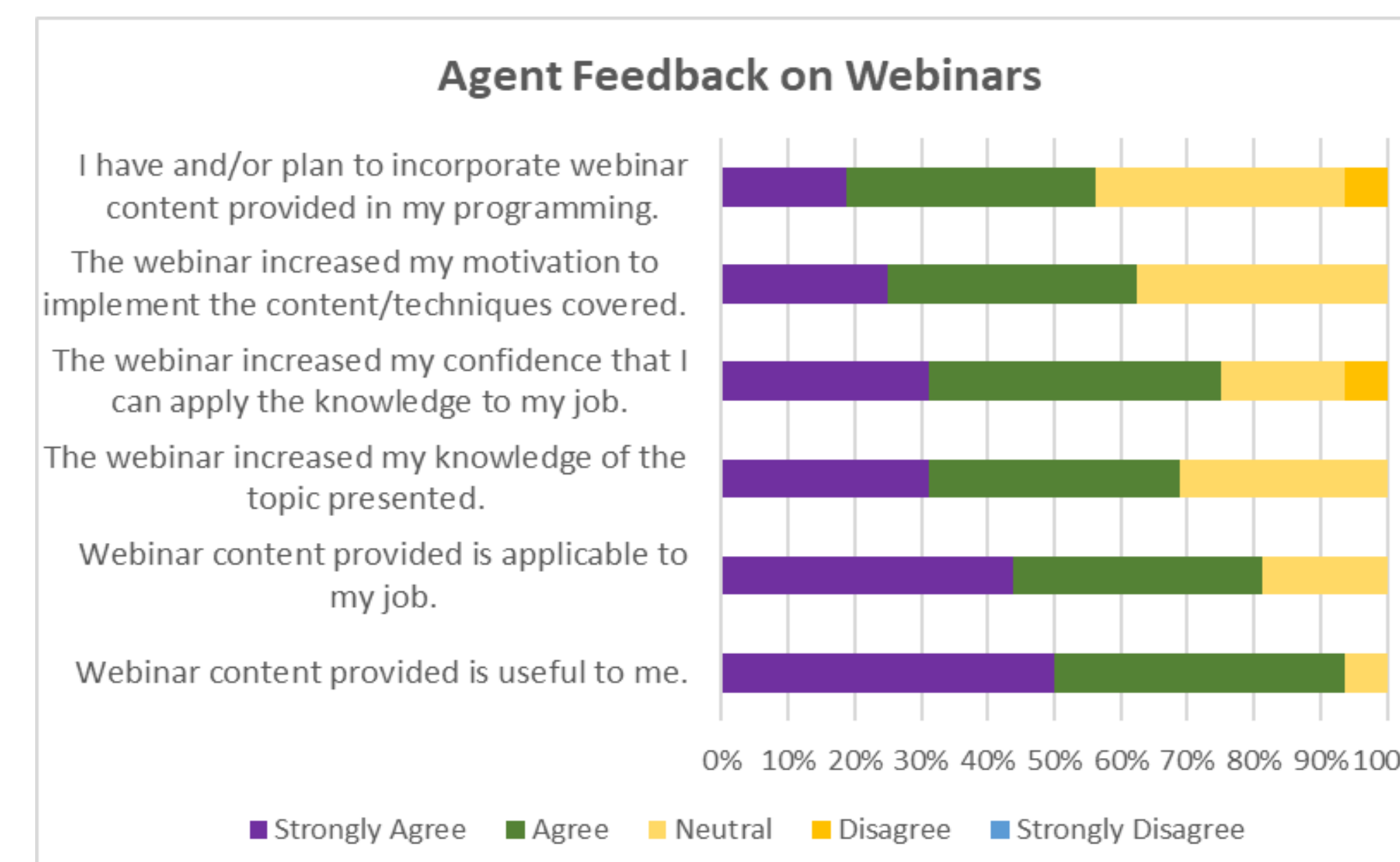
Hosted by LSU AgCenter Regional Livestock Agents:
 Jason Holmes, Lee Faulk, Vince Deshotel and Ashley Edwards



Notable quote: "Thank you very much for this webinar. We still have so much to learn and even if you hear something once, you really don't learn it well. Sometimes, for me it takes several times to really grasp it. You have inspired us to go out and recharge our back rubber now! I had to check in anonymously because that was the only way I could get it to work. But thanks again."

IMPACT ON AGENT TRAINING

Extension agents with livestock responsibilities throughout the state began acknowledging their continued participation and views of the monthly webinars and news updates. As a result, agents were surveyed to assess the usefulness of this program as a means of training and continued education.



PROGRAMMATIC METHODS

Live monthly webinars are hosted at 10:30 a.m. on the second Tuesday of each month, offering producers the opportunity to engage with the presenters. Webinar sessions are also recorded and distributed online.

Bi-weekly news updates featuring weather and pasture conditions, market outlooks, management tips, events, and current topics in the beef industry are released every other Monday at 10:30 a.m.

Online media platforms: LSU AgCenter website, LSU AgCenter-Livestock YouTube channel, and podcast platforms such as Apple, Google, and Spotify.

RESULTS AND FUTURE PROGRAMMING GOALS

Participation in both monthly webinars and bi-weekly news updates, as determined by video and podcast views, has steadily increased since the program's inception in April 2020. Recent release of the series in podcast form will likely result in a larger audience reach.

Overall response to the program from producers and other industry professionals through surveys and personal correspondence has been resoundingly positive. As a result, more topics are being planned for future monthly webinars and continuation of the news updates will occur to expand the Beef Brunch Educational Series.

Extension agents with livestock responsibilities throughout the state are also reaching to the program as a method of professional development. Feedback from agents will continue to be a critical component in evaluation and improvement of the program.

