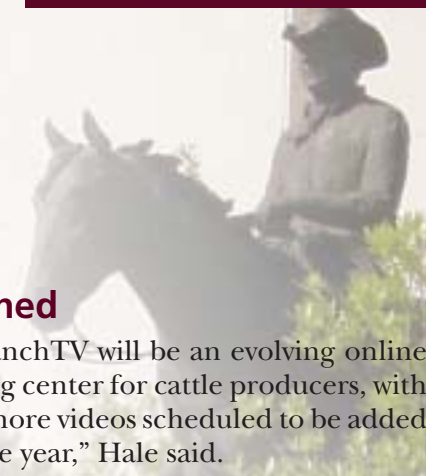


# Animal Science Weekly September 14, 2009



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## RanchTV educational Web site launched

COLLEGE STATION – The Texas AgriLife Extension Service has launched the RanchTV online learning center Web site to extend educational resource and information to beef cattle producers via the Internet.

The Web site, developed by Extension Meat Specialist Dr. Dan Hale with the help of Bryan Waters of Solutions by Waters, offers more than 150 short videos on beef cattle industry topics. The site can be reached at <http://ranchtv.org>.

“The goal of the online digital library is to provide cattle producers easy access to information that will help their bottom line and teach best management practices,” Hale said.

In 2009, the Meat Science and Beef Cattle Extension groups developed two online learning centers, Hale said.

“This was accomplished using video from past projects sponsored by the Texas Beef Council,” he said. “Both learning centers are part of a digital strategy to provide educational tools and resources to the over 100,000 cattle producers in the state of Texas, as well those across the United States.”

The beef quality and safety digital learning strategy includes a digital video library called RanchTV (RanchTV.org) and a series of online training courses packaged together at CowsenseU (CowsenseU.org).

The online Beef Quality Assurance training for the Texas Beef Quality Producer Program is the flagship course for CowsenseU, Hale said.

From low-stress cattle handling to food safety and grid marketing, RanchTV includes info about almost every aspect of beef production.

“RanchTV will be an evolving online learning center for cattle producers, with many more videos scheduled to be added over the year,” Hale said.



RanchTV topics include:

- Beef Quality Assurance.
- Carcass Grid Marketing & Meats.
- Cattle Evaluation.
- Cull Cow Management.
- Environment and Biosecurity.
- Food Safety.
- Health.
- Horses.
- Low-stress Handling of Livestock.
- Nutrition and Feeding.
- Ranch to Rail Program.
- Reproduction.
- Selection & Genetics.
- Transporting Cattle.
- Youth Beef Cattle Projects.

“It is the goal to continually add new videos on the latest issues facing the beef cattle industry,” Hale said.

The RanchTV online learning center was developed in part through the checkoff funds provided by the Texas Beef Council.

(Story written and provided by Texas AgriLife Communications.)



## Nobel Peace Prize Winner Dr. Norman E. Borlaug dies

COLLEGE STATION – Dr. Norman E. Borlaug, Nobel Peace Prize winner and Distinguished Professor of International Agriculture, died September 12, 2009. Dr. Borlaug received the 1970 Nobel Peace Prize for developing high-yielding, disease-resistant wheat used to prevent famine in developing countries throughout the world. Borlaug was Distinguished Professor of International Agriculture in the Department of Soil and Crop Science. His career was dedicated to using science to combat world hunger. A public memorial service will be held October 6, 2009, at 11 a.m. in Rudder Auditorium on the Texas A&M University campus in College Station. Visit <http://borlaug.tamu.edu/memorial.html> for additional details.

## Fit to Finish Show Cattle Camp scheduled for December

COLLEGE STATION – Learn the skills needed to create a champion at the first annual Fit to Finish Show Cattle Camp scheduled for December 12 and 13, 2009, in College Station. This camp is open to youth ages 8 to 18 and will emphasize clipping, fitting and grooming. Cost is \$175 per participant and \$75 per each adult attending. Application deadline is November 30, 2009. For more information, contact Paul Maulsby at <[beefcenter@tamu.edu](mailto:beefcenter@tamu.edu)>, visit <http://animalscience.tamu.edu/workshops/youth-workshops/index.htm>, or call 979-862-4736.



## Statewide 4-H Hippology Contest held

SCURRY – More than 150 people from 10 Texas counties attended the annual Statewide 4-H Hippology Contest to be tested on all things “horse.” The contest was held August 29, 2009, in Scurry, Texas, and was hosted by Dr. Brett Scott, AgriLife Extension Horse Specialist, Kaufman County 4-H Agent Carrie Sharp and Van Zandt County 4-H Agent Tommy Phillips. The contest included five parts: Station ID i.e. parts of the horse, breeds of horses, leg and face markings; a short exam; slide show quiz; one halter and one performance class; and one team question.

The hippology contest continues to be a very popular event for Texas 4-Hers and grow in size every year, Scott said. Currently, there is no district qualification for this contest and it is open to both junior and senior 4-Hers. For more information, please contact Dr. Scott at <[bdscott@ag.tamu.edu](mailto:bdscott@ag.tamu.edu)>.

## Upcoming events

**Department of Animal Science Special Seminar** (September 17, 2009 - 3 p.m. - Kleberg Faculty Lounge) - Dr. David Newman will present “*Creating Future Leadership in the Global Meat and Livestock Industry.*” Dr. Newman is a postdoctoral research fellow and swine extension specialist in the Department of Animal Sciences at North Dakota State University. He is a candidate for a meat science faculty position in the Department of Animal Science.

**Department of Animal Science Seminar** (September 23, 2009 - 11:30 a.m. - Kleberg Faculty Lounge) - Dr. Valerie Balester, Texas A&M University Writing Center, will present “*Dealing with Plagiarism.*” Lunch will be served. Please RSVP to Dr. Tryon Wickersham <[tryon@tamu.edu](mailto:tryon@tamu.edu)> no later than Friday, September 18 to reserve a lunch.

**2009 Aggiefest Livestock Judging Contest** (November 7, 2009) - For more information, please contact Mr. Jake Franke <[jfranke@tamu.edu](mailto:jfranke@tamu.edu)> at 979-846-7616.

**2009 Aggiefest Horse Judging Workshop** (November 7, 2009) - For more information, please contact Dr. Dennis Sigler <[dsigler@tamu.edu](mailto:dsigler@tamu.edu)> at 979-845-1652.

**Fit to Finish Show Cattle Camp** (December 12 and 13, 2009) - For more information, please contact Paul Maulsby <[beefcenter@tamu.edu](mailto:beefcenter@tamu.edu)> at 979-862-4736.



Department of Animal Science - Dr. Gary Acuff, Professor & Head - 2471 TAMU - College Station, TX 77843-2471  
Tel. 979.862.4994 - <http://animalscience.tamu.edu>

Please forward additions to the mailing list and future requests and events to Courtney Coufal <[cacoufal@tamu.edu](mailto:cacoufal@tamu.edu)>