



# Cattle & Carcass TRAINING



## FALL 2020 CATTLE AND CARCASS TRAINING WEBINAR SERIES NOVEMBER 17 – DECEMBER 15, 2020 Summary Report

### OVERVIEW

In September 2019, USDA announced the selection of three locations to serve as USDA Cattle and Carcass Training Centers (CCTC): West Texas A&M University in Canyon, Texas; Colorado State University in Fort Collins, Colo.; and the USDA Meat Animal Research Center in Clay Center, Neb. In collaboration with these partners, AMS seeks to provide a variety of educational resources, events, and projects to support the beef industry's knowledge and understanding of the cattle delivery system and the roles that producers, feeders, processors, and USDA play in bringing high quality American beef to market.

The first CCTC event was held in-person at West Texas A&M in October 2019. Unfortunately, two additional in-person events were cancelled due to the COVID-19 pandemic. Adapting to the situation, USDA and the three CCTCs agreed to instead collaborate on a virtual industry outreach event. In this series of webinars, expert speakers from these organizations, as well as the CME Group, will cover an exciting array of topics to broaden participants' understanding of how live cattle and carcasses are evaluated for quality and yield, how these factors play into CME specifications for live deliveries and carcass deliveries, and the relationship between cattle production practices, the grading and acceptance process, and producer prices.

### PARTICANT SUMMARY

The first CCTC Webinar series was very well received and attended by industry stakeholder and USDA personal. The results exceeded our expectations. The number of registrations received reached 857 individuals. Of the total registered, 701 were industry stakeholder, with the remaining 156 having an affiliation with Federal Government. In addition, there were 40 registered guests from 18 foreign countries or territories. Of the total number of individuals registered for the series, there were 433 individuals that participated in one or more sessions. Over the four-part series, there were 760 participants.

All four sessions were recorded and made available on the Cattle and Carcass Training Center website (<https://www.ams.usda.gov/grades-standards/beef/cattle-carcass-training-centers>) for future reference. As of January 4, 2021 the YouTube videos have a combined 732 views. See summary below.

#### YouTube Views: (As of January 4, 2021):

Part I: CME Cattle Contracts (November 17, 2020)	242
Part II: The Science Behind the Grade (December 1, 2020)	214
Part III: Live Cattle Evaluation (December 8, 2020)	185
Part IV: Carcass Grading CME Certification (December 15, 2020)	91

Once the series concluded, an email was sent to all registrants with links to these resources, as well as a link to sign up to receive notification of future CCTC activities via email through AMS GovDelivery service. Currently, we have received 175 subscribers signed up to receive future notifications about CCTC events and activities.

## PARTICIPANT SURVEY RESULTS

After each session, webinar participants were invited to complete a survey to help L&P evaluate our performance and plan for future activities. 108 participants responded to the survey. The following is the average rating of four elements, on a scale of 1 (poor) to 5 (excellent):

	How would you rate your experience overall with the CCTC webinar series thus far?	How would you rate the quality of information presented in this session?	How would you rate the quality of our presenter(s) in this session?	How would you rate the virtual platform (Zoom) for ease of access and usability?
Part I: CME Cattle Contracts (November 17, 2020)*	2.8	3.6	3.6	3.0
Part II: The Science Behind the Grade (December 1, 2020)	4.6	4.9	4.8	4.5
Part III: Live Cattle Evaluation (December 8, 2020)	4.5	4.7	4.7	4.4
Part IV: Carcass Grading CME Certification (December 15, 2020)	4.6	4.6	4.6	4.5

\*Part 1 (November 17, 2020) experienced significant technical difficulties with the live-stream content, explaining the lower ratings received in the survey. Typical comments included, “good info - technical difficulties prevented a good experience,” and “I only rate this experience as a 2 due to the technical difficulties, all the information was informative” and “You all tried very hard to fix the sound issues. The webinar which I saw was well done and informative; I look forward to seeing the PowerPoint slides.” As a further testament to the interest in the Part 1 topics, the YouTube recording has been the most popular so far, with 242 views since it was posted in December.

### Yes or No: Do you intend to participate in future CCTC webinars or other education or training sessions?

Of the 108 responses to this question, 103 indicated they intend to participate in future CCTC activities, while 3 indicated they did not, and 2 essentially said “maybe.”

### Yes or No: If offered, would you consider attending an in-person CCTC event in the future? (CCTC locations: Canyon, TX; Fort Collins, CO; Clay Center, NE)

Of the 105 responses to this question, 61 said they would, and 44 said they would not.

**Open Ended Question: What other topics related to U.S. cattle and carcass grading and marketing would you like to see CCTC events focus on?** Answers were filtered or combined to remove repeat suggestions, those already addressed in the series, and those not applicable to the CCTC scope. Like items are grouped together:

- Meat handling after harvest, dry and wet aging, tenderizing process, butchery
- Cull cow grading
- Meat classification, Beef standard cuts, carcass cutout
- Carcass monorail weighing process
- Packing plants and the market for individual operations
- Feeding for health, yield, and quality, in-plant or feed yard practical application, best feed is available for livestock, pasture/forage/grass/hay
- Class related to smaller producers in the east sending feeders west
- How grading effects price, how grocery and other markets use grades and marketing behind the pricing differentials in the grades at retail and wholesale levels
- Grading and prices for different breeds/crossbreed types
- Compare/contrast grading conventionally fed vs naturally fed animals
- How marketing contracts work, market conditions report, examples of how producers can take advantage of CME and the benefits of using alternative marketing

- How to use/read Market Reports, how they come up with prices they report, how the cattle on feed is done
- Other options for camera grading. The US is hamstrings by a single manufacturer. What is USDA doing to fix this.

### **AMS TOPIC PRIORITIES**

AMS goals for 2021 CCTC activities are as follows:

- TWO virtual industry events hosted by AMS in cooperation with two Centers. (Ex. animal handling and the effects on Quality; Understanding USDA Cattle market reports and grades)
- ONE in-person training for AMS, LP staff hosted at one CCTC location.