Integrity Beef
Sustainability Pilot Project

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PILOT PROJECT GOALS

To improve the sustainability of the entire beef production value chain

Act as a model for the U.S. beef industry

Align with the vision, indicators and metrics of the USRSB

Integrate all phases of the beef supply chain
1. **Cattle are being sourced** by Noble Research Institute through Integrity Beef.

2. **Data collection and management** are being handled by Noble Research Institute.

3. **BMG is purchasing cattle** from Integrity Beef and managing them through the Progressive Beef System.

4. **Tyson Foods is purchasing cattle** from BMG when finished and providing trimmings to Golden State Foods.

5. **GSF is incorporating project beef into hamburger patties** for McDonald’s to purchase.
## Cattle Purchased

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Head in Project</td>
<td>2,246</td>
<td>2,237</td>
</tr>
<tr>
<td>Head Purchased Off-Ranch</td>
<td>2,071</td>
<td>1,184</td>
</tr>
<tr>
<td>Number of Producers Selling Off-Ranch</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Head Purchased at IBeef Sale</td>
<td>175</td>
<td>353</td>
</tr>
<tr>
<td>Number of Producers (of cattle purchased at the IBeef Sale)</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Pounds of Carcass</td>
<td>1.79 million ($3M)</td>
<td>1.79 million ($3M)</td>
</tr>
</tbody>
</table>
Data Points

• Collected a myriad of data
  – Sustainability Metrics for all segments
  – Ranch level management (grazing, health, genetics)
  – Feedyard performance and health
  – Carcass performance
  – Profitability
Why is Performance Important?

• Do cattle managed sustainably meet a minimum threshold?
• Small improvements are additive
• Improved efficiency of the system
• Result is improved sustainability
Overall Data Conclusions

• Calculated profitability in the feedlot phase was similar for sustainably managed and peer cattle.
• Managing calves sustainability resulted in similar health in the feedlot phase.
• Calves that experienced illness in the feedlot had decreased growth and carcass performance.
• However, vaccinating above industry standards did not result in improved health suggesting the need for alternative management strategies.
**Case Study**

**G BAR C RANCH**
ROSSTON, TEXAS

- **In Weight**: 778 LBS
- **Out Weight**: 1,334 LBS
- **Days on Feed**: 161
- **Gain**: -$25 per head compared to peer group

**BLYTHE FAMILY FARMS**
WHITE CITY, KANSAS

- **In Weight**: 732 LBS
- **Out Weight**: 1,406 LBS
- **Days on Feed**: 169
- **Gain**: +$161 per head compared to peer group

**Average Daily Gain in LBS**
- **PROJECT**: 3.4
- **G BAR C**: 3.3
- **BLYTHE**: 4.0

**Feed Efficiency in LBS**
- **PROJECT**: 5.8
- **G BAR C**: 5.8
- **BLYTHE**: 5.1

**Percent Sickness**
- **PROJECT**: 21
- **G BAR C**: 32
- **BLYTHE**: 9

**Percent Quality Grade**
- **PROJECT**: Choice 75
- **G BAR C**: Choice 86
- **BLYTHE**: Choice 85

- **Select**: 23
- **Prime**: 2
- **Select**: 12
- **Prime**: 2
- **Select**: 2
- **Prime**: 7.5
- **Select**: 12
- **Prime**: 2
- **Select**: 2
- **Prime**: 7.5

**Noble Research Institute**
What is sustainability to you?

• “As a rancher, it’s being able to provide nutritious beef that’s raised in a kind and humane manner while benefiting the environment and being a viable operation for future generations.”

• “It’s taking care of our resources and doing right by the land. It’s making sure every cow on our ranch is doing the best she can and that we’re doing the best we can for her. It’s also making enough money to keep doing that.”
Lessons Learned

Learnings
- Lots of coordination
- Knowledge of other segments

Pinch Points
- Small scale
- Drought – No wheat, timing of cattle
- Health, despite very good vaccinations

Struggles
- Proprietary business
- Balancing transparency & competitiveness

Successes
- Communication through all segments
- Met target >2200 hd
- Data sharing
- Informing YOU
SELF-ASSESSMENT TOOLS

• Make it easy for participants to track progress
  – Incorporated feedback from
    • Each partner in the pilot
    • USRSB working group
    • Producers across the U.S.
  – Web-based version online
Self Assessment Tool

Overall Results

- Air & Greenhouse Gas Emissions: 83.3%
- Animal Health & Well-Being: 91.7%
- Efficiency & Yield: 100%
- Employee Safety & Well-Being: 66.7%
- Land Resources: 91.7%
- Water Resources: 100%

Result for High Priority Indicators

- Air & Greenhouse Gas Emissions
- Animal Health & Well-Being
- Efficiency & Yield
- Employee Safety & Well-Being
- Land Resources
- Water Resources

Questions:

- Air & Greenhouse Gas Emissions: Do you or does your grazing management plan (GMP) consider livestock distribution and/or stocking rate for optimal forage health?
- Animal Health & Well-Being: Do you utilize the Beef Quality Assurance (BQA) program principles?
- Animal Health & Well-Being: Do you have a herd health plan developed through a Veterinary-Client Patient Relationship (VCPR)?
- Animal Health & Well-Being: Do you implement a disease prevention plan that includes vaccination, biosecurity and nutrition protocols, which improve cattle health and reduce the need for antibiotics?
- Animal Health & Well-Being: Have you measured pounds weaned per cow or a similar production efficiency measurement and compared it from year to year?
- Animal Health & Well-Being: When determining mating decisions are you selecting bulls based on a breeding plan that includes marketing goals and considers your cowherd’s strengths and weaknesses?
- Efficiency & Yield: Does your operation record revenues and expenses throughout the year in an accounting format?
- Employee Safety & Well-Being: Have employees been trained in livestock handling techniques and their importance?
- Employee Safety & Well-Being: Do you conduct safety training for all employees?
- Employee Safety & Well-Being: Does your operation actively try to mitigate or remove safety hazards in facilities and equipment?
- Land Resources: Is the operation setup in an estate plan or other type of succession plan that keeps it in working hands?
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For more information

• Integrity Beef Sustainability Pilot
  – http://integritybeef.org/beef-sustainability/

• USRSB
  – Sustainability Assessment Guides
  – Self-Assessment
  – http://www.beefsustainability.us/
http://integritybeef.org/beef-sustainability/
QUESTIONS

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