



PRODUCTION & MARKETING

The committee met at Summer Conference and heard brief reports on the Calhoun and Tifton Bull Evaluation Programs and HERD Programs.

The rules, deadlines, schedules, genomic testing information for each program were posted on the UGABeef.com website. Staffing within the programs will be changing, but UGA has developed a solution for coverage on the programs with Jacob Segers departure for a teaching position in Jackson County.

The Georgia Beef Challenge is set for August 15, with 592 calves shipped in 2018-19 Program. The history of the Georgia Verified Program (GVP) which was developed from suggestions of the Production & Marketing Committee, was presented. The concern at that time was that many producers were doing good things within their operation, but they were not reaping any additional benefits. Private stockyard owners held the first sale in 2017, with an average premium of \$140 for those animals.

Graded calf sales are regularly held in Athens with no involvement from GCA or UGA. There are still opportunities for producers to be involved and they can use the GVP protocol and tweak it to fit their needs.

Other niche marketing groups were discussed with electronic identification (EID) tags information and other programs that were currently being pursued. Strategic planning is needed to make a program work successfully.

GCA leadership has met with area states in an attempt to work out details concerning the EID requirements that are soon to take place.

Premise identification is still a requirement, and recordkeeping is extremely important.

GCA is currently working on a one-page electronic identification information sheet with additional information to be forthcoming.

Finishing/Harvesting of cattle in Georgia was discussed with information presented about a feasibility study on the feeding and processing of Georgia cattle in Georgia and hopefully, those results will be shared with GCA.

Another committee member requested support to investigate the advantages of a feedlot in Georgia based on a similar Kentucky project operating as a cooperative. While there are lessons to be learned from the Kentucky project, the belief is that the feasibility study will be helpful in determining a framework.

A committee member shared their concern of feeding cattle in Georgia with a major obstacle being harvesting facilities.