

Productivity and efficiency will power the next US cow herd rebuild

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Animal Agriculture Sustainability A...

Cow-calf producers can initiate a dynamic shift in the US beef cow herd during the upcoming rebuild. Emerging factors such as sustainability will distinguish this rebuild from past herd expansions. Pasture and rangeland management, herd genetics and monitoring, and emerging technologies and incentives are three areas where producers could achieve gains in productivity, efficiency, and sustainability alike.

Cow-calf producers have an opportunity to initiate a dynamic shift in the US beef cow herd during the rebuilding process. Management decisions made now will shape the next decade of production. Investing in productivity and efficiency now while margins are favorable can lower barriers to adopting new practices and innovations, strengthen operational resiliency, and open avenues to explore value-added revenue streams. Producers who delay investments could risk loss of early adopter rewards and face a less advantageous market for implementing new strategies as the cattle cycle progresses.

Emerging factors such as sustainability will distinguish this rebuild from past herd expansions. Cow-calf producers will need to assess their involvement in sustainability initiatives. This may include adopting management strategies that boost productivity, testing new innovations, or staying the course while awaiting more certainty. Pasture and rangeland management, advancing herd genetics and monitoring, and capitalizing on emerging technologies and incentives are three areas that are uniquely positioned to achieve productivity, efficiency, and resiliency.

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