

Overview of Nebraska Beef Industry Scholars Minor:

The Nebraska Beef Industry Scholars minor is designed to develop graduates who will be future leaders of the beef industry, as they will:

- ▶ Understand issues that affect beef production and have the ability to develop solutions to beef industry problems.
- ▶ Understand the interactions of the animal, plant and social sciences affecting beef production and management.
- ▶ Develop a unique network with leaders in the beef industry.
- ▶ Have exceptional oral and written communication skills.
- ▶ Have exceptional leadership skills.
- ▶ Have outstanding technical knowledge in at least 1 area of expertise (beef production economics, beef feedlot engineering, live beef animal and carcass evaluation, beef nutrition, beef animal physiology, meat science, genetic improvement of beef cattle, beef products, pre-veterinary animal science, range and forage science,)

The Nebraska Beef Industry Scholars minor is inherently multidisciplinary and actively engages faculty from Animal Science, Agricultural Economics, and Agricultural Leadership, Education, and Communication (ALEC).

Learning Outcomes:

Develop an in depth understanding of the U.S. Beef Industry, applying a systems approach to analyzing complex issues pertaining to production, economic, societal, and environmental issues.

Specifically, after completing the Nebraska Beef Industry Scholars Minor, students will be able to:

Identify current issues facing the beef industry and effectively communicate the issues to a variety of audiences.

Identify state and national commodity groups related to the beef industry and describe their roles and leadership structure.

Clearly describe the breadth of the U.S. beef industry, its economic impact, and standard production practices utilized.

Synthesize economic, societal, and production level information to develop and articulate informed opinions related to beef industry issues.

Nebraska Beef Industry Scholars Minor Requirements*

A 19-21 credit hour Nebraska Beef Industry Scholars Minor is proposed with 9 required courses and 2 elective courses.

ASCI 181	1 cr
AECN 235	3 cr
ASCI 281	1 cr
ASCI 311E	2 cr
ALEC 350	3 cr
ASCI 381	1 cr
ASCI 395A, B, GRAS 490, or AECN 495C	2 cr
ASCI 481	1 cr
ASCI 482	1 cr
ASCI 310, 370, 455, 457 (choose 2)	4-6 cr

Required Courses:

ASCI 181:Beef Industry Scholars–Freshman Seminar (1 credit)

Introduction to the Nebraska and United States beef industry. Discussion of issues by invited beef industry leaders and on-site visits of industry organizations.

ASCI 281:Beef Industry Scholars–Issues (1 credit)

Prerequisite: Minimum grade of “B” in ASCI 181 or permission. Nebraska beef industry and supporting organizations (the Nebraska Cattlemen and the Nebraska Beef Council). Tours, attending meetings, and discussion of issues by invited beef industry leaders.

AECN 235: Introduction to Commodity Marketing (3 credits)

New course offered spring of 2016. Operation and use of agricultural commodity markets and institutions as applied to enterprise and firm risk management. Cash; futures and futures option markets; basis; hedging; price discovery; fundamental analysis; and risk management strategies.

ACSCI 311E: Beef Industry Study Tour (2 credits)

Prerequisite: Minimum grade of “B” in ASCI 281. Identify beef cattle related enterprises that represent the breadth of the cattle industry. Prioritize these enterprises as candidates for inclusion in the summer tour.

ALEC 350: Agriculture, the Environment and Science in the Media (3 credits)

How agriculture, the environment, and science are covered in media by news media outlets. Use of framing theory as a foundation to understand why messages are crafted in certain ways, how and why news media portray topics and issues using certain metaphors and story lines. Creation of effective media messages related to topics using framing, how to handle and respond to media requests, and interact with members of the media.

ASCI 381: Beef Industry Scholars–Practicum (1 credit)

Prerequisite: Minimum grade of “B” in ASCI 311E. Financial risk management, beef processing, animal health, and related emerging issues.

ASCI 395A, B, GRAS 490, or AECN 495C. Internship Experience (2 credits)

Students will garner an internship in a beef related field.

ASCI 481: Beef Industry Scholars–Beef Summit (1 credit)

Prerequisite: Minimum grade of “B” in ASCI 381. Identification of a major issue confronting the Nebraska beef industry. Organize a Nebraska summit meeting to discuss and bring the identified issue to resolution.

ASCI 482: Beef Industry Scholars–National Beef Industry Policy (1 credit)

Prerequisite: Minimum grade of “B” in ASCI 481. Attend the National Cattlemens Beef Association annual meeting. Discuss and dissect issues from the NCBA convention researching the pros and cons of current and proposed policy.

Elective Courses

Students must choose 2 of the 4 following courses:

ASCI 310: Fresh Meats (3 credits)

Fresh meat from beef, pork, lamb, and poultry. Characteristics of muscle, meat technology, preservation, merchandising concepts, and markets.

ASCI 370: Animal Welfare (3 credits)

In-depth exploration of the issues involved in animal use. The historical, biological, ethical, and social aspects of human/animal interactions in Western culture.

ASCI 455: Beef Cow-Calf Management (2 credits)

Integrated management specific to the beef cow-calf enterprise necessary to achieve biologic and economic efficiency.

ASCI 457: Beef Feedlot Management (2 credits)

Advanced preparation in the feeding of cattle for slaughter. Emphasis on the nutrition and management of feedlot cattle and related health and economic considerations. Covers the beef cow-calf production.

* A minimum cumulative GPA of 3.0 for all minor related coursework must be obtained in order to complete the minor.

The Nebraska Beef Industry Scholars Minor **Governance:**

The Nebraska Beef Industry Scholars Minor was developed by a Steering Committee of Brad Bennett, Karen Cannon, Brad Lubben, Tom Field, James MacDonald, Galen Erickson, Dennis Burson, and Ty Schmidt. Future governance of the minor will be provided by Matthew

Spangler, faculty member in the Department of Animal Science, acting as the coordinator. The Steering Committee will review the curriculum annually and provide input to the coordinator.