



Cornell University
College of Agriculture
and Life Sciences



**Agriculture
and Markets**

Southern Tier Stocker Initiative "Short Course" - REVISED

Interested in learning about stocker cattle? This course is designed for farmers of all experience levels to learn about managing stocker cattle (calves purchased in the spring, then sold to a finisher after adding weight using relatively inexpensive, excess pasture).

The course will help you discover your competitive advantage, markets, economic projections, pasture management, and business planning.

The course begins July 29, 2017 and runs on the last Saturday of every month from 10 am-2 pm through October 28, 2017. Depending on interest more sessions will be scheduled starting in January. Live sessions will be held in the Belmont (Allegany County) NY, with remote locations in Chautauqua, Jefferson and Delaware Counties. With interest other remote locations may be added. Cost is \$100/person and \$50/person from same family or farm. Fee includes lunch and all materials. To register contact Barb Jones, bjj6@cornell.edu, 607-255-7712. For more information contact Audia Denton, Stocker Short Course Coordinator, ad982@cornell.edu or Mike Baker, Cornell Beef Specialist, mjb28@cornell.edu, 607-255-5923.

Date	Topic
29-Jul-2017	a. Start with the End in Mind
	Define the "Why"; what gets you up every morning?
	What are the characteristics of success?
	What does the consumer want?
	b. Economic viability of the stocker enterprise
26-Aug-2017	a. Basic requirements (land, facilities, equipment)
	b. Forage
	Soil health
	Factors affecting dry matter intake
	Grazing management
	Small grains/cover crops
	Pasture weed control
c. Water systems	

30-Sep-2017	a Facilities
	Cattle handling
	Working facilities
	Housing
	Fencing
	b. Health
	Receiving protocols
	Antibiotic Classes and Uses for Stocker Operations
	Diagnosing undifferentiated fever (UF aka BRD)
	Internal and external parasites
	Common diseases
	Pinkeye
	Foot rot
	Bloat
	c. Why is he dead? What a necropsy can tell us
28-Oct-2017	a. Accessing Capital
	What a lender needs to know
	Basics of a business plan
	Planning budgets
	b. Accessing Land
	Lease arrangements
	Liabilities
	c. Marketing
	Key business market concepts
	Fostering business relationships with sellers and buyers
	Auction/video board sales
	a. CNY Feeder Pool
	b. Livestock Reporting
	Contracting
	Sell/buy
	Specialty/branded markets
	a. Natural
	b. Grass finished
	Risk management strategies