



EXTENSION

RANCHER'S THURSDAY LUNCHTIME SERIES

TUG OF WAR IN THE CATTLE INDUSTRY



This webinar series explores the growing tension between rising carcass weights and the escalating costs of maintaining larger beef cows with a big appetite. Learn strategies for identifying forage efficient cows and replacement heifers and gain insights into how cow size interacts with carcass weight and overall herd profitability. The series also highlights why increasing carcass weights align with economic incentives in cattle feeding and packing. These webinars will equip producers to balance genetics, land resources and marketing strategies for improved long term returns.

- ▶ **March 12, 2026 | 12 p.m.**
Beyond cow size; finding forage efficient cattle
– David Lalman
- ▶ **March 19, 2026 | 12 p.m.**
Cow size and post-weaning management effects on carcass weight
– Paul Beck
- ▶ **March 26, 2026 | 12 p.m.**
Why carcass weights will continue to increase
– Marshall Streeter
- ▶ **April 9, 2026 | 12 p.m.**
Selecting for productive, low-cost cows and big, high-quality carcasses
– Bob Weaber

REGISTRATION

Register online

https://okstate-edu.zoom.us/webinar/register/WN_G25MryUiSEyYSM622a_bXA#/registration

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Persons with disabilities who require alternative means for communication or program information or reasonable accommodation need to contact David Lalman at david.lalman@okstate.edu or 405-744-6060 at least two weeks prior to the event.

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