

# New video series disseminates valuable research information to beef cattle producers

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Calgary, AB - Through a partnership with RealAgriculture.com, the Beef Cattle Research Council (BCRC) today launched a new online learning resource called Beef Research School for the benefit of Canadian beef cattle producers. The School, a series of approximately 30 videos, will encourage producers to utilize research-supported knowledge and technologies, which can positively impact their herds, land and bottom lines, and support the competitiveness and sustainability of the industry.

Videos will feature interviews with researchers, veterinarians and other industry experts from across Canada on the latest research knowledge and technology, as well as progressive producers and feedlots that put it into practical use on their operations. Each segment will run approximately 6-10 minutes.

“Producers have demonstrated that they are keen to learn and will quickly adopt new research-supported ideas when it makes sense for their operation,” said Matt Bowman, Chair of the BCRC and a producer from Thornloe, Ontario. “Given the range of research topics of interest to producers, it can be difficult for them to stay caught up on publications or attend numerous seminars and field days, so the videos will be an engaging, convenient way to learn about the latest innovations.”

Topics presented by the videos will include research knowledge related to animal health and welfare, feeds, food safety, beef quality, genetics and environmental stewardship. The series will also discuss the importance and value of research in the Canadian beef cattle industry, showcase a research centre and highlight extension resources available across the country. Videos in the School will continue to be filmed and distributed through to Summer 2013.

The Beef Research School can be found online at [www.BeefResearchSchool.com](http://www.BeefResearchSchool.com) or through the BCRC’s new extension website at [www.BeefResearch.ca](http://www.BeefResearch.ca)

The School, funded in part by the Alberta Livestock and Meat Agency Ltd. and the Agricultural Demonstration of Practices and Technologies (ADOPT) initiative under the Canada-Saskatchewan Growing Forward bi-lateral agreement, will be an important tool in the BCRC’s long-term strategy to improve technology transfer and knowledge dissemination within the Canadian beef cattle industry. The strategy is part of Agriculture and Agri-Food Canada’s Beef Cattle Industry Science Cluster.

The BCRC is Canada’s industry-led funding agency for beef research. The BCRC is funded through a portion of the producer-paid national levy which leverages government research funding, and is led by a committee of beef producers from across the country. The BCRC’s mandate is to determine research and development priorities for the Canadian beef cattle industry and to administer national check-off funds allocated to research. It operates as a division of the Canadian Cattlemen’s Association.

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