BEEF INNOVATION,
A HUB FOR BEEF EXCELLENCE

Why Nebraska? Nebraska is a leader in beef production in a sustainable and robust environment. First in red meat production, first in commercial cattle harvest, second in cattle and calves, second in cattle on feed, and 25 million acres of perennial grazing lands – there is good reason Nebraska is known as the Beef State. The unique combination of forage and water supply, crop and ethanol production, feeding and packing infrastructure, and a resource stewardship ethic make Nebraska a world leader in sustained beef production.

Why UNL? With broad capacity across research, teaching, and extension, the University of Nebraska-Lincoln is in a unique position to leverage and amplify existing and new system-wide facilities, infrastructure, and personnel into a world-class program in integrated beef systems.

UNL is poised to become the nation's — and the world's — leader for beef production excellence. UNL's Institute of Agriculture and Natural Resources created the unique Beef Innovation Hub to solidify this commitment.

What is the Beef Innovation Hub?

The Beef Innovation Hub is a platform which brings together researchers, instructors, and extension professionals to form teams, and with guidance from a broad committee of external advisors, holistically advance the vision and mission of the Hub.
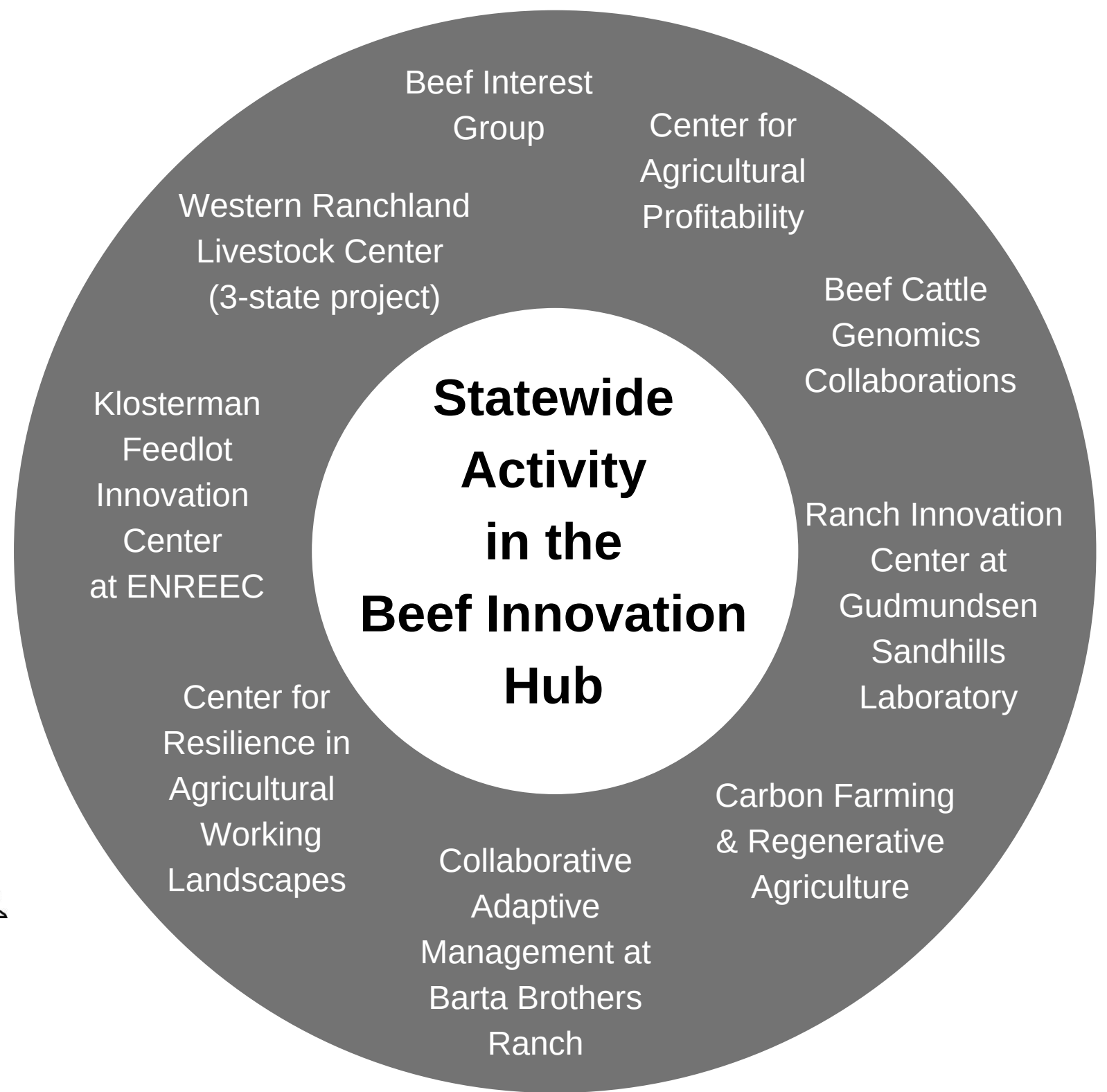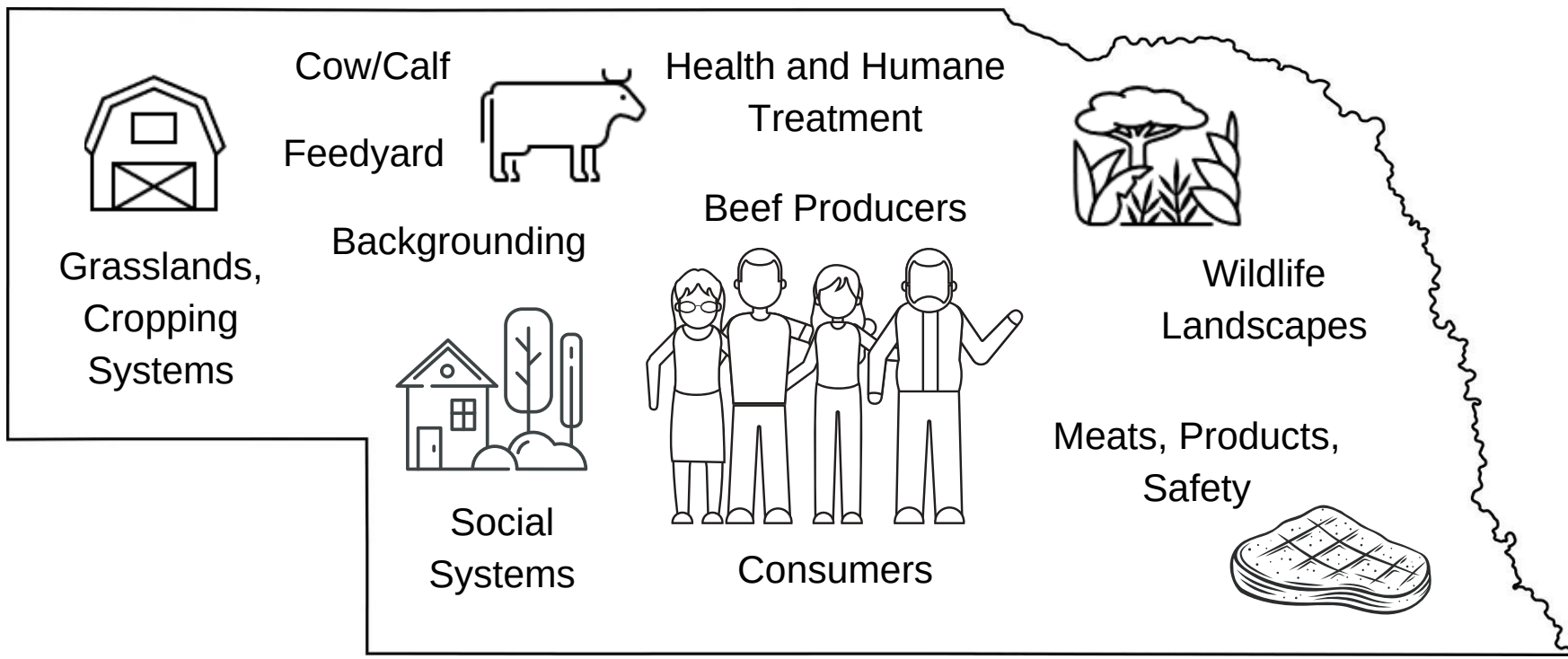
Vision

Environmentally sound, resilient, socially responsible, and economically viable beef for Nebraska and beyond.
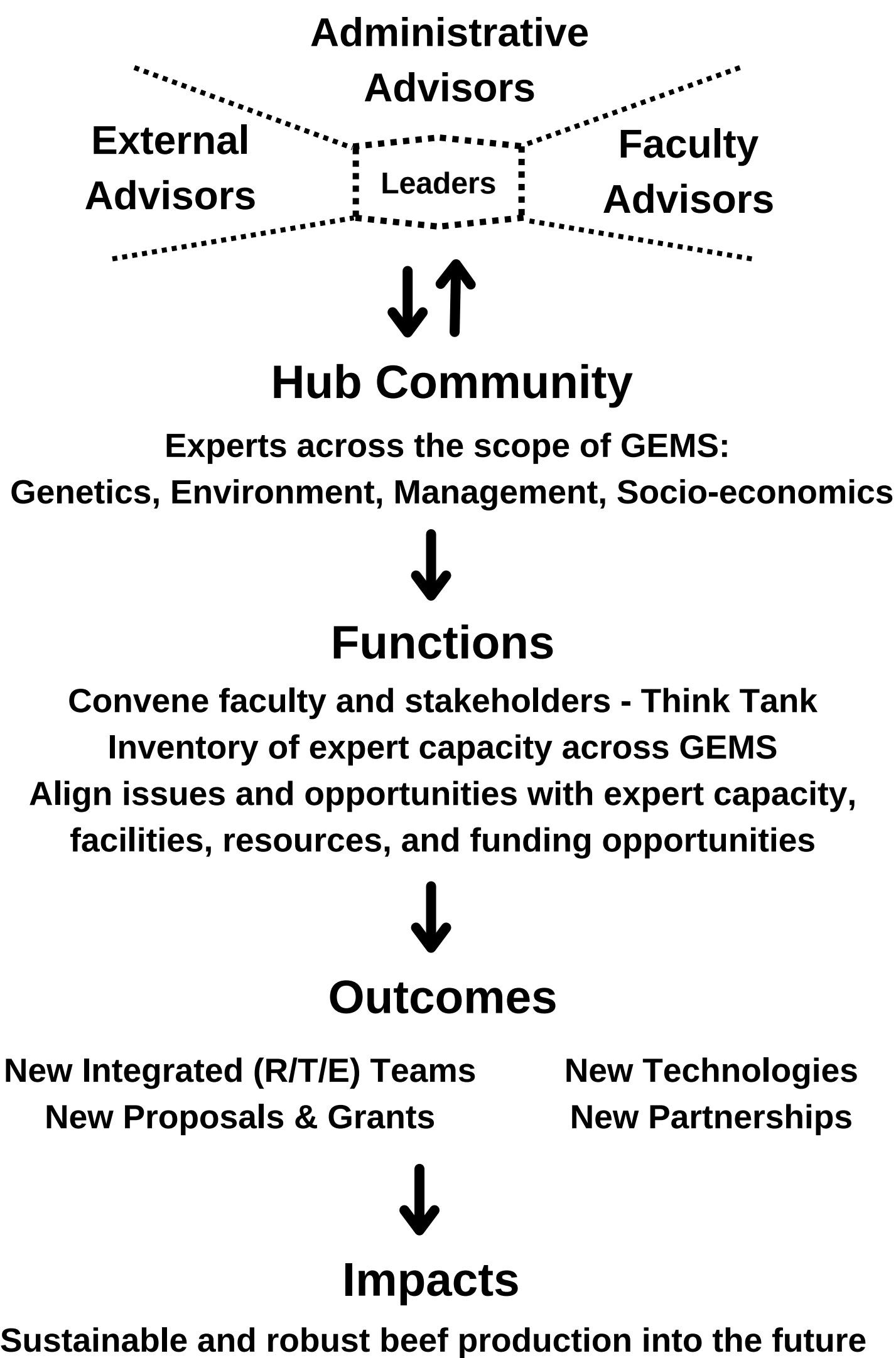
Mission

To advance, support, and communicate continuous improvement of beef production, economic vitality, and natural resources through innovative research, education, and extension.

Scope: the Beef Innovation Hub Committees and Community represent the spectrum of beef production, including natural and human resources, supported by cross-cutting resources such as data science, computer science, economics, resilience science, and Nebraska's unique research, education, and extension resources.

Cow/Calf
Health and Humane Treatment
Feedyard
Backgrounding
Beef Producers
Grasslands, Cropping Systems
Wildlife Landscapes
Meats, Products, Safety
Social Systems
Consumers

Statewide Activity in the Beef Innovation Hub

Beef Interest Group

Center for Agricultural Profitability

Western Ranchland Livestock Center (3-state project)

Beef Cattle Genomics Collaborations

Klosterman Feedlot Innovation Center at ENREEC

Ranch Innovation Center at Gudmundsen Sandhills Laboratory

Center for Resilience in Agricultural Working Landscapes

Carbon Farming & Regenerative Agriculture

Collaborative Adaptive Management at Barta Brothers Ranch

Structure for Impact: Beef Innovation, a Hub for Beef Excellence

Administrative Advisors

External Advisors

Leaders

Faculty Advisors

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Hub Community

**Experts across the scope of GEMS:
Genetics, Environment, Management, Socio-economics**

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Functions

**Convene faculty and stakeholders - Think Tank
Inventory of expert capacity across GEMS
Align issues and opportunities with expert capacity, facilities, resources, and funding opportunities**

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Outcomes

**New Integrated (R/T/E) Teams   New Technologies
New Proposals & Grants   New Partnerships**

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Impacts

Sustainable and robust beef production into the future

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BEEF INNOVATION
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Connect with Beef Innovation
email: beef_innovation@unl.edu
web: beefinnovation.unl.edu
Twitter: @UNLBeefInnov
Facebook: UNLBeefInnovation

External Advisors:
Provide guidance regarding key regional, statewide or broader opportunities and issues important to the beef industry.

Administrative Advisors:
Provide connections to IANR leadership, heads of relevant departments/schools, other Hubs and Initiatives, and directors of statewide Research, Education and Extension Centers

Faculty Advisors:
Core team which develops and facilitates activities to fulfill the Vision & Mission of the Hub.

Hub Leadership:
The Faculty Advisory Lead works with two faculty facilitators, administrators in the three mission areas of UNL (teaching, research, and extension), and two external advisory leaders to convene the Hub Community.

Hub Community:
Broad community of experts who actively participate in Hub conversations and activities.