

BEEF HOTLINE



Project Description Most of the time we focus on our new projects, but sometimes it is good to highlight long standing projects which have supported communities and producers for many years. The Beef Hotline is a great example. The Hotline has been in operation since 1987, providing cattle market information to producers and cattle buyers. Users can call the Hotline at any time and listen to the latest reports from area livestock auctions. In addition, market reports are prepared and recorded for use by area radio stations. The volume of calls has declined in recent years, most likely the result of computer technology offering new ways to access market information. But there are users in this lightly populated region with limited access or little knowledge of computer technology. We feel the Hotline still offers an important alternative to these producers.

Outcomes This project supports 4 cattle auctions which bring millions of dollars in business to each community every year. Each sale barn employs about 10 people, making them one of the largest employers in these small rural towns. In addition, this project provides up-to-date market information to producers and buyers on a regional basis.



Partners

North Central Nebraska RC&D Council, USDA, NRCS, Atkinson Livestock, Bassett Livestock Auction, Burwell Livestock Market, Valentine Livestock Market, KBRB radio in Ainsworth, KBRX radio in Oneill, KRVN radio in Lexington and KWYR radio in Winner, SD.

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