

Cattle production in Potter County

Well, the summer heat is upon us and cattle producers far and wide are hopeful for rain to help nourish and feed their herds this year. It doesn't seem there are many years in the Texas panhandle we aren't praying for more rain. With all the information out there during this time about meat production in general, I'd like to share a series of information with you about the largest livestock commodity raised in Potter county – BEEF!!

Why do we raise beef in Potter County?

While a great deal of Potter county is urban, many forget the thousands of acres of land outside of their back yard. The amount of range and pasture lands located in Potter County and Texas for that matter, make ideal conditions to raise ruminant animals, such as cattle. Cattle are able to take grass and other forages that we cannot utilize and turn it into consumable energy. Cattle are good at taking unusable energy sources and turning them into a high energy food source.

Why should you be informed about the beef industry in Potter County?

Even if you do not care for a big juicy hamburger or my favorite, a perfect medium-rare prime rib, the beef industry affects you and our local economy. All business pay taxes that fund schools, road improvements, city improvements, etc. This includes farmers and ranchers, meat packers, and almost every entity involved in the beef industry. We are also blessed to have employers such as meat packers, feedlots and farms/ranches that employ thousands of folks in our area - further impacting our local economics. You likely also own a pair of leather shoes or belt, use lotions and deodorant, or wear makeup. I could go on, but I am sure in some way you are affected by our local beef industry daily.

Most of Potter County's 909-square-mile land area is used for agricultural purposes with 400,000+ acres in pasture and another 70,000+ acres under cultivation. Livestock and livestock products are key components of local production agriculture. 2013-2017 data averages show 18.2 million livestock and 3.2 million crop cash receipts, government payments and agribusiness payroll in Potter County.

To support this vital industry in our community please share it's importance with your friends and family, stay informed about policies that you vote on that will affect agriculture and the beef industry, and eat more BEEF!

Please do not hesitate to contact me if you have any questions about the information provided.

Megan Eikner – Agriculture and Natural Resources Agent
Texas A&M AgriLife Extension – Potter County
Megan.Eikner@ag.tamu.edu
806-373-0713