

Increasing Grassfed Beef Production in Missouri

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Grassfed Beef Supply in USA

75-80%

consumed in
the USA is
imported

4-5%

USA beef
market

25%

grassfed
beef is
labeled

Labeled Grassfed Beef Demand in USA

2012-2016

Grew 15x in USA

2019 to 2020

Store sales
increased 30%

2021

Sales reached
\$776 million

*New “Product of the USA” rule has potential to increase demand for US raised GFB.

Why do Customers want Grassfed Beef?

- Human health benefits (most important for GFB buyers)
- Animal welfare (most important for all beef buyers)
- Environmental benefits



Credit: Stockandland.com

Grassfed Premiums for 120 days Finishing Open Heifers

Year	Price of 800 lb heifer @ stock yards April 1	Value of 800 lb heifer @ yards	Price 1020 lb heifer (600 lb hang wt)	Value of GF Heifer direct	Added Value
2016	\$1.20/lb	\$960	\$3.00	\$1800	\$840 (\$7.00/day)
2018	\$1.28/lb	\$1024	\$3.00	\$1800	\$776 (\$6.46/day)
2020	\$1.12/lb	\$896	\$3.25 (8%)	\$1950	\$1054 (\$8.78/day)
2023	\$1.38/lb	\$1104	\$3.65 (12%)	\$2190	\$1086 (\$9.05/day)
2024	\$2.21/lb	\$1768	\$4.10 (12%)	\$2460	\$692 (\$5.76/day)

*** Selling meat at retail prices by the cut can result in 2x the added value of freezer beef sales.**

***It is a lot of work to sell retail and you need to like to do it to make it work.**

Current Calf Market is Historic

- Historic prices are greatly narrowing premiums
- Grassfed margins and premiums will go much higher as calf prices decline

Feeder Cattle



source: tradingeconomics.com

2024 Stockers vs Grass Finishing Heifers

100 acres - 105 days of grazing NWSG

- Stockers: currently \$1.00 per lb of gain
 - Graze 105 days. 1 600/lb steer per acre.
 - 100 steers x 2.1lb/day x 105 days = \$22,050
 - **\$220** income per acre for 105 days of grazing
- Grass Finishing Heifers: \$5.76 per day
 - Graze 105 days. 1.5 800 pound heifers per acre.
 - 75 heifers x \$5.76/day x 105 days = \$45,360
 - **\$453** income per acre for 105 days of grazing
 - Can be done with heavy steers, but harder to find and more expensive

2024 Stockers vs GFB Direct vs GFB Wholesale

100 acres - 105 days of grazing NWSG

- Stockers: currently \$1.00 per lb of gain
 - Graze 105 days. 1 600/lb steer per acre. 2.1lb/day gain.
 - **\$220** per acre for 105 days of grazing
- Grass Finishing Heifers selling direct @ \$4.10/lb hanging weight
 - Graze 105 days. 1.5 800 pound heifers per acre. 1.8lb/day gain.
 - **\$453** per acre for 105 days of grazing
- Grass Finishing Heifers selling wholesale @ \$3.60/lb hanging weight
 - Graze 105 days. 1.5 800 pound heifers per acre. 1.8lb/day gain.
 - **\$257** per acre for 105 days of grazing

2020 Stockers vs GFB Direct

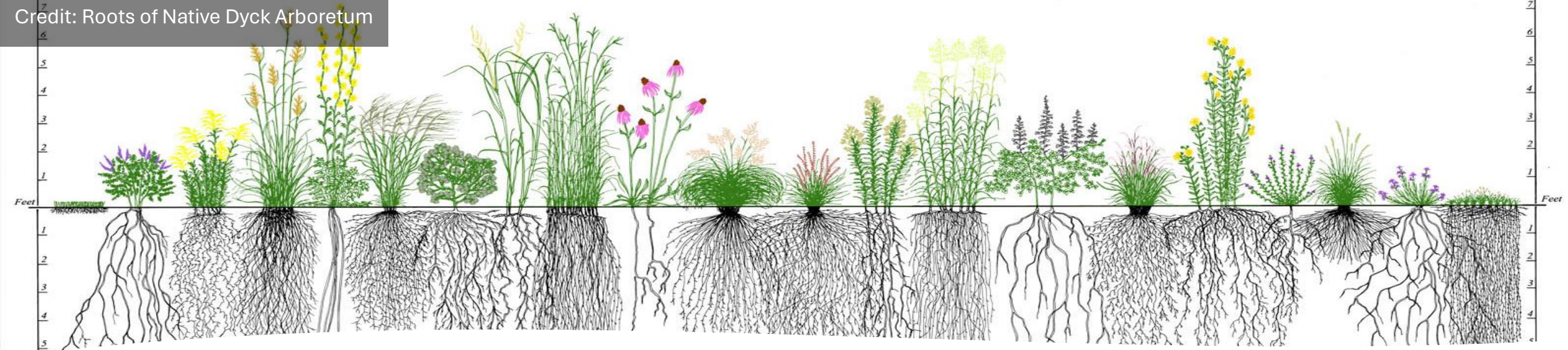
100 acres - 105 days of grazing NWSG

- Stockers: currently \$0.65 per lb of gain
 - Graze 105 days. 1 600/lb steer per acre.
 - 100 steers x 2lb/day x 105 days = \$13,650
 - **\$136** per acre for 105 days of grazing
- Grass Finishing Heifers: \$8.78 per day
 - Graze 105 days. 1.5 800 pound heifers per acre.
 - 75 heifers x \$5.76 x 105 days = \$69,142
 - **\$691** per acre for 105 days of grazing

What is holding Missouri Grassfed production back?

- Missouri has 1.9 million beef cows (OK 2.1 mil, Tex 4.5 mil) and a lot of cattle knowledge
- A lot of producers just not interested
- Lack of GFB production knowledge
- Lack of GFB marketing knowledge
- Hot summers with poor weight gains





How Can Native Forages Help Grassfed Beef Production?

- 2 + lbs per day gains in the summer when it is hot and hard to put gain on cattle
- A fraction of the cost and work compared to summer annuals
- NWSG much more dependable than summer annuals
 - Deep roots to bring up moisture and nutrients
- We can grow smaller/younger cattle on natives, or we can finish

Summary: Grassfed Beef and Missouri Native Grasslands Ecosystems

- Demand for Grassfed beef continues to go up!
- New potential with “Product of USA” rule
- GFB producers with NWSG have a competitive advantage in producing GFB in Missouri!!
- Helping Missouri producers understand GFB premiums, production, and marketing can lead to more acres of NWSG in our state.



What can you do?

- Find a beef producer in Missouri who utilizes native forages
- Buy your beef and lamb from them
- Tell your friends about the benefits of beef produced on native forages



Beginner Grassfed Beef Production and Marketing Workshops

- May 31st @ University of Missouri Wurdack Extension and Education Center – Southern Missouri
- July 26th @ University of Missouri Linneus Forage Systems Research Center – Northern Missouri
- Producers, Land Owners, and Agency Staff all invited to attend
- Free admission and lunch provided at both workshops
- Workshop flyers at MO Forage and Grassland booth

