

# TELLING THE STORY OF BEEF-ON-DAIRY CATTLE ACROSS THE SUPPLY CHAIN

With an estimated 12-15% of the annual fed slaughter being beef-on-dairy, this group of cattle is becoming foundational in meeting consumer demand for premium beef.<sup>1</sup> A year-round supply of quality cattle offers an opportunity to deliver consistent beef demand among consumers. The opportunity exists to collaborate across the supply chain and improve an already important part of the fed slaughter.



Beef-on-dairy calves are proving their worth by consistently achieving quality traits, particularly in marbling. With native beef cattle numbers remaining low and demand for high-quality beef holding strong, there's growing opportunity and a responsibility to raise these crossbreds with intent. That means beginning with the end in mind and using every tool available, from genetics to nutrition to on-farm management, to ensure they reach their full potential at harvest.

Purina Animal Nutrition became an early leader in the beef-on-dairy space because we saw the moment as both a challenge and an opportunity for producers and packers. This report is a commitment to sharing industry knowledge, connecting key players across the value chain and continuing to optimize animal performance through science-backed nutrition programs like PrimeStart™.

Purina is continuing to grow understanding of how to better feed and manage these animals with applied

research and the adoption of the PrimeStart™ program. At the same time, one-on-one work with producers and calf raisers – paired with industry conversation from academic partners like Texas Tech University and West Texas A&M University to brands like *Certified Angus Beef*® – has given Purina perspective on how to improve the story of these cattle.

These are great cattle with great value. Purina is proud of the research we've done with this group and the work that's been accomplished across the supply chain. As an industry, we can do a better job of managing these calves to ensure they don't have a bad day because a single setback in early life can impact their performance all the way to harvest. The beef-on-dairy effort is about getting the supply chain around the table to connect the dots and bring higher quality animals through the system and ultimately to the consumer.



## LAURENCE WILLIAMS

Beef-on-Dairy Development, Purina Animal Nutrition

Laurence Williams has been engaged in a beef-on-dairy development role for Purina Animal Nutrition since the beginning of 2023. He received a B.S. in animal science from Colorado State University.