Mobile applications for livestock producers
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There are a number of ways producers receive information. Popular press articles, factsheets, meetings, other producers, the web, and many others. With the advent of the smart phone, information deliver and communication has changed. Twitter, YouTube, Blogs, and etc have given way to new delivery methods that are fast, efficient, can be received in location that may be difficult to get computer connections. More recently, tools in the form of mobile apps have inundated the agriculture industry. University of Nebraska Extension has engaged in developing mobile app devises to aid producers in accessing and managing components of their agriculture enterprises.

To find the mobile apps for livestock that we have developed, go to our beef website, http://beef.unl.edu and the navigation bar in red at the top of the homepage you will find “Learning Modules, App and Webinars”. Click on that navigation bar and next page will have the beef apps.

**NUBeef-BCS app** – Visually assess your cow herd and nutrition program using a number system that describes the amount of condition or fat reserve of the cow. Purchase and download from Google Play and Apple App iStore.

**Udder & Teat Scoring Beef Cows app** – standardize your udder and teat scoring. Also includes tutorial to learn how to score udders and teats. Purchase and download from Google Play and Apple App iStore.

**Cow-Q-lations App** - This app has four calculators that will help producers make management decisions. The following calculations a in this app:

1. Corn Stalk Grazing Calculator
2. Feed Cost Calculator
3. Gestation Calculator
4. Dry Matter Calculator

We are developing more calculations to include in this app.

In conclusion, there is no reason that citizens in rural America need to feel isolated. These new technologies have/will allow them to “connect” with friends, consultants, and educational information “on demand”.

Below is a nice article that was in Drovers written by Bret Wessler.

**Smartphones play a crucial role in the future of rural America**

Breakthroughs in the way we communicate with each other and the impact devices have on the younger generations’ definition of ‘community’ may be a benefit to rural America.

Smartphones, tablets and a growing catalog of apps connect friends and family separated by a few blocks or thousands of miles. Speakers at the University of Nebraska’s second annual Rural Futures Conference discussed how advancements in technology can grow rural populations.

Tom Koulopoulos, founder of the Delphi Group, said new norms in communication redefine community and could lead to a “mass exodus” of future generations away from cities.

“Community is what we seek and embrace,” he said. “Urbanization occurred because people found it necessary to gather in large numbers to conduct commerce and communicate. That’s not true anymore.”

The USDA Economic Research Service shows the population of nonmetropolitan counties has been lower than those in metro areas since the mid-1990s, and the U.S. experienced nonmetro population loss from 2010 to 2012. In his keynote speech, Koulopoulos said kids searching for a better quality of life will realize they can find it outside of America’s major cities. Extension educators in Nebraska and North and South Dakota are learning to market themselves through efforts specifically tailored to each community. University of Nebraska President James B. Milliken says rural communities can focus on their resources to attract younger generations.

“We have not realized the full potential of what could be achieved by leveraging our resources, our intellectual capacity and our energy” in rural America, Milliken said.