

Beef Cattle Institute Podcast Now Available to Download

Because veterinarians and beef producers are often on the road, the [Beef Cattle Institute](#) at Kansas State University has launched "BCI Cattle Chat," a weekly podcast to provide current industry information to its on-the-go audience.

The university's Bob Larson, a veterinarian and professor of production medicine; Brad White, a veterinarian and director of the Beef Cattle Institute; Dustin Pendell, professor of agricultural economics; and Bob Weaber, professor and beef extension specialist, make up the podcast team.

"A lot of valuable research takes place at K-State and other land-grant universities, and busy producers need convenient ways to receive information about the latest developments in beef production and marketing," Larson said. "By having professors from animal science, agricultural economics and veterinary medicine addressing timely topics, and important management and marketing issues, producers receive more well-rounded answers that cross several disciplines."

Short, conversational updates are recorded weekly and distributed to iTunes, Google Play and Castbox on Friday for download. Topics range from production and management tips to updates on industry news and practice management.

"The goal is to allow us to share information in a new format that is accessible by those people who are busy and on the go," White said. "It benefits the industry by providing updates to producers who can transfer this information into actionable strategies to fit their operations and practices."

"BCI Cattle Chat" is also an interactive tool, and the team has received and addressed questions from listeners across the country. Listeners can submit questions and suggested topics to bci@k-state.edu.

Podcast episodes can be downloaded directly to your mobile device or accessed from a desktop for easy listening on iTunes, Google Play and Castbox. More information on downloading the podcast can be found at ksubci.org/media/podcast