Q&A: K-State beef cattle experts launch weekly segment

Program encourages listener’s questions each Wednesday

By Lisa Moser, K-State Research and Extension news service

MANHATTAN, Kan. — When people needed answers back in the day, often they would turn to the columns of Erma Bombeck, Emily Post or even Dr. Ruth Weistheimer for expert advice. Today, many people turn to podcasts to get answers as they shuttle from one place to another.

Helping to meet that quest for information, the experts at Kansas State University’s Beef Cattle Institute are launching an Ask the Experts segment on the Agriculture Today podcast and radio program.

“The Beef Cattle Institute is a collection of faculty and students who work together to solve industry challenges and we share that information on our weekly Cattle Chat podcast,” said Brad White, veterinarian and BCI director. “We are excited to join with Ag Today to answer the questions that beef cattle producers have.”

White’s enthusiasm is echoed by Agriculture Today producer and host Samantha Bennett: “I am glad to bring this team of experts to our listeners so that producers can hear things that will help them with their own operations.”

The Ask the Experts segment airs weekly on Wednesdays. In Kansas, Agriculture Today airs each weekday morning at 10 a.m. on KFRM (550 AM) and KBUF (1030 AM); and 12:20 p.m. on KVGB (1590 AM and 97.7 FM).

“We have experts in a variety of areas including nutrition, animal health, pharmacology, economics, toxicology and beef production who are ready to take listener questions,” White said.

To submit a question, send an email to the Beef Cattle Institute at bci@ksu.edu.
Along with featuring the answers on Agriculture Today, those questions may also be addressed more thoroughly on the weekly Cattle Chat podcast. Both programs can be found on streaming services or downloaded online.

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FOR PRINT PUBLICATIONS: Links used in this story

Agriculture Today podcast, www.agtoday.net

K-State Research and Extension is a short name for the Kansas State University Agricultural Experiment Station and Cooperative Extension Service, a program designed to generate and distribute useful knowledge for the well-being of Kansans. Supported by county, state, federal and private funds, the program has county extension offices, experiment fields, area extension offices and regional research centers statewide. Its headquarters is on the K-State campus in Manhattan. For more information, visit www.ksre.ksu.edu. K-State Research and Extension is an equal opportunity provider and employer.

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