

Purdue starts Internet 'Beef Blog'

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Purdue University says it has started a new Internet blog that's loaded with bull -- as well as cows.

The blog, produced by specialists in Purdue's Department of Animal Science, is designed to help cattle producers stay abreast of industry trends and pick up management advice.

"The Beef Blog is a new Web-based news and information resource for beef producers," said Ron Lemenager, Purdue beef specialist. "The blog contains extension-oriented beef production information from Purdue and sister institutions across the country, as well as pertinent national and international beef industry news."

Blog postings run the gamut of beef subjects, he said.

"For example, a producer who visits the Beef Blog might find information on such topics as grass tetany, pinkeye, beef exports, cattle breeds and mad cow disease," Lemenager said.

The Beef Blog, which resembles a news service, is produced Monday through Friday and is available by about 7 a.m.

Extension beef information from Purdue and other land-grant universities is posted alongside breaking industry news.

"Extension services in Montana, Kansas, North Dakota, Tennessee, Ohio and Michigan put together beef newsletters, and we post those on the

Beef Blog," Lemenager said.

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