



Cattle Producer's Handbook

Introduction Section

104

Integrated Resource Management: A Concept to Provide Profitable Resource Management for Cattle Producers

*John Bonner, Beef Product Manager
Genex/Land-O-Lake, Ft. Dodge, Iowa
Edward P. Duren, Extension Animal Scientist
University of Idaho*

What Is Integrated Resource Management?

As applied to cattle producers, Integrated Resource Management (IRM) is a beef management concept in which the key performance indicators of an operation are analyzed, decisions are made, and action is taken to ensure maximum profitability and competitiveness through the optimum use of all available resources.

What Is the National Integrated Resource Management Coordinating Committee?

The National Integrated Resource Management Coordinating Committee (NIRMCC) is a team of volunteer specialists working together to help coordinate IRM efforts nationally. They provide producers and organizations with information on establishing IRM teams and concepts to improve the profitability of beef operations.

NIRMCC volunteers are producers, veterinarians, researchers, Extension system experts, agricultural lenders, and other agribusiness professionals dedicated to improving the economic efficiency of cattle operations through effective resource management.

What Is an IRM Program?

An IRM program, developed by an IRM team, is a sequence of actions that are both educational and responsive to the needs of cattle producers wanting to improve their management practices. The steps in an

IRM program are designed to isolate and solve production problems using existing technology, resources, and expertise. If technology to solve the problem does not exist, then the need for new research may be indicated and encouraged.

What Is an IRM Team or Committee?

Application of the IRM concept begins with the establishment of advisory teams or committees at the farm/ranch, county, or state level. These teams allow a pooling of expertise and technology directed at solving producer problems on the farm/ranch or in the community.

The IRM farm/ranch team of specialists includes, but is not limited to, a practicing veterinarian, agricultural lender, and Extension agricultural agent or livestock consultant.

County IRM committees are comprised of farmers, ranchers, veterinarians, agricultural lenders, Extension system personnel, and others allied to the industry.

A state IRM committee may also include producers, veterinarians, and research and Extension specialists, as well as allied industry representatives.

The team approach is beneficial as it provides problem-solving expertise from multiple disciplines, as well as an acceleration in the rate of technology transfer to, and adoption by, cattle producers for the improvement of their resources.