










Women in Agriculture Conference

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There's an App for Your Ranch

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App	Type	Cost	Description
AI Cowculator 	Android iOS	Free Free	The AI Cowculator is a decision aid application to assist beef industry personnel and beef cattle producers the opportunity to determine whether it would be worthwhile to utilize artificial insemination or purchase and utilize a natural service sire to manage reproduction in their operations.
Market Journal 	iOS	Free	The universal app includes segment clips from the weekly show as well as end-of-day futures prices, Nebraska daily elevator prices, local weather, and news from various agricultural sources. The iPhone version even allows you to ask a question from the experts by snapping a photo in the field and sending it to the Market Journal experts.
NU Beef CowQLate 	iOS	\$0.99	The NUBeef-cowQLate app is a collection of calculators for ag producers. It has a peer reviewed feed cost calculator, a dry matter conversion calculator, a corn stalks calculator and a bovine gestation calculator.
NU Beef BCS (Body Condition Score) 	Android iOS	\$0.99 \$0.99	<p>A Tool for Managing the Nutrition Program for Beef Herds. This Tool includes an interactive learning activity that will teach you how to score Beef Cows while learning to use the Body Condition Score application features.</p> <p>Body condition scores (BCS) describe the relative fatness of a cow based on a nine-point scale. It is an effective management tool to use to evaluate the overall health status of the herd, and manage the nutrition of the herd.</p> <p>This app was developed by Richard J. Rasby, Extension Beef Specialist, through University of Nebraska - Lincoln Educational Media and University of Nebraska - Lincoln Extension.</p>
NU Beef UTS (Udder and Teat Score) 	Android iOS	\$4.99 \$4.99	The conformation of a beef cow's teats and udder are important in a profitable cow/calf enterprise. Females with poor udder and teat conformation are a management challenge for commercial cow/calf producers. A specialized app for beef producers to standardize udder and teat scoring. Developed by Rick Rasby, Beef Specialist, University of Nebraska - Lincoln. This apps also includes a tutorial to learn how to score udders and teats.

App	Type	Cost	Description
Mobile Beef Tracker 	Android iOS	\$9.99 \$9.99	<p>Mobile Cattle Tracker allows you to collect and access cattle records when they are needed. While the majority of data collected on a beef cow-calf operation, occurs seasonally at herd workings, certain data need to be collected on an ongoing basis throughout the production year. Production data like birth records, weights and measurements and management activities needs to be entered real time, so that they can be available for review when animals are gathered and worked. Mobile Cattle Tracker allows data to be collected in a consistent manner and on a timely basis so that meaningful information can be generated.</p>
Mobile Cattle Tracker – Lite 	Android iOS	Free Free	<p>Mobile Cattle Tracker allows you to collect and access cattle records when they are needed. While the majority of data collected on a beef cow-calf operation, occurs seasonally at herd workings, certain data need to be collected on an ongoing basis throughout the production year. Production data like birth records, weights and measurements and management activities needs to be entered real time, so that they can be available for review when animals are gathered and worked. Mobile Cattle Tracker allows data to be collected in a consistent manner and on a timely basis so that meaningful information can be generated. This lite version allows you to try the entry interface before purchasing the full version. Collection screens are available for use while reporting functions are disabled in this lite version.</p>
NU Beef Anatomy 	Android iOS	\$4.99 \$4.99	<p>The Beef Anatomy app provides visual and text information about the muscles and bones of the beef carcass. The user can navigate through the carcass by displaying cross-sections and then touch any muscle or bone to display the respective physical and chemical properties.</p>
Cattle Fax 	Android iOS	Free Free	<p>The CattleFax Android application enable users to browse cattle prices, view dynamic charts, graphs and industry data, examine our catalog of industry news and check detailed, local and national weather forecasts. The CattleFax App help our users to follow the futures markets and get up to date information from the single source of all information on the Beef Industry. Optimized for daily use by beef producers and traders, users of our apps can save their favorite data sections and information in the apps for quick and easy access, view daily Closing Bell and Market Minute Videos from our analysts, share and post news and market information to Facebook, Twitter and LinkedIn from the App with your associates and colleagues, learn more about conferences, events and seminars happening in your area and around the country.</p>