



**Harlan Hughes**  
**Livestock Economist & Professor Emeritus**  
**North Dakota State University Extension Service**

Harlan is a native of Ravenna, Nebraska. He received his BS degree in agricultural mechanization and MS degree in farm management from the University of Nebraska, and his PhD degree in production economics from the University of Missouri.

He served as a farm management specialist at the University of Wisconsin from 1972 to 1978, as marketing specialist at Michigan State University in 1978, and as the AGNET coordinator and microcomputer application specialist at the University of Wyoming from 1979 to 1985. Harlan came to NDSU to provide extension leadership in livestock economics in 1985.

In March 2000, Harlan retired from NDSU and is currently Professor Emeritus, North Dakota State University. Even under retirement, Harlan continues to write for and speak to beef cow producers. He is a frequently sought after conference speaker in both the U.S. and Canada. Effective January 2001, Harlan is a monthly author for the BEEF magazine available free to U.S. producers and available at [www.BEEF-mag.com](http://www.BEEF-mag.com). Harlan maintains an active email address at [harlan.hughe@gte.net](mailto:harlan.hughe@gte.net) and actively solicits email from beef cow producers.

“Harlan has done as much as anyone to lead U.S. cow-calf producers into the management mode.”

His top priority educational program has been writing and publishing the biweekly Market Advisor column. The goal of Market Advisor was to teach beef cattle producers and agricultural professionals who work with them how to integrate economic concepts and analyses into their day to day production decisions. The Market Advisor was distributed to the news media through the agriculture communication weekly news service and was also mailed to livestock professionals, selected producers and university personnel around the U.S. and Canada.

Harlan established a Web page in 1997, which features the Market Advisor and includes other materials. NDSU is currently continuing to maintain his web page [www.ag.ndsu.nodak.edu/cow](http://www.ag.ndsu.nodak.edu/cow). Even after retirement, NDSU, under his supervision, continues to collect and analyze weekly sale barn prices from four locations in North Dakota and Montana and posts a weekly analysis on his web page. He designed a weekly feeder cattle price projection system and posts updated price projections for the next 12 to 15 months every week.

Harlan also introduced Integrated Resource Management (IRM) in North Dakota. This educational program was designed to teach beef cow producers how to conduct an integrated production and economic analysis and to database individual herd analyses into a set of benchmark herds that producers can use to identify their individual herd's strengths and weaknesses. Much of the IRM data has been posted to his NDSU web page and is still be accessed by beef cow producers via the web.

How to profit from cattle cycles, the economic value of a bred heifer, what we have learned from 10 years of Integrated Resource Management (IRM), and unit cost of producing a hundredweight of calf have been the primary subjects of his recent producer presentations.

Harlan is a member of the American Agricultural Economics Association, Canadian Agricultural Economics Association and Western Agricultural Economics Association. Harlan and his wife Lois live in Mankato, Minnesota.