

History of Nebraska's Beef Industry on NET Television

LINCOLN, Neb. (June 2, 2010) -- When most Americans think about firmly-fleshed roasts or juicy steaks, they are thinking about beef.

During the 1950s and '60s, Nebraska's license plates carried the nickname "The Beef State." And with good reason, the beef industry is Nebraska's single largest industry, driving much of the state's economy.

"Beef State," a co-production of NET Television and the Nebraska State Historical Society (NSHS) on the history of the beef industry in Nebraska, airs Sunday, June 13, at 3:30 p.m. CT on NET1 and in high-definition on NET-HD.

The hour-long program tells a tale of economic, ecological and cultural upheaval, as well as the personal stories of victory, loss and true grit that made Nebraska the Beef State. It weaves together historical background and human determination into a fascinating saga that takes viewers on a panoramic sweep through a century of American history.

It follows the first cattle drives into Nebraska and traces the impact of the industry on Nebraska through the state's settlement and homesteading eras, and the rise of cattle barons such as Bartlett Richards. The story continues with the evolution of the modern ranch, following the growth of the beef industry through two world wars, the blizzard of 1949 and the rise and fall of the Omaha Stockyards.

Providing historical background and insightful commentary are NSHS senior research folklorist John Carter; David Wishart, University of Nebraska-Lincoln professor of anthropology and geography; and educators Moni Nation Hourt (Sioux County) and Gary Kastrick (Omaha).

Major funding for "Beef State" was provided by the Nebraska Beef Council, the Nebraska Cattlemen Association, Farmers Mutual of Nebraska, the Nebraska Corn Board and the Nebraska Farm Bureau Federation.

NET1 and NET-HD are part of NET Television, a service of NET. For more information about "Beef State" visit netNebraska.org/beefstate, or for a complete NET Television program schedule, visit NET's website at netNebraska.org/television.

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NET Television:

NET1 is Nebraska's first public television broadcast service and includes PBS and award-winning, locally produced public television programming. NET1 programming is also obtainable on Dish and DirectTV satellite networks in available areas; **NET2** offers live coverage of the Nebraska Unicameral, and other news and public affairs programming; **NET3** is a 24-hour channel featuring the most popular how-to, travel and lifestyle series; and **NET-HD** presents high-definition digital broadcast programming displayed in a wide-screen format.