

Joplin Regional Stockyards

CATTLEMENS

August 2013

NEWS

Volume 17 • Issue 1

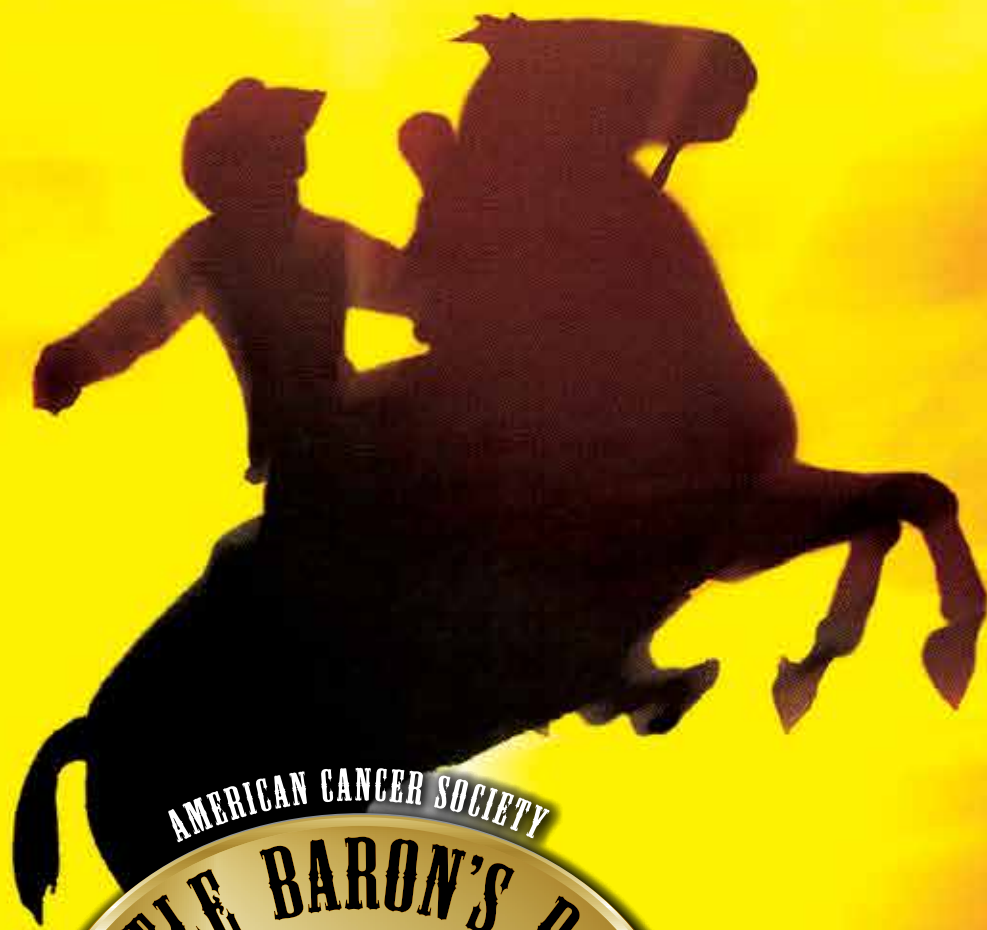


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VIEW FROM THE BLOCK

Look out your window and it's likely you won't see much that resembles last summer. It seems like it rains about every day lately and its 75 to 80 degrees instead of 100. It is paradise!

The weather is having a huge impact on the market. We've seen corn come down over \$1 a bushel. I expect the cost of grain to drop like a rock as grain gets a lot cheaper. We'll see that really influence the feeder cattle, to trend higher as we go along. Cattle will feed for 95 cents or \$1 instead of \$1.15 or \$1.20. That will have a huge impact on the cattle market. It's also rained in Oklahoma and Kansas so we will especially see the lighter end of the calves trend higher as those cattle can go to wheat for grazing. I think we may be shorter on calf numbers this fall than we have been in a long, long time —or maybe ever. I think the cattle market will just be pretty rapid! If you are in the cow/calf business, you will be in the driver's seat!

Cow and bull prices are also being impacted by the weather. Big rains over widespread areas like the one the end of July will drop slaughter numbers. It looks to me like we could see prices go higher at a time when we typically see lower prices simply because



of the number of slaughter cattle going to market.

Our special video sales have been really good this summer. There is a lot of opportunity out there right now. Some of the 6-weight steers right now are costing in the \$1.50 range. If you can sell those cattle weighing 850-900 pounds for November delivery for \$1.45 or \$1.50, there is potential to make a lot of money. This might not have worked the last couple of years, but this year it seems to me like it's a no-brainer.

The grandkids are playing football, basketball and baseball. It's raining every day. The cattle market is good. And, I'm just livin' the dream.

Good luck and God bless.

Jackie Moore

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Weaning is a critical time in a calf's life. Find out the best time to wean and other management strategies inside this issue.— Photo by Joann Pipkin

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BEEF IN BRIEF

New Transportation Rule Posed Threat to Animal Welfare

The Department of Transportation's Federal Motor Carrier Safety Administration (FMCSA) made the decision to allow livestock truckers a 90-day waiver from a rest-break provision included in new rules, which went into effect on July 1, 2013. The rest-break provision requires drivers to take a 30-minute break during the first 8 hours of a shift. While the rule changes were well-intentioned, according to Missouri Cattlemen's Association Executive Vice President Mike Deering, they did not take into account animal welfare. Deering said livestock hauling is not the same as hauling non-living items.

FMCSA granted the 90-day waiver as a result of above average temperatures forecast for much of the country from now through September.—*Source: Missouri Cattlemen's Association Prime Cuts*

USDA Forecasts Even Lower Beef Production in 2013

The latest USDA World Agricultural Supply and Demand Estimates Report forecasts lower beef production compared to the previous quarter from the third quarter of 2013 through the second quarter of 2014.

Compared to a forecast from the previous month's report, the USDA has lowered its beef production projection by 100 million pounds for the year. The new estimate is 576 million lower than totals in 2012.

Looking ahead to annual beef production in 2014, the USDA remains steady on its prediction of 24.1 billion, over 1.8 billion lower than the 2012 figure.

The forecast for overall red meat production is reduced from the previous month due to lower beef, pork and turkey production. Fewer cattle were slaughtered in Q2 than expected which the USDA says more than offsets higher slaughter numbers expected from July to December.

The USDA lowered its annual cattle price forecast based on recent market activity. That trend has been carried over to early 2014 expectations as well. This year's projected steer price moved from a range of 125-130 to 124-127 per cwt. Although prices are expected to move higher in 2014, the USDA has lowered next year's projected steer price from a range of 128-138 to a range of 126-137 per cwt.

Beef exports for 2013 and 2014 are unchanged. The USDA reports the beef import forecast is lowered for 2013 and 2014 due largely to expected tight supplies in Oceania.

—*Source: CattleTraderCenter.com*

2013 Missouri Steer Feedout Ends in Red Ink Again

The curtain has come down on the 2012-13 Missouri Steer Feedout with the Finale on June 27 in Mt. Vernon. The sad news is that the average loss per head on the 149 steers that began the program was \$227.49 during the feeding phase of their life.

"This was the second Feedout in a row that saw losses exceed \$225," said Eldon Cole, a livestock specialist with University of Missouri Extension.

The large losses can be blamed on a variety of causes. They range from the initial value placed on the steers in November which ran from \$135 to \$170 per hundred. The feed cost averaged \$109.36 per hundred with the total cost of gain \$130.45.

Other factors that contributed to the red ink were: two steers died; 25 percent of the calves were individually treated at an average cost of \$11.24 per head; six head were Yield Grade 4s; four head had very low marbling scores thus graded Standard; two carcasses weighed less than 550 lbs. Each of these items made profits more elusive.

The 149 steers were all born after January 1, 2012 and made an average daily gain of 3.19 lbs. They weighed 1181 lbs. when slaughtered. Their average fat cover was .42 inch and their ribeye average was 12.5 square inches. The 147 carcasses averaged 59% low Choice or above with 60% having a Yield Grade of 1 & 2.

In addition to the various costs that contributed to the \$227 per head loss, the fed cattle marketed remained low throughout the spring.—*Source: University of Missouri Extension*



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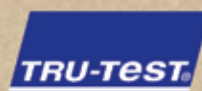
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Nutrition key to minimizing sickness, death

BY JUSTIN SEXTEN FOR CATTLEMEN'S NEWS

The National Animal Health Monitoring System reports 81.2% of surveyed feedlot operators believe bunk-breaking calves is extremely or very effective in reducing sickness or death loss. Bunk breaking was ranked similar to respiratory vaccinations and weaning four weeks prior to shipping with castration and dehorning four weeks prior to shipping at 91.6% effective. Bunk breaking was considered important without any consideration of what feed is used to wean calves.

Nutrition during the first month after weaning is key to minimizing sickness and death loss in backgrounding and feedlot programs. Providing adequate nutrition following weaning improves immune response and allows vaccines to adequately protect calves from infection while improving post-weaning gain regardless of market endpoint. Preconditioning programs are a comprehensive approach to value added marketing by addressing health, nutrition and management.

When selecting weaning feedstuffs avoid the temptation

to cheapen up diets using low nutrient feeds. Weaned calves have low dry matter intake so nutrient dense weaning rations ensure adequate protein and energy consumption. A weaning management program begins with quality forage. In many operations producers rely on forage to provide the bulk of the nutrients to weaned calves, in these cases, provide calves with the best grass hay available to ensure intake is not limited by fiber and fill.

In the weaning supplement maintain 14 to 16% CP, include a coccidiostat or ionophore, and provide balanced vitamin and mineral supplements. Using a straight commodity supplement can provide adequate protein and energy to weaned calves, but may lack adequate mineral and vitamin premixes in addition to the feed additives shown to improve weaning health.

The first month following weaning is when most management uncertainty occurs. During this time calves are stressed; as a result sickness and death losses will be the greatest. Nutritional investments during this time



period to maintain or enhance performance offer some of the greatest marketing returns.

Providing yearling cattle or developing replacements with supplemental nutrition as the grazing season progresses offers the opportunity to increase weight while extending pastures. As a rule of thumb for each pound of supplement a calf consumes, a half a pound of pasture is conserved. This late-season supplementation increases cattle "handling" and can improve the producers' ability to lead cattle to corrals. Improved and increased cattle handling will reduce pre-shipping shrink, increase market weight, or in the case of replacement heifers, allows earlier selection for disposition.

Not all supplementation is good as excessive feeding increases fleshiness. The discount for fleshy calves is linked to reduced feed efficiency and compensatory gain for the calves' next owner. Market report summaries indicate fleshy calves are discounted \$1 to \$6 per cwt compared to average fleshed calves. As costs contin-

CONTINUED ON NEXT PAGE



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WEANING TIME • CONTINUED FROM PREVIOUS PAGE

ue to increase, the reduced feed efficiency associated with feeder calves carrying excessive condition will likely raise the discount for fleshiness.

Rapidly developed replacement heifers produce less milk; heifers gaining greater than 2.5 pounds a day and carry excessive condition during development tend to wean lighter calves throughout their productive life. Therefore, develop late season replacement supplementation programs with a pre-breeding target weight of 60% of mature cow size. This assures adequate pre-breeding development while minimizing milk suppression and excessive feed costs.

Conversely, fleshy cull cows exhibit increased dressing percent and higher market grades compared to thinner cows. Market cows carrying additional flesh are less likely to bruise during transportation resulting in reduced trim loss at processing. Cows failing to wean a calf or

those who milk poorly will tend to be fatter at weaning. Open cows carrying excessive flesh should be the first on the cull cow list.

For fall-calving herds, 45 to 60 days pre-calving is the other period when nutritional investments pay marketing dividends by improving calf vigor and colostrum quality. Having more calves survive from birth to weaning will increase market revenue. Additionally, improving cow condition pre-calving shortens the post-partum interval and improves reproductive efficiency during the following breeding season.

Market revenue to the beef operation is a function of pounds sold times price. Pounds marketed are a function of number of head and body weight. Attention to nutrition allows calves to express their genetic potential for growth and offers the opportunity to increase the number of head sold each year due to improvements in health and reproduction.

NEWS TO USE

Suspect Arrested, Charged in Cattle, Equipment Theft



Barry County Sheriff Mick Epperly answers questions from the media regarding the arrest of and charges filed against Howard Lee Perryman, 67, Monett, Mo. Perryman was apprehended by officers from the Greene County Sheriff's Department July 11, 2013, after a drawn out search in Northwest Greene County. Perryman's arrest came as the result of a lengthy investigation conducted by the Rural Crimes Unit of the Missouri State Highway Patrols Division of Drug and Crime Control, and the Sheriff's Departments in Barry and Greene Counties. He has been charged with theft of farm equipment, stealing cattle and tampering with a motor vehicle. Perryman is being held in the Greene County Jail on a \$1 million bond. Greene County Sheriff Jim Arnott said at a July 15 press conference, the investigation is on-going. —Photo by Joann Pipkin



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HEALTH WATCH

Preconditioning: Prevention Still the Best Cure

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BY DRs. DAN THOMSON & CHRIS REINHARDT

Although it appears that Avaccine and antimicrobial technologies improve constantly, we continue to realize that calves that are unprepared for life in the feedlot, and which undergo significant stress during and after weaning en route to the feedlot, will have morbidity upwards of 30%, and first treatment success is often only 30-50%. Calves that get mild respiratory disease will have 0.2 lbs lower ADG than healthy calves, and those calves with more severe respiratory disease, requiring multiple treatments, will have 0.6 lbs lower ADG for the entire feeding period and require a greater number of days to reach market weight and finish. This translates to 15-20 lb less carcass weight and 10-15%

fewer choice carcasses. It pays to keep calves healthy.

Depending on your definition, preconditioning can mean everything from simply giving calves a single vaccination prior to weaning, all the way to two rounds of vaccination against viral and bacterial pathogens, given pre- and post-weaning, deworming the calves, weaning from their dams for at least 45 days, and transitioned onto a total mixed ration, feedbunks, and waterers.

As far as animal performance is concerned, the extent of preconditioning needed to minimize post-arrival problems and maximize feedlot performance depends on the extent of stress imposed on



the calf after weaning. Recent studies here at K-State suggest that single-source calves shipped four hours to a feedlot will benefit from pre-weaning vaccination and weaning and feeding for at least two weeks pre-shipment. If calves are going to be shipped a great deal farther, will be extensively commingled either in transit or upon arrival, and may experience adverse weather conditions post-arrival, vaccination and weaning for 6-8 weeks pre-shipment would be preferred.

The additional benefit of the extended duration preconditioning phase is that with longer periods on feed at or near the home ranch, the calf has a much greater opportunity to put on any weight lost during

the weaning transition or early respiratory disease challenges, and also put on meaningful tissue gain. Provided that feed costs are reasonable, this greatly improves the likelihood that the preconditioning phase actually will improve return above simply selling at weaning time.

Another factor that can improve the return from preconditioning is the level of nutrition provided during this time. Simply providing marginal quality hay plus a supplement may accomplish the goals of preparing the calves for life on their own in a feedlot, but the low rate of gain achieved will result in little or no return to management and return on investment. Most modern cattle genetics have tremendous lean gain potential and can gain from 2.5 to 3.0 lbs per day without depositing a great deal of excess external fat. Once calves have overcome the stress of weaning and any possible respiratory disease challenges, calves will make the most of a well-balanced, nutrient-rich blend of high-quality forages

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- Increased immunity against IBR ("Red Nose") virus in beef steers significantly as early as 14 days after vaccination, maintaining this difference in antibody titers compared to the control group, for at least 60 days.

Videos at YouTube
"Multimin USA" Channel 



**PRECONDITIONING • CONTINUED
FROM PREVIOUS PAGE**

and concentrate. Cost of gain is calculated by dividing total cost inputs by total gain output. A profitable cost of gain relies on either costs being extremely low, or gain being great enough to more than make up for the investment in feed, medicine and labor.

If you've decided to feed the calves for greater than 45 days and are able to provide the calves with a good quality diet, it makes sense to also provide an implant of dosage appropriate for the age and size of the calves, and appropriate for the level of nutrients provided. This usually means giving a low dose, estrogen-based implant. You can typically expect a 10-15% increase in ADG from this type of implant program in weaned calves.

But as a word of caution, if you make the substantial investment of time and money to improve the ability of your calves to thrive in the feedlot world, you should make sure to get full value for your investment. Many feedlots and cattle buyers have realized that they can make more money on calves that don't get sick after arrival and are willing to pay a premium for preconditioned calves. Make sure those buyers who value and will pay for the added assurance provided through preconditioning are present when you sell your calves, because buyers who are only looking for a "bargain" are not going to pay a premium for value-added calves. If you've gone to the added expense of preconditioning your calves, go the last step and make sure you market them accordingly.

Respiratory disease is the most costly disease in the cattle industry, and the greatest factor affecting calf performance in the feedlot. If you can prevent or control disease, you can, to a certain extent, control performance of calves. Feedlots are paying premiums for calves which are prepared for life at the feedlot. Why? Because they perform. As a rancher, you can and should get paid for your investments of time, money and management.

—Dr. Dan Thomson and Dr. Chris Reinhardt are with The Beef Institute, Kansas State University.

NEWS TO USE**No-Go for Cattle Rustling,
Animal Abuse Bill****Governor Nixon Vetoes SB 9**

Missouri Governor Jay Nixon vetoed legislation that would toughen penalties for cattle rustling and provide a fix to the animal abuse and neglect law. S.B. 9, which was an important bill for Missouri farm and ranch families, fell victim to the governor's pen last month causing the Missouri Cattlemen's Association (MCA) to question

Governor Nixon's commitment to Missouri agriculture. MCA Executive Vice President Mike Deering said the governor turned his back on families providing safe and nutritious beef for a growing global population.

The animal trespass portion of S.B. 9 was sponsored by Rep. Joe Don McGaugh (R-39). MCA President Chuck Massengill,

who is also a veterinarian, says this portion would have provided a much needed correction fix to the current animal abuse and neglect law.

Cattle rustling, which is a constant problem throughout the state and most severe in southwest Missouri, was addressed in S.B. 9 as well. The new language, sponsored by Sen. David Sater (R-29), would have made the penalties for cattle rustling tougher by making the first offense a felony in most cases.

"Cattle rustling is not the same as stealing objects. We are talking about livelihoods being stolen," said Massengill. "It's a shame that the governor essentially ignored MCA's quest to curb this problem in the state."

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HELPING HANDS

Results for 45th Conservation Reserve Program General Sign-Up Offers Received for 1.9 Million Acres

Agriculture Secretary Tom Vilsack announced that the U.S. Department of Agriculture (USDA) will accept 1.7 million acres offered under the 45th Conservation Reserve Program (CRP) general sign-up. The Department received nearly 28,000 offers on more than 1.9 million acres of land, demonstrating CRP's continuing appeal as one of our nation's

most successful voluntary programs for soil, water, and wildlife conservation. Under Vilsack's leadership, USDA has enrolled nearly 12 million acres in new CRP contracts since 2009. Currently, there are more than 26.9 million acres enrolled on 700,000 contracts.

"For 27 years, lands in CRP have helped to conserve our nation's resources and

played a part in mitigating climate change," said Vilsack. "American farmers and ranchers continue to recognize the importance of protecting our nation's most environmentally sensitive land by enrolling in CRP. As the commodities produced by our farmers and ranchers continue to perform strongly in the marketplace — supporting one out of every twelve jobs here in the United States — it is no surprise that American producers continue to recognize the importance of protecting our nation's most environmentally sensitive land by enrolling in CRP."

In addition to the announcement, over the last four years, USDA has set aside significant acreage under CRP's

continuous enrollment programs to target habitat conservation on especially important lands. For example, in March, 2012, President Obama dedicated 1 million acres of CRP to Continuous Enrollment Programs to conserve wetlands, grasslands and wildlife. This year, farmers and ranchers have already offered more than 370,000 acres under Continuous CRP signup, a figure that is impressive given that the lack of a Farm Bill extension last fall meant that CRP enrollment only reopened this spring in May. Lack of a comprehensive Farm Bill this year has resulted in uncertainty

CONTINUED ON NEXT PAGE

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**CRP • CONTINUED
FROM PREVIOUS PAGE**

for achieving further enrollment objectives under continuous CRP.

CRP is a voluntary program that allows eligible landowners to receive annual rental payments and cost-share assistance to establish long-term, resource-conserving covers on eligible farmland throughout the duration of their 10 to 15 year contracts.

Under CRP, farmers and ranchers plant grasses and trees in fields and along streams or rivers. The plantings prevent soil and nutrients from washing into waterways, reduce soil erosion that may otherwise contribute to poor air and water quality, and provide valuable habitat for wildlife. In 2012, CRP helped to reduce nitrogen and phosphorous losses from farm fields by 605 million pounds and 121 million pounds respectively. CRP has restored more than

two million acres of wetlands and associated buffers and reduces soil erosion by more than 300 million tons per year. CRP also provides \$2.0 billion annually to landowners—dollars that make their way into local economies, supporting small businesses and creating jobs.

In addition, CRP sequesters more carbon dioxide than any other conservation program in the country, and also reduces both fuel and fertilizer use. Yearly, CRP results in carbon sequestration equal to taking almost 10 million cars off the road.

USDA selected offers for enrollment based on an Environmental Benefits Index (EBI) comprised of five environmental factors plus cost. The five environmental factors are: (1) wildlife enhancement, (2) water quality, (3) soil erosion, (4) enduring benefits, and (5) air quality.

—Source: Missouri Farm Service Agency Release

New App Keeps Cows Cool, Profitable

ThermalAid monitors heat-related stresses on your smart phone

The University of Missouri released a new product that can help animal farmers reduce a billion dollar problem in heat-related losses.

ThermalAid is a smart phone app that monitors heat-related stresses on beef and dairy cattle and alerts farmers when there is a health problem. The app also recommends which intervention strategy will be most effective.

“Cows are like the rest of us,” said Don Spiers, professor of animal science at Mizzou’s College of Agriculture, Food and Natural Resources, and who led the team that developed the



A smart phone app called ThermalAid can be purchased for 99 cents. The app can help cattle producers measure heat related stresses and signals an alert a health problem exists.


—Univ. of Missouri Photo

app. “They slow down in hot and humid weather. When stressed by too much heat, they stop eating, and thus fail to gain weight or produce milk.”


Hot weather means big losses for farmers. “Each summer, the dairy industry loses \$900 million nationally in productivity and the beef industry \$400 million. And that’s data

from 2003 when the industry was smaller and summers less intense,” Spiers said.

CONTINUED ON PAGE 13



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MANAGEMENT MATTERS

What Time is Right to Wean?

Consider the cow's body condition score first

BY MELISSA HUDSON

This time last year I shared with you things to consider regarding management of cows and calves prior to and at weaning. However, one question that is often asked is the very simple one of, "when is the best time to wean calves?" Indeed, establishing a weaning date is the first step to making management decisions, such as the timing of vaccinations.

There are numerous factors to keep in mind when deciding when to wean your calves. However, **the first and most important may not be the first thing that comes to mind: body condition score (BCS) of your cows.** The primary goal in beef production is for cows to have an average calving interval of 12 months. One of the major factors affecting reproductive performance is the amount of fat reserves, measured as BCS, a



cow has at calving. Ideally, cows should be at BCS 5 or greater at calving. This means that you should wean your calves early enough to give the cows time to regain body condition. Weaning eliminates the nutrient demands of lactation, thus allowing cows a greater opportunity to regain body condition prior to calving. In addition, you must evaluate nutrient (generally forage) availability. In general, it takes 50-80 pounds for most beef cows to increase one BCS. With unlimited, average quality forage, this means it would take a cow between 30 and 50 days to increase from BCS 4 to 5. If forage availability is limited or quality is diminished, it can take significantly longer for cows to improve condition and be ready for the next calving season.

If cows are in acceptable body condition (BCS \geq 5), weaning can be delayed, allowing for greater weaning weights, without negatively impacting subsequent reproductive performance of the cow. However, weaning should be done no later than 45-50 days prior to calving to allow sufficient time for the tissue in the mammary gland to recover and be restored. Insufficient recovery time can reduce milk production and thus negatively impact weaning weights of next year's calf crop. In a 4-year study conducted at Oklahoma State University (Hudson et al., 2010, Journal of Animal Science), researchers concluded that delaying weaning of fall-born calves by 84 days from April (210 days of age) to July (294 days of age) increased calf weaning weights by 205 pounds and did not have a detrimental effect on reproductive performance of cows that were 4 years of age or older at calving. However, if April-weaned calves were retained and grazing native range pastures, delayed weaning only conferred a 35-pound advantage to the July-weaned calf. For cows 3 years and younger at calving, it is not advised to prolong the

suckling period beyond 210 days, as it could have negative effects on subsequent reproductive performance due to the greater need for nutrients to support maturation of the young cow.

Another thing you must consider when deciding on a weaning date is your target market. Are you retaining post-weaning calves to ready them for a pre-conditioned sale that requires a minimum number of days weaned? If you have a limited time frame and limited feed resources, you are likely intending to market your calves soon after weaning. Calves that are fully weaned and no longer bawling for their mamas are generally better received by buyers. Allowing for at least 3-5 days for calves to adjust to their new life is advised before sending calves to market. So, check with your local livestock market to determine sale day and then plan accordingly.

So, **what time of day is best to reduce weaning stress?** If you asked the animals, there probably isn't ever a good time; however, for you and your neighbors, weaning in the morning is generally preferred. The benefits to morning weaning are, first, that you have daylight hours to watch both mamas and babies to make sure that there are no efforts to create a reunion, and second, hopefully some of the bawling will have settled down after 18 hours of separation, providing everyone a better opportunity for a good night's rest.

If you are the type to subscribe to the effects of the moon and its phases, consulting the Farmer's Almanac provides some additional insight to which days are best for weaning and other stressful activities, such as castration or dehorning. The general "rule" is to wean when the moon is in the signs of Sagittarius, Capricorn, Aquarius and Pisces. Check out www.farmersalmanac.com/calendar/zodiac to learn what sign the moon is in.

Regardless of your decision of what average calf age to wean at, it's important that you do so with consideration of numerous factors, including the available time, space and management resources you have available. The best plan is the one that can be carried out successfully!

—Melissa Hudson is assistant professor of animal science at Missouri State University.



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INDICATIONS FOR USE

LONGRANGE, when administered at the recommended dose volume of 1 mL per 110 lb (50 kg) body weight, is effective in the treatment and control of 20 species and stages of internal and external parasites of cattle:

Gastrointestinal Roundworms	Lungworms
<i>Cooperia oncophora</i> – Adults and L ₄	<i>Dictyoacaulus viviparus</i> – Adults
<i>Cooperia punctata</i> – Adults and L ₄	
<i>Cooperia surnabada</i> – Adults and L ₄	Grubs
<i>Haemonchus placei</i> – Adults	<i>Hypoderma bovis</i>
<i>Oesophagostomum radiatum</i> – Adults	
<i>Ostertagia lyrata</i> – Adults	Mites
<i>Ostertagia ostertagi</i> – Adults, L ₄ , and inhibited L ₄	<i>Sarcoptes scabiei</i> var. <i>bovis</i>
<i>Trichostrongylus axei</i> – Adults and L ₄	
<i>Trichostrongylus colubriformis</i> – Adults	

Parasites	Durations of Persistent Effectiveness
Gastrointestinal Roundworms	
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
Lungworms	
<i>Dictyoacaulus viviparus</i>	150 days

DOSEAGE AND ADMINISTRATION

LONGRANGE™ (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight).

WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions

The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter.

Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE™ (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

When to Treat Cattle with Grubs

LONGRANGE effectively controls all stages of cattle grubs. However, proper timing of treatment is important. For the most effective results, cattle should be treated as soon as possible after the end of the heel fly (warble fly) season.

Environmental Hazards

Not for use in cattle managed in feedlots or under intensive rotational grazing because the environmental impact has not been evaluated for these scenarios.

Other Warnings: Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

TARGET ANIMAL SAFETY

Clinical studies have demonstrated the wide margin of safety of LONGRANGE™ (eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin. The administration of LONGRANGE at 3 times the recommended therapeutic dose had no adverse reproductive effects on beef cows at all stages of breeding or pregnancy or on their calves.

Not for use in bulls, as reproductive safety testing has not been conducted in males intended for breeding or actively breeding. Not for use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age.

STORAGE

Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light.

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1050-2889-02, Rev. 05/2012

THERMAL AID • CONTINUED FROM PAGE 11

The 99-cent app receives temperature and humidity data from the weather service according to the GPS location of the user. The farmer tells the app if it is beef or dairy cow, if it is in the barn or outside, if it is on the pasture or feedlot, its health status, and other information.

With that, the app calculates the animal's Temperature Humidity Index, or the THI. If the THI is not stressful, the app shows green for that cow. If heat stress is an issue, the color goes to yellow and then orange. Red indicates a life-threatening condition.

The farmer can also measure each cow's respiration rate, a good indicator of heat stress impact on the animal. A built-in timer can assist the user to record the respiration rate.

When farmers know that their animals are stressed, they can intervene with additional shade, fans or water misters to improve comfort and productivity. The app is tied to a MU database called ThermalNet (www.thermalnet.missouri.edu), which provides additional climate and weather data, as well as tips to manage heat stress.

ThermalNet allows farmers to communicate with experts at MU Animal Science.

ThermalAid took more than two years to develop. Spiers and his team are now working on an improved version called ThermalAid Pro. This app will automatically pull in ambient temperature and humidity data from sensors that the producer places at different locations on the farm site, thus increasing accuracy of the THI calculation. Future updates might include information from sensors placed on individual animals.

The upcoming app will create a regional database of heat stress information, giving farmers a new tool to combat losses, and scientists associated with the project will use the new information to develop better predictors of the impact of heat stress on animals.

"Ideally, we need temperature modules placed in different locations on the farm site that provide real-time readings and inputs — but that development is costly at present," Spiers said. The challenge is to make a cost-effective product that is reliable and durable in a field environment.

Spiers and the Thermal Aid team hope to attract potential business partners to develop and market the new app, and produce reasonably priced sensors.

Additional plans are to modify ThermalAid Pro in the future to track heat stress on other livestock like swine, sheep, goats and poultry, as well as horses and pets. The product may even be used in humans, in such cases as kids playing football in hot weather or in people with impaired health conditions.

"We know there's a lot of interest in using ThermalAid for animals other than cattle, but that requires developing accurate heat stress equations for each animal type," Spiers noted. "It will take time to gather the data and create those equations. We're hopeful that industry or investors will partner with us to fund the work needed to generate equations for different breeds."

"The beauty of the app is that over time we'll collect information from producers for a large database that will allow us to make even better predictions about

how animals respond to heat not only in Missouri and the Midwest, but all over the country and around the world," said Spiers. "Eventually, a global network will be created between producers and heat stress specialists that will be able to provide specific site recommendations to alleviate the problem, and ultimately reduce cost to the producers and consumers.

Spiers has already worked with Mizzou's licensing division, giving him a framework to collaborate quickly and professionally with investors.

—Source: University of Missouri.

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SMALL INTESTINAL WORM (<i>C. punctata</i>)	100-150 days	~30 days	~30 days
STOMACH HAIRWORM	100-150 days	~30 days	~30 days
BARBER'S POLE WORM	100-150 days	~30 days	~30 days
NODULAR WORM	100-150 days	~30 days	~30 days
BROWN STOMACH WORM (<i>O. ostertagi</i>)	100-150 days	~30 days	~30 days
BROWN STOMACH WORM (<i>O. lyrata</i>)	100-150 days	~30 days	~30 days
LUNGWORM	100-150 days	~30 days	~30 days

Available in 500 mL, 250 mL and 50 mL bottles. Administer subcutaneously at 1 mL/110 lbs.

*SAFE-GUARD® has no demonstrated persistent activity.

For more information, visit theLONGRANGElook.com

IMPORTANT SAFETY INFORMATION: Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment.



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¹ Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.
² LONGRANGE product label.
³ Morley FH, Donald AD. Farm management and systems of helminth control. *Vet Parasitol.* 1980;6:105-134.
⁴ Brunson RV. Principles of helminth control. *Vet Parasitol.* 1980;6:185-215
⁵ CYDECTIN® Injectable product label.
⁶ DECTOMAX® Injectable product label.
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NEXT GENERATION

What's Fair Among Siblings?

One of the Tough Parts of a Legacy Plan

BY DARREN FRYE

Whenever families gather together – vacations, barbecues, reunions – family dynamics become more apparent. In farm and ranch families, those relationships can become complicated when the conversation turns to legacy and succession planning – especially in families with both on- and off-farm siblings.

Addressing the different viewpoints found among siblings is not easy – and those in the older generation may have strong opinions based on history and life experiences. One man I know felt he had been required to “buy the business twice” – once through his many years of work and the second time when he had to buy out his siblings.

He said he didn't want that to happen to his kids. So he's working with a legacy advisor to create a plan using the concept of sweat equity – giving on-farm children “credit” for the years of hard work they've invested to help build the operation. He's gained peace of mind from knowing each of his kids will be treated fairly.

Legacy plans are about hard-working families who have built operations they are proud to own, and the children they love and who intend to carry on after they're gone. Does this sound like your family's operation?

By nature, legacy planning is an emotional process. Family tensions and dynamics rise to the surface when you start talking about how kids will be treated in a legacy plan – whether you choose to address it in a “fair” or an “equal” way. It makes a difference to the future of the operation whether you split everything equally or do what's fair for each child.

The process begins by getting everyone's feelings and wishes out on the table. At this point, when we're thinking of our demise, we need help dealing with the details. We need an outside perspective to point out what is, at times, too hard for those in the middle to see. Sorting fact from feelings and



arriving at creative solutions to accomplish our family goals can be a challenge.

In one situation, a farmer found himself unable to talk to his kids about his wishes for them to come back to the operation. It was too emotional for him. He couldn't find the words with his kids in the room. So he asked our legacy advisor to do it for him.

He told the advisor his wishes and then was in the room later when the advisor shared them with the family. The kids looked at Dad as the legacy advisor spoke their dad's feelings. Dad nodded in agreement when the advisor said just what Dad meant.

That's not the typical role of the legacy advisor – but facilitating those crucial conversations is. Usually at some point in the planning process, our legacy advisors run into a few tears. It's natural when you're thinking about what will happen after you're gone. And often there's anxiety around some family dynamics or dysfunctional relationships. Sometimes it's enough to make the advisor tear up too.

The key is to talk about issues and get things out in the open. You might think each group of children will respond in a particular way to a plan, but their real-life reactions may be totally different.

One family proposed a plan using the concept of sweat equity, and an off-farm child responded in a very unexpected way. He said that he didn't ever expect to inherit any part of the operation – because his brother had always worked with Dad on the ranch, while he had chosen to establish his own career in the city.

THISLE CONTROL • CONT'D FROM PAGE 14

seed head in the spring, produce seed and die by mid-summer.

“Since the plants that have seeded out are almost dead because of the proximity to the end of their lifespan, spraying is almost fruitless now,” said Schnakenberg.

Mowing is the first impulse of many to control it now, but one risk of mowing is the spreading of the seed to other areas on the mower deck, making matters worse for the fall germination period. Sometimes this is what it takes however to clean up a mess.

WEEVIL CONTROL

Over 30 years ago, University of Missouri Extension and USDA introduced the flower head weevil and rosette weevil to Missouri fields. These weevils specifically target thistles.

“There is lots of evidence that these weevils are doing a massive job of consuming many of the seed in the flower heads scattered across our county. There is no way that they can keep up with all the seed produced, but if they are getting perhaps 30-40 percent of the billions of seeds that are produced each year, they are having an impact,” said Schnakenberg.

Schnakenberg says to watch for dried up seed heads and cut them open for evidence of weevil damage. Many times, a person will find two to four flower head weevils in the heads.

“At this time of year, the weevil is probably the best control,” said Schnakenberg. “Biological control does not take

us, as landowners, off the hook for keeping thistles from going to seed. Obviously the weevils need our help.”

SPRAY OPTIONS

Other control options include spraying at appropriate times of the year with products such as 2,4-D, dicamba, Grazon P+D, GrazonNext, Chaparral or other registered products.

Schnakenberg says the best times to spray are when the plants are still in the rosette stage which is the stage these plants are in for 70-80 percent of their lifespan. This corresponds with an ideal time of the year to spray being in the fall (October) or early spring (March-April).

Sometimes widespread broadcast spraying is necessary for control over spot spraying.

Mowing multiple times is also an option in the spring or early summer. A Kansas study found that only 11 percent of the musk thistles mowed at the early bud stage were killed. When mowed a second time four weeks later, 79 percent of the thistles were controlled.

The best time to start mowing is within two days after the terminal flower head blooms in order to inhibit seed production and prevent rebolting. Remember however, that viable seed can start to develop within seven days of the first pink coloring in the heads.

“Let's all do our part to keep thistles from going to seed,” says Schnakenberg. “It is challenging but it will make our property more productive, keep our neighbors happy with us and improve property values in the long-run.”

Legacy advisors have ideas about how to address these “fair vs. equal” issues. They can suggest strategies to provide some equality to off-farm children while protecting the operation and the local siblings who have poured their heart and soul into it.

The act of legacy planning is a demonstration of love. As you move through the process you're doing it primarily for your children to ensure they get a solid financial start in the operation. The planning you've done and the business that you've started or managed when it was handed to you is a big part of the legacy you leave.

It's a demonstration of responsibility, too. It's the opportunity to help keep the operation in the family through a successful transfer. Accept that emotions are involved, and don't let all of this talk about crying stop you. Let it motivate you to start a plan for your family and operation.

—Source: Darren Frye's company, *Water Street Solutions*, helps farmers across the Midwest with profitability through financial analysis, crop insurance, commodity marketing, and legacy planning.

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Weigh Em Up

Creep feeding can pay dividends

BY LAURA WOLF
FOR CATTLEMEN'S NEWS

While some cattlemen might view creep feeding their nursing calves as just another added expense, using it only in times of drought, one Lawrence

County producer says the practice pays for itself.

Mike Kennedy, who farms near LaRussell, Mo., has been creep feeding his calves for about 10 years. Kennedy runs a black-based commercial cow-calf operation with the calves sired by Gelbvieh or SimAngus bulls.

"When the fescue starts getting tough like it is in mid to late summer, the creep feed will keep the calves growing," Kennedy explains. He usually starts the calves on the creep about 8 weeks prior to weaning.

"I want the calves to know what feed is when weaning time comes," he says.

The choice to creep feed calves requires a careful analysis of advantages and disadvantages, which are different for every operation.

Creep feeding increases subsequent rate of gain and weaning weight, which can add to the selling price according to Dan E. Eversole, an extension animal scientist with Virginia Tech. However, heifer calves raised for retention are not good candidates for creep feeding according to University of Missouri Extension livestock specialist Eldon Cole. Fat deposition around udders can decrease milk production for the life of the animal. The addition in weight can also become excess if creep feed is unlimited, causing buyers to discount them at sale time.

"A limited creep feeding program has merit as the over conditioning problem is reduced, heifers don't get too fleshy and the conversion rate is usually more economical," Cole said.

"Many creep feeds are available with intake limiters and low levels of salt may also be mixed with the concentrate."

Creep feeding also supplements the nutrition calves receive from milk. This is important because of the "hungry calf gap" that occurs in nursing calves prior to weaning. The calves need more nutrients than the cow can provide, and a well-managed creep feeding program can adequately fill that gap when pasture quality declines due to drought.

Calves from first-time mothers selected for above-average milk EPDs and from older cows with declining milk yield are generally good candidates for creep feeding, Cole said.

Creep feeding is ideal for assistance in fall-calving herds. The extra nutrients at a declining time for forage keeps calves healthy and makes the weaning process easier.

Calves started on creep rations before weaning begin eating sooner after they are weaned or shipped. They regain the weight lost due to weaning or shipping in a shorter period of time and have lower rates of morbidity and mortality as compared with calves that do not quickly begin eating after being weaned from their dams, according to a University of Nebraska-Lincoln Extension publication.

During the weaning process, Kennedy continues feeding his calves creep feed. Once weaning is complete he switches to hand-feeding in bunks.

CONTINUED ON NEXT PAGE



Creep feeding in fall calving herds can help producers deliver extra nutrients at a declining time for forages while it also keeps calves healthy and can make the weaning process easier. —Photo by Joann Pipkin



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On the Other Side of the Fence

Get low-stress with fence-line weaning

By Joann Pipkin, Editor

Quiet calves. Throw in some saved pounds at weaning and it would be a cattlemen's dream.

Undoubtedly, weaning is the most stressful time a calf will experience. Regardless of whether or not you implement a complete preconditioning program, low stress weaning techniques will pay off with healthier and likely even heavier calves.

One low stress weaning technique, where calves can still have contact with their mothers is fence-line weaning. It's a practice Lawrence County cattleman Darrel Franson has used for years.

"Calves go on feed quicker because they aren't worried about momma," Franson explains. And, they drink more water, he says of the management tool that allows cows and calves to stand nose to nose with a fence separating them.

Franson says he practiced fence-line weaning for about 14 years before taking it a step further by weaning on grass.

"I pick a lush, green pasture, between 25 and 40 acres, split it in half with a four-strand poly wire fence," Franson notes. All four wires are electrified. Water is available in both paddocks and

feed bunks are set out for the calves.

"Once it's all set up it's really sweet," Franson exclaims. "The calves settle down so quickly."

Franson says there's plenty of bawling calves the first night but by the second, it's only occasional. By the third evening, he reports the noise from the calves is all gone.

It actually takes the cows a little longer to quiet down, Franson reports, as the pressure in their udders lasts a bit longer than the concern on the calves' part. In about a week, Franson separates the cows and calves to his 'normal' management intensive grazing routine with pastures a quarter or half mile apart, constrained by a single hot wire. At that point both cows and calves get on with their own lives like nothing ever happened, he says.

Franson estimates fence-line weaning saves his calves at least 2-3% of body weight. "I know I'm saving pounds from the stress of weaning," he says.

Fence-line weaning is probably the easiest and most common method of low stress weaning, according to information from Texas AgriLife Extension Center. To further explain the process, calves are simply placed in small pasture or trap adjacent to their mothers. If possible, the calves should have access to grazing.

CREEP FEED • CONTINUED FROM PREVIOUS PAGE

Calves are then pre-conditioned for a minimum of 45 days before he markets them.

Creep feed rations vary greatly, and can include nutrient concentrates as well as hays and other roughage. Creep feeders are used to limit feeding amounts. Feeders need to be portable, and if not enclosed by a fence should be strong enough to keep cows and bulls from destroying the structure according to the UNL extension publication. If pastures allow, separating replacement heifer calves from other calves will reduce the inherent labor and time costs, as well as feed costs for creep feeding, Cole said.

Another concern about creep feeding is the cost of feed. Cattlemen have to carefully weigh the alternatives to determine whether the money spent on feed will be recovered at the sale barn. A University of Missouri Extension publication from northwest Missouri points out that cattlemen can limit the amount of money invested in creep feeding by delaying the start of creep feeding until

August. The amount of feed required to add an extra pound of gain varies from less than five to over 12 pounds, Cole said. While a typical creep feed ration contains 10 to 15% protein, greater nutrient density for creep feed is found in alfalfa hay, which often tests with more than 20% crude protein and greater than 60% total digestible nutrients.

Creep feeding offers many benefits for the cattleman with declining pasture quality and calves in need of extra nutrition prior to weaning. It also comes with drawbacks such as the cost of feed and labor. The balance of advantages and disadvantages is different for every operation, but with the threat of drought and declining late-summer pastures, creep feed for calves can be a beneficial option for Midwest cattle producers.

Still, Kennedy maintains creep feeding also helps his calves stay healthier. "I think my calves put on enough pounds to pay for the creep feed. We're selling the calves by the pound so the bigger they are the more they bring."

The key to fence-line weaning, according to Drs. Ron Gill and Bruce Carpenter, Texas AgriLife Extension, is a good fence. Calves shouldn't be able to crawl under or between wires or nurse through the fence.

Also key to successful low-stress, fence-line weaning is in the physical management of the cows and calves the day of weaning. There should not be any other management practices

carried out on the day of separation. Vaccinations should be done prior to separation and any management needed for the cows should be done either prior to weaning or at least two to three weeks after weaning.

"You can fence-line wean in a dry lot or on grass," Franson explains, "but any time you can wean on grass, you are gaining."



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ECONOMIC INDICATORS

Beef Cows Head South

New technology, crop prices shift Missouri beef production

BY JOANN PIPKIN, EDITOR

Travel the highways and byways across the Show Me State and you might notice a change from years past.

Missouri's cattle herd is different, and a University of Missouri livestock economist sees bigger changes ahead.

According to Scott Brown, there's a cow population shift from north to south Missouri — due largely because corn and soybeans are returning more per acre than cows these days.

Area Livestock Specialist Eldon Cole is seeing a drop in beef cows, though inventory numbers are hard to obtain. The 2012 Census puts Lawrence and Polk counties in the top 50 beef cow counties in the U.S., but overall some locales are experiencing a drop in cow numbers.

Cole maintains the drop is multifaceted including drought; older cow herd owners who find a cow herd too much hard labor; unattractive returns for feeder calves; feed prices; favorable cow and bull prices; and rising land costs.



Industry experts are optimistic on the future of Missouri's beef industry, Adopting new technology like fixed time artificial insemination and genomics will be key to future industry growth as will adaptation of new forages.

—Photo by Joann Pipkin

"I worry that the current financial advantage of corn and soybeans may compromise our cow herd growth," Cole explained. "A lot of land is being planted to crops that may work

for a while but long-term it probably needs to be in forages."

However, Cole added if the switch to crops will help eliminate some "hot" fescue and return to a non-toxic pasture/hay, then that's a good thing.

Brown gave an optimistic outlook at the July 17 Breimyer Seminar, held on the University of Missouri campus in Columbia.

Economists and industry leaders shared their ideas on the agricultural policies in beef production.

The biggest beef industry change has been cattle prices never seen before. That's tempered by a lack of record-setting profits. Higher commodity prices have raised cattle prices, Brown said.

However, USDA predicts a record-setting corn crop this year, which Brown says would lead to a sharp drop in corn prices.

With lower corn prices, producers will increase production, feed more cattle and prices will fall. "The

laws of supply and demand do work," Brown said.

Brown's optimism for the

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BEEF COWS • CONTINUED FROM PREVIOUS PAGE

future of the cattle industry rides on new technology now available to cow herd owners. Some changes coming, he cited, are increased use of fixed-time artificial insemination (FTAI), use of genomics to guide breeding, sexed semen to raise all steers or all heifers, and new forages.

All can lead to higher-quality beef. The future of a profitable beef industry depends on production quality beef that pleases consumers, he said.

Even in the recent recession

consumers continued to pay more for beef. Missouri cattle producers should evaluate the new technology, Brown said. "Make sure it fits your operation."

Successful producers must aim to be better than average. With current cow numbers and the research base in Missouri, the state remains positioned to grow in importance in the U.S. cow-calf sector.

However, Brown cautioned that competitors are working hard to improve their herds as well.

"We can't keep doing things the same way we have in the past," Brown noted.

Missouri has resources to produce the highest-quality beef that returns the most money. While beef cow numbers continue to decline, production per cow continues to rise.

"A major shift in focus must be on targeting consumer demand. And increase productivity even faster," Brown said.

Brown pointed out that Ozarks-area land now grows more corn and soybeans than it did 40 years ago.

"We have to improve our use of forages on those hills to boost returns to the cows," Brown

explained. "That's how to keep land for cows."

While recently it seems commodities have been winning, Brown said, "We have the tools to do better with beef."

Cole is also optimistic about the future of Missouri's beef industry, especially here in southwest Missouri. "I think we have a distinct competitive advantage within our state," Cole said. "We have in place a strong infrastructure such as markets, forage producing service businesses, large animal

CONTINUED ON PAGE 23

Blackleg Causes Cattle Deaths in Arkansas Prevent the disease with proper vaccination

A bacterial infection that often occurs during drought has claimed cattle in herds in Lonoke and Sebastian counties, according to Tom Troxel, associate head-Animal Science for the University of Arkansas System Division of Agriculture.

Deaths were confirmed by the diagnostic lab of the state Livestock and Poultry Commission, he said. The disease is caused by *Clostridium chauvoei* and is easily and inexpensively prevented by a vaccine," Troxel said.

Blackleg typically appears during times of drought, and usually affects young cattle between six months and two years of age, but it's not unusual for adult cattle to die from the infection.

"The bacteria can cause severe lameness, depression and fever, but the most common symptom is sudden death," Troxel said. "Other outbreaks of blackleg have occurred following excavation of the soil which suggests that disturbances in the soil may expose and activates blackleg bacterium."

The vaccine to prevent blackleg costs about 70 to 80 cents per dose.

"If you compare the cost of the vaccination to the value of a calf — \$650 to \$750 — it makes perfect sense to vaccinate all calves," he said. "The loss of one calf valued at \$700 would pay for 1,000 does of blackleg vaccine."

As with any medication, it is very important to read and follow the label directions. Some blackleg vaccinations required two vaccinations 4 to 6 weeks apart. If the label states a second vaccination is required, the second vaccination must be given in order for the calf to be protected. If the second vaccination is not given the calf is not protected against blackleg and is susceptible to the disease. — *Source: University of Arkansas Extension*



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COMMENTARY

Finding the Sweet Spot

What is the ideal cow size?

BY JARED WARHEM

A hot button topic for some time now has been how big is too big and how small is too small. The 1200 lb. cow seems to be the universal measuring stick, yet it may be impractical or impossible for your specific operation to achieve this threshold for mature cow size. Therefore, one needs to explore and understand three critical elements that shape cow size.

They are as follows: 1. Do you have any specific geographic limitations or challenges? 2. What are the end product goals of our beef industry? 3. What is YOUR most profitable size?

The location of your cowherd within the 48 contiguous states will undoubtedly shape the size and productivity of the cows you manage, because differences in types and quality of forages can add or subtract several hundred



pounds to mature cow size. The common forage for most of us in the Missouri region and throughout the Midwest is tall fescue. This hardy, cool season grass has the ability to produce ample tonnage in the spring and fall seasons. But, its quality falls fast with the heat of summer. And, let's not forget about the toxicity challenges it presents to the cattle that consume it. For those of us that depend on tall fescue for financial survival, it is easy to see that a 1500 lb.+ cow has a hard time being profitable. Cows that range in the 1200 – 1300 lb. range tend to offer the most production performance with the least amount of open cows or fallout due to adverse reactions to the toxins produced by the fungus that cohabitates with the forage. Fescue isn't the only forage that presents a challenge to cattle managers. The Bahia grasses of south central Arkansas and parts of Florida, the native prairie grasses that only grow five to six months of the year, and the high desert forages of Idaho through Northern California all take astute cattlemen to utilize the best of what they have to offer.

Availability and cost of forages, as well as prolonged periods of hot or cold weather will also contribute significantly to honing in on your "sweet spot." The extreme heat of the southern states and tropical climate in Florida present a serious management issue for producers in those areas. Cow size tends to be smaller as a result. Meanwhile, cattlemen in the northern states endure long, hard winters with subzero

temperatures for extended periods of time. As a result of the cold weather and high quality forages, cow size and birth weights tend to be much larger on average. Let's not forget about the challenges cows face at high altitudes in the mountain ranges of Colorado, New Mexico, Wyoming, etc. It takes a special cow to live in the thin air and walk on rocks!

The next critical element that must be understood is the relationship between mature cow size, feedlot finish weights, and fed cattle profitability. According to Tom Brink of JBS Five Rivers Cattle Feeding LLC, the largest cattle feeder in the world, cattle with a finished carcass weight of approximately 850 lbs. have the greatest profitability potential. Steers finishing in that weight range tend to have better feed conversion and a lower cost of gain. Efficient gain is critical, especially in times of high feed prices. As finished carcass weights move up or down from this "sweet spot", profit margins shrink due to less efficient gain. Furthermore, a review of literature by Stephen Hammack at Texas A&M University suggests that "...mature weight of cows in moderate body condition score (BCS = 5) averages the same as that of equivalent frame score steers with 0.5 inches of back fat." That means a mature cow in average condition will produce a finished steer near her same weight. A 1200 lb. cow will

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The effectiveness of ZACTRAN for the treatment of BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* was demonstrated in a field study conducted at four geographic locations in the United States. A total of 497 cattle exhibiting clinical signs of BRD were enrolled in the study. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10. The percentage of successes in cattle treated with ZACTRAN (58%) was statistically significantly higher ($p < 0.05$) than the percentage of successes in the cattle treated with saline (19%). The effectiveness of ZACTRAN for the treatment of BRD associated with *M. bovis* was demonstrated independently at two U.S. study sites. A total of 502 cattle exhibiting clinical signs of BRD were enrolled in the studies. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. At each site, the percentage of successes in cattle treated with ZACTRAN on Day 10 was statistically significantly higher than the percentage of successes in the cattle treated with saline (74.4% vs. 24% [$p < 0.001$], and 67.4% vs. 46.2% [$p = 0.002$]). In addition, in the group of calves treated with gamithromycin that were confirmed positive for *M. bovis* (pre-treatment nasopharyngeal swabs), there were more calves at each site (45 of 57 calves, and 5 of 6 calves) classified as successes than as failures. The effectiveness of ZACTRAN for respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida* was demonstrated in two independent studies conducted in the United States. A total of 467 crossbred beef cattle at high risk of developing BRD were enrolled in the study. ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline was administered as a single subcutaneous injection within one day after arrival. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10 post-treatment. In each of the two studies, the percentage of successes in the cattle treated with ZACTRAN (86% and 78%) was statistically significantly higher ($p = 0.0019$ and $p = 0.0016$) than the percentage of successes in the cattle treated with saline (36% and 58%).

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SWEET SPOT • CONTINUED FROM PREVIOUS PAGE

produce a 1200 lb. finished steer, a 1350 lb. cow will produce a 1350 lb. steer, and a 1500 lb. cow will produce a 1500 lb. finished steer.

To identify which cow size will produce the ideal carcass size established by Five Rivers Feeders, we multiply cow size by the average dressing percentage of fed cattle, which usually runs around 63%.

1200 lb. cow X .63 = 756 lb. carcass

1350 lb. cow X .63 = 850 lb. carcass

1500 lb. cow X .63 = 945 lb. carcass

In doing so, we find that the 1350 lb. mature cow will produce steer calves that will finish at the most profitable carcass weight. Also, we can assume that a smaller cow size might produce inefficient steers with high costs of gain and a smaller carcass size, and a larger cow may produce overweight carcasses that could suffer severe discounts. As cattlemen, we need to consider all aspects of our business, including beef quality. We cannot claim to be holistic managers without taking end-product qualities into consideration.

Now that we know environment and profitability should influence the size of our cows, it is time to examine YOUR “producer specific” variables. For example, do you have a niche market for grass fed beef where your finished carcass weights don’t need to be as big as industry average? If so, your mature cow size should vary to accommodate your specific needs. Or, perhaps you have some low-cost feed or forage that allows you to support a bigger cow and wean more pounds of calf. These “producer specific” variables are potentially endless and will be factors that only you will know.

Individually, we must use a sharp No. 2 pencil and determine what our “sweet spot” is. Try not to get caught up in the hype that a specific size of cow is the only size that is profitable. Your environment and beef product needs will set the parameters while your “producer specific” goals, advantages, or needs will narrow that to your ideal cow size.

Lastly, I encourage you to check the weights of your cows and find out exactly where you are – you may be surprised! I travel thousands of miles and study many cowherds, and I can tell you that most cattlemen think they have a nice set of 1200 lb. cows. I have seen a lot of 1350 – 1450 lb. cows that somehow always seem to weigh 1200.

Just remember – you’ll miss your target 100% of the time if you don’t know where to aim.

—Jared Wareham is a part of the “Flying H Genetics Team” that develops and markets 450 bulls annually from two ranch locations: one in Arapahoe, Neb., and the other in Lowry City, Mo. In addition to his role as operations manager for the Missouri Flying H location, he devotes much of his time to marketing and strategic planning for the company. Jared’s wife, Jill, is also an important part of the day to day operations at Flying H when she’s not corralling their three young daughters.

BEEF COWS • CONTINUED FROM PAGE 21

veterinarians, artificial insemination access, cattle haulers, seedstock producers, a cow-calf mentality by many natives and those who relocate to the region. This mentality is hard to describe, but some may compare it to ‘a way of life’.”

Profitable times in the feeder calf business will help spark a breeding herd expansion, according to Cole. “However, I’ll bet if we have ample moisture in the next few years there will be a solid cow buildup from cows brought into the area.”

Cole also pointed out that there are a lot of young people anxious to live in the country and run cows in southern Missouri. “If they can find employment off the farm enough to start small and grow, I see this as a growth potential. Ideally, we’d like to see more older generation folks help these young people get their foot in the door.”

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¹ ZACTRAN product label.

² Lechtenberg K, Daniels CS, Royer GC, et al. Field efficacy study of gamithromycin for the control of bovine respiratory disease in cattle at high risk of developing the disease. *Intern J Appl Res Vet Med.* 2011;9(2):189-197.

³ Sifferman RL, Wolff WA, Holste JE, et al. Field efficacy evaluation of gamithromycin for treatment of bovine respiratory disease in cattle at feedlots. *Intern J Appl Res Vet Med.* 2011;9(2):171-180.

⁴ Van Donkersgoed J, Merrill JK. A comparison of tilmicosin to gamithromycin for on-arrival treatment of bovine respiratory disease in feeder steers. *Bovine Practitioner.* 2012;46(1):46-51.



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HEALTH WATCH

Drug Therapy Resistance on the Rise in BRD Cases

Be sure to use right treatment for BRD

BY DAVE SPARKS

Researchers at Kansas State University are finding an increase in drug resistance in cases of BRD.

A survey of records of bovine respiratory disease (BRD) cases at the Kansas State Veterinary Diagnostic Laboratory showed that drug

resistance in *Mannheimia hemolytica*, one of the primary organisms associated with BRD, increased over the three-year period from 2009 to 2011. Researchers found that over that period a high percentage of the organisms recovered from cattle lungs were resistant to several of the drugs typically

used to treat that pathogen. Six antimicrobial drugs were tested. Using the parameter of resistance to at least three of the six drugs as a definition of multi-drug resistance they found that 63% of the bacteria were multi-drug resistant in 2011 compared to 46% in 2010 and 42% in 2009.

Several factors are known to contribute to the development of drug-resistant organisms. These include use of antimicrobial drugs when they are not indicated, improper dosing, and failure to follow label directions. Perhaps the greatest factor is discontinuance of the therapy when improvement is seen rather than maintaining drug levels throughout a fully-recommended course of treatment. To prevent or delay the development of resistance, always follow closely the label

as well as your veterinarian's directions.

While many of the recovered organisms were resistant to three or more of the six antimicrobials tested, none were resistant to all six. This emphasizes the importance of antimicrobial sensitivity testing that can be done easily and inexpensively by your veterinarian or the Oklahoma Animal Disease Diagnostic Laboratory. Using the right drug for the particular organisms causing your BRD problems not only helps to prevent the development of further resistance but also minimizes death loss, economic loss, labor, and animal suffering in your herd.

—Source: Dave Sparks, DVM, is Oklahoma State University Area Extension Veterinarian

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Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food producing animals.

DOSE AND ADMINISTRATION: ADVOCIN is administered subcutaneously at either 8 mg/kg of body weight (2 mL/100 lb.) as a one time injection, or at 6 mg/kg of body weight (1.5 mL/100 lb.) with this treatment repeated once approximately 48 hours following the first injection. Care should be taken to dose accurately. Administered dose volume should not exceed 15 mL per injection site.

WARNINGS: Animals intended for human consumption must not be slaughtered within 4 days from the last treatment. Do not use in cattle intended for dairy production. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

ANTIBACTERIAL WARNINGS: Use of antibacterial drugs in the absence of a susceptible bacterial infection is unlikely to provide benefit to treated animals and may increase the risk of the development of drug-resistant bacteria.

HUMAN WARNINGS: For use in animals only. Keep out of reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. To report adverse reactions or to obtain a copy of the Material Safety Data Sheet (MSDS), call 1-800-366-5288.

PRECAUTIONS: The effects of danofloxacin on bovine reproductive performance, pregnancy and lactation have not been determined. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

Quinolone-class drugs should be used with caution in animals with known or suspected central nervous system (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation, which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature, rapidly growing animals of various species. Refer to Animal Safety of the full prescribing information for information specific to danofloxacin.

ADVERSE REACTIONS: A hypersensitivity reaction was noted in 2 healthy calves treated with ADVOCIN in a laboratory study. In one location of a multi-site field trial, one out of the 41 calves treated with 6 mg/kg 48 hours showed lameness on Day 6 only. In this same field trial location one of 38 calves treated with 8 mg/kg once became lame 4 days after treatment and remained lame on the last day of the study (Day 10). Another calf in the same treatment group developed lameness on the last day of the study.

STORAGE INFORMATION: Store at or below 30°C (86°F). Protect from light. Protect from freezing. The color is yellow to amber and does not affect potency.

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For a complete listing of adverse reactions for ADVOCIN Sterile Injectable Solution reported to CVM see: <http://www.fda.gov/AnimalVeterinary/SafetyHealth>

TAKE TIME TO OBSERVE LABEL DIRECTIONS

November 2011

AIF12007
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De-worming, Late Summer Protein Supplements May Pay

Additive results from these practices

BY GLENN SELK

The advantageous use of high-protein supplements on late summer native range and Bermuda grass pastures has been well documented. The Oklahoma Gold supplementation program is widely used for fall-born replacement heifers and summer grazing of stocker cattle. Adding another management tool, late summer de-worming may pay additional dividends.

Oklahoma State University beef nutritionists studied the effects of de-worming and protein supplementation during late summer on performance of fall-born heifers grazing native warm-season pastures. Forty Angus and Angus x Hereford heifers (average age = 270 days) were assigned to receive one of four treatment combinations: 1) no supplement, no de-wormer; 2) supplement, no de-wormer; 3) no supplement, de-wormed; and 4) supplement, and de-wormed. The de-wormer treatment (Ivermectin, 1% solution containing 10% clorsulon) was applied July 25 and again August 26. Protein-supplemented heifers received the equivalent of 1 pound per head per day of cottonseed meal (41% crude protein, as fed basis) for 84 days

beginning on July 29. Fecal egg counts were obtained from 5 heifers within each treatment combination at 28-day intervals. Fecal egg shedding was lower in de-wormed heifers throughout the treatment period.

Both protein supplementation and de-worming treatment resulted in improved weight gains during the treatment period. Late summer de-worming increased average daily gain by 0.29 lb/day. Feeding 1 pound of cottonseed meal increased average daily gain by 0.49 lb/day. Combining de-worming and protein supplement increased daily gain by 0.76 lb/day.

The effects of protein supplementation and de-worming are additive. However, some, although not all, of the additional weight gain due to supplementation was lost during the winter when heifers received a maintenance diet. Added weight gain that was attributed to de-worming heifers the previous summer was not lost during the winter.

—Source: Lalman and co-workers. 2004 OSU Animal Science Research Report. Glenn Selk is Oklahoma State University emeritus extension animal scientist.

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¹Data on file, Study Report No. 1133R-60-12-985, Zoetis Inc.
²Cost comparison based on published product pricing.

MARKET WATCH

Good Marketing Essential to Capture Available Dollars

Challenge: how to deal with three-digit prices

BY KRIS RINGWALL

Do not let big numbers fool you. With good marketing skills, heavy calves will capture more value. If there is one concept that cow-calf producers have total control over, it is how they market their calves.

Do not assume a good, solid handshake and slap on the back means top dollar was achieved in marketing this year's calves. Public auction barns and other competitive markets certainly will do their best to get the best value for the calves presented. However, producers need to do their part as well. Some good street sense and a feel for the market are important.

A challenge with today's cow-calf operation is that the market price tends to be three

digits. For those who have marketed cattle for years, most of those years have been two-digit numbers. However, don't let the three-digit prices relax your marketing savvy because expenses also are escalating. Producers need every penny they can squeeze out of the market.

Interestingly, common thoughts are not always the correct thoughts. Through the years, one should add up the number of times producers can be quoted as saying:

"It's not the weight of the calf that counts, it's the price per hundredweight."

That is a true statement. However, the statement often is used to justify untruths because the best of both worlds would be more weight and a higher price.

Before all the market data fall upon me and crush me, one must acknowledge that market slides are real. As the market weight goes up, the price per hundredweight goes down, so we have the common impression that price is more important than weight.

In reality, marketing skills are more important than weight or price. Sitting in a conversation a few weeks ago, the central question focused on price and weight. Upon returning home, I did a little review of the North Dakota Farm Management Program, along with FINBIN (www.finbin.umn.edu/) from the Center for Farm Financial Management at the University of Minnesota. These programs provide enterprise analysis for many agricultural operations, including the beef cow.

Upon further review of the gross margin, by using the average price per hundredweight of calves sold and the average weight of calves sold by North Dakota producers with more than 50 cows in the herd, some truths started to emerge based on real data.

If one was to separate the beef enterprise analysis for each producer based on net return per cow from FINBIN by selecting the upper 40 percent and lower 40 percent of producers, one sees a different trend than is assumed by most producers. Those producers who sold heavier calves got more money per pound of calf.

Looking back at the cow-calf enterprises for 2012 back to 2008, those producers who had higher net returns sold an average of 600-pound calves (554 in 2012, 617 in 2011, 615 in 2010, 607 in 2009 and 607 in 2008) for an average of \$123.54 per hundredweight (\$158.27 in 2012, \$141.70 in 2011, \$116.69 in 2010, \$96.35 in 2009 and \$104.70 in 2008).

Those producers who had lower net returns sold an average of 575-pound calves (576 in 2012, 608 in 2011, 523

in 2010, 599 in 2009 and 570 in 2008) for an average of \$119.09 per hundredweight (\$150.26 in 2012, \$140.80 in 2011, \$118.80 in 2010, \$91.92 in 2009 and \$93.65 in 2008).

The bottom line: Those producers who had heavier calves marketed those calves at a higher price per hundredweight, on average, than those producers with lighter calves. This seems contrary to all that we are taught. However, the harsh reality is that simply marketing calves based on price slides is not good enough. Involve good, competitive markets and push buyers to add a couple more bids and the end result will be a larger check.

For this set of producers, better marketing skills added more money to their gross margin, thus yielding more money to work with. The herds in the upper 40 percent of net return per cow had a five-year average gross margin of \$642 per cow. The lower 40 percent net return per cow producers had a five-year average gross margin of \$538. That is more than \$100 in additional money.

Producers who had a higher net revenue sold heavier calves for more money per pound than those producers that had lower net returns. In stark contrast to popular thought, lighter-weight calves did not bring more dollars per hundredweight of calf, and the additional weight on each calf at a higher value actually accentuated the positive impacts of the good marketing of heavier calves.

The value of marketing is huge. Looking at factors to determine potential increases in gross margins, marketing is going to be the key. Value is worth seeking and, if found, the market will reward value.

May you find all your ear tags.

—Source: *Drovers CattleNetwork.com*. Kris Ringwall is with North Dakota State University Extension.

Marketing skills are more important than weight or price. Industry experts advise not to let three-digit prices relax your marketing savvy.

—Photo by Joann Pipkin



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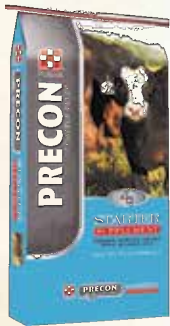
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ECONOMIC INDICATORS

Weather Will Determine Direction of Cattle Industry

Cattle moves from first to third in products from Missouri farms

FROM OUR STAFF

Farmers are accustomed to resting their fate in the hands of Mother Nature. The future of the cattle industry would be no different.

The cattle industry in Missouri is a big deal with 59,000 farms in the state raising cattle. That's why the University of Missouri's 2013 Breimyer Seminar focused on the future of the Missouri cattle industry.

"The question we're talking about is where is the industry headed," says Ron Plain, MU Extension agricultural economist and professor in the MU College of Agriculture, Food and Natural Resources. "Are we going to have continuing decline in cattle numbers or are we going to turn it around? The direction we're headed has implications for not only rural Missouri but for all

CONTINUED ON NEXT PAGE

Do You Have Enough Farm Liability Insurance?

Policy review helps ensure proper coverage

Have you checked your farm insurance policy lately?

One agriculture business specialist with University of Missouri Extension recommends you periodically review coverage limits on your liability insurance.

"Over the past few years, market values for land and other farm assets have increased substantially, which has contributed to the growth of farm balance sheets," says Whitney Wiegel. "While many farmers' asset values have increased, fewer farmers have taken the time to review their liability coverage to ensure that they are adequately protected."

Farm liability insurance protects farm owners from claims arising from unintentional injuries or damage to other people or property. An increase in total farm assets suggests a need for increased liability coverage to maintain consistent risk protection, Wiegel says.

"Many commercial farms have an umbrella insurance policy that provides liability coverage up to a certain threshold," he says.

For example, a farmer who has \$1 million in liability coverage is protected from

liability claims of not more than \$1 million for the number of occurrences and coverage period specified in the insurance policy.

"While a \$500,000 or \$1 million policy may have been adequate for many farms 10 years ago, changes in farm profitability and asset values have altered many farmers' insurance needs," Wiegel says.

To reduce exposure to loss, Wiegel advises farmers to regularly examine their balance sheets and coverage limits and ask themselves, "Is my liability coverage limit anywhere near the total value of my farm? If an accident were to occur, would my current insurance policy protect me from exorbitant losses?"

"If the answer to either of these questions is 'no' or 'I don't know,' it is probably time to talk with your insurance agent," he says.

In addition, supplemental coverage may be necessary if your farm business has evolved to include nontraditional activities such as agritourism or direct sales to consumers.

—Source: University of Missouri Extension

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CATTLE INDUSTRY • CONTINUED FROM PREVIOUS PAGE

Missourians because a lot of tax base and a lot of jobs come with these cattle numbers.”

Historically, cattle have been the No. 1 product from Missouri farms, but in recent years cattle have slipped to No. 3 behind soybeans and corn. The U.S. cattle inventory is currently the smallest it has been since 1952. Cattle numbers increased for nearly 200 years but since 1975 have been decreasing.

Plain says the biggest thing that will determine which direction the cattle industry goes is the weather.

“If we have drought like last year, cattle numbers will be forced down because the feed is not there,” Plain says. “If we have a good summer, plenty of rain and lots of grass, then the economics kick in. It is profitable to raise cattle and we will get herd expansion.”

Once you get past the weather, other factors matter such as consumer demand for beef and exports, but they don't have quite the unpredictability of the next month's weather, Plain says.

So far in 2013, the weather has been favorable for grass growth, and with a good forage supply cattlemen are likely to retain more heifers and cows for breeding this fall. However, it will take another year for the increased breeding herd to make an impact. The turnaround won't happen overnight.

“For the time being, we're still going to go down,” Plain says. “The number of bred cows and heifers this year is 2.1 percent lower than last year, meaning a smaller calf crop this year.”

—University of Missouri Cooperative Media Group

ON THE CALENDAR

Heart of America Farm Show Set

Bull riding, demonstrations, seminars featured

Heart of America Trade Shows LLC has announced the Heart of America Farm Show, taking place September 20-22 at the Tulsa RV Ranch Arena near Beggs, Okla., about 20 miles south of Tulsa. The event will include professional bull riding, cow dog demonstrations, guest speakers and a kid zone.

Heart of America Trade Show's farm show director Kevin Kite says this will be an annual show featuring many vendors, booths and activities for the whole family.

“I am very excited to be a part of the Heart of America Farm Show, as I know it will become an important part of the farming industry,” Kite said. “This will be a great opportunity for people in the business to connect and share their tips for the trade.”

There will be several guest speakers at the show as well, including Director of Farm Programming for the Oklahoma Radio Network and Broadcaster Hall of Fame inductee Ron

Hays who will be on hand to deliver two topic speeches, “Rebuilding your mama cow herd,” and “Restoring drought impacted pasture.”

Also speaking will be co-host of “Hook & Hunt” radio show Steve Schiffner. He will be speaking on the topics of “Managing and improving your deer herd and turkey population” and “How to maximize your income with hunting leases.”

A meet, greet and autograph session with some of the top bull riders in America is also planned for the enjoyment of kids of all ages.

There are still booths for rent for exhibitors who wish to participate in the show. For more information about renting a booth or becoming an event sponsor call 888-244-1982.

Additional information on the farm show is available online at <http://www.heartofamericafarmshow.com/>.

—Source: Heart of America Trade Shows release.

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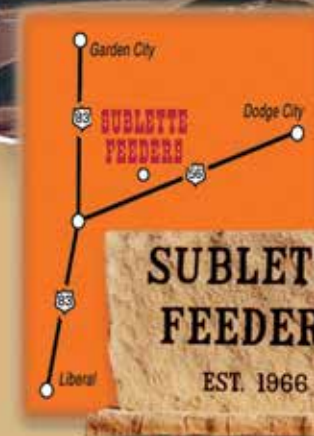
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Event Roundup

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- 9 6 p.m. Special Replacement Cow Sale
Joplin Regional Stockyards, Carthage, Mo.
PH: 417-548-2333
- 17 American Cancer Society's Cattle Baron's Ball
Darr Agriculture Center, Missouri State University,
Springfield • PH: 417-447-1483
- 24 2 p.m. SW Mo. Cattlemen & Mo. Simmental Assoc. Host
Beef & Forage Research Tour • Southwest Center, Mount
Vernon, Mo. • Reg. by Aug. 20 at 417-466-3102
- 24 Missouri Beef Tour • Northeast Missouri area
PH: 573-767-5273

September

- 5 Joplin Regional Stockyards Annual Golf Tournament
Silo Ridge Golf Course, Bolivar, Mo. • PH: 417-548-2333
- 5-7 4th Annual Show Me Beef Leadership Conference
Columbia, Mo. • PH: 573-499-9162
- 12-14 Management Intensive Grazing School • Greenfield, Mo.
PH: 417-276-3388, ext. 3
- 24-26 Management Intensive Grazing School • Marshfield, Mo.
PH: 417-468-4176, ext. 3

October

- 4-6 Ozark Fall Farmfest • Ozark Empire Fairgrounds,
Springfield, Mo. • 417-833-2660
- 22-24 Management Intensive Grazing School • Bois D'Arc, Mo.
PH: 417-831-5246, ext. 3
- 23-25 Missouri Dairy Grazing Conference • Springfield, Mo.
PH: 417 847-3161

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ON THE CALENDAR

Beef, Forage Tour Set for Aug. 24

WHAT: Beef & Forage Research Tour

WHEN: 2 p.m., Aug. 24, 2013

WHERE: University of Missouri Southwest Center,
Mount Vernon, Mo.


WHY: Southwest Missouri Cattlemen's Association and the Missouri Simmental Association are hosting the tour which focuses on beef and forage research trials at the Southwest Center. Attendees will review the center's novel endophyte study, baleage, the Grow-Safe study and hair scoring and selection for fescue tolerance.

FOR MORE INFORMATION: The event is open to the public. Register by Aug. 20 by calling Eldon Cole at 417-466-3102

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**RESUMES
FALL 2013**

MARKET CORNER

July Market Recap

Receipts 24,421 • Last Month 22,854 • Last Year 16,762

FEEDER STEERS					FEEDER HEIFERS				
Head	Wt Range	Avg Wt	Price Range	Avg Price	Head	Wt Range	Avg Wt	Price Range	Avg Price
14	350-400	381	179.00-185.00	\$182.32	25	300-350	343	162.00-187.50	\$167.99
123	400-450	427	160.00-186.00	\$172.24	42	350-400	380	157.00-171.00	\$163.28
101	450-500	477	157.00-179.00	\$17.52	163	400-450	423	145.00-171.00	\$155.49
20	450-500	461	186.00	\$186.00 Fancy	235	450-500	479	137.00-160.00	\$147.31
335	500-550	528	149.00-177.00	\$161.30	443	500-550	526	136.00-153.00	\$144.49
768	550-600	579	148.00-167.00	\$156.06	706	550-600	575	133.00-154.00	\$142.00
40	550-600	586	138.00-146.00	\$142.41 Fleshy	15	550-600	563	133.00-135.00	\$133.95 Fleshy
402	600-650	625	145.00-162.00	\$152.10	440	600-650	619	134.50-151.00	\$141.65
265	600-650	627	140.00-161.00	\$149.44 Calves	220	600-650	620	128.00-138.00	\$134.19 Calves
415	650-700	677	137.50-154.50	\$147.39	354	650-700	675	128.50-145.00	\$137.29
231	650-700	683	137.00-148.00	\$141.79 Calves	127	650-700	676	129.00-134.50	\$132.65 Calves
647	700-750	726	139.00-153.75	\$146.71	359	700-750	725	126.00-144.75	\$136.81
91	700-750	731	135.00-145.50	\$140.89 Calves	33	700-750	720	130.00-133.00	\$132.03 Calves
1000	750-800	774	137.00-151.25	\$145.34	337	750-800	778	128.00-141.00	\$136.71
72	750-800	776	137.00-144.00	\$141.29 Calves	23	750-800	771	124.00-128.00	\$126.81 Calves
17	750-800	776	134.00-137.00	\$136.31 Fleshy	222	800-850	828	126.00-136.00	\$131.09
251	800-850	816	135.00-150.00	\$143.88	200	850-900	853	124.50-134.00	\$130.47
25	800-850	812	133.00-138.00	\$135.28 Calves	62	900-950	929	118.00-124.50	\$119.96
530	850-900	875	130.00-148.50	\$139.88	FEEDER HEIFERS Med. & Lg. 1-2				
462	900-950	926	131.00-140.00	\$134.29	Head	Wt Range	Avg Wt	Price Range	Avg Price
190	950-1000	967	125.25-134.00	\$130.91	53	300-350	321	150.00-167.00	\$155.42
72	1050-1100	1052	124.50	\$124.50	43	350-400	377	144.00-155.00	\$149.43
FEEDER STEERS Med. & Lg. 1-2					98	400-450	420	136.00-154.00	\$148.60
Head	Wt Range	Avg Wt	Price Range	Avg Price	143	450-500	477	137.00-153.00	\$144.71
36	350-400	383	155.00-185.00	\$170.20	38	450-500	466	146.00-148.50	\$147.41 Thin
49	400-450	413	152.50-184.00	\$173.70	492	500-550	532	130.00-146.00	\$140.16
18	400-450	441	159.00	\$159.00 Thin	36	500-550	509	146.00-159.00	\$151.41 Thin
159	450-500	472	144.00-173.00	\$160.72	415	550-600	577	130.00-144.00	\$138.48
10	450-500	478	167.00	\$167.00 Thin	123	550-600	565	145.00-153.50	\$151.06 Thin
251	500-550	525	144.00-164.00	\$153.34	537	600-650	628	127.00-143.50	\$136.10
15	500-550	534	153.00	\$153.00 Thin	46	600-650	612	129.00-133.00	\$131.30 Calves
324	550-600	578	140.00-155.00	\$149.10	20	600-650	613	142.00	\$142.00 Thin
557	600-650	624	138.00-157.00	\$146.94	273	650-700	671	128.00-138.00	\$134.38
85	600-650	614	137.00-150.00	\$141.43 Calves	18	650-700	665	127.00-130.00	\$129.27 Calves
364	650-700	675	134.00-150.00	\$142.35	377	700-750	724	124.00-142.00	\$134.39
76	650-700	670	133.00-145.00	\$139.21 Calves	100	750-800	774	121.00-136.50	\$126.34
592	700-750	726	135.00-147.50	\$142.02	107	800-850	820	121.00-129.00	\$125.73
102	700-750	715	134.50-137.00	\$135.37 Calves	21	850-900	860	122.00-123.00	\$122.75
504	750-800	775	130.00-146.00	\$138.19	HOLSTEIN STEERS Large 3				
587	800-850	822	131.00-146.00	\$139.73	Wt Range	Avg Wt	Price Range	Avg Price	
404	850-900	865	127.00-140.00	\$134.72	11	433	433	98.00	\$98.00
63	900-950	921	127.00-138.00	\$133.48	13	550-600	560	90.00-99.00	\$93.22
16	950-1000	965	125.50-128.50	\$127.95	59	750-800	782	90.00-96.00	\$91.58
					13	850-900	882	92.00	\$92.00



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Video Sales

Video Sales from 7/5 & 7/18 • Total Video Receipts: 24,125

The video auction is held directly following Joplin's Regular Monday feeder cattle sale. General weighing conditions: For yearling cattle loaded and weighed on the truck with a 2% shrink. Price slide will be .04 per lb. if cattle weigh 1 to 50 lbs over base weight; .06 per lb. if cattle weigh 51 to 90 lbs. over the base weight; contract is voidable by agent or buyer if cattle are more than 90 lbs over base weight. General weighing conditions on calves will be established on contract by seller and agent. Cattle weighed on the ground with certified scales will be agreed upon by seller and agent.

Date: South Central States Texas, Okla., New Mexico, Kansas, Mo. Offering: 20,300											
7/05/13											
FEEDER STEERS						MED & LG 1					
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
148	600-640	621	\$153.00-\$155.25	\$154.03	Current	80	600	600	\$144.75	\$144.75	Current
244	800-840	810	\$142.10-\$149.10	\$147.37	Current	206	725-740	730	\$138.00-\$144.25	\$142.22	Current
112	875	875	\$139.60	\$139.60	Current	66	760	760	\$135.10	\$135.10	Current
268	900-35	907	\$135.25-\$135.50	\$135.30	Current	400	625	625	\$146.75	\$146.75	Jul-Aug
1119	1000-1025	1002	\$128.00-\$131.75	\$131.42	Current	717	700-720	718	\$140.85-\$142.85	\$142.65	Jul-Aug
70	725	725	\$151.25	\$151.25	Jul-Aug	1008	750-785	774	\$132.50-\$139.25	\$138.05	Jul-Aug
120	825	825	\$146.25	\$146.25	Jul-Aug	61	800	800	\$137.10	\$137.10	Jul-Aug
340	850-875	871	\$138.50-\$140.75	\$139.14	Jul-Aug	130	750-775	762	\$136.10-\$140.50	\$138.37	Aug
1308	950	950	\$133.75	\$133.75	Jul-Aug	862	750	750	\$139.50-\$144.75	\$143.82	Sep
736	715-725	724	\$151.50-\$154.35	\$153.94	Aug	434	800-815	813	\$138.00-\$138.85	\$138.73	sep
178	850-875	850	\$140.75-\$144.25	\$141.93	Aug	126	785	785	\$142.00	\$142.00	Oct
67	750	750	\$149.35	\$149.35	Sep	68	750	750	\$144.50	\$144.50	Nov
211	850-890	867	\$137.75-\$144.00	\$142.11	Sep	134	750	750	\$143.25	\$143.25	Dec
67	750	750	\$150.00	\$150.00	Oct	FEEDER HEIFERS					
60	800-840	800	\$146.50	\$146.50	Oct	MED & LG 1-2					
57	875	875	\$143.00	\$143.00	Oct	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
1189	800	800	\$148.00-\$150.75	\$148.25	Nov	107	585	585	\$145.75	\$145.75	Current
59	850	850	\$145.00	\$145.00	Nov	447	775-785	779	\$130.00-\$137.25	\$135.32	Current
134	750	750	\$149.25-\$149.75	\$149.50	Dec	409	800-810	803	\$132.00-\$132.35	\$132.10	Current
122	825	825	\$146.00	\$146.00	Dec	439	745	745	\$137.85	\$137.85	Jul-Aug
FEEDER STEERS						100	490	490	\$148.00	\$148.00	Aug
MED & LG 1-2						250	750	750	\$140.75	\$140.75	Aug
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	120	850	850	\$135.50	\$135.50	Aug
85	575	575	\$153.00	\$153.00	Current	185	775	775	\$131.00	\$131.00	Sep
802	850-880	869	\$137.75-\$140.00	\$138.67	Current	134	750	750	\$144.00	\$144.00	Nov
503	925	925	\$134.75	\$134.75	Current	Eastern States Arkansas					
64	775	775	\$143.50	\$143.50	Jul-Aug	FEEDER STEERS					
328	825-840	833	\$139.00-\$143.25	\$140.90	Jul-Aug	MED & LG 1					
714	850-890	866	\$136.75-\$141.10	\$139.13	Jul-Aug	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
420	800-825	814	\$141.75-\$146.75	\$143.93	Aug	124	800	800	\$146.00	\$146.00	Aug
1300	850	850	\$139.00-\$142.00	\$141.58	Aug	124	800	800	\$147.00	\$147.00	Sep
630	900	900	\$133.75	\$133.75	Aug	62	800	800	\$148.50	\$148.50	Oct
660	800-825	810	\$146.75-\$149.50	\$147.95	Oct	FEEDER STEERS					
240	800	800	\$148.00	\$148.00	Nov	MED & LG 1-2					
116	875	875	\$145.00	\$145.00	Nov	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
FEEDER STEERS						106	900	900	\$141.00	\$141.00	Nov
SM & MED 3-4						FEEDER HEIFERS					
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
60	850-875850	95.25	\$95.25	\$95.25	Aug / Longhorns	65	750	750	\$145.25	\$145.25	Oct
HOLSTEIN STEERS						MED & LG 1-2					
LG 3						HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	126	775-785	775	\$134.75	\$134.75	Aug
152	650-675	662	\$104.50-\$104.75	\$104.62	Nov	75	650	650	\$138.50	\$138.50	Oct
						70	700	700	\$140.75	\$140.75	Oct
						186	775	775	\$141.25	\$141.25	Oct

Date: South Central States Texas, Okla., New Mexico, Kansas, Mo. Offering: 3825											
7/18/13											
FEEDER STEERS						MED & LG 1					
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
42	1040	1040	\$130.00	\$130.00	Current	40	530	530	\$146.75	\$146.75	Sep / Split
55	570	570	\$158.75	\$158.75	Sept / Split	192	775	775	\$140.75	\$140.75	Sep
60	850	850	\$144.75	\$144.75	Oct	350	725	725	\$143.75	\$143.75	Oct
116	850	850	\$145.25	\$145.25	Nov	456	750-785	779	\$140.75-\$143.50	\$142.82	Nov
124	800	800	\$148.00	\$148.00	Dec	FEEDER HEIFERS					
FEEDER STEERS						MED & LG 1					
MED & LG 1-2						HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	130	750	750	\$141.00	\$141.00	Oct
63	800	800	\$144.25	\$144.25	Current	78	650	650	\$145.00	\$145.00	Nov
114	860	860	\$138.75	\$138.75	Current	132	735	735	\$142.75	\$142.75	Dec
161	950	950	\$133.75	\$133.75	Current	Eastern States Arkansas					
180	800	800	\$143.25	\$143.25	Aug	FEEDER STEERS					
189	775	775	\$148.00	\$148.00	Sep	MED & LG 1					
65	800	800	\$146.25	\$146.25	Sep	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
72	700	700	\$152.50	\$152.50	Nov	62	800	800	\$148.50	\$148.50	Oct
62	800	800	\$145.50	\$145.50	Nov	62	800	800	\$148.75	\$148.75	Nov
171	850	850	\$143.75	\$143.75	Nov	58	850	850	\$146.25	\$146.25	Nov
FEEDER STEERS						MED & LG 1-2					
LG 1-2						HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	120	825	825	\$144.75	\$144.75	Oct
377	850	850	\$127.25	\$127.25	Aug / Mexican	FEEDER HEIFERS					
HOLSTEIN STEERS						MED & LG 1					
LG 3						HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	64	775	775	\$142.00	\$142.00	Nov
100	500	500	\$108.50	\$108.50	Aug	130	750	750	\$143.00	\$143.00	Dec

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BRIEF SUMMARY:
 Before using Baytril® 100, please consult the product insert, a summary of which follows:

CAUTION:
 Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.
 Federal (U.S.A.) law prohibits the extra-label use of this drug in food-producing animals.

PRODUCT DESCRIPTION:
 Each mL of Baytril® 100 contains 100 mg of enrofloxacin. Excipients are L-arginine base 200 mg, n-butyl alcohol 30 mg, benzyl alcohol (as a preservative) 20 mg and water for injection q.s.

INDICATIONS:
Cattle - Single-Dose Therapy: Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle; and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.
Cattle - Multiple-Day Therapy: Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* in beef and non-lactating dairy cattle.
Swine: Baytril® 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Haemophilus parasuis*, *Streptococcus suis*, *Bordetella bronchiseptica* and *Mycoplasma hyopneumoniae*.

RESIDUE WARNINGS:
Cattle: Animals intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.
Swine: Animals intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

HUMAN WARNINGS:
For use in animals only. Keep out of the reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For customer service or to obtain product information, including a Material Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

PRECAUTIONS:
 The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.
 The long-term effects on articular joint cartilage have not been determined in pigs above market weight.
 Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter. Baytril® 100 contains different excipients than other Baytril® products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.
 Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

ADVERSE REACTIONS:
 No adverse reactions were observed during clinical trials.

ANIMAL SAFETY:
 In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetence and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle.
 In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

U.S. Patent No. 5,756,506
 November, 2012
 GHG040113 80908653, R.3
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