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CATTLEMENS NEWS



JANUARY 2015 | Volume 18 | Issue 6

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VIEW FROM THE BLOCK

It's back to business now that the holidays are over. Markets were \$10-\$15 lower back before the end of the year and we're already seeing prices rebound with those losses added back on. It's really not all that uncommon for the market to trend lower from Thanksgiving through Christmas and then rebound.

Optimism keeps playing as we go along through January, February and March on the fat cattle. I think they will be in short supply again. There is no stopping the lighter end of the cattle that can be grazed or fed for a while; they're going to be high. I just don't think there's any stopping those cattle under 650 lbs. The cattle weighing over 650 lbs., especially those from 850-1000 lbs., will likely experience some pressure as we get into spring as I expect there will be several of them around. If you have some lighter cattle, you are in the driver's seat. If you have some of the heavy



weights, expect them to be a little tough to sell.

We'll see several of the slaughter cows hit the market the first few weeks of 2015. As we get into the spring months, I don't know how high the cows and bulls will get.

I do, though, expect them to sell really, really high. There is some opportunity there. The stock cow trade is also really good with most of them selling from \$2,500 to \$3,000 — even as high as \$3,200.

Everybody asks me, "When should I sell my cattle?" If I knew what the weather was going to do, I would have a much better idea. From here on into spring, having a nice day to market your cattle is as important as anything. The weather probably puts most of the pressure on the market this time of year. My marketing strategy is 'pick a pretty day.'

Happy New Year! Good luck and God bless.

Jackie



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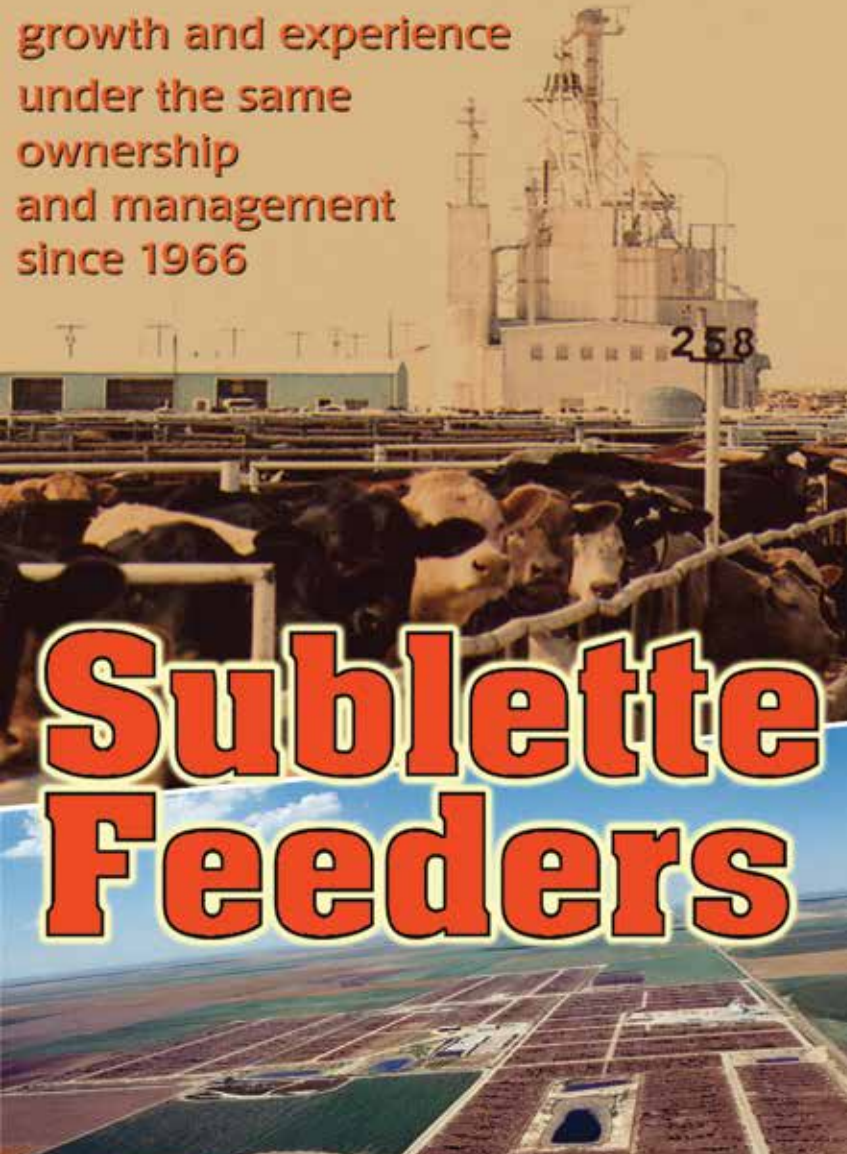
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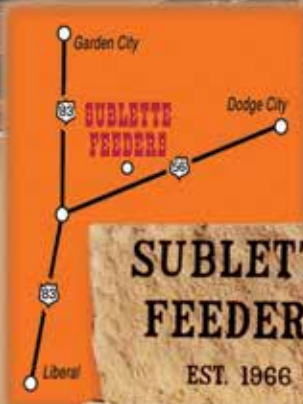
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Spring calving season is upon us. Tips to keep calves alive and healthy inside this issue.

—Cover photo by Joann Pipkin

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BEEF IN BRIEF

USDA Chief Pulls Back Beef Checkoff Proposal

The U.S. Department of Agriculture Secretary Tom Vilsack scrapped a proposal to establish another beef checkoff on top of the existing Beef Checkoff Program. The Missouri Cattlemen's Association (MCA) is pleased with Secretary Vilsack's decision to listen to the outcry from the nation's cattle farmers and ranchers.

"The Secretary asked for comments and responded appropriately to the concerns expressed by those of us who invest our dollars into the Beef Checkoff Program," said Jim McCann, Miller, Missouri, cattleman and MCA president. "MCA considers this announcement to be good news."

The new checkoff would have functioned under the Commodity Promotion, Research and Information Act of 1996. The Beef Promotion and Research Act of 1985 governs the current beef checkoff. MCA expressed "vehement" opposition to the creation of a new beef checkoff under the 1996 Act.

—Source: Missouri Cattlemen's Association

CME Group Announces Change to Daily Price Limits

CME Group, the world's leading and most diverse derivatives marketplace, announced Dec. 17 a change to daily price limits in its CME Feeder Cattle futures effective Thursday, Dec. 18, pursuant to its emergency action authority.

The daily price limit for CME Feeder Cattle futures moves from \$3 per hundredweight (cwt.) to \$4.50 per cwt. Additionally, these limits will have the ability to expand by 150 percent to \$6.75 per cwt. on any business day in the event that one of the first two contract months settles at limit on the previous trading day.

CME Feeder Cattle futures were locked limit for five consecutive days as a result of various factors. This change to daily price limits is necessary to ensure continued price discovery and risk transfer for CME Group customers.

Daily price limits for CME Live Cattle futures remains unchanged at \$3 per cwt. These limits will have the ability to expand by 150 percent to \$4.50 per cwt., in the event that one of the first two contract months settles at limit on the previous trading day.

CME Group will continue to closely monitor these markets and communicate directly with our customers should additional action be required.

—Source: Adapted from a CME Group release

Director of Agriculture Honors MCA President

Missouri cattle producer Jim McCann, from Miller, Missouri, was recognized by Director of Agriculture Richard Fordyce at the 45th Missouri Governor's Conference on Agriculture with the 2014 Missouri Beef Cattle Legacy Award, recognizing him for leadership in Missouri's beef cattle industry. McCann is leading the charge with Missouri's largest and longest operating beef cattle organization as president of the Missouri Cattlemen's Association. His work with the Cattlemen's Association allows him to travel the state working to build, strengthen and advocate for the beef industry.

As Missouri's Cattle Legacy Award recipient, Jim McCann, owner of Shining Cross Farm, LLC, was recognized for his outstanding contributions to Missouri agriculture. McCann has been a long-time member of the National Cattlemen's Beef Association where he is a leader on the National Beef Quality Assurance (BQA) Program and sits on the BQA advisory board.

McCann's farm backgrounds steers, taking them to 9-weights on fescue-based pastures and grain supplementation, and runs a small cowherd. McCann and his wife, Linda, and their children, hold regular management meetings to make family business decisions.

—Source: Missouri Department of Agriculture

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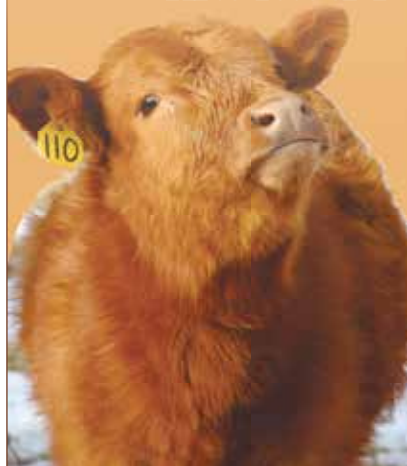
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11.3

PERCENT LESS

The reduction in domestic beef sales between 2006 and 2013, if not for checkoff programs.

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The amount of additional beef sold domestically between 2006 and 2013 because of checkoff programs.

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Managing First-Calf Heifers

Forage testing goes the extra mile to ensure proper heifer nutrition

Story By Justin Sexten for Cattleman's News



With record high bred heifer prices reported each week, the need for focused management of these investments is more important than ever. Heifers failing to rebreed during the first five years of production results in lost genetic progress and negative returns to the enterprise despite record high cull cow prices. Ensuring successful rebreeding is best achieved by focused management prior to first calving.

Ironically breeding heifers to calving ease bulls is the first step to a successful second calf rebreeding. Heifers who experience calving difficulty during first calving have longer post-partum recovery periods and are less likely to rebreed during a controlled breeding season. When purchasing a

bred heifer, the genetic management decision should already be addressed.

The time heifers calve can also influence rebreeding success, which is why many producers prefer to calve heifers earlier than the mature cow herd. Early calving allows focused calving assistance while providing a longer recovery period following parturition. This model also provides heifers' calves a weaning age advantage to compensate for lower milk production and typically lighter weaning weights of calves born to heifers.

For producers developing heifers that do not like the longer calving season caused by calving heifers earlier than cows, consider breeding heifers the same time as the cows but

shortening the breeding season by 14 days. This allows for longer post-calving recovery while maintaining a shorter calving season. Challenging heifers to breed initially during a shorter breeding season will eliminate heifers late to puberty conceiving late in the breeding season.

Nutritional management prior to calving influences both the heifer and her calf. Heifers should be managed to achieve adequate body condition score prior to calving. A body condition score of 6, where there are no visible ribs and the spine is completely covered, is the target condition level for heifers at calving. Condition will provide enough surplus energy after calving to allow heifers to return to estrus and

rebreed during a controlled calving season. Condition also provides insulation during the cold and wet days of winter.

Heifers accumulating condition prior to calving have adequate energy reserves for a difficult calving while producing higher quality colostrum for calves. Producers worry about feeding heifers prior to calving and the potential for increased birth weight. Birth weight and calving difficulty are controlled by genetics not nutrition. If calving difficulty is attributed to nutrition, the cause is likely from heifers accumulating excessive fat around the birth canal. To observe condition-related dystocia, heifers would be at a body condition score of 7.5 or greater.

Starving heifers to reduce calf birth weight is a poor management strategy due to increased losses attributed to weak calves at birth. As birth weight declines, the calf's surface-to-mass ratio increases. Increased surface area with less body mass allows calves

CONTINUED ON NEXT PAGE

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NEWS TO USE

Moore Named MCA's Cattleman of the Year

Joplin Regional Stockyards co-owner Jackie Moore was named Cattleman of the Year by the Missouri Cattlemen's Association during the group's annual convention Jan. 3 at Tan-Tar-A Resort, Osage Beach, Missouri. Moore was honored for the innovative marketing tools JRS brings to producers.



MFA Health Track Director Mike John (left) and Missouri Cattlemen's Association President Jim McCann (right) presented the Cattleman of the Year award to Jackie Moore at the annual MCA Convention and Trade Show.

FIRST-CALF HEIFERS FROM PREVIOUS PAGE

to chill faster contributing to weaker calves more susceptible to early death loss. Combine a weak calf with lower quality colostrum and a heifer with limited energy reserves and the goal of successful rebreeding takes a backseat to successfully weaning the first calf.

Making sure first-calf heifers get adequate nutrition becomes challenging in mixed herds where heifers and cows are managed together. A simple management strategy to ensure heifers are managed correctly is to separate them from the cow herd 30 to 60 days prior to calving. Producers who separate heifers just before calving have limited opportunities to make nutritional adjustments.

Increasing heifer nutrition following calving will increase milk production and does little to improve colostrum quality and calf vigor. Once a cow calves, nutrients are prioritized toward milk production, therefore adding body condition following calving is minimal at best. Increased nutrition following calving will reduce the condition heifers mobilize, but has shown to have little effect on subsequent reproductive rates.

Determining adequate supplement rates is achieved only by forage testing. A forage test will allow producers to ensure nutrient requirements are met. The greater error when supplementing first-calf heifers is not meeting their requirements for growth, lactation and reproduction. Because reproductive success is measured as pregnant or not, almost meeting heifer requirements becomes costly when a \$20 forage test is leveraged against the value of a bred heifer.

—Justin Sexten is University of Missouri Extension state beef nutrition specialist. Contact him at sextenj@missouri.edu.




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Scour Prevention 101

How to manage "without the bottle"

Story By Dr. Dave Rethorst for Cattlemen's News

Calves get sick for two reasons, period. Either they have a suppressed immune system, get exposed to an overwhelming pathogen load, or both. Since this statement applies whether we are talking about scours, respiratory disease or any other of the disease issues we encounter in beef production, we must build our prevention protocols around these two reasons.

Dealing with an overwhelming pathogen load relative to scours prevention became very practical with the development of the Sandhills Calving System by University of Nebraska personnel several years ago. This system was developed for use in pasture systems but is equally effective in drylot calving. This system's principle is that calving

occurs on clean ground, which is accomplished by placing the cows in large groups as calving begins. After approximately two weeks of calving, the pregnant cows are moved to a new pasture or lot, leaving the cows with newborn calves in the environment in which they were born. This is counter to many traditional calving systems where the newborn pairs are moved out on a regular basis leaving the pregnant cows to calve in the environment with the earlier born calves, which are potential pathogen shedders. With the sandhills system, moving out pregnant cows continues every two weeks until calving is complete, providing a clean environment each time the pregnant cows are moved. As you can see, this is a very common sense way to manage the pathogen buildup that oc-

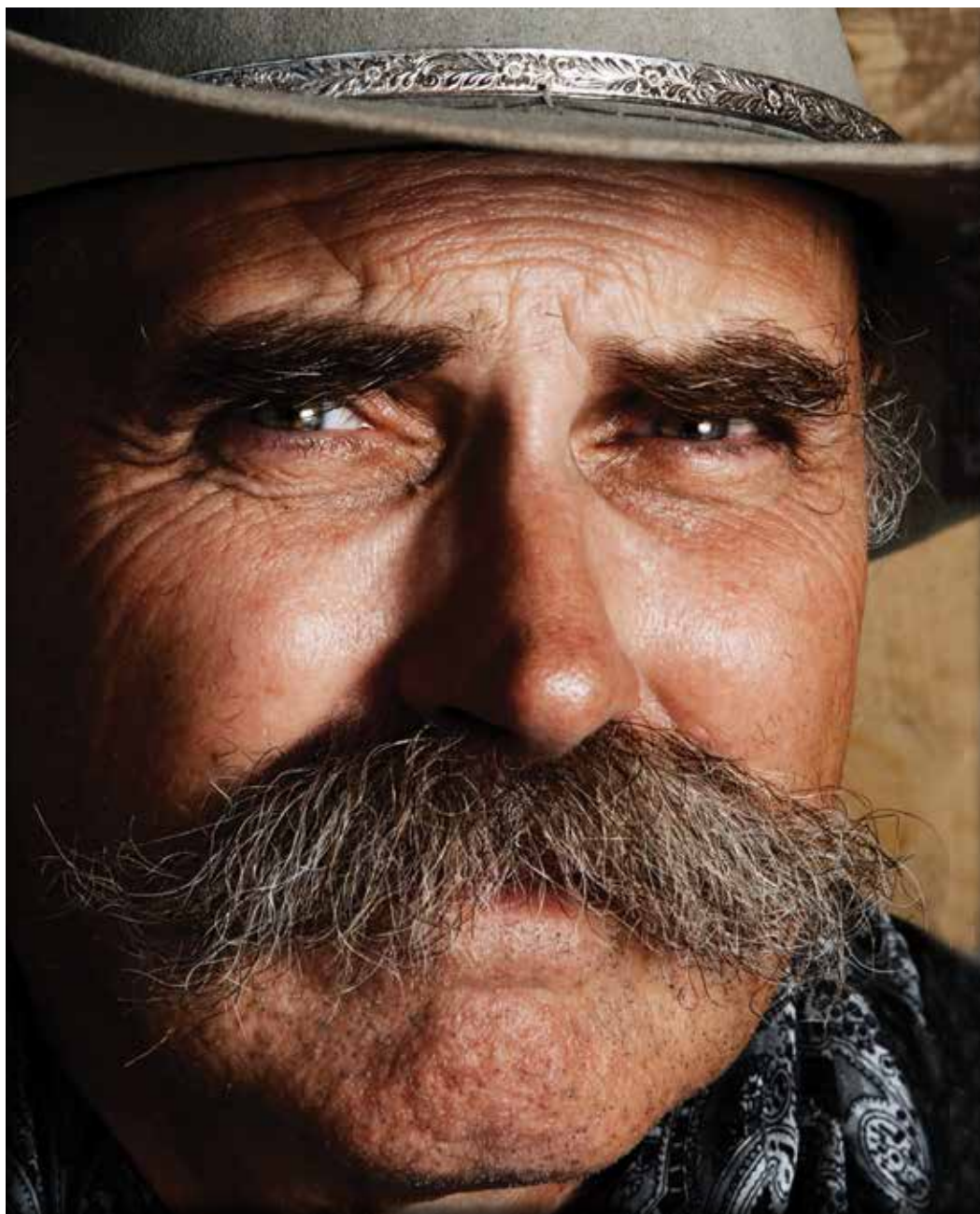
curs in "traditional" calving systems.

After getting a management plan in place for dealing with pathogen load, our next concern is making sure that the calf's immune system is working properly. This actually begins months before the calf is born by addressing the nutrition of the cow during pregnancy. We have discussed in earlier columns the benefits of ensuring adequate trace mineral (copper, selenium, zinc and manganese) intake during late pregnancy in order for the calf's immune system to develop and function properly as well as adequate protein to ensure optimal calf performance. These trace minerals are delivered across the placental barrier and are

stored in the fetal liver prior to the birth of the calf. Protein is also necessary for the production of antibodies in colostrum in addition to playing a role in the proper absorption of colostrum. Energy during pregnancy plays a major role in proper fetal organ development and making sure the cow is in adequate body condition score (BCS) when she calves. As we discussed last month, a BCS of 5.5 to 6 is necessary in order to ensure there is adequate fat in the colostrum. This fat serves as an energy source for the newborn calf and helps in warming it.

Colostrum contains several components in addition to fat that are necessary for optimal calf health. One critical component, antibodies, plays an important role in passive immunity which is essential in the newborn. Another component is cellular, consisting of white blood cells, which plays a role in the immune system by aiding in the destruction of viruses and bacteria.

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SCOUR PREVENTION FROM PREVIOUS PAGE

Some colostrum supplements that are commonly used during calving do not contain adequate levels of these three components so you should not consider these products to be a replacement for quality colostrum from the cow.

Calves need to receive colostrum within the first 6 to 12 hours of life in order to have the absorption of colostrum components necessary for optimal immune system function.

Next we need to keep newborns as warm and dry as possible. This will reduce stress on the calf. This can be accomplished by making sure there is protection from the wind and some bedding so the calf stays off the bare ground or snowbank.

Now that the husbandry practices have been addressed, we can visit about scour vaccines. There is a time and place for these products, but they should not be considered a replacement for basic husbandry practices. "Management in a bottle" does not replace "good management practices." Several scour vaccines on the market offer protection against rota and corona viruses in addition to E. coli. These products work reasonably well if given far enough ahead of calving to allow the antibodies they stimulate to get into the colostrum. A rota-corona vaccine can also be given orally to the calf. For optimum efficacy, this product must be given before the calf nurses colostrum.

We have learned in the last 10 to 12 years that fetal programming, the nutrition of the dam during pregnancy, plays a major role in the health and performance of the calf for the lifetime of that animal. The energy intake early in pregnancy affects organ development, number and size of the muscle cells, and the number and size of fat cells. Protein intake late in pregnancy affects colostrum absorption, feedyard performance of the calf and the reproductive performance of the calf. Trace mineral intake affects how the calf's immune system functions. This is important not only in scours prevention, but also in respiratory disease prevention. It is necessary for us to be more judicious in the way we use antibiotics. Antibiotic stewardship is becoming more and more important in both veterinary and human medicine as we face the antibiotic resistance problem that continues to develop. Antibiotic use is another "management in a bottle" habit that production systems need to address. Let's all do our part!

—Dr. David Rethorst is director of outreach for the Beef Cattle Institute at Kansas State University.

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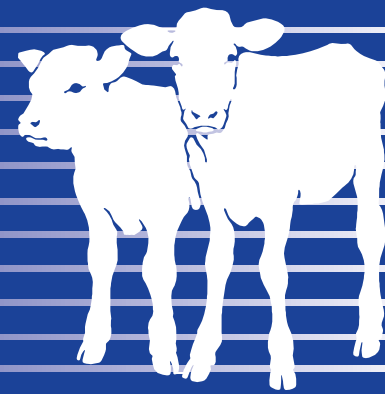
5 Tips for Cold Weather Calving

1. Sort cows into appropriate management groups.
2. Feed first-calf heifers late in the day to promote calving during daylight hours.
3. Select naturally protected pastures for calving to avoid north winds.
4. Consider a calf-warming box for severely chilled calves.
5. Begin feeding a high magnesium (10 percent) supplement a few weeks prior to calving.

—Source: Eldon Cole, Univ. of Missouri Extension



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What's Your Move?

A farm's approach to change affects the next generation

Story By Darren Frye for *Cattlemen's News*

Many of the operations we've been talking with are thinking about what they can do better on their farms as they create the best possible future. Often, they believe they can do better in how their farm responds to change and challenges.

It could be something changing 'out there' in the ag environment — like government regulations, labor concerns or the ag economy. It could be changes in the amount of risk that your operation is facing. It could be related to crucial relationships or partnerships your farm has with others, like your landlords or lenders.

Or it might be something internal to your farm — like an approaching transition in ownership or management that will need to take place in the next couple years. It might be communication — or lack thereof — between family members about what the future of the operation will be like.

The future of the farm and how it will transition to the next generation is, of course, a major change for the operation and for the families that are involved. Families that see their operation transition suc-

cessfully seem to have a certain mindset in terms of how they approach this time of change.

Encountering change

Operations deal with change in three main ways. The first is choosing to ignore that something has changed, or to deny that it will present challenges to the operation's future at all.

This happens when you make the choice to not think very much about what's ahead. But once the change starts to affect the farm, then the farm leader and others in the operation usually wish they had taken action to prepare.

In terms of a farm's transition, this could mean that the older generation in the operation is ignoring the fact that someday he or she will no longer be running the business. He or she might resist any suggestions that another person might start learning some of the management pieces, or choose not to share information that the next generation will certainly need — like the farm's financials.

The second approach farms often take is reacting to the change after it has already happened. The farm leaders

start taking action, but often the damage is already done. Later, they feel they could have done more to prepare and adapt — ahead of time.

This can happen if an operation hasn't prepared for unexpected changes in terms of who is owning or managing the farm. I'm thinking about an accident that leaves a family member permanently disabled and unable to work on the farm, or when someone suddenly decides to retire or leave the farm to work somewhere else. In those cases, it might seem like not a lot can be done to prepare, but the farm needs to have contingency plans ready as part of the operation's overall succession plan.

Proactive approach

Here's the third approach, the most proactive way to look at and respond to change. On these farms, people plan together regularly for the future of the operation. They've taken the time to identify the main challenges to the future of their farm, and they've set up forward-looking plans that will allow the people in the operation to respond flexibly

to change that could affect the operation.

Everyone on the farm is aware of the main opportunities that the farm has to improve. And everyone knows the vision for the future, and how they, in their individual role, help to move that vision forward.

When a farm is proactive like this, the leaders can create a plan to address whatever change the operation faces. It's a way for the people on the farm to look toward the future with eyes wide open, the exact opposite of burying your head in the sand. They're ready for whatever the future has in store.

This is the best case scenario for the operation's future. Everyone on the farm can be ready for the transition because they know the plan, and that tends to make everything go much more smoothly.

All can be proactive about their roles and responsibilities in the transition because they are aware of what the operation is ultimately moving toward. And, that usually means a greater chance of a successful farm transition to the next generation as well.

—Darren Frye is President and CEO of Water Street Solutions, a farm consulting firm that helps farmers with the challenges they face in growing and improving their farms — including the challenge of transitioning the farming operation to the next generation. Contact Darren at waterstreet@waterstreet.org or call (866) 249-2528.



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Ready, Set, New Regs

New antibiotic regulations take effect December 2016

Story By Lisa Henderson for Cattlemen's News

Livestock producers will need to adjust to new antibiotic regulations imposed by the U.S. Food and Drug Administration that go into effect December 2016.

The FDA is applying guidelines to drugs considered “medically important,” which they describe as being important for treating human diseases. These guidelines were laid out in the FDA’s Guidance For Industry Documents #209 and #213 published in 2012. It asks companies to voluntarily phase out growth promotion suggestions for medically important antibiotics, and it is also changing the use of other antibiotics to Veterinary Feed Directive, or prescription status.

According to Michael Apley, D.V.M and professor of production medicine and clinical pharmacology with Kansas State University’s College of Veterinary Medicine, “Cattle production will be less affected than swine because cattle growth promoters are typically ionophores, which are not considered medically important.”

He noted the ionophores, feed additives used in cattle diets to increase feed efficiency and body weight gain, are not affected by the new regulations. Products including Rumensin, Bovatec and Gainpro are not involved because they are not listed as medically important to human therapy.

“We should be clear that this action is about decreasing the use of antibiotics in food animals, not about having clear evidence that growth promotion uses are driving problems in human therapy.”

Apley said VFD regulations would require more effort from producers and time from veterinarians to write the mandatory VFDs.

“By law, the veterinarian is going to be required to have knowledge of the producer’s operation to write the VFD,” Apley said. “There are a lot

of questions, and the licensed feed mills and feed distributors are going to have a heck of a lot of VFDs coming through to make it work.”

There are 26 companies with 283 different products that will be affected by this regulatory change, he said. All of the companies have agreed to comply with the guidelines to change or get rid of their labels with growth promotion indications and adjust the other uses to prescription status.

Apley said the changes producers will see most is an inconvenience in the ability to buy products off the shelf. Prescriptions will be needed for currently available over-the-counter (OTC) water medications.

“This includes all uses of medically important antibiotics in feed or water for food animals to be under veterinary control,” Apley says.

Feed includes milk replacer, so the purchase of medicated milk replacers will also require a VFD.

“Our industry’s ability to transition to this new system will require active cooperation from two parties — veterinarians and producers,” said Ap-

ley. “There is the opportunity for increased cooperation in drug use and disease avoidance, as veterinarians and producers have more reasons to come together in relation to animal health.”

For stocker operators, Apley said the new VFD regulations dramatically change the antibiotic administration process.

“I think one of the things that resonated with stocker operators is the use of tetracycline in feed,” he said. “If they’re using the therapeutic regimen of one gram of oxytetracycline or chlortetracycline per 100 pounds per day for calves, administered in the feed, the only way they can use that is with a veterinary feed directive.”

Additionally, Apley said, “Any water use is prescription now. The cattle feeder that uses tylosin, that’s going to need to be authorized by the veterinarian for that use, strictly by the label. But, it has always been illegal to use a drug in feed other than allowed by the label.”

The GFI 213 stipulated a three-year timeline that began in March 2014 for these changes to begin happening. Apley said there is much information will be coming out over the next few years on this topic, and producers will undoubtedly be doing some things differently.

The final form of the Veterinary Feed Directive regulation remains a work in progress, but it is clear that veterinarians will have to authorize all uses of medically important

antibiotics in the feed or water of animals.

Despite the new regulations, Apley said it is unlikely the industry will see a dramatic decrease in antibiotic use because of the way the regulations are structured.

“The next area of concern is the routine or constant use of in-feed antimicrobials to control a condition, such as liver abscesses,” he said. “They’re very effective, but the issue that gets pushed back at us is that we use those because of the nature of the production system. Unfortunately, the actual science of whether or not we could have any adverse effect on human therapeutics from these kind of uses ends up being only a dash of flavor in policy soup.”

Looking for a silver lining to the new FDA guidelines for food-grade antibiotic usage in animals raised for food production, Apley said the increased relationships between producers and veterinarians could benefit the entire industry.

“If not already in place, it would be wise for producers to build and expand the relationships necessary to manage antibiotic use in these applications,” he said.

“If this fosters more interaction between producers and veterinarians and enables veterinarians getting to know more about producers’ operations, I think that’s good for the industry.”

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HELPING HANDS

Farm Bill Includes New Programs for Farmers

Livestock Forage Disaster Program sign-up ends Jan. 30

Story From Our Staff

From crops, to livestock and dairy, the 2014 Farm Bill contains provisions that many area farmers should consider to help manage their risk.

The alphabet soup of farm program provisions replaces all of the direct payment crop programs with new risk management tools. The program also offers new risk management tools to livestock and dairy producers.

“The important thing that all producers need to know is, that in some cases, if they fail to visit their USDA Farm Service Agency (FSA) office and sign up before the deadlines, they may be leaving money on the table that they otherwise would have been eligible to receive because some of these

programs are retroactive to as far back as 2011,” said Dr. Gordon Carriker, University of Missouri agriculture business specialist.

“One interesting aspect of many of the Farm Bill’s new crop and livestock programs is that they perform very similar to insurance,” said Carriker. “Nobody wants to receive an insurance indemnity payment that is triggered by a loss, but it is nice to know that a safety net is there just in case. In fact, the new crop programs are commonly being referred to as safety net programs.”

For Dairy Farmers

The Dairy Margin Protection Program (MPP) is a volun-

tary program that replaces the Milk Income Loss Contract (MILC) program. This provides income protection to dairy producers when the “margin” (difference between the all milk price and average feed cost) drops below a dollar amount (between \$4 and \$8 per hundred weight) chosen by the producer.

By signing up for this program and paying the \$100 administrative fee, dairy producers automatically receive the Catastrophic Coverage (CAT) level of \$4 margin coverage at 90 percent of their established production history. Additional protection can be purchased for increased production history (between 25 and 90 percent) coverage and the higher margin coverage levels (greater than \$4).

The most recent deadline has passed, however dairy producers should not wait until the last minute next year to go to their FSA office because they will need to establish a production history prior to choosing a coverage level. Some restrictions exist for dairy producers who are already participating

in the Livestock Gross Margin for Dairy program offered through the USDA Risk Management Agency.

For Livestock Farmers

The Livestock Forage Disaster Program (LFP) is a permanent provision of the 2014 Farm Bill that offers compensation to livestock producers who suffer grazing losses for covered livestock on pastureland due to drought.

Covered livestock include beef, dairy, buffalo/beefalo, sheep, goats, deer, equine, swine, elk, poultry, reindeer, alpacas, emus and llamas that are produced for commercial farming purposes, this excludes recreational, hunting, roping and show use among others.

The sign-up deadline for the LFP is Jan. 30, 2015, for losses incurred since October 2011 through the end of 2014.

“It is easy to say that many Missouri livestock producers suffered eligible losses dur-

CONTINUED ON NEXT PAGE

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**FARM BILL
FROM PREVIOUS PAGE**

ing the summers of 2012 and 2013,” said Carriker. “The LFP can help offset those losses retroactively.”

LFP payments are limited to \$125,000 each program year; payment eligibility is also restricted to individual farmers or legal entities with average adjusted gross incomes of less than \$900,000.

For Crop Farmers

Direct payments for program crops were eliminated in the 2014 Farm Bill. Crop producers now can participate in the Price Loss Coverage (PLC) program or Agricultural Risk Coverage (ARC) programs.

These programs differ from the direct payment programs, where farmers received payments in good and bad years, by providing farmers risk management tools to choose from that best meet their specific farm business risk situation.

Depending on the program chosen, farmers can protect

themselves when market forces result in significant drops in crop prices and/or revenues.

The PLC program provides farmers with protection from price drops below the crop reference price. The ARC-CO provides farmers with protection from county-based crop revenues below the county revenue guarantee. The ARC-IC provides farmers with protection from individual farm-based crop revenues below the individual farm revenue guarantee.

Farmers should follow a three-step process to participate in 2014-15: update, elect and enroll. Farmers will have the opportunity to reallocate their base acreage and/or update their program crop yields prior to Feb. 27, 2015. Once acreage and yields have been updated, farmers will have until March 31, 2015 to elect the PLC or ARC programs. Farmers will have between mid-April through the summer of 2015 to enroll.

“An important aspect of the Update and Elect steps is that

those decisions will last for the life of the Farm Bill, through 2018,” Carriker said. “However, farmers will have the option to enroll each year.”

Failure to elect a program will result in a default to the PLC program for 2015 through 2018 and forfeiture of any payments for the 2014 crop.

“The 2014 Farm Bill asks producers to make some very important and difficult decisions,” said Carriker, “MU Extension has partnered with the USDA FSA, Missouri Corn Growers, Missouri Soybean Growers, Missouri Farm Bureau and FCS Financial to offer educational meetings

throughout the state to help producers evaluate their options.” Farmers should check with their local USDA FSA office to find out the date(s) of nearby meetings

More Information

For more information about the crop and livestock provisions of the 2014 Farm Bill, or upcoming educational programs to help farmers understand their options, contact Dr. Gordon Carriker at 417-581-3558 or by email at carriker@g.missouri.edu, or visit the nearest local USDA FSA office.

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Nutrients Where Needed

Intensive soil sampling improves nutrient efficiency

Story By Joann Pipkin, Editor



Forget flat rate fertilizer application. Through grid soil sampling, landowners are finding opportunity for targeted, more efficient application of both fertilizer and lime.

“It gives you an idea of where you’re at, what you’ve got, and what you need to do,” explained Harold “Doc” Haskins, a Newton county veterinarian and stocker operator.

Haskins enrolled about 230 acres last summer in MFA Agri Services’ Precision Advantage Nutri-Track program, which focuses on intensive soil sampling to help producers improve nutrient management through production and stewardship.

According to Haskins, some of his pastures weren’t producing as much grass as he expected even after fertilization and liming. “I wanted to find out why I was getting uneven production,” he noted.

The Nutri-Track program features grid soil sampling, resulting in nutrient management for each unique acre.

“It’s designed to help producers ensure proper fertilizer rates on their land whether for pasture, hay, grazing or crops,” says Travis Watson, MFA precision specialist.

While the Nutri-Track program was initially designed for crop farmers, Watson says cow/calf producers are also able to see

major benefits with the program.

“For example,” he said, “areas where hay has been fed may indicate high levels of nutrients that don’t need to be re-applied.”

For cattlemen like Haskins, Nutri-Track means opportunity for profits through better grass production.

A long-time believer in soil sampling, Haskins said he’s always tried to improve his pastures. He knew certain areas in some fields weren’t growing grass like he expected.

“I sell grass and I sell it through cattle,” he said. “First, I have to be a grass farmer. Second, I have to sell beef. Rotational grazing has helped control weeds. If I can keep the grass growing, I can eliminate spraying. But, I’ve got to have the grass right.”

Watson said the overall goal of the intensive grid-sampling program is to help producers bring greater efficiency to low-producing areas of a field simply by raising fertility.

“The whole concept is actually very basic,” he noted.

All in all, Nutri-Track helps farmers continuously adjust recommendations based on proven field productivity.

As part of the intensive soil sampling procedure, global positioning system (GPS) collects field boundaries, and soil test points are marked on 2.5-acre grids.

Soil tests are collected and sent to Midwest Labs for organic matter (OM), cation exchange capacity (CEC), pH, phosphorus (P₁ and P₂), potassium, sulfur and Zinc test results.

Nutrient surfaces display the variability and availability of each nutrient with red (deficient) to green (optimum) to blue (high/excessive) colors. Soil type maps are included with crop specific Natural Resources Conservation Service (NRCS) goals.

From there, a cropping Nutrient Management Plan is created for each field based on soil test levels, soil type and pro-

precision
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ductivity, and cropping practice.

Finally, plant food recommendations are for variable rate (VR) application based on soil test plus a whole field flat yield goal.

According to Watson, average cost of the Nutri-Track program is a one-time fee of about \$10 per acre for four years of soil build.


“What we are finding is 85 percent of the time, the savings you will see

in lime will more than pay for the grid sampling,” he said.

“I look at soils like your savings account at your bank,” Watson explained. “If you take more out of the soil than you planned on, we can help you adjust next year’s levels so you don’t do that.”

The Nutri-Track program has helped Haskins see a clearer picture when it comes to improving his grass.

“In many cases we can’t afford not to do this,” Haskins said of the program. “I think it’s a really good thing. You can see what you need and you may not be able to do what you need right away, but over time you can. Concentrate on those areas that need fertilization.”



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* Menge, M. et al., Pharmacokinetics of tildipirosin in bovine plasma, lung tissue, and bronchial fluid [from live, non-anesthetized cattle]. The correlation between *in vitro* susceptibility data and clinical effectiveness is unknown.

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Newborn Know-How

Work ahead of calving to ensure health upon arrival

Story By Rebecca Mettler for Cattlemen's News

Photos By Joann Pipkin, Editor



Preparation for a successful calving season starts long before a single calf hits the ground. In fact, one of the most important factors of calf survival hinges on the readiness of the cow to produce high quality colostrum.

Colostrum intake is the first line of defense for calves because the antibodies present in the colostrum protect the calves against disease until their immune systems fully develop later in life.

According to Dr. Craig Payne, University of Missouri director of veterinary extension and continuing education, the ideal quantity of colostrum ingested is between two and three quarts. It's important for newborn calves to ingest colostrum as soon as possible, but at least within the first 24 hours of life.

High quality colostrum starts with a proper vaccination program for the mother, said Dr. Ted Dahlstrom, Animal Clinic of Monett and senior veterinarian at Joplin Regional Stockyards (JRS).

"Vaccination of the cow transfers antibodies through the colostrum," Dahlstrom said.

"The better the vaccination program on the cow, the better the colostrum."

Dahlstrom recommends producers speak to their veterinarians about developing a vaccination program specific for their operation.

Payne cites calf diarrhea, or calf scours, as one of the biggest challenges for newborn calves.

Again, vaccinating the cows with a calf scour vaccine, per label instructions, is the key to protecting the herd from a calf scours outbreak. Some vaccines require administration 60 days prior to calving with a 30-day booster shot, while others are labeled for a one shot dose. Producers should check label instructions for proper timing, according to Payne.

Both Dahlstrom and Payne point out that it's not too late to protect next spring's calf crop. The timing of scours vaccination gives producers a window of opportunity to vaccinate those 2015 spring-calving cows.

Dahlstrom works with many commercial cow/calf opera-

tions in Southwest Missouri that have a 0 to 5 percent scour infection rate. He is convinced that with a proper vaccination program, calf scours can almost be eliminated.

Payne also recommends producers pay attention to their calving pastures. Reducing exposure to calf scour agents is one way to deter calf scour problems spreading throughout the herd.

"If we are calving cows in concentrated areas, there can be a rapid buildup of pathogens that cause calf scours even though we vaccinate," Payne said. "If the calves are exposed to it enough, they will get the scours."

For those plagued with calf scours, Dahlstrom instructs clients to bring in a teaspoon of the scour material from an untreated calf to the office for an in-house culture with results in 48 to 72 hours. Then the best antibiotic can be prescribed once the specific pathogen causing the problem is determined.

Also unique to Dahlstrom's practice is the ability for the clinic to develop an autogenous vaccine formulated from

disease-causing organisms in the area. This personalized approach gives cattle producers the best defense against disease.

Nutrition consideration

Nutrition, according to Dahlstrom, is a broad term. However, cow nutrition plays a crucial role in the well-being of a newborn calf. Determining the body condition score of cows a few months ahead of calving season gives producers a chance to change the body condition scores before calving.

"Overly thin cows are more likely to have poorer quality colostrum and less volume as well," Payne said.

The ability for a cow to breed back after calving is also another important factor that is affected by body condition.

"If the cows aren't in healthy condition, they aren't going to respond to the vaccination protocols," Dahlstrom said.

Additionally, the body condition of the cow has an effect on the ability of the calf to thrive

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NEWBORN KNOW-HOW FROM PREVIOUS PAGE

during cold weather events.

“How well the cow is doing nutritionally also dictates the amount of brown fat reserves the calves are born with,” Payne said.

Brown fat is used by calves in the first weeks of life and can help regulate body temperature in a cold-weather environment.

Less than ideal environments can be rough on newborn calves. Payne associates a rainy, cold weather pattern as creating the perfect environ-

ment for sickness. It drains the calf’s energy and puts stress on their system.

Providing adequate windbreaks and dry bedding can help alleviate the effect of the cold on newborn calves. Dahlstrom tells producers not to be afraid to unroll a bale of old hay for calves to bed on.

“Usually, if you can get the calf up and going and through the first 72 hours, that’s the first critical step,” Dahlstrom said. “The next step is 10 days, and then they are pretty much bulletproof after that.”

Start with the Right Tools

It’s important to have a calving kit available in the field if assisting a difficult birth. Working with the right tools for the job can lessen the stress for cow, calf and producer.

Calf chains and associated handles: Should be looped twice around the calf’s legs. First, loop the chain above the first joint and then loop the chain below the first joint. This lessens the stress on the joints, according to Dahlstrom.

Obstetrics (OB) lube: Essential to use liberally for examination during calving assistance. “If you are going to check a cow, using a dry arm can cause irritation to the vaginal canal,” Payne said. “The mucosal tissue can be very easily irritated.”

OB sleeves: Using plastic OB sleeves protects both the cow and the producer. Humans can contract some diseases from cattle. It also protects the cow from getting an infection of the reproductive tract, Dahlstrom said.

Calf Jack: Both Payne and Dahlstrom agree that calf jacks can be useful tools, but it’s important to apply the proper amount of pressure. “Don’t apply more pressure than what you would if two guys were pulling on the calf,” Payne said. “The extraction force can damage the cow or calf, or both.”

Tube feeder: Calves born from assisted births are often slow to nurse. A tube feeder

can be useful in providing the calf with essential colostrum.

Warm water and soap: “You can’t be hygienic enough,” Dahlstrom said. However, he understands that warm water is not always accessible out in the field.

Besides the physical tools, Dahlstrom recommends producers practice the attitude of patience and gentleness. Give the female plenty of time before stepping in to assist. He recommends giving mature cows two hours before intervening and first-calf heifers as much as eight hours if progress is still taking place.

—By Rebecca Mettler

First Defense Against Disease

Plan now for colostrum needs during calving

Story By Glenn Selk

Locating, obtaining and storing several doses of colostrum or colostrum replacer will come in handy before the first heifers start to go into labor. Calves born after a difficult birth are at a high risk of failing to receive adequate colostrum by natural suckling because of greatly decreased colostrum intake. Calves that are born to a prolonged stage II of parturition (delivery through the pelvic canal) very often suffer from severe respiratory acidosis. Acidotic calves are less efficient at absorbing colostrum immunoglobulins even if artificially fed colostrum.

The only disease protection baby calves will receive is via the passive transfer of antibodies (immunoglobulins) from the colostrum that they ingest. Therefore, effort should be made to provide weak newborn calves with the best source of colostrum available via bottle suckling or tube feeding.

Natural colostrum is still considered the best source of the immunoglobulins for disease protection for the calf. If there is a dairy in your area, the opportunity might exist to obtain some natural colostrum from newly freshened dairy cows. Avoid obtaining colostrum from dairies that are known to have had an incidence of “Johnes Disease.”

Fresh colostrum can be stored in 1-quart doses by putting 1 quart in a gallon-size baggie. Lay the bags flat to freeze. When it is time to thaw the colostrum, it will be easier and quicker to thaw, compared to 2 quarts or more in a big frozen chunk. The amount of immunoglobulin ingested is also a major determinant of final blood immunoglobulin concentration. A practical “rule-of-thumb” is to feed 5 to 6 percent of the calf’s body weight within the first 6 hours and repeat the feeding when the calf is about 12 hours old. For an 80-pound calf, this will equate to approximately 2 quarts of colostrum per feeding. Consequently, if the calf is quite large (about 100 pounds), then the amount of colostrum will need to be increased accordingly to 2.5 quarts per feeding.

If no source of natural colostrum is available, purchase a few doses of a commercial colostrum “replacer.” Colostrum replacers will contain greater than 100 grams of immunoglobulin per dose. Make certain to read the label before purchasing. Colostrum replacers might seem expensive, but the high price of calves strongly suggests that every effort to keep all of them alive is worth the investment.

— Glenn Selk is Oklahoma State University emeritus extension animal scientist.

Natural colostrum is considered the best source of disease protection for newborn calves.



Worth More, Lose More

Winter losses could increase 40 percent this year

Story By Lisa Henderson for Cattleman's News

Your weaned calves are worth roughly 40 percent more than at this time last year. That also means any performance or death losses you incur due to cold weather will cost you 40 percent more this year.

Such a sobering thought underscores the need to take action now to prevent Old Man Winter from causing undue stress on your herd. Your priorities are to help

calves maintain their rate of gain and protect cows as they approach the spring calving season.

“Ranchers need to be really careful about managing for winter weather this year because of the increased value of the cattle,” said Bob Weaber, Kansas State University beef extension specialist.

Proper management includes ensuring cattle stay in their

thermoneutral temperature zone, according to K.C. Olson, professor of range beef cattle nutrition and management at Kansas State.

That thermoneutral zone generally is between 50 and 85 degrees Fahrenheit for calves less than one month old, and between 5 and 82 degrees Fahrenheit for mature cows.

“Cold stress causes the cattle to produce a natural response such as hair growth, and the animal adapts and the zone is expanded,” Olson said. “It generally takes about two weeks to adapt to the colder temperatures, and the stress is relieved.”

However, Olson said producers should not add to a weath-

er stress “with other stresses such as weaning.”

Those valuable calves in your pasture are also susceptible to temperature fluctuations, which can lead to respiratory disease, commonly referred to as BRD. The greatest incidence of BRD occurs during the fall. A Kansas State University study involving 288,388 cattle arriving at nine commercial feedyards from September to November during 2005 to 2007, found that maximum wind speed, mean wind chill temperature and temperature change were associated with an increased incidence of BRD.

Weaber and other university animal science specialists suggest feeding high-forage diets or forages with supplements to help cattle during times of cold-induced energy loss.

Because cattle are ruminants, digestion happens through a complex fermentation process that produces heat and energy.

One of the first steps in preparing for winter is to get your cows in shape. University of Nebraska extension specialist Rick Rasby says cows in an optimal body condition score (BCS) of 5 or 6 are better able to withstand adverse environmental conditions.

“As a risk management strategy at the ranch level going into winter, reduce the number of BCS 4 cows and increase the number of BCS 5 cows in your herd,” Rasby said.

Although Weaber said it’s too late in the season to increase cows’ body condition scores without a lot of supplemental feed, plenty can still be done to prepare for winter.

“Providing cattle shelter should be a priority,” he said. “When there’s a storm on the horizon, make sure cattle have a place to get out of the wind and keep dry.”

Rasby said the lower critical temperature of a beef cow is the lowest temperature a cow can be exposed to before she needs to have changes metabolically to help her cope with cold stress. Cows with a dry winter hair coat and in fleshy condition can withstand

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Coat Condition	Critical Temperature °F
Wet or Summer Coat	59°
Dry, Fall Coat	45°
Dry, Winter Coat	32°
Dry, Heavy Winter Coat	18°

Source: South Dakota State University

WORTH MORE FROM PREVIOUS PAGE

harsher conditions without an increase in energy needs. He said energy requirements increase about 1 percent for each degree of cold stress. For instance, cows that have a heavy winter hair coat that is dry and are in condition score of 5 have a lower critical temperature of 19°Fahrenheit.

“Let’s say, for the next week temperature is going to be 5°Fahrenheit and the wind out of the North at 15 mph, then the wind chill index is -10°Fahrenheit,” Rasby explained. “At those environmental conditions, energy needs of the herd increase by about 30 percent.”

Keeping newborn calves dry is especially important, Weaver said.

“Newborns shiver to keep warm, and if they do not dry fast they could lose all of their reserve energy,” he noted. “Cattle are generally robust in cold weather, but if it gets really cold, they can lose ears to frostbite, or toes and even death.”

Feeding grain to increase the energy density in cattle diets during severe winter weather is an option, but Rasby said producers might do more harm than good.

“Feeding more than 2 or 3 pounds of corn per head per day to cows on a forage-based diet will decrease fiber digestion,” Rasby said. “When cows are on a forage-based diet and supplemental energy is needed, consider the use of high energy, non-starch feed stuffs such as distillers grains and soy hulls to meet energy requirements.”

Recent research at USDA’s Fort Keogh Livestock and Range Research Laboratory, Miles City, Montana, indicates

cattle handle severe cold weather better when they are on pasture rather than in a drylot.

Researchers at the Fort Keogh facility monitored the heart rates of heifers on native range and in a drylot during November and December 2013 and January 2014. During November, both groups of heifers had similar resting heart rates. As winter progressed through December and January, heifers in a drylot had higher resting heart rate than the heifers on native range. Both groups of heifers had higher resting heart rates in January than November, but the increase was 12 percent for the heifers on native range and 25 percent for the heifers in the drylot.

The conclusions drawn from the study were that drylot heifers tended to be less adaptable to winter weather, as shown by a 55 percent change in resting heart rate from November to January compared to heifers on native range.



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INDICATIONS FOR USE

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

Parasites	Durations of Persistent Effectiveness
Gastrointestinal Roundworms	
<i>Bunostomum phlebotomum</i>	150 days
<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>Dictyoaulus viviparus</i>	150 days

DOSAGE 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.

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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

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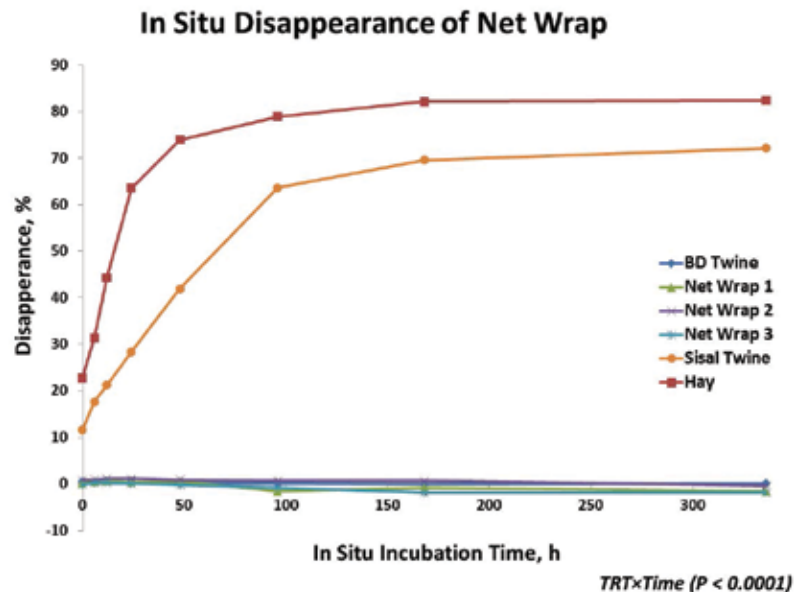
Are They What They Eat?

Solving the mystery of net wrap

Story By Rebecca Mettler for Cattleman's News

What happens to bale-binding materials such as net wrap or twine strings when cattle ingest the material? North Dakota State University (NDSU) researchers recently evaluated the answer.

The study was spurred by an NDSU diagnostics lab case in which a replacement heifer died of acute bloat due to large amounts of net wrap fiber found in the first two chambers of the stomach.



The dry-matter disappearance of five types of bale-binding material was evaluated after a 14-day rumen incubation period in Holstein steers. Three types of net wrap, sisal twine, biodegradable twine, as well as a hay control, were placed in nylon bags inside of the rumen of dairy steers for the 14-day time period. The hay was used as a control to evaluate the normal disappearance pattern of rumen material, according to Carl Dahlen, beef cattle specialist with North Dakota State University Extension.

After rumen incubation, none of the three types of net wrap samples or the biodegradable twine samples disappeared from the bags. However, like expected, more than 80 percent of the hay sample disappeared and more than 70 percent of the sisal twine disappeared during the incubation period.

As an interesting point, the two-millimeter particle size of the bale-binding material used in this study is much smaller than the particle size resulting from tub grinders and hay processors. In North Dakota and surrounding areas, the tub grinder and bale processor use has increased in the commercial cow/calf sector and range-feeding situations, not to mention their classic use in the feedlot sector. It is common for the bale-binding material to be left on the bales as they are processed.

Dahlen said if the material is still present in the rumen after 14 days, it's likely totally indigestible. The thought is that there could be significant accumulation of net wrap or other foreign matter that the cow ingests.

"Unfortunately, we don't have any data showing the long-term implication, but the concept makes a lot of sense," Dahlen said.

By doing some quick math, Dahlen calculated the potential amount of net wrap a beef cow can ingest during an entire feeding season. Conservatively, he figured a cow will eat two to four bales throughout a North Dakota win-

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NET WRAP FROM PREVIOUS PAGE

ter, which often is a longer feeding duration than that of the Four State area.

“To get a visual of this, walk out to two to four bales and pull the net wrap off, and put all the net wrap in a pile,” Dahlen said. “The cow has the potential to eat this much net wrap and much more over a feeding period.”

With that said, it’s important to note that Dahlen and the other researchers are not trying to raise alarm with these results. They understand that net wrap is not a new concept and that if major problems with ingestion of net wrap were prevalent, the problem would have been highlighted long ago.

“The results are another piece of information to understand management and to understand the potential result of our management,” Dahlen said.

Proper digestion in the rumen takes place when the fiber layer, or as Dahlen describes as a lake with hay floating on top, is broken down. As the hay particles become more and more digested, they sink to the bottom and pass on further into the digestive system. Since the net wrap doesn’t get digested, it will sit on top of the fiber mass and get imbedded with hay and other material.

Dahlen is concerned with the potential for the net wrap to take up too much space in the rumen and have an effect on the production potential of cows in the herd.

“If our cows have an accumulation of material that’s not digested, it’s taking up space in the rumen,” Dahlen said. “Our cows cannot eat as much digestible material and perhaps hay material is not getting utilized to the extent that it could be.” The research opens the door to discussion on the importance of minimizing the potential risk of ingesting large amounts of net wrap in all types of feeding scenarios. Dahlen explained that producers must ask themselves how they can improve the management of bale processing with grinders and bale busters.

In Missouri and the surrounding area, bales are typically provided to the cowherd in bale rings or unrolled with bale beds. With those situations, it’s easier to take the net wrap or strings off the bale, unless those bales are covered in ice and snow.

Justin Sexten, University of Missouri Extension beef nutritionist suggests storing bales in a barn or underneath a tarp to keep the snow and ice off of bales.

“Covering allows you to get the net wrap off while saving forage,” Sexten said.

He also voiced concerns about net wrap and twine causing an environmental challenge. Plus, from an aggravation standpoint, it’s easier to take the net wrap or twine off before feeding to avoid getting it tangled up in equipment or wrapped around the legs of cattle.



Removing net wrap prior to feeding hay ensures the material isn’t ingested by cows. North Dakota State University research examined net wrap ingestion after a heifer died of acute bloat and large amounts of net wrap fiber were found in her stomach.



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¹ Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

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³ Data on file at Merial.



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MANAGEMENT MATTERS

Minerals and the Cycle of Life: Part 2

Filling in where the soil leaves off

Story By Elizabeth Walker for Cattleman's News

I readily admit to my students at Missouri State University that I am a nerd, a big one. I find it exciting to learn how a disease found in China called Keshan, caused by a virus coupled with a micronutrient deficiency, can teach us about the relationship between diet and disease. In this area of China, the micronutrient selenium is deficient in the soil. When the body is deprived of minerals, a distinct change in the immune response can occur when challenged by a bacteria or virus. Due to new technologies, scientists are better able to understand the relationship between nutrition and the immune system. Studies have shown nutritionally deficient animals are more susceptible to a wide variety of infections. This increase in susceptibility to disease is thought to be the result of an impaired host immune response due to a nutritionally deficient diet.



macrominerals that I discussed last month. Twenty-two micronutrients are known to scientists. Microminerals are measured in parts per million (ppm) or parts per billion (ppb). Some micronutrients that come to mind are selenium, iodine, cobalt, copper and zinc. Some, like cobalt, pretty much have one function, while others are involved in multiple functions of the body. Cobalt's only known function is as a component of vitamin B12. B12 should be every cattleman's friend because this is the vitamin that you can only get if you eat an animal product. Our friends who choose not to consume animal products have to get theirs in pill form.

Selenium works with Vitamin E to prevent damage to cell membranes from peroxides. Selenium also works with iodine so it has a role in metabolism. Retained placentas and overall reduced fertility can also be seen in selenium-deficient animals. Selenium-deficient ruminants might come down with "White-Muscle" disease in which the skeletal muscles have a white streak in them, and muscle contraction is impaired. Often seen in newborns, these animals are not thrifty and might have trouble nursing which can lead to death. The Midwest has soils that, in general, are somewhat deficient in selenium. Often given as an injection with Vitamin E, selenium works well with this vitamin as the two compliment each other.

New studies indicate not only the host immune response, but also the virus itself, can be altered by a mineral-deficient diet. When animals are deficient in minerals, in this case selenium, the genome of the virus might be altered such that a normally benign or mildly pathogenic virus becomes highly virulent (mean and nasty) in the deficient host. Once the viral mutations occur, even hosts on a healthy diet can be affected by the newly pathogenic strain.

The implications of these new studies are significant for beef cattle producers. With stricter regulations concerning the use of antibiotics being implemented, nutrition and the reduction of stress in our livestock is becoming more critical.

Microminerals are those minerals that our bodies need in a smaller quantity than the

Iodine is a familiar component of common table salt. It is necessary for the action of two hormones produced in the thyroid, which sit below the jawbone and straddle the trachea and esophagus. If one becomes iodine-deficient, the thyroid will swell causing a condition

CONTINUED ON NEXT PAGE

Time to Take Stock

High times: where should you invest in your operation?

Story By Joann Pipkin, Editor

Times have been good for cattle producers, but how can you make the most of these record prices?

According to University of Missouri Agricultural Economist Scott Brown, any possible investment or management change to the herd should be analyzed based on its expected contribution to current or future receipts versus the cost of the change.

“With higher output prices and rising input costs for many operations, every animal is worth much more than just a few years ago,” Brown explained. “Changes to the operation that increase efficiency through higher calving rates, lower death loss or other improvements are now more lucrative than just a few years ago, so strategies that did not result in a net financial gain just a few years ago might now be worth the investment.”

Brown said even if pasture conditions remain sufficient to rebuild the beef cow herd, it will take quite a while to push beef cow inventory levels back to those experienced as recently as five years ago.

“As producers hold back animals to rebuild the herd, cur-

rent beef supplies will continue to tighten and prices will stay at historically high levels unless beef demand turns sharply downward, which is not anticipated at this time,” Brown explained.

Brown cautioned producers. “Don’t allow these record prices and profits to lull you into sloppy management decisions,” he said.

While strong cattle prices at all levels have made it easier for operations to be profitable in recent months, the goal should always be to maximize the available opportunities, and in many cases this includes profits.

“Careful tracking and analysis of your operation’s input costs and receipts should not be ignored when times are good,” Brown noted. “The difference in payoff for sound management practices relative to poor ones is often increased during times of high profitability as each unit of output has more value.”

Brown also urged cattlemen to be cautious with expansion plans during times of record prices. “While at this time

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MINERALS FROM PREVIOUS PAGE

known as goiter. Thyroid hormones control metabolism, or the breakdown of nutrients for energy production. Your basic metabolic rate is controlled by the thyroid gland, and indirectly, by iodine. If you have ever had someone refer to an animal as an “easy doer,” then they are referring to how that animal never burn calories and seems to stay fat all the time. Some animals, as well as some people, just have different metabolic rates, and thus, burn calories to stay warm or cold differently than others.

Certain noxious weeds contain goitrogens prevent iodine from being absorbed. Goitrogens often seen in cabbage, rape and even soybeans exacerbate the issues related to an iodine-deficient diet. Afflicted animals can have low fertility, abortions or fetuses that are born hairless with thick skin.

Copper is required for the proper use of iron. Copper is also an important part of elastin, a crucial component of heart valves, as well as collagen formation and the proper functioning of the nervous

system and normal red blood cell production. Legumes are a good source of copper. Animals not receiving adequate levels of copper suffer from reproductive issues as well as a depigmentation of the hair known as Achromotrichia or Alopecia. All animals need copper, although some are more sensitive to it than others.

Zinc is another mineral that is important in several functions including protein metabolism, and as a component of insulin, it has a role in carbohydrate metabolism. A function that many are familiar with is the effects zinc has in the immune system and wound healing. Zinc also works to help increase copper absorption through the gut wall.

As regulations regarding antibiotic use in livestock become stricter, it is up to cattle producers to play smarter and, perhaps, make changes in their mineral management to ensure healthy animals without resorting to antibiotics.


—Elizabeth Walker is associate professor of animal science at Missouri State University.

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TAKE STOCK FROM PREVIOUS PAGE

there are not too many negative signs on the price horizon, when prices are at levels as lofty as today, there is quite a bit of downside risk that could occur if we were to be hit with another animal disease outbreak such as BSE, for instance.”

Replacement heifers purchased today won't produce a calf that is ready to sell for some time, and putting financial strain on your operation to expand and attempt to capture the profits being realized today will prove to be poor timing if prices retreat significantly in the months and years to come, Brown said.

While the next few years are expected to be financially

bright for cow/calf producers, Brown said to be careful in analyzing the future benefits of expanding your herd versus what the costs are in today's high-priced markets.

“Although the next few years do look bright,” Brown said, “producers should be looking at risk management strategies to reduce the risk they face at record prices.”

Futures markets or USDA's Risk Management products like the Livestock Revenue Program could make sense as an offset to the possibility of abruptly lower prices.

“The longer term risk in this market is down,” Brown reminded producers. “Prepare for that.”

Now is the time to invest in the cowherd, though. And, that goes well beyond the thought of whether or not to increase cow numbers.


“What genetic focus do you want to have in your herd to weather the next cattle cycle,” Brown questioned. “Think about the comparative strengths of your operation. Do you seek to be a low-cost producer, an operation known for efficient converting calves, or do you want a quality focus?”

Brown said with a smaller herd and a time of rebuilding likely to come for many producers, consider what the ideal herd would look like for your operation and its inherent opportunities and chal-

lenges. Begin working towards that goal as you rebuild.

“Or, perhaps you've considered downsizing your inventory,” Brown stated. “For one looking to ‘sell high,’ now may be a good time to cash in on some of your prior investment.”

The goals of every individual and operation are different, and Brown said careful examination of the alternatives is never a bad investment of time.

“Working through a cost-benefit analysis of any major changes to your operation, including ranges of possible future outcomes, will help shed light on how much risk your operation is able and willing to take on,” Brown concluded. 

BUSINESS BEAT

Angus Breed Makes History in Kansas City

Networking, educational sessions highlight meeting

Story From American Angus Association

David Billingsley and his wife Becky traveled more than 560 miles from their Louisiana Angus farm to attend the Angus Means Business National Convention and Trade Show in Kansas City, Missouri.

They've been raising Angus cattle in Keithville, Louisiana, for nearly 20 years, and have participated in other events hosted by the American Angus Association® over the years, but never the member-driven organization's annual business meetings.

“I was impressed. I didn't know it was going to be this big,” David Billingsley said. “Anytime you go anywhere, you go to Denver, Montana or Texas and you walk in, you see all your friends, you really feel at home.”

About 1,750 Angus cattlemen, commercial producers and others attended the convention Nov. 4-6, 2014, resulting in a record-setting turnout for the annual meeting and first-ever trade show. Participants from across the country enjoyed educational sessions, networking opportunities and plenty of fun.

Workshops offered practical applications for the farm or ranch, an all-day Angus University gave insight into “A Story of a Steak,” and attendees heard from two inspiring keynote speakers – Lowell Catlett, a futurist from New Mexico State University, and Richard Picciotto, the last-surviving ranking firefighter to escape Sept. 11.

Cowboy comedian Baxter Black and country singer John Michael Montgomery entertained the crowd during evening events, and the opening trade show gala featured delicious product from the Certified Angus Beef® (CAB) brand.

“The National Angus Convention and Trade Show was the perfect way to celebrate the breed's success and promote discussion about how we will continue to raise high-quality beef for consumers worldwide,” said Bryce Schumann, American Angus Association CEO. “We were extremely pleased with the attendance and demographics represented in this first-year event.”

While the Angus breed was in the spotlight during the three-day convention, all programs



The Angus breed was in the spotlight during the first-time event in Kansas City, which attracted seedstock and commercial producers from across the nation. —Photo submitted by American Angus Association

and events were open to not only Angus seedstock breeders, but also commercial cattlemen and anyone with an interest in targeting high-quality beef cattle.

At Home in Kansas City

When the American Angus Association announced it would host its inaugural National Angus Convention and Trade Show, there was little doubt where to locate the event that would later draw thousands of cattle producers to Kansas City.

The largest single-breed beef cattle organization is headquartered just a few miles north in Saint Joseph, Missouri, and has a rich heritage in the surrounding area. An 1882 meeting that led to the formation of the American Aberdeen Angus Association took place in Kansas City, and the

first headquarters for the Association was in Independence, just ten miles from downtown Kansas City.

The Association opened its doors for members and visitors prior to the start of the convention. Tour participants were able to see firsthand treasured history of the Angus breed—including original artwork by Frank Murphy, visit the Association's museum and library of historic publications, and spend time in the boardroom — where many of the breed's significant decisions were made over the years.

“I've been a breeder for quite a few years, so I thought it would be really exciting to come to see the headquarters,” said Rick Van Dyken, Thousand Hills Angus, Toston, Montana. “It's really a neat experience to actu-

CONTINUED ON NEXT PAGE

**ANGUS BREED
FROM PREVIOUS PAGE**

ally get to meet people and put a face with a name. The employees are a vital part of our operation — without them, we couldn't do it."

Angus Means Business

Convention events took place at the KCI Expo Center, located a few minutes from the airport. Once the agenda was underway, attendees were greeted with plenty to do. Industry experts and Association staff presented workshops to standing-room only crowds on the topics of marketing, business, breed improvement and connecting cattleman to consumer.

Participating cattlemen learned about employee training and succession planning, DNA testing and understanding genomic data, marketing tips for the next calf crop, among many other discussion items.

"One of the challenges many beef producers face is that there is so much new information on so many parts of their business," says Dan Moser, Angus Genetics Inc. (AGI) presi-

dent and Association director of performance programs. "They have to be experts in lots of different things, and so the opportunity to have them together for educational sessions where we can really focus on topics is tremendous. Hopefully, all the attendees will have something they can take back home to make their operations more successful."

Angus University, an all-day forum sponsored by Merck Animal Health, featured thought leaders from throughout the production chain that encouraged participants to better understand how their decisions on the ranch impact the larger beef system. The demand for quality is real, and experts say, it will take focused efforts to continue to feed a growing population.

Keynote speaker Lowell Catlett drove home that message: "If we're going to feed nine billion people — like we do right now, we're feeding 7.2 billion people, and we feed it because we have very intensive, efficient operations. We've seen fabulous efficiency and it's done by intensive management of livestock. But you can't do that

without perhaps a cattle herd in a pastoral-type agriculture that's working on their genetics."

Catlett's inspiring take on the business was a favorite for many attendees, as he told the audience, "Oh folks, get ready. What a time to be in agriculture!"

Themed "A Story of a Steak," Angus University brought together a number of speakers and panelists that shared their insight into the business, from cow-calf producers to feedlot managers, veterinarians and even a chef. No matter where they landed in the supply chain, their message was the same — quality pays.

"It's all about an economic signal, and now the technology is giving us the ability to track that and to send that economic signal back to the rancher," said Ron Rowan, director of customer development and grain procurement for Beef Northwest. "The ones that are going to perform are going to get more money for their product."

"A Story of a Steak" is an

award-winning editorial series in High Plains Journal and The Angus Report that explores how the industry can produce more pounds of quality beef for consumers to enjoy.

Executive Chef Ric Rosser said he relies on the CAB brand to ensure that customers receive a delicious eating experience every time, "Certified Angus Beef and the Angus brand have really wrapped their arms around maintaining that great gene pool. It's easy to cook great steaks when you have Certified Angus Beef. It just start great."

Another key takeaway from Angus University was that the entrepreneurial spirit is alive and well in Rural America. Continuous improvement in beef products requires innovation, taking risks and not settling for average results. That's according to Tom Field, director of the Engler Agribusiness Entrepreneurship Program and the Paul Engler Chair of Agribusiness Entrepreneurship at the University of Nebraska-Lincoln.

Field led a discussion on entrepreneurship in the cattle busi-

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**ANGUS BREED
FROM PREVIOUS PAGE**

ness and why that matters to the future of the industry.

“Here is one message for all of us: it doesn’t matter whether we’re a small producer or a large, whether we’re a cow-calf producer, a seedstock producer, a stocker or a feeder. Just be the best, because in the end it’s the only market that’s not crowded,” Field said.

Valued Partners

The American Angus Association also cut the ribbon on its first trade show, as it welcomed nearly 100 allied industry partners to the Kansas City event. Companies of all types were available to visit with attendees and talk about new products and services, including ranch equipment, cattle publications, pharmaceuticals, feed supplements and much more.

“It has been probably the best first-year show I’ve ever been to,” said Dave Thornberg, SweetPro. “The level of quality here is beyond anything I’ve ever seen. Even on some of the more mature shows, so you guys have gone really the extra

mile and beyond to make this a very, very formidable, good quality presentation.”

In addition to all the education and fun, the Association also conducted the yearly business of the organization during its 131st Annual Meeting of Delegates. A total of 305 elected delegates — from 39 states; Washington, D.C.; and Canada — represented Association members during the meeting. Among the business discussed was the election of new members and officers to the Association’s Board of Directors.

Those serving the Association for three-year terms as board members are: Jerry Connealy, Whitman, Nebraska; David Dal Porto, Brentwood, California; John Grimes, Hillsboro, Ohio; James Henderson, Memphis, Texas; and Dave Nichols, Bridgewater, Iowa.

Steve Olson, Hereford, Texas, was elected Association president and chairman of the Board of Directors. He succeeds Gordon Stucky of Kingman, Kansas. Jim Sitz, Dillon, Montana, was elected by delegates to serve as Association vice president and vice chairman of the Board of

Directors. Charlie Boyd, Mays Lick, Kentucky, will serve as the 2014-2015 treasurer.

When David and Becky Billingsley traveled to Kansas City from northwest Louisiana, they were expecting to gain a lot from the first-ever Angus Means Business National Convention & Trade Show — new friends and information for their farm, and experience at the organization’s business meetings. They never guessed they would be bringing home a 2015 Yamaha Viking VI.

Thanks to a generous donation from Yamaha Motor Corp., U.S.A, the utility vehicle will make its new home at Billingsley Angus Farm in Keithville, La. A great perk for attending an event to network with like-minded cattle breeders from throughout the nation.

“These are the best people in the world,” Billingsley said. “You develop such a large group of friends attending these events, and probably that’s 95 percent of the reason why we raise Angus cattle. I’m just very proud to be a part of it.”

Fisher Joins JRS Field Representatives



Skyler Fisher, Collins, Missouri, has joined Joplin Regional Stockyards as a field representative. Give him a call at 417-298-9051 for your marketing needs.

And you are invited to be part of the 2015 Angus Means Business National Convention & Trade Show. Save the date for Nov. 3-5 for the event in Overland Park, Kansas, and stay tuned to www.ANGUS.org for the latest news and information.

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Sale Day Market Reporter (417) 548-2012

Market Recap

Feeder Cattle & Calf Auction | December Receipts 20,742 • Last Month 22,715 • Last Year 21,182

Feeder Cattle & Calf Auction | Mon., Jan. 5, 2015 | Receipts: 6146 Week Ago: No Sale Year Ago: 5570

No recent test as the last sale was in the middle of December, compared to three weeks ago, steer and heifer calves under 450 lbs 20.00 to 40.00 higher, steers 450 to 650 lbs steady to 5.00 higher, steers over 650 lbs 5.00 to 10.00 higher, heifers 450 to 600 lbs 10.00 to 20.00 higher, over 600 lbs steady to 5.00 higher. Demand good, supply moderate. Cattle futures made positive gains over the holidays adding optimism to the New Year trade. The feeder supply included 64 percent steers, 33 percent heifers, 03 percent bulls, with 72 percent over 600 lbs.

Feeder Steers: **Medium and Large 1** 350-400 lbs 380.00-400.00; 400-450 lbs 302.00-400.00, 450-500 lbs 285.00-340.00; 500-550 lbs 265.00-297.50, 550-600 lbs 255.00-279.00; 600-650 lbs 241.00-259.00, 650-700 lbs 226.00-257.50, 600-700 lbs calves 223.00-250.00; 700-800 lbs 216.00-238.00; 800-900 lbs 211.00-223.50; 900-970 lbs 202.00-216.50; pkg 1009 lbs 207.00. **Medium and Large 1-2** 350-400 lbs 350.00-372.50; pkg 401 lbs thin 350.00, 450-500 lbs 260.00-310.00; 500-600 lbs 250.00-277.00; 600-700 lbs 220.00-250.00; 700-800 lbs 215.00-227.00, 700-770 lbs calves 211.00-217.00; 800-870 lbs 208.00-220.00; load lot 943 lbs 207.50; 1015-1035 lbs 190.00-192.50. **Medium and Large 2** pkg 369 lbs 305.00; pkg 425 lbs 262.50; 500-600 lbs 240.00-247.00; 600-700 lbs 222.00-237.50; lot 733 lbs 219.00 pkg 964 lbs 189.00. **Large 1** pkg 549 lbs 265.00; lot 688 lbs 226.00; lot 897 lbs 212.00. **Medium 1-2** pkg 433 lbs 253.00; pkg 598 lbs 210.00; pkg 916 lbs 196.00. **Medium 2-3** pkg 727 lbs 212.00.

Feeder Holstein Steers: **Large 3** pkg 437 lbs 160.00; lot 731 lbs 164.00.

Feeder Heifers: **Medium and Large 1** pkg 274 lbs 320.00; 300-400 lbs 320.00-335.00; 400-450 lbs 274.00-342.50, pkg 443 lbs fleshy 267.50, 450-500 lbs 247.50-281.00; 500-550 lbs 239.00-264.00, 550-600 lbs 227.00-249.00; 600-700 lbs 215.00-238.00, lot 645 lbs calves 219.00, 665-675 lbs replacements 226.00; 700-800 lbs 209.00-223.00; two load lot 869 lbs 202.50; pkg 938 lbs 192.00. **Medium and Large 1-2** pkg 259 lbs thin 310.00; 350-400 lbs 304.00-320.00; 420-500 lbs 240.00-292.00; 500-600 lbs 216.00-248.00; 600-700 lbs 212.00-222.00, calves 201.00-215.00; 700-800 lbs 197.50-211.00; 800-865 lbs 187.00-202.00. **Medium and Large 2** lot 465 lbs 225.00; 500-575 lbs few 214.00-233.00; pkg 648 lbs 197.50; pkg 788 lbs 201.00. **Large 1** pkg 471 lbs 248.00; 500-520 lbs 245.00-247.00; lot 624 lbs 219.00; pkg 806 lbs 197.50. **Large 1-2** pkg 461 lbs 240.00; pkg 617 lbs 214.00; pkg 1064 lbs 165.00. **Medium 1-2** pkg 289 lbs 250.00; pkg 513 lbs 210.00; pkg 635 lbs 204.00.

Feeder Bulls: **Medium and Large 1** pkg 398 lbs 387.50; pkg 600 lbs calves 235.00; 720-735 lbs 210.00-212.00; pkg 864 lbs 186.00. **Medium and Large 1-2** pkg 275 lbs 350.00; pkg 344 lbs 355.00; 400-500 lbs 260.00-345.00; 500-555 lbs 252.50-267.50; pkg 638 lbs 230.00, 635-700 lbs calves 213.00-222.00; pkg 755 lbs calves 205.00. **Large 1** lot 556 lbs 246.00. **Medium 1-2** pkg 691 lbs 202.50.

Tune in to the JRS Market Report



Monday 11:38 a.m.
Wednesday 11:38 a.m.



Monday 12:15 p.m.
Wednesday 12:15 p.m.




Monday 12:40 p.m.
Wednesday 12:40 p.m.



M-F 9:55-10:05 a.m.
(during break before AgriTalk)
M/W/F Noon Hour
(during Farming in the Four States)
T/Th Noon Hour (after news block)



Monday 12:50 p.m. & 4:45 p.m.
Wednesday 12:50 p.m. & 4:45 p.m.




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EVENT ROUNDUP

January

- 15 Farm Estate and Succession Planning
First Baptist Church, Lamar, Missouri
FMI: 417-682-3579
- 17 Webster County Diversified Agriculture Conference
Faith Southern Baptist Church, Marshfield, Missouri
PH: 417-859-2044
- 22 Dade County Forage and Crop Conference
United Methodist Church, Lockwood, Missouri
FMI: 417-637-2112
- 24 Replacement Cow & Bull Sale
Joplin Regional Stockyards, Carthage, Missouri
PH: 417-548-2333
- 25 Carswell Nichols Hereford Production Sale
at the ranch, Alton, Kansas
PH: 785-346-6096
- 27 Southwest Missouri MU Extension Beef Cattle Conference
United Methodist Church, Stockton, Missouri
FMI: 417-276-3313

February

- 4-7 NCBA Cattle Industry Convention
San Antonio, Texas
FMI: www.beefusa.org
- 4 Private Pesticide Applicator Training
Jasper County Extension office, Carthage, Missouri
FMI: 417-682-3579
- 7 Private Pesticide Applicator Training
Barton County Extension office, Lamar, Missouri
FMI: 417-682-3579
- 10 Barton County Soils and Crops Conference
Thiebaud Auditorium, Lamar, Missouri
FMI: 417-682-3579
- 19 Monett Beef Cattlemen's Conference
National Guard Armory, Monett, Missouri
FMI: 417-466-3102
- 19 Jasper County Livestock and Forage Conference
Water and Electric Community Room, Carthage, Missouri
PH: 417-358-2158
- 27 Cow Camp Ranch Annual Spring Bull Sale
at the ranch, Lost Springs, Kansas
FMI: 785-466-1129

March

- 3 Southwest Missouri Spring Forage Conference
University Plaza Conference Center, Springfield, Missouri
PH: 417-831-5246, ext. 3
- 6 Private Pesticide Applicator Training
Greene County Extension office, Springfield, Missouri
FMI: 417-357-6812

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& NCBA Trade Show
February 4-7, 2015
San Antonio, Texas
www.beefusa.org

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CattleFax

Power management gets power results.

Good management requires good data. To make your beef herd better, you have to understand current performance. You need a strategy for improvement. It helps if you can accurately predict how investments will perform. And you must know how to measure the results.

MFA's PowerCalf™ is a system designed to give you the insight and tools to maximize your herd's performance. **It's a multi-faceted commitment from MFA** to deliver top nutrition, animal health, record management, expertise and market leverage to your operation.

At the herd level, **PowerCalf drives improvement by measuring performance and implementing genetic, nutritional and animal health practices proven to boost calving success and deliver more pounds to sell from your investment.** The program underscores that cow performance is the gateway to calf performance.

PowerCalf gathers and analyzes data necessary to make more profitable management decisions. You receive personalized expertise

to best use the full portfolio of MFA products and services. **PowerCalf's nutrition component is backed by MFA's long-term success in adding value to calves.** These practices are leveraged with exhaustive data collection and processing that gives your sale calves an edge in the market.

To push that marketing edge into the sale barn, MFA secured exclusive marketing rights to Reputation Feeder Cattle®. **This tool evaluates genetics in your herd and translates them into market value.** Reputation Feeder Cattle's Genetic Merit Scorecard® gives cattle buyers an industry-trusted overview of finish potential—and a reason to bid up your cattle. That's important leverage at the sale barn.

Whether you plan to sell beef on the grid or on the hoof, communicating your herd's true potential and performance is the first step to maximizing profit.

PowerCalf gives you the support and expertise you need to get the very best out of your herd.

It is power management.

Unleash your herd's power. Ask about MFA PowerCalf.

MFA is a proud sponsor of the
Western Farm Show
February
20–22, 2015



POWER CALF™

