

Joplin Regional Stockyards

# CATTLEMENS

NEWS

May 2013

Volume 16 • Issue 10



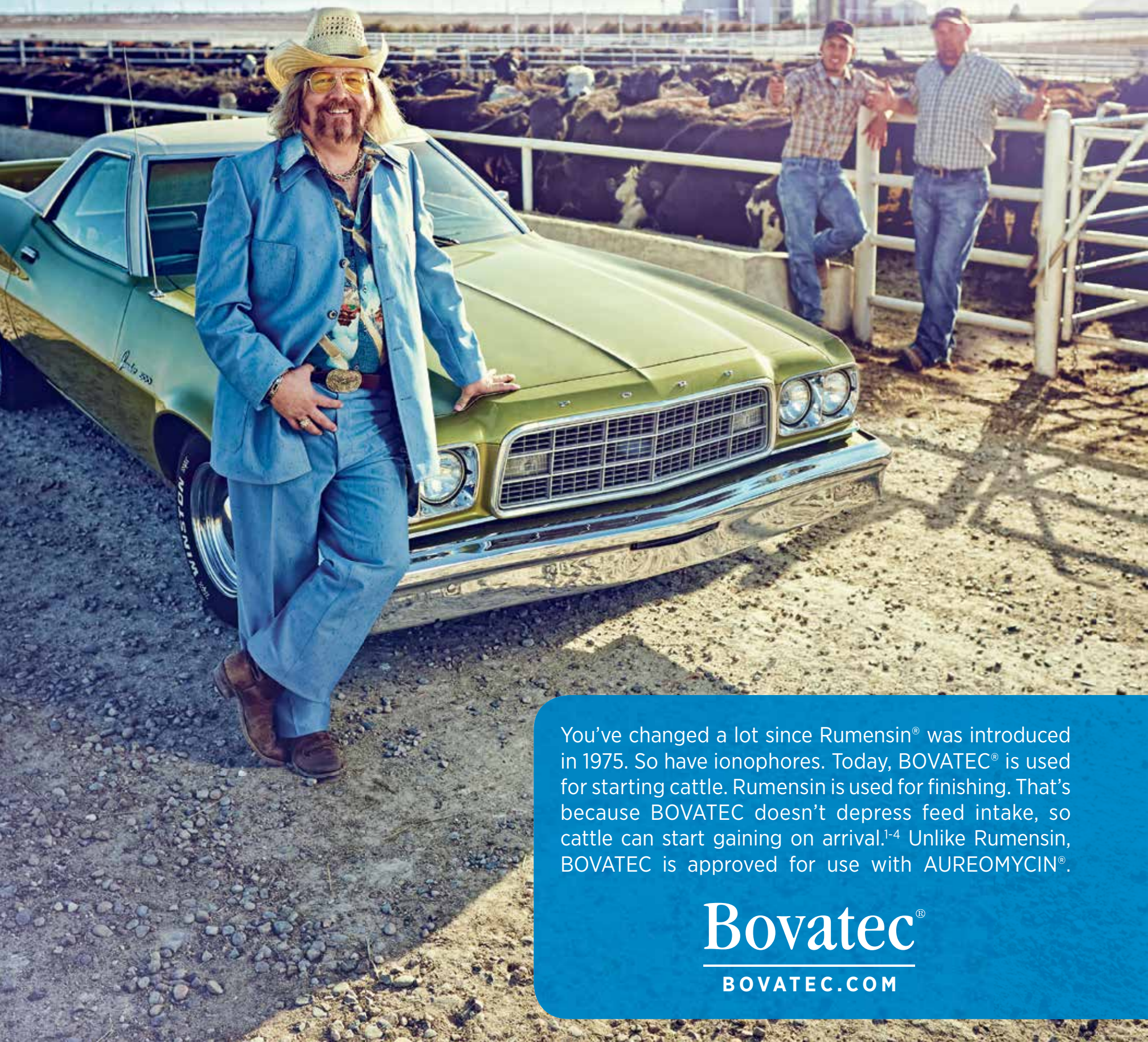
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# VIEW FROM THE BLOCK

It seems the weather is always the problem these days — either too much winter or too much summer!

The market trended lower pretty much throughout March and April. At press time we are seeing some strength in the yearling and fat cattle market. We are seeing corn trade higher after being down. We need to get corn planted and get it growing. We've been in a weather market the last two years because of the lack of moisture and now we're getting too much moisture with cool temperatures. If we could just get a break, we would see the cattle market take off like we want it to.

There is a lot of equity that has gone out of the market because monumental losses seen in cattle coming out of the feedlots. Lenders are making sure customers are buying cattle at prices that will at least break even. With the lack of equity out there, we're not seeing the blowin' and goin' in the market like we were.

We will have some grass this spring thanks to the moisture we've had and that's something we haven't seen in a long time. The prospects are



there for a good year we just have to get a few things going our way. The weather pattern continues it's just the opposite of what we had seen the last two years.

Prospects are looking good for replacement females. The stock cow market is good and the young females are in demand. There is definitely some value in those cattle. As we've been talking for several months now, prices will stay good on those cattle simply because of the lack of availability of them.

Our value added sale for the summer is set for June 27. That sale is historically one of the highest we see all year. Consistently, calves that are weaned and have had some immunization will sell from \$3-\$10 more than those that are

sold straight off the cow. There's a pretty good bet that you will get paid for your extra efforts. The wean date to participate in the value added sale is coming up May 14. Give us a call if you would like to market your cattle through this special opportunity.

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Good luck and God bless!

*Jackie Moore*

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(details on page 21)

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## Inside this Issue

### About the Cover

May is BEEF month. In this issue we explore check-off funded new products as well as beef's new advertising campaign. See pages 18, 20 and 26. Cover photo courtesy The Beef Checkoff, www.BeefItsWhatsForDinner.com.

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## BEEF IN BRIEF

### Bank Survey Shows Livestock Operators Rebuilding

Livestock operators are ready to expand business with commercial bank loans for livestock purchases rising to record levels not seen almost a decade.

The bank lending rates for the first quarter of 2013 were calculated by the Federal Reserve System's Agricultural Finance Databook.

Lower expected feed costs resulting in improved profit margins this year give producers a renewed interest in the livestock industry. The survey also showed loan volumes for operating expenses continued higher in 2013 after a strong fourth quarter of 2012.

According to the [report by the Federal Reserve Bank of Kansas City](#), high feeder cattle prices kept loan volumes to cattle feedlots elevated.

The number of non-real estate farm loans in the first three months of the year increased by nine percent. A dramatic increase in the number of loans to purchase livestock was seen in January and February. As seen in the chart, loans for operating expenses, feeder livestock and other livestock experienced notable increases while equipment loans declined. —Source: [DroversCattleNetwork.com](#)

### Livestock Producers Should Expect Bright Future

More efficient land use, a stalled demand for corn ethanol and increased demand for meat in developing countries should help boost the livestock industry in coming years, according to a Purdue University agricultural economist.

Farzad Taheripour, a research assistant professor of agricultural economics, used Food and Agriculture Organization (FAO) and USDA data, paired with Purdue's Global Trade Analysis Project model, to guide analysis of global economic issues.

"Due to consumer taste preferences, global growth in income and population, the livestock industry will grow, particularly toward poultry and pork," Taheripour said. "The demand for poultry and pork will increase significantly."

Corn ethanol demand has also hit a wall. Over the past decade, diverting grains from food and feed to fuel has increased feed prices for livestock producers, Taheripour said, but the ethanol industry in the United States has now reached the Renewable Fuel Standard (RFS) mandated level. This may mean little growth in corn use for ethanol in coming years.

An ethanol production byproduct, dried distillers' grains, has been used for livestock feed, helping to somewhat mitigate feed price increases. However, this offset was not large enough to keep feed prices from rising sharply. In coming years, any new growth in corn production could go toward livestock producers, which will likely help them with feed prices.

Taheripour said livestock producers would also face increased demand for meat in countries such as China and India, which have booming populations and are becoming wealthier. Those countries are expected to demand more pork and chicken since those products are cheaper than beef.

—Source: [Angus Productions, Inc. /Purdue University Extension](#).

### Planting Progress Slow Due to Cool, Wet Weather

Cool, wet conditions again delayed planting progress across most of the country, according to a report released April 22 by the USDA. With only 4% of total corn acres planted by April 21, progress lags far behind this time last year when 26% of U.S. corn acres were already in the ground, and now trails the five-year average for this point by 12 percentage points. Planting progress was only five percentage points off the five-year average as of the week of April 22.

Progress lagged behind the five-year average in all of the top 18 corn-producing states except North Carolina, which saw rapid planting progress last week and is now five percentage points ahead of the five-year average. The most significant delays have been seen in Illinois, where planting progress lags 23 percentage points behind the five-year average and 55 percentage points behind 2012 planting progress at this time. Indiana, Iowa, Kansas, Kentucky, Missouri and Tennessee have also seen planting delays that put progress 14 percentage points behind the five-year average.

—Source: [Angus Productions, Inc.](#)

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# NUTRITION KNOW-HOW

## Planning for Summer Forage

Get ready for a timely harvest

BY JUSTIN SEXTEN FOR CATTLEMEN'S NEWS

With the cool, wet spring forage growth has gotten off to a slow start. These slower pasture growth rates combined with previously stressed pastures may result in delayed hay harvest opportunities. Hay harvest timing plays a key role in balancing forage quantity and quality in any pasture or grazing system.

Haying systems are used to control excess spring and early summer forage growth. Many producers focus hay production to maximize yield rather than quality. For those who are yield focused, the longer hay harvest is delayed the greater the opportunity plants have to mature. During maturation plants transition from vegetative to reproductive growth, decreasing hay digestibility.

Producers can harvest a greater total amount of nutrients when plants are mature, however

the cow's ability to use or digest these nutrients declines as forages transition from vegetative to reproductive. The result, harvest of potential manure increases as you move haying date further into summer.

Forage test results from producer operations through a Sustainable Agriculture Research and Education (SARE) grant have demonstrated the best opportunity to harvest the maximum amount of indigestible fiber is July. Simply put, if your goal is harvesting hay guaranteed to generate manure volume, then delay hay harvest into the summer when pastures are seeded out and mature.

This forage quality discussion seems unnecessary for those of you who just finished a winter feeding period wherein the end bale count was the most important forage measurement. Many producers in drought stricken areas purchased hay in 2012 without regard to forage quality, storage method, or weed content. Large numbers of bale at a reasonable delivered price were at a premium with little to no regard to harvest date. For those producers needing to refill the bale yard by harvesting the maximum amount of forage without regard to quality consider the



grazing related benefits to early hay harvest.

Delayed haying, while maximizing the number of bales harvested initially, shortens the hay field's availability for recover for another cutting or delays mid-season grazing. Earlier harvest moves the forage re-growth period into a potentially cooler and wetter period of the year rather than harvesting maximum forage and fiber later in the hay season and forage re-growth be minimal to hot and dry summer conditions.

The earlier haying systems while yielding higher quality forage, and allowing hayed areas to return to the pasture rotation sooner provides an opportunity for cow-calf producers to balance stocking rates with forage availability. Cow calf operations tend to stock at moderate stocking rates to ensure adequate forage availability during the summer slump period. As a result effectively and uniformly grazing early spring growth is challenging. Getting pastures uniformly grazed during the first spring pass contributes to uniform growth the remainder of the growing season. Once a plant is rejected or bypassed by the grazing animal

the next time that pasture is grazed the bypassed plants will be more mature. These mature plants result in selective grazing of younger plants and ultimately an increased stocking rate because the cattle do not prefer a portion of the forage.

Earlier haying systems allow producers to stock at higher rates in the spring, harvest excess hay and increase grazing acres midsummer as hayfields return to the grazing system independent of the forage quality benefits.

Hay harvest date can also contribute to reducing or increasing the supplement costs next winter. Harvesting hay later, when forage quality has declined, requires greater supplementation than early harvested hay. As forages mature the opportunity for producers to reduce supplementation cost declines.

Not all hay can be harvested in a timely manner and uncertain spring rain results in delayed forage harvest. Begin planning now as hay is made where the winter feeding areas will be located and prioritize forage quality during storage. Store timely harvested hay under cover while later harvested, mature forages may be stored outside if covered storage is limited. Once hay is cut the opportunities to lose nutrients in baling, storage and feeding begin however the greatest deciding factor of resulting hay quality is deciding when to harvest hay. Plan now to be ready for a timely harvest.

—Justin Sexten is University of Missouri state extension specialist, beef nutrition.

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## NEWS TO USE

### NCBA Submits Comments on Proposed Mandatory COOL Rule WTO, trading partners “won’t be satisfied”

The National Cattlemen’s Beef Association (NCBA) submitted comments yesterday on the United States Department of Agriculture’s (USDA) proposed amended Mandatory Country of Origin Labeling Rule (MCOOL). In the comments, NCBA stated that the proposed rule changing MCOOL will not satisfy the World Trade Organization (WTO) or the beef industry’s largest trading partners, Canada and Mexico, who originally brought the WTO complaint.

“We have long advocated that MCOOL is a marketing tool and while cattlemen and women are proud of the products they produce, a mandatory labeling program does not provide a value to our industry or our customers,” said NCBA President Scott George, a cattleman from Cody,

Wyo. “We support and see value in voluntary labeling programs like Certified Angus Beef, where there is a genuine effort to distinguish and market the product. The proposed rule will not meet those ends and will only serve to increase the discriminatory treatment of non-U.S. product and will doubtlessly end in retaliatory tariffs on a wide range of our products and significant cost to our members.”

Under the proposed rule, all products sold at retail would be labeled with information noting the birth, raising and slaughter. This requirement will place greater recordkeeping burdens on producers, processors and retailers. Further, the rule would eliminate the ability to commingle muscle cuts from different origin, which will add to the

costs of processing non-U.S. born, raised and slaughtered products, resulting in further hesitance to process product that was imported at any stage of development.

“These provisions only serve to give our trading partners a stronger case at the WTO,” said George. “The Canadian government has already confirmed that they will consider all options including extensive retaliatory measures. Our industry, battered by drought and high feed costs, and overregulation cannot afford additional burdens from

the federal government. The USDA should spend its time and money working to avoid another threat of sequester of federal meat inspectors, not drafting new rules to fix an old problem.”

The WTO has given the U.S. until May 23, 2013 to come into compliance with our trade obligations. In 2012, Canada and Mexico accounted for nearly \$2 billion in beef exports, or 36 percent of total beef exports by value.

— Source: National Cattlemen’s Beef Association

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## HEALTH WATCH

# What's in that Blackleg Shot?

## Vaccination schedules critical to calf health

BY DR. DAN THOMSON & DR CHRIS REINHARDT

I have been a part of veterinary medicine my entire life and was raised in southwest Iowa. Dad and Granddad owned and operated the local veterinary clinic in a town surrounded by cow/calf production. We also operated our commercial cow operation. One consistent request in the spring was clients wanting to get a "seven-way blackleg" shot for their calves. I decided in this column to break down probably the most common vaccine ever administered in raising beef calves in the United States.

In most, or some, clostridial vaccines the following species of clostridium antigens are present: *Clostridium chauvoei*, *Clostridium septicum*, *Clostridium novyi*, *Clostridium sordelli*, *Clostridium perfringens B*, *Clostridium perfringens C*, *Clostridium perfringens D* and *Clostridium hemolyticum*. Another important species of clostridium bacteria that can be included in "blackleg" vaccines is *Clostridium tetani*. *Clostridium tetani* is utilized in vaccines to prevent tetanus when performing some

procedures such as banding calves.

Blackleg is probably the most popular disease or syndrome in beef cattle worldwide. This disease is caused by the bacteria *Clostridium chauvoei*. These bacteria live in the soil and can be found sporadically around the world. It amazes me how certain pastures within the same section of land can differ in blackleg bacteria contamination. At any rate, cattle ingest the bacteria and spores from the soil when grazing. These bacteria are anaerobic, meaning that it does not like to live in oxygenated areas. Once ingested by the cattle, the blackleg bacteria circulate in the body thus depositing spores in all the body's tissues. When the spores and bacteria find an area with poor blood flow, the spores germinate and multiply causing blackleg disease. The most common symptom of blackleg on a farm is to find a dead calf. Getting a veterinarian on the farm to perform a necropsy is important. If blackleg is present, you should work with



your veterinarian to develop a prevention and treatment plan for the remaining cattle in the herd. Vaccines are very effective in preventing blackleg in cattle if administered appropriately.

The second largest clostridium bacteria issue in cattle, in my opinion, is with tetanus. The tetanus antigen is not typically included in most multi-valent clostridium vaccines so producers need to verify when buying. While cattle are not as sensitive to tetanus as horses, there are times in beef cattle production when a tetanus vaccination is warranted for your herd. It is recommended that cattle administered a tetanus toxoid vaccine when producers or veterinarians castrate cattle using the banding technique. The banding castration technique cuts off the blood supply to the scrotum and testicles causing necrosis of the bull calves. This decrease in blood supply also decreases oxygen supply creating an anaerobic environment, which

clostridial pathogens, like tetanus, thrive. Although no vaccines are 100% effective, tetanus toxoid vaccines are recommended to prevent tetanus infections in cattle when banding.

Other issues caused by clostridial pathogens are malignant edema (*Clostridium septicum*), Red Water disease (*Clostridium haemolyticum*), Enterotoxemia (*Clostridium perfringens* type C), Black Disease (*Clostridium novyi*) and overeating disease (*Clostridium perfringens* type D). Malignant edema can affect cattle of most any age and is characterized by dark, discolored areas of tissue with edema surrounding the wound or infected tissue. Red Water disease is caused when the clostridial spores settle in the liver. The disease has been linked to liver fluke damage. The reason it is called red water disease is because the clostridial pathogen releases a toxin that destroys red blood cells in the blood of the cattle. The hemolysis (breakdown of red blood cells) leads to a reddish discoloration of the urine. Enterotoxemia and overeating disease are both caused by *Clostridium perfringens*. Both diseases are characterized by cattle over-consuming feed and intestinal necrosis or abdominal distention. Finally, Black disease is characterized by a

**CONTINUED ON NEXT PAGE**

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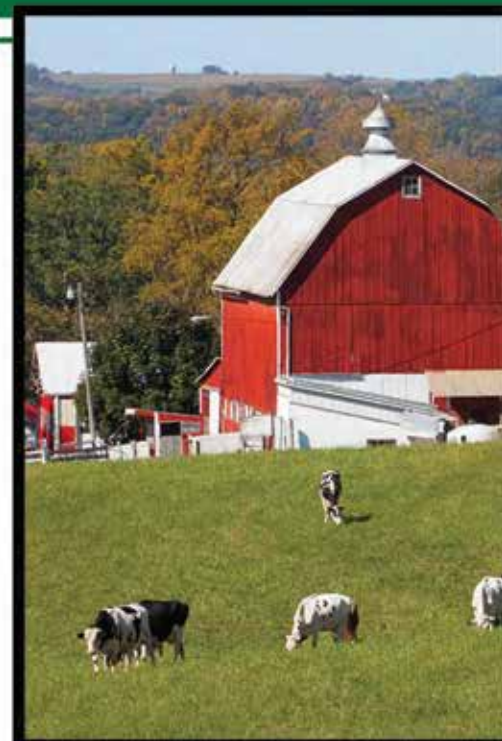
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necrotic infection of the liver. The effectiveness and utilization of the clostridial vaccines in beef cattle production has limited the number of cases of these diseases.

Vaccination schedules for your herd are an important part of a veterinary/client/patient relationship. Most veterinarians recommend pre-weaning and

weaning clostridial vaccinations for the calf crop and annual booster vaccinations for the cows and bulls. Producers should consult their veterinarian about designing a vaccine program that is best for their cattle in preventing diseases.

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

## HELPING HANDS

### NRCS Advises Farmers to “Dig a little, Learn a lot.”

#### Give your soil a spring check-up

Spring is an excellent time for farmers, ranchers and gardeners to focus their attention on the soil below them. The USDA’s Natural Resources Conservation Service says a spring check-up of a soil’s health gives clues to the ground’s ability to feed plants, hold water, capture carbon and more.

“No fancy equipment is required. Just grab a shovel to dig a little and learn a lot”, says Doug Peterson, NRCS state soil health conservationist.

Small farmers, large farmers, organic farmers and even home gardeners can all benefit from this simple discovery project of one of their most important resources. And in the process they can reap big rewards for their crops and the environment around them, Peterson says.

Peterson suggests the following steps to investigate soil health:

**LOOK**—first at the soil surface, which should be covered with plant residue, providing organic matter and preventing erosion. Dig into the soil and observe the color and structure. It should be dark, crumbly, and porous--rather like chocolate cake. Healthy soil is full of air holes, live roots and earthworms. Poorer soils are lighter in color, compacted or unstructured, and lack living roots and critters.

**SMELL**—Healthy soils have a sweet earthy smell, indicating the presence of geosmin, a byproduct of soil microbes called actinomycetes. These microbes decompose the tough plant and

animal residues in and on the soil and bring nitrogen from the air into the soil to feed plants. An unhealthy, out-of-balance soil smells sour or metallic, or like kitchen cleanser.

**TOUCH**—Soil should be loose and it should crumble easily, indicating a porous texture. This holds water better, making it available for plants and stemming flooding and runoff. In healthy soils, roots can grow straight and deep, allowing plants to reach nutrients and water they need to produce food. “We are blessed with productive soils in Missouri,” says Peterson. “We want to keep them that way and even build them where possible.”

In addition to the vital production values of soil health to individual farmers and gardeners, Peterson explains that healthy soils have clear impacts on many of the larger agricultural and environmental issues of our day from sustainable food production to water quality to mitigating climate change. Healthy soils hold, filter and regulate water, mitigate drought and flooding, reduce runoff and erosion, cycle nutrients, sequester carbon and suppress weeds and pests naturally. For all these reasons NRCS has recently launched a nationwide effort to “Unlock the Secrets in the Soil.”

For more information about soil health, visit <http://www.nrcs.usda.gov>, or contact your local NRCS office. —Source: *Natural Resources Conservation Service*



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## HELPING HANDS

# Farmers Rediscover Cover

## An old practice takes root with new pioneers

BY CHARLIE RAHM

It's something old and something new. It's something borrowed and something—well, green.

Cover cropping, a traditional conservation practice considered old-fashioned by many in modern agriculture, is being “borrowed” and used in new ways by innovative farmers

to improve their soil's health, and with it, the health of their businesses' bottom lines.

“Today's agricultural pioneers have figured out how to make cover crops work on their farms with some impressive results,” says Jodie Reisner, state conservation agronomist with USDA's Natural Resources Conservation Service in Columbia. “Innovation is the key



Cover crops like ryegrass help build organic matter, increase the soil's water-holding capacity and suppress pests, diseases and weeds. Conservation programs like Environmental Quality Incentives Program available through Natural Resources Conservation Service works to help farmers adapt cover cropping practices. —NRCS Photo

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to maximizing the effective use of covers. Everyone's situation is different; cover crops aren't a 'one size fits all' practice that can be done the same way on every farm.”

Reisner says that while the basic principles of cover crops may stay the same, the best species mixes, establishment methods and termination methods for an agricultural operation can vary widely with respect to objectives, location, weather conditions, crops, soil types, and more.

“Before World War II, most farmers included forage legumes like alfalfa and red clover in crop rotations ahead of nitrogen-demanding crops like corn. Forage grasses and small grains were also commonly used to curb soil erosion,” she says.

Over the last five years, interest in cover crops has begun to surge again, driven by many interacting factors, including increasing input costs, cover crop cost-share programs, new GPS-guidance technologies that facilitate new ways of using cover crops, and the arrival of oilseed (tillage) radishes as a novel cover crop with few residue management challenges.

“It's going to take some time and effort for cover crops to make a positive environmental impact beyond individual farms,” says Karen Brinkman, acting state conservationist in Missouri. “As more farmers figure out how to effectively plant and manage cover crops, the practice will become more

mainstream. Once that happens, the positive impact that cover crops will have on soil health and the environment could be huge.”

Through conservation programs like the Environmental Quality Incentives Program, NRCS is working to help farmers adapt those practices to their farms.

“We're ramping up our efforts here in Missouri to ensure that we can assist producers who are interested in implementing systems that improve soil health,” Brinkman says.

“Cover crop management today isn't just a revisiting of old practices abandoned by the fathers and grandfathers of today's farmers. Innovative, large-scale grain farmers have started integrating cover crops into their production systems in ways that were never even considered before.”

Using cover crops in soil health management systems offers a variety of on-farm benefits, including building organic matter, increasing the soil's water-holding capacity, and suppressing pests, diseases and weeds. And the benefits of improved soil health extend beyond the farm.

“Soils that allow good infiltration and have good water-holding capacity reduce runoff that causes flooding. Improved infiltration also keeps nutrients and sediment from being carried off-site into nearby lakes, rivers, and streams,” Reisner says.

—Source: *Natural Resources Conservation Service*

# NEWS TO USE

## Livestock Disaster Protection Act Introduced in the U.S. House Legislation would provide safety net for livestock owners

The National Cattlemen's Beef Association (NCBA) supports the efforts of Rep. Kristi Noem (R-S.D.) in introducing legislation that would provide a safety net for livestock owners across the nation. Under the Livestock Disaster Protection Act - the Livestock Indemnity Program (LIP), the Livestock Forage Program (LFP) and the Emergency Livestock Assistance Program (ELAP) would be extended for five years and would apply retroactively to cover losses in fiscal years 2012 and 2013.

"While cattlemen and women need the certainty that would be provided through a permanent disaster program in a full five year farm bill and we continue to work toward that goal, we appreciate the efforts

of all members of Congress in keeping disaster assistance part of the national dialogue," said Scott George, NCBA President and a dairy and beef producer from Cody, Wyo. "The continued drought which has now covered more than 70 percent of cattle country has impacted all of our ranches. Cattle producers need the tools necessary to manage the risks associated with mother-nature."

The nation's livestock producers have been hard hit, with the current drought across the country only adding to the effects caused by multi-year droughts in some of the largest cattle production areas. The drought has been a major factor

**CONTINUED ON PAGE 15**

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- Heifers have met minimum standards for reproductive soundness, pelvic size, body condition and weight and are free of blemishes.
- Heifers have been bred to bulls meeting strict calving ease/birth weight EPD requirements.
- A strict immunization program has been followed including official Brucellosis calfhood vaccination. All heifers have been found negative for BVD-PI.
- Heifers will calve from mid-August to November 30 and were preg checked within 30 days of the sale.

### Consignors Include:

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**For more information contact: Eldon Cole**  
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## MISSOURI BEEF INDUSTRY COUNCIL DIRECTOR ELECTION

### LEGAL NOTICE

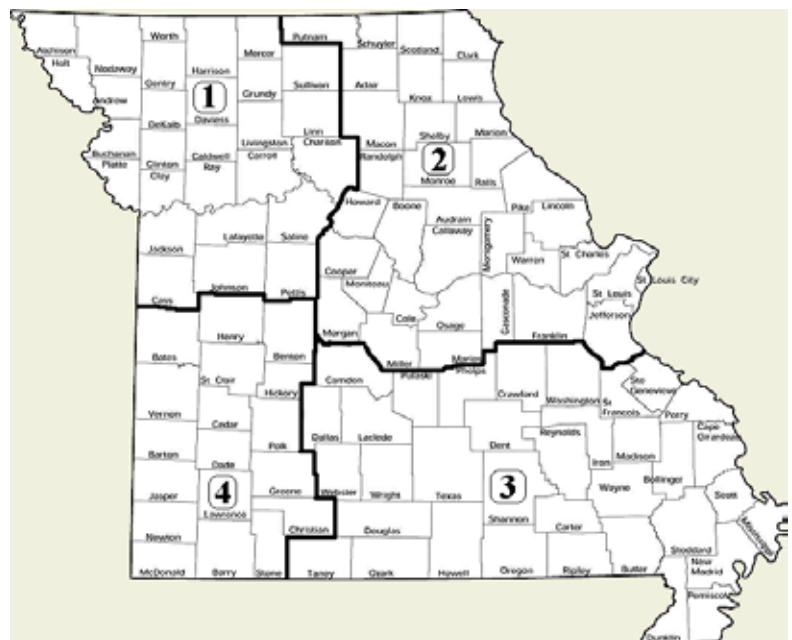
Notice is hereby given that the Director of Agriculture will be conducting an election to fill three positions on the Missouri Beef Industry Council Board of Directors. One regional council member is to be elected in each of Regions 1, 4 and one member is to be elected at-large. Terms of office are three years.

Any cattle producer within the specified regions of the State of Missouri who is producing cattle for market and the legal owner of one or more head of cattle becomes eligible to vote in the election by registering at his/her respective Farm Service Agency (FSA), or electronically at <http://mda.mo.gov/councils/> prior to July 20, 2013. Cattle producers who have voted in any of the previous five (5) elections are not required to register unless their address has changed.

The Missouri Department of Agriculture will mail ballots to registered producers August 19, 2013. Ballots must be postmarked no later than August 31, 2013 to be valid.

Any qualified producer may be nominated and have his/her name placed on the ballot provided the independent nomination is accompanied by petition of not fewer than 100 producers in the nominee's region and written permission of the candidate. Petitions must be delivered to the Director of Agriculture on or before July 20, 2013. Petition forms are available from the Missouri Department of Agriculture by calling 573-751-5633.

Missouri Beef Industry Council Regions



Region 1	Region 2	Region 3	Region 4
Andrew	Adair	Bollinger	Barry
Atchison	Audrain	Butler	Barton
Buchanan	Boone	Genevieve	Bates
Caldwell	Callaway	Camden	Benton
Carroll	Cole	Cape Girardeau	Cedar
Cass	Charles	St. Francois	Christian
Chariton	Clark	Shannon	Dade
Clay	St. Louis	Crawford	Greene
Clinton	Cooper	Dallas	Henry
Daviess	Franklin	Taney	Hickory
DeKalb	Gasconade	Texas	Jasper
Gentry	Shelby	Washington	Lawrence
Grundy	Howard	Wayne	McDonald
Harrison	Warren	Webster	Newton
Holt	Jefferson	Wright	Polk
Jackson	Knox		St. Clair
Johnson	Laclede		Stone
Lafayette	New Madrid		Vernon
Linn	Madison		
Livingston	Mississippi		
Mercer	Oregon		
Nodaway	Ozark		
Pettis	Pemiscot		
	Perry		
	Phelps		
	Pulaski		

# MANAGEMENT MATTERS

## Branding Workshop Draws 200 from 4 States

### Start freeze branding with help from these simple steps

STORY & PHOTOS BY JOANN PIPKIN, EDITOR

Cattle branding is getting a lot of attention in the Ozarks these days as a means to help stop cattle thieves. Nearly 200 farmers and ranchers from Arkansas, Kansas, Oklahoma and southwest Missouri turned out for a workshop on branding held March 26 at the Jackie Moore Ranch north of Mount Vernon, Mo.

Glenn & Kris Callison, Simmental breeders, Verona, Mo., were on hand to share their experience with freeze branding, while Bailey Moore, Granby, Mo., Bruce Hall and Keith Ketron, both from Mount Vernon, Mo., demonstrated hot branding.

The Callisons, who operate a small herd, have been freeze branding for more than a year. Kris says they did a lot of research before seeking help from their veterinarian, Dr. Mike Bloss, for their first branding experience.

"We prefer the freeze brand over the hot brand because it is less painful to the animal," Kris explains, "and more observable. The more visible, the more likely you are to deter theft."

The Callisons typically brand calves at weaning, around 600-700 lbs., when they typically do other herd health work.

While some might argue that

branding is too expensive or time consuming, the Callisons would disagree. "It's a good insurance policy to help protect my cattle from theft," Kris notes. "That's a lot cheaper than losing a calf."

The freeze branding technique is useful on dark-haired cattle and horses as the new hair comes in white if the branding is done properly. According to University of Missouri Extension Livestock Specialist Eldon Cole, hide damage is typically less of a problem than with the hot iron brand.

However with freeze branding, extra supplies like dry ice and a 99% alcohol or gasoline is required to super cool the iron. With this procedure, a copper iron must be applied to the hide around 40 seconds which requires

good restraint of the animal. The time expense may be a deterrent to some producers who get in a hurry. Freeze branding is typically used more by seedstock producers as well as cow/calf operators as a means of herd ID instead of ear tags. Stocker cattle producers usually rely on the hot iron method.

Callison's presentation gave a step-by-step rundown of how to freeze brand. See photos and sidebar below. Questions on branding or the Missouri Branding Law may be directed to University of Missouri Extension Livestock Specialists or to the Missouri Department of Agriculture, Animal Health Division, Jefferson City. Additional information is available on the web at <http://mda.mo.gov/animals/livestockbranding.php>.

A general step-by-step process to freeze branding is identified in photos 1-4 below. **(1)** Clip the brand site as close as possible. Cattlewoman Kris Callison suggests using surgical length blades. **(2)** Use 99% alcohol & dry ice for the coolant. Have a timer and saturate the brand site with the alcohol then apply the brand. **(3)** Rock the brand so all points receive equal pressure. Keep time and for most cattle 45 seconds is sufficient. **(4)** Be patient. The branders should be cooper or brass. A freeze brand applied properly is easily seen. According to Callison, the whole idea behind freeze branding is to "kill" the hair follicles so that it grows back in white. — Source: Eldon Cole, MU Ext.



# 13 Ways to Be Wise with Freeze Branding

SOURCE: OKLAHOMA STATE UNIVERSITY

1. Use copper irons.
2. Reduce the temperature of the liquid coolant to approximately —106°C or —157°F.
3. Immerse the irons in a liquid coolant and dry ice bath. Make sure the liquid covers the irons completely.
4. Allow at least 20 minutes for the irons to cool the first time.
5. Meanwhile, move cattle up the chute and clip the area to be branded. Avoid branding on the flank or paunch area.
6. Clip the area to be branded. Fine-headed clippers are desired.
7. Soak the clipped area with the same solvent as used in the dry ice.
8. Rub off the liquid.
9. Re-soak the area and apply the cold branding irons.
10. Apply the irons firmly for 40-45 seconds—some less if fine-headed clippers are used.
11. Time with a stopwatch.
12. After each animal is clipped wash the clipper head in a small can of liquid solvent.
13. If a branding iron needs to be used twice, such as 22 or 33, allow at least 1 minute, preferably more, for the irons to cool between brandings.



Hot iron branding is a popular method of animal identification for stocker operators. Whether using the hot iron or freeze method, branding is becoming more popular in the Ozarks as a means to deter cattle thieves. In Missouri, brands must be approved and registered with the Missouri Department of Agriculture. Additional information on how to obtain and register a brand can

be found online at

<http://mda.mo.gov/animals/livestockbranding.php>.

## Equipment Needed for Freeze Branding

- Cooper freeze branding irons—size depending upon the size of the cattle.
- Hair clippers—a special head is available for closer clipping.
- Source of electricity or a generator for power to run clippers.
- Container with cleaning solution for the clipper head.
- Container for the liquid coolant, preferably aluminum and large enough to contain all the irons. A special cooler is available for liquid nitrogen.
- Dry ice. Be sure enough is on hand. Approximately 50-75 pounds will be required for an 8-to 10- hour day of branding operation. Liquid nitrogen is often hard to obtain and arrangements for its purchase should be made in advance. If liquid nitrogen is used, no dry ice is needed.
- Container for solvent to squirt on the animals' hide. An old soap container from the kitchen will work for this.
- Sack or cloth to rub off excess dirt.
- At least two workers.
- Good working corrals and pens.
- Watch with second hand.
- Preferably someone to record brands for production records.

—Source: Oklahoma State University

## Growing Interest in Branding Giving Rise to Common Questions

Southwest Missouri beef cattle producers have shown a great interest in branding their cattle this winter and spring following several instances of cattle theft.

With that growing interest in branding, there have also been a number of commonly asked questions, according to Eldon Cole, a livestock specialist with University of Missouri Extension.

“It seems a lot of cattle owners have the same basic concerns and questions. It is good that so many cattle owners are now considering branding. It just makes sense to invest a few dollars to provide a bit of insurance to guard against cattle thieves,” said Cole, who has over 40 years of experience as a livestock specialist.

Cole offers the following answers to common questions he has received the last few months.

**Q: How big does the brand need to be?**

A: “The law states the brand must be 3 inches or

larger in diameter and have 2 or more characters,” said Cole.

**Q: How can a person look at some brands currently registered in Missouri that might help them design their own brand?**

A: “The printing of the last official brand book happened in 2012. Copies may be found in some county sheriff offices, county recorder of deeds, some MU Extension Centers and some livestock markets,” said Cole. The brands may also be viewed online at: <http://mda.mo.gov/animals/livestockbranding.php>

**Q: Which is best -- a freeze brand or a hot iron brand?**

A: According to Cole, freeze brands require much more time, patience, a set of clippers, a coolant and they have variable results. The brand can also be altered with coloring for a short time. However, they are very attractive on dark haired animals and freeze branding

**CONTINUED ON PAGE 29**

# MANAGEMENT MATTERS

## Beef Quality: What's at Stake?

### Food safety, eating satisfaction are most important consumer concerns for beef

BY MELISSA HUDSON

There are very different ideas and definitions of beef quality depending on whom you ask. The cattle feeder values live animal characteristics and feeding profitability, the packer more highly values

USDA quality grades and yield grades. To the retailer and restaurant industry, quality is related to what the consumer prefers and will spend his/her money on. Frequently, we use the terms beef quality and USDA quality grades interchangeably.



However, USDA quality grades only assess carcasses based on animal maturity at slaughter and the amount of intramuscular fat deposition (marbling), and assign a grade of Prime, Choice, Select, or Standard (for carcasses of A or B maturity). The more marbling a carcass has, the higher the quality grade and the greater the economic value. However, beef quality, in the eyes of the consumer, encompasses much more. Food safety, visual appeal, palatability (which includes tenderness, juiciness, and flavor), ease of preparation, and versatility are all considered important by consumers. Consumer satisfaction is the cornerstone of any sustainable industry; therefore, beef producers must listen to consumer feedback and employ practices that will improve beef acceptance.

The National Beef Quality Audit, conducted every five years by the National Cattlemen's Beef Association and last evaluated in 2011, sets out to provide the beef industry with guideposts and measurements regarding the quality of the US beef supply. Across all production segments, the two universally important concerns identified in the recent audit were food safety and eating satisfaction (tenderness and flavor). So, what factors, genetic and environmental, affect eating satisfaction? How can beef producers make decisions to improve consumer satisfaction and strengthen beef's position in the US protein markets, as well as improve marketing opportunities for producers retaining ownership of their cattle through slaughter and selling beef directly to the consumer or via a partnership with local grocers?

When asked, more consumers identify tenderness as the primary trait of consideration for assessing beef palatability. In the past five years, the percentage of carcasses grading Prime and Choice (the two highest grades) has increased from 55% to 61%, which is a positive sign. However, in a collaborative, multi-institutional project published in 2005, the relationship between carcass traits and meat palatability of 14 breeds of beef cattle was evaluated and the results were a bit disheartening. Steaks from over 7,000 calves were evaluated and the researchers concluded that the relationship between marbling and beef tenderness is low, which means that even carcasses of acceptable USDA quality grades may yield steaks that are deemed unacceptable in terms of tenderness by consumers. Unfortunately, there are not well-developed systems in place to evaluate meat tenderness prior to the consumer purchasing it.

Researchers at USDA Meat and Animal Research Center in Clay Center, Neb., hypothesized that the majority of differences seen in meat tenderness relates to differences in how meat tenderizes naturally after slaughter, during the aging period. The overall role of genetics in this mechanism is hard to pinpoint, as there is as much variation within a breed as there is between breeds,

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and as of yet, no EPDs or reliable genetic markers are available for assisting with genetic selection. However, limiting the amount of *Bos indicus* breeding to 25% or less significantly reduces the incidence of tough beef. Fortunately, there are techniques that can be done post-slaughter to improve beef tenderness. Tenderization occurs at the same rate for beef that is dry-aged or wet-aged (wet-aging refers to beef that is refrigerated but not frozen in vacuum-sealed packaging). A minimum of 14 days of aging drastically reduces the variation observed in meat tenderness. Therefore, simply ensuring that beef is aged a minimum of 14 days prior to delivery for consumer purchase can increase tenderness and consumer acceptance. In addition, if processors or retailers have the capability, uniformly injecting cuts of beef with a food-grade calcium chloride solution can induce more rapid and extensive tenderization by activating the main mechanism of natural tenderization without detectable differences in flavor desirability or juiciness.

With respect to beef flavor and juiciness, as marbling increases, the “beefiness” or beef flavor profile intensifies and meat retains more juiciness even when cooked to greater degrees of doneness, all of which improves the eating experience for consumers. USDA quality grades of moderate choice and higher yield beef with greater acceptance for both flavor and juiciness. But, what influences marbling ability in beef cattle? First and foremost, cattle must possess the genetics for marbling (which is a combination of increased intramuscular fat deposition relative to size of the muscle). However, beyond that, cattle must be managed in such a way as to allow them to realize their genetic potential. Ensuring an adequate level of nutrition is critical, and cattle receiving higher levels of energy (often associated with grain-based finishing) have a greater potential to realize their genetic potential for marbling at younger ages. In addition, limiting the use of growth-promoting implants to a single dose and foregoing the use of beta-agonists can mitigate potential negative effects on quality grades. Other management practices to be avoided to limit detrimental effects on marbling and flavor include delayed castration of bull calves, high-stress handling prior to slaughter, and ineffective animal health programs.

Lastly, preparation techniques can have significant effects on the overall acceptance of beef. Developing a good relationship with consumers and/or a local grocer to educate consumers on proper preparation can help ensure a good eating experience, especially for cuts of meat that are known for their less desirable attributes. Whether selling animals at weaning or selling beef at the farmer’s market, we all play a major role in ensuring that our consumers are well and properly educated and are provided a beef product that is safe and exhibits the standards of quality as deemed important by the consumer.

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

**LIVESTOCK PROTECTION ACT  
CONTINUED FROM PAGE 11**

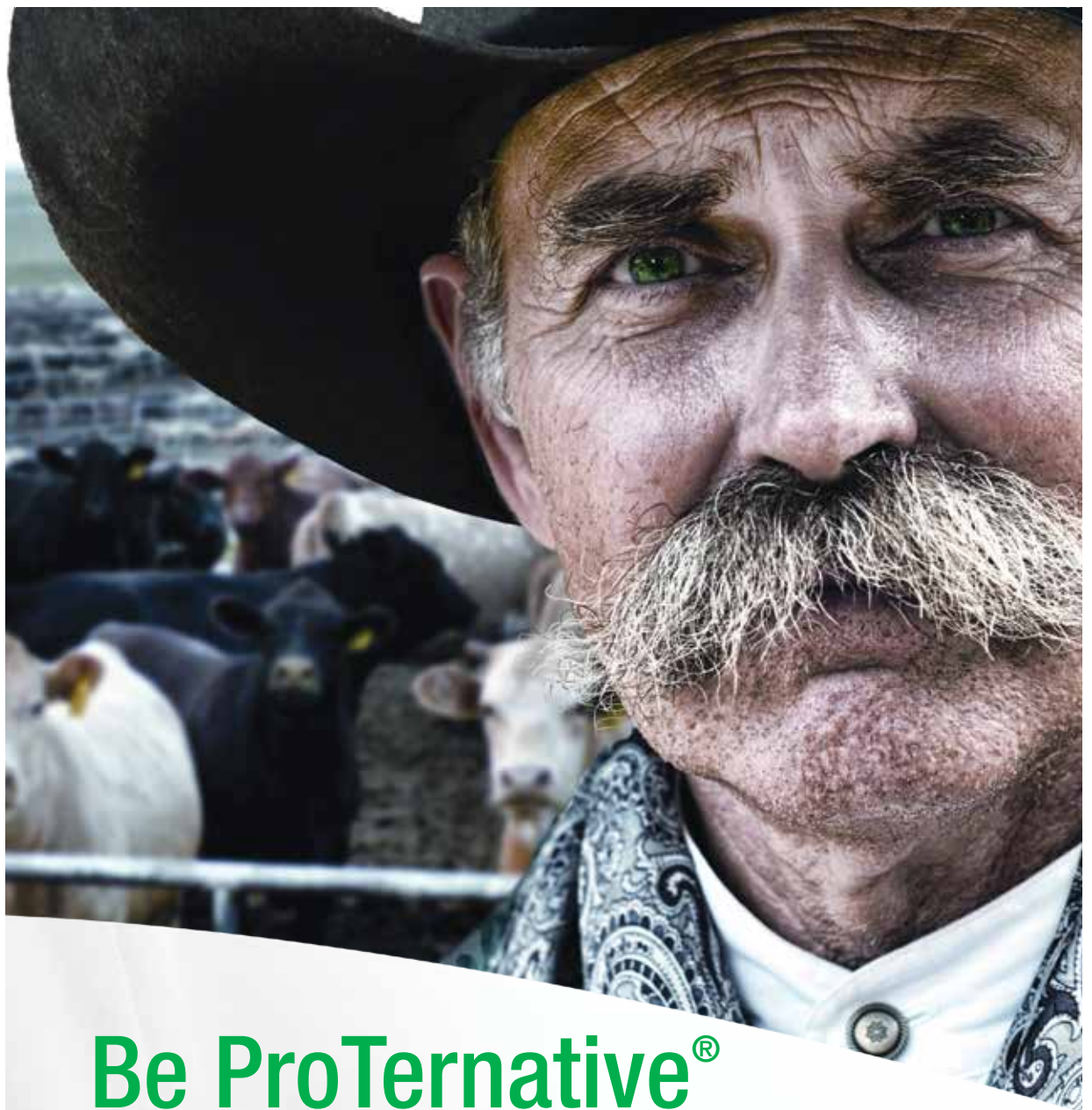
in lower yields and subsequent high costs for hay and feed grains, forcing many ranchers to sell their cattle.

“The risk our farmers, ranchers and all livestock owners take is undeniable,” said Rep. Noem. “The extreme weather we see across America - from drought to flood to freezes to the extreme heat - demonstrates the importance

of providing a strong safety net. My bill gives some long-term certainty to our livestock owners so they’ll keep on taking the risk to contribute to our state and nation’s robust agriculture industry.”

Rep. Noem had previously introduced this legislation on Apr. 26, 2012. The House of Representatives voted to approve livestock disaster assistance on Aug. 2, 2012 by a vote of 223-197.

—Source: MCA Prime Cuts



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# MANAGEMENT MATTERS

## What Affects Your Cows When Breeding Season Begins?

### Kansas State study reviews factors that influence cow breeding

BY GLENN SELK

The breeding season is, or soon will be, underway for those herds that have a spring calving program. The most important factors that determine if, and when, a cow returns to cycling activity were studied by Kansas State University

reproductive scientists. Over a period of 7 years, Kansas State scientists used more than 3,200 beef cows in estrous synchronization studies. As a part of these studies they determined which cows were cycling before the start of the breeding season both before and after synchronization



Body condition, age of the cow and the number of days since calving were the biggest influences on incidence of cycling activity before breeding in a study conducted by Kansas State University reproductive scientists. —Photo by Joann Pipkin

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#### BRIEF SUMMARY:

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#### CAUTION:

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

#### PRODUCT DESCRIPTION:

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

#### INDICATIONS:

**Cattle - Single-Dose Therapy:** Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle; and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

**Cattle - Multiple-Day Therapy:** Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* in beef and non-lactating dairy cattle.

**Swine:** Baytril® 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Haemophilus parasuis*, *Streptococcus suis*, *Bordetella bronchiseptica* and *Mycoplasma hyopneumoniae*.

#### RESIDUE WARNINGS:

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

**Swine:** Animals intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

#### HUMAN WARNINGS:

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

#### PRECAUTIONS:

The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.

The long-term effects on articular joint cartilage have not been determined in pigs above market weight. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter. Baytril® 100 contains different excipients than other Baytril® products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.

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#### ADVERSE REACTIONS:

No adverse reactions were observed during clinical trials.

#### ANIMAL SAFETY:

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

U.S. Patent No. 5,756,506

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treatments. They then looked at the previous data about each cow and determined the major factors that influenced the likelihood that she would have returned to heat by the start of the breeding season. The research indicated that three main factors were the most important determinants as to whether the cow would recycle before the breeding season began. **Body condition, age of the cow, and the number of days since calving** were the biggest influences on incidence of cycling activity before breeding.

**Body condition:** Cows ranged in body condition score from 1 (extremely emaciated) to 7 (very fleshy). As body condition score increased the percentage of cows cycling increased in a linear fashion. The Kansas data reported that there was an 18% increase in percentage cycling for every 1 full condition score improvement.

**Age of the cow:** The percentage of first calf two-year-olds cycling was about 10% less than mature cows that were having at least their second calf.

The extra nutrient requirement for growth clearly limits the cycling activity at the beginning of the breeding season of two-year-olds. Also two-year-olds are in the stage of life where the baby teeth are being replaced by permanent teeth. Some of these young cows have problems consuming roughage similar to “broken-mouth” older cows. This explains why many producers choose to breed replacement heifers ahead of the cow herd and therefore give them more days before the breeding season begins for mature cows.

**Numbers of days since calving:** Cycling activity was also influenced by the number of days since calving. For every 10 day interval since calving (from less than 50 days to 70 days) the percentage cycling increased by 7.5%. A short calving season is important because it allows a higher percentage of cows to be cycling by the start of the breeding season.

—Source: Glenn Selk is Oklahoma State University emeritus extension animal scientist

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# PASTURE PROFITS

## Worth the Effort

### Warm season grasses can increase drought tolerance, reduce hay requirements

BY LAURA WOLF  
FOR CATTLEMEN'S NEWS

The establishment and maintenance of native warm season grasses may be a headache your operation has avoided in the past, but Tim Schnakenberg, agronomy specialist with the University of Missouri Extension, says it can be worth the extra effort, especially to increase drought tolerance and reduce hay requirements.

Native warm-season grasses are uniquely qualified to complement cool-season grasses and fill the grazing gap in July and August. Missouri's native warm-season grasses that best fill the mid-summer gap include switchgrass, Indiangrass, Blue Bigstem and Eastern gamagrass.

Well-established warm-season grasses provide palatable pasture for livestock when harvested on time according to Schnakenberg. The grasses dilute or eliminate the endophyte toxin and can serve as a source of well-timed quality hay if harvested and stored correctly. They use fertilizers and soil nutrients efficiently because of their extensive root systems. They also provide an excellent cover for wildlife. (See table above.)

"It's something that we can do that's not disturbing to quail or deer populations," Schnakenberg said.

In Missouri, fescue is the main hay base, which is a dilemma as it is nearly impossible to put up as hay according to Schnakenberg. Fescue will reach its ideal state around May 10 each

year, so it is difficult to put up on time. Even what does get cut and baled runs the risk of developing a moisture problem because of wet weather in mid-May.

"Fifty percent of Missouri hay may never make it through

viable for two to three years. Remember to consider long-term goals and benefits and don't give up after the first year. The area you plant may look unpromising – weedy and patchy – after the first year, but that doesn't mean it is a total stand failure. It may just need time to overcome dormancy and other challenges.

It is still possible to develop a healthy stand of native warm season grasses, but it works best in a management intensive grazing system. If your cattle are on several paddocks and constantly moving, you are able to give your native grass

recommends getting seed early so that you know what dormancy and germination rates you will be working with and determine the best seeding time based on that. Dormant seeding can be done from early December through mid-February. You can seed pre-season from Feb. 15 through mid-June. Conventional preparation and rolling includes broadcasting seed and then rolling again, drilling, or mixing with fertilizer so that the small seeds will be applied to soil rather than lost in wind or water. You also have the option to broadcast into dead residual

plants or into a burned area using a conventional or no-till method. Specialized drills are available for such purposes.

Keep in mind that the timing and method of seeding will have an effect on how you will need to manage the grass establishment and growth. Overall, it is important with native warm season grasses to avoid planting too deep and beware of residual herbicides. It is okay for native warm season grass seeds to be on top of the soil, since

that is how they propagate naturally. Residual Grazon and GrazonNext can actually kill new seedlings, so keep an accurate record of when the pasture has been applied with herbicides so that enough time will elapse before you begin native warm season grass establishment.

Avoid applying nitrogen fertilizer at planting time, and keep application rates low even once the stand has begun to grow. Schnakenberg recommends 40-60 lbs. once the stand is growing and another 30 lbs. after grazing.

Native warm season grasses can provide a high-quality grazing option to avoid feeding hay in the summer months. It can take some time and money to establish a healthy stand of the grasses, but with proper management even those costs can be minimized and recovered.

### Nutrient Removal Comparisons

Crop	P Removal (lbs/unit)	K Removal (lbs/unit)	P Removed Per Crop (lbs)	K Removed Per Crop (lbs)
Corn Silage (20 ton)	3.6	9	72	180
Alfalfa (5 ton)	10	45	50	225
Fescue (2.5 ton)	9	34	23	85
Bermudagrass (4 ton)	9	34	36	136
Native Warm Season Grasses (3.5 ton)	2	15	7	53

a cow," Schnakenberg said. "I challenge you to make sure this doesn't happen on your farms."

He cited refusal as well as feeding, storage and harvest losses as possible causes. That is why there has been more emphasis on hay schools, and native warm season grasses can help curb the problem by increasing palatability, digestibility and intake.

As with anything that's great in the long run, native warm season grasses come with a few drawbacks in the short run. They can be costly and slow to establish; this means that the grasses are not for the heavy grazer. According to Schnakenberg, seed can be expensive, but the prices change rapidly.

Establishment of native warm season grasses can be slow and sometimes difficult. Low seedling vigor and dormancy issues may prevent the stand from becoming

seed more time to germinate and the plants more time to grow before grazing. This is important because native warm season grasses need to be at a height of 12-18" before they are grazed, and should be grazed no shorter than six inches in height. Grazing should also be avoided on native warm season grasses after Sept. 1 to allow the grasses to build up carbohydrate root reserves to grow back the next season.

So after you've weighed the pros and cons of native warm season grasses and taken Tim Schnakenberg's suggestion to begin establishing the summer forage option, you may wonder what the process looks like.

First, the site must be prepared for establishment. This includes spaying out fescue in advance using a spray-smother-spray method in the fall or chemical burndown.

Several options exist for seeding. Schnakenberg

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# CONSUMER TRENDS

## Making Beef Consumer-Ready

### Check-off dollars help develop fresh, convenience items

STORY & PHOTOS BY JOANN PIPKIN, EDITOR

With an ultimate goal of making beef an easier choice for consumers, encouraging one more beef meal each week, national check-off and federation-designated dollars are working to develop new convenient fresh beef items.

"A lot of people look at beef as not being convenient to prepare, as being time-consuming, outside of a simple steak or ground beef," said Tim Straus, The Turover Straus Group, which conducted consumer research and developed the convenient fresh beef items unveiled at this year's Monett Beef Cattlemen's Conference.

Missouri Beef Industry Council was interested in conducting the consumer research in order to better understand beef consumers said former MBIC executive director John Kleiboeker.

"The world cannot process and cook enough beef to equal what is sold fresh through the fresh case every year," Straus said. "Ten to 20 times more fresh meat will be sold through an average grocery store's fresh meat case than processed or pre-cooked meat items through the refrigerated or frozen foods case."

The facts regarding consumer desires are straightforward. "Over 50% of the dinner meals that are prepared are done so in 30 minutes or less," Straus pointed out at the Monett conference. "75% of meal plans are made the day of with 38% made right before the meal." He added that 26% of all dinner meals use a ready to eat main item so that's real pressure on the fresh meat case.

Consumers want to purchase meals rather than ingredients, Straus noted, but they prefer to cook with fresh ingredients instead of convenience foods. They ultimately still prefer to prepare a meal. Straus labels what the

consumer wants is really "speed fresh".

"We have to make fixing fresh beef as easy as going out," he said.

According to information from MBIC, a convenient fresh beef portfolio was developed with the help from Straus' company, which included a subset that can be assembled by the butcher at the grocery store level. The subset of products to be locally assembled are 3-in-1's such as beef strips and cubes that are packaged with spices and three recipe ideas, quick skillet steaks and quick-cook oven roasts, primarily the petite tender.

MBIC co-funded further development of the products



including unveiling them publicly at Price Cutter stores in metro Springfield later this year. MBIC will provide consumer media support, funding for in-store product demonstrations and a variety of public relations efforts including facilitation of introducing the concepts to the Missouri Association of Meat Processors, farmers and other allied industry groups.

Straus noted that by implementing some "chef tricks" the beef could be cooked faster than traditional methods.

For example, a roast cooked in a 400-425-degree oven will sear the outside of the roast, and still yield a nice, pink center.



Fresh ground beef can be browned in the microwave in as few as six minutes, while a ground beef burger is ready to go in about 90 seconds. A product developed by The Turover Straus Group and unveiled at the Monett Beef Conference showed cattlemen how the fat (right) can be separated from the finished product, a package design aimed to appeal to consumers.



Tim Straus, The Turover Straus Group, reveals consumer trends to cattlemen during the Monett Beef Conference. He says convenient fresh beef provides a way to make beef more accessible to consumers. Straus' business is working with the Missouri Beef Industry Council to unveil new beef products at Price Cutter grocery stores in metro Springfield later this year.

A dusting of flour on a cube steak before cooking helps maintain its juiciness. Still another chef trick involves the "thin to win" motto, meaning the thinner you

can cut the meat the more tender it is, even a top or bottom round, Straus said.

Microwave technology also played a key role in the development of the convenience products. Salt, fat and sugar attract microwave energy, brown the outside and allows the meat to reach a roasting temperature in the microwave, Straus said. A microwaveable roast as well as a London Broil kit with simple instructions for the oven and grill are among the convenience items developed.

Additionally at the Monett conference, Straus demonstrated how ground beef could be browned in

the microwave in six minutes and a ground beef burger in 90 seconds. The packaging includes a "pocket" at the bottom that collects the grease.

Straus says convenient fresh beef provides a way of making beef more accessible to the consumer.

According to Kleiboeker, there is increasing awareness and knowledge of how consumers are looking for fast and convenient products to help them manage their busy lifestyles. The need spans all generations including Millennials who are not very knowledgeable of beef cuts and are usually hesitant to go beyond ground beef, families who need products that work for different eating times and seniors who are looking for easy meals that can be made for one or two people.

As Straus sums up, "It all leads to one thing, 'how do you keep the consumer interested in your product?'"

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# PASTURE PROFITS

## “Alfalfa Has a Lot to Offer”

### Consider quality, quantity regardless of plans for use

BY LAURA WOLF FOR CATTLEMEN'S NEWS

Alfalfa, the most widely grown forage legume crop in the world, has been underutilized in the United States according to Dr. Garry Lacefield, a state forage specialist with the University of Kentucky. Lacefield worked with alfalfa in his doctoral program, and has studied the forage crop ever since.

“Every year I work with this crop, I respect it more,” Lacefield said during this year’s Southwest Missouri Spring Forage Conference in Springfield. “Alfalfa has a lot to offer.”

Though most of the alfalfa he saw growing up was used for hay, Lacefield said he saw it used for grazing for the first time 25 years ago in South America.

Quality and quantity are important considerations no matter how you plan to use an alfalfa crop. Average yield in Missouri is 3.4 tons per acre, but Lacefield said the crop is not for you if such a yield is your goal. Test plots in Kentucky have produced over 10 tons per acre with careful management, proper soil and a good year.

When it comes to quality, we measure everything else in the forage industry relative to alfalfa. Quality is more difficult to measure, since it can involve testing for a wide variety of factors such as total digestible nutrients, protein, fiber and lignin

content. However, the simplest to measure and most important factor is animal performance as evidenced in average daily gain.

Lacefield outlined several characteristics of alfalfa that make it a desirable forage crop.

- **Adaptability** Alfalfa has a deep root system that makes it more drought-tolerant than cool-season legumes and grasses and allows it to continue to produce even in a severe drought that causes cool-season grasses to go dormant.
- **Quality** Alfalfa is next to none in quality forage. Management is an important factor in maintaining quality. It has high yield potential that can be converted to high levels of animal production per acre with proper grazing management. It can result in total season average daily gain of over 2 pounds per day.
- **Nitrogen fixation** Alfalfa converts atmospheric nitrogen to a usable chemical form for plant

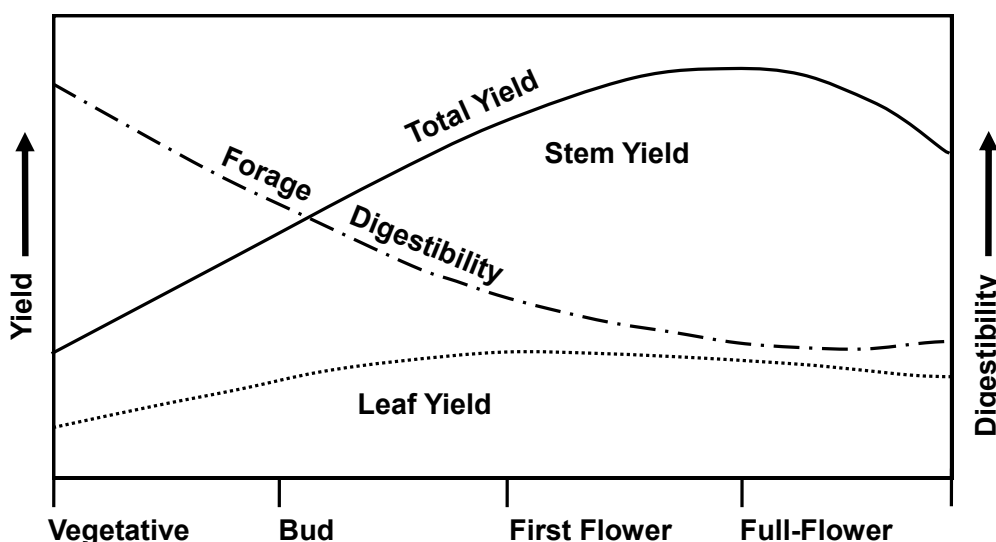
uptake at a high rate. In fact, it builds up nitrogen credits in the soil that will benefit any crop that follows alfalfa in a field.

- **Versatility** Alfalfa can be utilized for hay, silage or grazing. While it needs good soil with a higher pH, it doesn't have to be grown in the perfect soil to perform well.
- **Summer Pastures** A system can be utilized to provide alfalfa grazing during midsummer when cool-season grasses are often less productive.

what they need to produce as much as they can. This means managing pests, weeds, disease and insects. Optimize yield, quality and persistence so that your animals get the most benefit from the crop.

- **Harvest for quality** Start early, because the first cutting will set the bar high for quality and for how many bales you will get from each cutting. Yield won't be as high, but each day you wait to cut, about 14% of the protein content is lost. Sugars are at their

Relative between alfalfa yield and quality.



Source: Steve Orloff and Dan Putnam, UC Davis 2004

To manage alfalfa for quality, keep these four strategies in mind:

- **Establishment** Alfalfa needs a higher pH, medium to high phosphorus and potassium, and a high fertility soil. Seeds should be planted about a quarter inch deep to maximize soil contact. Make it your goal to grow a dense wheat-free stand.
- **Production** Give the plants

highest levels in the plants at noon, but each hour of drying time is critical in the Midwest environment, so choose cutting time to optimize both. Once the cutting is on the ground, be careful to save the leaves because they contain over 80% of the plant's value for feed and are also the most delicate part.

- **Market for profit** Target the market so that your highest quality product goes to the animals that need it.



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safe-guard®  
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<sup>1</sup>Economic analysis of pharmaceutical technologies in modern beef production, John D. Lawrence and Maro A. Ibarburu, Iowa State University, 2007.

<sup>2</sup>Gasbarre, L.C., Smith, L.L., Lichtenfels, J.R., Pilitt, P.A., 2004. The identification of cattle nematode parasites resistant to multiple classes of anthelmintics in a commercial cattle population in the US. Proceedings of the 49th American Association of Veterinary Parasitologists, Philadelphia, July 24-28 (Abstract 44).

<sup>3</sup>Stromberg, B.E., et al., *Cooperia punctata*: Effect on cattle productivity? Vet. Parasitol. (2011), doi: 10.1016/j.vetpar.2011.07.030

# MANAGEMENT MATTERS

## Enhancing Profitability Through Preconditioning: Part II

### Marketing plays big role in increased profitability, preconditioning

BY GRANT MOURER

In part I, we reviewed management practices that would aid in a successful preconditioning program and why weaning and

preconditioning should be considered. This article will discuss nutritional issues as well as importance of a well-implemented marketing program for producers.

Nutrition is second to none in a successful and profitable preconditioning program and can make up almost 70% of the preconditioning budget. Producer's main objective should be to optimize health and condition of cattle while increasing gain at lower costs. They should also be cautious to getting cattle too "fleshy" while preconditioning. A "fleshy" calf that is destined to go on to low quality forage after precondition will lose much of the gain that was achieved during preconditioning. Buyers know this and are also not willing to pay for an overly fleshy calf. However, if the calf will be going directly to high quality forage or to a grower yard and maintain a positive energy balance high rate of gain is justified (Lalman et al. 2010).

Recent increases in feed cost make preconditioning more of a challenge to producers. Feed and hay prices coupled with record setting calf prices make it tempting for producers to sell directly off the cow and they are leaving money on the table when they do so. Controlling feed costs by forward contracting, using bi-products or using standing forage such as winter wheat or rye aids in the financial success of any feeding situation. Cattle during preconditioning cannot remain stagnant; they must gain during preconditioning to add value. Value of gain in some instances this fall was hovering around \$1.25/lbs, for 450 lbs cattle entering in to a preconditioning program. This number may seem high, however, in this particular example the sale price used was derived from cattle that had been through a verified health program and marketed through the Oklahoma Quality Beef Network (OQBN) on the 17<sup>th</sup> of

November. So marketing plays an enormous roll in enhancing profitability in a preconditioning program.

Marketing cattle as preconditioned adds premiums for sellers and buyers are willing to pay premiums for a number of reasons. Healthy preconditioned calves have increased average daily gain, lower feed conversions, less days on feed and lower cost of gain. Maybe most important, morbidity is less saving money on antibiotics and death loss will be 2.5-3.5% less (Cravey 1996). Over time a reputation will develop for quality cattle and marketing will become easier with increased premiums for producers. Integrity of the verified program and the record keeping process is paramount to maintain trust and increase confidence of buyers of weaned

calves.

It is important to remember several things during weaning and preconditioning. Stress on calves is the major factor in determining health and well-being of a calf. Quality healthy cattle will always perform well during preconditioning and that translates into performance through the grower and feedlot phase of the industry. Control of feed costs, while at the same time adding gain, (which may mean the use of implants and ionophores) will lead to profitability for producers. Decision tools are available online at [www.beefextension.com](http://www.beefextension.com) to help in accessing management decisions with your herd.

— Source: Gant Mourer is Oklahoma State University beef value enhancement specialist.

## FARM TO MARKET

### It's Spring; Cattle Markets Still Frozen

#### Choice-select spread widens amid weaker select values

BY DERRELL S. PEEL

There seems to be a chill on cattle markets...both literally and figuratively. Cattle markets remain hunkered down due to weather and other impacts. The unrelenting cold, wet spring continues to have a variety of impacts on both the supply and demand sides of cattle and beef markets. Domestic beef demand is stagnant and certainly seems to be lacking the seasonal push that usually accompanies warm weather. Choice boxed beef cutout has been hovering near the \$190. cwt. range with little sense of direction the past three weeks. The Choice-Select Spread has widened seasonally but is the result of weaker Select values rather than strength in Choice values. International demand for U.S. beef has also weakened amid Russian concerns with Ractopamine and weakness in major markets, such as Mexico, where relatively high U.S. beef values have been aggravated by a somewhat stronger dollar since January.

There is growing evidence that extended cold weather has increased beef cow liquidation. Total beef cow slaughter has been up 11.1 percent the last 4 weeks after declining early in the year. Year to date beef cow slaughter is now down a scant 3.7 percent from last year. Increased beef cow slaughter appears to be regionally widespread, though regional slaughter data are incomplete. In Region 6, the Southern Plains, beef cow slaughter has been up 15.2 percent the last four weeks but is still down nearly 12 percent for the year to date. Oklahoma auction data confirms the recent increase in cow culling as cow and bull volumes in federally reported auctions have been up nearly 23 percent since mid-March after declining over 24 percent from January through mid-March.

The latest Cattle on Feed report also suggests weather impacts on feeder markets. Unexpectedly large March

CONTINUED ON PAGE 26

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For subcutaneous injection in beef and non-lactating dairy cattle only.

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**BRIEF SUMMARY:** for full prescribing information use package insert.

**INDICATIONS:** Zuprevo™ 18% is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni* in beef and non-lactating dairy cattle, and for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, and *H. somni*.

**WARNINGS: FOR USE IN ANIMALS ONLY. NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. TO AVOID ACCIDENTAL INJECTION, DO NOT USE IN AUTOMATICALLY POWERED SYRINGES WHICH HAVE NO ADDITIONAL PROTECTION SYSTEM. IN CASE OF HUMAN INJECTION, SEEK MEDICAL ADVICE IMMEDIATELY AND SHOW THE PACKAGE INSERT OR LABEL TO THE PHYSICIAN.**

Avoid direct contact with skin and eyes. If accidental eye exposure occurs, rinse eyes with clean water. If accidental skin exposure occurs, wash the skin immediately with soap and water. Tildipirosin may cause sensitization by skin contact.

For technical assistance or to report a suspected adverse reaction, call: 1-800-219-9286.

For customer service or to request a Material Safety Data Sheet (MSDS), call: 1-800-211-3573. For additional Zuprevo 18% information go to [www.zuprevo.com](http://www.zuprevo.com).

For a complete listing of adverse reactions for Zuprevo 18% reported to CVM see: <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

**DO NOT USE ZUPREVO 18% IN SWINE.**

Fatal adverse events have been reported following the use of tildipirosin in swine. NOT FOR USE IN CHICKENS OR TURKEYS.

**RESIDUE WARNING:** Cattle intended for human consumption must not be slaughtered within 21 days of the last treatment. Do not use in female dairy cattle 20 months of age or older. Use of this drug product in these cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

**PRECAUTIONS:** The effects of Zuprevo 18% on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond the slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter.

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## PASTURE PROFITS

### Wet Spring Good News for Forage Growth; Drought Impacts Linger

#### Recent rains filling ponds; optimism over prospects of first hay harvest

Ask Robert Seay, Benton County staff chair for the University of Arkansas System Division of Agriculture, what a wet spring means for agriculture in the state and he'll turn to one of the newspaper clippings he keeps taped to his file cabinet.

The 2004 "Arkansas Democrat-Gazette" story reported that 7.25 inches of rain fell on Fayetteville's Drake Field in June of that year, and Seay points to a favorite quote he calls "a classic Ozark truism."

"The rain would be good for more farmers than it would be bad," Johnny Gunsaulis, Washington County extension agent for the Division of Agriculture, told the newspaper. "Farmers never root against mud this time of year because it's gonna get dry!"

Indeed, the state-by-state drought monitor website at the University of Nebraska-Lincoln is already showing that portions of north central, northwest, south central, and southwest Arkansas are trending toward abnormally dry and moderate drought conditions. So a rainy start for 2013 is not being taken for granted by the state's farmers and extension agents, especially after the painful drought of 2012.

#### Conditions improving

According to the Cooperative Extension Service's April 14 Crop Progress and Condition report, 43 percent of pasture and range was in good or excellent condition. Non-alfalfa hay was 42 percent good or excellent and 47 percent fair.

"We finally do have our ponds full again," said Jesse Bocksnick, county extension agent for Sebastian County. "We are muddy right now, but you can tell how bad it has been in the past due to the lack of complaining or griping by producers about the rain. Everyone is afraid to jinx the moisture and are praying that we continue to get this in June, July, and August."

The hay for the first cutting is shaping up nicely, he said, and growers are expecting to get some good production.

"The cool season grasses like rye grass have exploded with growth the last week putting on several inches of leaf which greatly increase the amount of usable forage," said Bocksnick. "We have had producers getting stuck in pastures with no complaints. When the sun is out and the wind is blowing though it seems to dry out very quickly."

But the recent lower-than-normal temperatures can also have a negative

impact on fodder as the year progresses, and Columbia County Extension Agent Jerri Lephew said there could be cause for concern.

"The rain has been fantastic," she said. "However, the cool weather interruptions are holding back our warm season grasses, which has livestock producers a little irritated. To me this has seemed like a much more normal spring for south Arkansas, which has me hopeful we are out of the high desert weather patterns."

#### Despite rain, drought impact may linger

The combination of early rain and potential later drought can have a substantial impact on the production of forage for cattle and the future development of those herds. Pope County was one of the areas hardest-hit by drought in 2012, and Phil Sims, the county's extension staff chair, is hoping the abundant spring rain is

CONTINUED ON NEXT PAGE



## THE DAYS OF BRD ARE NUMBERED\*

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\*The correlation between pharmacokinetic data and clinical effectiveness is unknown.

<sup>1</sup>Menge, M. et al., Pharmacokinetics of tildipirosin in bovine plasma, lung tissue, and bronchial fluid (from live, non-anesthetized cattle). J Vet Pharm Therap. Doj: 10.1111/J. 1365-2885, 2011. 1349.x.

IMPORTANT SAFETY INFORMATION: DO NOT USE Zuprevo 18% IN SWINE. Not for use in chickens and turkeys. Cattle intended for human consumption must not be slaughtered within 21 days of treatment. Do not use in female dairy cattle 20 months of age or older or in calves to be processed for veal. A withdrawal period has not been established for this product in pre-ruminating calves. The effects on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond slaughter withdrawal period. Full product information available on page \_\_\_\_.



**MERCK**  
Animal Health

## FROZEN MARKETS CONTINUED FROM PAGE 24

feedlot placements were largely concentrated in Texas and Kansas. The Kansas placements were mostly heavy weight feeders from winter backgrounding programs. In contrast, the Texas placements were spread across lightweight to heavier feeder cattle and were likely partly the result of drought-induced sales. Some may have been directly from cow-calf liquidations and others the result of forage shortages in winter stocker programs. The fact that large placements occurred in conjunction with weak feeder cattle prices suggests that the movement was more of a supply driven market situation rather than demand driven.

The Cattle on Feed numbers may also suggest implications for the broader cow

herd. The number of heifers on feed has fallen sharply since the middle of 2012. The April 1 heifer on feed inventory was down 7.6 percent year over year. However, this value is less of a decrease than the January 1 heifer on-feed total, which was down 9.5 percent from the previous year. This likely indicates that much of the increased feedlot placements were heifers, probably including some heifers designated as replacements in the January inventory report. The combination of increased beef cow slaughter and relatively more heifers on feed at this point likely means that any prospects to avoid additional beef herd liquidation in 2013 may already be seriously eroded.

—*Derrell S. Peel is Oklahoma State University extension livestock marketing specialist.*

## WET SPRING CONTINUED FROM PAGE 25

a sign that 2013 will be less dry.

“We’re cautiously optimistic,” said Sims. “Pastures are covered in weeds from the lack of vegetation to protect the soil surface and the Bermuda grass is starting off real slow. The cooler temperatures have delayed the warm season grasses.”

In Newton County, Extension Staff Chair Adam Willis said the green pastures are already prompting cattle to move off stored fodder.

“Cattle are really wanting to quit eating hay and have in some cases, especially if

winter annuals were planted,” Willis said. “There seems to be an abundance of weeds in pastures.”

Last year, according to a Cooperative Extension Service report, drought had a \$128 million impact on the beef cattle industry in Arkansas, costing producers an estimated \$141 per head. That had an impact on associated industries of \$4.4 million in labor and income, and \$8.1 million in value added. It also led to 3 percent of ranchers planning to sell all their livestock.

—*Release by University of Arkansas Extension*

# CONSUMER TRENDS

## Checkoff Launches New Consumer Advertising Campaign Thought provoking campaign sizzles with new voice

The new “Beef. It’s What’s For Dinner.” consumer advertising campaign is premiering this month, bringing the recognizable tagline to older millennials and Gen-Xers. The new campaign, funded by the beef checkoff, will feature sizzling beef recipes, juicy details about essential nutrients and the voice of one of Hollywood’s most promising new talents.

“This campaign builds upon the core benefits that only beef offers -- its great taste and 10 essential nutrients. While most folks just look at beef for its sizzle or great flavor, it’s made up of more than that. Its nutrients are what make it the most powerful protein and what makes beef above all else,” says Cevin Jones, chair of the checkoff’s Domestic Consumer Preference Committee and producer from Eden, Idaho. “It doesn’t hurt that the voice delivering the message on the other side of the radio epitomizes health and sizzle too.”

### New Voice for a New Target

The new “Above All Else” campaign aims to reach the next generation of beef eaters – the older millennial and Gen-Xer, aged 25 to 44 –who care about food and nutrition.

While keeping many brand mainstays, such as Aaron Copeland’s “Rodeo” music, the new beef campaign is switching up the voice behind the famous words, “Beef. It’s What’s For Dinner.” Sparking a new interest for the older millennial and Gen X target, Garrett Hedlund’s voice will take a starring role in the campaign’s radio spots. Garrett personally represents healthful living, and his strong, warm voice is perfect for provoking new understanding about beef.

“I’m proud to represent America’s farmers and ranchers,” Hedlund said. “I grew up on my father’s cattle operation, so I’m right at home as the new voice of beef.”

Born in Roseau, Minn., Garrett spent his early years on a cattle operation. He was just 18 when he landed a role in the

epic film *Troy* (2004) playing opposite Brad Pitt. Following his debut in *Troy*, Garrett went on to *Friday Night Lights* (2004) and *Tron Legacy* (2010). His latest roles include *Country Strong* (2011), in which he plays a rising young country star opposite Gwyneth Paltrow, as well as *On the Road*, in theaters now.

### What’s Your Dinner Made Of?

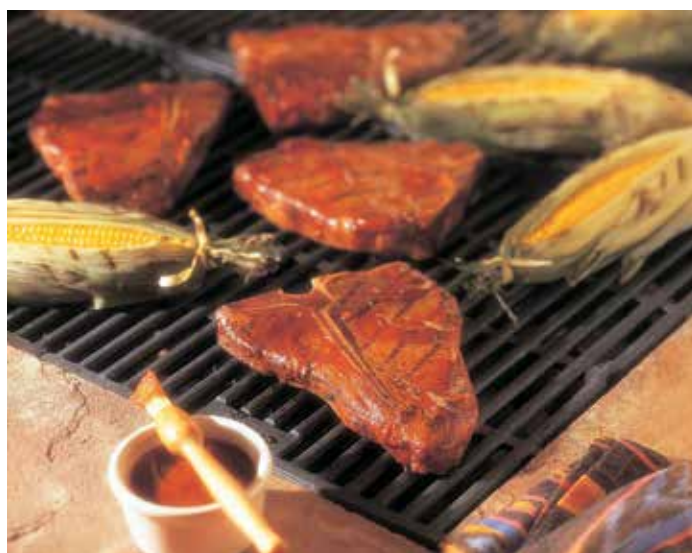
Research has shown that 45 percent of the target demographic said they would choose beef more often if they knew about how its nutrients compared to chicken. The new campaign helps set the record straight about beef’s essential nutrients in an engaging and educational way.

That’s the question each “Beef. It’s What’s For Dinner” print advertisement asks. It’s answered with bold copy highlighting the nutritional benefits of Beef along with tantalizing food photography reminding the consumer that delicious can, and does go right alongside nutritious. Each advertisement calls out an individual essential nutrient, like

protein: “The Strip steak has lots of protein...and your appetite’s attention.” Another ad reminds you that a dinner with beef “has iron. The most lean, delicious and tender iron known to man.”

The print advertisements will appear in monthly national magazines with an emphasis on food, health/fitness, parenting, lifestyle and men’s sports. In addition to traditional print placements, the campaign will appear across a wide range of digital platforms, such as 22 tablet versions, online radio stations (e.g., Pandora), video websites (e.g., Hulu), social networking sites (e.g., Facebook) and popular recipe websites (e.g., AllRecipes.com). State Beef Councils will extend the campaign through print, radio, digital, in-person promotions, sporting events, outdoor advertising and more. Public relations, health professional outreach, social media and other promotional efforts round out this integrated effort.

—*Source: Release by Cattlemen’s Beef Board. Photo courtesy The Beef Checkoff.*



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# ECONOMIC INDICATORS

## Heavy Cattle: Sorting the Opportunities from the Challenges

### Horizon: Packing plants look to reduce variation

Everyone in the beef chain seems to agree we need more of it.

That's the simple explanation for a trend that shows hot carcass weights (HCW) have increased 200 pounds (lb.) in four decades. But for all the opportunities that presents, there are many challenges.

John Stika, president of Certified Angus Beef LLC (CAB), talked about both at last month's Harlan Ritchie Beef Symposium during Midwest American Society of Animal Science meetings in Des Moines, Iowa.

"The production side is looking for something bigger to cover their increased costs," he said, "but the retail and foodservice sides are looking for [more units of] something much smaller that's easier to manage from a portion-control standpoint

and a unit-cost standpoint."

Increasing HCW is like adding many more finished cattle. Stika noted Cattle-Fax estimates show such increases from last November into March have made up for 256,000 head of cattle.

As the nation's cowherd keeps falling back, increasing HCW is good news overall for beef marketers.

"They would rather have big beef to sell than no beef at all," Stika said.

CAB data and supporting records from the National Beef Quality Audit (NBQA) show that the market is getting more high-quality beef in that mix, too.

Carcasses accepted for the Certified Angus Beef® brand this year have a 7-lb. heavier HCW than average.

"If they gain better, they eat better, they're healthier," Stika said. "Their carcass weights tend to be up and their grades tend to coincide with that."

Data on more than 2 million head in the NBQA records indicate cattle with a marbling score of Modest or higher were 14 lb. heavier than average.

That's not a new trend, Stika said. "But it's a hot topic right now because we've seen a more rapid increase in carcass weight than what we've historically been used to."

From 2008 to 2012, the Angus-influenced or A-stamped cattle increased 34 lb., to last year's 846 lb.

Economics and genetic improvement are the main drivers.

"If I'm a feedyard operating today at 20% to 25% excess capacity, and I look at the replacement costs of what I have to buy—feeder cattle to replace a pen of cattle that I ship out—the

## 20 Year Hot Carcass Weight Trend Comparison



Source: USDA & CAB LLC

economics, at times, begin to work rather nicely that I just feed those cattle longer," he said.

Many packing plants in an industry at 10% to 15% excess capacity have tried to increase efficiency by increasing the upper limit on HCW and decreased discounts for those just over the line.

In response, the feeding industry more broadly adopted the use of beta-agonists. Those may decrease marbling scores, Stika said, but the best way to

foodservice where 75% of restaurants still cut their own steaks, but there's a developing trend toward breaking down some popular subprimals to smaller cuts.

"You've got some different options that are starting to catch on very nicely at foodservice, but it's not the end-all and be-all," Stika said. "You have higher production costs and lower product yield."

Down the road, packing plants are looking at more ways to reduce variation.

"How do we make sure the smallest rib that we have is not in the same box with the heaviest rib?" Stika asked. That's one common break in boxed beef already, between the largest ribeye areas and the smallest. But it's not just about the middle meats, he said, and the range in product difference continues to grow as carcasses do.

Plant logistics and inventory management are the biggest hurdles to implementation.

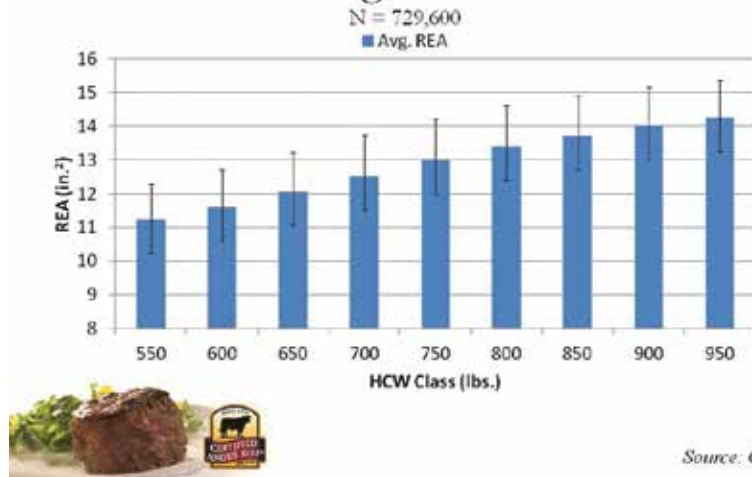
So are increasing carcass weights an opportunity or a challenging issue?

"The answer is, it's reality," Stika said, "and probably a little of both. It's allowed us to maintain beef production levels with fewer numbers, but the issues we have are real. If we want to continue to drive beef demand forward, we've got to continue to provide more value to our consumer if we're going to expect them to pay more for it."

—Release from Certified Angus Beef.

Labor challenges are also part of the problem at

## Average Ribeye Area by Hot Carcass Weight class



Source: CAB

AH0230 NADA 140-929, Approved by FDA

### Micotil® 300 Injection

Tilmicosin Injection, USP

Caution: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

**Human Warnings:** Not for human use. Injection of this drug in humans has been associated with fatalities. Keep out of reach of children. Do not use in automatically powered syringes. Exercise extreme caution to avoid accidental self-injection. In case of human injection, consult a physician immediately and apply ice or cold pack to injection site while avoiding direct contact with the skin. Emergency medical telephone numbers are 1-800-722-5987 or 1-800-428-4441. Avoid contact with eyes.

**Note to the Physician:** The cardiovascular system is the target of toxicity and should be monitored closely. Cardiovascular toxicity may be due to calcium channel blockade. In dogs, administration of intravenous calcium offset Micotil-induced tachycardia and negative inotropy (depressed contractility). Dobutamine partially offset the negative inotropic effects induced by Micotil in dogs.  $\beta$ -adrenergic antagonists, such as propranolol, exacerbated the negative inotropy of Micotil in dogs. Epinephrine potentiated lethality of Micotil in pigs. This antibiotic persists in tissues for several days.

**Description:** Micotil is a solution of the antibiotic tilmicosin. Each mL contains 300 mg of tilmicosin, USP as tilmicosin phosphate in 25% propylene glycol, phosphoric acid as needed to adjust pH and water for injection, U.S. Tilmicosin, USP is produced semi-synthetically and is in the macrolide class of antibiotics.

**Indications:** Micotil is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* and for the treatment of ovine respiratory disease (ORD) associated with *Mannheimia haemolytica*. Micotil is indicated for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*.

**Dosage and Administration:** Inject Subcutaneously in Cattle and Sheep Only. In cattle, administer a single subcutaneous dose of 10 mg/kg of body weight (1 mL/200 kg or 1.5 mL/300 kg or 1.5 to 3 mL per 100 lbs). In sheep greater than 15 kg, administer a single subcutaneous dose of 10 mg/kg of body weight (1 mL/30 kg or 1.5 mL per 100 lbs). Do not inject more than 10 mL per injection site.

If no improvement is noted within 48-hours, the diagnosis should be reevaluated. For cattle and sheep, injection under the skin in the neck is suggested, if not accessible, inject under the skin behind the shoulders and over the ribs.

**Note:** Swelling at the subcutaneous site of injection may be observed.

**Contraindications:** Do not use in automatically powered syringes. Do not administer intravenously to cattle or sheep. Do not use in lambs less than 15 kg body weight. Intravenous injection in cattle or sheep will be fatal. Do not administer to animals other than cattle or sheep. Injection of this antibiotic has been shown to be fatal in swine and non-human primates, and it may be fatal in horses and goats.

**Warnings:**

Residue Warnings: Animals intended for human consumption must not be slaughtered within 42 days of the last treatment. Not for use in lactating dairy cattle 20 months of age or older. Use of tilmicosin in this class of cattle may cause milk residues. Not for use in lactating ewes producing milk for human consumption.

**For Subcutaneous Use in Cattle and Sheep Only. Do Not Use in Automatically Powered Syringes.**

Solo Para Uso Subcutáneo en Bovinos y Ovinos. No Administrar con Jeringas Automáticas.

**Precautions:** Read accompanying literature fully before use. Intramuscular injection will cause a local reaction which may result in trim loss of edible tissue at slaughter. The effects of tilmicosin on bovine and ovine reproductive performance, pregnancy and lactation have not been determined.

**Adverse Reactions:** The following adverse reactions have been reported post-approval: In cattle: injection site swelling and inflammation, lameness, collapse, anaphylaxis/ anaphylactoid reactions, decreased food and water consumption, and death. In sheep: dyspnea and death.

For a complete listing of adverse reactions for tilmicosin phosphate reported to the CVM see <http://www.fda.gov/AnimalVeterinary/SafetyHealth/ProductSafetyInformation/ucm055394.htm>

**Clinical Pharmacology:** A single subcutaneous injection of Micotil at 10 mg/kg of body weight dose in cattle resulted in peak tilmicosin levels within one hour and detectable levels (0.07 µg/mL) in serum beyond 3 days. However, lung concentrations of tilmicosin remained above the tilmicosin MIC 95% of 3.12 µg/g for *Mannheimia haemolytica* for at least 3 days following the single injection. Serum tilmicosin levels are a poor indicator of total body tilmicosin. The lung/serum tilmicosin ratio in favor of lung tissue appeared to equilibrate by 3 days post-injection at approximately 60. In a study with radioactive tilmicosin, 24% and 68% of the dose was recovered from urine and feces respectively over 21 days. After a single subcutaneous injection of Micotil at 10mg/kg of body weight, tilmicosin concentrations in excess of 4 µg/mL were maintained in the alveolar macrophages and neutrophils of most cattle for at least 10 days. The clinical relevance of these findings has not been determined.

**Microbiology:** Tilmicosin has an *in vitro* antibacterial spectrum that is predominantly Gram-positive with activity against certain Gram-negative microorganisms. *In vitro* activity against several *Mycoplasma* species has also been observed.

**Effectiveness:** In a multi-location field study, 1508 calves with naturally occurring BRD were treated with Micotil. Responses to treatment were compared to saline-treated controls. A cure was defined as a calf with normal attitude and activity, normal respiration, and a rectal temperature of <104°F on Day 13. The cure rate was significantly higher (P=0.004) in Micotil-treated calves (83.1%) compared to saline-treated calves (29.2%). During the treatment phase of the study, there were 10 BRD-related deaths in the Micotil-treated calves compared to 47 in the saline-treated calves.

**Storage Conditions:** Store at or below 86°F (30°C). Protect from direct sunlight. Conservar a 86°F (30°C). Proteger de la luz solar directa.

**How Supplied:** Micotil is supplied in 100 mL and 250 mL multi-dose amber glass bottles. Elanco®, Micotil® and the diagonal bar are trademarks of Eli Lilly and Company. Manufactured for: Elanco Animal Health • A Division of Eli Lilly and Company • Indianapolis, IN 46285, USA

Revised JANUARY 2010 V01-09-2010

**BRANDING Q&A • CONTINUED FROM PAGE 13**

does inflict less hide damage than the hot iron brand. The hot iron will require less time. It also gives a higher degree of readable brands when used by a good brander. "Clipping the long hair off a brand site improves readability on both types of brand. Stocker operators lean toward a hot iron brand. This is because they will own the animal for a short time," said Cole. "Just remember, it is a personal preference for the individual cattle owner."

**Q: What's the best source of heat for a brand?**

A: "There is a bit of personal preference involved. Electric is more popular now, so long as you have power or a generator at the corral. Some have devised effective propane heaters, but a wood fire still works also," said Cole.

**Q: What does an electric, 2-character iron cost?**

A: "Between \$100 and \$125 in the catalogs I've seen," said Cole.

**Q: I run cows and calves. When should I brand the calves?**

A: "The traditional age is from 2 to 4 months," said Cole.

**Q: Will the brand get excessively large if I brand the calf when it is young?**

A: "The brand grows some and I've visited with veteran branders about how much they expand. Some believe there is an animal to animal variation as well as the location on the animal. One said the brand that is 4 inches on a young calf's hip will probably end up about 6 inches at maturity. I know of some producers that use irons of different size for young calves or yearlings," said Cole.

**Q: Would it be best to use a 2-inch brand on little calves?**

A: "I would not recommend it, especially if you have what I call a brand that is too busy. A 2-inch brand could end up with poor clarity," said Cole.

**Q: Do I need to apply something to the hot iron brand to speed healing?**

A: "Most do not, but it might make you feel better and cause the brand to heal more quickly. Various oils or ointments would work," said Cole.

**Q: I'm from a neighboring brand state but since I plan to lease Missouri pasture for my cows, should I register my brand in Missouri?**

A: Yes.

**Q: Do I need to clip the brand location if I'm using a hot iron?**

A: "It depends on the amount of hair on the animal. Removing long hair will give you a clearer brand but is not necessary if hair in that location has already shed," said Cole.

**Q: The increased interest in branding is likely due to theft protection. What are other reasons to brand?**

A: "Brands help settle ownership disputes between neighbors. Brands serve as the animal's return address in case of theft or straying. Producers of quality

feeder cattle or breeding stock should view the brand as their mark of pride. It really can enhance their marketability," said Cole.

**Q: Are there any restrictions on branding numbers on my cattle for within-herd identification?**

A: "The brand law states that the in-herd ID must be at least 10 inches apart from the ownership brand. Otherwise, there are no restrictions," said Cole.

**Q: If I buy branded cattle how can I protect myself?**

A: "Request a bill of sale from the seller. It should describe the brand, cattle type and sale date. The county where the animals are located determines which Sheriff investigates ownership disputes. He may call on the services of a veterinarian, approved by the director of agriculture, in reading the brands," said Cole.

—Source: University of Missouri Extension release.



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**Micotil® (tilmicosin injection) Important Safety Information**

**See label on next page for complete use information, including boxed human warnings and non-target species safety information.** Micotil is to be used by, or on the order of, a licensed veterinarian. For cattle or sheep, inject subcutaneously. Intravenous use in cattle or sheep will be fatal. Do not use in female dairy cattle 20 months of age or older. Use in lactating dairy cattle or sheep may cause milk residues. The following adverse reactions have been reported: in cattle: injection site swelling and inflammation, lameness, collapse, anaphylaxis/anaphylactoid reactions, decreased food and water consumption, and death; in sheep: dyspnea and death. Always use proper drug handling procedures to avoid accidental self-injection. Do not use in automatically powered syringes. Consult your veterinarian on the safe handling and use of all injectable products prior to administration. Micotil has a preslaughter withdrawal time of 42 days.

**For Pulmotil®:** Feeds containing tilmicosin must be withdrawn 28 days prior to slaughter.  
**CAUTION:** Federal law limits this drug to use under the professional supervision of a licensed veterinarian.

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# MANAGEMENT MATTERS

## Weak Calves, Tough Problems

### Issues may trace to last summer's drought

**DR. CATHY BANDYK**

When I first started writing CattleSense, I was warned about committing to a monthly piece. The well-intentioned concern was based on a fear I would soon run out of timely and relevant topics. But even after 150 articles, I haven't exhausted the list of challenges and opportunities that cow/calf producers face. I knew I was on track with this month's subject after a single morning included calls about three different operations trying to figure this problem out.

The term **Weak Calf Syndrome (WCS)** was coined back in the 1960's, to describe calves that are dull and listless, and uninterested or unable to nurse. These animals typically have sub-normal body temperature, and may be stained yellow at birth. Some look normal, or they may have scours and/or pneumonia; if treated, response is poor. Death loss is high.

"Perinatal calf mortality" is the scientific term for calf death during the first month of life, and USDA estimates these losses at 2.5 million head annually. Across the industry, 5-6% is typical, but in a problem year, mortality can jump to 25 or even 50%.

In parts of the country, the stage has been set for a problem year. The primary risk factor for WCS is dystocia, or calving difficulty, followed by disease challenges. Dystocia can contribute to WCS two

ways: physical injury and exhaustion, and brain damage due to oxygen deprivation ("hypoxia"). Drought during the forage growing season, plus severe winter weather at calving time, can combine to trigger a multi-faceted cascade of events that puts calves at increased risk

Here is one likely scenario:

Poor feed quality  
Limited feed availability  
Trace mineral deficiency

Poor cow condition at calving

Reduced colostrum quantity and quality

Less Brown Adipose

Impaired thermoregulation

Hypoxia

Slow to get up, nurse

Dystocia

Injury

Systemic acidosis

Impaired nutrient absorption

Inadequate colostrum

Disease

Death

Cold Stress

Calf Hypothermia

Cows carry, shed more viruses, parasites

Fewer nutrients available for milk production

Inadequate calf nutrition

to carry infectious agents that can infect calves both before and after birth.

generate heat immediately after birth. Cows became more susceptible to disease and parasites, further increasing unmet nutritional requirements. Deficiencies of trace minerals, especially copper, selenium, and cobalt, set the stage for problems with mastitis, and calf immunity and thermoregulation. Thin, stressed cows have more calving difficulty, and longer deliveries, resulting in injuries and hypoxia. The yellow coloring mentioned above comes from extended struggling in an environment contaminated with meconium (initial calf fecal material). These cows also produce less, lower-quality colostrum and milk, so their newborns get inferior immune protection and inadequate nutrition. Because their own immune system is weakened by stress, the dams are more apt

events leading to Weak Calf Syndrome.

Obviously, we have calves entering the world with the odds stacked against them. When faced with a similar situation, or if calves are already exhibiting symptoms of WCS, key responses should include:

- ✓ Check calving cows frequently, and provide shelter as needed (and practical);
- ✓ Step in and assist with births after as little as 1 to 1 1/2 hours of unproductive effort;
- ✓ Dry newborn calves immediately, and do all you can to keep them dry;
- ✓ Be sure all calves receive adequate colostrums (2 quarts within 6 hours of birth, 2 more within 12);
- ✓ Ensure calves receive adequate nutrition beyond this initial period;
  - ✓ Minimize disease exposure, from both the environment and other animals;
  - ✓ Evaluate potential need for

supplemental vitamins or trace minerals for cows or calves.

In the big picture, the focus needs to be on long-term prevention. Cows need adequate, balanced diets through all of pregnancy and lactation. In one study, calves of heifers that were protein-restricted during late gestation took half again as long to stand and suckle, and their mothers only produced 72% as much colostrums as properly-fed herd mates. Even when conditions are challenging and feed prices high, the value of preventing early calf sickness and death losses is likely far greater than the cost of the extra feed needed to accomplish this.

— Source: Dr. Cathy Bandyk is with Quality Liquid Feeds. This article is reprinted with permission from the April 2013 issue of CattleSense.

See the graphic above for a more visual depiction of

stressed pastures provided inadequate nutrition to cows last summer. Harvested feeds needed to be fed for an extended period, but the diet continued to be sub-optimum, limited by feed quality, availability and cost. Poor body condition plus winter storms widened the gap between what was needed and what was supplied. Fetal development of the calves was altered, including reduced deposition of brown adipose tissue; this is normally metabolized to

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## COMMENTARY

### Trichomoniasis in Missouri

#### A leading state in Trich management

BY DR. JON HAGLER

Calving season can be such a rewarding time for Missouri cattlemen. Whether in the spring or fall, watching a mother cow nurture her newborn calf helps us remember the very basic elements of agriculture - growing new life into the food, fuel and fiber needed for the world's growing population.

Missouri's cattle producers take great pride and care in the quality and health of their herds, carefully making decisions about genetics, vaccines, and culling. The health program of your livestock supplier is just as, if not more, important than the genetics. One of the most important health considerations is protecting against Trichomoniasis (or Trich for short) - a venereal disease affecting cattle that can cut calf crops by 50 percent or more.

Trich can be financially devastating for cow-calf producers and can severely limit a purebred producer's ability to market bulls to producers in other states and around the world. We take that threat to our cow-calf producers seriously. The Missouri Department of Agriculture has been very aggressive when it comes to Trich. Since implementing new rules requiring Trichomoniasis testing in 2011, we have completed nearly 13,000 Trichomoniasis tests at the Animal Health Diagnostic Laboratory in Springfield.

That makes us a leading state in Trichomoniasis management. We take a scientific approach to identifying, controlling and eradicating this disease, quarantining positive animals and ensuring producers are notified of positive test results. Our commitment to protecting Missouri's producers has resulted in a dramatic decrease in the number of positive cases. In 2012, our first full year of testing for the disease, we

identified 172 positive bulls. Thus far in 2013, we've seen just 13 - a reduction of 70 percent. The testing protocol used in our Springfield lab utilizes a polymerase chain reaction (PCR), which is more than 99 percent accurate at detecting Trichomoniasis.

Our team of scientists reports every positive test. The high accuracy of PCR creates a scientific basis for very limited chances of a false positive. On the other hand, the nature of the Trich organism and the sampling procedure create an environment where false negatives are much more common than false positives. The science behind these concepts tells us that retesting an animal that has already been identified as infected with Trich could result in a negative result on the second test. However, the science also shows that that there is a high probability the bull has Trich and therefore is unfit to breed the cows in the herd.

Missouri's cattle producers have worked diligently to become better educated about the devastating effects of Trich. I encourage you to visit with your neighbors, reach out to your veterinarian, your county extension staff, local agricultural organizations and other officials to learn more about Trich. Be aware of the risks associated with exposing herds to untested bulls, and ask fellow producers to continue working with the Missouri Department of Agriculture to control this potentially devastating livestock disease.

The value and reputation of Missouri's cattle industry are too important to cut corners. As you watch your new calves on the fresh green grass this spring, ask yourself - What is a healthy herd worth?

— Dr. Jon Hagler is director, Missouri Department of Agriculture.

## BUSINESS BEAT

### Business Offers On-Site Equipment Maintenance

#### Oil recycling helps protect environment

BY JOANN PIPKIN, EDITOR

His background was in disassembling bombs, but that may have actually helped Jason Casey develop a service-oriented business designed to help farmers and other equipment owners stay on task with preventive vehicle maintenance.

With the idea of developing a low-overhead business, Casey left the explosives industry and launched On Location Lube, based north of Webb City, about seven years ago.

"It's a win-win," Casey says of the service he offers farmers and larger businesses with fleet vehicles.

"Our business is really built on whatever is most convenient for the customer," Casey explains.

Inclement weather is one of the biggest challenges this entrepreneur faces as well as locating "off-road" equipment.

In a nutshell, On Location Lube is a mobile lube fleet service provider that consists of a typical lube shop, with state-of-the-art equipment housed in enclosed trailers. In fact, Casey customized the trailers himself, and he says his hands-on training in explosives helped provide some background for the business.

**CONTINUED ON NEXT PAGE**

Jason Casey customized an enclosed trailer which houses his business, On Location Lube. The operation serves customers in five states.





**EQUIPMENT MAINTENANCE  
CONT'D FROM PREVIOUS PAGE**

“Our mission is to build a customized servicing program focused on the needs of each customer that requires minimal down time to equipment and man hours,” Casey notes. “We coordinate the logistics, providing service at the customer’s facility or vehicle/equipment location, during on- or off-work hours based on the customer’s preference.”

Casey says his business specializes in convenience and timely preventive maintenance while keeping detailed records of services for future reference.

On Location Lube basic service typically includes draining and replacing oil, a new oil filter and all labor associated with preventive maintenance for a variety of equipment and vehicles. The business services semi-tractors, diesel trucks, tractors, combines, backhoes, skid steers, irrigation equipment and ATVs, among others. The business requires a three-vehicle minimum per customer.

While the business does not actually perform repair maintenance, On Location Lube does notify the customer of any issues observed such as

oil leaks, loose bed bolts, drive line issues and exhaust leaks. Customers are typically contacted approximately one week prior to service for vehicle locations and updated equipment lists.

A unique element in Casey’s business is that he purchases used oil, which he says benefits the environment.

“We recycle it and some of it goes to Alaska where it is used for heating,” Casey explains.

In addition to the oil, Casey also recycles fuel and oil filters, even cardboard packaging.

Casey offers filters for farm equipment through his sideline business, Farmer’s Filters. “From the lube side, we do about 3,500 oil changes per year. So, we buy a lot of filters and oil. We have been able to work with filter vendors to provide quality products at a discounted price,” Casey notes.

He operates both entities with the help of Anissa Lomshek and two part-time workers.

On Location Lube serves customers in five states — Missouri, Arkansas, Kansas, Oklahoma and Texas.

Additional information about On Location Lube and Farmer’s Filters can be found on the web at [www.farmersfilters.com](http://www.farmersfilters.com). or by calling 417-438-2105.

**John Maday Named NIAA’s  
Advocate for Animal Agriculture**

John Maday, managing editor for Drovers/CattleNetwork, was presented the National Institute for Animal Agriculture’s Advocate for Animal Agriculture award April 16 at the organization’s annual conference in Louisville, Ky.

“If you read about the beef industry, then you are familiar with the words and insight of John Maday,” states Dr. Nevil Speer, Western Kentucky University who presented the award to John. “John’s passion for agriculture—and the beef industry in particular—and his dedication to presenting the facts shines through his writing. He is extremely well versed and isn’t afraid to ask the hard questions.

“John uses the power of the pen judiciously and fairly. He is a strong and positive voice for agriculture.”

Raised in southern Wisconsin and working on

diversified crop and livestock farms through high school and college, John earned his Bachelor of Science in Agronomy from the University of Wisconsin and a Master of Science in Agricultural Extension Education from the University of Florida. Before joining the Drovers staff in 1993, John worked at the University of Florida in extension for six years, spent 18 months in the West African nation of Cameroon teaching at the national college of agriculture and worked in agricultural public relations.

A resident of Fort Collins, Colo., John was a co-recipient of the 2000 and 2008 Jesse H. Neal National Business Journalism Award.

—Source: *Drovers CattleNetwork.com/The National Institute for Animal Agriculture*

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Vac Sourced / Weaned Sourced / Non-Sourced / Aged & Sourced

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### RANCH/OPERATION INFORMATION

Name cattle will be check in as or sold as: \_\_\_\_\_

Owner/Manager \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Field Representative \_\_\_\_\_

Location of where value added tags were purchased \_\_\_\_\_

### VALUE ADDED SALE DATES

Thursday, June 27, 2013  
(Wean Date: May 14, 2013)

**Marketing Information**  
Total Number of Head Enrolling (est) \_\_\_\_\_ Steers \_\_\_\_\_ Heifers \_\_\_\_\_  
Weaning Date, if applicable (mm/dd/yy) \_\_\_\_\_  
Approximate Marketing Date (mm/dd/yy) \_\_\_\_\_

**ENROLLMENT**  
**Birth dates of calves for producers in the GAM-1 or JRS/PVP program:**  
**Birth date of oldest calf in group (mm/dd/yy) \_\_\_\_\_ (example: 02/01/07 - 04/01/07)**  
**Other Management Practice Information**  
Please check and date all that apply:

Dehorned \_\_\_\_\_  Bunk-broke \_\_\_\_\_  Tank broke \_\_\_\_\_  
(date) (date) (date)

Vaccinations should be administered in the neck area following Beef Quality Assurance guidelines. Write date of administration for each product used in appropriate area, month and day.

PRODUCT ADMINISTERED		JRS Calf	JRS Vac 45	JRS Vac 45
Vaccine Protocol		Vac Sourced	Weaned Sourced	Non-Sourced
List Product and Brand Name		1 <sup>st</sup> Dose Date	1 <sup>st</sup> Dose Date	1 <sup>st</sup> Dose Date
List Product and Brand Name		1 <sup>st</sup> Dose Date	Booster Date	Booster Date
<b>Respiratory Virals</b> IBR-BVD-P13-BRSV 1 <sup>st</sup> Round MLV or Killed Booster Dose MLV only	X	X	X	X
<b>Clostridial/Blackleg</b>	X	X	X	X
<b>Haemophilus Somnus (Optional)</b>				
<b>Mannheimia (Pasteurella)</b>	X	X	X	X
<b>Haemolytica</b>				
<b>Parasite Control (Dewormer)</b>		X		X
<b>Implant</b>				
<b>PRODUCT ADMINISTERED</b>		<b>JRS/PVP Calf Aged &amp; Sourced</b>	<b>JRS/PVP Vac 45 Aged &amp; Sourced</b>	<b>JRS Vac 45 Non-Sourced</b>
<b>Vaccine Protocol</b>	<b>List Product and Brand Name</b>	<b>1<sup>st</sup> Dose Date</b>	<b>1<sup>st</sup> Dose Date</b>	<b>1<sup>st</sup> Dose Date</b>
<b>Respiratory Virals</b> IBR-BVD-P13-BRSV 1 <sup>st</sup> Round MLV or Killed Booster Dose MLV only	X	X	X	X
<b>Clostridial/Blackleg</b>	X	X	X	X
<b>Haemophilus Somnus (Optional)</b>				
<b>Mannheimia (Pasteurella)</b>	X	X	X	X
<b>Haemolytica</b>				
<b>Parasite Control (Dewormer)</b>		X		X
<b>Implant</b>				
<p>X indicates required shots. Calves enrolling in the Calf Vac program need to be processed 4-6 weeks prior to selling. Calves worked and processed for the Vac 45 weaning period are REQUIRED to have the BOOSTER 2-5 weeks after first round of shots.</p>				

All males are to be guaranteed steers and all heifers are guaranteed "open". If any bull(s) are found, seller will be billed for the loss of the buyer; sellers of any bred heifer(s) will be given the option to take home the bred heifers or billed the loss after the re-sale of bred heifer(s)

### PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES DYES

I certify that the calves listed meet or will meet JRS requirements and products have been or will be administered according to label directions and BQA guidelines. I also certify that the information on this form is true and accurate.  
Signature of either OWNER/MANAGER OR VETERINARIAN IS REQUIRED \_\_\_\_\_

Signature of Owner/Manager/Veterinarian \_\_\_\_\_ Ranch/Operation Name \_\_\_\_\_ Date \_\_\_\_\_

### JRS Source and Age Verification Program

For Producers wanting to enroll in our Age and Source Verification, JRS has teamed up with Global Animal Management (GAM) PVP (Process Verified Program) for age & sourced cattle.

No Premise number or on-site evaluation is required, only a simple 24 question form will need to be completed and faxed or mailed to JRS. After filling out the questionnaire, a representative from GAM will contact you for any additional information pertaining to the questionnaire. This information will include calving records, bull turn-in date, farm product receipts, etc. For any questions call Troy or Mark @ (417) 548-2333.  
Call JRS to obtain questionnaire.

## ON THE CALENDAR

### Get Tips for Your Cow Herd at Beef Improvement Federation Meeting

Group to Meet June 12-15 in Oklahoma City

Missouri producers interested in quality beef can attend a nearby national meeting.

The Beef Improvement Federation (BIF) meets in Oklahoma City, June 12-15. "It's where researchers, producers and industry leaders meet to discuss discoveries in beef production," says Jared Decker of the MU Extension beef team.

The theme is "Where Profit and Progress Intersect." A major topic will be the crossbreeding vs. straight-breeding debate.

New genetic tools are available that aid production of quality beef. Producers will hear various sides of all issues.

MU beef reproduction specialist Dave Patterson will present results of research on breeding protocols. Those were developed and tested at the MU Thompson Farm, Spickard.

"It's a chance to hear the latest in beef cattle breeding and genetics," Decker says.

The main program is June 13-14. Other events and ranch tours surround the meeting at the Renaissance Hotel and Convention Center in Oklahoma City.

There will be more than serious science. The group visits the National Cowboy & Western Heritage Museum the evening of June 13. Entertainment includes the Bunkhouse Band.

Producers can sign up at the BIF website: [www.beefimprovement.org/convention.html](http://www.beefimprovement.org/convention.html). Hotel links are included.

There is one fee for all four days. However, various combinations down to one-day tickets are available.

—Source: Univ. of Missouri Cooperative Media Group

## TAGS FOR JRS VALUE ADDED SALES ARE NOW HANDLED OUT OF JOPLIN REGIONAL STOCKYARDS

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- Animal Clinic of Monett (417) 235-4088
- Vet Office on Sale days (417) 548-3074
- Mac's Vet Supply-Monett (417) 235-6226
- Feed & More-Mt. Vernon (417) 471-1410

Only visual tag required for JRS Vac-45, JRS Calf Vac and JRS Stocker Vac.

Age & Source/PVP qualifications & tags are handled through JRS

For more information

call Mark Harmon or Troy Watson  
417.548.2333


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# Event Roundup

## May

- 8-10 Management Intensive Grazing School • Mount Vernon, Mo. • PH: 417-466-7682, ext. 3
- 10 Management Intensive Grazing School • Halfway, Mo. PH: 417-345-2312, ext. 3
- 10 Special Replacement Cow Sale • Joplin Regional Stockyards, Carthage, Mo. • PH: 417-548-2333
- 18 Midwest Regional Spring Braunvieh Sale • Springfield, Mo. PH: 417-343-3635
- 21-23 Management Intensive Grazing School • Ozark, Mo. PH: 417-581-2719, ext. 3

## June

- 1 JRS & Risen Ranch Cowboy Church present the Best of the Best Calf Roping • Carthage, Mo. PH: 417-548-2333
- 8-9 Missouri Cattlemen's Association All Breeds Junior Cattle Show • Sedalia, Mo. • PH: 573-499-9162
- 11-13 Management Intensive Grazing School • Neosho, Mo. PH: 417-451-1077, ext. 3
- 12-15 Beef Improvement Federation Research Symposium & Meeting • Renaissance Hotel & Convention Center, Oklahoma City, Okla. • PH: 415-744-9292 or online at [www.beefimprovement.org](http://www.beefimprovement.org)
- 27 Value Added Sale • Joplin Regional Stockyards, Carthage, Mo. • PH: 417-548-2333

## July

- 19-22 Ozark Empire Gold Buckle Extravaganza Ozark Empire Fairgrounds, Springfield, Mo. PH: 417-833-2660
- 25-8/3 Ozark Empire Fair • Springfield, Mo. • PH: 417-833-2660

## August

- 8-18 Missouri State Fair • Sedalia, Mo. • PH: 800-422-FAIR

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# GRASS TETANY KILLS.

MAY  
IS BEEF MONTH 

## Ounce of prevention = 1 healthy cow.

Grass tetany can happen swiftly and silently—a cow could be dead within 2 to 3 hours once any symptoms are visible.

### When can grass tetany occur?

Anytime, but mainly in the spring on rapidly growing cool season grasses, such as fescue, brome or orchardgrass.

### MFA has the solution

Start with one of the following products to keep that old cow in your herd. Read and follow label recommendations to ensure that the correct amount of magnesium is being fed.

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- MFA XI Mag Mineral
- MFA Breeder Cubes
- Ricochet Mineral
- MFA Ultra Lix 20% all natural with Mag



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