

JOPLIN REGIONAL STOCKYARDS
CATTLEMENS NEWS

OCTOBER 2014

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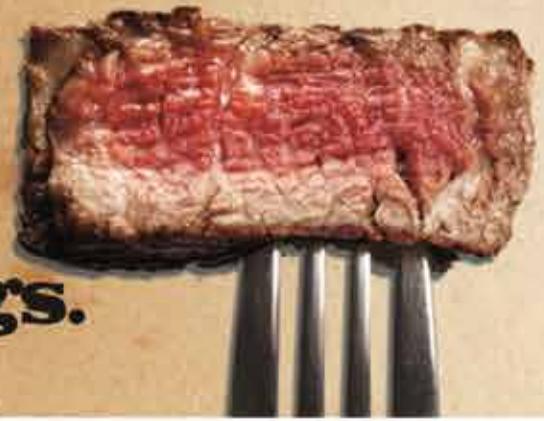


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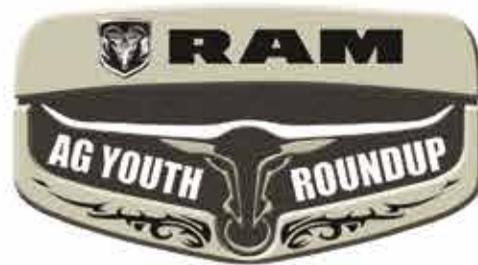
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VIEW FROM THE BLOCK

Prices just keep holding in there. There is a lot of feed around and it looks like we're going to have some wheat pasture. As the supply of yearling cattle continues to be short here early this fall, the market just keeps getting stronger. It's feeding off itself. I do expect some of the cattle, especially the high-risk calves and bulls, to get a little cheaper as we see runs pick up all over the U.S. later this fall. The health of the calves is starting to be a little bit of an issue. Wide swings in temperatures and some rain in recent weeks have made it tough on some of the calves. We won't have any problems selling weaned or yearling cattle.

If you have some feed on hand, go ahead and wean those calves for 45 days before you sell them. Those cattle will be worth an extra \$10 to \$15 per cwt at sale time. Pencil the calves, if you take care of them, the way the feeder market is right now, most all the cattle will make some money. There's opportunity out there. There is more risk, but there's



more opportunity to make some money in the cattle business than there has ever been.

Replacement cows continue to get higher as we see more confidence in the market. The rain in mid-September helped bring some faith back into the market. Folks are starting to hang on to some of their cows and heifers as we start to rebuild the cowherd.

Hog numbers are starting to rebuild. We're sending close to 10 percent more cattle to slaughter every week than what we did a year ago. So, every week there is a shortage of beef. At this point, though, we just need to keep on, keepin' on. We continue to see the perfect storm with the market. Right now we just need to take advantage of it.

We'll see everyone at Farm-fest! Enjoy the beautiful fall weather. I've never seen it any better!

Good luck and God bless.

Jackie

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Find out how Claude and Colleen Moore built farm and family from the ground up. See story on page 26.

—Cover photo by Joann Pipkin

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BEEF IN BRIEF

Amendment 1 Vote Upheld

Recount results are in from the Aug. 5 election and the votes in favor of Amendment 1, the Missouri Farming Rights Amendment, have been upheld.

Counties and local election authorities have completed the recount and submitted their results to the Office of the Secretary of State. Secretary of State Jason Kander has recertified the election results.

“This is good news for anyone who eats,” said Don Nikodim, chairman, Missouri Farmers Care. “Thanks to our supporters, agricultural organizations and farmers for their hard fought efforts in passing this constitutional amendment. Now Missouri farmers can move forward with providing a diverse food supply without the threat of out-of-state activist groups impeding our state’s number one industry.”

A detailed recount breakdown is available at www.sos.mo.gov/elections/amendment1.

—Source: Adapted from a Missouri Farmers Care release.

Beef Checkoff Sets FY2015 Plan of Work

The Cattlemen’s Beef Board will invest about \$39 million into programs of beef promotion, research, consumer information, industry information, foreign marketing and producer communications in fiscal year 2015, if the recommendation of the Beef Promotion Operating Committee is approved by USDA, following review by the full Beef Board.

Broken out by budget component, the Fiscal Year 2015 Plan of Work for the Cattlemen’s Beef Board budget includes:

- \$8 million for promotion programs, including continuation of the checkoff’s consumer digital advertising program, as well as veal promotion.
- \$9.7 million for research programs, focusing on a variety of critical issues, including pre- and post-harvest beef safety research, product quality research, human nutrition research and scientific affairs, market research, and beef and culinary innovations.
- \$10.4 million for consumer information programs, including a Northeast public relations initiative, national consumer public relations, including a “Moms, Millennials and More” consumer information program, nutrition-influencer relations, and creation of a digital application and beef game for youth.
- \$1.7 million for industry information programs, comprising dissemination of accurate information about the beef industry to counter misinformation from anti-beef groups and others, as well as funding for checkoff participation in a fourth annual national industry-wide symposium focused on discussion and dissemination of information about antibiotic use.
- \$7.7 million for foreign marketing and education in some 80 countries in the following: ASEAN region; Caribbean; Central America/Dominican Republic; China/Hong Kong; Europe; Japan; Korea; Mexico; Middle East; Russia/Greater Russian Region; South America; and Taiwan.
- \$1.5 million for producer communications, which includes producer outreach using national communications and direct communications to producers about checkoff results; as well as development and utilization of information conduits, such as auction markets; maintenance of a seamless partnership with state beef council producer-communication efforts; and producer attitude research to determine producer attitudes and desires of their checkoff program.

For details about individual proposals considered by the Operating Committee, visit MyBeefCheckoffMeeting.com.

—Source: Release from MyBeefCheckoff.com

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Product Enhancement Research
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New Product Development
Works with industry leaders to develop new beef products, plus share beef recipes and cooking tips.

Advertising
Creates all (known) consumer advertising—radio, print, outdoor and digital—to reinforce that beef is part of their everyday life.

Foreign Marketing
Provides beef market development, promotion, research, consumer and industry information in more than 100 countries worldwide.

Channel Marketing
Develops all promotions, training and other programs to help promote beef in restaurants and grocery stores.

Nutrition Research
Focuses on beef’s role in human nutrition as it relates to overall health and well-being.

Industry Information
Enhances the image of the beef industry by responding to, and correcting, misinformation about beef and sharing the beef production story.

In a comprehensive economic study about the return on investments of beef checkoff programs, Dr. Harry Kaiser of Cornell University concluded the return on producers’ and importers’ investments into this program is vastly greater than the cost of the program.

6.4 PERCENT LOWER The reduction in foreign demand for U.S. beef between 2006 and 2013, if not for the checkoff.	11.3 PERCENT LESS The reduction in domestic beef sales between 2006 and 2013, if not for checkoff programs.	15.7 BILLION POUNDS MORE The amount of additional beef sold domestically between 2006 and 2013 because of checkoff programs.	BOTTOM LINE Your investment in the checkoff results in higher prices, which means higher net revenue for your operation.
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Weaning Management

Post-weaning nutrition affects calf, cow

Story By Justin Sexten for *Cattlemen's News*

Fall calving occurs between late August and mid-November depending on your definition of autumn. Regardless of calving date, steps to improving rebreeding rates should be taken prior to the traditional Thanksgiving and early December breeding season.

Given the relatively cool summer and adequate rainfall, fall calving cows should have been in good condition prior to calving. Cows with uniform condition down their top and fat covered ribs should have no problem rebreeding in a restricted breeding season. However, cows with body condition scores below a five at calving should be managed separately from the main cowherd. Taking steps to identify marginally conditioned cows and sorting them off early af-

ter calving gives you plenty of time to make changes prior to the start of the breeding season. With relatively low supplement cost and high cattle value, taking steps to improve conception rates should pay dividends.

What should we look for when identifying marginally conditioned cows? These cows will have greater than the last rib showing, may have a prominent hip and spine and lack condition in the brisket. When evaluating cows, consider looking at them during the early to mid-afternoon hours, at this time they are no longer full from their early morning grazing and an accurate assessment of condition can be determined without fill. On a side note, if you are looking to buy cows, consider looking at them in the rain on a 40-de-



gree day; they will never look worse than when they are wet and cold.

Regardless of body condition, consider sorting off first and second calf cows that calved late in the calving season as these young cows are at greater risk of failing to conceive during a controlled breeding season. Young cows may be carrying more condition than older cows, but will require greater nutrients during lactation due to continued growth to mature size. Additional supplements provided to these marginally conditioned and high-risk groups reduce nutrient demands on body condition. Just because supplement costs have declined does not suggest forage testing is no longer needed to

evaluate forage quality and the appropriate supplementation level.

Creep feeding is most advantageous when feed is inexpensive, value of gain is high and milk production is low. As harvest progresses feed prices are projected to decline suggesting cost of gain should be lower. A conservative rule of thumb is creep feeding takes 10 pounds of feed to support a pound of gain. As milk production and forage availability declines, supplemental feed conversion will improve.

In fall calving cows forage quality typically declines after the first of the year as producers finish grazing fall pasture growth and transition to lower quality hay. Lower quality forage reduces the cow's ability to produce milk while nutrient demand by the calf for growth increases. Creep feeding provides supplemental nutrients to the growing calf, allowing for increased pre-weaning gain. Creep feed-

CONTINUED ON NEXT PAGE

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Corn, Bean Prices to Fall

FAPRI updates price outlook baseline

Story From University of Missouri Cooperative Media Group

Crop prices have fallen sharply while livestock prices have creached record levels in 2014. Next year could see some moderation in livestock prices and continued low crop prices.

The August baseline update from the Food and Agricultural Policy Research Institute at the University of Missouri projects record corn and soybean harvests this fall. FAPRI director Pat Westhoff said those records will continue to pressure crop prices.

Corn prices are under \$4 per bushel. Westhoff said with large ending stocks at the end of this year, prices for corn and soybeans will remain under pressure into next year.

"If we continue to plant a lot of corn and soybeans in 2015 as appears very likely, we could have another year of depressed prices," Westhoff stated. "We are current-

FALL CALVING FROM PREVIOUS PAGE

ing will mask cows' milk production so culling cows on performance becomes more challenging.

Some suggest creep feeding reduces the cow's nutrient needs by reducing calf milk consumption; however, the data shows calves continue to nurse the cows and consume less forage, sparing nutrients for the cow herd. In spring calving herds this nutrient sparing increases pasture available to cows, whereas in fall calving herds hay is conserved. In both cases, we are saving forage. In fall calving herds, the nutrient content of creep feed is likely superior to hay quality while in spring calving herds, creep feed and spring pasture may not differ in nutrient content.

One drawback to creep feeding is replacement heifer prospects consuming creep feed that become fleshy tend to produce less milk as a cow. Milk production in creep-fed replacement heifers has been reduced by as much as 25 percent and milk suppression has been demonstrated to last the productive life of the cow.

Calves need approximately two months of creep feeding to demonstrate increased performance compared to non-fed calves. One management option may be to shorten the creep feeding period to the end of lactation (January to March) when milk production is lowest and environmental conditions are most challenging to calf growth. This system adapts calves to supplemental feed producers may use when weaning.

—Justin Sexten is state extension specialist, beef nutrition. Contact him at sextenj@missouri.edu.

ly projecting that soybean prices may drop below \$10 a bushel for the first time since 2009."

On the flip side, livestock producers are seeing higher prices resulting from strong demand in beef, limited supplies of pork and strong international demand for dairy products. With lower feed costs, Westhoff expects producers to expand production, which will eventually lower prices.

Westhoff said consumers have seen an uptick in food price inflation this year, caused mostly by higher meat and dairy prices. However, with a downturn in live animal prices, consumers should see some moderation on grocery store shelves. Westhoff said it's possible food price inflation could drop to less than 2 percent in 2015.

Another impact of the lower crop prices is increased production of biofuels. Westhoff said existing ethanol plants are operating at or

CONTINUED ON PAGE 11



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Unstoppable Momentum

10 tips for reducing calf stress, optimizing immune function

Story By Dr. Dave Rethorst for *Cattlemen's News*

Recently, while I was helping with a research project on cattle handling, one of the graduate students had on a T-shirt from the University of Florida Medical Systems March of Dimes fundraiser that said, "Together We Can Create Unstoppable Momentum."

As I thought about that statement, I remembered a colleague of mine at Kansas State, Dr. Bob Larson, talks about reproductive momentum when he discusses proper heifer development and the role it plays in getting cows bred back on time after calving so that 60-65 percent of the cows calve each cycle — in turn optimizing weaning weight. In many instances this does not involve major inputs; it requires managing the

details and making sure they are done properly.

As I reflected further, I came to the conclusion that momentum also fits into the prevention of bovine respiratory disease we have been visiting about the past several months.

Bovine respiratory disease costs the cattle industry millions of dollars each year in lost performance, death loss, drug costs and labor costs. Despite the fact new vaccines and new antibiotics become available on a fairly regular basis, the incidence of respiratory disease continues to rise. Quite frankly, we are wasting many of the resources that have been entrusted to our care every time a calf gets sick and/or dies from respiratory disease. All of the inputs re-

quired to get the calf to that stage of life — whether it be grass, harvested feed, labor, or pharmaceuticals — are wasted. Included in that are the inputs necessary to get the cow pregnant and carry the pregnancy to term.

Cattle size and performance have increased dramatically in the past 40 years. I can remember when if you weaned a 450-pound calf, you had quite a calf. Today, we routinely wean calves weighing 600 to 650 pounds or more. Yet, many times those calves are managed the way they were 40 years ago. The good Lord did not bless cattle with very efficient cardiac and respiratory systems. As we have increased the size and growth rate of cattle we have



placed further demands and stress on these inefficient systems. I believe that is at least part of the reason we see an increasing incidence of respiratory disease as well as right sided heart failure at altitudes where it shouldn't be seen.

So, how do we combat this? We manage the details and make sure they are done properly. As I mentioned when discussing reproductive momentum, many times this does not require major cost inputs. We need to reduce stress on these calves and optimize the immune system function. Areas where we need to concentrate our efforts include:

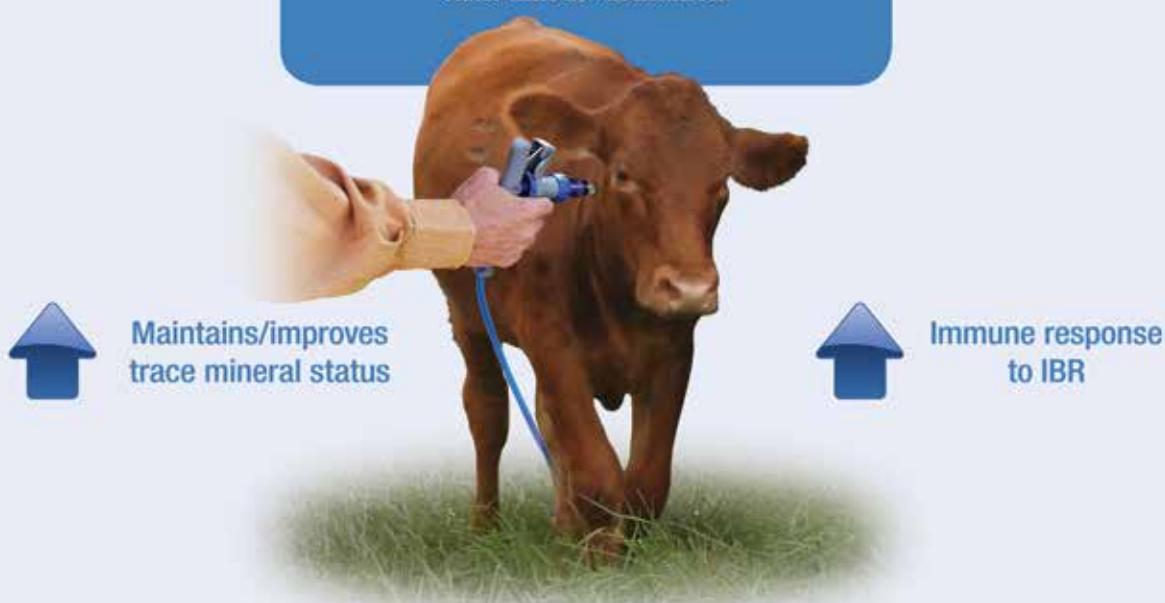
1. Low stress cattle handling
2. Low stress weaning
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4. Emphasize docility

CONTINUED ON PAGE 11

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NEWS TO USE

Farm to School Value-Added Agriculture Grants Available

Deadline to apply is Oct. 31

Story From Missouri Department of Agriculture

The Missouri Department of Agriculture announced that the Missouri Agricultural and Small Business Development Authority (MASBDA) is now accepting applications for farm to school value-added grants. These grants will assist Missouri businesses in accessing and processing locally grown agricultural products for use in Missouri schools.

The new program was authorized by Senate Bill 672 and Senate Bill 701, which were signed by Governor Nixon on July 8 and 9, and provides businesses the opportunity to place locally grown agricultural products in Missouri school meals and snacks, while at the same time strengthening local farming economies.

“As evidenced by Missouri being in the top 10 states in the number of farmers markets, producers in Missouri grow some of the best food around,” Director of Agriculture Richard Fordyce said. “We’re thrilled that we can offer this program to incentivize Missouri businesses, which will in turn increase the amount of nutritious and delicious Missouri-made food served to students and benefit Missouri farmers.”

Eligible applicants must be a small business that purchases or processes locally grown agricultural products from a small farmer, and whose primary market are schools in Missouri. Small businesses that are producers of agricultural products themselves are eligible too. Grants will be awarded on a competitive basis. Applications will be scored based on their economic development potential, credibility and merit, as well as the source and level of matching funds.

The maximum individual grant is \$200,000. Applicants are required to provide a 10 percent cash match toward the resource being funded. Eligible resources may include, but are not limited to, items such as coolers, freezers, washing, bagging, sorting and/or packing equipment and professional services for the development of Good Agricultural Practices/Good Handling Practices (GAP/GHP) and Hazard Analysis and Critical Control Analysis (HACCP) plans. The program does not provide funds for agricultural production practices or equipment, paying off debt, applicant salaries

or wages (or that of employees), motor vehicles or operating expenses.

Applications must be submitted to MASBDA by 5 p.m. on Fri., Oct. 31, 2014. Incomplete applications will not be accepted. For more information on the program and complete guidelines, visit agriculture.mo.gov or contact MASBDA at masbda@mda.mo.gov or (573) 751-2129.

—Source: Missouri Department of Agriculture Release.



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Take Your Farm to the Next Generation

Decision-making: Get the farm's next generation involved

Story By Darren Frye for Cattleman's News

Think about when you first started working on the farm or ranch. How did you learn production skills? If your family farm was like most, you probably picked things up gradually by watching others do what you were trying to learn – or just by jumping in and learning as you worked.

Since the greatest amount of learning usually takes place closest to the doing, learning new skills while doing your regular job on the farm can be an effective way to practice and learn a lot – especially for a new farm employee.

But some of the skills the head of a farming operation will need in the future may require a different approach to the



learning process. It will have to be more intentional than in the past, because there's greater complexity around these skills.

If you got your start farming as a member of the younger generation, you probably learned a lot from the older generation as you got ready to lead the operation. With time, they had you take more and more re-

sponsibility for decision-making and for making sure things were operating correctly.

They might not have spent time intentionally 'training' you on how they made decisions for the farm, but you got a basic sense of how to do it. Then you probably developed your own way – over time – to best think through and make major decisions.

Now you might be the older generation on the farm, thinking about how to start preparing the younger generation with the production and

management skills they will need to run the operation. You 'made it' primarily with hard work and good instincts – but as you've seen during your career, the ag world has become a very different place since you first started farming.

The key is you can't assume the next generation automatically knows how to go about the decisions you've been making for years. There's no way to know if they go through a similar thought process – like you do as you make those decisions –

CONTINUED ON NEXT PAGE

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NEXT GENERATION FROM PREVIOUS PAGE

unless you work directly with them and take them through the process.

The key here is planning – putting a clear succession and training plan in place for the next leaders of your operation. That way, both you and they can see the path they are on toward farm leadership. You have the opportunity to put in writing the things that will be most key for them to learn as they progress – and then you can monitor to see if they are working on those areas.

The plan shows them the path they will need to take if they want to be a leader of the operation someday. It gives them the opportunity to work on those areas, especially the ones they need more practice and experience in.

This is the succession-planning piece of the legacy plan for your farming operation. Unfortunately, it's one of the main reasons family operations fail

to transfer to the next generation. But by proactively discussing these topics with the younger generation on your farm, you can start setting up a plan for how they can prepare to take the reins – through a smooth transfer.

You can find more resources and information on succession and legacy planning for your family farm at www.waterstreet.org. If you want your family operation to continue, making this a priority is key. Otherwise, it will get pushed to the back burner. Having the right conversations and getting the right plans started now could make the difference between your farm continuing on – or not.

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

CORN, BEAN PRICES FROM PAGE 7

near full capacity, and in addition to meeting domestic needs there has been an increase in exports this year.

Westhoff cautioned that this is just an update and the actual size of this year's crop isn't known yet.

“There's a lot of uncertainty in these projections,” Westhoff

said. “If you ask me a few weeks from now what I project, it may be very different from what I tell you today.”

The FAPRI August update to the baseline outlook is available at www.fapri.missouri.edu. A companion report with more details on livestock and consumer prices can be found at amap.missouri.edu.

—Source: University of Missouri Cooperative Media Group.

UNSTOPPABLE MOMENTUM FROM PAGE 8

5. Eliminate BVD from the cow herd
6. Adequate protein and energy for the cow, especially during late pregnancy
7. Adequate trace mineral supplementation, especially during late pregnancy
8. Internal parasite control
9. Sound vaccination program for both cow and calf

10. Record keeping/documentation

If we all would start addressing these areas, striving to get a little better every day, every month, every year, we can create a momentum and begin reducing the waste associated with respiratory disease in the beef cattle industry. If we are truly diligent about it, then “Together We Can Create Unstoppable Momentum.”

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

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What Do They Really Think?

Beef animal welfare views: U.S. public vs. cattle producers

Story From Our Staff

Results are in and researchers at Kansas State University have a good idea how U.S. cow-calf producers and the public view animal welfare in the beef sector.

A main goal of research in any area is to address a knowledge or information gap. Although prior research has addressed the issue of animal welfare in certain areas—the swine and egg industries as examples—limited research currently exists comparing producer and consumer views of beef and dairy animal welfare, according to Glynn Tonsor, livestock economist for K-State.

Tonsor — along with K-State doctoral agricultural economics students Melissa McKendree, and a team of veterinarians and animal scientists — have taken the lead in finding out more about the similarities and differences in U.S. beef producer and public views on animal welfare practices in the cattle industry.

The researchers note all livestock industries, beef included, are faced with mounting pressure to adjust animal welfare practices in response to societal concerns. The intent of this project is to take information learned regarding animal welfare in the beef industry to pinpoint where producers in the industry might improve, identify areas for possible consumer engagement and highlight existing points of agreement between producers and consumers.

In national surveys, cow-calf producers and consumers in the general public answered questions about their views of cattle animal welfare. Preliminary results indicated similarities in views between producers and the public, as well as knowledge gaps and differing views.

Public concerns

McKendree said a key finding in the study showed 65 percent of U.S. consumers reported they were concerned about the welfare of beef cattle in the United States. And

while most beef producers strongly disagreed a tradeoff exists between profitability and animal welfare, consumers tended to believe being more profitable means sacrificing on animal welfare.

“Producers believe there is a connection between profitability and animal welfare,” she said. “So, a healthy animal is going to be more profitable.”

Another major difference between the two groups was their views on providing overall care to cattle. While 73 percent of cow-calf producers believed U.S. farms and ranches provide appropriate overall care to their cattle, only 39 percent of the public believed this to be true.

“We don’t exactly know the reason for this gap and what the views are, but one hypothesis is that there’s a difference in what consumers think appropriate overall care means,” McKendree said. “Appropriate overall care to consumers, for instance, might be related to using or not using antibiotics or hormones. Conversely, producers might think that overall appropriate care is making sure that (the cattle) are not sick, giving them appropriate feed and water, and protecting them from the elements.”

McKendree said these preliminary results show opportunities for cow-calf producers and the general beef industry to communicate with the public about practices on farms and ranches. Having a discussion about items such as appropriate care would help more clearly define it with expectations of both producers and consumers.

Common ground

While differences in views did exist, the study also showed producers and consumers are on the same page on some items. Both groups (72 percent of producers and 57 percent of consumers) overall did not agree with statements indicating low beef prices



A Kansas State University study revealed only 39 percent of the public believes U.S. farms and ranches provide appropriate overall care for their cattle. The gap may be due to consumers’ understanding of what overall care means. —Photo by Joann Pipkin

are more important than the wellbeing of cattle.

Both producers and consumers picked the same top three most effective and practical actions to improve animal welfare based on nine total options. Those top three selected include: provide access to fresh, clean feed and water appropriate for the animal’s physiological state; provide adequate comfort through the use of shade, windbreaks and ventilation assuring clean, dry, sanitary environmental conditions for cattle; and promptly treat or euthanize all injured or sick animals.

The survey showed 80 to 90 percent of producers said they have already implemented these top three selected practical applications on their operations.

“Out of all of the practices we investigated, those are probably the least hands-on that would need to be changed on the farm or ranch within the industry today,” McKendree said, while noting that requiring employees to complete a consistent training program, castrating and dehorning with pain control, requiring third-party verification that appropriate animal care is being provided on the farm and developing a herd health plan with a veterinarian are examples of more hands-on changes that were listed and did not rank as high.

Futuristic look

Tonsor said one of the “take homes” from the study is that the issue of animal welfare is in the eye of the beholder and includes many different practices: providing pain control,

using antibiotics and providing adequate feed and shade as some examples.

“There’s a growing list of third-party verifications that are available to verify that proper animal welfare is in place at different stages in the cattle industry,” Tonsor said.

He added that these verifications could allow for broader marketing claims on animal welfare, such as certified labels on retail meat products. “I envision our work, once it’s analyzed and out for full public dissemination and absorption, to be useful as supplemental input in guiding the prioritization of those protocols and third-party efforts.”

The items of agreement between the public and producers would be comparatively easy to add to those third-party verifications, Tonsor said. A bigger challenge, but just as important, is incorporating and addressing those areas of disagreement between the public and producers today.

“That’s where our work comes in, highlighting some of those issues or on-farm practices that might be either a threat to the industry with no action required or an opportunity to get the public up to speed with producers,” he said.

The study was made possible by a grant from the U.S. Department of Agriculture.

—Source: Kansas State University Extension News

Agriculture Priorities Outlined

New beef program among top goals for Missouri

Story By Rebecca Mettler for Cattlemen's News

He says he wants to move Missouri's agriculture industry forward.

Since coming into his role last December as director of the Missouri Department of Agriculture, that's exactly what Richard Fordyce hopes to accomplish.

Fordyce identified the department's four primary goals during an August seminar in Springfield, Missouri sponsored by FCS Financial.

"It's great to be the director of agriculture for the state of Missouri," Fordyce said. "I am as passionate about agriculture as anybody you will ever meet. That's how I've made my living, how I've raised my family and it is an incredible honor."

Once Fordyce arrived in Jefferson City, he sat down with Governor Jay Nixon to address and outline the priorities for MDA.

The priority that most directly affects the beef industry falls into the value added agriculture category. Under the value add initiative, MDA focuses on creating a beef program designed to benefit each sector of the beef industry.

"Every beef producer, no matter what level of the chain you operate in, you are going to get to take advantage of something that will be in our beef program," Fordyce said.

Fordyce mentioned an emphasis on genetic improvement within the state's cowherd. Research on cow selection based on the ability to more easily metabolize fescue is an example. Increasing feed conversion in feeder cattle as well as technological advances in the feeding sector are other possibilities. He even mentioned the prospect of gaining a processing plant in Missouri.

"It's not something we are ready to roll out today, it's not something we are ready to roll out in six months, but believe me we are working on it," Fordyce said. "We are working on it for every beef producer in Missouri."

Supporting youth in agriculture is another top priority for the department. Fordyce explained that times are good in the industry now and one way to ensure agriculture's bright future is by supporting young people.

"It's really important that kids are passionate about, and want to embrace the industry, and want to lead the industry," Fordyce said.

Educating youth about modern agricultural practices at an early age could mean support for agriculture from them in the future.

Youth will grow up, move to the city, get married and have kids. Someday they will be standing next to the meat case and overhear someone saying they don't trust the farmers who are growing that food. If they are educated in agriculture, they can then step forward and assure the skeptical shopper the food we grow is safe, Fordyce said.

International marketing speaks to Missouri's strong commitment to exports. Fordyce said that is the lifeblood for a lot of products we grow.

Not only does MDA create and foster relationships with trade partners, but it also provides assistance for producers and processors in Missouri who are looking for marketing options.

The fourth priority for MDA is farm safety. Fordyce wants to see a statewide farm safety program that can be copied and administered at the local level.



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 Ledger x Fire Water x Easy Pro
 EPDs: BW: -0.4 WW: 30 YW: 60 M: 17 TM: 32



Lot 18 #309 Pld BD: 3/2/13
 BW: 84 lbs. AWW: 738 lbs.
 Ledger x Fire Water x Polled Value
 EPDs: BW: -0.1 WW: 30 YW: 61 M: 14 TM: 29



Lot 30 #316 Pld BD: 3/13/13
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Keeping Our Critter's Critters Happy

Microbe Farming: Part 1

Story by Elizabeth Walker for Cattlemen's News

During a conversation over cow efficiency, a cattle producer incorrectly assumed part of the genetics of cow efficiency passed to her offspring was that the calf was born with an inoculation of its mother's rumen and intestinal microorganisms (bacteria, fungi, protozoa, molds) already in its digestive system. In the womb, calves live in a sterile environ-

ment and are born, essentially, germ free.

Calves, like the young of other common ruminants, are not technically born ruminants. The rumen itself is small, and in fact the only function it has is to help funnel milk to the abomasum. The abomasums, or "true stomach," processes milk, preparing it for absorption in the small intestine. However,

a calf's rumen quickly develops and by the time a calf is six months or so old, it has a fully-functional rumen able to break down cellulose. In reality, a cow and a termite are a lot alike – neither one can survive without the host of microbes in its belly which digest cellulolytic compounds.

As the mother licks the calf, especially around the mouth and

nose, microbes will enter into the gastrointestinal track. Like all young, a new calf is curious and is always tasting interesting things in its environment, thus inoculating itself with the microbes found in its environment. Most of these microbes will be aerobic (oxygen loving), but eventually some oxygen haters (anaerobic) will start to inhabit various regions of the gut. Within the rumen can be found a plethora of different families, or types, of microbes. Just like people may prefer one food instead of another, microbes are the same way. Some microbes like fiber, some like concentrates, proteins or fats.

A cow does not have "four stomachs," but instead has four specialized compartments in its "stomach" — the rumen, reticulum, omasum and abomasum. The rumen is a remarkable compartment of the gastrointestinal tract. The rumen of an adult cow may contain between 40 and 60 gallons of fluid/material. In each tablespoon of fluid, there are about 9 billion microbes. There are between 10,240 and 15,360 tablespoons worth of fluid/microbes in the rumen of an adult cow. So, in each tablespoon, you have more microorganisms than people in the world. If you do the math, there are about $1.4e^{14}$ microbes in each mature cow, steer, heifer or bull. Talk about a hungry population!

These microbes get first dib's on everything a ruminant eats. With most feeds, except the ones that are specially protected against ruminal degradation, the microbes get their pick of what they want and are capable of eating. The predominant species of microbes is influenced by what an animal eats. A steer in a Midwest feedlot will have different ruminal population than an animal on pasture in the Northeast. If the diet suddenly changes, the whole environment/ecosystem of the rumen will change and that can have devastating effects on the animal. Why? Just like any other living creature on this earth, microbes eat and release wastes. These wastes can be ammonia, methane or volatile fatty acids. Ammonia and methane can be the perfect food source for other microbes as they will take the nitrogen from the ammonia



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MICROBE FARMING FROM PREVIOUS PAGE

and carbon from methane and use them as nutrients. One microbe's loss is another one's gain. Rumen microbes are recycling, ecofriendly pioneers. The rumen is a living, breathing ecosystem and if you really think about it, is about as mind-blowing as the universe itself.

Such harmony between gazillions of creatures can be destroyed. If the diet suddenly changes and say your cows get into the corn shed, those gazillion microbes get one heck of an environmental shock. The microbes that love eating fiber die due to starvation and those who love starch multiply. As the microbes die and the others start producing waste, the harmony of the once symbiotic environment changes. Waste products build-up uncontrollably, the pH (acidic) of the rumen shifts and your animal goes from a healthy happy cow to assuming the dead or dying pose. The rumen bloats, the animal is in terrible pain and unless you get rapid veterinary care, that animal and those gazillion microbes are at the end of their trip here on Earth.

Have you heard those commercials about how a healthy immune system starts in your gut? Sure, and here is a probiotic/yogurt/health pill that will extend your life and ability to ward off all sorts of ailments. The same is true for ruminants. A healthy population of gut microbes is essential for a healthy, robust calf. If the calf doesn't inoculate itself with healthy microbes, the unhealthy ones are able to gain a seat at the table. Diet and environment influence the development of the rumen, not only the microorganisms, but also the cells within the rumen itself.

People who raise cattle refer to themselves as rancher, farmer and even grass farmer. None of those names matter if you aren't a microbe farmer first. Keep the microbes happy and healthy, and you get to call yourself whatever you want.

In Microbe Farming: Part II, we'll look at how diet and environment influence rumen development.

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

Maximize Your Net Return

Feed yard placement weight affects production returns

Story By Ryan Reuter

Stocker cattle production is a major component of the cattle business in Oklahoma and Texas. Stockers are weaned calves that are typically grazed on pasture to add 200 to 400 pounds of body weight and are then sold as a "feeder" to someone who puts the calf on feed in a feed yard. Sometimes the stocker operator may retain ownership of his stockers and feed them out himself. Whether the calves are retained by the stocker or sold to a feeder, someone is going to be interested in how those cattle perform

in the feed yard and packing plant.

Recently, we (Reuter and Beck, 2013) conducted a thorough review of the scientific studies that have been published, looking for those decisions that a stocker producer makes that will affect finishing and carcass performance. We did not consider things like sex, breed, hide color or genetics because those traits are not affected by the choices a stocker producer would make. We did consider factors such as weight, average

daily gain (ADG), forage type, supplementation strategies and implanting. Surprisingly, there were few examples of stocker production decisions that affect finishing or carcass performance. One that does affect subsequent performance, however, is body weight at the time of placement on feed.

Feed yard placement weight does impact finishing and carcass performance. However, because cattle are growing, biological beings feed yard placement weight is typically confounded with age and previous ADG. In fact, body weight at any point is a mathematical function of age and previous ADG. Age increases every day, and, unless cattle are severely

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Data on file. Study Report No. 30338-03-03-342, Zoetis Inc.
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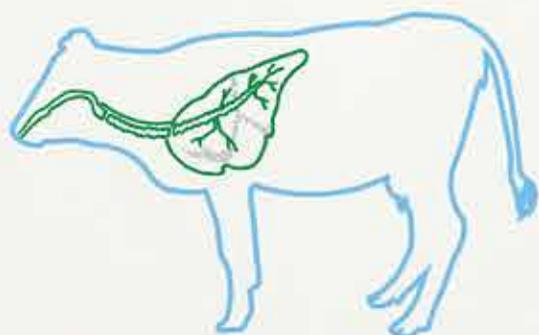


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NET RETURN FROM PREVIOUS PAGE

nutrient restricted, ADG is usually positive. Therefore, age, previous ADG and body weight are all related (usually highly correlated), and that makes it difficult to determine which of these factors is most important.

A traditional categorization has developed in which feeders are often called either “calf-feds” or “yearlings.” Yearlings are older and usually heavier, while “calf-feds” are younger and typically lighter. When yearlings are placed on feed, they have greater ADG, feed intake and carcass weights than calves, all else being equal. Calf-feds typically have higher feed efficiency, and better marbling

and tenderness traits. The magnitude of these differences is variable and difficult to predict.

This relationship can have a lot of implications for the beef industry. However, for a stocker, it boils down pretty simply: stocker producers should make decisions and use management strategies that maximize their net return and not worry very much about any residual effects in the feed yard. A pretty good proof of this is that when feeder cattle are sold, either at the sale barn or in the country, there is one trait that primarily determines their value — weight.

—Reprinted with permission from The Samuel L. Roberts Noble Foundation for Agriculture.

NRCS Helping Missourians Restore More Wetlands Acres

Funding part of national effort to protect, restore key farmlands

Story From Natural Resources Conservation Service

The USDA’s Natural Resources Conservation Service (NRCS) will provide about \$5.8 million in financial and technical assistance to help landowners voluntarily restore 1,638 more acres of wetlands in Missouri, mostly along the Mississippi River and the Missouri River.

The funding is part of a \$328 million national effort by USDA to protect and restore key farmlands, grasslands and wetlands through NRCS’ Agricultural Conservation Easements Program (ACEP). The program is part of the 2014 Farm Bill. It consolidates three former NRCS programs — the Farm and Ranch Lands Protection Program, Grassland Reserve Program and Wetlands Reserve Program.

Harold Deckerd, assistant state conservationist with NRCS in Missouri, said that all nine of the approved State Conservationist J.R. Flores said restoring wetlands is important because of the benefits they provide.

Wetlands are areas saturated by water all or most of the year. Often called “nature’s kidneys,” wetlands naturally filter contaminants out of water. Wetlands also recharge groundwater; reduce flooding

and soil erosion; support diverse populations of wildlife, plants and fish; improve aesthetics; and offer recreational opportunities.

At one time, wetlands covered 4.8 million acres of Missouri, primarily in the southeastern part of the state. They began to decline in the late 1800s amid competing land uses, reaching a low of about 640,000 acres by the 1980s. Through a combination of restoration efforts, there are about 1 million acres of wetlands in Missouri today. That total includes about 150,000 acres of wetlands that have been restored in Missouri with NRCS assistance since 1992.

“We know that we will never be able to restore all of Missouri’s original wetlands because some of those areas where they were converted to cropland are among the best crop-producing land in the country,” Flores said. “But at least we are moving in the right direction. As a conservationist, there is a lot more satisfaction in restoring wetlands than in seeing them drained.”

—Source: Missouri National Resources Conservation Service Release.

ECONOMIC INDICATORS

5 "C's" to Help You Get a Loan

Steps to help build a solid relationship with your lender

Story By David Burnett For Cattlemen's News

Some factors banks look for in granting credit on an agricultural loan vary from year to year in relation to market price, input costs and weather; however, the basic underwriting guidelines in obtaining credit will always exist. Lenders have used the 4 "C's" of credit for generations:

1. Credit — Satisfactory payment history
2. Capacity — Ability to repay the debt
3. Collateral — Security covering the loan amount
4. Capital — Liquidity, cash reserves

Personally, I believe there should be a 5th "C" of credit—character. I have been an ag lender for over 25 years. I have banked grandfathers, fathers, sons and grandsons throughout my career and have found character to be at the top of the list when loaning money.

Another major component to consider in analyzing an agricultural loan is management and the customer's knowledge of his or her industry. Bankers sleep better at night knowing their customers are on top of their game. The more confidence you can give your lender, the better. Letting your banker know even the simplest things aid in building a solid relationship. Know the size of your herd. Sounds simple, right? I have had multiple borrowers not know their herd size. At \$2,500/bred cow, I would think one should know how many of these valuable assets you have running around your farm. Other simple items to know include birth, weaning and even marketing weights. These will ensure the bank of your commitment to succeeding and you genuinely care about your farming operation and its success.

A solid relationship with your banker starts with trust at the forefront. Knowing your operation well enough to gain his or her confidence will speak volumes in a successful partnership for years to come. I pride myself, and my bank, in having so many successful ag-related "relationships." The bank truly wants you to be successful. When you are profitable, so is the bank, making it a win/win relationship for everyone involved.

Record keeping is another component ag lenders prefer completed, and done so consistently. Again, this is just another tool to aid in the success of the farmer and in building confidence with the bank.

The bottom line, if you can show your farming operation has the "capacity" to repay its debts and expenses, show sufficient "collateral" to support the debt,

"capital" reserves to draw from in down times or times when cash flow is thin or lacking, "credit" proving a satisfactory payment history to creditors, and finally, the "character" of an individual who will honor his or her word plus has the knowledge and understanding to operate successfully, you should hold the keys to obtaining an agricultural loan. While there are circumstances from time to time that do affect loan decisions either positively or negatively, these basic principles are the key. **T**

—David Burnett is community president, Mid Missouri Bank, Mount Vernon, Missouri.

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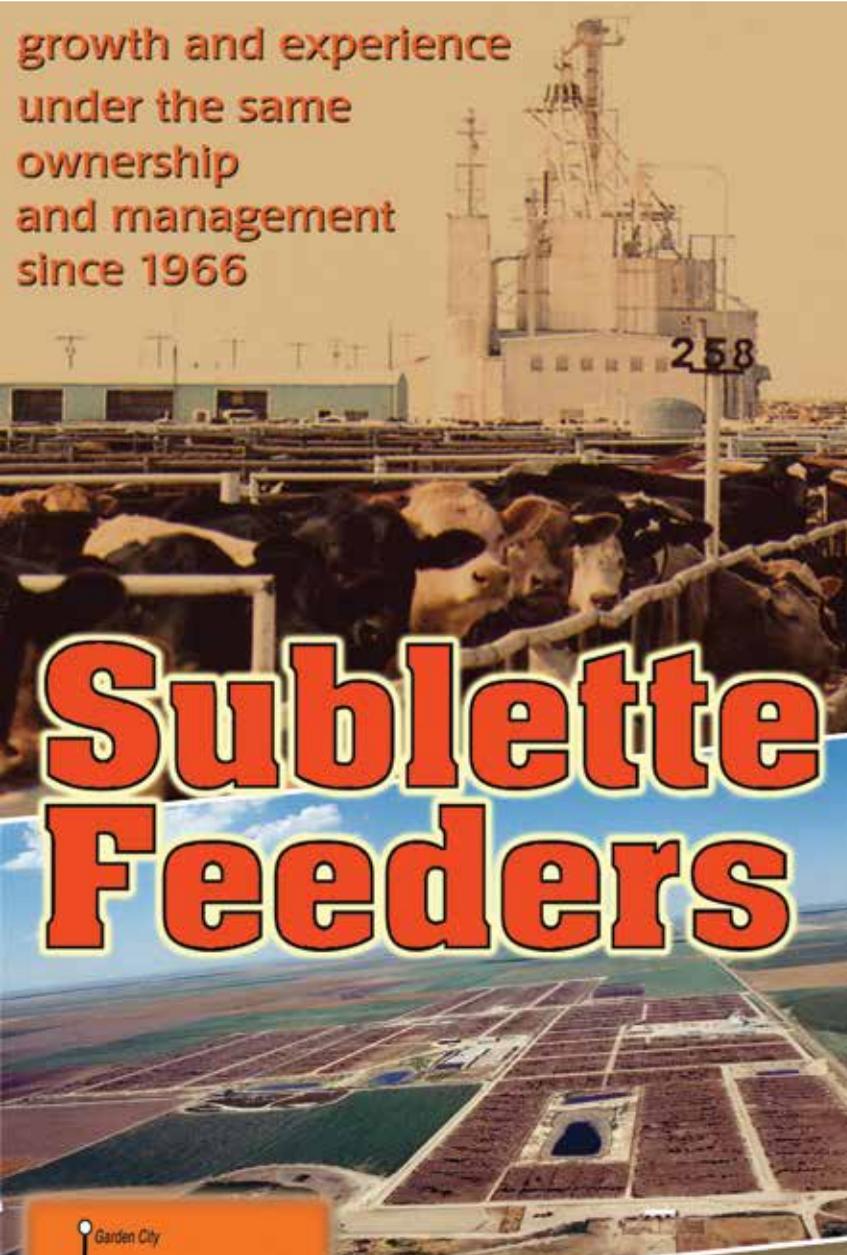
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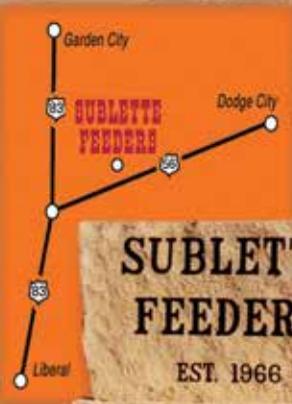


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ECONOMIC INDICATORS

How to Build Equity in Your Operation

Understanding your financial position is key

Story By Jay Sloniker For Cattlemen's News

Building equity or net worth is a relatively fundamental idea, but one that warrants some discussion in order to help us maintain or re-gain focus as we carry out our day-to-day activities. Equity is defined as the value of an asset after all liabilities associated with that asset are subtracted. It is one of the most important financial measures, and building equity should be a goal for any successful operator. That said, how do you reach that goal?

First, understand where you are in terms of your financial position. Doing so is the first step in getting where you want to be. A balance sheet is the "report card" for your equity position and other financial measures. If you don't already have one, complete a balance sheet and make it a point to update it at regular intervals. Use those updates to track your performance and keep your financial house in order. For most operations, a balance sheet updated annually at the end of the fiscal year is sufficient, although more frequent updates will help you stay in tune with the changes occurring constantly. Being detailed, accurate, and consistent when compiling balance sheets will make them far more valuable when it comes time to use them whether obtaining a loan, making purchase decisions or any other uses. Remember, if you don't have time to do it right, you must make time to do it over.

Compiling a balance sheet will show your capital position at a point in time. However, to understand your earnings over a period of time, one year for example, you'll need to complete an income statement as well. An income statement or profit and loss simply shows the revenues and expenses incurred over a period of time. Having actual historical information regarding incomes and expenses is important, but building a projection for the year to come is critical. As the saying goes, if you don't know where

you're going, you'll probably end up somewhere else. Your lender is a good resource for help in building your financial statements. FCS Financial specializes in agricultural lending and can tailor assistance to the specific needs of agricultural operations.

Beyond a commitment to monitor and measure your financial position, here are some other key points to consider as you think about building equity.

Risk management. Understand how much risk you can handle based on your financial position and use as many tools as necessary to reduce risk to an acceptable level. Keep in mind the relationship between risk and rewards, and don't take risks you can't afford. Tools available to manage risk include forward contracts, futures and options, Livestock Risk Protection, Pasture Forage and Rangeland Insurance and fixed interest rates. Cattle prices are extremely strong at this point in time and it is more critical now than ever to protect the good margins that exist.

Evaluate capital purchase and expansion decisions carefully. It's easy to get caught up in the euphoria of high prices and become over anxious to grow operations through purchases of equipment or control of more land, but it is critical to evaluate these decisions at length. Poor purchase or expansion decisions could inhibit your ability to generate equity over the long run even though they appear to make sense in the current environment. Instead, consider using excess capital to be more efficient on the acres you already control. This may be a good time to renovate that pasture that has a poor stand or bring fertility up on ground that is deficient. Building liquidity in prosperous times is also a good idea. Liquidity will give you stability through the cycles we are

CONTINUED ON NEXT PAGE

Pay Up for Pasture

Land values up again, lower corn prices may drop cash rent prices

Story By Joann Pipkin, Editor

Farmland values continue to rise across Missouri. According to results from the recently released Missouri Farm Land Values Opinion Survey, both good cropland and good pastureland are up from year-ago levels.

The survey, conducted by the University of Missouri Extension Ag Economist Ron Plain and Joyce White, reveals what's been happening to farmland values in the state.

The statewide average value for good pastureland was up 7.2 percent at \$2,672 per acre, while good cropland increased 4.6 percent to \$4,717 per acre. The northwest and southeast regions reported the largest increases in 2013, but saw declines this year of 8.5 percent and 2.4 percent, respectively.

Timberland was up \$3 to \$1,820 per acre, however, hunting and recreation land fell \$14 to \$1,710 per acre.

What's affecting the continued rise in land values? According to Plain and White, interest rates, crop insurance, grain and livestock prices, cash rent potential and returns from other investments all affected land prices.

Some thought fall grain prices had begun to weaken demand for cropland, Plain said, while higher beef prices increased demand for pasture. In major grain producing areas, respondents thought land values had stabilized, but there was still good demand for irrigated or level protected bottomland. Lower corn prices and improvement in the stock market, they thought, had weakened investor demand for cropland in some areas.

Plain also reported that several respondents over the state cited values in parts of their areas were impacted by the location or size of the tract, such as groups or families wanting to own land near each other; neighbors buying or selling adjoining land; and proximity of land to an urban area.

Respondents in south Missouri areas with little cropland, Plain noted, saw less impact from gain prices. However, they expected the increase in sales and value of hunting/recreation land to continue and the values of pasture and other land to increase.

Over the next 12 months, Plain said respondents expect cropland values to fall about 1.2 percent while pasture values will likely increase about 2.2 percent and non-crop/non-pasture values to rise about 0.8 percent.

BUILDING EQUITY FROM PREVIOUS PAGE

bound to experience and allow you to take advantage of opportunities that require capital.

Find your competitive advantage. Every operation is unique; think about what sets you apart from your peers and play to your strengths. Those who have been successful at growing their net worth will attest they didn't get there by following the crowd. Developing a competitive advantage will make your operation viable for the long run and increased net worth will be the by-product.

Setting aside some time to put on your financial planning hat on a regular basis to work on the items mentioned above will help you stay on track with your goals. It is an important function and one that is necessary for any operator intent on protecting and building equity.

—Jay Sloniker is vice president, commercial ag and business, FCS Financial.

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Farm Budget Fundamentals

Understanding the ins and outs of money flow in farm business

Story By Jessica Bailey for *Cattlemen's News*

Budget. The word conjures up feelings of exasperation and irritation, thoughts of long nights sitting at the farm table or computer. To many, it means restraint and inflexibility. But, are budgets really as complicated as the experts would have us believe? What do they really entail?

Simply put, a budget shows the movements of an opera-

tion's cash – how it comes in and how it goes out. It is a projection, or estimate, of the operation's income and expenses. A budget can be considered over any amount of time – a day, a month or five years. Volatility is inherent to the agricultural industry, and although we cannot say with certainty what our income and expenses will be over a period of time, a budget allows

us to form the foundations of a financial plan, for any type of operation. Not only is it a useful tool for your own use, but it is also information your lender, CPA or other advisor may require.

Income is the first component of the budget. It is both the easiest and the hardest to estimate, especially in the agricultural industry. What the markets offer today for a commodity can alter at any moment. Changes in rainfall, temperature, world events, consumer expectations can all change the markets' direction. Today, however, we have the tools available through insurance, puts and options and futures contracts to help ensure the stability of the prices we use in our budgets. But, prices are only part of the income equation. A rancher also needs to know how many calves he/she is anticipating selling and at what weight they will sell. Once these measurements are determined, the simple equation of number of head sold times weight times price will equal total income for the year.

The second component of a budget is expenses. These can be split into two parts: operational costs and ownership costs. The first is variable and the latter is fixed. Operational expenses are those expenses which can constantly change. They can include such things as pasture rent, hay/forage, grain, protein and minerals, labor, veterinary, marketing, utilities, fuel, repairs and maintenance, artificial insemination, cow replacement, professional fees and operating interest. Ownership costs are your fixed costs such as depreciation, mortgage interest, insurance and taxes. Operational and ownership costs added together will equal your total expenses.

Once you know both your income and expenses, simply subtracting expenses from income will equal an estimate of the profit you can expect. Most generally this is done on a total basis — total income minus total expenses equals total profit. Additionally, however, one can break it down even further to evaluate profit on a per head basis. This can be done two ways.

The easiest is to take total profit and divide by total number of head owned. One can also divide total income by number of head, divide total expenses by number of head and then subtract the two results to come up with profit. The end number will be same using either equation.

Knowing the parts of a budget and how to calculate profit is all well and good, but how does one go about finding that information in order to begin? For existing ranchers, it should be fairly easy. The Schedule F filed with your tax return is the income statement for that year and a historical budget. If one knows his/her historical income and expenses and today's markets, estimates for a projected budget can be made using that information.

What if you are a beginning rancher? There is no Schedule F to refer back to or production history to rely on. For those wondering how to come up with income and expenses for a projected budget, the state extension office can be an excellent source of information. Most state extension websites include a section on enterprise budgets which are updated annually. These are estimates for an average producer in that particular state. For some producers, not all the expenses shown will apply. For instance, not all producers have marketing or rent expense. But, with a little common sense, extension budgets are a great starting place for beginning farmers to start their budgets. Other sources can include a local college agriculture department, neighboring farmers, your lender and your CPA.

While budgets are never a fun topic, they are becoming an ever more important part of every rancher's operation. Understanding how and when money flows through the operation just gives a rancher another tool to bring his operation to its best potential.

Jessica Bailey is an agricultural lender at Hometown Bank in Neosho, Missouri. A resident of Newton County, she also raises cattle on her family's farm and is an active alumni of the Crowder College Aggie Club. She may be reached at jbaily@hometownbank.com.



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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, inappetance 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.

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8 Strategies for Forage Profit

Follow the golden 80/20 rule

Story By Rebecca Mettler for Cattleman's News

Management strategies are all about helping livestock producers increase profit. Don Ball, Auburn University professor emeritus, says the commonly known 80/20 Rule, can be applied to the profit driven strategies on the farm.

“Likely, 20 percent of the strategies you employ on your farm will result in 80 percent of the profit,” Ball said.

Over his 35-year career on faculty at Auburn, Ball has compiled a list of tips that are most important to the profit of a livestock farming business. He shared his experiences and profit list at the Fall Cattleman's Seminar held in August in Springfield, Missouri.

1. Sustaining and amending the soil in the favor of forage crops.

“I will tell you one thing, I know for a fact that soil testing can pay off big time,” Ball said.

Ball figured several different scenarios where guessing the amount of fertilizer to put on a field can lead to losing money. Soil testing can be worth several hundred dollars for each hour spent collecting the soil samples.

2. Minimize losses caused by endophyte toxins.

“If you have a cattle farm in Missouri, this is important to you,” Ball said.

As the toxin level of the endophyte an animal consumes goes up, animal performance goes down. It's still possible to lose money even if animals are getting a low percentage of their diet from toxic fescue.

“What if your animals are getting just some toxic tall fes-

cue,” Ball said. “Let's say they are losing 20 pounds of growth on calves. If they weren't eat-



Cattlemen can reduce the need for stored feed by rotating pastures and stockpiling fescue to help extend the grazing season. —Photo by Joann Pipkin

ing any toxic fescue, at \$2 per pound, that's \$40 dollars we lost on one calf right there.”

3. Use novel endophyte fescue.

From Ball's perspective, the development of novel endophyte fescue varieties is one of the most important advancements he has seen in his career.

“If new fields are planted with fescue, and if they are going to be grazed by livestock, it should be novel endophyte fescue. It just doesn't make any sense otherwise,” Ball said.

4. Use forage legumes.

“I realize that legumes are not right for every field or situation on your farm, but they make enough of a difference that it's worth considering the advantage,” Ball said.

The addition of forage legumes can result in higher forage yields compared to growing grass alone, especially if producers aren't putting out a lot of nitrogen fertilizer. Also, forage quality is almost always better, which Ball also especially appreciates.

5. Grow forages- not weeds.

Producers often ask Ball how much they can afford to spend on weed control. Often, producers underestimate the amount of money they can allocate towards weed control.

Doing some quick math, Ball presented a scenario to prove that point. The example predicts calf gains per acre reach-

steps for better pasture utilization.

“Pastures are like solar collectors,” Ball explained. “The leaves are the collectors. Often, if the pastures are overgrazed, that's hurting the factory and that's hurting production.”

7. Reduce stored feed cost.

“It costs less when livestock harvest the forage,” Ball said.

His experience tells him producers don't realize when they are feeding too much hay. If producers want to feed less hay, the solution is to increase the grazing season.

He suggests introducing warm season grass species into fescue pastures to get more summer growth. Fall stockpiling of fescue for winter utilization can also lengthen the grazing season and lessen the dependence on hay.

“The point is that if you work at it, you can extend the graz-

ing season without too much trouble,” Ball said.

8. Minimize hay storage and feeding losses.

“Much of what I've talked about are potential losses,” Ball said. “In the case of hay storage and feeding losses, it's really a loss. You've already made that hay, it has value and then you lose a lot of it.”

In Alabama, a lot of good quality hay is lost before it ever gets into the animals' mouth. From five to 50 percent can be lost by weathering damage, microorganism activity and leaching action.

In the end, wasted hay means wasted money.

“Some folks pay for a hay barn that they never build because they are paying for it in hay losses,” Ball said.

ing 300 pounds per year, something he said is not out of the ordinary.

What if weeds take over and drop the gain by 20 percent? That equates to 60 pounds less beef produced, which is worth roughly \$120.

“So, the point I want to make is, how much you can afford is probably more than you think,” Ball said.

6. Using good grazing management is important.

Increasing pasture forage utilization is the equivalent of increasing pasture acreage. This is a statement Ball frequently references and one that holds true. It is also especially important today as the amount of acreage available for forage production is decreasing.

Ball stated that when pastures are continuously grazed, cattle harvest far less than half of the forage available.

Intensive pasture management and prevention of overgrazing are also important

MANAGEMENT MATTERS

Getting a Handle on Parasites

Is product resistance a problem in your operation?

Story By Rebecca Mettler for Cattleman's News

Reduced productivity and subsequent profit losses from parasite problems plague cattlemen throughout the industry. As an example, a stocker calf receiving a dewormer may gain as much as 60 pounds above his untreated counterparts over a 112-day period on grass.

With current calf prices at \$2 a pound minimum, the extra \$120 is hard for producers to ignore, according to Peggy Thompson, professional services veterinarian, cattle division, Boehringer Ingelheim Vetmedica, Inc.

"If they don't eat, they don't gain, and they don't make mon-

Thompson explained that as parasite numbers go up, there is a greater and greater effect on the ability for the animals' immune system to recognize something as foreign.

As she points out, vaccination in the simplest definition is administering a piece of a disease into that animal and expecting the immune system to create a response to the disease. Once challenged again with the disease, the immune system protects the animal from the pathogen.

"If the calf is full of parasites, that immune system is not focused on the vaccination you have just given him or her,"



Parasites affect weight gain, cattle performance and the immune system. Work with your veterinarian to determine the best deworming protocol for your operation. —Photo by Joann Pipkin

ey for producers," Thompson explained to the attendees of the Fall Cattlemen's Seminar held in Springfield, Missouri in August.

Parasites harm the host animal by interfering with digestion, which causes the cattle to lose their appetite, stop eating and thus become anemic.

Thompson also mentioned there are numerous studies related to the benefits of deworming cows. Benefits include increased milk production, increased pregnancy rates, an ability to wean a bigger calf and an increase in the cow's likelihood to rebreed.

Parasites not only affect weight gain and performance, but they also have an effect on the immune system.

Thompson said. "The immune system is working so hard to fight off those parasites that it may not be responding to the best of its ability when we are vaccinating."

Understanding the lifecycle

If an animal is parasitized, the eggs are present in the feces. The eggs turn to larvae a few weeks after they are expelled from the host animal. Once in the larvae stage, if the environment is favorable with adequate moisture, the parasites crawl up a blade of grass and are ingested by a calf or cow.

"Once the larvae gets inside the calf, it changes again," Thompson said. "All of a sudden, it changes into an adult worm

CONTINUED ON PAGE 27



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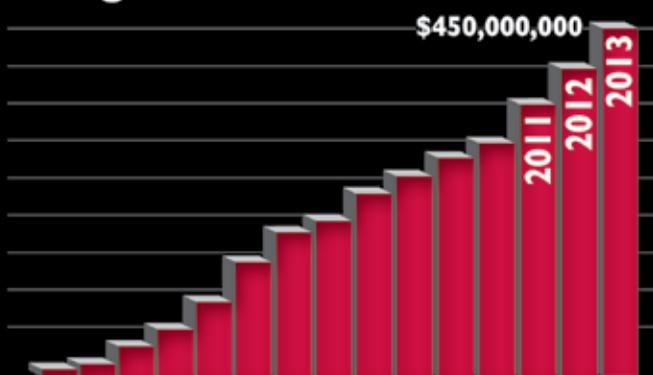
<p>FAIR PLAY - 37 Ac., Hwy 32, level land, large stocked pond, 40x46 metal barn with corral, new fence & cross fence \$97,500</p> <p>ASH GROVE - 20 Ac., Hwy N, nice large 3 BR, 2 BA double-wide home, 2 ponds, \$109,000</p> <p>MILLER - 40 Ac., Law. 1155, just off Hwy 96, fence for cattle, nice shop/garage, w/o basement home \$189,900</p> <p>ASH GROVE - 39 Ac., Law 1235, just outside Halltown, well maintained, fenced, cross fenced, attractive older home, fruit trees, greenhouse, shop, machine shed, open pasture w/road on 2 sides NEW PRICE \$227,500</p> <p>MILLER - 38 Ac., Hwy 1155, good pasture & hayfield \$210,000</p> <p>REPUBLIC - 79 Ac., Mooneyham Rd., Off Hwy. 60, Gently Rolling, Open w/Road on 2 Sides, Good Fences, Ready for Cattle \$240,000</p> <p>AURORA - 39 acres Hwy FF, 95% open really nice farm, 40x75 machine shed, numerous barns, 24x48 office or wood working shop, numerous pastures \$270,000</p> <p>EVERTON - 61 Ac., Hwy 160, beautiful well maintained farm w/nice 3 BR Home, 2 ponds, shop, 30x30 pole barn, pipe corrals, 30x80 Garage \$250,000</p> <p>CRANE - 33 Ac., FR2015, Just off Hwy. 39, South of Aurora, Beautiful Peaceful Setting, Nice 3BR Home, 40x40 Barn, Alfalfa, Orchard-grass, Timothy, Pond \$275,000</p> <p>MT. VERNON - 120 Ac., Hwy H, Near Freistatt, Numerous Barns, Older Farmhouse, Great Location with Pasture & Crop Ground \$349,500</p> <p>ASH GROVE - 126 Ac., Hwy. F & FR 94, 1 Mile of Road Frontage, Nice Pastureland w/Good Fence, Older Farmhouse & Barns \$359,900</p> <p>FORDLAND - 204 Ac., SE of Rogersville, off U Hwy., Finley River, bottom ground & upground, great hunting \$500,000</p>	<p>MT. VERNON - 160 Ac., Hwy H, Near Freistatt, Mostly Crop Ground, Some Pasture with Pond, Morton Building, Nice Haybarn \$549,500</p> <p>MONETT - 50 Ac., Hwy. 37, Fantastic Horse Operation, 90x109 State of the Art Horse Barn, 72x90 Heated Indoor Arena, 100x200 Outdoor Arena, Rnd Pen, Cute Updated Home. \$585,000</p> <p>MORRISVILLE - 250 Ac., Hwy. 215, Fertile Sac River bottom farm, really nice 3 BR, 2 BA home, lots of water, Sac River \$750,000</p> <p>APPLETON CITY - 136 Ac., Hwy. W, Beautiful Bates Co. farm, all in grass, pipe pens, intensive grazing, creeks, nice 2009 walk-out basement with over 4,000 sq. ft. \$750,000</p> <p>TUNAS - 310 Ac., off Hwy. 64 & T, private horseman's paradise, rustic walk-out basement home, Little Niangua River, indoor arena, stalls, tack room, great hunting \$810,000</p> <p>SPRINGFIELD - 120 Ac., FR175, Just Off Hwy. 65 & Bluegrass Rd., Century Farm, Barns, Home, Fenced, Prime for Development \$910,000</p> <p>TUNAS - 675 Ac., Hwy. T, highly improved cattle ranch, exc. fencing, numerous ponds & pastures, road on 3 sides, great hunting, private airfield \$1,350,000</p> <p>MILLER - 264 Ac., M Hwy., 1 3/4 mi. Turnback Creek, highly improved & productive, alfalfa, beans, wheat, hay barn, machine shed, beautiful rustic bsmt home, great views .. \$1,640,880</p> <p>BRIGHTON - 585 Ac., 559th Rd., beautiful Sac River bottom, \$1,800,000</p> <p>BOLIVAR - 860 Ac., Hwy. T, one of Polk County's best! Excellent improved pastures & fencing, pipe corrals, hwy. frontage \$2,715,000</p> <p>AVA - 1,961 m/l Ac., off Hwy 14, exc. cattle ranch, mostly open, 90 pastures, exc. fencing, 40 ponds, springs & creeks, barns. \$4,412,250</p> <p>LEBANON - 2,750 m/l Ac., Hwy. MN, state of the art horse facility, 47 indoor stalls, 25,000 sq. ft. indoor arena w/apartments, lodge on Niangua River, huge spring, miles of river frontage, float, fish, hunt, enjoy \$7,300,000</p>
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From the Ground Up

Claude and Colleen Moore tell of changing times in the cattle business

Story By Joann Pipkin, Editor

Settled in at the dining room table, he leans back in his chair. His Joplin Regional Stockyards hat is half cocked, denim bibbed overalls portray this cattleman who's weathered through many a storm. His partner of nearly 60 years takes her own spot across the table. The soft-spoken couple shares their story of building farm and family side by side.

Claude and Colleen Moore were raised about 10 miles apart near Kingston, Arkansas. Farm kids, their families always knew each other. The pair married in 1955.

"I had six cows, she had one," Claude says, the slow, southern drawl of his youth still evident.

The youngest of six children, one of Claude's sisters had lived in Cassville, Missouri. The young couple began looking for a farm around there. Not finding one they could afford, a real estate agent brought them south of Aurora to look at a parcel. Ready to make their purchase on a second visit to the place, the agent went on to tell them of another farm that had come up for sale north of Stotts City.

In 1963, the 190-acre Stotts City place became their new home.

With a little chuckle, Claude says he settled there with '75 cows, a wife and three kids.'

"There wasn't much here when we came," Claude remembers. He and Colleen built many miles of fence together after the move — with old hedge posts and three kids in tow.

That winter, Claude went to work grading roads as highways were being built through the region. It was a job he kept for 25 years, while Colleen helped care for the cattle and kids at home.

Over the years, Claude and Colleen purchased additional land — 70 acres in 1966 and another 208 in 1976.

To say the cattle business has changed a lot in Claude Moore's tenure is an understatement. "Size has changed more than anything," Claude quips.

"Used to, when I started out, a cow would weigh a thousand pounds," he said. "Why, that was just right. Now, you can't find one that size. They're all bigger."

In the early days, Herefords were prominent on the Moore farm. Through the years he's raised a little bit of everything.

"Back when I was growing up, you couldn't give a black calf away. They all had to be red and white-faced and have a feather neck to really bring a top dollar. Now, it's just changed the other way."

About 12 years ago, Claude purchased 135 head of fall calving Red Angus cows from a friend. That helped him phase out his spring-calving herd.

Today, his operation includes a few of those original Red Angus cows along with about 33 young cows he raised himself. He also backgrounds a couple hundred steers.

"I like the reds," Claude says. "They've been really gentle, easy to handle."

Over the years, though, Claude says, "It doesn't matter what they are. You gotta have good genetics in your cattle."

And regardless of what size or kind the cattle are, they have to give some milk, he adds.

Claude has come to appreciate his fall-calving cows. "You don't have to fight the weather," he says. "I love to calve in August. It's hot. You'd think they would all die, but if you've got a little shade for the cows to stay in, you won't have scours problems. They don't get sick."

Though Claude will turn 84 in November, he still goes out every morning to check his herd. A neighbor helps him care for the steers and if weather gets too bad in the winter he'll call for back up.

Claude is quick to credit Colleen for helping care for their cattle over the years while he was working off the farm. She always grew a big garden, canned and raised the kids.

There are six children, spanning 20 years oldest to youngest — Virginia, Jackie, Judy, Joe, Jeremy and Jill — along with 16 grandchildren and 15 great-grandchildren.

Teaching their children to be honest and have a work ethic was top priority for the Moore's. And, Colleen says they tried to set a good, Christian example.

"Teach your kids to work," Claude advises. "We started our kids out raising bucket calves. You have to teach them to work while they are growing up or they'll never work."

With a lifetime under his belt in the cattle business, Claude Moore has weathered through droughts, farm crises, market highs and lows. Nothing quite compares to the drought of the early 1950s, though, he says.

"The cheapest I've ever seen (the market) was in the 50s during the drought," Claude recalls. "Cows brought about 8 cents a pound. Four hundred to five hundred pound calves were bringing a dime."

And now? He sits up a little in his chair and chuckles, "They'll be a day a comin' when we can't sell these ol' cattle fast enough to get out."



HANDLE ON PARASITES FROM PAGE 23

and produces eggs. Obviously, you are continuously re-infecting your pasture,” Thompson said.

Types of worms

Although there are many parasites that can infect cattle, Thompson spoke of the three prevalent worms that are becoming resistant to some dewormers. The three ‘main offenders’ are *Ostertagia*, *Cooperia* and *Haemonchus*.

Ostertagia, the brown stomach worm, causes a lot of problems for the beef industry. It significantly reduces appetite and destroys glands in the abomasums, enough so that food digestion is hindered and is very painful to the animal.

Ostertagia also can become inhibited. After it’s ingested, larvae know if the environment outside is favorable for egg survival. It hides out in the abomasum.

“Calves pick up these worms in the late spring before the weather turns hot and dry again,” Thompson said.

Once summer passes, the larvae mature, lay eggs and re-infect the pasture.

“Why this is important is because of the products that you use,” Thompson said. “Some products do a better job at getting those inhibited worms than others.”

Haemonchus, barberpole worm, affects sheep and goats and is resistant to most products in that industry. Generally, history pegs *Haemonchus* as an easy-to-kill parasite in the cattle industry.

“However, as of late, we are seeing more and more *Haemonchus*, and in Missouri we are seeing more and more *Haemonchus*,” Thompson said. “If we are seeing it on fecal egg counts, then we are potentially having a resistance.”

Lastly, *Cooperia* has overtaken *Ostertagia* as the most prevalent parasite in the cow-calf sector, according to Thompson.

Cooperia affects young calves more severely than mature cattle. Calves infected with *Cooperia* have decreased appetite and decreased dry matter intake. Thompson urged producers who have been using the same dewormer on their calves for many years to consult their veterinarian and evaluate the effectiveness.

“If you think you have been getting along great, you could be, but you might be losing some money left on the table,” Thompson said.

One of the reasons for the increased parasite resistance is the overuse and inconsistent proper use of dewormer.

“The best way to evaluate whether you have resistance on your operation or you want to evaluate a product, is to do a fecal egg count reduction test,” Thompson said.

She requested producers work with their veterinarians during the process of the fecal egg count reduction test. The test requires one fecal sample, acquired rectally, before a deworming product is admin-

istered. Another sample also must be taken two to three weeks after deworming.

The fecal egg counts are compared to determine the efficacy of the product. According to the USDA and parasitologists, resistance can be categorized with a fecal egg count reduction test result of less than 90 percent.

In addition, the lab can also pinpoint which internal parasites are present on the operation by hatching out the eggs and examining the larvae.

“The reason I think that is important, is again, because different parasites respond differently to different products, and you don’t always know what type of parasites you have on your operation,” Thompson said.

Working with a veterinarian to develop a deworming protocol specifically designed for an operation is a good management strategy that ideally will equate to increased profits. 



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Beyond the Premium

Where's the value in insurance?

Story By Kevin Charleston For Cattlemen's News

The periodic nature of insurance payments leads many to question the value of the insurance they buy every time they send in a check, whether it's monthly, every three months or even just once a year. Paying those premiums with the hope you will never see any money back by staying claim free will wear down anyone's interest in buying insurance coverage. It's important to remember the world around you affects how you're insured so there is no value unless your agent lives and truly understands the world in which you work and live.

Farming is a unique world

An agent that lives and works among farmers is a great way to get value from your insurance. In the event of a loss, he or she truly understands what the insurance company will pay for and what you are going to pay for. The time to know that your policy doesn't buy you a brand new combine when your three-year-old one burns up during harvest is before you buy the policy, not after the fire. The current price of corn is an easy topic for anyone to bring up for discussion. It's easy enough for anyone in insurance to look

it up and at least have something to talk about with the farmers they insure. However, an agent that lives and works among farmers understands how commodity prices affect your business, whether it's managing your cash flow because you are stockpiling for upcoming price increases or you have everyone working all day and night harvesting to beat a price decrease.

Farms change

Today's modern farm is very business-like. The family-run farm with the occasional part-time employee is not the standard anymore. The family may still be a critical part of the structure, but now three or four full-time employees who aren't related help run the farm. Employees bring new challenges that family-run farms aren't used to managing. What happens if one of the employees gets hurt? Throwing dirt on it and saying you'll be fine works if it's your brother, but that's not how it works for your employees. They are legally owed proper medical attention and may even be provided a cash settlement. Hiring employees always leads to a time where you're going to have to fire or

discipline an employee. What if you do it the wrong way and they sue for wrongful termination? How protected are you and how protected is your farm from this type of legal action?

Securing Your Farm's Future

Farmers have unique needs when it comes to passing the farm on to the next generation. They typically have a lot of non-liquid assets, such as the land and the equipment needed to farm that land. A successful farm transition plan can help you preserve your legacy and safeguard the value created by your operation. This can be especially difficult when only part of the family has remained working on the family farm. Part of moving into the next generation is to set up an orderly transition of ownership and management and to make sure everyone is trained in financial basics. The big step to complete the transition is to have a plan that turns non-liquid assets into cash to cover taxes and expenses. Without this, selling off pieces of the farm may be your only choice.

While legal structure, estate documents, business documents and financial instruments are all important to a successful farm transition plan, it couldn't happen without people. Your farm insurance agent can bring in a team of specialists from the following areas: life insurance, annuities, retirement plans, mutual funds, advanced consulting and independent agencies. This team will work with you to identify and manage all the risks that threaten the future of your farm.

— Kevin Charleston is owner of Specialty Risk Management LLC.



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Herd Rebuilding Starts with Replacement Heifers

Heifer management helps produce quality beef

Story By Duane Dailey

Rebuilding the U.S. cow herd number takes more than keeping female offspring to breed.

Managing beef heifers is as important as using improved genetics in developing replacements, says David Patterson, University of Missouri.

As farmers save heifers to breed for increasing their cow herds, careful attention must be paid to pre-breeding care.

According to Patterson, beef producers can improve calving success with heifers joining the cow herd. He is beef reproduction specialist with MU Extension.

Beef farmers enrolled in the Show-Me-Select Replacement Heifer Program have increased live births with calving-ease genetics. However, getting heifers pregnant takes long-term planning for nutrition and pre-breeding exams.

A major cause of failure to breed is lack of body development in weight and condition. Unseen is lack of developed reproductive tracts.

Looking at condition or weighing the heifers won't tell you if they are ready to conceive, Patterson says.

Exams by a veterinarian six weeks ahead of breeding gives time to correct problems, Patterson said.

If heifers are underweight or underdeveloped, more feed can help. "Starting early, corrections can be made before breeding," Patterson said.

The unseen part is a low rank on a 5-point reproductive tract score. A score of 1 is for infantile ovaries. Scores of 4 or 5 shows heifers ready to cycle, or cycling.

Heifers scoring 1 should be pulled and sent to a feedlot. "The 1s will never catch up," Patterson said.

Pre-breeding management,

including adequate feed, improves success in building a cow herd.

The U.S. cow herd has been in decline for six decades. That drop increased with severe drought in western ranching states.

With short supply, beef prices set new record highs almost every week. "The demand is there," Patterson said. "The incentives are there, not only for more beef, but more quality beef."

While taking care of management, producers must not neglect genetics. Future profits will be for quality beef, not just commodity beef.

With a shift to selling on premium grids, higher prices are paid for cattle that grade USDA choice. Bigger premiums are paid for cattle grading prime.

Genetics largely determines prime grade in carcasses. Selecting sires with high scores on carcass quality helps.

On a national average, only three percent of all carcasses grade prime. However, Patterson showed results of his

research at the MU Thompson Research Center at Spickard. That farm, provided basic research for the Show-Me-Select heifer program. Thompson Farm steers sent to feedlots grade 30 percent prime.

Those MU steers top the market grid. They not only draw prime premiums, but also CAB

(Certified Angus Beef) premiums as well.

"There are (a lot) of heifers being kept to build the cow herd," Patterson said. "Management can help make them a success. Genetics can improve their quality."

—Story from University of Missouri Cooperative Media Group.

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Armed with Information

What you should know about your farm business before you meet with your banker

Story By John Kleiboeker for *Cattlemen's News*

Most of us know our farm operation and can describe our farm or ranch's core business without hesitation: "I'm a cow-calf producer," "We run a backgrounding outfit," "My primary business is purebred cattle along with growing some corn and beans." However, can you share with your banker more complex information about your farm business such as cost of production, risk management or your

marketing plan?

When meeting with your banker, be proactive and start with the basics: a balance sheet and tax returns. The balance sheet (financial statement) describes your assets and their value and compares that value to your liabilities which is what you owe to others in order to arrive at net worth. Picking a consistent time each year to fill out a new balance sheet is a good

management plan. You can begin to see and measure your progress in building net worth either by adding assets or decreasing debts (liabilities). If you proactively bring an updated balance sheet to your banker every year, or have one to present to your banker upon your first meeting, you'll make a statement about your level of professionalism and dedication to the management of your farm and banking relationship.



As far as tax returns are concerned, be proactive. If meeting a banker for the first time, bring your most recent two to three years of tax returns for their review. If you have an established banking relationship, simply provide your most recent return so your banker has it when you need him or her to have it. The tax returns, especially when combined with the balance sheet, help your banker determine your ability to generate cash with which to repay loans.

Today's proactive farmers and ranchers have, and are willing to share, their business and financial goals with their bankers and other financial advisors. Does your farm or ranch have goals? Are they written down? Setting goals are 4-H and FFA basics so most of us have had to develop and write down farm goals at some point. Your banker is going to want to know what you want to accomplish during the next year and next five years. Here is an example: "Our business goal in the next year is to implement fixed-time AI in all of our heifers and shorten our breeding season from 90 to 60 days. Our financial goal this next year is to pay off our chore tractor loan and credit cards and take the balance on our line of credit to zero. In five years, our business goal is to begin to retain ownership of our steer calves through the finishing phase in order to capitalize on the genetics we implement through artificial insemination. Our financial goal in five years is to cut our real estate debt in half compared to the balance owed today and generate more income to offset in-

flation by strategic marketing and risk management."

Your goals may be completely different based on your business structure and personal desire. The key is to have goals in mind and in print. Your banker wants to be your partner in accomplishing your goals and will be able to fulfill that role more easily if he or she knows what your goals are and can refer to them easily.

As we all know, farming involves risk. Weather, international markets, domestic demand, currency values, disease and management decisions all pose risks to every farm business. What are you doing to minimize risk? Your banker needs to know your plan. Remember, if your banker lends you money, he or she is putting assets at risk to help you achieve your goals. Are you using technology that minimizes the impact of weather and pests on your crops? Do you have a vaccination program to minimize the impact of disease? How are you handling your financial risk? Do you utilize crop or livestock insurance? Are you using options to protect your business from price risk? Do you have a brand to deter cattle theft? The list of risk aversion questions can go on and on, but being able to tell your banker specifically what you are doing to reduce risk to your business will increase his or her comfort level in regard to your management ability.

Finally, present your banker with a marketing plan. At what weight and age do you plan to sell cattle? How do you make cow culling decisions and do you stick to your cull plan? Be prepared to share your strategy for marketing your cattle and crops. Again, writing it down will help not only your banker, but also will help you with decision-making and sales timing. Also, know the basics about how your marketing plan will change in case of drought or other unforeseen circumstances.

With all this in hand, the meeting with your banker will be more productive for both of you!

John Kleiboeker is the agricultural/commercial lender at Arvest Bank in Monett. He and his wife, Robyn, and sons operate a commercial cow-calf and Red Angus/SimAngus seedstock cattle business near Stotts City, Missouri. Contact him at jkleiboeker@arvest.com.

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Taking Advantage of Fescue Options

Get the most out of this forage faithful

Story By Rebecca Mettler For Cattlemen's News

Kentucky 31 tall fescue performs well at the job it was designed to do. It offered landowners in the Southeast, extending up into Missouri and Northwestern Arkansas, a persistent plant that helped tremendously with erosion control.

Garry Lacefield, University of Kentucky extension forage specialist even goes so far as to call Kentucky 31 a 'breath of fresh air' in the early days.

"If it wasn't for the fescue, the farm that I grew up on in Kentucky would be somewhere around the Gulf of Mexico," Lacefield jokingly said to the attendees of the Fall Cattlemen's Seminar in Springfield, Missouri sponsored by Boehringer Ingelheim Vetmedica, Inc. and Dow AgroSciences held in August.

Lacefield dubs fescue as the most persistent and the most widely adapted grass that he has worked with.

"If you get it, its going to be there," Lacefield said. "Its dependable. You can treat it any way you want to and it's going to be there."

But along with the persistence, all of the livestock syndromes associated with Kentucky 31 tall fescue tag along.

"Fescue toxicosis is a very serious problem and it's a very serious problem throughout the Southeast. It's getting into mine and your checkbooks and wallets in a big way," Lacefield said.

Of the 35 million acres of Kentucky 31 in the Southeast, including Missouri, 85 percent of the fescue plants are infected with the endophyte fungus, according to Lacefield. Even without accounting for the current record cattle prices, he estimates endophyte-infected fescue is costing the beef industry one billion dollars annually.

Those losses pile up from less gains, lower feed intake, lower milk production and lower reproductive performance due to the effects of endophyte producing ergovaline.

"Pregnancy rates can be reduced by 37 percent," Lacefield said.

Each 10 percent increase in the endophyte levels account for a tenth of a pound reduction in gain. If a stand of fescue is 80 percent infected with endophyte, that equates to an eighth of a pound decrease in gain each day the animal is grazing endophyte infected fescue.

Fescue toxicosis solutions

Research has come a long way since endophyte was found to be the culprit of

livestock performance issues. In the beginning, researchers took out the endophyte and marketed endophyte free fescue.

"What we didn't realize was the value of that fungus ergot," Lacefield said.

Kentucky 31, without the fungus, lacked the persistence and wouldn't tolerate the stresses that were thrown upon the endophyte-infected variety.

Fast forward to 1999, and a new endophyte was found that didn't produce the ergot alkaloids.

"Joe Bouton combined that endophyte from New Zealand with plant material from Georgia. Pennington Seed bought the rights to it, and in 2000 we got the first novel endophyte variety, MaxQ," Lacefield said.

CONTINUED ON PAGE 36

NOT ALL VICTORY DANCES HAPPEN IN THE END ZONE

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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.

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.**

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. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

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 slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter.

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

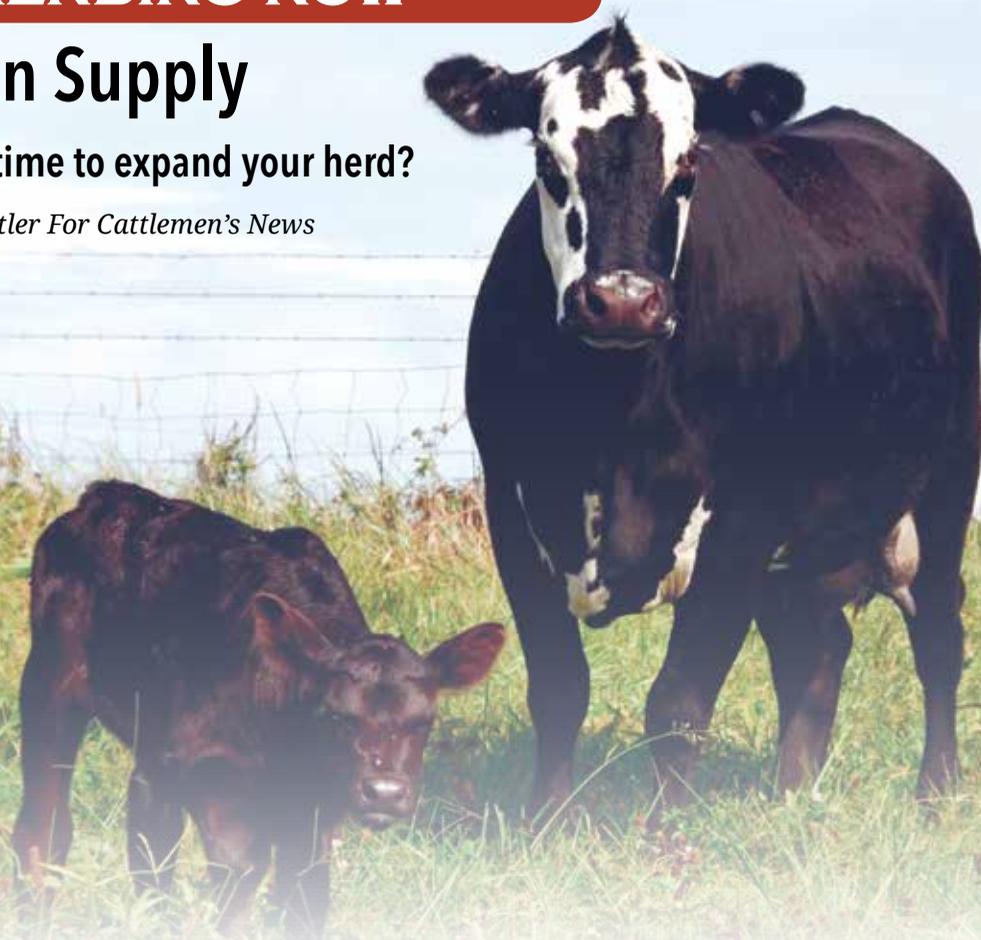
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Animal Health

Settling on Supply

Is now the right time to expand your herd?

Story By Rebecca Mettler For Cattlemen's News



Short supply has driven the beef industry into record setting territory as of late. What's in store for the future? While the future is promise, one ag economist says to balance the opportunities and risks.

With record high prices, cattle producers have reason to toy with the possibility of expanding the cowherd. Scott Brown, assistant research professor of agriculture and applied economics at the University of Missouri, spoke about the current and future financial climate of the beef industry during an August FCS Financial Ag Seminar held in Springfield, Missouri.

"It's nice to be at record cattle prices," Brown said. "But, it's not so nice to be at record cattle prices because of incredibly tight supplies."

Long term, Brown admitted he always thinks as an economist and predicted the high returns, in some cases upwards of \$400 per cow, will grow the herd eventually.

Knowing the cattle business has been cyclical and will remain cyclical he believes the prices will, in the long run, take a downward turn when the nation's herd grows.

"As much as you don't like me to talk about it this way, those that survive are those that are the most efficient," Brown said.

He urged producers to make investments in their opera-

tions while the extra cash flow is available. Investments can be seen as economical mechanisms for survival during the next downturn in the cattle market.

"We are likely to keep looking at record prices in the next 18 to 24 months before we even start thinking about any kind of building going on," Brown said.

He predicts a higher cow inventory on January 1, 2015, but expects the growth of a couple million more cows on inventory to happen over the next four or five years.

"What an amazing period of time," Brown said. "It's nice to talk about what are really record returns in the industry. It's okay to enjoy a much better financial situation, and I hope you will take advantage of it because it's been hard over the last few years."

Managing risk

"You've heard me talk about risk all the time," Brown said. "Why I talk about risk so much is because we have had so much volatility in these prices."

With risk also comes opportunity. Knowing how to capitalize on the opportunities in front of cattle producers while still managing risk is important, Brown said.

"I sometimes worry because the risk management tools available to us in the cattle industry are fewer than what I

see in other commodities in terms of being able to lay off that market risk," Brown said.

Livestock Risk Protection (LRP) is something Brown urges producers to look into. He cited an example backgrounding situation where calves were backgrounded for 60 to 90 days. LRP offers protection from a decline in prices at the end of the backgrounding period.

At record prices the industry could have a downward adjustment and still be at historically high prices across the board, according to Brown.

"It could catch a lot of folks if we have a short term drop in prices," Brown said.

Factors to consider

Ultimately, it's consumers that drive demand. The livestock sector is particularly responsive to consumer choices.

"We used to talk about growth and per capita meat consumption in this country, but it stopped in 2007 and it's been declining ever since," Brown said.

Brown added that if meat consumption in the U.S. continues to decline, similar to the last five years, it's not time to expand the herd. But, he doesn't believe that's where the industry is headed. One factor in declining consumption was the economic downturn in 2009.

While domestic meat consump-

tion dropped during that time period, exports of livestock products expanded. Over the next 10 years, Brown predicts exports will be a key driver for the U.S. beef industry.

"With half of the world's population in that Asia region and they have real income growth of five to six percent a year, they are going to demand more protein in their diet," Brown said.

An increase in income translates to an increased desire for quality beef, which fits the U.S. beef industry very well. Brown sees that focusing on producing a quality beef product is a risk management strategy.

Four big export markets for U.S. beef are Japan, Canada, Mexico and South Korea. Notice China is missing. The U.S. doesn't officially export to China, but the growth potential substantially increases if there is a public opening of China's beef markets to U.S. products.

Because downside risk is hard to manage, Brown outlined three negative alternatives that could cause a downturn in beef prices. The alternatives include a cut in exports of 500 million pounds a year, high feed prices reminiscent of 2012, and domestic beef demand as low as the 1990s.

"If we end up with domestic demand of the 1990s, that's long term fed steer prices getting back to a buck," Brown said.

Cuts to exports or a feed cost shock have less downside risk than falling to the type of demand seen in the 1990s.

"I'm not saying any of these three are likely, but could you survive if you expanded your herd in front of that worst case scenario?" Brown said.

The outlook

Good returns with ever-present risk are here to stay, barring any major disease outbreaks that shut down exports or any exogenous event that catches the industry off guard.

"I hope that when 2015 rolls around it's just as good as 2014 and frankly, I hope we string a bunch of these years together and the cattle industry is in good shape for several more years to come," Brown said. "It sure looks like that's the situation."

Guarantee for the Future

Livestock Risk Protection offers cattlemen opportunity to ensure a profit

Story By Kade Thompson for *Cattlemen's News*

With forethought and understanding, a cattle herd is built. With no marketing plan, it is lost.

Over the last year, virtually everyone in the cattle industry has made money. Prices have continually risen to an all-time high. The question on a lot of producers' minds is should I expand? Do we need to buy more cattle, land, build a new set of pens or maybe a new barn? Since the market is up, it should be easier

to pay for, but what if the market falls? How will I pay for the \$3,000 pairs or \$1,250 five-weights I have bought? How do I protect the equity I have paid and worked so hard for? The answer for a lot of producers today may be Livestock Risk Protection (LRP).

LRP is an insurance product introduced in 2001 by the Risk Management Agency (RMA), the insurance entity for the United States Department of Agriculture. Some producers have heard of it, but few have used it to their advantage. Simply stated, LRP guarantees a value per head and weight at a specific time chosen by the producer.

LRP is similar to a put option. It allows producers to establish a floor price while leaving upside price potential open. The producer pays a one-time subsidized premium for the price insurance to establish the floor price. Unlike marketing contracts and options, LRP does not require a margin account or broker. It is purchased through a licensed crop and livestock insurance agent.

Another advantage of LRP is there is no minimum number of cattle to be insured. One to 1,000 head per contract is acceptable with a maximum of 2,000 head annually.

How does it work? Just as the USDA uses corn futures to set insurance price guarantees for farmers, the feeder index is used to set the price for livestock producers that insure their cattle against revenue loss. A percentage of the expected price and length of time is chosen by the producer. These decisions vary with the goal or objective of each individual.

Insured cattle values are determined strictly by the future feeder index, not the actual price at the time they are sold. There still remains incentive for contract sales opportunities for insured cattle in order to gain the most profit from your investment. Insured cattle do not have to be sold to collect an LRP loss payment. However, it is required that the cattle remain in possession of the producer within 30 days of the chosen insurance date. After expiration of the insurance period, unsold cattle are eligible to be reinsured at a higher weight and value.

Here is an example of how LRP works:

50, 500 lb. steers to be marketed Feb. 1, 2015 at 700 lbs.

Coverage price: \$2.00 / cwt

Guarantee per head: \$1,400

Total guarantee: \$70,000

Coverage Price: \$2.00 X 700 = \$1,400

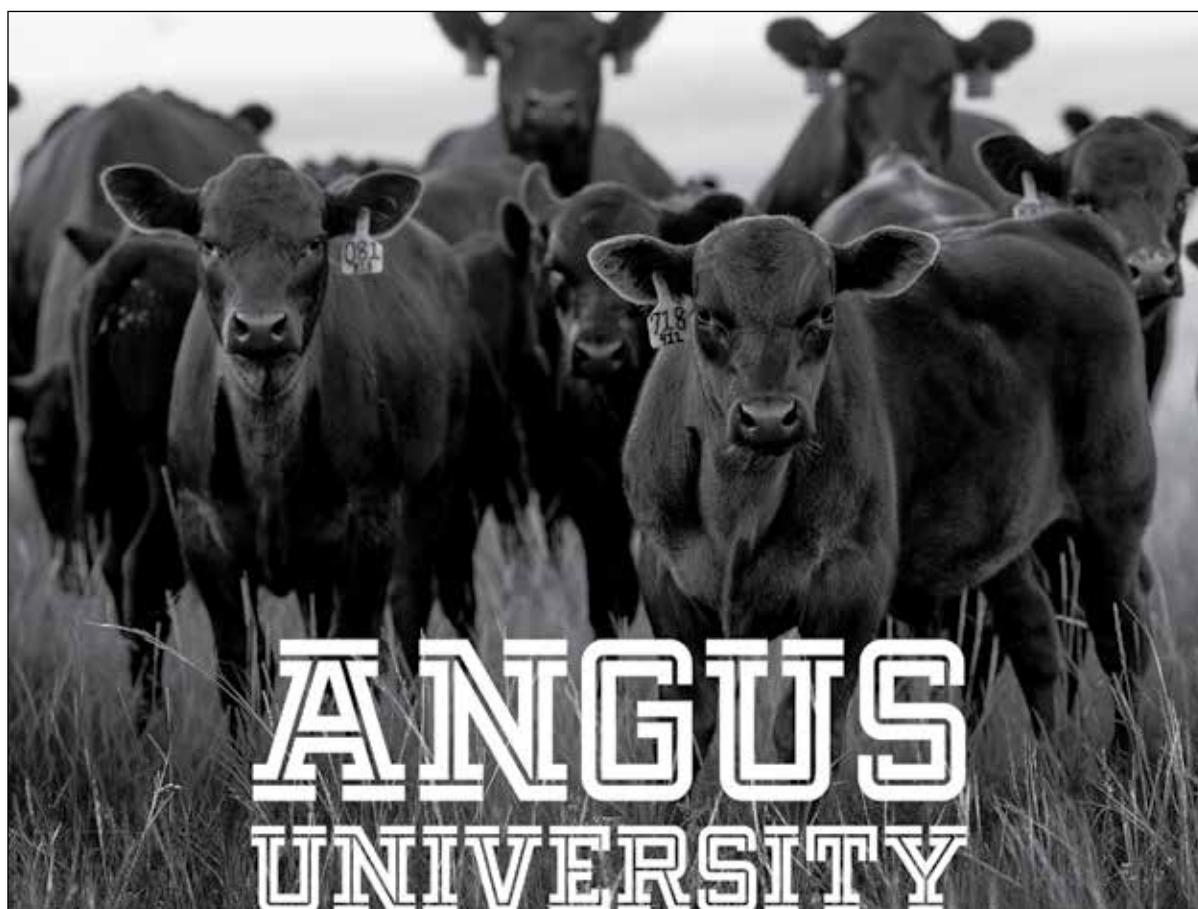
Feeder Index Value on Feb. 1, 2015: \$1.90 X 700 = \$1,330

Insurance payment per head: \$70

Total owed to insured: \$70 X 50 head = \$3,500

Coverage is available on all types of cattle including steers, heifers, dairy and Brahman.

CONTINUED ON NEXT PAGE



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No matter where you land in the beef production chain – seedstock breeder, commercial cattleman, feedlot manager or packer – your chapter in the “Story of a Steak” is critical to the future of our business.

Angus University is a day-long session that explores the “Story of a Steak” and promises to be a thought-provoking look at the cattle industry, as we strive to produce more pounds of quality beef for consumers. Sponsored by Merck Animal Health, a leading lineup of speakers and panelists will share key opportunities, technologies and management strategies to improve the quality and profitability for the entire cattle industry.

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We invite you to attend Angus University at 8:30 a.m., Nov. 5, as part of the 2014 Angus Means Business National Convention and Trade Show at the KCI Expo Center near the airport in Kansas City, Mo.

In addition to Angus University, the convention hosts a number of opportunities to learn practical tips for your operation, connect with fellow cattle producers and enjoy social events and entertainment – including cowboy comedian Baxter Black and country-western singer John Michael Montgomery.

Register today at
www.angusconvention.com.

MANAGEMENT MATTERS

Vac-45: Get Added Value for Your Calves

45 day weaning critical for feeder calf health

Story By Glenn Selk

Most of the “value-added” calf sales require calves to be weaned at least 45 days prior to sale date. Some cow-calf producers may wonder why the post-weaning period needs to be so lengthy. Data from Iowa from over a nine-year period in a couple of their feedout tests compared the health status of calves weaned less than 30 days to calves weaned longer than 30 days. Data from over 2000 calves were summarized. Calves that had been sent to a feedlot at a time less than 30 days had a higher incidence of bovine respiratory disease (28 percent) compared to calves weaned longer than 30 days (13 percent). The percentage of calves that required three or more treatments also was significantly different (6 percent versus 1 percent) in favor of calves that had been weaned more than 30 days. In fact, the calves weaned less than 30 days were not different in health attributes than calves that were weaned on the way to the feedlot.

A summary of this lengthy study can be found on line at <http://www.extension.iastate.edu/Pages/ansci/beefreports/asl-1648.pdf>. Vac-45 calves apparently have a real advantage in terms of health compared to calves weaned for less than a month or those weaned on the way to the livestock market for sale date. Certainly part of the “value” in value-added calves can be attributed to properly applied vaccinations. However, there is little doubt that a portion of the improved health is due to the length of time between weaning and the movement of calves to the next owner.

—Glenn Selk is Oklahoma State University animal science professor emeritus.



RISK PROTECTION FROM PREVIOUS PAGE

With LRP, you have safe and simple opportunity to ensure a profit. This is especially important for those who are looking to protect their investment or to expand their cattle business. LRP is assignable to lending institutions as security for your operating loans.

This information is to educate producers on LRP and how it

might work in their cattle operation. It does not have authority over policy provisions set by RMA for Livestock Revenue Protection.

—Source: This product and information provided by Country Agency Crop Insurance. For crop insurance needs, contact Clint Fletcher; for livestock insurance contact Kade Thompson. Contact Clint at 620-674-1549 or Kade at 918-541-5874.

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Endophyte infected Kentucky 31 tall fescue costs the beef industry billions of dollars annually through lower gains, lower feed intake, lower milk production and lower reproductive performance. —Photo by Joann Pipkin

pression, the quality factor that it brings to the table,” Flynn said.

Chaparral, a specialty herbicide from Dow AgroSciences, is a combination of aminopyralid and metsulfuron, and is the product used for seedhead suppression in forage production.

“The combination of those two make a pretty good residual herbicide for weed control, but the metsulfuron will actually suppress the seedheads in tall fescue and tall fescue specifically,” Flynn said.

Targeting only tall fescue means Chaparral will not damage prairie orchardgrass or bluegrass.

Chaparral seedhead suppression can mitigate the effects of fescue toxicosis. Flynn said there are a lot of factors at play that contribute to the reduction of fescue toxicosis.

One major factor is that ergovaline is in the highest concentration in the seedhead. Concentration levels can reach three to four times higher in the seedhead compared to the leaf tissue. Reducing or eliminating the seedhead can alleviate the severity of fescue toxicosis.

It’s also important to note the ergovaline concentration in the leaves has not been altered during seed head suppression.

“The other thing that we’ve been seeing is that when you suppress seedheads in tall fescue, especially when we go earlier, we tend to bring out other grass species,” Flynn said.

Other grasses such as orchardgrass and bluegrass might offer some dilution effect as well.

Trial studies from 2009 to present have shown cattle grazing Chaparral treated pastures are consistently getting gains of 2 pounds a day or better with increased crude protein level and increased dry matter digestibility in the forage.

FESCUE OPTIONS FROM PAGE 31

Since then, MaxQ has become the most tested fescue variety behind Kentucky 31.

Among other products to follow was Bar Optima, a Barenburg product. It is a soft-leaf fescue with different endophyte when compared to MaxQ.

“It’s not the same endophyte, but it’s a good one,” Lacefield said.

Minimize endophyte effects

Traditionally, the most popular way to minimize the effects of fescue toxicity was to intercede legumes in order to dilute the endophyte.

Producers can also choose to simply avoid Kentucky 31 completely or avoid it during the most sensitive times of the year. However, with advancements in technology, livestock producers now have an additional option when dealing with toxic fescue.

Recently, researchers have found that some herbicide compounds can prevent certain plants from going into the reproductive stage.

“Once a cool season grass gets in the reproductive stage of growth, our quality drops drastically and very fast,” said Scott Flynn, Ph.D., Dow AgroSciences field scientist.

Suppressing the seedhead keeps the plant in the vegetative stage and, thus, will maintain its quality much better than if it went to seed.

“That seems to be one of the biggest keys to seedhead sup-

Brief Summary of Full Prescribing Information



Antibiotic
100 mg of tulathromycin/mL

For subcutaneous injection in beef and non-lactating dairy cattle and intramuscular injection in swine only. Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

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

INDICATIONS
Beef and Non-lactating Dairy Cattle
BRD – DRAXXIN Injectable Solution is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*; and for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*.

IBK – DRAXXIN Injectable Solution is indicated for the treatment of infectious bovine keratoconjunctivitis (IBK) associated with *Moraxella bovis*.

Foot Rot – DRAXXIN Injectable Solution is indicated for the treatment of bovine foot rot (interdigital necrobacillosis) associated with *Fusobacterium necrophorum* and *Porphyromonas levis*.

Swine
DRAXXIN Injectable Solution is indicated for the treatment of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Bordetella bronchiseptica*, *Haemophilus parasuis*, and *Mycoplasma hyopneumoniae*; and for the control of SRD associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, and *Mycoplasma hyopneumoniae* in groups of pigs where SRD has been diagnosed.

DOSAGE AND ADMINISTRATION
Cattle
Inject subcutaneously as a single dose in the neck at a dosage of 2.5 mg/kg (1.1 mL/100 lb) body weight (BW). Do not inject more than 10 mL per injection site.

Swine
Inject intramuscularly as a single dose in the neck at a dosage of 2.5 mg/kg (0.25 mL/22 lb) BW. Do not inject more than 2.5 mL per injection site.

CONTRAINDICATIONS
The use of DRAXXIN Injectable Solution is contraindicated in animals previously found to be hypersensitive to the drug.

WARNINGS
FOR USE IN ANIMALS ONLY.
NOT FOR HUMAN USE.
KEEP OUT OF REACH OF CHILDREN.
NOT FOR USE IN CHICKENS OR TURKEYS.

RESIDUE WARNINGS
Cattle
Cattle intended for human consumption must not be slaughtered within 18 days from the last treatment. Do not use in female dairy cattle 20 months of age or older. 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
Swine intended for human consumption must not be slaughtered within 5 days from the last treatment.

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

Swine
The effects of DRAXXIN on porcine reproductive performance, pregnancy, and lactation have not been determined. Intramuscular injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

ADVERSE REACTIONS
Cattle
In one BRD field study, two calves treated with DRAXXIN at 2.5 mg/kg BW exhibited transient hypersalivation. One of these calves also exhibited transient dyspnea, which may have been related to pneumonia.

Swine
In one field study, one out of 40 pigs treated with DRAXXIN at 2.5 mg/kg BW exhibited mild salivation that resolved in less than four hours.

STORAGE CONDITIONS
Store at or below 25°C (77°F).

HOW SUPPLIED
DRAXXIN Injectable Solution is available in the following package sizes: 50 mL vial, 100 mL vial, 250 mL vial, 500 mL vial

NADA 141-244, Approved by FDA

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Division of Pfizer Inc, NY, NY 10017

To report a suspected adverse reaction call 1-800-366-5288.
To request a material safety data sheet call 1-800-733-5500.

For additional DRAXXIN product information call 1-888-DRAXXIN or go to www.DRAXXIN.com

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Owners
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(*tulathromycin*)
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Important Safety Information: DRAXXIN has a pre-slaughter withdrawal time of 18 days. Do not use in dairy cattle 20 months of age or older. Effects on reproductive performance, pregnancy and lactation have not been determined.

For more details, please see full prescribing information.

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What's the Fair Market Value?

Land sale taxes determined by asset allocation

Story By Dan Childs

Buying or selling land is seldom a simple matter. When improvements exist on the land, questions arise concerning what portion of the transaction price is allocated to each improvement. Sellers and buyers often use different values depending on each one's individual tax situation. The reason for the attention given to allocation is that land cannot be depreciated, but many improvements used for business can be.

For the purposes of this article, the assumption is made that a land acquisition does not constitute the purchase of a total business or business entity. Those acquisitions can be much more complex and have specific tax reporting requirements. For brevity, this article will not discuss such business acquisitions or business entities.

cost for each asset. Farm machinery and equipment, and agricultural fencing have a seven-year cost recovery period. If the buyer then sells the land after three years, the sales price needs to be divided among the land, corral and fence. Assuming the sales

cent if an individual is in the 10 or 15 percent tax bracket; 15 percent if an individual is in the 25, 28, 33 or 35 percent tax bracket; and 20 percent if an individual is in the 39.5 percent tax bracket). The gain on the corral and fence that is due to the depreciation taken

Calculation and Treatment of Gain	Whole	Corral	Fence	Land
Purchase Price	\$300,000	\$20,000	\$30,000	\$250,000
Depreciation (150% DB over seven years W/HY Convention)				
1 st year - 10.71%	\$5,355	\$2,142	\$3,213	\$0
2 nd year - 19.13%	\$9,565	\$3,826	\$5,739	\$0
3 rd year - 15.03%	\$7,515	\$3,006	\$4,509	\$0
Total Depreciation	\$22,435	\$8,974	\$13,461	\$0
Adjusted Basis	\$277,565	\$11,026	\$16,539	\$250,000
Sales Price	\$360,000	\$24,000	\$36,000	\$300,000
Total Gain	\$82,435	\$12,974	\$19,461	\$50,000
Amount of Capital Gain	\$60,000	\$4,000	\$6,000	\$50,000
Amount of Ordinary Gain	\$22,435	\$8,974	\$13,461	\$0

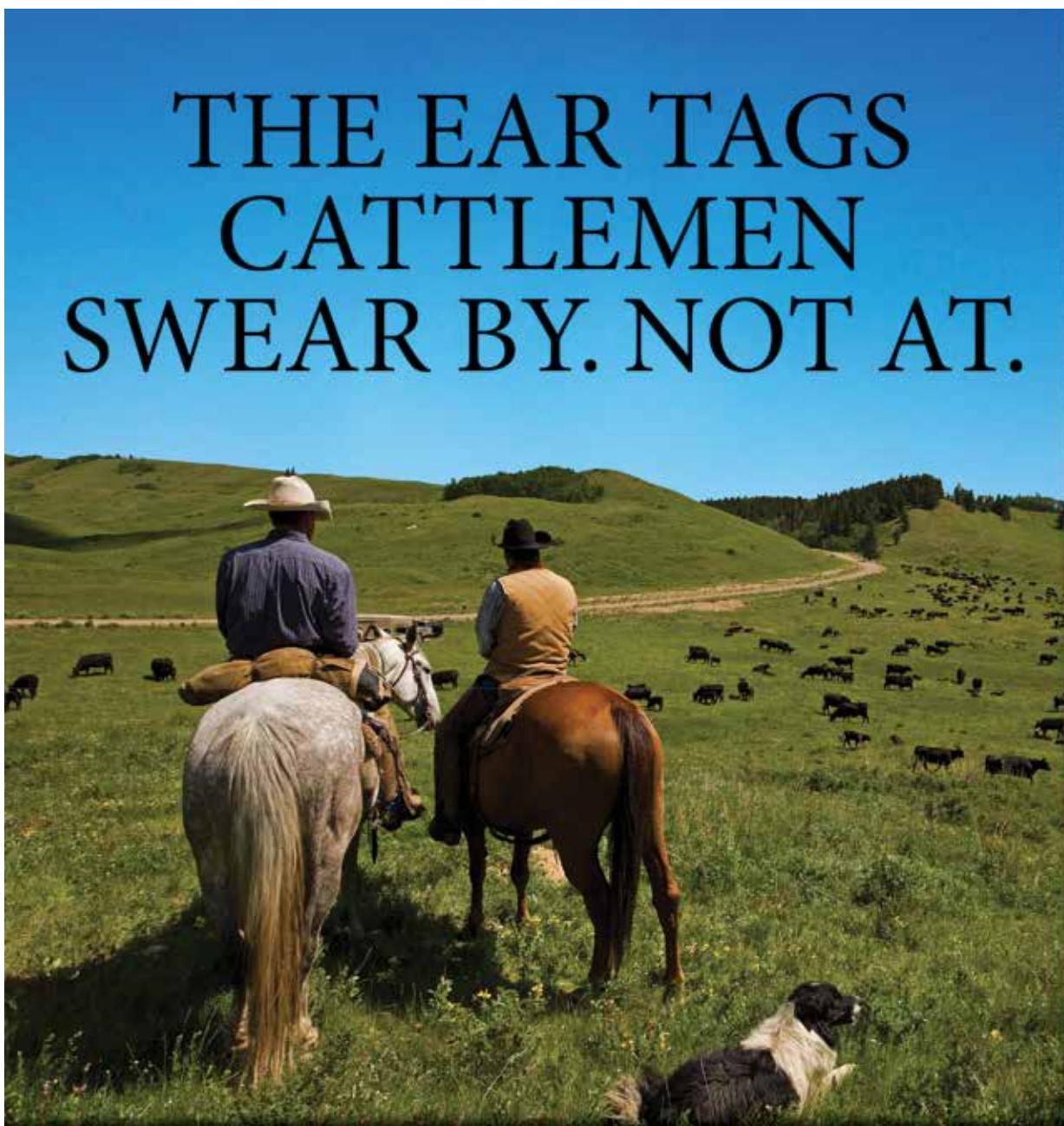
When a buyer purchases land with improvements, such as a corral and fencing, the purchase price can be allocated between the land, the corral and the fencing. Fair market values (FMV) should be used to determine the basis or

price is more than the original purchase price, the gain is taxed differently for the land than for the corral and fence.

The gain on the land is taxed at capital gain tax rates (0 per-

is taxed at ordinary tax rates, which are generally higher than capital gain tax rates. The rest of the gain between

CONTINUED ON NEXT PAGE



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FAIR MARKET VALUE FROM PREVIOUS PAGE

the original purchase price of the corral and fencing, and the higher sales price qualifies for capital gain tax rates. Following is a theoretical example.

John and Mary purchase land with a corral and fencing for \$300,000. The land and improvements are used in their ranching business. They determine the FMV of the corral is \$20,000, and the perimeter and cross fencing has a FMV of \$30,000. That leaves the fair market value of the land to be \$250,000. Assume the total depreciation on the corral for the first three years is roughly \$8,974, and the depreciation on the fencing is roughly \$13,461. The appropriate annual amount would be deducted as depreciation expense on their Schedule F each year. In the fourth year after purchase, John and Mary receive an offer for \$360,000 and decide to sell. During the three years of ownership, they did not add any additional improvements, deduct any soil and water conservation expenditures, or exclude any cost-sharing payments for conservation improvements. John and Mary agree with the buyers that the FMV of the corral is \$24,000 and the FMV of the fencing is \$36,000. The FMV of the land is \$300,000.

How you allocate the purchase price in the year of purchase will have tax implications when the land is sold. All the gain that is due to depreciation is recaptured as ordinary income. This ordinary gain is taxed at regular rates based on an individual's tax bracket. On the other hand, all gain in the land and the gain on depreciable assets above the initial purchase price are taxed at capital gain tax rates, which are typically lower. Professionally qualified appraisers can help you allocate fair market values for land and improvements. For experts in your area, please visit asfmra.org or appraisalinstitute.org.

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BUSINESS BEAT

Elanco Animal Health, Dow AgroSciences Join Forces

Strategic R&D venture focuses on livestock producers

Two agricultural companies, Elanco, the animal health division of Eli Lilly and Company, and Dow AgroSciences LLC, a wholly owned subsidiary of The Dow Chemical Company, announce a strategic research and development (R&D) agreement that will focus on developing integrated solutions to enable livestock producers to increase meat and milk production to meet the demands of the growing global population.

The agreement leverages the strengths of Elanco's animal health business with the proprietary germplasm and feed technologies of Dow AgroSciences to develop innovative solutions that can increase the efficiency, quality, and productivity of livestock for ranchers and producers worldwide.

"Dow AgroSciences is proud to work closely with another Indiana agricultural company to develop future product solutions for beef and dairy producers," said Tim Hassinger, President and CEO, Dow Agro-

Sciences. "Collaborating with Elanco is exciting because it unites the strength of their animal health expertise with our feed and forage expertise. Together, we will be looking for ways to develop total solutions that involve improving both the carrying capacity of the land and the health and productivity of production animals to help our customers meet the needs of the growing world."

"Delivering enough of the high quality meat, milk and eggs we'll need to feed our growing population is one of the greatest challenges of our time," said Jeff Simmons, President of Elanco. "And we'll have to produce more with less because we are already over using our resources, equivalent to 1.5 earths each year. Ultimately, these issues will be solved with innovative solutions, which is at the foundation of this agreement. We are very excited about the opportunities this effort will bring."

—Source: Joint company release.

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Getting More from MaxQ

Providing profitable options to forage systems

Story By Rebecca Mettler for Cattleman's News

It's no secret fescue and forage legumes, such as clover, play an important role in the pasture profile of Southwest Missouri and the surrounding area.

Pennington Seed knows there are many forage options available to farmers and ranchers. Selecting the right varieties takes research and careful planning. Information on two useful forages, Durana white clover and MaxQ fescue was passed along to producers at

a MFA Inc. and Pennington Seed informational meeting in August at Joplin Regional Stockyards (JRS).

Durana White Clover

Livestock producers are constantly looking for ways to reduce cost. John Carpenter, director of sales with Pennington Seed detailed how a reduction in nitrogen fertilizer inputs and improved animal performance can be achieved with the introduc-

tion of Durana White Clover.

Carpenter explained there is a difference between Durana, which is a perennial clover, and the reseeding annual clover or a volunteer type stands. One of the most important distinctions is the increased amount of nitrogen fixation.

"The volunteer clover usually gives you 50 to 60 pounds of nitrogen per acre per year," Carpenter said. "A true perennial clover gives you two to three times more than that."

It's common for Durana to add 150 pounds of nitrogen per acre to the soil. The savings in commercial nitrogen per acre can reach \$100 per year.

Durana clover also reduces the

stored feed cost on an operation by extending the grazing season. Carpenter pointed out that a true perennial clover would have both spring and fall growth. And works well as an addition to both cool and warm season grasses.

Expect as much as 30 days added on to tall fescue and as much as 45 days added onto warm season grasses if you have native or bermudagrass, according to Carpenter.

"Those are extra days I don't feed hay. Every day I'm not feeding hay I'm not spending money," Carpenter said. "That could be as much as \$40 per cow savings out of a long season perennial white clover."

Carpenter mentioned most producers are also feeding a protein supplement when they are feeding hay. Every day that the grazing period is extended is one more day cattle are picking up protein.

"Clover is over 25 percent protein and it's over 75 percent digestible, so Durana clover is one of those clovers that is a nutrient rich plant.

Carpenter also said animal performance could be increased by as much as 50 percent, which he admits is a pretty powerful statement.

Why Max Q?

Dr. Harold Haskins, DVM from Newton County, Missouri has a love-hate relationship with Kentucky 31 fescue.

"My dad planted the first fescue over by Pierce City in 1955," Haskins said.

At the time it was the greatest thing to happen to the land in this area. Before tall fescue, pastures consisted of hop clover, cheat, lespedeza and lots of ragweed and sage grass, Haskins remembers.

As time went on Haskins realized the ill effects of toxicosis but also had a bad experience with endophyte free fescue when it came out.

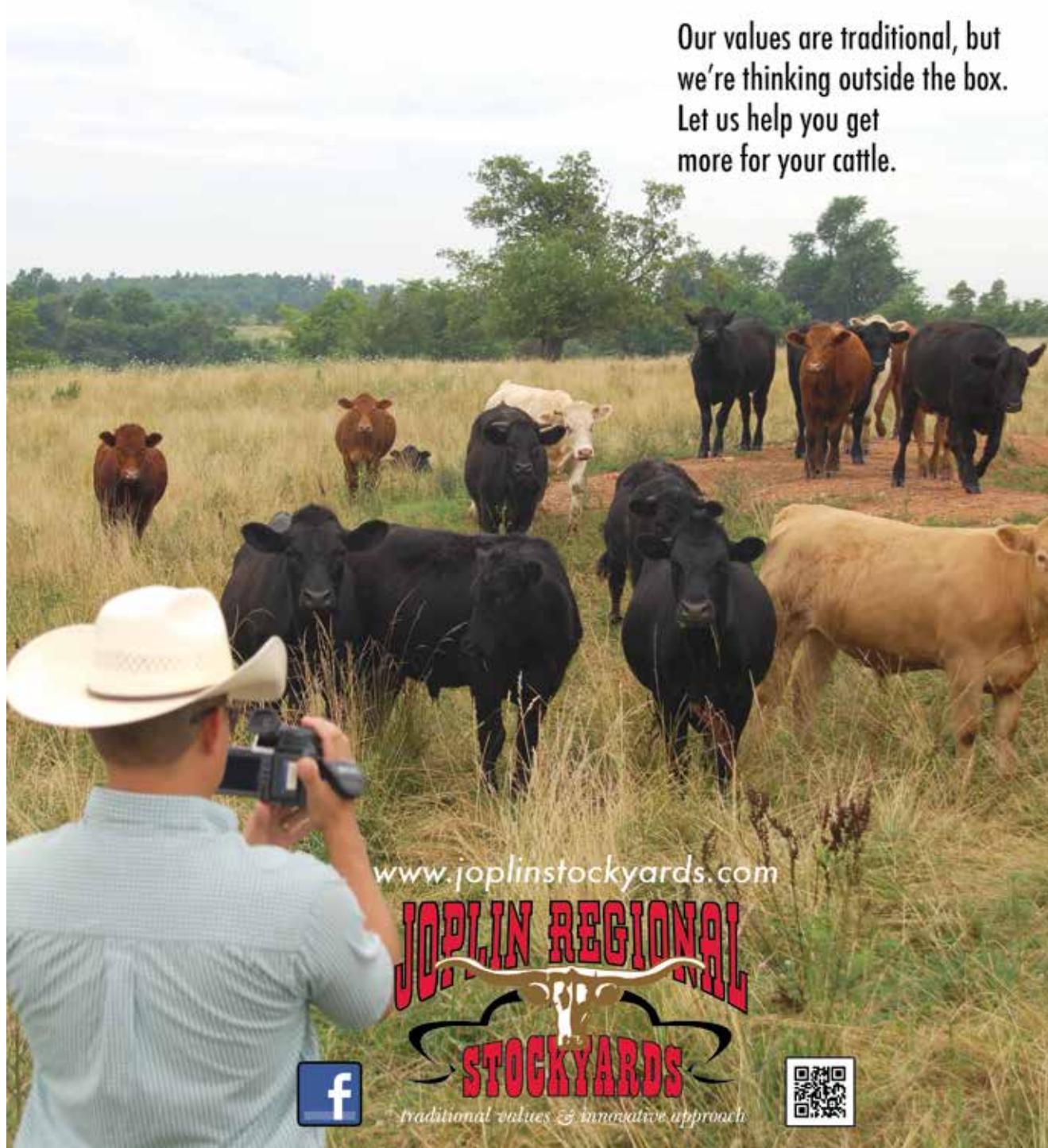
Haskins attributes a lot of his success to paying attention to his clients over the years as a veterinarian. He has worked for many progressive operations and observed their management strategies. Observation of a neighbor's operation was also how he got started on

CONTINUED ON NEXT PAGE

Innovative Marketing

Country Cattle | Risk Management | Video Sales | Value Added

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Forage First, Genetics Later

Preliminary results in on fescue trial at Southwest Center

Story By Joann Pipkin for *Cattlemen's News*

Select for the forage first. That's the bottom line on preliminary research conducted at the University of Missouri Southwest Center in Mount Vernon to determine the physical and chemical effects of feeding toxic and novel endophyte infected tall fescue to cattle.

According to Brett Jones, researchers at the University of Tennessee and MU worked together to find a genotype they believe shows partial tolerance to tall fescue toxicosis. Heifers in the study were genotyped for the DRD2 gene, which has presented the possibility to select for partial tolerance to tall fescue toxicosis in cattle.

A crop, soil and pest management graduate student, Jones said heifers in the study were fed in the GrowSafe feeding system at the MU Southwest Center where feed intakes, body weights and other physi-

cal properties were recorded.

The animals were separated into four treatments: novel tall fescue-partially tolerant animal, novel tall fescue-susceptible animal, toxic tall fescue-partially tolerant animal and toxic tall fescue-susceptible animal.

"When looking at the average daily gains," Jones said, "the heifers break down into three groups. The best gaining group was the partially tolerant and susceptible animals consuming novel endophyte infected tall fescue because toxins are out of the equation with novel endophyte."

The second best gaining group was the partially tolerant animals consuming toxic endophyte infected tall fescue, Jones noted, while the worst gaining group was the susceptible animals consuming toxic endophyte infected tall fescue.

MORE FROM MAXQ FROM PREVIOUS PAGE

Jessup MaxQ novel-endophyte fescue.

In 2000 one of his neighbors planted MaxQ and he liked what he saw.

"I'm really high on MaxQ," Haskins said. "And MaxQ is good enough that I don't need anything else."

Not only did he plant many acres of his own into MaxQ but he also convinced Jackie Moore and Steve Owens to plant the variety on a 220 acres north of JRS.

"That's what we needed out there because we can abuse it and not kill it," Haskins said.

In 2011 Haskins and the oth-

"Preliminary data indicate having the correct forage available to the animals is the most important factor," Jones explained. "Animals consuming novel endophyte infected tall fescue have higher average daily gains than animals consuming toxic endophyte infected tall fescue."

ers at JRS conducted a research study. On April 15 of that year 521 calves weighing 528 pounds were placed on the 220 acres. The calves grazed the pasture, without additional supplementation, for 75 days and were pulled off weighing 654.

"We did it simply to see what would happen," Haskins said. "Those cattle gained 126 pounds in 75 days. That's 1.68 pounds a day gain."

Because of results like this Haskins thinks MaxQ a wonderful innovation. He takes advantage of the increased animal performance and improved cattle health when compared to Kentucky 31 tall fescue.

If pasture renovation is not possible, Jones said the next step would be to select for proper genetics in the animal. "Partially tolerant animals consuming either toxic or novel endophyte infected tall fescue had gains that were not significantly different."

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ON THE CALENDAR

Beef, Forage Tour Set

See how Show-Me-Select heifers are performing

Story From Our Staff

Want a first-hand look at how Show-Me-Select (SMS) heifers are performing? An Oct. 16 “show-and-tell” tour will be held at the Scott Casey Farm, El Dorado Springs, Missouri, to give you a glimpse. Starting time is 1 p.m.

Scott is a long-time buyer of SMS bred heifers from the sales at Joplin Regional Stockyards. His first heifers were bought in 2007 and he’s purchased in 13

sales since.

Some of those original purchases are approaching 8, 9, even 10 years of age. Scott will explain why he’s continued to make SMS purchases, and also see some he purchased in May with newborns on the ground.

Scott raises some replacement heifers and employs heat synchronization and artificial insemination on a portion of

the 270-cow herd. Genex Field Representative Tammy Wallace will be on hand to display a breeding barn and discuss the protocols for synchronizing beef females to make the use of high accuracy AI bulls easier.

University of Missouri Quality Beef Program Director Mike Kasten will outline Quality Beef (QB) by the Numbers and reveal some of the early results of Missouri cattle put through the program, as well as how it helps participants find “special” cows in their herd.

A weed and pasture management discussion will be led by Pat Miller, University of Missouri Extension regional

agronomy specialist. Key features center on weed identification and proper selection control methods for weeds and brush. During the hay-ride tour, fall-calving cows will be seen and Scott will discuss his heifer purchases, record keeping and general management.

Regional livestock specialists and SMS producers will be present during the tour to visit about the benefits of the SMS program that began in 1997.

The tour begins at the Scott Casey farm headquarters at 3645 South 425 Road, El Dorado Springs, Missouri. From U.S. Highway 54, go south on Missouri 32 to Airport Road. Turn east on Airport Road and follow it. Airport Road becomes 331 Road, then 320 Road. Turn south off 320 Road onto 425 Road and follow it one-quarter mile to the rock pillar entrance.

For additional information, contact Patrick Davis, regional livestock specialist, at 417-276-3313 or by email at davismp@missouri.edu.

JOPLIN REGIONAL STOCKYARDS

Process Verified Program Tags for Value-Added Sales

May be purchased from:

- JRS — Monday thru Thursday 8 to 4 pm
- Vet Office — Sale Days (417) 548-3074
- Feed & More — Mt. Vernon (417) 471-1410

Only visual tag required for JRS Vac-45, JRS Calf Vac and JRS Stocker Vac. Tags are handled through JRS.

For more information, call Mark Harmon or Troy Watson
417.548.2333

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I wish to enroll in JRS Value Added Program

Document No: JRS 1 Revised September 15, 2005

Check Protocol: JRS Calf / JRS Vac 45 / JRS Vac 45 /
 Vac Sourced / Weaned Sourced / Non-Sourced /

RANCH/OPERATION INFORMATION

Name cattle will be sold under _____
 Owner/Manager _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Field Representative _____

Marketing Information

Total Number of Head Enrolling _____ Steers _____ Heifers _____
 Weaning Date, if applicable (mm/dd/yy) _____
 Approximate Marketing Date (mm/dd/yy) _____
 Approximate Sale Weight _____ lbs. to _____ lbs.
 Check Marketing Choice:
 JRS Livestock Auction JRS Video Auction

Other Management Practice Information

Please check and date all that apply:

- Castrated/spayed _____ Dehorned _____ Bunkbroke _____ Tank broke _____ Guaranteed Open _____
 (date) (date) (date) (date) day of Sale
◆ SOURCE VERIFICATION: Home Raised Purchased source verified cattle Non-source cattle
 (See affidavit next page) **PAPER DOCUMENTS ARE REQUIRED for PROOF**
◆ PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES Yes (See affidavit next page)

Location of where tags were purchased: _____

Please attach proof of purchase and return documentation and completed form 7 DAYS PRIOR TO SELL DATE to:

JRS Value Added Enrollment, P.O. Box 634, Carthage, MO 64836 or fax to 417-548-2370; For more info or questions please call Mark Harmon at 417-548-2333. Info is also available on our website: www.joplinstockyards.com

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.

Administration Information: JRS recommends a good vaccination protocol – use named brand vaccines & wormers

Vaccine Protocol	PRODUCT ADMINISTERED		JRS Vac 45	
	List Product and Brand in this column	JRS Calf Vac Sourced	JRS Vac 45 Weaned Sourced	JRS Vac 45 Non-Sourced
Respiratory Virals IBR-BVD-P13-BRSV 1 st Round MLV or Killed Booster Dose MLV only		X White Tag 1 st Dose Date	X Gray Tag 1 st Dose Date	X Orange Tag 1 st Dose Date
Clostridia/Blackleg		X	X	X
Haemophilus Somnus (Optional)				
Mannheimia (Pasteurella)		X	X	X
Haemolytica				
Parasite Control (Dewormer)			X	X
Implant				

X indicates the vaccine is required and must be administered.

All males are to be castrated and all heifers are guaranteed "open". If any bull(s) are found, seller will be billed for the loss of the buyer; sellers any of 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

Yes
 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 _____

MARKET WATCH

JRS Sale Day Market Phone: (417) 548-2012
 Mondays (Rick Huffman) | Wednesdays (Don Kleiboeker)
 Market Information Provided By Tony Hancock
 Mo. Department of Agriculture Market News Service
 Market News Hotline (573) 522-9244
 Sale Day Market Reporter (417) 548-2012

September Video Sales

Video Sales from 9/08/14, 9/15/14 & 9/22/14 • Total Video Receipts: 2,041

Feeder Cattle & Calf Auction | September Receipts through 9/22 15,179 • Last Month 15,583 • Last Year 19,917

Date:		South Central States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering: 587						
9/8/14						Eastern States		All states	east of the Miss., La., & Ark.		
FEEDER STEERS	MED & LG 1					FEEDER STEERS	MED & LG 1-2				
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
58	850	850	\$215.00	\$215.00	October	180	825	825	\$204.00	\$204.00	February
FEEDER STEERS	MED & LG 1-2					FEEDER HEIFERS	MED & LG 1				
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
73	685	685	\$233.00	\$233.00	Current	134	750	750	\$210.00	\$210.00	Current
57	880	880	\$204.25	\$204.25	Current						
FEEDER HEIFERS	MED & LG 1-2										
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY						
85	585	585	\$237.00	\$237.00	March - Value Added						

Date:		South Central States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering: 917							
9/15/14						FEEDER STEERS		MED & LG 1-2				
FEEDER STEERS	MED & LG 1					FEEDER STEERS	MED & LG 1-2					
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	
124	875	875	\$215.50	\$215.50	Current	108	900	900	\$204.00	\$204.00	December	
525	850	850	\$218.00	\$218.00	November	56	850	850	\$203.00	\$203.00	January	
104	925	925	\$197.50	\$197.50	January							
FEEDER STEERS	MED & LG 1-2					FEEDER STEERS	MED & LG 1-2					
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	
212	700	700	\$218.50-\$219.75	\$219.34	November							

Date:		South Central States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering: 537						
9/22/14						Eastern States		All states	east of the Miss., La., & Ark.		
FEEDER STEERS	MED & LG 1-2					FEEDER STEERS	MED & LG 1-2				
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
62	800	800	\$221.50	\$221.50	Current	56	900	900	\$204.50	\$204.50	Current
FEEDER STEERS	MED & LG 1-2					FEEDER HEIFERS	MED & LG 1-2				
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
207	725	725	\$216.00	\$216.00	November	212	700	700	\$218.50-\$219.75	\$219.34	November

Tune in to the JRS Market Report



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



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



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



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



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

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EVENT ROUNDUP

October

- 7-9 Management Intensive Grazing School, Bois D'Arc, Mo.
PH: 417-831-5246, ext.3
- 7 Cattle Program, Liberal Community Building,
Liberal, Mo. • PH: 417-682-3579
- 8 RA Brown Ranch Annual Bull Sale, Throckmorton,
Texas • PH: 940-849-0611
- 8-9 Applied Strategies in Reproduction Conference,
Stillwater, Okla. • PH: 405-744-6060
- 9 Ram Ag Youth Roundup, Joplin Regional Stockyards,
Carthage, Mo. • PH: 417-548-2333
- 10 Missouri Steer Feedout Consignment deadline
PH: 417-466-3102
- 11 Mark Yazel Cattle Co. Fall Finale, Ratcliff Ranch Sale
Facility, Vinita, Okla. • PH: 918-256-5561
- 14 Bull Breeding Soundness Exam Clinic, Diamond Vet
Clinic, Diamond, Mo. • PH: 417-325-4136
- 14 Beef Management Workshop, Forsyth High School
Cafeteria, Forsyth, Mo. • PH: 417-546-6790
- 15 Bull Breeding Soundness Exam Clinic, Dake Veterinary
Clinic, Miller, Mo. • PH: 417-452-3301
- 16 Special Video Sale, Joplin Regional Stockyards,
Carthage, Mo. • PH: 417-548-2333
- 17 Bull Breeding Soundness Exam Clinic, Countryside,
Animal Clinic, Aurora, Mo. • PH: 417-678-4011
- 18 Circle A Ranch Bull & Heifer Sale, Iberia, Mo.
PH: 1800-CIRCLEA
- 18 Seedstock Plus Fall Bull Sale, Joplin Regional Stockyards,
Carthage, Mo. • PH: 877-486-1160
- 18 Ag Celebration with Alumni and Friends, Bond Learning
Center, MSU Darr School of Agriculture, Springfield, Mo.
PH: 417-836-5628
- 18 Route 66 SimGenetics Sale, Chappell's Sales Arena,
Strafford, Mo. • PH: 417-235-3899

October

- 25 Aschermann Charolais Bull Sale, at the farm, Carthage,
Mo. • PH: 417-793-2855
- 25 Flying H Genetics Bull Sale, Lowry City, Mo.
PH: 417-309-0062
- 27 Southwest Missouri All Breed Performance Tested Bull
Sale, Springfield Livestock Marketing Center,
Springfield, Mo. • PH: 417-345-8330
- 29 Fink Beef Genetics Angus & Charolais Bull Sale,
Randolph, Kan. • PH: 785-532-9936

November

- 1 Professional Beef Genetics Open House Bull Sale,
Windsor Livestock Auction, Windsor, Mo.
PH: 888-PBG-BULL
- 3-4 Missouri Forage and Grassland Council Annual Conf.,
The Resort at Port Arrowhead, Lake Ozark, Mo.
PH: 573-499-0886
- 4 Missouri Steer Feedout Program & Weigh-in,
Joplin Regional Stockyards, Carthage, Mo.
PH: 417-466-3102
- 8 Moser Ranch SimAngus, Simmental & Angus Bull Sale,
Wheaton, Kan., PH: 785-456-3101
- 8 Replacement Cow & Bull Sale, Joplin Regional
Stockyards, Carthage, Mo. • PH: 417-548-2333
- 11 Bowling Ranch Herefords & Red Angus Production Sale,
at the ranch, near Newkirk, Okla. • PH: 580-362-5026
- 21 LeForce Herefords Production Sale, at the ranch, near
Pond Creek, Okla. • PH: 832-978-5876
- 21 Show-Me-Select Replacement Heifer Sale,
Joplin Regional Stockyards, Carthage, Mo.
PH: 417-466-3102
- 24 Special Yearling Sale, Joplin Regional Stockyards,
Carthage, Mo. • PH: 417-548-2333
- 25 Special Video Sale, Joplin Regional Stockyards,
Carthage, Mo. • PH: 417-548-2333

Replacement Cow & Bull Sale

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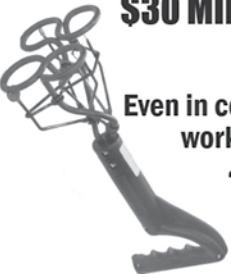
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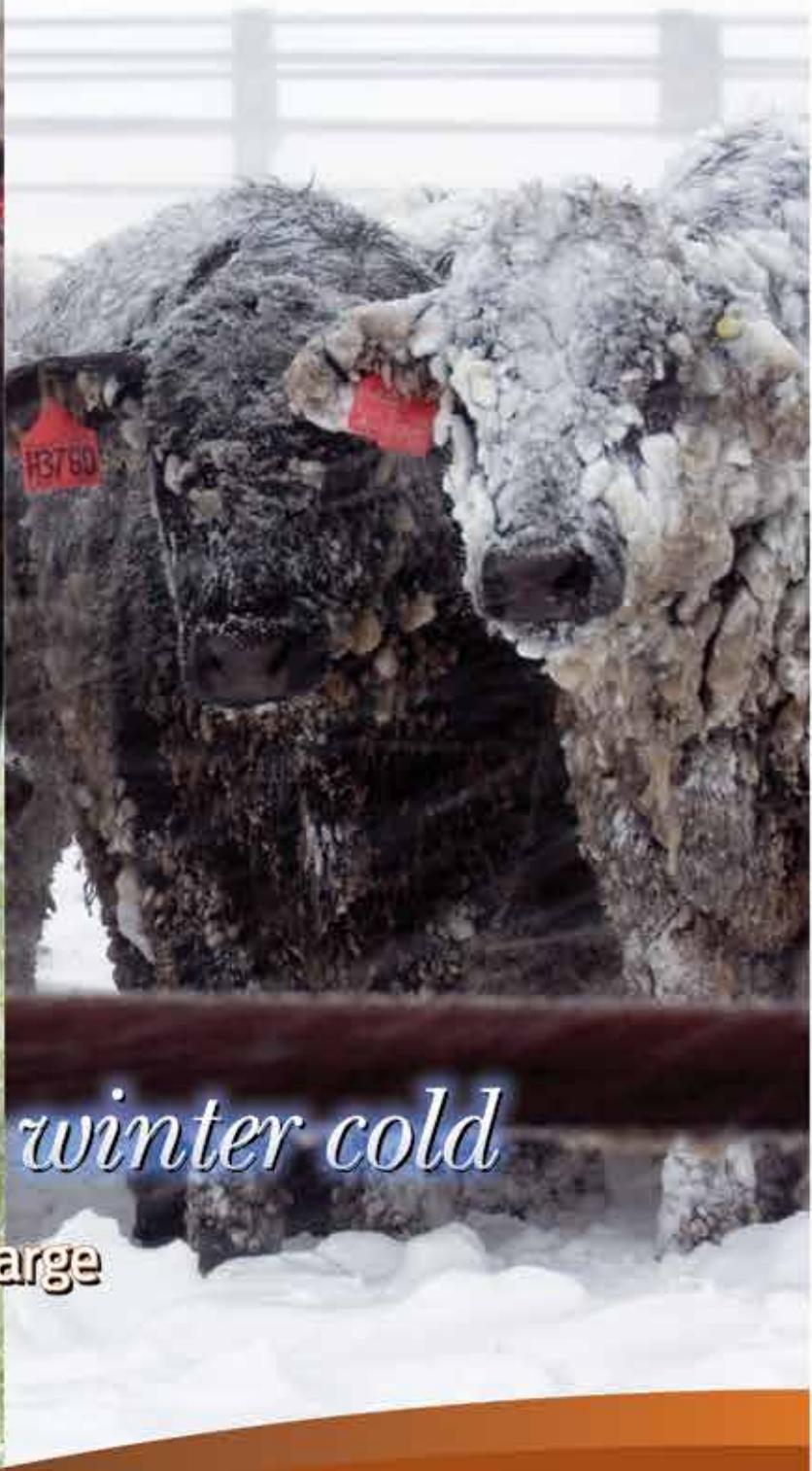


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