

J o p l i n   R e g i o n a l   S t o c k  
**CATTLEME**

September 2013  
Volume 17 • Issue 2

~ N E W S ~



**BACK WHEN  
THEY BUCKED**  
Page 18

**Today's Genetics—  
Not Like Your  
Grandpa's Farm**

**Manage Your Risk  
Find Opportunity  
in Video Marketing**

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# VIEW FROM THE BLOCK

The market has just been a rocket the last month! If we look back over the years I would expect that about eight years out of 10, the market peaks about the second or third week in August. Our last feeder auction of the month, though, found the market steady to about \$3 lower. It was still a good trade but as much as 30 cents has been added to the corn market. That leaves a lot of folks wondering just where the grain market is headed. And, the cattle market totally hinges on what the grain prices do. We sure have a lot better prospects for the cattle trade than we did a year ago with a lot of grass and available forage in a wide area. There is a lot in our favor.

On the cow and bull market, we're still seeing a really good market. Prices should hold pretty steady or maybe even gain some momentum as we have seen most everybody cull as deep into their herds as possible.

Our risk management through video marketing program continues to offer opportunity for you. Even if you can get a \$1.40 for your gain, with the cattle costing \$1.55 or \$1.60, there is a window there to make some



money if you have available forage.

We're gearing up for the fall calf runs. Consider weaning and pre-conditioning your calves before marketing. I think this will help you add some value to them before you sell. It won't cost much to put the gain on a calf this fall with the available grass we have. Plus, the pre-conditioning and value added program makes your calves more marketable. We have a special value added sale planned for Dec. 5 with the 45-day wean date of Oct. 21.

If you are interested in risk management through video marketing or our value added feeder calf program, give us a call at 417-548-2333 for more information.

Good luck and God bless

*Jackie Moore*

# Tune in to the JRS Market Report



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



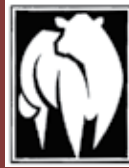
Monday 12:15 p.m.  
Wednesday 12:15 p.m.



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



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



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## Inside this Issue

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Today's beef industry is different than your grandpa's. Learn innovative genetics and marketing strategies inside this issue.— *Photo by Joann Pipkin*

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## BEEF IN BRIEF

### USDA Forecasts Record-High Corn Production in 2013

U.S. corn growers are expected to produce a record-high 13.8 billion bushels of corn in 2013, according to the Crop Production report issued today by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). The forecast production is up 28 percent from drought-hit 2012.

The early planting season was not very favorable for corn growers this year, as they were hampered by abnormally wet and cold spring weather. By April 28, only 5 percent of corn had been planted.

In mid-May, however, the weather became more favorable, allowing producers to speed up their planting pace and tie the previous single-week planting record by getting 43 percent of the total crop in the ground during the week ending May 19. U.S. growers wrapped up planting corn by mid-June, with 97.4 million acres planted to the crop.

Also, with 64 percent of U.S. corn crop rated in good to excellent condition as of August 4, corn crop condition remains significantly higher than at this time last year. Based on these conditions, NASS forecasts this year's corn yield at 154.4 bushels per acre, the third-highest yield on record.

—Source: USDA release

### FSA Reminds Producers to Document Livestock Losses

Mark Cadle, state executive director for Missouri Farm Service Agency (FSA), reminds livestock producers of the importance of documenting livestock deaths following the recent flooding, severe storms and lightning. Documentation of losses will be critical should future legislation for assistance, such as the Livestock Indemnity Program (LIP), be enacted.

In the previous Farm Bill, LIP provided assistance to producers for livestock deaths that resulted from disaster. LIP compensated livestock owners and contract growers for livestock death losses in excess of normal mortality due to adverse weather, including losses due to hurricanes, floods, lightning, blizzards, disease, wildfires, extreme heat and extreme cold.

Although there is currently no authorization for LIP at this time, it is imperative ranchers and livestock producers document livestock losses as they occur in the event LIP is included and funded in future legislation. Adequate documentation must be provided that proves the death of eligible livestock occurred as a direct result of an eligible adverse weather event including deaths because of normal mortality. Documents providing verifiable evidence may include, but are not limited to, rendering truck receipts, veterinary records, private insurance documents and third party verifications.

Contact your local county FSA office for more information or visit our website at [www.fsa.usda.gov](http://www.fsa.usda.gov).

—Source: Missouri Farm Service Agency

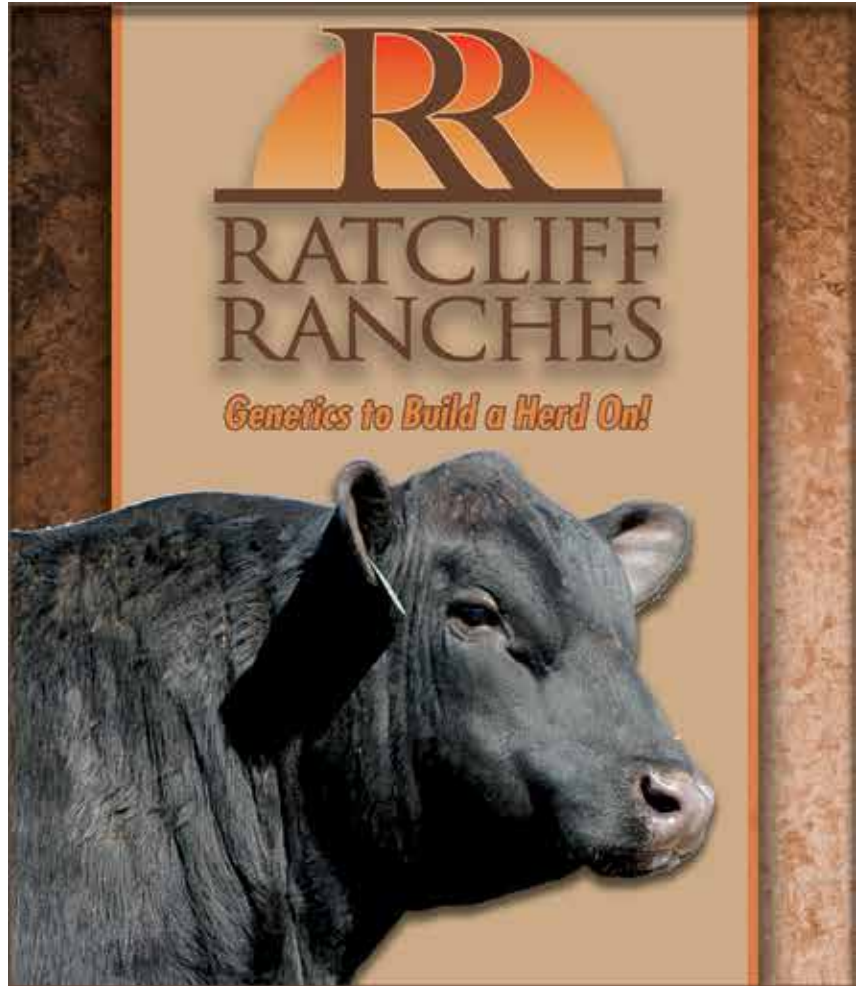
### USDA: Cost of Raising a Child Hits \$241,000

The U.S. Department of Agriculture (USDA) released its annual report, Expenditures on Children by Families, also known as the Cost of Raising a Child. The report shows that a middle-income family with a child born in 2012 can expect to spend about \$241,080 (\$301,970 adjusted for projected inflation\*) for food, shelter, and other necessities associated with child-rearing expenses over the next 17 years. This represents a 2.6 percent increase from 2011. Expenses for child care, education, health care, and clothing saw the largest percentage increases related to child rearing from 2011.

In 1960, the first year the report was issued, a middle-income family could have expected to spend \$25,230 (\$195,690 in 2012 dollars) to raise a child through age 17.

Expenses per child decrease as a family has more children. Families with three or more children spend 22 percent less per child than families with two children.

—Source: USDA release



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BY JUSTIN SEXTEN FOR CATTLEMEN'S NEWS

**W**eaning is an important marketing decision since current and future profitability is influenced by timing, cow culling, replacement retention and calf marketing programs.

Consider cow condition, forage availability and market signals when deciding when to wean calves rather than calendar date. Reduced forage availability due to drought and resulting loss of cow condition forced many producers to consider early weaning calves last year, whereas others may consider delayed weaning due to abundant rainfall and mild temperatures this year.

Cow body condition scoring during late summer allows producers to document condition loss or gain and make informed

weaning decisions. Body condition scores can be determined without gathering cattle and are the best indicator of nutritional status without additional stress associated with gathering. Record the condition score when evaluating a group to ensure historic records allowing weekly or monthly comparisons.

Delayed weaning due to adequate cow condition and sufficient forage resources increases weaning age and weight while potentially moving calves into a more favorable marketing period. If considering delayed marketing make sure to evaluate young and old cows to ensure these critical management groups are not overlooked.

Balancing current nutritional status with required pre-calving

weight changes can be challenging. Ensure cows are body condition score 5 or greater at calving. After weaning, spring calving cows generally accumulate condition due to reduced nutrient requirements for milk, cool autumn temperatures and renewed cool season forage growth. If cows are thin consider weaning calves so cows regain condition while grazing fall re-growth pastures. From a weaned calf marketing standpoint weaning now may also make sense, as historically calf prices begin to decline following Labor Day.

Following weaning most cull cows are immediately sold resulting in depressed autumn cull cow markets. Consider using excess pasture or crop residues to add weight to thin, sound cull cows while moving to a more favorable marketing window. Bulls may be kept with open cows potentially increasing cull cow value. With historic low cattle inventory these short-bred cull cows while not suited to one's production system may be valuable for another operation.

Determining how many cows to cull and replacement heifers to retain are other weaning time decisions. The decision to retain replacements is a balance between current cash-flow needs and long-term forage availability. With increased forage supplies and low cow inventory producers may opt to retain more replacements. Increased replacement heifer retention for operation growth can be a short-term challenge to cash flow or family living income due to reduced sales.

Alternative to retaining replacement heifers is purchasing bred replacement heifers or cows, which reduces development feed needs and shortens the investment period. With this system true replacement costs are known, and specific genetic and/or health traits can be incorporated into the cow herd. Aside



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CONTINUED ON NEXT PAGE

## WEANING TIME • CONTINUED FROM PREVIOUS PAGE

from the herd sire, replacement cows or heifers are the second largest genetic source in most operations.

Determining when to wean should be cow dependent, whereas post-weaning calf management is facility, labor and forage dependent. There are numerous preconditioning and wean/vac programs available to producers at all management levels. The best post-weaning management program is one suited to your management level, facility capabilities and feed resources.

If feed and forage resources are limited but facilities are available consider using a weaning program focused on vaccinating calves prior to and at weaning. Vaccination programs offer producers the opportunity to add value to calves without increased feed and forage needs associated with longer term preconditioning programs.

Producers with adequate feed and forage resources may consider precondition-

ing calves in order to market heavier calves. Preconditioning programs range from simply bunk-breaking calves to a full two-month feeding period. Consider the program requirements when selecting post-weaning management programs to fit your management and resources. Research shows as value-added program requirements increase, premiums paid also increase.

Recent value of gain calculations indicate an additional pound of gain on weaned calves ranges from \$1.00 to \$1.20 a pound. Daily costs for a 45 day preconditioning program range from \$1.65 to \$1.75 / day. For preconditioning to pay in this example average daily gain must exceed 1.5 pounds per day. Using cost and value of gain without premiums allows producers to evaluate if preconditioning is cost effective or feasible at the beginning of the enterprise.

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

## NEWS TO USE

### Missouri Livestock Associations Work to Overturn HB 253 Veto

#### Bill proposes 50% tax cut to small businesses

Five associations representing Missouri's livestock industry have stepped up to support the first across-the-board tax cut for all Missourians in nearly one hundred years. Livestock associations joining the effort include the Missouri Pork Association, Missouri Cattlemen's Association, Missouri Dairy Association, Missouri Egg Council, and the Missouri Chapter of the Poultry Federation.

Missouri's livestock associations are the first agricultural organizations to partner with other grassroots and business advocacy organizations to help bring much needed tax relief and government accountability to all Missourians.

The bill would phase in a 50% tax cut to small businesses, such as limited-liability companies and S-Corps over 5 years. In addition, the highest income tax rate any Missourian would pay would be reduced from 6% to 5.5% over a 10-year period. The corporate income tax rate would also be reduced 3% over the same 10-year period. The individual and corporate reductions would only take place if the state generates \$100 million in revenue annually. For low-income earners, the personal deduction would be increased from \$2,100 to \$3,100 for individuals earning less than \$20,000.

— Missouri Cattlemen's Association Release.

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## HEALTH WATCH

# The Healthy Value: Deworming Feeder Cattle

**Determine the need for combination deworming first**

BY DAVE RETHORST & CHRIS REINHARDT

The value of deworming pasture and feedlot cattle has been clearly demonstrated to the livestock community; the research is definitive and media surveys indicate that ranchers and cattle feeders have gotten the message loud and clear.

But if you dig very deep into the science of deworming, into specific parasites, life cycles, and mode of action of different kinds of dewormers it is very easy to become overwhelmed with the seeming complexity of the situation and potential solutions. The good news is you don't have to dig very deep to understand the issue.

Parasites live most of their life inside the animal, but require green grass, moisture and relatively warm temperatures to complete the life cycle. Eggs are laid by mature females living inside the animal and the eggs are then excreted in the feces; warming outside temperatures stimulate the eggs in the fecal pat to hatch and release infective larvae; larvae reside in dew drops on blades of grass and are consumed by the animal; the larvae then attach to the host and mature inside the host to adults. In short, if there are eggs in the feces and then on the pasture, the grazing cattle have mature egg-laying adult worms inside their digestive tract; that's the only way the eggs could get into the feces.

If you wean calves or receive cattle, which have been grazing green grass, they are likely carrying some

level of internal parasites. If you receive cattle which have been in drylot and were effectively---emphasize "effectively"---dewormed after arrival in that drylot they should have little to no parasite burden. There is a simple test that your veterinarian can conduct using a small amount of freshly voided manure to determine the level of internal parasites present and the effectiveness of your deworming program.

Parasites make it difficult for cattle to respond to vaccination and to fight off viral infection because the two different types of immune battles are competing for immune resources. If you are having unexpected health problems several weeks or months into the feeding program, you may wish to have the cattle examined for internal parasites. Deworm the calves again if necessary.

If calves are heavily parasitized prior to deworming immediately after coming off pasture, they may be carrying multiple types of parasites that live in different areas of their digestive tract. Calves which have not been dewormed on pasture, or were not dewormed going to pasture, or stocked heavily on pasture, or on pasture where cattle have not been regularly dewormed will likely be carrying a heavy parasite burden. Because of this, calves may respond to a combination of different types of dewormers. Injectable dewormers and oral dewormers can

**CONTINUED ON PAGE 10**

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# NEWS TO USE

## What's Under the Hide?

### Lawrence County 4-H Steers Evaluated

Six 4-H members in Lawrence County and their family and friends learned, "what was under the hides of their steers" on July 29. The six steers were evaluated on the rail by Dr. Bryon Wiegand, University of Missouri meats scientist. They had been on-feed since February 2 under the watchful eyes of the 4-H boys and girls.

During the 169-day feeding period, the six steers averaged 3.56 pounds per day gain with a range of 2.51 to 4.82 pounds per day. The ending weights averaged 1328 pounds. The range was 1245 to 1560 pounds.

The steers were slaughtered at Cloud's Meats, Carthage and Wiegand did the objective measuring of fat thickness, ribeye area and the subjective estimate of intramuscular fat (marbling) and kidney, pelvic, heart fat. With this data he calculated a carcass quality and yield grade. These are the two grades put on cattle to establish their value when harvested.

The carcasses were on display, along with pictures of them at the beginning and end of the program. Wiegand praised the project for its practical approach of stressing more than just showing an animal in the ring and not getting a chance to find its real value in the carcass.

The carcasses ran the gamut in both yield and quality grades. Yield grades go from 1 (very lean, high retail yield) to a 5 (extremely fat and wasty). Among the six steers, one calculated a 1.46 Yield with only 0.3 inch of fat over the rib and a 16.2 square inch ribeye. His ribeye only had a Slight 30 marbling score making his Quality grade a Select minus. The owner was Atley Kleinman, Wentworth. He was an Angus-Charolais cross.

A contrast to the above steer was a Red Angus, owned by Dallas Kleiboeker, Stotts City. His Yield Grade was a 4.96 due to having 0.95 inch of rib fat and only an 11.0 square inch ribeye. His quality grade was a Choice plus, almost Prime, with a marbling score of Moderate 80.

Wiegand told the audience that they should not make drastic adjustments to their program based on just the observation on one animal. He added that markets do change seasonally, with supply and be cautious about selecting maximums for carcass traits. He concluded, "the only maximum to select for is profit."

After the carcasses were each evaluated, Andy Cloud demonstrated the breaking down of one side of a carcass into

the wholesale and some retail cuts. One, one-inch rib steak from each steer will be sent to Columbia for fat and tenderness testing.

This was the second year of the 4-H project in Lawrence County. Other members in the project were Ashley Bailey, Mt. Vernon; Rachel Callison, Verona; Samantha Schnake and Donell Kleiboeker both from Stotts City. Project leader was John Kleiboeker. Persons interested in learning more may contact the Lawrence County Extension Center, Mt. Vernon. The project wraps up



4-H members in Lawrence County got a first hand look at how their steers fared in regard to carcass quality at a recent program featuring University of Missouri meats scientist Dr. Bryon Wiegand. —Photo courtesy Eldon Cole.

in September when all the costs and expenses are computed to determine the "profit," if any, for the year's effort.

—Source: Eldon Cole, University of Missouri Extension livestock specialist.

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**DEWORMING • CONTINUED  
FROM PAGE 8**

complement one another in heavily parasitized calves; the weakness of one type is actually the strength of the other type.

On the other hand, cattle which have come from a drylot situation, were grazing annual forage, or were effectively dewormed at the beginning of the summer grazing season may not benefit from a combination deworming program. Have your veterinarian take fresh fecal samples either at

arrival or two weeks after deworming to determine the need for combination deworming.

The dewormers available to beef producers are effective; they can be made even more effective by knowing the level of parasite burden and treating cattle accordingly.

—*Dave Rethorst, DVM, is director of outreach, Beef Cattle Institute & Chris Reinhardt, Ph.D. is extension feedlot specialist, Kansas State University.*

# MANAGEMENT MATTERS

## More Than One Path to Cattle Profit

### How to get to consumer-driven beef

Crossbreeding may fit most producers, but it is not the only logical path, says a leading cattle feeder and an animal scientist.

Tom Brink, president of J&F Oklahoma Holdings, says feeding 1.6 million cattle per year at Five Rivers Feedlots has led him to conclude: "Planned crossbreeding is not the problem. Planned straight breeding is not the problem. Breeding cattle without any

consistent plan is the problem."

He commented at the 45th Annual Beef Improvement Federation (BIF) meeting June 12 in Oklahoma City, where a series of presentations and a panel discussion examined the rationale for breeding systems.

Nevil Speer, University of Western Kentucky animal scientist began by clarifying that he does not advocate one

**CONTINUED ON NEXT PAGE**

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**CATTLE PROFIT • CONTINUED FROM PREVIOUS PAGE**

system over another. Speer's 2011 paper, "Crossbreeding: Considerations and Alternatives in an Evolving Market," granted every advantage to crossbreeding before exploring why the practice is losing ground in the commercial beef industry.

A proliferation of Angus branded beef programs, and especially market premiums paid for the original Certified Angus Beef brand, has added value to Angus cattle at every segment, Speer noted. However, consumer satisfaction is the driving force, and no breed or system of breeding should be evaluated without respect to the core quality of beef and its impact on demand.

He said the 21st century beef industry is more consumer driven, compelled by a competitive protein market. Efficient but demand-responsive cattle ranches will likely face "increasing delineation" around premiums and discounts. Crossbreeding can be valuable to producers and the industry, Speer reiterated, "but opting out of such an approach isn't necessarily flawed."

Brink agreed and used a baseball metaphor where right-handed batters represent those using planned crossbreeding with the lefties using straightbred Angus.

"We should not coach each and every producer to bat right-handed by telling them that crossbreeding is the only solution," he said. "Each producer line up on the side of the plate where they feel most comfortable and go hit the ball!"

He shared data on the top 10% to 15% of cattle Five Rivers has fed (see Table), noting better feedlot performance worth \$154/head above average, with grid premiums adding \$65 for a net \$219/head advantage.

"This illustrates what is possible and that we can pay much higher prices for feeder cattle and calves that are known to create such exceptional value," Brink said.

If the crossbred advantage proven in older data still holds true, it can be represented as one extra 600-lb. calf per cow, or six such calves compared to five for a straightbred cow, he suggested, laying out the math. Additional carrying costs of \$600 for another year would make a net \$300 profit for the crossbred, given calves at \$1.50/lb.

A "high-end Angus straight-breeding program" can match those results, Brink said. "As shown above, stacking top growth and carcass genetics can result in cattle that are worth \$200+ per head above average." Multiplied by five calves rather than six shows a \$1,000 advantage.

"If cow-calf producers can capture just 30% of this value, they have matched the crossbreeding example," he said, allowing some would argue the numbers: "That is fine...the key takeaway, however, is that these two approaches to breeding beef cattle are financially closer than many people think."

**TABLE 1: Exceptional Cattle vs. Average Cattle**

	ADG	Dry Feed/Gain	Grid
Average Performers	3.40 lb.	6.00 lb.	\$20
Top 10-15% Performers	4.75 lb.	5.25 lb.	\$85

SOURCE: FIVE RIVERS CATTLE FEEDING

Yes, structured crossbreeding would fit most U.S. producers, Brink said. "Straightbreeding is appropriate for others who are serious about creating high-performance, high-value calves that will top the market. This appears to be the reason why a significant number of producers forego known advantages of crossbreeding to pursue a different path they find equally rewarding." — Source: *Certified Angus Beef release*

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## HELPING HANDS

### Conservationists Consider Value of a Bird in the Prairie

#### Grassland Reserve Program helps landowners preserve prairie

BY CHARLIE RAHM

It was just one bird with one nest of eggs, but to Dr. Curtis Long, the greater prairie chicken discovered recently on his native prairie at Butler is a reminder of what once was.

"I hayed this field in the 60s and 70s, and it wasn't unusual to see eight or 10, maybe 20 prairie chickens," he says. "In those days, we would see them every time we hayed.



Landowners like Dr. Curtis Long (above) are able to preserve prairie with the help of the Grassland Reserve Program and the Natural Resources Conservation Service. The program offers payments to landowners in exchange for easements that ensure prairies and other grasslands will not be tilled or developed.

—Photo Courtesy Missouri Natural Resources Conservation Service

But I haven't seen any in years."

Missouri's once thriving prairie chicken population declined with conversion of prairie to row crops and fescue pastures. According to the Missouri Prairie Foundation, only 90,000 acres of remnant native prairie remain in Missouri – down from 15 million acres before settlement.

Since 2003, however, the USDA's Natural Resources Conservation Service (NRCS) has been helping landowners preserve prairies through its Grassland Reserve Program (GRP). The program offers payments to landowners in exchange for easements that ensure that prairies and other grasslands will never be tilled or developed.

Harold Deckerd, NRCS assistant state conservationist, said Missouri's GRP payment rate changes annually. In 2013 it is \$1,420 per acre south of the Missouri River and \$1,415 per acre north of the Missouri River. Deckerd said NRCS has purchased 37 GRP easements in Missouri, protecting 4,300 acres

of grassland. About half of those acres are prairie land.

Dr. Long signed his GRP contract in 2011. He and the other GRP participants retain ownership of their land. They can cut hay from it, graze it and use it for hunting and other recreation activities. But they must maintain it as grassland. And if they sell the land, the easement goes along with it to the new owners.

That's just fine with Dr. Long.

"I love the program because it's the only way I know to preserve the prairie forever," the 78-year-old physician said. "My interest has always been in prairies and conservation and resources."

Dr. Long, who leased the prairie for many years before purchasing it in 2010, said the 280 acres usually yields 600 bales of hay "without applying a drop of fertilizer."

Hayes and Scott Sudkamp, a wildlife services biologist with the Missouri Department of Conservation (MDC) documented 94 species of plants on the site. And at least for a while, one prairie chicken occupied the site.

Sudkamp said the single bird made the nearly 50-mile trek from Wah'Kon-Tah prairie near El Dorado Springs, where it had been fitted with a radio transmitter and released after being

CONTINUED ON NEXT PAGE

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# New System Gives Insight into Animals' Feeding Habits

## Data could help establish genetic differences within a herd

BY SANDRA AVANT

U.S. Department of Agriculture scientists have developed a new system that monitors livestock feeding behavior.

Agricultural engineers Tami Brown-Brandl and Roger Eigenberg at the Agricultural Research Service (ARS) Roman L. Hruska U.S. Meat Animal Research Center (USMARC) in Clay Center, Neb., designed software and hardware that incorporates standard radio-frequency identification (RFID) technology and a commercial reader to monitor animals' eating habits. The system, designed to work in an industry setting, includes an ear tag applied to each animal, monitoring equipment and data recording and storage.

Scientists are using this

data to determine the normal day-to-day variation in feeding behavior—the amount of time each animal spends eating, the number of eating events per day, and the timing of those events. By determining an animal's normal eating behavior, it might be easier to detect a sick animal when it starts spending less time at the feeder. These animals can then be treated early to help prevent severe illness. Information gathered might also be used to improve management and establish genetic differences within a herd, according to the researchers.

The low-cost system was first used to monitor feedlot cattle and has been adapted to grow-finish swine. Individual animal feeding behavior can be measured without any outside influence, according

### CONSERVATION • CONTINUED FROM PREVIOUS PAGE

trapped in Kansas in 2012. The transmitter allowed Sudkamp to locate the bird and her nest of 11 eggs, nine of which hatched. Unfortunately, the hen eventually was killed by a predator.

Chris McLeland, MDC private lands program biologist, said it's hard to know why the prairie chicken left Wah'Kon-Tah, but the fact that she chose Dr. Long's hayfield to make her nest is an indication of the value of GRP and other programs that preserve and enhance wildlife habitat.

"Even though it is one individual bird, it sought after and found the appropriate habitat,

which was on a GRP easement," McLeland said. "It demonstrates the importance of these programs."

NRCS State Conservationist J.R. Flores said that GRP is a good example of a program available today that will pay dividends for future generations.

"As an agency, we share the landowners' satisfaction of knowing that what we do today will make a difference forever," Flores said.

**Editor's Note:** For additional information on the Grassland Reserve Program, contact your local NRCS office.

—Charlie Rahm is public affairs officer for Missouri Natural Resources Conservation Service.

to Brown-Brandl, who works in USMARC's Environmental Management Research Unit.

In one study, antennas were mounted on standard swine feeders in six pens that each held 40 pigs. In addition to collecting feeding behavior data, video cameras were used to evaluate the durability of the

system, which was shown to be dependable.

Scientists plan to use the system in future studies to examine feeding behavior as it relates to age, gender, weight gain and the health of animals.

—Source: U.S. Meat Animal Research Center release

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## HEALTH WATCH

### Identification of New Cattle Virus Helps Rule Out Mad Cow Disease

#### Neurologic diseases difficult to pin-point

A new cow virus that causes neurologic symptoms reminiscent of mad cow disease has been identified and its genome sequenced by a team of researchers including scientists at the University of California, Davis.

While this particular new virus is unlikely to pose a threat to human health or the food supply, the new findings are critically important because they provide researchers with a relatively simple diagnostic tool that can reassure both ranchers and consumers by ruling out bovine spongiform encephalopathy — mad cow disease — as the cause of neurologic symptoms when they appear in cattle.

Results of the study appear online in the September issue of the Emerging Infectious Diseases Journal, published by the U.S. Centers for Disease Control and Prevention.

“Neurologic disease in cattle can be difficult to diagnose because there are a number of different causes, and pre-mortem sampling and analyses can be cumbersome and/or expensive,” said Patricia Pesavento, a veterinary pathologist in the UC Davis School of Veterinary Medicine and corresponding author on the paper.

“Understanding the role of this virus is crucial for veterinarians as well as for the dairy and beef cattle industries,” she said. “Additionally, finding new viruses helps us identify other, more remote viruses because it builds our knowledge of both the depth and breadth of viral family trees.”

#### New study

In this new study, researchers analyzed brain tissue from a yearling steer with neurologic symptoms of unknown cause. Through this analysis, they discovered a new virus that belongs to the astrovirus family. Further study of brain tissue samples, preserved from earlier examinations of 32 cattle with unexplained neurologic symptoms, revealed the presence of this astrovirus in three of those animals.

The researchers used “metagenomic” techniques to sequence this astrovirus species — now referred to as BoAstV0NeuroS. This newly identified virus becomes the third separate astrovirus species detected in brain tissues, and each of these is associated with neurologic disease. Tissue analysis and distribution studies suggest that the cow virus is most likely to be found in the spinal cord and causes a uniquely patterned tissue abnormality, thus enabling diagnosticians to quickly eliminate mad cow disease as the cause of neurologic symptoms.

“Further research is needed to determine the viral origin and progression, like whether development of neurologic symptoms from this astrovirus requires other factors such as a co-infection by some other microbe or a weakened immune system,” Pesavento said. “Further testing may also provide information about how often and for how long the animal sheds the virus.”

— Source: University of California-Davis release

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# NEWS TO USE

## Embryonic Death Study Helps Find Ways to Boost Beef Calf Crop

### Preventing pregnancy losses means profit potential for beef industry

Beef herd owners would be shocked to learn they'd lost 25 percent of cow pregnancies in two weeks. It happens all the time. And owners never know it.

"Huge losses occur before farmers know their cows are pregnant," says Mike Smith, University of Missouri animal scientist. "Many losses occur before the cows know they are pregnant."

Pregnancy checks in University of Missouri research herds show that three days after breeding, 95 percent of all cows bred are with calf. But 14 to 16 days later pregnancies drop to 70 percent. Early embryonic death loss cuts calf crops.

Late embryonic death pushes losses higher. By day 30, pregnancy rates have dropped to 65 percent. Another five to 10 percent can be lost later in gestation.

Preventing pregnancy losses offers profit potential to the beef industry. That research continues at the MU College of Agriculture, Food and Natural Resources.

New tools developed at MU allow early detection of pregnancies.

Smith, professor of beef reproduction, will report his work at a field day, Sept. 17 at the MU Thompson Farm in northwestern Grundy County, west of Spickard, Mo.

Also, he will tell herd owners steps they can take to reduce embryonic losses.

"Genetic defects cause one-third of early losses. Those losses clear birth defects and genetic abnormalities," Smith says. "That leaves two-thirds of losses to stress and other factors in cows."

Herd managers can reduce stress.

"We don't know what causes all of these early embryonic losses," Smith says. "But there are ways to save more calves through management."

Transportation and heat stress cause losses. Loading cows on a truck and moving them after breeding creates stress. Timing and method of moves affect loss rates. Heat stresses come from the sun and from toxic endophyte-infected fescue grass.

Smith studied embryonic death loss while earning his Ph.D. He did the research in the 1970s at the Texas Agricultural Experiment Station, Beeville, Texas.

Until recently, early pregnancy detection was difficult. New tools were developed by MU scientists in the Food for the 21st Century (F21C) program. They use hormonal assays to detect protein signals from the cow's placenta. Also, new high-resolution ultrasound monitors show early embryos.

"Earlier, we didn't have tools to do this basic work," Smith says.

Now, Smith returns to his studies in beef herds at Fort Keogh, Mont., MU Thompson Farm and in Brazil. Study of pregnancy loss requires large herds of cows to get significant results.

With fixed-time artificial insemination, developed at MU Thompson Farm, herd owners regularly achieve 65 percent of cows pregnant at day 90 after breeding. With timed AI, all cows in a herd are bred on the first day of breeding season. "When you get over 70 percent pregnant, that is phenomenal considering embryonic losses," Smith says.

Basic research on maternal hormones was sponsored by F21C, funded by the Missouri legislature. Smith's students aid in the research. Results are conveyed to farmers through field days and MU Extension.

MU received a five-year grant to study genetic defects affecting early embryonic losses in heifers.

—Source: University of Missouri Cooperative Media Group

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# NEXT GENERATION

## Who Will Be the Next Leader of Your Operation?

Get you and your successor on the same page

BY DARREN FRYE

When we think about a legacy plan for the farm, we often think of the legal documents first – wills and trusts and estate planning. But in reality, the top reason that family farming operations fail to transfer to the next generation is a lack of succession planning.

In some farm families, the older generation makes all the

decisions. They set the priorities for what's going to happen in the operation. Sometimes when the younger generation asks what the future of the farm is going to look like, the older generation responds, "Someday, when this is yours, you can do anything you want. But until then, I'm in charge." That's what I heard from my dad.

That can create real fear and worry in the next generation,



but it doesn't have to happen that way. If you're in business with family members, you know that a transition doesn't occur overnight. But in spite of this, the planning can get pushed to the back burner. The younger generation may have a sense of urgency, wanting to get the process started – and yet gets pushback from the older generation.

The next generation stands to lose a substantial piece of the operation if estate planning is delayed. The estate tax could be in the millions of dollars, depending on the size of the business and the changing estate tax laws. Bottom line: none of us knows how much time we have left here.

One way to understand legacy planning is through the concept of stewardship. The older generation has worked hard to build the operation. They've been good stewards through a lifetime – ensuring the viability of the livestock and the business. With a legacy plan, they get some certainty that their business is protected and will transfer to the next generation of good stewards.

Talk about stewardship with the whole family and with the key people in your operation. They've cared for the operation and helped build a legacy. An effective plan shields what the older generation worked so hard to create. They'll have decision-making power in the process.

Part of that power is knowing who will be the next leader in the operation. It's important to be clear about who you envision leading the operation in the future – your son or daughter, or a key employee – so they can begin to prepare.

Get your successor on the same page with you. Give them the chance to make some real choices – and hold them accountable for their decisions. You could appoint them to be in charge of a particular facet of the operation.

Just remember that they

don't have to do everything exactly the way you do it – because their skills and abilities are probably different than yours.

That's hard because we usually want things to be done our way. But letting go has to happen as we work through a succession plan. We know the next generation is going to skin their knees along the way. It's best to let them make some of their own mistakes while we're around to coach and train them through it.

Have them go to meetings with you – with your suppliers, your veterinarian, your banker, your advisors. Your future leader needs a strong understanding of how these relationships work.

Some families put young leaders in charge of developing a portion of the herd. They are responsible for making sure their part is profitable – and in the process, they learn how to make a balance sheet work.

The next generation has to be aware of what they're getting into – the financials, the processes, the relationships. Transparency is very important – and can be intimidating. I think of it as letting someone else climb around in your mind. What will they see? Is it something we'd want them to see?

Chances are that if you're a cattleman today and thinking about how to pass things on to the next generation, you're already running a successful operation. The key to a good succession plan is figuring out how your successor can draw on your years of knowledge and expertise.

Helping your successor learn these things now sets them up for a successful future. It's an incredibly generous gift to give because it lasts a lifetime – and beyond, if they pass it on to *their* children.

What will the succession plan for your operation look like? Do you know who will be the next leader? Make a plan to train and develop them for that job.

Incidentally, we have just produced a white paper titled "12 Biggest Estate Planning Mistakes". You can download it free at our web site at [www.waterstreet.org](http://www.waterstreet.org).

—Source: *Water Street Solutions* helps farmers across the Midwest achieve success using financial analysis, insurance, commodity marketing and legacy planning.

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For subcutaneous injection in beef and non-lactating dairy cattle 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.  
READ ENTIRE BROCHURE CAREFULLY BEFORE USING THIS PRODUCT.

#### INDICATIONS

ZACTRAN is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. ZACTRAN is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida*.

#### CONTRAINDICATIONS

As with all drugs, the use of ZACTRAN is contraindicated in animals previously found to be hypersensitive to this drug.

**WARNING: FOR USE IN CATTLE ONLY. NOT FOR USE IN HUMANS. KEEP THIS AND ALL DRUGS OUT OF REACH OF CHILDREN. NOT FOR USE IN CHICKENS OR TURKEYS.**

The material safety data sheet (MSDS) contains more detailed occupational safety information. To report adverse effects, obtain an MSDS or for assistance, contact Merial at 1-888-637-4251.

**RESIDUE WARNINGS:** Do not treat cattle within 35 days of slaughter. Because a discard time in milk has not been established, 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.

#### PRECAUTIONS

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

#### ADVERSE REACTIONS

Transient animal discomfort and mild to moderate injection site swelling may be seen in cattle treated with ZACTRAN.

#### EFFECTIVENESS

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

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## FARM TO MARKET

# Risk Management, Video Helps Cattlemen Capture Market Highs

## JRS program 10 years strong

BY JOANN PIPKIN, EDITOR

With a little more than 10 years under its belt, the risk management through video marketing program offered at Joplin Regional Stockyards only continues to grow. More than 85,000 head of cattle were marketed on video at JRS in 2012. Thus far in 2013, the program has already drawn over 50,000 cattle and is on target to market over 150,000 this year.

JRS customers like Farmington, Ark., cattleman Bob Spears are better able to manage expenses by participating in risk management through video marketing.

"I know what my costs are to get (the cattle) there and I see if I can protect myself by selling in the futures market," explains Spears.

Marketing cattle through the video auction at JRS allows producers to forward contract cattle, according to co-owner Steve Owens. "This means that the producer can sell his or her cattle when the prices are good even though the cattle might not deliver until three to six months in the future," he says. "This allows the producer to manage risk because time can be risk."

Through the program, producers have the ability to sell load lots of cattle and can lock in a price that makes them comfortable in securing a profit.

"The program has worked out really well for me," explains Tom Padgett, who backgrounds cattle on his farm north of Mountain Grove, Mo.

Padgett has been using the risk management through video marketing program at JRS for about three years. He says he especially appreciates the personal service he gets from his JRS field representative.

"The program helps me capture more value on my cattle," Padgett notes, adding there is no freight charge with the program as the buyer picks up the cattle right on his farm. "I can decide when I want to sell the cattle," he adds.

To participate in risk management through video marketing, a representative of JRS visits the producer's farm to video the cattle being offered for sale. Delivery weights must be between 48,000 and 50,000 lbs. of either steers or heifers. JRS completes the specs on the cattle and how the stock will be marketed. This includes base weight, sex, number of cattle, delivery date and description of cattle.

"We then prepare the information to be viewed in our sale," explains Owens. "When the auction takes place then the seller has the option to either sell or no-sale. If the cattle sell, then a contract is prepared and down payment paid."

Spears follows the market closely, every day reading and watching trends and prices.

Padgett notes the only challenge is with weather fluctuations it's sometimes hard to hit the target weight. For example, it might be difficult to get cattle to gain enough to meet delivery weight with drought and little grass. Equally challenging is when cattle reach their target weight ahead of schedule.

For producers with excess forage this fall that are looking to capture some added value, risk management through video marketing is surely an opportunity to explore.

According to JRS co-owner Jackie Moore, "It's a great tool for our producers to manage their risk and add some value to their cattle at the farm."

"Risk management through video marketing allows the producers to take advantage of a good cattle market even though they don't ship their cattle for months," Owens adds.

And, for cattlemen like Tom Padgett, "It sure takes a lot of the gamble out of selling," he says.

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In field trials, clinically ill cattle given ZACTRAN showed a significant improvement within 24 hours.<sup>3</sup> And most cattle treated with ZACTRAN stayed healthy for the full 10-day study.<sup>2</sup> That can mean fewer retreatments<sup>4</sup> and healthier margins. Talk to your veterinarian about prescription ZACTRAN. It's exZACTLY right to control BRD risk with one treatment.

**ZACTRAN**<sup>®</sup>  
(gamithromycin)

Give subcutaneously at 2 mL/110 lbs.

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RUMIOTD1301-A (03/13)

<sup>1</sup>ZACTRAN product label.  
<sup>2</sup>Lechtenberg K, Daniels CS, Royer GC, et al. Field efficacy study of gamithromycin for the control of bovine respiratory disease in cattle at high risk of developing the disease. *Intern J Appl Res Vet Med*. 2011;9(2):189-197.  
<sup>3</sup>Sifferman RL, Wolff WA, Holste JE, et al. Field efficacy evaluation of gamithromycin for treatment of bovine respiratory disease in cattle at feedlots. *Intern J Appl Res Vet Med*. 2011;9(2):171-180.  
<sup>4</sup>Van Donkersgoed J, Merrill JK. A comparison of tilmicosin to gamithromycin for on-arrival treatment of bovine respiratory disease in feeder steers. *Bovine Practitioner*. 2012;46(1):46-51.

# BACK WHEN THEY BUCKED

# Gene Peacock

**The cowboys may be aging but his rodeo friends and memories are still young in his mind.**

Reprinted with permission from Rodeo News

STORY BY RUTH NICOLAUS

**G**ene Peacock has spent his life immersed in rodeo and the cattle business.

The 84-year-old Cottonwood Falls, Kan., man was a rodeo contestant, laborer and judge, as well as a feedlot manager and order buyer.

He was born in 1928 south of Seminole, Okla., one of nine children of Curtis and Marie Peacock. After his schooling ended with the eighth grade, he helped his parents ranch and farm. By the time he was 15, he was competing in the bareback riding, bull riding and saddle bronc riding.

In his late teens, Gene made a dollar a day working for a local farmer and rancher. A 4<sup>th</sup> of July rodeo was advertised in Oilton, Okla., and Gene had a friend with a car, so they entered the rodeo. He won \$75 at the rodeo, "and I only had made \$65 working all winter," he marveled. His rodeo career began in earnest.

Gene joined the Rodeo Cowboys Association, predecessor to the Pro Rodeo Cowboys Association, in 1945. At that time, cowboys could not cross over and compete in both RCA and amateur events, so Gene stuck with RCA rodeos.

Bareback riding was his strength, but he also competed in the bull riding, occasionally the saddle bronc riding, and even roped and bulldogged a little bit.

He rodeoed "all over," he said, "from Washington State



to the East Coast." Gene Peacock—1958 Gene competed at Madison Square Garden in New York City and the Boston Garden five times. "Those were the biggest rodeos there were back then," according to Gene.

Madison Square was 53 performances and Boston followed it. Together, they ran about seven weeks in length. Gene competed there five times, from 1945 to 1952, only missing one year, in 1949, when he was injured. New York City was big time for the Oklahoma cowboy. Madison Square was a 15 header, Gene remembered, "but I couldn't stay sound. I never did win it but I won go-rounds there." He had broken his neck when he was young, and "it bothered me at times."

During his rodeo days, Gene became friends with Gerald and Ken Roberts. Gerald was the RCA's all-around champion in 1942 and 1948, and Ken won the world bull riding title three times. Gene lived with the family on and off for several years.

E.C. and Clara Roberts, parents of the boys, requested that Gene work for them.

"They raised a lot of horses. I'd go nearly every year in the spring and break horses for them," Gene recalled. "They'd call and need me, and I'd go and stay a while."

For a couple of years, Gerald did the entering for Gene, and paid his entry fees and expenses, and if Gene won, Gerald got half of Gene's winnings.

Gene also worked for the world champion brothers with the Roberts' stock contracting business as arena director and flankman, first as part-time and then full time in 1948. He often competed at the same rodeos at which he worked. At that time, the Roberts family provided stock for rodeos in Phillipsburg and Abilene, Kan., Vinita, Okla., Burwell, Neb., and many others.

When the Roberts brothers sold their company in 1961, he continued to work as arena director for other stock contrac-

tors. He was also on the labor list for many contractors, helping feed, sort and load timed event cattle at rodeos across the nation.

Gene had been an order buyer in Oklahoma, and in the early '60s, his company moved him to Strong City, Kan., to work at their feedyard, the Crofoot Cattle Co. He wound up managing the feedyard, and became a board member of the Strong City, Kan., PRCA rodeo.

Gene quit competing in 1965 (his last ride was in Strong City), but he didn't leave rodeo. By that time, he had begun to judge PRCA shows and high school rodeos.

Throughout his career, he traveled with the likes of Charlie Beales, Jack Buschbom, and Wallace Brooks, brother to world champion Lewis Brooks.

Gene suffered injuries like any rodeo contestant, but they were never career-ending. He broke his neck three times, his ankle once, and numerous ribs, fingers, and a leg a time or two. The injuries slowed him down temporarily, but he always bounced back from it.

Gene's favorite horse was the 1961 Horse of the Year, Jesse James. At the time, Gene worked for Walter Plugge, a stock contractor in Nebraska, and Gene bought the straight Palomino, a saddle bronc, for \$100 in Ft. Pierre. When Plugge went to sell the horse, E.C. Roberts was at the sale and refused to buy him, thinking he was too high-priced at \$320, which was what Plugge wanted for him.

Gene said, "I'll buy him," and sent the horse home with Mr. Roberts. Jesse James had an illustrious career with the Roberts'. "He'd rear out of the chute, and the farther he went, the harder he bucked." Gene never had the chance to ride him, but flanked him plenty of times. When Mr. Roberts sold the horse in 1961, he went for \$2300, a significant amount of money paid for a bucking horse at that time.

Gene was married to Wal-

ter Plugge's daughter, the late Barbara Nichols, and they had two sons — Allan and Phil. They were later divorced and in 1977 he married Patty. Together they have 14 grandchildren and four great-grandchildren.

Rodeo was different back then. Contestants didn't stay in the same town as long.

"Back then, we used to go to a lot of two or three day rodeos, a day ahead of time, and stay till it was over," Gene said. Often-times those early day rodeos were multiple go-round events. "Now, sometimes (cowboys) are there two hours," he stated before leaving.

And rodeo has more money. "I remember in 1950, I won the first go round in the bareback riding in New York," Gene noted. "It paid \$860, and Gerald (Roberts) and I thought we were rich

and had plenty of money."

At the age of 84, Gene just quit his order buyer business, but it's still in his blood. He heads to the sale barn every week, and continues as a board member on the Strong City rodeo committee. He celebrated his 85<sup>th</sup> birthday last June, and jokes that his family threw him a party for his 80<sup>th</sup> because "they thought I'd never have another one." On June 9, they threw another party, with family from Oklahoma and friends from all over in attendance.

The cowboy may be aging but his rodeo friends and memories are still young in his mind.

He loves his rodeo memories. Gene concludes, "I met a lot of great people that I cherished and we liked each other. I made a lot of friends."



(Above) Riding Bulls at Madison Square Garden, New York City 1951.  
(Below) Gene Peacock explains the art of bronc riding to his son, Allan Peacock (right) and Linda and Larry Bing (left) at the Kansas City, Kan., Rodeo—1960.



# MANAGEMENT MATTERS

## EPDs: What Do the Numbers Mean?

### Great tool, EPDs don't predict actual outcomes

BY SAMANTHA WARNER FOR CATTLEMEN'S NEWS

The long, hot summer days are drawing to a close and fall is quickly approaching. Which means one thing—calving season! For some producers that season has already begun, but for most it will be here soon. Many farmers and ranchers wait in anticipation to see how the genetic lottery will play out for the year.

While the use of Expected Progeny Differences (EPDs) alleviates more and more of the uncertainty that comes with the wait, for many producers the big question is, what do the numbers mean? Where did they come from? Do they really make a difference?

#### Expected Progeny Differences

According to Dr. David Buchanan, associate dean, College of Agriculture,

Food Systems and Natural Resources, North Dakota State University, "An EPD is

Table 1

Calving Ease Direct (CED)	Birth Weight (BW)
Weaning Weight (WW)	Yearling Weight (YW)
Residual Average Daily Gain (RADG)	Yearling Height (YH)
Scrotal Circumference (SC)	Docility (DOC)
Heifer Pregnancy (HP)	Calving Ease Maternal (CEM)
Maternal Milk (Milk)	Mature Height (MH)
Mature Weight (MW)	Carcass Weight (CW)
Marbling (Marb)	Ribeye Area (RE)
Fat Thickness (Fat)	Weaned Calf Value (\$W)
Grid Value (\$G)	Beef Value (\$B)

—Source: [www.angus.org](http://www.angus.org)

a prediction of genetic merit, expressed in the same units of the measurement, such that the comparison of the EPD of two animals will provide a prediction of the average difference in performance between groups of offspring of the two individuals."

For example, Buchanan said, if you have two bulls with +20 and -5 weaning weight (WW) EPDs, you would anticipate there to be 25-pound average difference in weaning

weights between the two groups of offspring.

The chart below lists some common EPD traits, but each breed association will have some traits that are slightly different.

#### The History

"EPDs were developed as an outgrowth of a category of statistical theory known as mixed model theory," Buchanan said. "In this area of statistics, predictions of genetic merit can be obtained in an unbiased manner. This theory was developed by Dr. Charles Henderson while he was writing his PhD Dissertation at Iowa

State University in the late 1940s."

Buchanan said Dr. Richard Willham at Iowa State University, and several other scientists, later applied Henderson's principles to beef cattle, which led to the first sire summary being published in 1972 by the American Simmental Association.

The first EPDs to be developed were birth weight, weaning weight and yearling weight, K. D. Bullock said in his

#### PRODUCT INFORMATION

NADA 141-299, Approved by FDA.



(Florfenicol and Flunixin Meglumine)  
Antimicrobial/Non-Steroidal Anti-Inflammatory Drug

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

**BRIEF SUMMARY:** For full prescribing information, see package insert.

**INDICATION:** RESFLOR GOLD® is indicated for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*, and control of BRD-associated pyrexia in beef and non-lactating dairy cattle.

**CONTRAINDICATIONS:** Do not use in animals that have shown hypersensitivity to florfenicol or flunixin.

**WARNINGS: NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.** This product contains material that can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult a physician if irritation persists. Accidental injection of this product may cause local irritation. Consult a physician immediately. The Material Safety Data Sheet (MSDS) contains more detailed occupational safety information.

For customer service or to obtain a copy of the MSDS, call 1-800-211-3573. For technical assistance or to report suspected adverse reactions, call 1-800-219-9286.

Not for use in animals intended for breeding purposes. The effects of florfenicol on bovine reproductive performance, pregnancy, and lactation have not been determined. Toxicity studies in dogs, rats, and mice have associated the use of florfenicol with testicular degeneration and atrophy. NSAIDs are known to have potential effects on both parturition and the estrous cycle. There may be a delay in the onset of estrus if flunixin is administered during the prostaglandin phase of the estrous cycle. The effects of flunixin on imminent parturition have not been evaluated in a controlled study. NSAIDs are known to have the potential to delay parturition through a tocolytic effect.

RESFLOR GOLD®, when administered as directed, may induce a transient reaction at the site of injection and underlying tissues that may result in trim loss of edible tissue at slaughter.

**RESIDUE WARNINGS:** Animals intended for human consumption must not be slaughtered within 38 days of treatment. Do not use in female dairy cattle 20 months of age or older. Use of florfenicol in this class of cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

**ADVERSE REACTIONS:** Transient inappetence, diarrhea, decreased water consumption, and injection site swelling have been associated with the use of florfenicol in cattle. In addition, anaphylaxis and collapse have been reported post-approval with the use of another formulation of florfenicol in cattle.

In cattle, rare instances of anaphylactic-like reactions, some of which have been fatal, have been reported, primarily following intravenous use of flunixin meglumine.

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paper, *Fundamentals of Expected Progeny Differences*. Due to the time and money it took to compute EPDs at this time, these traits were chosen because they were economically important to producers, fairly easy to measure and moderately heritable Bullock said.

“EPDs were originally only calculated for sires, due to limited computing resources. But, as computers became more advanced, we started calculating EPDs for all the animals in a breed,” added Dr. Jared Decker, assistant professor, Beef Genetics Extension and Computational Genomics Division of Animal Sciences, University of Missouri.

**Accuracy Matters**

As technology increased, not only did the number of EPDs increase, so did the accuracy as more information was collected. However, even with increased accuracy there is still a certain degree of probability the EPD estimate is not correct. That is where Accuracy (ACC) values become helpful.

According to *Understanding Expected Progeny Differences (EPDs)*, written by Lori Schott, an extension educator from the University of Minnesota, accuracy values are the amount of confidence you have in the reliability of a certain EPD. These values range from 0.0 to 1.0, where values closer to 1.0 are more reliable. The more offspring an animal has, the greater the (ACC) value will be. See Table 2.

**The Future**

Decker said, “Most recently we have combined genomic predictions using thousands of DNA markers with traditional EPDs to create genomic-enhanced EPDs. Genomic-enhanced EPDs solve one of the main issues with EPDs as they allow more accurate estimates for young animals.”

The increase in EPD accuracy will have the greatest impact on traits with low heritability and traits such as marbling and tenderness, which are hard to measure in live animals Buchanan said. He also believes we could see region specific sire summaries, and EPDs for cross breeds.

**What’s the verdict?**

“They work!” was Buchanan’s response when asked to share one piece of information about EPDs with producers. “There has been a lot of research done by several scientists at several universities and the USDA which illustrates clearly that EPDs do predict differences in performance and can be useful for selection of breeding stock to use in commercial beef herds.”

EPDs are a great tool for producers, but keep these tips from Schott in mind.

1. EPDs CANNOT be used to accurately compare animals in different breeds.
2. EPDs CANNOT predict actual outcomes. EPDs are NOT constant.
3. EPDs DO NOT compensate for poor management.
4. EPDs can be used as a management tool, but they cannot replace visually inspecting the animal.

**Table 2**

Low Reliability	(ACC less than .65)
Medium Reliability	(.65 to .75)
High reliability	(.76 or more)

If you would like to learn more about EPDs, Decker offered three suggestions:

1. Find a sire summary for your breed.(See breed contact information on page 22 of this issue).
2. Find someone to talk to: an Extension agent, field staff for your breed association, AI technician, or an experienced breeder.
3. Use selection indexes. They combine EPDs into one value (often a dollar figure) so you don’t have to examine multiple EPDs at once.

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-7:30pm - Semen and Embryo Sale

**THURSDAY - OCTOBER 10, 2013**  
-10am - All Red Female Sale

**FRIDAY OCTOBER 11, 2013**  
-10am - All Black Female Sale

947T // PB Angus Spring Bred Cow // AAA# 16029025  
Heifer calf by K C F Bennett Absolute due 2-20-14

77872 // PB Red Angus Spring Bred Heifer // ARA# 1550489  
Bull calf by Beclton Epic R397K due 1/12/14

947T // PB Angus Spring Bred Cow // AAA# 16029025

77872 // PB Red Angus Spring Bred Heifer // ARA# 1550489

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# Beef Breed Registries

Want to know more about EPDs and how your sires stack up? Contact one of the beef breed registries below to obtain a copy of their sire summary.

**American Angus Assn.**

3201 Frederick Blvd. St. Joseph, MO 64506  
[www.angus.org](http://www.angus.org)

**American Shorthorn Assn.**

8288 Hascall Street Omaha, NE 68124  
[www.shorthorn.org](http://www.shorthorn.org)

**American Brahman Breeders Assn.**

3003 South Loop West, Suite 520 Houston, Texas 77054  
[www.brahman.org](http://www.brahman.org)

**American Simmental Assn.**

1 Simmental Way Bozeman, MT 59715  
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Animal Health

## Big Leaps with Fixed-Time AI MU researchers find success with sex-sorted semen in beef industry

BY JOANN PIPKIN, EDITOR

He calls it a win-win for the beef industry.

University of Missouri Extension Beef Specialist Dave Patterson says the use of artificial insemination has benefits for both the commercial and seedstock sectors of the industry.

“The whole idea is that by using AI the entire industry gets better,” he says.

While the use of AI might seem a little “old-school” advancements put the technology of fixed-time AI with sex-sorted semen.

Patterson says recent work at the University of Missouri is proving how fixed-time AI when used with sex-sorted semen

shortly before the appointed time of AI in the protocol. Other females, however, have not expressed estrus by that time, and these females do not perform as well in timed AI.”

Thomas reports, though, that delayed insemination of non-estrous cows until 20 hours after GnRH is administered improves pregnancy rates when using the sex-sorted semen. In fact, there was a 34% increase (from 2% to 36%) in pregnancy rate of non-estrous cows.

“That’s a 34% increase just on the non-estrous cows, not an overall increase of 34%,” Thomas explains. “But when considering that often half of the cows may not express estrus prior to timed AI, that 34% increase among

### 10 Tips for Successful Fixed-Time AI

1. Good, sturdy working facilities
2. A quiet, low-stress working crew
3. Use a portable breeding barn; AI companies have them and several extension offices have them for rent.
4. Be willing to attend to details and follow the protocol.
5. Have females identified and keep records.
6. To aid in identifying the AI success, don’t turn the clean-up bull in for 14 days after the AI date.
7. Do any early preg check before 90 days following AI
8. Work with experienced inseminators who know their limits on numbers they can breed in a short time period.
9. Inquire of the AI company if the sire or sires have been successfully used in a timed AI program.
10. Cows should be a body condition score of 5 or above.

—Source: Eldon Cole, University of Missouri Extension

can work together to improve genetics. Sex-sorted semen typically is not recommended for use with fixed-time AI because of lower achieved pregnancy rates when compared to timed-AI with conventional, non-sorted semen.

A study conducted at MU was targeted to develop a method for better-managing cows that have not yet expressed estrus under the timed AI protocol. According to MU masters student Jordan Thomas the primary obstacle to using sex-sorted semen for timed AI is poor pregnancy rates for cows that have not expressed estrus prior to being inseminated.

“One thing that happens when you time breed cows or heifers,” Thomas explains, “is you have a percentage of those females that express estrus

the non-estrous cows is a pretty dramatic difference.”

Among non-estrous cows, pregnancy rates achieved using delayed insemination of sex-sorted semen were comparable to rates achieved using conventional semen at 66 hours.

“It is pretty exceptional when you think about what the results can mean in terms of expanded use of sex-sorted semen in timed AI of beef cattle,” Thomas says.

With input costs continuing to rise in agriculture, Patterson says producers are going to have to find a way to stay ahead in the beef business and to add value to what they are producing.

“AI is a pretty minimal investment,” Patterson summed up. “Essentially, to me, it’s a win-win.”

# MANAGEMENT MATTERS

## Suit Up Now for Fall Parasite Control

### Expect greater performance losses due to higher parasite loads

BY JOANN PIPKIN, EDITOR

While late summer has been an unseasonably wet and welcome change for many cattlemen, performance losses and effects on the immune system of cattle may actually

be greater this fall than in drier years. According to Dr. Gary Sides, Ph.D., cattle nutritionist, Zoetis, "As a general rule the wetter the environment, the greater the exposure that cattle will have with internal parasites." This, Sides says, is because the

life cycle of the parasite will not be interfered with by drought and will continue right up until the first hard frost.

Still the need to control internal parasites exists as long as cattle are grazing pastures. Parasite levels, though, are not the same on all pastures and certainly not in all cattle. Cattle in a drylot, if treated with the appropriate parasiticide on arrival, are less likely to have heavy worm infections than those on pastures. Young cattle typically will have more internal parasites than older cattle.

That said, methods of controlling internal parasites should be developed to fit individual production situations. Strategic deworming begins with understanding the life cycle of problem parasites, identifying seasonal changes in parasite burdens and then in implementing cost effective control. Successful pasture deworming programs, along with good overall herd management, will not only increase milk production in cows but also weaning weights of calves, daily gain of stocker cattle and measureable improvements in subsequent feedlot performance (carcass quality, carcass weight and overall health status).

#### Effects of Internal Parasites

The effects of internal parasites on cattle vary with the severity of infection as well as age and stress level of the animal, according to information from [www.extension.org](http://www.extension.org). Generally, younger animals and animals under stress are the most susceptible to parasitism. Mature cows acquire a degree of immunity to parasites that reside in the lower gastrointestinal tract. Still, the brown stomach worm is capable of invading the animal's immune system.

Parasitism can be separated into two types of effects — subclinical and clinical. Losses in animal productivity in the form of milk production, weight gain, altered carcass composition and conception rate are seen as subclinical effects; whereas



Successful deworming programs should be developed under the guidance of your local veterinarian and animal nutritionist.

—Photo by Joann Pipkin

visible disease-like symptoms such as roughness of coat, anemia, edema and diarrhea are clinical effects. The subclinical effects are of major economic importance to the producer.

#### Deworming the Herd

Parasites affect cows, bulls and young stock differently and, therefore, require different treatment programs. For best control of both internal and external parasites, Sides recommends an injectable dewormer. "Treat both cow and calf at branding and weaning, and during arrival processing for feedlot calves and yearlings," he suggests. "Do not partial dose. A full dose will cover both light and heavy parasite burdens."

Sides reminds producers that not all parasiticides are created equal. Oral suspensions (drench products) do not control external parasites and are generally not as effective as avermectin products for the control of the brown stomach worm. However, oral suspensions are more effective for treatment of intestinal parasites like *Cooperia*, he says. "There may be specific cattle groups that would respond to a combination of both drench and injectable dewormers, but we currently do not have a chute-side test to differentiate these cattle."

With lush grass growth in many regions this summer, Sides concludes, "The performance losses may be greater this year due to higher parasite loads, but it really does not change the need to strategically deworm cattle in both the spring turn-out and fall processing."

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

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To report a suspected adverse reaction call 1-800-366-5288.  
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For more details, please see full prescribing information.

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# MANAGEMENT MATTERS

## Passing the Hat to the Next Generation – Part 2

### Consider 7 factors to determine profitability

BY BETH WALKER

**Editor's Note: The following is a follow-up to Part 1 of Beth Walker's article in the July issue of Cattleman's News.**

“Low return”. This short phrase is what I have been seeing over and over in various articles discussing profitability of cow/calf operations.

I first keyed in on this phrase when reading an article from Eldon Cole when he discussed possible reasons why the Show-Me-Select Replacement Heifer Sale in May 2013 had less that record breaking prices. “Older farmers who reduced their cow herd due to the dry weather and short feed supply are hesitant to return to the hard work and low return they'll encounter,”

Cole wrote. Lee Leachman II stated as he was discussing the current state of the cattle industry, “It's because such a large portion of that segment is earning such a low return, and obviously, it's not profit-driven, otherwise, they wouldn't continue in production with those kinds of return levels.” Leachman is a Harvard-trained economist and CEO of Leachman Cattle Company in Billings, Mont.

I typed in “low returns in the cattle industry” in my internet search engine and found more articles than I cared to read. Granted, some of these articles were in reference to other segments of the cattle industry than what we primarily have here in SW Missouri. Still, finding articles in the thousands



that were in reference to doom and gloom of the cattle industry was not encouraging. After all, I write for a cattle magazine, I teach at Missouri State University in the School of Agriculture, and am part of Walker Family Farms. We have some 100 odd bovines in our own operation here in Dade County. Doom and gloom is not what I want to hear or read about from thousands of other talking heads like me.

With that said, let's switch topics and think of ways to make our operations more profitable, and therefore, more appealing to the next generation.

So, is this a good time for the next generation to begin a new business enterprise and get into the cow industry? Currently, cow and subsequent calf numbers are down to levels not seen since the 60's and 40's, respectfully. Missouri is down 100,000 head from last year. If we follow the rule of supply and demand, and as long as there is strong consumer demand for beef, we could be seeing good prices for seedstock in the upcoming years as producers begin to rebuild their herds. We didn't see it in the Missouri Show-Me-Select heifer sale and I know of a few other seedstock sales that didn't go so well, so I don't know if the light is found at the end of the tunnel yet. Perhaps our tunnel is a bit longer than what was originally thought. Maybe this recent rain will shorten our tunnel or at least make the light at the end of it brighter.

Enough of the doom and gloom. Now for a question. How long have you been increasing your inputs in hopes

**CONTINUED ON NEXT PAGE**



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**PASSING THE HAT • CONTINUED FROM PREVIOUS PAGE**

that you either make a profit or you see your profit increase? What are your “inputs”? My husband and I took the plunge and got rid of everything we really didn't need. Fancy tractors – sold. Older tractors – bought. Nice new truck – sold. Older truck bought. Fancy hay making machines – sold. Pay neighbors to put up hay when we do, done. It stinks. Really, it does. But, our *returns* are starting to return. Our pastures are not clipped, are not pretty and have a variety of colorful “flowers” in them. We survived last year's drought without selling off a single cow that we didn't already have scheduled to sell. Our sheep came in fat as toads and pregnant; we had two sets of triplets born in December. Our cow pregnancy rates were right on target. My mother-in-law and I moved cows daily last summer trying to provide them with the forage and shade they needed. It was hot and she drives her gator really slow.

Our inputs are minimal and we only keep those animals that work in our management system and make us money. Smart folks with all sorts of initials behind their names with fancy titles have been telling us to chase certain EPD's. The ones we chase are not the EPD's that require high inputs ; those are instead the ones that fit our management. We don't chase milk EPD's. We also don't chase —growth. Now you really think I have gone off the deep end. How long have we (as an industry) been chasing growth? For years, right? I learned all about how great growth EPD's were from my animal science professors and my livestock judging coach. However, it wasn't until I was at New Mexico State University that Mr. Neil Burcham really got it across to his students to look at the “scenario” in which you were raising livestock and how that should dictate which EPD's you consider. Then, a light went off for me. So, if I am crazy, it is because of one of the best livestock people I have ever been around.

Chase growth, chase 100% conception rates, chase high milk and so on and we succeeded in only making a profit once out of every 10

years. “*Low returns*”. And, now we want the young folks to get into this wonderful industry of hard work and *low returns*. Hard work is easy, but I will not encourage our young folks, the next generation to get into the cattle industry if it only means hard work and *low returns*.

Hence, the reason we took college students out west to see a variety of profitable ranches managed by a wild assortment of personalities. Young and old minds need to open up to the possibility that it doesn't have to be hard work and low returns. According to Leachman, “The industry has a huge challenge if 75 percent of the cattle are coming out of herds that are not profit-driven. The result is that it is difficult to find an incentive

for these herd owners to make changes.” Read that again: 75% of all cattle are coming out of herds that are not profit-driven. Truthfully, I don't understand the logic in that last sentence in Leachman's quote. If you aren't making money, shouldn't that be a strong reason to make changes?

In the cow-calf enterprise, seven factors play important roles in determining profitability:

1. Financial records, budgets and taxes
2. Herd Health
3. Nutrition
4. Forages
5. Reproduction
6. Genetics
7. Marketing

As I have written in the past, we don't look really cool to our neighbors when we are inside our house with our flip-flops and shorts on. Get number 1 on this list done. The cows are fine outside. We have had rain, rain makes grass, and cows eat grass. You have time. Figure out your inputs. Make cuts where you can. Make this a profit-driven industry like it should be. If we don't why in the world would we want our children to take over the business?

—Dr. Beth Walker is associate professor of agriculture, Missouri State University.

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# PASTURE PROFITS

## Are You Ignoring Weed Control?

### Yearly spraying not required for good control

BY JOANN PIPKIN, EDITOR

Two years of drought followed by a wetter than normal summer means weeds may be out of control on your farm or ranch.

Good growing conditions this year may make fields look green and better than normal. Now is the time to reel the weeds in and get the grass back to growing in your pastures.

“A closer observation may reveal that much of the green is actually undesirable weeds,” explains Tim Schnakenberg, University of Missouri extension agronomy specialist. “Some fields are so encroached with weeds that there is no hope for good grazing or hay from them next year.

“Walk your fields, don’t just drive by,” suggests Schnakenberg. “You need to make sure you have a

permanent grass or legume in pastures and hay fields.”

Late summer and early fall is a critical time to evaluate grass stands because if improvements need to be made, now is the time to renovate fields.

But don’t let clover in your pastures scare you away from spraying the weeds. Scott Flynn, a range and pasture specialist with Dow Agro Sciences, says often weed control problems are brought on because pastures laden with clover aren’t being sprayed.

Flynn’s philosophy on weed control requires an integrated approach that includes grazing management, good soil fertility, herbicide use and mechanical control.

Weed control should not require yearly herbicide applications, he says. And, if you are spraying every year, chances are you have grazing problems. Flynn’s recommendation is to aim for a minimum of three years between herbicide applications.

Weeds decrease the carrying capacity of your pastures and that alone is reason to consider control measures. According to Flynn, 1 lb. of weeds displaces 1 lb. of forage. He further notes that quality and quantity as well as stand longevity can all be affected by weed presence.

“Weeds are often more aggressive than forage species,” Flynn says. “And, they also reduce grazeable area and slow or reduce forage intake.”

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September 2013

Ridding pastures of toxic and noxious weeds are other reasons to consider weed control.

Schnakenberg suggests farmers first evaluate the percentage of their fields that are actually covered in weeds compared to the percentage covered in desirable forage. "We often have grassy weeds that bring down forage quality and these can mask how much desirable grass is in the field," he says.

Farmers should not just pay attention to broadleaf weeds but also evaluate how much grass weeds exist such as purpletop, foxtail and broomsedge. "Unfortunately, there are not good options for spraying out grassy weeds in most situations," Schnakenberg states. "Grass-weed-dominated fields may need to be renovated if they get too thick."

Ultimately, Flynn says controlling weeds leads to more grass.

Spraying every acre, though, likely isn't the best option.

"Herbicide applications are investments," Flynn notes. He suggests spreading the cost over several years, which offers protection against adverse conditions. Start with pastures that have the highest potential, he says. "Don't go cheap; do it right the first time."

While mowing pastures might seem like a logical answer to weed control, both Schnakenberg and Flynn say it really is more costly in the long run.

"Mowing often requires multiple trips over the field and by the time a farmer calculates the real cost of this practice, a herbicide spray application many times would be much more economical and effective," Schnakenberg says. He adds that there are some cases where a brush hog made a weed situation worse by spreading seed and causing some species like blackberries and sumac to propagate at a higher rate.

Flynn notes that mowing pastures only gives temporary results and in the end removes grazable forage.

This fall, some weed species seem to be out of control likely due to the wet conditions seen in late summer. High levels of buckhorn plantain, ragweed, hosenettle or bullnettle, thistles, poison hemlock, johnsongrass and maypop passionflower are all in abundance this year. "All of this is related to exceptionally dry growing seasons that thinned grass stands and allowed these species to take over some fields," Schnakenberg notes. "It appears that many of our hayfields are in worse shape than we've seen them in years. Poor fertility management could also have contributed to this."

Serecia Ispedeza, as well as thistles as long as the rosette is green, can be still be controlled with herbicides this fall. Blackberry can also be sprayed through October. However, Flynn recommends mowing them the year before can make herbicide applications easier.

Herbicide application is just one component to weed control, Flynn says. Those costs can be offset by the expected benefit the farmer receives. Carrying capacity, quality and health of pastures must also be considered. "Application timing is key to success and minimizing cost," Flynn says.



Schnakenberg adds that the arsenal of herbicides to address weed issues in forages has expanded and farmers should consult with extension specialists and farm advisors for the latest information on controlling specific weed problems.

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## MANAGEMENT MATTERS

### PRODUCT INFORMATION

NADA #141-063, Approved by FDA.

**Nuflor**<sup>®</sup>  
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**BRIEF SUMMARY (For full Prescribing Information, see package insert.)**

**INDICATIONS** NUFLOR Injectable Solution is indicated for treatment of bovine respiratory disease (BRD), associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni* (*Haemophilus somnus*), and for the treatment of bovine interdigital phlegmon (foot rot, acute interdigital necrobacillosis, infectious pododermatitis) associated with *Fusobacterium necrophorum* and *Bacteroides melaninogenicus*. Also, it is indicated for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni* (*Haemophilus somnus*).

**RESIDUE WARNINGS:** Animals intended for human consumption must not be slaughtered within 28 days of the last intramuscular treatment. Animals intended for human consumption must not be slaughtered within 38 days of subcutaneous treatment. Do not use in female dairy cattle 20 months of age or older. Use of florfenicol in this class of cattle may cause milk residues. A withdrawal period has not been established in preruminating calves. Do not use in calves to be processed for veal.

**WARNINGS: NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.** This product contains materials that can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult a physician if irritation persists. Accidental injection of this product may cause local irritation. Consult a physician immediately. The Material Safety Data Sheet (MSDS) contains more detailed occupational safety information.

For customer service, adverse effects reporting, and/or a copy of the MSDS, call 1-800-211-3573.

**CAUTION** Not for use in cattle of breeding age. The effects of florfenicol on bovine reproductive performance, pregnancy, and lactation have not been determined. Intramuscular injection may result in local tissue reaction which persists beyond 28 days. This may result in trim loss of edible tissue at slaughter. Tissue reaction at injection sites other than the neck is likely to be more severe.

**ADVERSE EFFECTS** Inappetence, decreased water consumption, or diarrhea may occur transiently following treatment.

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24823148-JBS

## Genetic Tools to Address Environmental Challenges, Cow Herd Efficiency

### Has the pendulum swung too far to increase cow efficiency?

BY TROY SMITH, field editor,  
for Angus Journal<sup>®</sup>

In recent years, weaned calf prices have reached record levels. But the prices cattle producers pay for many production inputs also have increased dramatically. That's particularly true for grazed forages, which historically have been a least-cost feed resource. Certainly, commercial cow-calf producers must be cost-conscious in order to maintain profitability, let alone improve it.

With production costs so high, it's not surprising to hear so much talk about developing new genetic selection tools for improving feed efficiency. However, Oklahoma State University animal scientist David Lalman fears past and current selection emphasis for growth is making beef cows more expensive to maintain.

Speaking during the 2013 Beef Improvement Federation Research Symposium and Convention, Lalman discussed the trend toward cows of larger mature size and greater milking ability. Such cows have higher

nutrient requirements for which the added cost, in many cases, is not offset by increased productivity. Lalman cited data from various cow country regions suggesting trends in both weaning weight and weaning rate, for several years, have been mostly flat.

While the earlier trend toward bigger frame size has been curbed, Lalman said mature cow weight per inch of height continues to increase. He said research indicates that for every 100 pounds (lb.) of increased mature cow weight, her calf weighs an additional 6 lb. at weaning. The value of that added calf weight probably ranges from \$5 to \$7.

"But every 100 pounds of additional cow weight costs about \$42 in added maintenance cost," stated Lalman. "You need 50 pounds of calf weight to pay for it, and we're a long way from that."

Generally, there has been a push for more muscle and more capacity, but less fat. There is potential for negative impact to fertility, as well as nutrient requirements. Less body fat

in proportion to muscle means these bigger cows may have to achieve a higher body condition score to be in optimum condition for reproduction.

Regarding selection for milk, Lalman said selection has pushed lactation potential so far that cows of some beef breeds are approaching maintenance levels for the Holstein breed.

"I suggest to you," said Lalman, "that the pendulum has already swung too far, and we are trying to make the environment fit the kind of cows we like."

Lalman said targeting more moderation in growth, mature size and milk, combined with modification of ranch stocking rates would seem a good response to economic trends and likely would result in increased efficiency.

—Source: This article is reprinted with permission from [www.BIFconference.com](http://www.BIFconference.com), the Angus Journal's online coverage site of the 2013 Beef Improvement Federation Research Symposium and Annual Meeting.

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# ECONOMIC INDICATORS

## Beef Industry Showcases its Sustainability National Standards Foundation Certifies Beef Industry Sustainability Assessment

The beef industry has improved its sustainability by 5 percent in just six years according to the results of the checkoff-funded Beef Industry Sustainability Assessment, released during the 2013 Cattle Industry Summer Conference.

Richard Gebhart, cow-calf producer from Claremore, Okla., also served on the sustainability advisory panel. He explains that the beef sustainability assessment is the most detailed examination of a commodity value chain ever completed, taking into account every aspect of beef production from the growth of feed to the disposal of packaging by the final consumer.

"We examined all the inputs and outputs required to produce a pound of boneless, edible beef and we did that for the 1970s, 2005 and 2011," says Gebhart, explaining that the 1970s and 2005 each represents major shifts in beef production practices, while 2011 represents present-day.

Improvements in crop yields, better irrigation, innovations in the packing sector, improvements in technology and better animal performance are examples of innovations that have all played a role in advancing industry sustainability, according to Kim Stackhouse-Lawson, Ph.D., director of sustainability for the National Cattlemen's Beef Association, a contractor to the Beef Checkoff Program.

"The completion of the life cycle assessment (LCA) project provides the industry, for the first time, the science-based evidence necessary to lead conversations about the sustainability of beef," says Stackhouse-Lawson. "The Beef Checkoff and the Beef Promotion Operating Committee had the foresight three years ago to see the importance of this work and make it a priority for the industry. By completing the LCA, the checkoff positioned beef as a leader on the topic of sustainability."

Gebhart and Stackhouse-Lawson agree that the completion of the project represents an outstanding opportunity for cattlemen and cattlemen to tell their own stories of sustainable beef production, rather than letting those outside the industry do it.

"The results of this work show the beef industry is becoming more innovative and efficient, while also doing an excellent job protecting the resources with which they have been entrusted," says Gebhart.

Stackhouse-Lawson explains that during the six years between 2005 and 2011, the beef industry has:

- Reduced environmental impacts by 7 percent
- Improved its overall sustainability by 5 percent
- Reduced emissions to soil by 7 percent
- Reduced greenhouse gas emissions by 2 percent

- Lowered acidification potential emissions by 3 percent
- Reduced emissions to water by 10 percent
- Lessened occupational accidents and illnesses by 32 percent
- Reduced resource consumption by 2 percent
- Decreased water use by 3 percent
- Decreased land use by 4 percent
- Lowered energy use by 2 percent

"The results of the Beef Industry Sustainability Assessment, which was just certified by the National Standards Foundation (NSF), show the industry is on a path of continuous improvement," says Stackhouse-Lawson, who explains that the certification by NSF lends third-party credibility to the work, making it more acceptable to non-governmental organizations and other potential partners in the sustainability arena.

—Source: Cattlemen's Beef Board



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# ECONOMIC INDICATORS

## Estimated Mid-Year U.S. Cattle Inventory Down

### Beef cow slaughter projected to be down remainder of 2013

BY DERRELL S. PEEL, JAMES ROBB AND KATELYN MCCULLOCK

USDA's National Agricultural Statistics Service cancelled the mid-year report, so there are no official July 1 survey-based estimates of cattle inventories by class, 2013 calf crop, or total Cattle on Feed available. Thus leaving the status of cattle inventories in the U.S. unknown at this time. However, at the recent annual meeting of the Technical Advisory Committee of the Livestock Marketing Information Center (LMIC), members from around the country were polled as to their expectations for the beef cow herd and beef replacement heifer situation in their region.

	2012 (USDA)	2013 (LMIC)*	2013 as % of 2012
<b>All Cattle &amp; Calves</b>	97800	96050	-1.8
All Cows	39700	39100	-1.5
Beef Cows	30500	29850	-2.1
Dairy Cows	9200	9250	+0.5
All Heifers	15700	15500	-1.3
Beef Replacements	4200	4200	0.0
Dairy Replacements	4100	4150	+1.2
Other Heifers	7400	7150	-3.4
Steers > 500 lbs.	14000	13700	-2.1
Bulls >500 lbs.	1900	1850	-2.6
Calves <500 lbs.	26500	25900	-2.3
Calf Crop	34279	33550	-2.1

\*All inventory values in thousand head

Nationally and by region, the group was unanimous that the beef cow herd is down so far this year, with the U.S. assessments ranging from less than one percent to over two percent. The majority of the group indicated that the beef cow herd was likely down between one and two percent as of July 1. Assessments on beef replacement heifers was more variable with some limited view that modest heifer retention was occurring in some areas with a majority feeling that no significant heifer retention was occurring yet or that some heifers earlier retained for breeding had been diverted into feeder supplies.

Based on member input and other available data, the LMIC has developed estimates in the format of previous July 1 inventory reports. It is important to remember that these estimates do not reflect USDA survey and statistical methodology and should not be viewed as a replacement for official estimates.

LMIC estimates for July 1, 2013 are reflected in the chart above.

These estimates reflect indications from various data that are available and historical relationships; importantly they started with a baseline of the July 1, 2012 mid-year report. The only category posting any year-on-year increase was the number of dairy cows. All cattle and cows as of July 1<sup>st</sup> were likely down between one and two percent. Beef cows likely dropped just over two percent, resulting in reductions for seven consecutive years.

Beef cow slaughter was down 3.1 percent year-over-year in the first half of 2013. Beef cow slaughter has fallen sharply in the past three weeks and is likely to be down for most of the remainder of the year. The number of heifers on feed usually decreases between January and July and was down this year but dropped less than normal indicating that some animals previously identified as replacements likely entered feedlots in the first six months of this year. Heifer slaughter is down year to date but has been above year ago levels in the last four weeks, indicating the larger number of heifers finishing in feedlots. Heifer retention may well pick up in the last half of the year. Still, the combined effects of higher beef cow slaughter and decreased heifers entering the herd likely means that the beef cow herd will be down year-over-year on January 1, 2014.

The lack of USDA mid-year inventory estimates prevents the usual calculations of estimated feeder supplies outside feedlots. However, using the LMIC estimates above along with additional assumptions about the total U.S. cattle on feed inventory as of July 1, suggests that feeder supplies were down fully two percent year-on-year. This estimate factors in a smaller 2013 calf crop and reduced feeder cattle imports in 2013. Renewed heifer retention interest in the last half of this year could squeeze feeder supplies dramatically in 2014.

—Derrell S. Peel is Oklahoma State University Extension Livestock Marketing; James Robb and Katelyn McCulloch are with Livestock Marketing Information Center.



## Injectable Baytril® 100 (enrofloxacin)

100 mg/mL Antimicrobial Injectable Solution

For Subcutaneous Use In Beef Cattle, Non-Lactating Dairy Cattle And Swine Only

Not For Use In Female Dairy Cattle 20 Months Of Age Or Older Or In Calves To Be Processed For Veal

#### BRIEF SUMMARY:

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

#### CAUTION:

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

#### PRODUCT DESCRIPTION:

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

#### INDICATIONS:

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

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

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

#### RESIDUE WARNINGS:

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

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

#### HUMAN WARNINGS:

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

#### PRECAUTIONS:

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

The long-term effects on articular joint cartilage have not been determined in pigs above market weight.

Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter. Baytril® 100 contains different excipients than other Baytril® products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.

Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

#### ADVERSE REACTIONS:

No adverse reactions were observed during clinical trials.

#### ANIMAL SAFETY:

In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetence and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle.

In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

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

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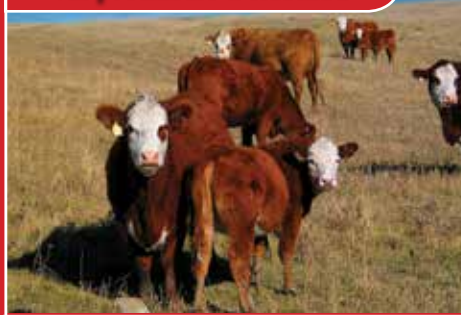
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# PASTURE PROFITS

## How to Extend the Grazing Season

### Add 'stockpile forage' to this fall's to do list

BY JOANN PIPKIN, EDITOR

“Every day grazed is money saved.” Auburn University Extension Forage Specialist Don Ball believes that and the reduction of stored feed as a key ingredient to profitability.

But, how do you get more out of your pastures? The summers of 2011 and 2012 were especially hard on pastures in the four-state region with drought leaving grass stands in thin, short supply.

Late-summer moisture this year, though, has a substantial amount of those pastures regaining strength and cattlemen are in hopes of good grazing still this fall ahead of the winter unknown.

One way you can extend your grazing season this fall is by stockpiling forage. “Tall fescue is the species easiest to stockpile,” Ball notes adding that it gives good quality growth.

In the publication “*Extending Grazing and Reducing Stored Feed Needs*”, co-authored by Ball, stockpiling is outlined as the managed accumulation of vegetative growth to be used at a later time.

Typically, tall fescue makes a good amount of growth in the fall; a waxy layer on its leaves makes them resistant to frost damage and weathering. Also, tall fescue accumulates a high concentration of soluble carbohydrates in the fall. This ultimately means the stockpiled tall fescue not only has good forage quality, but also maintains that quality extremely well through the winter.

Stockpiling may help reduce the toxicity of endophyte-infected fescue. In a 2001 study, levels of the toxin ergovaline found in endophyte-infected fescue dropped during the winter grazing period. Despite the slow decline in protein content and digestibility of stockpiled fescue forage, this made for a strong case for delaying the use of stockpiled toxic endophyte fescue as long as possible into the winter months. This can be done by grazing winter annuals or stockpiled summer forage first.

### How to Stockpile Tall Fescue?

Ball and his co-authors outline 5 steps for proven success in stockpiling tall fescue forage. They are:

1. At 60-90 days before the end of the fall growing season, graze or clip pastures leaving 3 to 5 inches of forage growth.
2. Immediately after grazing or clipping, apply 40 to 80 pounds of nitrogen per acre. Applying fertilizer earlier than 90 days before the end of the growing season will not significantly increase the yield, but quality will be significantly lower.
3. Defer grazing stockpiled tall fescue forage until late fall or winter. Be sure to properly use forage growth in other pastures before beginning to use stockpiled forage.

4. If possible, stockpile 1 acre per cow. Under normal conditions this will give a 75- to 90-day feed supply if grazed properly. An acre of fescue stockpiled for 90 days typically produces 3,000 pounds of forage. Assuming 70% efficiency during strip grazing, this translates to 2,100 pounds of usable forage, or about 80 days worth of food.
5. Although low quality, highly perishable material such as crop residues or stockpiled warm-season forage should be used first, once the use of stockpiled fescue has begun, start with the highest quality stockpiled fescue forage because weathering causes more value loss in high quality material than in low-quality material.

— Source: Information in this article can be found in the publication “*Extending Grazing and Reducing Stored Feed Needs*” by Don Ball, Ed Ballard, Mark Kennedy, Garry Lacefield and Dan Undersander.

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Amy Gillmore  
Full Value Beef Expert,  
loving wife and mother

## BUSINESS BEAT

### Long-time Drovers Editor Joins Farm Journal Media

Farm Journal Media today announces that Greg Henderson, well-known and long-time editor of *Drovers CattleNetwork*, has joined Farm Journal Media's content team as editorial director of *Beef Today*, *Cattle-Exchange.com* and related beef cattle industry products. In his new role, Henderson will use his extensive cattle industry knowledge to expand *Beef Today's* presence across the company's extensive multimedia portfolio.

Based in Farm Journal Media's Kansas City livestock office, Henderson will lead a team that rolls out a suite of products demonstrating *Beef Today's* new one-to-one communications DNA. He will support the newly launched *Grazing the Net* daily eNewsletter and the growing *Cattle-Exchange.com*, which is

*Beef Today's* online marketplace for buying and selling cattle. His team will provide daily content using online and mobile digital platforms, social media, radio, television, print and events.

"We're proud to welcome Greg Henderson to our *Beef Today* team as he has the perfect passion for and knowledge of the beef industry," said Charlene Finck, senior vice president of editorial and content development. "We're looking forward to being his partner in creating innovative, targeted content that serves cattle producers."

"Greg's career of award-winning journalism and extensive commitment to cattle producers and to the beef industry is unequalled," said Bill Newham, vice president and livestock group publisher. "And now he will have a perfect platform for his ideas: *Farm*

*Journal's Beef Today* serves 160,000 cattle producers, and the company's digital and broadcast arms offer a unique ability to serve cattle producers in a manner that is woefully missing in the marketplace."

Joining Henderson as a sales and marketing partner in the roll-out of the new *Beef Today* offerings is Cliff Becker,

Farm Journal Media national accounts manager, who will serve as senior adviser for livestock sales. In this expanded role, he will use his extensive experience in the beef market to help create marketing programs that leverage *Beef Today's* new touch points to cattle producers.

### K-State's Beef Stocker Field Day Slated for Sept. 26

Presentations on beef stocker economics to environmental impact to cattle health and more are planned for Kansas State University's 2013 Beef Stocker Field Day Sept. 26.

The day begins with registration at 9:30 a.m. and the program at 10:15 a.m. at K-State's Beef Stocker Unit located on West Marlatt Ave. on the west side of Manhattan.

The program features industry and university speakers from Nebraska, Oklahoma and Kansas, as well as a producer panel discussion.

Presentations include:  
The 30,000-Foot View:  
What's in Store for the Stocker Program;  
How Can Your Stocker Operation Fit;  
Receiving Health Programs – Are They the Same as Five Years Ago;  
Environmental Impacts on Beef Stocker Health and Wellness;  
Carry-Over Effects of Stocker Cattle Systems on Feedlot Performance and

**CONTINUED ON NEXT PAGE**

# Get More for Your Cattle

## commingle

Groups together cattle from small producers in one lot to offer buyers larger selection

JRS commingled  
11,683 head of cattle  
for 1,874 producers  
during last commingling session

Call 417.548.2333 for details

NO COMMINGLING CHARGE  
FOR CUSTOMER

RESUMES  
SEPT. 2013



**STOCKER • CONTINUED  
FROM PREVIOUS PAGE**

Carcass Characteristics; and  
Producer Panel: Do Flint  
Hills Stocking Rates Still Apply?

The fee to attend, which includes all presentations, a barbecue brisket lunch and the Cutting Bull's Lament, featuring prairie oysters and Call Hall ice cream to wrap up the day, is \$25 if paid by Sept. 15 or \$35 if paid at the door. More information, including online registration, is available at Upcoming Beef Events. More information is also available by contacting Lois Schreiner at lschrein@ksu.edu or 785-532-1267.

**There's a new face  
in town!**



**Ashley Hoff**  
Freistatt, Mo.  
Area Marketing  
Manager  
Genex Cooperative

**BUSINESS BEAT**

**Upgrade Protection Against  
Bovine Respiratory Disease**

**Zoetis introduces Bovi-Shield Gold One Shot™**

Zoetis Inc., formerly the animal health business unit of Pfizer Inc., announces the licensure of BOVI-SHIELD GOLD ONE SHOT™. With BOVI-SHIELD GOLD ONE SHOT, producers get upgraded protection for their cattle against major respiratory viruses and Mannheimia (Pasteurella) haemolytica in one convenient dose.

BOVI-SHIELD GOLD ONE SHOT offers the longest demonstrated protection of the combination respiratory vaccines on the market. It helps protect cattle for at least 279 days against infectious bovine rhinotracheitis (IBR) virus and bovine viral diarrhea (BVD) Types 1 and 2 viruses — at least 30% longer than Vista® Once SQ and longer demonstrated protection than Pyramid® 5 + Presponse®

SQ vaccine, which has no duration of immunity label claims.

The extended protection of BOVI-SHIELD GOLD ONE SHOT helps producers protect their cattle against IBR virus and BVD Types 1 and 2 viruses that cause bovine respiratory disease (BRD), which can result in losses as high as \$240 per head.<sup>1,2</sup>

“BRD is a major health concern for cattle producers, and it’s the leading cause of economic losses,” said Jon Seeger, DVM, managing veterinarian with Zoetis Cattle and Equine Technical Services. “Having at least 279 days of respiratory immunity against IBR virus and BVD Types 1 and 2 viruses with BOVI-SHIELD GOLD ONE SHOT is especially advantageous because cattle are protected through the

stresses that can result in BRD outbreaks — leaving the herd at weaning, processing, shipping, commingling and arrival at another operation.”

BOVI-SHIELD GOLD ONE SHOT helps protect cattle from respiratory disease caused by IBR virus; BVD Types 1 and 2 viruses; bovine respiratory syncytial virus (BRSV); parainfluenza 3 (PI<sub>3</sub>) virus; and M. haemolytica. It is the only combination respiratory vaccine that is labeled to prevent IBR, prevent BVD viremia and aid in the prevention of M. haemolytica, the No. 1 calf killer.<sup>3,4</sup>

“BOVI-SHIELD GOLD ONE SHOT incorporates components from two trusted products in one convenient dose, so animals receive superior protection from the major BRD-causing viruses and unmatched M. haemolytica protection,” Dr. Seeger explained. “Healthy calves have the best opportunity to gain weight quickly and efficiently.”

BOVI-SHIELD GOLD ONE SHOT is available in 5-, 10- or 50-dose vials and can be purchased through veterinarians or animal health retailers.

**Aureo S 700<sup>®</sup>  
Crumbles**

**Aureo S 700<sup>®</sup>  
Crumbles**

**Aureo S 700<sup>®</sup>** Crumbles are indicated for the maintenance of weight gains in the presence of respiratory disease, such as shipping fever. Aureo S 700<sup>®</sup> Crumbles provide respiratory protection your calves need to navigate stressful situations. Fewer health concerns lead to more productive animals that are able to reach their growth potential more effectively, putting additional profits in your pocket.

For more information on building a herd health program with Aureo S 700,<sup>®</sup> contact your Zoetis Account Manager or Crumbles supplier.

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# Your Connection

## OUTSIDE THE BARN

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News & Weather

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Cattlemen's News

## Merck Animal Health Statement on 5 Steps to Responsible Beef

We at Merck Animal Health pride ourselves on being a responsible company that puts animals and consumers first. The benefits and safety of Zilmax® (zilpaterol hydrochloride) are well documented and the product has a 30+ year history of research and development and rigorous testing. Worldwide regulatory agencies have reviewed extensive data on Zilmax and have concluded that use of Zilmax, according to the label, is safe in cattle. It is important to understand these data included rigorous animal health safety and well-being studies – conducted by university experts – that found the behavior and movement of cattle fed Zilmax is normal.

It is Merck Animal Health's policy to vigorously pursue all reported adverse events whether or not they are deemed related to the product. It is a responsibility we take very seriously. We are confident in the totality of our data and the safety of the product and the well-being of the animals that receive it.

In response to recent questions about Zilmax, we're announcing our Five-Step Approach to Ensuring Responsible Beef and educating our customers and interested groups who are involved in animal husbandry and well-being.

1. Merck Animal Health is **committed to re-certifying every feeder/nutritionist/veterinarian that feeds Zilmax to cattle. The re-certification process will begin immediately.** Special attention will be given to feed mixing and determining which cattle are good candidates for the use of beta-agonists. We will engage third party experts to provide periodic review of certifications.
2. **Within the next 30 days, Merck Animal Health is committed to reaching out** to packers and suppliers to initiate a scientific audit, which will focus on the feeding of Zilmax, and will follow those cattle from the feedyard to the packing plant to determine potential causes of lameness and other mobility issues during feeding, transportation, offloading and staging at the processing facility. Merck Animal Health will do a thorough review of potential compounding factors—such as nutrition, transportation, receiving facilities, etc. We will perform this audit in conjunction with third-party experts.
3. Based on our findings, Merck Animal Health is **committed to reinforcing appropriate management practices** for feeder customers to include overall nutrition and feeding objectives, animal handling, low-stress environments and transportation.
4. Continuing in our work to advance animal well-being, **we will form the Merck Animal Health Advisory Board within the next 30 days**, made up of representatives from small, medium and large feeders, packers, cow-calf operators, as well as animal health and nutrition experts, to review available data. If additional recommended management practices are needed, these will be identified, shared and promptly implemented.
5. Merck Animal Health takes our responsibility very seriously and is **committed to sharing all of these findings and to be transparent.**



*Zilmax has a withdrawal period 3 days prior to harvest. Not for use in animals intended for breeding. Do not allow horses or other equines access to feed containing zilpaterol. Do not use in veal calves. For complete safety information, refer to product label and Zilmax website.*

#### About Merck Animal Health

Today's Merck is a global healthcare leader working to help the world be well. Merck Animal Health, known as MSD Animal Health outside the United States and Canada, is the global animal health business unit of Merck. Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest range of veterinary pharmaceuticals, vaccines and health management solutions and services. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit [www.merck-animal-health.com](http://www.merck-animal-health.com).

#### Merck Forward-Looking Statement

This news release includes "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. These statements are based upon the current beliefs and expectations of Merck's management and are subject to significant risks and uncertainties. If underlying assumptions prove inaccurate or risks or uncertainties materialize, actual results may differ materially from those set forth in the forward-looking statements. Risks and uncertainties include but are not limited to, general industry conditions and competition; general economic factors, including interest rate and currency exchange rate fluctuations; the impact of pharmaceutical industry regulation and health care legislation in the United States and internationally; global trends toward health care cost containment; technological advances, new products and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approval; Merck's ability to accurately predict future market conditions; manufacturing difficulties or delays; financial instability of international economies and sovereign risk; dependence on the effectiveness of Merck's patents and other protections for innovative products; and the exposure to litigation, including patent litigation, and/or regulatory actions. Merck undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Additional factors that could cause results to differ materially from those described in the forward-looking statements can be found in Merck's 2012 Annual Report on Form 10-K and the company's other filings with the Securities and Exchange Commission (SEC) available at the SEC's Internet site ([www.sec.gov](http://www.sec.gov)).



# ON THE CALENDAR

## Catch a Grazing School this Fall

### Sessions scheduled for three area locations

BY JOANN PIPKIN, EDITOR

If you're looking for a way to better manage your grass, there's still time this year to take

systems focus on grazing that is managed for benefit of both the livestock and the forage. Livestock graze in each pasture long enough to harvest

a more management intensive system will have eight to 10 pastures.

Grazing schools are scheduled for three southwest Missouri locations this fall — September 12-14 in Greenfield; September 24-26 in Marshfield; and October 22-24 in Bois D'Arc. Featured topics include farm resources, soils and topography, plant grown and species, grazing basics, livestock water, extending the grazing system, fencing, forage

quality, economics of grazing, MIG layout and design, meeting nutritional needs of livestock with pasture, grazing heights, and matching livestock with forage resources. On farm visits will also be featured with the schools.

For additional information, contact your local NRCS or Soil and Water Conservation District.

—Source: Greene County Soil and Water Conservation District

## Grazing Schools At a Glance

**Sept. 12, 13, 14 (daytime)**  
Greenfield, Mo. | PH: 417.276.3388, ext. 3

**Sept. 24, 25, 26 (daytime)**  
Marshfield, Mo. | PH: 417.468.4176, ext. 3

**Oct. 22, 23, 24 (daytime)**  
Bois D'Arc, Mo. | PH: 417.831.5246, ext. 3

part in a management intensive grazing school.

Also known as rotational grazing management, MIG

the forage, but are removed before too much leaf area is consumed. A basic system may have four or five pastures, while

## Steer Feedout Entries Due

### Missouri

**Oct. 10, 2013** – Nomination deadline for Missouri Steer Feedout.

Eligible calves are those born after January 1, 2013. A minimum of 5 head is required with no maximum. Optimum entry weights are 500 to 750 pounds.

For more information contact your county extension office or visit the web at <http://extension.missouri.edu/lawrence>.

### Arkansas

**Oct. 18, 2013** – Nomination deadline for Arkansas Steer Feedout.

New this year is the elimination of limits on the number of calves nominated and the requirement that calves be nominated in lots of five. Entry weights should be between 500 and 850 pounds.

For more information contact your county extension office or visit the web at [www.uaex.edu](http://www.uaex.edu).

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- Age & Source Program • Value Added Opportunities

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Feeder Cattle Mon. 8am • Cows & Bulls Wed. 9 am

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BAILEY MOORE 417.540.4343 • SKYLER MOORE 417.737.2615

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*traditional values & innovative approach*

# Feeder Cattle & Calf Auction

August Receipts 15,145 • Last Month 24,421 • Last Year 19,598

## August Video Sales

Video Sales from 8/5 & 8/19 • Total Video Receipts: 4,762

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

Date: South Central States Texas, Okla., New Mexico, Kansas, Mo. Offering: 729											
8/05/13											
FEEDER STEERS			MED & LG 1			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
62	825	825	\$148.00	\$148.00	Nov-Dec	142	700-725	712	143.00-145.00	\$144.00	Nov-Dec
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
63	800	800	\$146.25	\$146.25	Current	173	800	800	\$130.00	\$130.00	Current
114	900	900	\$135.50	\$135.50	Current	115	875	875	\$130.50	\$130.50	Current
60	775	775	\$150.00	\$150.00	Oct						

Date: South Central States Texas, Okla., New Mexico, Kansas, Mo. Offering: 4033											
8/19/13											
FEEDER STEERS			MED & LG 1			FEEDER STEERS			MED & LG 2		
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
114	825	825	\$151.25	\$151.25	Current	110	900	900	\$143.50	\$143.50	Current
112	900	900	\$146.00	\$146.00	Current						
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
71	725	725	\$157.50	\$157.50	Oct	205	725	725	\$148.75	\$148.75	Oct
63	800	800	\$153.00	\$153.00	Oct	72	700	700	\$148.00	\$148.00	Nov
123	800-825	812	149.50-151.25	\$150.38	Nov	66	750	750	\$144.75	\$144.75	Nov
62	825	825	\$149.75	\$149.75	Nov-Dec	70	725	725	\$146.50	\$146.50	Nov-Dec
58	850	850	\$146.50	\$146.50	Nov-Dec	67	750	750	\$146.25	\$146.25	Nov-Dec
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
189	775	775	\$152.00	\$152.00	Current	138	730	730	\$145.00	\$145.00	Current
180	800-825	800	\$151.25	\$151.25	Current	140	700	700	\$146.00	\$146.00	Oct
85	575	575	\$168.00	\$168.00	Oct Value Added	186	775	775	\$142.25	\$142.25	Dec-Jan
70	725	75	\$156.00	\$156.00	Oct						
524	750	750	\$156.75	\$156.75	Oct						
120	850	850	\$149.00	\$149.00	Oct						
256	850	750	154.50-155.75	\$155.12	Oct-Nov						
62	750	825	\$150.00	\$150.00	Oct-Nov						
60	825	850	\$149.00	\$149.00	Oct-Nov						
85	850	575	\$164.00	\$164.00	Nov Value Added						
223	575	50	148.25-156.00	\$153.29	Nov						
62	650	800	150.50	\$150.50	Nov						
58	875	875	147.00	\$147.00	Nov						
140	750	750	\$154.50	\$154.50	Dec						

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




Learn more at [BQA.org](http://BQA.org)  
or scan this code.

Kempfer Cattle Company,  
Deer Park, Fla.



## BQA – it's the right thing

The Kempfers are a sixth-generation, multi-family operation who continuously look for ways to help improve their cattle, and are the 2013 national Beef Quality Assurance (BQA) award winner.

“We take pride in the compliments about our calves from feedlots and grazers. Healthy, calm cattle simply perform better.

“BQA helps us do that — from record keeping to cattle handling — it's everybody's job and BQA is the right thing to do.”





# I wish to enroll in JRS Value Added Program

Check Protocol:  JRS Calf /  JRS Vac 45 /  JRS Vac 45 /  JRS PVP

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

**You are required to show vaccine receipts and complete this form 7 DAYS PRIOR TO SALE 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 or Troy Watson at 417-548-2333. Info is also available on our website: [www.joplinstockyards.com](http://www.joplinstockyards.com)

### RANCH/OPERATION INFORMATION

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

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

Address \_\_\_\_\_

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

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

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

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

### VALUE ADDED SALE DATES

Thursday, December 5, 2013  
(Wean Date: October 21, 2013)

### Marketing Information

Total Number of Head Enrolling (est) \_\_\_\_\_ Steers \_\_\_\_\_ Heifers \_\_\_\_\_

Weaning Date, if applicable (mm/dd/yy) \_\_\_\_\_

Approximate Marketing Date (mm/dd/yy) \_\_\_\_\_

**Birth dates of calves for producers in the GAM-1 or JRS/PVP program:**

**Birth date of oldest calf in group (mm/dd/yy) \_\_\_\_\_** (example: 02/01/07 – 04/01/07)

### Other Management Practice Information

Please check and date all that apply:

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

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

Vaccine Protocol	List Product and Brand Name	JRS Calf	JRS Vac 45	JRS Vac 45
		Vac Sourced	Weaned Sourced	Non-Sourced
Respiratory Virals IBR-BVD-P13-BRSV 1 <sup>st</sup> Round MLV or Killed Booster Dose MLV only		X	1 <sup>st</sup> Dose Date X Booster Date X	1 <sup>st</sup> Dose Date X Booster Date X
Clostridial/Blackleg		X	X	X
Haemophilus Somnus (Optional)			X	
Mannheimia (Pasteurella)		X	X	X
Haemolytica			X	
Parasite Control (Dewormer)			X	X
Implant				

### PRODUCT ADMINISTERED

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

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

### PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES 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 \_\_\_\_\_

### JRS Source and Age Verification Program

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

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

# Event Roundup

## September

- 12 Stockmanship & Stewardship Clinic with Curt Pate  
Joplin Regional Stockyards, Carthage, Mo.  
PH: 417-548-2333
- 14 Special Replacement Cow Sale • Joplin Regional  
Stockyards, Carthage, Mo. • PH: 417-548-2333
- 12-14 Management Intensive Grazing School • Greenfield, Mo.  
PH: 417-276-3388, ext. 3
- 16 JK Cattle & Three Fires Cattle Red Angus Dispersal  
Mo-Kan Livestock Market, Passaic, Mo.  
PH: 660-424-3422
- 17 Informational Meeting on Fall Thistle Control  
Crowder College Agriculture Building, Neosho, Mo.  
PH: 417-455-5648
- 20 How to Improve Forage Growth & Grazing Field Day  
David Collingsworth Farm, near Southwest City, Mo.  
PH: 417-451-1007, ext. 3
- 24-26 Management Intensive Grazing School • Marshfield, Mo.  
PH: 417-468-4176, ext. 3
- 26 K-State Stocker Field Day • Kansas State University,  
Manhattan, Kan. • 785-532-1267

## October

- 4-6 Ozark Fall Farmfest • Ozark Empire Fairgrounds,  
Springfield, Mo. • 417-833-2660
  - 5 Jacs Ranch Angus Production Sale • Bentonville, Ark.  
PH: 479-273-3030
  - 5 Missouri State University Ag Celebration • MSU Bond  
Learning Center, Springfield, Mo. • PH: 417-836-5638
  - 9-11 RA Brown Ranch Legacy Sale/ Bull Sale & Complete  
Female Dispersal • Throckmorton, Texas • PH: 940-849-0611
  - 11 Genex Customer Appreciation Open House - Strafford, Mo.  
PH: 417-736-2125
  - 12 Buford Ranches Fall Angus Bull Sale • at the ranch  
near Welch, Okla. • PH: 918-929-3275
  - 12 XL Angus & Guest Production Sale • Springfield Livestock  
Marketing Center, Springfield, Mo. • PH: 417-437-9193
  - 14 Special Replacement Cow Sale • Joplin Regional  
Stockyards, Carthage, Mo. • PH: 417-548-2333
  - 19 Circle A Ranch Fall Bull & Heifer Sale • Iberia, Mo.  
PH: 1-800-CIRCLEA
  - 19 Seedstock Plus Fall Bull Sale • Joplin Regional Stockyards,  
Carthage, Mo. • PH: 877-486-1160
  - 22-24 Management Intensive Grazing School • Bois D'Arc, Mo.  
PH: 417-831-5246, ext. 3
  - 26 Aschermann Charolais Bull Sale • at the farm,  
Carthage, Mo. • PH: 417-793-2855
  - 26 Flying H Genetics Fall Bull Sale • Lowry City, Mo.  
PH: 417-309-0062
- ## November
- 9 Ratcliff Ranches Fall Production & Customer Appreciation  
Sale • Vinita, Okla. • PH: 918-256-5561

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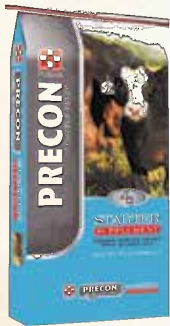
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