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~ N E W S ~

*February 2010*  
*Volume 13*  
*Issue 7*



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# View from the Block

We had a pretty bullish Cattle on Feed Report in January. Normally, we would see the market trend lower during the month of January. However, that really didn't happen as the market stayed really good the entire month. We placed a lot of cattle in January —maybe even as much as 30% more than we did a year ago. That puts the market under a bit of pressure as we start off February.

Feeder cattle weighing above 700 pounds are going to be 2-3 lower and those under 700 pounds are going to be in big demand as we simply don't have as many of those around. A lot of those cattle are headed to grass and we've seen a lot of 'em be 5-10 higher toward the end of January.

Corn prices have trended lower here after the first of the year with reports of a record corn crop and that sure has helped the feeder cattle market.

Weather in the northern Plains has sure been tough since the end of the year —even worse than we've had. That has taken some pounds off of the cattle. That's helped the market along, too.

I'm pretty bullish on the cow and bull market! Prices rebounded \$2-4 the end of January after a slight weather-related down-turn in the market earlier in the month. I really expect the cow and bull market to stay good all year. We've depleted the cow herd to about as low as we can get it. I really



think folks are going to hang on to their cows this year and that'll help the market all year long. Cow numbers are low around the world and consumers are going to eat hamburger so I think as we head into spring cows and bulls will just trend some higher all the time.

We've got a couple of value added sales lined up for Feb. 18 and March 18. We've seen the value added cattle be anywhere from \$1-\$8 higher just depending on the size of 'em. With the weather like we've had, buyers are looking for cattle that have been weaned and had some shots because those cattle are going to be turned out in the mud and snow so they have got to have some survivability about 'em. So far this year, we've sure seen added premiums in the value added sales!

Good luck and God bless.

*Jackie Moore*

**Up-Coming Value Added Sales:**  
**Feb. 18, 2010**  
**March 18, 2010**  
**(wean date: Feb. 5)**



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See Pages 16-17—Photo by Joann Pipkin

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# Beef in Brief

## Key Shipment of U.S. Bone-in Beef Arrives in Taiwan

Taiwan News has reported that the first shipment of U.S. bone-in beef arrived in Taiwan on Friday, Jan. 15, amid a controversy over the island government's decision to re-impose a ban on other beef imports because of health concerns.

The shipment arrived one week after Taiwan's parliament re-imposed a ban on certain U.S. beef imports, triggering an angry response from Washington and fears the move could damage ties with the island's most important ally.

Lawmakers unanimously passed an amendment to the food health law banning imports of cow organs, minced beef and other items seen as high-risk, such as spines and eyes.

Meanwhile, a leading Taiwanese advocacy group has vowed to press ahead with preparations for a referendum aimed at extending the ban to all bone-in beef.

Taiwan banned all U.S. beef imports in December 2003 over concerns about bovine spongiform encephalopathy (BSE). In 2006, Taipei relaxed the rules to permit imports of boneless beef.

Some scientists believe that consumption of the brains and spinal cords of animals infected with BSE can lead to the potentially fatal Creutzfeldt-Jakob disease in humans. —*Angus Productions, Inc.*

## USDA: Farmers Shatter Corn Production on Fewer Acres

The final report from the U.S. Department of Agriculture (USDA) on the 2009 corn harvest is one for the record books. Despite poor planting conditions; a cool, wet growing season; and an abysmal harvest that still sees corn standing in fields, American farmers shattered records for both yield per acre and total production.

In the January Crop Production report, USDA estimates farmers averaged 165.2 bushels (bu.) of corn per acre, up from its previous estimate of 162.9 and shattering the previous record of 160.4 in 2004. Notably, average yields are more than 11 bu. per acre higher (7%) than last year's average yield. In addition, this record yield helped produce the largest corn crop ever — 13.2 billion bu.

Despite raising total production and yield numbers, USDA left demand for all sectors, save feed use, unchanged. The fact that feed use is increasing at the same time that surplus stocks are growing drives yet another nail in the coffin of the trite feed vs. fuel argument, Dinneen said. For ethanol, USDA is estimating 4.2 billion bu. of demand for the marketing year Sept. 1, 2009-Aug. 31, 2010. That is enough to produce 11.7 billion gallons (gal.) of ethanol based on industry ethanol yield averages.

For calendar year 2009, the U.S. is expected to produce 10.6 billion gal. of ethanol and more than 30 million metric tons of livestock feed from 3.8 billion bu. of corn.

— *Release provided by the Renewable Fuels Association/Angus Productions, Inc.*

## Bill Backs Missouri Horse Slaughtering Plants

Missouri state Rep. Jim Viebrock (R-Republic) is sponsoring state legislation aimed at bypassing a Congressional ban on federal meat inspectors working in horse slaughtering plants by getting the plants to pay for the inspections. Congress in 2006 barred USDA from spending federal funds on inspecting the nation's three horse slaughtering plants, thus effectively putting them out of business.

Viebrock said his proposed legislation would create state-level USDA inspectors by allowing the state Department of Agriculture to levy inspection fees on the plants. Those fees would then be passed along to USDA, thus requiring no outlay of federal funds. Viebrock himself said there is the question of whether USDA would honor such an attempt to circumvent the legislative intent of Congress. "That is the big hurdle," he said recently. "We'll find out how powerful the animal rights lobby really is if (USDA allows) it."

One member of that lobby is Chris Heyde, deputy director of government affairs with the Animal Welfare Institute. Heyde said Viebrock is "naïve" to believe Missouri could pass a law that bypasses the will of Congress. "He's remarkably misinformed about the industry," Heyde said.

—*Source: MCA Prime Cuts*

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## NUTRITION KNOW-HOW

BY JUSTIN SEXTEN

# Managing Yearling Replacement Heifers

In two months the cold, winter weather will give way to warm temperatures and green grass. With green grass the breeding season begins for spring calving herds. February is a good time to visit the replacement heifer pens to evaluate heifer growth and development prior to the breeding season.

There are two nutritional goals in replacement heifer development programs. Allow adequate nutrition so heifers are cycling prior to the breeding season and remain in the herd after calving.

Start replacement heifer selection by keeping heifers born early in the calving season. Cows calving early in the calving season are more productive throughout life. Selecting heifers from early calving cows indirectly selects cows adapted to your operation. These cows are generally in good condition and rebreed in a timely manner. Focus selection on heifers born in the first half of the calving season.

After considering birth date, now is also good time to evaluate heifers for disposition, health and post-weaning growth. Cull aggressive, flighty and unhealthy heifers prior to breeding to focus feed and management inputs on cattle more likely to remain in the herd.

Acceptable post-weaning growth is operation and management dependent. Some producers want heifers weighing 900 pounds at breeding while others are content to breed heifers at 750 pounds. Historically replacement heifer development focused on getting heifers to 60-65% of mature weight prior to breeding.

Nebraska research has explored heifer development systems where cattle are managed to weigh 55-58% of mature weight prior to breeding. These management programs allow heifers to gain a greater percentage of weight grazing spring and summer pastures. In these systems, fewer light-weight heifers were cycling at the beginning of the breeding season however pregnancy rates were comparable following breeding with lower development costs.

February is roughly half way through the heifer development period. How should heifers be managed during this period? Should gain be focused in the first half to ensure heifers are heavy enough for breeding? Or should heifers gain a constant 2 pounds a day from weaning to breeding? Alternatively should replacement gain more during the second half of the development period?

The answer to those questions is yes, depending on the operation goals arguments can be made for each system. Research has shown once heifers reach adequate body weight to trigger puberty how and when they gain this weight is flexible.

Purebred operations may prefer to push heifers early during development to test post-weaning growth potential. Commercial operations may prefer to restrict early development growth to

minimize heifer weight until 60 days prior to breeding to minimize feed costs. Many producers prefer to have heifers gain at a constant rate from weaning to breeding.

Many management systems have proven effective as long as heifers reach puberty prior to or during the breeding season. Observe heifers for heat during development to determine at what age and weight heifers in your operation begin cycling.

Recommendations have encouraged breeding heifers prior to the cow herd. Early heifer breeding allows replacements a longer period following calving to prepare for rebreeding and focuses labor needs during calving. Additionally calves from heifers will have 2 weeks of growth on those from cows making for a more uniform calf crop.

An alternative to breeding heifers before the cows is a shorter heifer breeding season. Restricting heifers to a 45 day breeding season reduces late calving heifers and results in a 14 day longer recovery period prior to breeding.

The second replacement heifer development goal is the more important management target. Getting heifers to calve at 85% of mature weight with a body condition score of 6 is key to getting cattle you have spent 2 years developing to remain in the herd after the first calf.

Producers with first-calf heifers approaching calving need to make sure nutritional management will support adequate condition prior to calving. Once heifers calve, little opportunity exists to add additional condition to heifers prior to re-breeding.

Considerable flexibility exists in replacement heifer development programs. Use this flexibility to minimize development costs during non critical periods and focus management during the key development periods, two months prior to breeding and calving.

—Justin Sexten is state extension specialist, beef nutrition, University of Missouri-Columbia. He can be reached at [sextenj@missouri.edu](mailto:sextenj@missouri.edu).



***Start replacement heifer selection by keeping heifers born early in the calving season.***

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## NEWS TO USE

# Feedout Steers Perform Well, Still Lose Money

Steers in the recent Missouri Street Feedout performed well but still ended up losing money according to Eldon Cole, a University of Missouri Extension livestock specialist.

"The 90 steers that were harvested in Iowa, performed admirably when gain, conversion and carcass merit were considered," said Cole. "But they still came in with an average loss per head of \$72.51."

There were eight consignors of the steers and only two groups showed a feeding profit. The profitability was largely due to a low set-in value placed on them by a USDA market evaluator.

The early-June price was \$88 per cwt for the 634 to 658 pounders. In contrast, the set-in price of the other 6 groups ranged from \$94 to \$112.73.

One steer died early in the feeding period which didn't help the profit picture either, according to Cole.

"All the steers qualified for the age and source premium from Tyson's which was \$35 per head. Without that bonus the per head feeding loss would have been around \$100," said Cole.

The steers were fed with the Tri-County Steer Carcass Futurity program in southwest Iowa where over 6,100 cattle have been fed from around the country in the last 12 months.

"When compared to those steers other 6,100 steers, the Missouri cattle stack up favorably," said Cole.

For example, the overall daily gain for the Missouri steers was 3.74 lbs. (compared to 3.39 for the 6,100); feed to gain 5.93 lbs. (6.68); percent low Choice or better 55% (61); percent Yield Grade 1 and 2's 74% (59); fat cover .43 inch with the industry average running .52 inch.

The steers were fed 158 days with a harvest weight of 1,237 pounds and a carcass average weight of 760 pounds. The average age at harvest was 424 days. The average cost of gain per cwt was \$68.46.

Cole said that the low profit situation is similar around the country, in part due to weak beef demand. The cattle were sold on a grid with an average Choice-Select spread of \$5.58 at the two harvest dates. The average carcass price paid was \$128.07 when the premiums and discounts are factored in.

"The feedout program gives producers a chance to see if they're on the right track genetically and management-wise. It would be

## JRS' Harmon Honored by Lawrence County Extension



*"Going above and beyond the call of duty," that's how Livestock Specialist Eldon Cole (r) described Joplin Regional Stockyards Marketing Director Mark Harmon (left) as he recognized Harmon into the Leaders Honor Roll for the Lawrence County Extension Council. The presentation took place during the KOMA Beef Conference held at JRS on January 12th.*

nice if feeding profits were there all the time, but it just doesn't work that way," Cole said.

Cole says that cow-calf folks should pay attention to the genetic factors from the data collected in the feedouts to make adjustments in their breeding and selection program.

"This can help in their marketing efforts if their sample of cattle in the feedout consistently meets the industry target of 70 percent Choice, 70 percent Yield Grades 1 and 2 and 0 outs or heavily discounted carcasses. In addition their daily gains should top the lot average," said Cole.

Currently, the Missouri Feedout has 192 steers on feed in Iowa, due for harvest in April and May. Cole hopes the profit picture for these steers will be positive.

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## NEWS TO USE

# Record U.S. Corn Crop May Bring Relief For Beef, Pork Producers

The record U.S. corn crop offers cattle and hog producers a prospect of something they haven't had in a while: profits.

American farmers reaped a 13.15-billion-bushel corn harvest in 2009, up 2% from a November projection and up 8.8% from 2008, the U.S. Department of Agriculture said in a report Jan. 12. The 2009 estimate topped the previous record of 13.04 billion bushels in 2007. Despite an unusually wet spring that delayed planting, corn yields averaged a record 165.2 bushels per acre in 2009, up 7.3% from the 2008 average of 153.9 bushels, the USDA said.

The unexpectedly large crop sent corn futures on the Chicago Board of Trade plunging, with the March contract tumbling 30 cents, the maximum daily trading limit, to \$3.92 ½ a bushel. Further corn price declines would bring welcome relief for cattle and pig producers squeezed by high feed costs in recent years, analysts said.

"As corn gets cheaper, it costs less to feed cattle to market weight," said Bob Short, senior livestock analyst in Chicago with broker PFG Best. "No one's made any money raising hogs in the past 28 months and no one's made any money raising cattle in the past 18 to 20 months."

Livestock feeder profits will return "if corn goes down and stays down," Short said. "There's no guarantee these guys will get back into the black. But at least it gives them hope they haven't seen in the past couple years."

The report helped send CME Group feeder cattle futures higher, with the March contract reaching 98.2 cents per pound, the highest price since last fall. Near midday, March feeder cattle futures were up 1.25 cents, or 1.3%, at 97.65 cents a pound, while August was up .925 cent at \$1.005.

Corn on cash markets in the Midwest is currently about \$3.70 a bushel, Short said. If prices fall to \$3.20 to \$3.30, livestock feeders' futures "will brighten," Short said. "They probably will turn profitable."

Still, cheaper corn may encourage livestock producers to place more animals into feedlots, and the increased supply may pressure cattle and hog prices in the second half of 2010, Short said.

October live cattle futures, which reflect slaughter-ready animals, fell 0.175 cent to 89.8 cents a pound around midday, on the CME. June lean hog futures fell 0.75 cents to 78.6 cents a pound.

Additionally, futures traders continue to expect high corn prices throughout the year. Corn for December delivery traded at \$4.17 ½ a bushel at midday today on the CBOT, down the 30-cent limit but still up more than 30 cents over the past three months.

—Source: MCA Prime Cuts/CattleNetwork.com

# HSUS Purchases Stock in Jack in the Box

In an effort to encourage Jack in the Box (NASDAQ: JACK) to implement the types of basic animal welfare changes many of its competitors have made, The Humane Society of the United States announced Thursday that it has purchased stock in the restaurant chain.


The HSUS intends to use its stockholder position to move the company away from egg suppliers that confine hens in cages and pork suppliers that keep breeding pigs in crates. The HSUS will also encourage Jack in the Box to influence its poultry suppliers to switch from their current slaughter system—which involves shackling fully conscious birds upside down and running them through electrified water before cutting their throats—to controlled-atmosphere killing (CAK), which has been shown to greatly improve animal welfare.

Studies have shown that not confining animals in cages or crates, and that using CAK, may also improve food safety.

"Jack in the Box's complete lack of meaningful movement on animal welfare puts the company at odds with its competition and public opposition to farm animal abuse," stated Matthew Prescott, corporate outreach director for The HSUS's factory farming campaign. "And considering Jack in the Box's history with food safety problems, improving conditions on the factory farms that supply the company should be a top priority."

National restaurant chains— including Burger King, Red Robin, Wendy's, Quiznos, Denny's, Hardee's and Carl's Jr.—have already created policies to move away from supporting some of the worst abuses of farm animals. Many supermarket chains have taken similar steps, including Safeway, Harris Teeter, Winn-Dixie, Trader Joe's, and Whole Foods.



San Diego-based Jack in the Box is not only lagging behind on these issues, but in 2009 it produced an animal welfare report that codified—rather than rectified—many of the worst cruelties that animals in its supply chain suffer. The company has 2,200 locations in nearly 20 states. —Source: CattleNetwork.com



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## HERD MANAGEMENT

# Does Pre-Conditioning Really Pay?

BY JOANN PIPKIN, EDITOR

**W**ill the extra work pay off? It's a question every cattleman wonders. A little more effort spent in pre-conditioning as well as age and source verifying calves is worth it in the long run, according to Doug McKinney, value enhancement specialist, Oklahoma State University.

McKinney told beef producers at the KOMA Beef Conference Jan. 12 at Joplin Regional Stockyards that they need to look seriously at who drives their market —the consumer. Then, he advised to develop a marketing plan.

There are eight factors affecting the marketplace, McKinney said. Those include:

1. developing plan
2. time of sale
3. selling in a formal program
4. maximizing genetic quality
5. maximizing uniformity
6. selling in industry load lots
7. detailed record keeping
8. adopting best management practices

Buyers and feelots want information, McKinney told producers. "Take advantage of genetic quality. Buy bulls that have information behind them," he advised. "We need to assure consumers that our beef is not only healthy but also safe to eat."

McKinney said ranchers can create a successful value added program by simply

## ***"Do you sell cattle or do you market cattle?"***

adapting to changes in the market as well as being open to new ideas. For example, he said source and age verification, country of origin labeling and national animal identification are all new ideas to the trade.

Cattlemen must also operate as resource managers not just as a producer and must realize the importance of networking.

He questioned, "Do you *sell* cattle or do you *market* cattle?" Selling cattle, McKinney said, makes a product available at an accepted price. Marketing cattle, on the other hand is the art of identifying or creating meaningful points —in essence creating the market.

McKinney also noted health management benefits to pre-conditioning cattle. Those include reduced cattle stress and shrink; improved immune system; increased sale weights of cattle; seasonal price increases; and increased market demands.

When considering age and source verification, McKinney told producers

they have leverage in marketing. "As cow/calf producers in the marketing chain, you are the only ones who can source and age verify calves," he said.

According to McKinney, the two components of age and source are:

1. Process Verified Program (PVP);
2. Quality Systems Assessment (QSA)

**CONTINUED  
ON PAGE 13**



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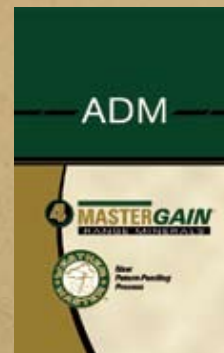
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## PASTURE PLANNING

BY GEORGE  
PARSON

# Get Free Fertilizer: Part II

Last month we discussed the free fertilizer coming out the backside of our livestock. Livestock manure is at the top of the list as a source of fertilizer. Obviously, poultry manure, cattle manure, hog manure, etc., has been used successfully for years. My favorite argument is that fertilizer is too expensive to allow nutrients to flow down river.

Currently, there are commercial operations out there devoted to transporting and land application of manure, especially poultry manure. In the future, as our rural population grows and environmental regulations increase, we're probably looking at different forms of waste management besides lagoons. Swine and dairy operations that typically use lagoons for waste management will develop technologies to keep manure drier where it can be handled and marketed —basically, looking to make animal manures more valuable.

Last month I promised to look at other forms of low cost or free fertilizer. One caveat: we can't totally replace chemical

fertilizer and we definitely still need soil samples every three to five years. But, for producers looking to cut overhead we need to examine alternative sources of soil amendments. Here's a short list of possible sources:

1. DAF sludge and bio-solids from food processing
2. Dairy by-products
3. Domestic bio-solids
4. Compost (unending list of what to compost)
5. Lagoon sludge

The most abundant source of bio-solids would be the food industry. Remember to say "bio-solids" because the term sludge might cause some people to get dangerously high blood pressure. The poultry processing plants, especially, will have bio-solids that when applied properly will make the grass grow.

Wastewater from food processing is usually so strong that it has to go through several steps before it can be released back into the environment. The



most common primary treatment is dissolved air flotation (DAF). Usually a flocculent is put into the waste water to make the solids stick together. Air is pumped into a tank which floats a foamy substance that is between 20 and 30% solids when it is skimmed off. The wastewater stream then goes on into further treatment.

The DAF sludge from animal processing is about 1/2 grease and 1/2 protein. Now, grease has value better than land application and most of it is rendered out. There will always be some grease left in DAF bio-solids even after being rendered. At one large poultry processor in southwest Missouri the DAF sludge goes through further processing and is made into ingredients for high value animal feeds. Technology is always looking to transform what

was considered a waste material into something with value.

Grease breaks down very slowly so if you are looking for an immediate jump in your grass, the DAF sludge may not be the best. Grease can cover leaves, roots and other plant tissues not letting the plant transpire. It will actually set the grass back. It may be the second or third season after land application before you notice an advantage. Often times, it is recommended to go ahead and fertilize normally with chemical fertilizer during the same year when applying DAF sludge. This type bio-solid does need to be considered because in the long run DAF sludge will put nutrients and organic matter back into the soil.

Besides the DAF bio-solids, many food processing facilities operate their own wastewater treatment system. The most predominate type of system is what is called an activated sludge system. In a nutshell, a wastewater operator injects oxygen into the waste stream. There are several methods used to do this. The oxygen allows aerobic microscopic organisms such as amoebae, rotifers, swimming and stalked ciliates, etc., to flourish and eat up the waste material. Then the bio-solids (microbes) are settled out in a clarifier or settling basin. Some of the microbes are returned to the aeration chamber as super hungry critters but most are "wasted" or pulled out of the bottom of the clarifier. These microbes ARE the sludge or bio-solids. Bio-solid will often be further treated but eventually it has to be disposed of. This type of sludge will not have as much grease and the nutrients are more quickly available to the plant. A landowner will often see immediate results.

If you're looking for bio-solids you can contact a local food processing plant and ask for their environmental person or wastewater operator. Contact the companies that transport and land apply bio-solids. Typically, either the food processing plant or the hauler and transporter are required to get a Missouri State Operating Permit. You can get a listing of these permits at [www.dnr.mo.gov](http://www.dnr.mo.gov) or call 800-361-4827. Also some companies that land apply bio-solids obtain a fertilizer exemption and are listed under the University of

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## PASTURE PLANNING

# Ask the Expert

## Answers For Your Forage Questions

BY JOEL REAGAN

**Can overseeding toxic fescue pastures with small grains and/or clovers eliminate fescue toxicity problems?**

No. Overseeding non-toxic forages into toxic fescue pastures does reduce the effect of fescue toxicity by diluting the amount of toxin ingested. However, this practice does not eliminate fescue toxicity. Research has shown production losses even when small amounts of toxin are consumed by the animal. The only way to completely eliminate fescue toxicosis is to replace toxic fescue with a non-toxic variety like MaxQ.

**I would like to plant clover in my pastures, but weeds are a problem. What should I do?**



This is a common question because many of the herbicides used to control pasture weeds will kill or severely injure legumes. However, with a little planning, perennial white clovers like Durana and Patriot can be successfully added and maintained in pastures with a history of weed problems. The key to success is to reduce the weed population in the pasture prior to planting clover. This process begins 6-12 months prior to planting clover.

Pastures should be scouted from November through early March for winter annual and perennial broadleaf weeds such as thistle, henbit, chickweed, cudweed, sorrel, plantain, buttercup, etc. If needed, apply an appropriate herbicide. The pasture(s) should be re-scouted from May through early July for summer annual and perennial broadleaf weeds like dogfennel, bitter sneezeweed, horsenettle, spiny amaranth, pigweed, etc. and an appropriate herbicide applied if needed.

Following such a program should adequately reduce pasture weed populations for 3-5 years; a period of time that easily allows clover to more than pay for itself. It is important to note that pasture herbicides vary in their soil persistence, therefore producers should read and follow any label restrictions when applying an herbicide prior to legume establishment.

—Joel Reagan is regional forage specialist, Pennington Seed.

### FREE FERTILIZER

#### CONT'D FROM PREVIOUS PAGE

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These bio-solids will probably stink. I would advise being totally open and honest with your neighbors if you're planning to land apply bio-solids. Explain what it is. Don't do it if the neighbor is going to have a barbecue that weekend. This type bio-solid comes from food processing plants and this wastewater is used to wash the food we eat. If it's too dangerous to land apply, maybe we don't want to eat our food. Not! Seriously, consider these words of wisdom. If it's organic or carbon-based and it stinks, it will make the grass turn green.

Bio-solids will come with

regulations. You can't land apply on frozen soils like what's typically outside the window in February. Setbacks from environmental features such as wells, streams and property lines will be required. Soil tests may be required but these type sludges are usually free or low cost.

We'll discuss more soil amendments in future articles. As always, if you have questions about this article or about composting, you can contact me at 417-548-2333 or 620-704-5079. An expert, that's a "has been drip under pressure". So I'm not an expert, but maybe I can help.

—George Parson is environmental specialist for Joplin Regional Stockyards.

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## HERD MANAGEMENT

# Watch for Beef Cow Prolapses

BY GLENN SELK

**P**rolapses occur occasionally in beef cows. Most prolapses occur very near the time of calving. Two distinct kinds of prolapse exist.

1) Vaginal prolapses are those that occur in very late gestation. Vaginal prolapse is as the name implies, a protruding of the vagina through the vulva and exposed to sun, wind, and infectious pathogens. Vaginal prolapses are very repeatable. In other words, if the vaginal prolapse is repaired, the cow calves and rebreeds, then she is very likely to prolapse again next year. This type of prolapse is known to have a genetic component, which means that daughters of cows that have this problem will have an increased likelihood of suffering a vaginal prolapse themselves. Therefore, when the producer finds a cow with this malady, she should be marked for culling and daughters should not be kept as replacements. Certainly bull calves from this cow could also pass the genetic characteristics on to his offspring and proliferate the problem within a herd.

2) Uterine prolapses occur at or shortly after calving. Many times they occur with a difficult birth. The uterus is literally pulled through the birth canal with the calf or the afterbirth and again exposed to the weather elements, potential injury,

and certainly infectious agents. Uterine prolapses, when repaired by proper veterinary attention, can have a very successful result. Cows with properly cared-for uterine prolapses are no more likely than others to have a prolapse next year. Because of the trauma, possible infection, and recovery time, cows with a uterine prolapse may take longer to re-conceive for the next year's calf. This often means that these cows will be late-bred or non-pregnant at weaning time when pregnancy checks are made. This may be a viable reason for culling these cows, but keeping pregnant cows that have experienced a uterine prolapse is not a bad risk. If you find a cow that you suspect has prolapsed, call your veterinarian immediately and discuss the best options for her in your herd.

Research (Patterson, et al, 1981) from the USDA station at Miles City, Montana, reported that 153 calvings of 13,296 calvings from a 14-year span were associated with prolapse of the reproductive tract. Of those 153 prolapses, 124 (81%) were vaginal prolapses and 29 (19%) were uterine prolapses. The subsequent pregnancy rate following prolapse among first calf heifers was 28% and the pregnancy rate among adult cows following a prolapse was only 57.9%.

—Glenn Selk is OSU beef cattle reproduction specialist.

## PRE-CONDITIONING CONTINUED FROM PAGE 9

Production records are essential for both programs and an audit process can be necessary if a producer is selected.

The programs are not free and there is no premium or export guarantee. On the average, McKinney said age and source verification costs producers about \$4 per head. "Just because you source and age verify your cattle does not guarantee you a premium," McKinney explained. "It also does not guarantee you an export market."

To capture premiums on age and source verified cattle, McKinney said you must be able to sell in trailer/load lots.

Bottom line, does it pay to pre-condition and age and source verify your feeder cattle?

McKinney said yes, although none of the programs are guaranteed to pay.

"You should pre-condition your cattle to take pride in the animal and for the health of the industry," he said.

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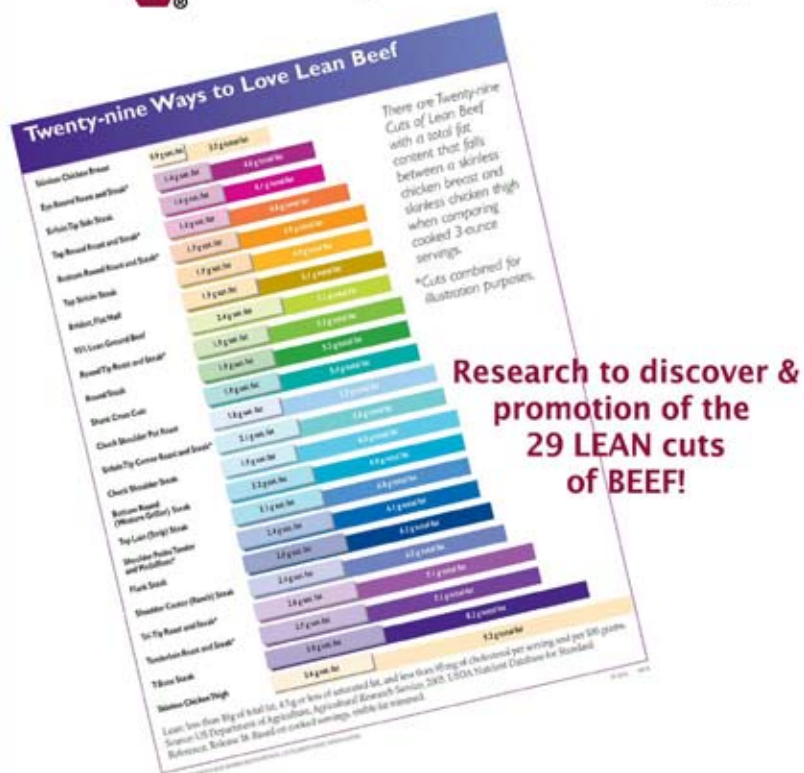
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## FOR THE RECORD

### Using Trusts in Estate Planning

BY DR. VERN PIERCE

Trusts are among the many tools available in estate planning. However, they are often overlooked by farmers. You do not have to be a millionaire to have a trust. You do not have to have a large family or many employees. A farm couple of modest means and their one child may be able to find a very useful way to make a valid trust work for them in both transferring their estate as well as minimizing taxes. Trusts may even provide more reliable control over your estate finances than might a simple will.

A trust is created by a legal document which transfers control of certain property or assets you determine (which may include money) and legal title to those assets to a trustee you may appoint. The trust document instructs the trustee how you wish to have the trust income and principal managed and distributed, subject to limitations set out in state law. You can even become the trustee of your own trust, and yes there are some advantages to that type of arrangement.

**Every trust has three main requirements:**

- (1) trustee(s) whom, you may choose,
- (2) the "corpus" or "body" of the trust. This is simply "the stuff in the trust" (property, money, etc.) and,
- (3) the beneficiaries you identify to receive income generated from the trust (i.e. interest on money or rent from land) and the remaining principal when the trust is to end.

For example, your trust may be set up to provide regular cash payments to your grandchildren for 10 years from the income generated by the assets of the trust and then the entire remaining principal paid to your spouse. You may establish a trust today (non-testamentary trust) or have one established when you die as directed by your will (testamentary trust). As you can see a trust is very flexible. If you are interested in exploring whether this is a good choice for you contact an attorney that has experience in setting up trusts in Missouri.

There are several types of trusts to consider as you plan the transfer of your estate to your designated beneficiaries. Each should be evaluated by you, your family and your attorney to reach the desired results. The primary types of trusts include; revocable and irrevocable living trusts, testamentary trusts, and charitable trusts. One of the most commonly used is the revocable living trust. This is created by transferring property into the trust while you are living (as opposed to having the trust created as directed by your will after death). Once the revocable living trust is in place, you may retain the power to amend, modify or even revoke the trust for your entire lifetime should your family situation or your wishes change. One common use of this type of trust is that you can direct the trustee to pay you the income that is generated from the trust's assets for the rest of your life. The trust may further direct the trustee that income derived from the trust assets that was paid to you during your lifetime should now be paid to your spouse for her lifetime. Finally, you can direct that the entire remaining balance of the trust be distributed to whomever you wish, children, charitable organizations, etc. While many of these things can be accomplished with the use of a trust, there may be some estate transfer costs that can be reduced or eliminated and even reduced transfer taxes.

There are advantages and disadvantages to each type of trust that you should understand and discuss with your attorney. One of the best advantages of the revocable living trust is in assuring that management of your assets and property is done by someone you select if there should ever become a time when you cannot make that choice or are incapacitated in some way. If you are interested in exploring whether this is a good choice for you contact an attorney that has experience in setting up trusts in Missouri.

—Dr. Vern Pierce, Ph.D., J.D., is associate extension professor, agricultural law, business and economics, University of Missouri.



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 SC: 0.4 CW: 7 RE: .24 YG: .03 MS: .07 SMI: 40  
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 CE: 8 BW: 2.4 WW: 44 YW: 81 MA: 18 CM: 3 SC: 0.6  
 DC: 15 CW: 13 RE: .57 YG: .11 MS: .07 SMI: 42  
 Open Heifer



## **AUTO Maria 213U**

1/27/08 - HOMO Black - DBL Polled  
 AUTO Full Throttle x DVFC Sparkles 1111M (Handyman)  
 CE: 9 BW: 3.6 WW: 44 YW: 78 MA: 20 CM: 2  
 SC: 0.2 CW: -2 RE: .46 YG: .10 MS: .06 SMI: 42  
 Due 4/7/10 to Wulf's Nasa



## **AUTO Sara 216U**

2/19/08 - HOMO Black - HOMO Polled - 75% Lim-Flex  
 AUTO Dollar General x KRVN Nepal 312N (Rulon)  
 CE: 5 BW: 1.4 WW: 54 YW: 97 MA: 25 CM: 2 SC: 0.5  
 DC: 7 CW: 25 RE: .50 YG: .06 MS: .05 SMI: 49  
 Due 4/23/10 to AUTO Freeway 146T (HB/HP)



## **AUTO Grace 613U**

2/26/08 - HOMO Black - HOMO Polled - 50% Lim-Flex  
 DCC Rito 619 of 6002 3J24 x MAGS Spiegel (Nasdaq)  
 CE: 7 BW: -0.8 WW: 40 YW: 83 MA: 27 CM: 2  
 CW: 37 RE: .05 YG: .15 MS: .24 SMI: 50  
 Due 4/7/10 to Wulf's Nasa



## **AUTO Zoe 219U**

3/6/08 - HOMO Black - HOMO Polled - 50% Lim-Flex  
 AUTO Diesel Power x Precisions Promptitude P417 (Precision)  
 CE: 6 BW: -1.3 WW: 39 YW: 78 MA: 22 CM: 0 SC: 0.1  
 DC: 15 CW: 25 RE: .17 YG: .27 MS: .35 SMI: 52  
 Due 4/7/10 to Wulf's Nasa



## **AUTO Impact 155U**

10/18/08 - HOMO Black - HOMO Polled - 65% Lim-Flex  
 EXLR Saturn x EXLR Rebecca 1019P (Midland)  
 CE: 6 BW: 3.1 WW: 60 YW: 105 MA: 20 CM: 1 SC: 0.8  
 DC: 8 CW: 16 RE: -.01 YG: .21 MS: .16 SMI: 52  
 BW: 78 - Adj. WW: 951 - Adj. YW: 1,240 - Adj. SC: 41.4

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## COVER FEATURE

# Are Your Cows Ready?



BY ELDON COLE

**T**he calving season is upon us and some of you may already have 25 to 30 percent of your calves on the ground. Hopefully, your cold weather calving went well and will continue to do so. Not only do we want the calving season to go well, but also we want the cows in shape to breed back this spring on schedule.

The biggest factor in cows returning to heat and settling is their body condition score (BCS) at calving and post-calving nutrition. It's too late to do much about pre-calving nutrition unless you calve into March.

The first thing I recommend is to do a quick BCS of your pregnant cows. The older cows, should be in a 5 or better BCS. Their last two pair of ribs may be showing and there's no fat in their brisket. To some they might seem overly thin, but if they receive adequate energy and protein after calving, they should return to heat in time to have a 12-month calving interval.

BCS 6 cows' ribs are fully covered, there's some fat in the brisket and you may even note some fat on either side of the tailhead. Feeding hay that's in the mid-50's on TDN should be suitable to get them to cycle. An exception would be if they're extremely heavy milkers.

The females in the herd that are of greatest concern are first-calf heifers. They're still growing and going into lactation and have high nutrition needs and may have to get some energy off their backs. Thus, a BCS of 6 is desired on heifers calving at 24 months. Remember, 1 BCS amounts to about 80 pounds of weight gain or loss. If a heifer's a 5 now and won't calve for 30 days, you don't have much time to move her to a 6 BCS. Should the weather get cold, damp and muddy increasing BCS is quite difficult.

A handicap on many cow-calf operations in this area is a shortage of pastures. The 2-year olds need to be sorted from the adult cows and managed by themselves. This simplifies feeding since mature cows in the herd may be in good enough shape and don't need the extra 3 to 6 pounds of concentrates the heifers do. Sorting according to age and BCS is always a good practice.

## Don't Forget the Bull

In addition to watching the cow's condition for a quick return to cycling, attention should be given to the bulls. Having a bull in the 6 BCS range is helpful, especially for young bulls that may go to the breeding pasture for the first time. Bulls that have been breeding fall

## Why Are Your Cows Open?

BY DONA GOEDE

**I**t is once again calving time and pregnancy check time for the fall calving herds. It is also one of those times of the year that cattle producers start to wonder, why is that cow open? The reasons generally fall into one or more of four categories: **1)** the bulls' fault, **2)** the cows' fault, **3)** a disease's fault, or **4)** nobody's fault.

**Bulls' fault** – In order for bulls to get cows pregnant, they must be able to produce adequate amounts of fertile semen, to find cows that are in heat, and to deliver fertile semen to the cows' reproductive tract at least once during estrus (heat). Testicular damage from physical, toxic, genetic, or infectious causes can decrease both the

number of sperm cells produced and the ability of sperm cells to reach and fertilize an ovulated egg within the cow's reproductive tract. Poor eyesight can interfere with a bull's ability to find cows in heat; and sore feet, legs, or spine can cause a bull to refrain from walking after and mounting a cow he detects in heat. Damage to a bull's penis or prepuce is likely to prevent it from successfully delivering semen to the cows' reproductive tract.

Although very few bulls are completely sterile, surveys indicate that 10-20% of bulls given a Breeding Soundness Examination (BSE) by a veterinarian will fail to meet the criteria for a satisfactory breeding bull. Failing a BSE means that it

CONTINUED ON PAGE 19

calving cows likely will need some high energy concentrate feed if they've fallen into the 5 BCS range.

Bulls also need a thorough breeding soundness exam to assure they're capable of breeding cows. This can only be done by a veterinarian and should be performed far enough ahead of bull turnout so if problems surface you'll have time to find a replacement. Remember, it's always smart to have one more bull around than you think you'll need.

Bulls and cows should receive immunizations ahead of breeding time according to label directions. Parasite control, especially for lice, is important this time of year and helps the feed go farther.

—Eldon Cole is livestock specialist for University of Missouri Extension based in Lawrence County.



# Conception You Can Count On

BY JOHN WINDER

Although we hear a lot more about growth rate and beef quality and consistency these days, reproductive efficiency is easily the most important factor determining profitability of cow-calf operations. Improving reproductive efficiency is not an easy task, but I cannot imagine any other area where financial rewards are greater. There is an old saying that goes something like, “A dead calf has a very poor growth rate.” I think that we can extend this concept to an “un”-conceived or unborn calf. It is impossible to profit from an animal that isn’t. With this in mind, let’s consider reproductive management “challenges.” Furthermore, let’s examine how to avoid pitfalls as we address these challenges.

## Breeding Yearling Heifers

Yearling heifer management is one of the most trying aspects of cow-calf production. Reasons for breeding failure among yearling heifers usually fall into two categories: 1) the heifer is simply not old enough at breeding time or 2) the heifer is not big enough at breeding time. The age at which heifers reach puberty varies by breed. Typically, smaller breeds reach puberty earlier than larger breeds. Furthermore, breeds from Europe (*Bos taurus*) generally reach puberty at younger ages than *Bos indicus* breeds such as the Brahman. As a rule of thumb, heifers should be at least 12 months old at the beginning of the breeding season. Keep in mind this is a minimum not an average.

Average age should be 13-14 months. Heifers also need to reach a specific target weight before they reach puberty. We use a fairly simple rule to establish this target. Heifers should weigh at least two-thirds of their weight at maturity at the onset of breeding. For example, if your mature cows weigh 1200 pounds, heifers should weigh 800 pounds at the onset of breeding. Achieving adequate body weight at breeding requires careful planning. When heifers are selected at weaning, managers should conduct the following exercise.

1. Weigh or estimate weights of heifers kept for breeding (at weaning time).
2. Calculate the number of days from weaning to breeding. Calculate the desired weight of heifers at breeding (0.67 times expected mature weight).
3. Subtract desired breeding weight from weight at weaning time then divide by the number of days between weaning and breeding. This provides you with a “target” daily rate of gain from weaning to breeding.
4. Develop a nutritional program that will allow you to attain target rate of gain.

## Nutritional Management of the Cow Herd

Inadequate nutrition is also the most common cause of delayed breeding among mature cows. A reproductively efficient cow should calve every 12 months. But in order for her to accomplish this feat, she must breed back within 80 days of calving. Think about it, she will be pregnant for 285 days of the year, so there are only 80 left to recover from calving and to breed again ( $365 - 285 = 80$ ). This doesn’t leave much room for error. Any nutritional stress from late gestation until breeding can lengthen the postpartum interval. Cows should be in good flesh at calving and maintain this condition through the breeding season. Cows that are thin at the time of calving and those that lose body condition from calving to the onset of breeding will either breed late or end up open at the end of the season.

## Breeding Soundness of Bulls

The incidence of infertility among bulls of breeding age has been estimated to be as high as 20%. In other words, one of five bulls is either sub-fertile or sterile! Most reproductive problems of bulls can be diagnosed by a standard breeding soundness exam (BSE) conducted

by a veterinarian or qualified technician. Every breeding bull should be tested annually. As I mentioned, most problems can be detected with a BSE, but not all. Recently a new test has become available that can be used along with the BSE to help diagnose an additional problem. Reprotest WB is a procedure that is used to test for the presence or absence of a specific protein attached to sperm cells. The protein, also known as the fertility associated antigen (FAA) appears to affect the ability of individual sperm cells to bind to the egg immediately before conception.

In research trials directed by Dr. Roy Ax at the University of Arizona, bulls that passed traditional BSE were evaluated for the presence or absence of FAA. Bulls that possessed the protein (FAA positive) produced 18% more pregnancies than bulls that lacked the protein (FAA negative). Researchers surveyed bulls in the US, New Zealand, Australia, Mexico and Holland and discovered that 12% of bulls were FAA negative. The test is now commercially available from ReproTech, Inc. in Tucson, Arizona (580-888-0401). Cost per bull is approximately \$35 plus the cost of collection and shipping containers. One cautionary note: this is not a substitute for traditional breeding soundness exams. The test should be used along with BSE to better assess the reproductive potential of the bull.

## Prevention of Reproductive Diseases

There are numerous diseases that affect reproduction. Fortunately, all of these can be prevented by vaccination and/or management practices. Reproductive diseases cause fetal death or abortion. The list of diseases is lengthy and includes diseases such as infectious bovine rhinotracheitis (IBR), bovine viral diarrhea (BVD), leptospirosis (Lepto), vibriosis (*Vibrio*), trichomoniasis (Trich), and brucellosis (Bangs). Some reproductive diseases are very “dynamic”, genetically changing over time. Our highly mobile industry has also created opportunities for disease organisms to move into clean areas with relative ease. Producers should consult a local veterinarian annually and follow his or her advice religiously. If you do not adopt a preventative strategy, you are gambling with the future financial viability of your herd.

## Improvement of Genetic Potential

Genetic potential also plays a pivotal role in the reproductive process. Vast differences exist in reproductive potentials among cattle. However, improvement of potential for reproduction is not as straight forward as most other traits because animals do not express reproductive deficiencies until later in life. Researchers, however, have developed techniques to improve fertility indirectly. Let me give you a few examples. First, genetic differences exist within breeds for age at puberty. This trait is very difficult to measure in females (you have to watch them for months to determine when they first cycle). However, in the male, it is easy to establish the relative time he reaches sexual maturity. This can be established by simply measuring the circumference of his scrotum. In most breeds, puberty occurs when scrotal circumference exceeds about 32 cm.

When cow-calf producers select yearling bulls with large scrotal circumference ( $> 32$  cm), daughters tend to reach puberty earlier. Furthermore, daughters of bulls with large scrotal circumferences tend to be more reproductively efficient throughout their productive lives. Another method for enhancing reproductive performance potential is to simply breed heifers as yearlings in a short breeding season (45 days). In other words, if you make it difficult for heifers to breed the first time, only the most fertile will enter the herd. Of course, it is always a good practice to cull non-pregnant cows at the end of the breeding season. However, this has only a minor effect on genetic potential. Cows have often produced daughters that are kept as replacements before being culled.

In general, we need to address reproductive potential early in life. Some new approaches are currently under investigation at various locations including the Noble Foundation.

Finally, remember cows are very much like a factory. Raw materials that enter the factory include grass, supplements and water. The product of the “cow factory” is a calf at weaning time. As with any factory, efficiency is measured as outputs relative to inputs. Our “cow factory” is extremely inefficient when she fails to breed.

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## OPEN COWS CONTINUED FROM PAGE 16

is likely that those bulls will fail to cause pregnancy in a high percentage of cows to which they are exposed.

**Cows' fault** – Cows and heifers must be having regular estrous (heat) cycles during the time period they are exposed to bulls in order to become pregnant during the breeding season. By initiating cycling prior to or early in the breeding season, females have several opportunities to ovulate a fertile egg and become pregnant during a limited breeding season. If heifers have not reached puberty or cows have not resumed cycling following the birth of their last calf by the first few weeks of a 60 to 70 day breeding season, they will only have one or two opportunities to become pregnant before the bulls are removed from the breeding pasture. Age, weight, and genetics all influence whether a heifer has reached puberty by the start of the breeding season. How early in the previous calving season a cow calved (days postpartum) and what level of energy reserve (fat / body condition) she has during early lactation determine whether a cow has resumed fertile cycles by the start of the breeding season.

Previous years' bull infertility problems or cowherd nutrition problems (low body condition score) during late gestation and early lactation can cause many cows to slip late into the calving season before giving birth. This late average calving date will increase the risk of cows not having enough days postpartum to resume cycling early in the next breeding season. In addition, limiting forage and feed quality or quantity late in gestation will cause body condition scores, as an indication of body fatness, to decrease to the point where the luxury of reproduction is delayed until energy reserves are adequate. Cows that don't have enough days postpartum or energy reserve are not likely to be expressing estrus (heat) and ovulating fertile eggs,

and therefore cannot become pregnant.

**Diseases' Fault** – A few infectious diseases can cause failure of fertile eggs and sperm to initiate pregnancy, or to cause death of a very early embryo. These include vibriosis and trichomoniasis. In addition, other diseases can cause the death and abortion of fetuses later in pregnancy. IBR and BVD viruses, bacterial diseases such as leptospirosis, and protozoal diseases such as neosporosis can each cause abortion. Embryo loss or abortion early in the breeding season may allow enough time for the cow or heifer to resume cycling and become pregnant again before the end of the breeding season. But usually, if the breeding season is restricted to 60-70 days, abortion will result in cows that are open when examined for pregnancy in the fall.

**Nobody's Fault** – A certain percentage of fetuses have genetic flaws that are fatal. These flaws are not due to disease or heritable genetic problems, but rather are a testimony to the complexity of biology. These losses are probably unavoidable. Typical pregnancy loss due to genetic and other causes between the time of pregnancy diagnosis until calving is ½ to 2%.

A final reason for pregnancy percentages to be lower than desired that falls in the "nobody's fault" category is that people tend to want above average results every year. Remember that if your average pregnancy percentage is 94%, one-half of the time you will have greater than 94% of the cows pregnant and one-half of the time you will have less than 94% of the cows pregnant. If your average pregnancy percentage is 94%, year-to-year pregnancy percentage may range from 91-96% and occasionally from 89-98% due to normal biological variation.

—Dona Goede is livestock specialist for University of Missouri Extension in Cedar Co..

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## ON THE CALENDAR

### Monett Beef Conference Set

The 41<sup>st</sup> Annual Monett Beef Cattlemen's Conference will be held March 2 at the Monett National Guard Armory. Registration in advance is not necessary. Presentations begin at 4 p.m. A number of farm and beef related businesses cooperate on the sponsorship of the event and they will open their trade show exhibits at 3:30 p.m.

The first speaker at the conference is Dr. Vern Pierce, Extension Professor of Ag Law, Business & Economics, University of Missouri. His topic is Tools For Transfer-Basic Estate Planning.

The 4:45 speaker will be Dr. Bryon Wiegand, University of Missouri Commercial Agriculture Meats Team Leader. Deciphering Beef Grades & Branded Product Labels is his subject.

At 5:30 Jason McCann, Miller, President of the Missouri Cattlemen's Association will speak about the association's hot-button issues

The Southwest Missouri Cattlemen's Association will serve their famous chili for supper between 6 and 7 p.m.

The evening session kicks off with Dr. Justin Sexten, University of Missouri Extension, Beef Nutrition Specialist sharing tips on making backgrounding of calves more profitable.

Wrapping up the program will be Gregg Doud, Chief Economist for the National Cattlemen's Beef Association, Washington, D.C. He will explore the economic future of beef, international trade, consumer demand and more.

The conference is a cooperative effort of the Monett Chamber of Commerce, Southwest Missouri Cattlemen's Association, University of Missouri Extension, Trade Show Exhibitors and several banks in the area.

Questions regarding the conference program may be directed to the University of Missouri Extension Center, Mt. Vernon, 417-466-3102.

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

*Tags may also be purchased from:*

- JRS – Monday thru Thursday 8 to 4 pm
- Animal Clinic of Monett (417) 235-4088
- Vet Office on Sale days (417) 548-3074
- Mac's Vet Supply-Monett (417) 235-6226
- Feed & More-Mt. Vernon (417) 471-1410

Other locations will be added as vendors request tags. Any questions—  
call Mark Harmon or Troy Watson  
417.548.2333

UP-COMING VALUE ADDED SALES:  
Feb. 18, 2010  
March 18, 2010 (wean date: Feb. 5)





# FREEZE!

***Editor's Note: A demonstration on freeze branding was conducted Jan. 12 at Joplin Regional Stockyards during the KOMA Beef Conference. The following information details the proper procedure for performing freeze-branding on your cattle.***

Freeze branding as a method of livestock identification has been received with enthusiasm. When super-cold or chilled branding irons are applied to the hide of the animal, the pigment-producing cells are destroyed or altered. When the hair grows back, it is white. The method is not foolproof, and those using it should be aware that the results may be variable. The major advantages claimed for freeze branding are:

- The brand is more legible throughout most of the year than a hot-iron brand
- Freeze branding causes less damage to the hide than a hot brand.

## **Equipment needed**

Branding irons  
Branding irons should be heavy copper or bronze with slightly

rounded faces. They should be 3- to 4-inch irons, 3/8- to 1/2-inch thick and at least 1 inch deep.

## **Refrigerant**

Dry ice is most commonly used as the refrigerant. If the branding does not take too long, 15 pounds of dry ice will be sufficient for a small herd of cattle. If the branding will not be done immediately or if the dry ice must be transported a distance, it is wise to buy more. Break part of the dry ice into very small pieces for rapid cooling; keep some larger pieces for sustained cooling. Don't handle the dry ice with bare hands as freeze burn might result. The solution most commonly used with the refrigerant is 95 percent alcohol. A less pure alcohol will not remain liquid when placed with dry ice. Either methyl, isopropyl or ethyl alcohol is satisfactory. Acetone and gasoline are good refrigerants, but they should not be used because of the danger of explosion if used around open flames. Enough solution should be available to cover the dry ice and the irons by at least 1 inch.

## **Clippers**

Clip cattle hair closely before branding. The cutters and combs should be sharp, with extra blades available to replace dull or damaged ones.

***Cody Washam, Pierce City, demonstrates freeze-branding during the KOMA Beef Conference at Joplin Regional Stockyards.***





Container for coolant

The container should be insulated to keep the solution as cold as possible. Use two metal containers, one set inside the other with an insulating compound between, or a bucket wrapped in insulation. Styrofoam coolers are excellent, but should be set inside another container because they are fragile and easily broken. Select a container large enough to accommodate all the irons needed.

Brush and plastic squirt bottle

A stiff bristle brush is handy for brushing away loose hair and removing skin scurf after the animal has been clipped. A plastic squirt bottle, such as a container for liquid soap, works quite well for applying alcohol to the site of the brand just before applying the branding irons.

Restraining equipment

The animal must be securely restrained in a squeeze chute or headgate. Calves may be thrown on the ground on their sides.

Chilling the irons

When dry ice is added to the refrigerant solution, it will bubble profusely. As the solution is cooled, it will reach a steady rate of bubbling. The solution will be cooled to its minimum temperature in about five minutes. It will take about 10 minutes for the irons to reach minimum temperature when they are first immersed. After the irons have been used in branding, they should be put back in the solution immediately if they are to be used again. It will take approximately 4-5 minutes for them to reach minimum temperature again. When the used iron is put back into the solution, more bubbles will tend to appear. When the iron has reached the minimum temperature, the bubbling will slow to a constant rate.

Step-by-step branding

- When the animal is restrained, clip the area where you want the brand. After clipping, brush away loose hair and any scurf that is on the skin.
  - Immediately before branding, apply alcohol that is at air temperature to the site of the brand. Some people feel that a solution made of 1/3 glycerine and 2/3 alcohol works better.
  - Immediately after you have applied the alcohol solution, apply the branding iron to the hide. Firm pressure is required to make good contact with the skin. Hold the iron in place for approximately 40 seconds when branding mature animals.
- More than one branding iron can be used at the same time. However, one person should handle each branding iron to be sure uniform pressure is applied. Branding in fall and winter usually requires a longer application than in the spring. Satisfactory brands have been noted on calves that were branded for 30 seconds. Over-branding will completely kill the hair follicles and will appear to be a hot-iron brand. Observations

Table 1. Branding iron contact time for freeze branding

Age of Animal	Contact time (seconds)	
	Dry Ice & Alcohol	Liquid Nitrogen
4-8 months	25	15
9-18 months	30-40	20
Over 18 months	45-50	25-30
Mature animal with thick hide	50-60	35

Source: Virginia Cooperative Extension

indicate that Herefords seem to need a longer application of the branding iron than Angus. An unclear brand when the hair grows back is an indication that the animal was underbranded. If there is prominent loss of hair, the animal was over-branded. If there

is hair loss or no whiteness or hair at the top or bottom of the brand, there was not uniform pressure in the application of the iron.

—Source: University of Missouri Outreach and Extension

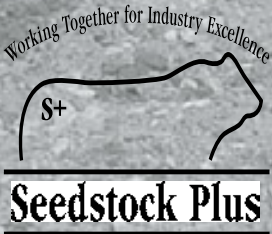
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**Feb. 27, 2010 \* 12 noon**  
**AB Farms Sale Facility, Lathrop, MO**  
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**Bull & Female Sale**  
**Mar. 27, 2010 \* 12 noon**  
**Joplin Regional Stockyards, Carthage, MO**  
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**Seedstock Plus ‘Goin’ to Grass’ Sale**  
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## PRODUCT NEWS

# Beef Checkoff Launches "I Heart" Campaign

During a time when sales of middle meats are traditionally slower, the checkoff's food and nutrition communications team, using conclusions drawn from checkoff-funded market research, is gearing up to capitalize on a month that boasts many familiar holidays and special occasions. Thus, the beef checkoff is initiating an "I Heart Beef" campaign.

The program was specifically designed to help strengthen interest in beef middle meats,

cuts that have a proven return on investment for beef producers, by reminding consumers of their passion for great steaks like the T-bone and tenderloin. Not only that, but February is Heart Health Month.

The checkoff-funded consumer survey used as a foundation for the campaign found:

- In this month of romance,

**CONTINUED ON PAGE 25**

## MFA Unites with Alltech

Alltech, a global leader in animal health and nutrition, has named MFA, Incorporated as an Official Animal Health and Nutrition Partner for the Alltech FEI World Equestrian Games 2010™. MFA joins more than 60 global partners who have united with title sponsor, Alltech, in a collaborative effort to promote optimal animal health and well-being in the Alltech FEI World Equestrian Games, the pinnacle of equestrian sport.

"MFA Incorporated is widely revered by farmers and ranchers in the Midwest for the reliability and quality of its feed products and services," said Dr. Tyler

Bramble, western division manager for Alltech, USA.

"Alltech has been an industry leader in probiotics, nutraceuticals and other feed additives. We are proud to incorporate Alltech products in our feed formulations for healthy pets, horses, and livestock," said Dr. Alan Wessler, vice president of feed for MFA. "We are very excited to further cement our relationship and have the opportunity now to play a role in the Alltech FEI World Equestrian Games."

MFA Incorporated, a regional farm supply and marketing cooperative, has served the livestock industry since its formation in 1914. From feeds and animal health to marketing services and technical advice, MFA has structured its offerings to help farmers and ranchers provide for their animals.

Serving more than 45,000 in Missouri and adjacent states, MFA has 107 Agri Services Centers, 25 locally owned affiliates with 23 branch locations, and 400 independent dealers.

The purpose of the Alltech Animal Health and Nutrition Partnership Program is to identify key players who can serve as multipliers of the message of the Alltech FEI World Equestrian Games. This strategic partnership with Alltech includes collaborative sales, marketing, and advertising activities as well as hospitality opportunities in the build-up to the Alltech FEI World Equestrian Games, the most prestigious and celebrated equestrian competition in the world.

The Alltech FEI World Equestrian Games, to be held in Lexington, KY, USA from September 25–October 10, 2010, are the world championships of the eight disciplines recognized by the Fédération Equestre Internationale (FEI). Held outside of Europe for the first time, the 16-day competition involving 600 riding competitors and 700 horses from more than 60 countries is expected to be attended by as many as 600,000 spectators and viewed on television by an international audience exceeding 460 million people.

For more information on the Alltech FEI World Equestrian Games and to purchase tickets while they are still available, visit [www.alltechfeigames.com](http://www.alltechfeigames.com).

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## ISPAH Introduces Two New Antibiotic Products

Intervet/Schering Plough Animal Health introduces Resflor Gold and Nuflor Gold, offering new options for treating bovine respiratory disease.

Resflor Gold is the only medication on the U.S. market that combines the antibiotic florfenicol (active ingredient in Nuflor Gold and the non-steroidal anti-inflammatory drug (NSAID) flunixin meglumine (active ingredient in Banamine) into one convenient dose for treatment of bovine respiratory disease (BRD), the company said. Resflor Gold works against the three major bacterial bovine respiratory pathogens, including Mannheimia haemolytica, Pasteurella multocida and Histophilus somni, and provides control of BRD-associated pyrexia in beef and non-lactating dairy cattle. BRD is a major health problem in cattle and the most significant cause of economic loss for the cattle industry.

"Cattle lungs are small, relative to the animal's size and oxygen needs, said Dr. Joe Roder, DVM, at Intervet/Schering-Plough Animal Health. "Preserving healthy lung tissue is critical to the long-term performance - and even survival - of cattle. A non-steroidal anti-inflammatory drug helps treat adverse affects of BRD, while a fast-acting antibiotic helps eliminate the cause. This combination of drugs is a powerful treatment that is becoming increasingly utilized."

Resflor Gold provides a two-pronged attack against BRD, targeting the bacterial infection and its associated fever. The fast-acting florfenicol reformulation achieves high blood levels quickly in combination with a NSAID to reduce fever and provide a more visible recovery from the disease within six hours of initial dosage.

"Some producers have resisted the use of BANAMINE NSAID because it must be administered intravenously, which takes skill and time," said Roder. "With the introduction of RESFLOR GOLD, the antibiotic and NSAID are administered in a single subcutaneous dose. The convenience of this product will help producers' bottom lines from both a labor and a treatment cost standpoint as well as animal performance."

Nuflor Gold (florfenicol) is an antibiotic for the treatment of bovine respiratory disease (BRD) associated with four major bovine respiratory pathogens. The product has been approved by the FDA for the treatment of BRD associated with Mannheimia haemolytica, Pasteurella multocida, Histophilus somni, and now, Mycoplasma bovis. BRD is a major health problem in cattle and the most significant cause of economic loss for the cattle industry.

—Drovers news source

## New Bayer Service Aims At Stopping Cattle Theft

With the recent challenging economy, there has been a substantial increase in cattle theft, especially in rural areas. The presence of valuable animals often out of sight of their owners is an attractive target for thieves looking to score a quick buck. Bayer Animal Health recognized the scope of the problem and asked CattleNetwork to assist them in developing CattleWatch™. CattleWatch™ is a program designed to assist in the national notification and communication of cattle thefts and indictments. It also serves as a resource center to help cattlemen prevent theft.

A review of recent news shows how urgent the need is for CattleWatch™. Just in the past few weeks Texas & Southwestern Cattle Raisers Association's Special Rangers made multiple cattle arrests in Trinity County and helped indict a Haskell man on two felony charges. Felony charges were also filed in a case involving the theft of 48 cattle in Missouri. A Houston man and woman were indicted on eight counts of cattle theft and the Border Patrol in Arizona halted an attempt at cattle theft.

For more information see [www.cattlewatch.com](http://www.cattlewatch.com).



## SPECIAL COW SALE

1 p.m. • Sat. Feb. 13, 2010

### Expecting 1000 Head!

#### Early Consignments Include:

- 50 Red Angus Bred Heifers—

Start calving in Feb. Bred to LBW Red Angus Bulls.

- 48 Red Angus Bred Heifers—

Bred to LBW Angus & Red Angus Bulls. Due in Feb.

- 82 Angus Pairs—

4&5 yrs. old. Calves were born Nov. 7-28th. All black calves. Less than 20 are heifers. Cows are nice, open and sell with mostly bull calves.

- 80 two-yr-old black Angus Heifers—

Bred to LBW Angus bulls. All one raisin'. Start calving Feb.-Apr.

- 35 Angus Bred Heifers—

Bred to Angus bulls. Fancy!

- 50 Black and Mixed Pairs—

With big calves at side. 5 yr. old to SS.

- 5 Red Angus Heifer Pairs—Big & Gentle.

- 35 Angus Spring Calving Cows—

4&5 yrs. old

- 10 Black Angus Heifer Pairs

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## CATTLEMEN'S CORNER

### From the Field

BY NATE JAEGER

**D**o you know the reason Bill Clinton spent so much time trying to define what "is" is?

The reason lies with the simple truth: words matter. All good politicians and bureaucrats know the value of crafting not just an accurate message, but a polished and perfect message. They are communicating to the voting masses and do not want to risk offending a single one of them. So they strive to be honest, yet as polite as possible, in order to keep every vote. However, there are millions of people who vote every day with their pocketbooks on your



## WORDS MATTER

livelihood and we talk to them with phrases that will ensure they vote for our opponents!

We must revisit the issue of how we describe ourselves. Words that hurt our image with consumers have changed in the last 20-plus years. In the 1970's and 80's "agribusiness" was popular. Computerized farming and ranching signaled to the consumer that we were modern and sophisticated, just like them. So we began calling ourselves "producers" and "growers" to appeal to their preferences. We still refer to ourselves that way and we all run "operations" as part of an

"industry." Except now the housewife who buys beef in the store thinks of smokestacks and factories when she hears those words. Not the image we particularly want, is it?

For those detractors to political correctness, I am not asking you to change your brevity to longwinded prose. In fact, just the opposite. Simplifying our language would be better. The pride we have taken in becoming more efficient has led to a canyon of misunderstanding with people who buy beef. Rather than boasting about scientific advances, defending genetic breakthroughs and promoting production progress, we simply need to communicate that we have made food better, safer and tastier.

With this thought in mind, what can you do to improve the way you talk to people about what you do? Let me suggest a few words in your vocabulary to get rid of, and what you might think about replacing them with.

Producer – Farmer or Rancher

Industry – Trade

Operation – Farm or Ranch

Efficient – Green

Grow – Care for

Slaughter - Harvest

Meat – Food

Consumers – Families

Now, in the following sentence replace the new words with the ones we are accustomed to and see how different it might sound to a housewife. *In the beef trade ranchers care for cattle that are harvested for food that families love.*

Marketing specialists like Truth In Food's Kevin Murphy (whom I stole this idea from) would argue that cattle ranchers need to begin making the shift back to words that everyone can identify with as wholesome and positive. I would agree and remind us all that there should be less "ag" and more "culture" in our daily conversations with each other, our friends and neighbors.

—Nate Jaeger is a field representative for the National Cattlemen's Beef Association and can be contacted at 205-533-3206 or [njaeger@beef.org](mailto:njaeger@beef.org)



## Annual Production Sale

12:30 pm • Saturday, March 27, 2010  
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Years of Proven Easy-Calving Bulls!

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Cattle  
that  
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Grass Developed - Ready to Work!
- 8 Winter '08-'09 Bulls  
Big, Stout Yearlings
- 5 Fall 2009 Bull Calves  
Grow Your Own Herd Sires
- 25 Commercial Bred Heifers  
Al'd to easy calving bulls  
15 Purebred Whites  
10 Blonds/Smokes
- 10 Fall '09 Show Heifer Prospects  
The Winning Kind!
- 15 Fall '09 Replacement Heifers  
From Proven Cow Families

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# MARKET WATCH

## January Market Roundup

BY CORBITT WALL

Old Man Winter blew in with the new year and 2010 started out with bitter cold temperatures gripping most of the country with several inches of snow and several feet of drifts covering much of the Plains and the Midwest. Yet, feeder cattle buyers showed good demand for new purchases with steers and heifers weighing over 600 lbs gaining 3.00-7.00 through the month of January and lighter-weight stockers and backgrounding calves trading 5.00-8.00 higher with instances as much 12.00 higher than late 2009. Early month support came from the fact that buyers were anxious to get back to work after the holiday shutdown, but a more concrete base for higher feeder cattle prices came on January 12<sup>th</sup> with the release of the USDA Crop Production Report. New estimates for this past year's corn crop were raised 230 million bushels to 13.151 billion bushels with an average yield of 165.2 bu/acre which would be another all-time record bin buster, despite an unusually wet spring and delayed planting. This news caused corn prices to drop sharply (roughly 50 cents per bushel) and boosted interest for feeder cattle with hopes of cheap cost-of-gains.

Although, the best demand for feeders was actually for lightweights as buyers sought-out hard weaned calves in ideal condition for grazing...in the dead of winter. Mid-January calf prices for those under 550 lbs. rose sharply as cattle growers look to background these calves on hay stockpiles and inexpensive distiller's by-products, since there is very little available forage that's not muddy or frozen. However, graze out wheat buying accounted for a portion of the stocker demand with a lackluster wheat market opening some fields to late-winter and early-spring grazing that normally would have been harvested. The level of demand for all sizes of last spring's calf crop was even enough to offset huge supplies that hit the market in mid-to-late January as producers were finally able to get their calves to town after weeks of weather and holiday

interruptions. Offerings were extremely attractive to buyers, with most selling in larger strings and possessing a quality and froze-out condition that bidders could hardly resist.

Feedlot managers were mostly unable to capitalize on the bullish environment, despite stronger boxed beef cut-out values and winter weather struggles that caused many closeouts to come-in 50-100 lbs. lighter than projected weights. The fed cattle market has lost its volatility with prices hanging in the low-to-mid 80.00's for most of the last year. The average live slaughter steer price for 2009 was 83.34, compared to 93.13 in 2008. The cattle feeder continues to lose trading leverage as a progressively larger percentage of the finished cattle are price off a progressively smaller number. During 2009, less than 41 percent of the direct fed cattle marketing took place on a negotiated cash basis in America's three largest



feeding regions, compared to almost 54 percent just five years ago. Nearly 74 percent of Texas' fat cattle sales were some type of formula, forward contract, or grid pricing in 2009, with Kansas and Nebraska posting 61 and 40 percent respectively. Total cattle slaughter for last year was 3.1 percent lighter than 2008 and .5 percent less than the previous five year average. Beef cow harvest was 7.2 percent smaller than the huge herd reduction of 2008, but otherwise was still was the largest since 1997.

### BEEF CHECKOFF CONTINUED FROM PAGE 22

beef is the preferred choice of Americans (62 percent) because nothing says love like a great steak dinner for Valentine's Day.

- Americans associate steak as a "best match" for love (44 percent), romance (42 percent) and passion (41 percent)-more so than other high-end proteins.

- When it's time to share that Valentine's Day meal, beef wins. A ribeye (35 percent) or T-bone steak (32 percent) are chosen as the best meal to share with a significant other.

- Americans most often associate beef with celebrations (50 percent), compared to chicken (18 percent), pork (17 percent) or fish (15 percent).

- Sixty-two percent of Americans say they choose to prepare beef if they are looking for gratitude or appreciation from their dinner partner.

- Fifty-three percent of Americans identify filet mignon as the food most associated with candlelight romance and 50 percent of Americans think filet mignon is the best way to say "I love you." —Source: Cattlemen's Beef Board news release

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Excenel - 100 ml	\$ 68
Micotil - 250 ml	\$300
Nuflor - 250 ml	\$130
Nuflor - 500 ml	\$260
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Tetradure 300 - 500 ml	\$140
Banamine - 250 ml	\$ 50

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Document No: JRS 1 Revised March 19, 2009

# 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.ioplinstockyards.com](http://www.ioplinstockyards.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 EID tags were purchased: \_\_\_\_\_

List the EID Bag numbers of whole bags used: \_\_\_\_\_

List any single Visual tag numbers used and the bag they came out of: \_\_\_\_\_

**Marketing Information**

Total Number of Head Enrolling \_\_\_\_\_ 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.*

**Administration Information: YOU MUST USE ONLY APPROVED**

**PHARMACEUTICALS IN ORDER TO PARTICIPATE.**

PRODUCT ADMINISTERED				JRS Calf	JRS Vac 45	JRS Vac 45
Vaccine Protocol		List Product and Brand Name	Vac Sourced	Weaned Sourced	Non-Sourced	
		1 <sup>st</sup> Dose Date	1 <sup>st</sup> Dose Date	1 <sup>st</sup> Dose Date	1 <sup>st</sup> Dose Date	
Respiratory Virals IBR-BVD-PI3-BRSV 1 <sup>st</sup> Round MLV or Killed Booster Dose MLV only		X	X	X	X	
Clostridia/Blackleg						
Haemophilus Somnus (Optional)		X	X	X	X	
Mannheimia (Pasteurella)						
Haemolytica		X	X	X	X	
Parasite Control (Dewormer)						
Implant						
PRODUCT ADMINISTERED				JRS/PVP Calf Aged & Sourced 1 <sup>st</sup> Dose Date	JRS/PVP Vac 45 Aged & Sourced 1 <sup>st</sup> Dose Date Booster Date	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 <u>REQUIRED</u> to have the <u>BOOSTER</u> 2-5 weeks after first round of shots.
Vaccine Protocol		List Product and Brand Name				
Respiratory Virals IBR-BVD-PI3-BRSV 1 <sup>st</sup> Round MLV or Killed Booster Dose MLV only		X	X	X		
Clostridia/Blackleg		X	X	X		
Haemophilus Somnus (Optional)						
Mannheimia (Pasteurella)		X	X	X		
Haemolytica						
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 any of bred heifer(s) will be given the option to take home the bred heifers or billed the loss after the re-sale of bred heifer(s)

**PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES** ☐ Yes

I certify that the calves listed meet or will meet JRS requirements and products have been or will be administered according to label directions and BQA guidelines. I also certify that the information on this form is true and accurate.

Signature of Owner or Manager (REQUIRED) \_\_\_\_\_ 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.



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MARKET SUMMARY

	US	EUROPE	ASIA
Dow	10,559.47	-165.96	-1.55%
Nasdaq	2,282.15	-38.25	-1.65%



Jan 20, 1:49pm

S&P 500	1,133.96	-16.27	-1.41%
10 Yr Bond(%)	3.6440%	-0.6300	
Oil	77.30	-1.82	-2.30%
Gold	1,112.00	-27.70	-2.43%


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Top Stories

Beef in Cold Storage Down Slightly

01/22/2010 16:31PM

Total red meat supplies in freezers were down 1 percent from the previous month and down 14 percent from last year.

Full Story

Chicken & Eggs: Layers By State

The CattleBoard: Boxed Beef, Feeder Cattle & Live Cattle Lower

Dairy Product Prices: Cheese Drops 9 Cents


Nebraska Cattle On Feed Down Slightly

More News...

AccuWeather.com®

Overland Park, KS

Currently | Hourly Info | 15 Days



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RealFeel®: 29°F

Winds: SE at 17 mph

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MARKET WATCH

January Market Recap

Receipts 37,684 • Last Month 18,995 • Last Year 36,156

FEEDER STEERS Med. & Lg. 1					FEEDER HEIFERS Med. & Lg. 1				
Head	Wt Range	Avg Wt	Price Range	Avg Price	Head	Wt Range	Avg Wt	Price Range	Avg Price
19	300-350	343	115.00-129.00	\$119.20	31	300-350	328	93.00-119.00	\$106.99
74	350-400	379	117.00-128.00	\$121.40	109	350-400	385	93.50-113.00	\$102.85
228	400-450	422	112.00-130.00	\$121.51	28	350-400	388	126.00	\$126.00 Thin
677	450-500	473	107.00-121.00	\$115.04	414	400-450	435	91.00-112.00	\$98.80
755	500-550	526	101.00-115.00	\$108.09	694	450-500	478	89.00-108.00	\$96.27
31	500-550	527	103.00-110.00	\$105.96 Fleshy	22	450-500	461	105.00	\$105.00 Thin
1180	550-600	574	96.00-111.00	\$103.59	1009	500-550	529	87.00-100.50	\$94.30
59	550-600	583	96.00-107.00	\$99.71 Fleshy	11	500-550	519	89.00	\$89.00 Fleshy
1536	600-650	626	95.50-106.00	\$100.29	1129	550-600	575	86.00-97.00	\$91.93
100	600-650	616	92.50-99.00	\$95.94 Calves	42	550-600	575	85.00-92.50	\$88.20 Fleshy
1642	650-700	677	91.00-100.50	\$96.26	1465	600-650	629	87.50-94.00	\$91.16
32	650-700	653	94.50-95.75	\$95.40 Fleshy	93	600-650	620	85.00-90.00	\$86.45 Calves
53	650-700	668	91.00-95.50	\$93.25 Calves	26	600-650	633	86.50-88.00	\$87.15 Fleshy
1721	700-750	726	90.00-98.50	\$95.49	975	650-700	673	86.00-93.00	\$90.41
21	700-750	729	97.50	\$97.50 Thin	12	650-700	668	89.00	\$89.00 Fleshy
29	700-750	711	92.50	\$92.00 Fleshy	32	650-700	663	86.00-87.75	\$87.19 Calves
69	700-750	713	87.50-93.00	\$91.32 Calves	846	700-750	720	86.00-92.85	\$89.99
1541	750-800	772	91.25-97.00	\$94.38	320	750-800	770	84.00-91.00	\$88.41
10	750-800	770	86.00-93.00	\$90.18 Fleshy	122	800-850	815	84.50-90.50	\$88.13
954	800-850	819	90.00-95.35	\$92.49	14	800-850	826	81.00-83.00	\$81.57 Fleshy
14	800-850	809	88.00-91.50	\$88.99 Fleshy	15	850-900	875	83.00-86.50	\$84.16
293	850-900	866	90.25-94.75	\$92.70	11	900-950	907	81.50-84.00	\$82.87
112	900-950	924	88.00-90.75	\$90.04	21	1000-1050	1008	80.00	\$80.00
130	950-1000	962	87.00-91.10	\$89.32	FEEDER HEIFERS Med. & Lg. 1-2				
10	950-1000	998	83.50	\$83.50 Fleshy	Head	Wt Range	Avg Wt	Price Range	Avg Price
FEEDER STEERS Med. & Lg. 1-2					56	300-350	335	96.00-107.00	\$98.57
Head	Wt Range	Avg Wt	Price Range	Avg Price	70	350-400	381	85.00-108.00	\$91.70
12	300-350	340	120.00-126.50	\$124.73	31	350-400	381	102.00-118.00	\$106.36 Thin
68	350-400	375	106.00-128.00	\$116.07	233	400-450	421	88.00-109.00	\$98.46
45	350-400	388	121.00-131.00	\$124.27 Thin	105	400-450	427	93.00-110.00	\$100.49 Thin
188	400-450	430	105.00-123.50	\$114.23	421	450-500	479	86.00-104.00	\$93.58
54	400-450	425	118.00-134.00	\$129.06 Thin	158	450-500	472	91.00-111.00	\$103.39 Thin
244	450-500	477	96.00-116.00	\$106.27	697	500-550	527	85.00-97.00	\$92.09
126	450-500	472	103.00-124.00	\$114.26 Thin	86	500-550	538	93.00-95.50	\$95.25 Thin
600	500-550	530	95.00-110.00	\$102.61	1130	550-600	571	84.00-94.75	\$89.78
222	500-550	519	102.00-116.00	\$112.08 Thin	59	550-600	584	89.00-91.75	\$90.80 Thin
1051	550-600	572	93.00-107.00	\$99.48	966	600-650	623	82.00-92.35	\$88.37
95	550-600	584	96.50-107.50	\$102.86 Thin	24	600-650	624	81.50-86.00	\$84.71 Calves
939	600-650	625	88.00-105.00	\$97.83	728	650-700	673	81.00-92.00	\$88.52
38	600-650	628	93.75-95.50	\$94.32 Calves	634	700-750	723	82.00-91.25	\$88.21
37	600-650	615	99.00-102.50	\$101.25 Thin	26	700-750	706	90.75	\$90.75 Thin
1279	650-700	674	86.00-98.75	\$94.44	160	750-800	775	80.00-90.00	\$86.34
13	650-700	687	97.75	\$97.75 Thin	120	800-850	813	83.00-90.50	\$85.78
823	700-750	726	89.00-98.00	\$93.48	83	850-900	882	72.00-86.75	\$81.40
762	750-800	774	88.00-95.00	\$92.42	HOLSTEIN STEERS Large 3				
431	800-850	820	88.50-94.00	\$92.54	Head	Wt Range	Avg Wt	Price Range	Avg Price
246	850-900	868	87.00-94.00	\$91.69	10	500-550	540	52.00-61.00	\$55.57
26	900-950	930	87.00-92.00	\$90.70	19	650-700	689	53.00	\$53.00
29	950-1000	980	87.00-88.00	\$87.54	24	750-800	775	57.00-60.50	\$58.57
					26	800-850	832	55.00-58.00	\$55.95
					13	850-900	883	51.00-52.00	\$51.38

All Market Information Provided By: Mike Davis • Mo. Department of Agriculture  
Market News Service • Market News Hotline (573)-522-9244

Look for Weekly Market Reports on the web at: [www.joplinstockyards.com](http://www.joplinstockyards.com)

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# January Video Markets

Total Video Receipts: 10,367

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 condtions 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:	5183				
1/4/10											
	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
67	750	750	\$93.85	\$93.85	Current	67	750	750	\$87.60	\$87.60	Current
55	890	890	\$90.50	\$90.50	Current	126	770	770	\$90.25	\$90.25	Jul
65	775	775	\$94.10	\$94.10	Feb						
125	800	800	\$94.00	\$94.00	Mar		FEEDER HEIFERS		MED & LG 1-2		
	FEEDER STEERS		MED & LG 1-2			HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	157	630-635	632	\$86.85-\$87.50	\$87.18	Current
183	800	800	\$91.85-\$92.60	\$92.34	Current	65	750	750	\$86.50	\$86.50	Current
415	850	850	\$89.10-\$91.60	\$89.90	Current	140	725	725	\$87.00	\$87.00	Feb
184	775-785	778	\$92.50-\$94.10	\$93.54	Feb	201	750	750	\$86.75	\$86.75	Feb
240	800	800	\$91.50-\$93.85	\$92.68	Feb	122	750	750	\$87.35	\$87.35	Mar
120	850	850	\$90.75-\$91.50	\$91.12	Feb	618	750-775	770	\$86.75-\$87.50	\$86.89	Apr
120	800	800	\$92.10	\$92.10	Mar	67	750-775	750	\$88.10	\$88.10	May
59	850	850	\$91.00	\$91.00	Mar	70	725	725	\$91.75	\$91.75	Jun
240	850	850	\$90.10-\$91.10	\$90.85	Apr	62	800	800	\$88.10	\$88.10	Jun
168	900	900	\$88.85	\$88.85	Apr		Eastern States	All states	east of the	Mississippi	Louisiana & Ark.
750	800	800	\$96.00	\$96.00	May		FEEDER HEIFERS		MED & LG 1-2		
59	850	850	\$91.50-\$93.85	\$91.50	May	65	750	750	\$86.50	\$86.50	Feb-Mar
62	800	800	\$94.10	\$94.10	Jun						
349	850-885	861	\$91.50-\$93.00	\$92.42	Jun						
162	900-925	916	\$91.10-\$92.10	\$91.76	Jun						

Date:	South Central	States:	Texas, Okla.	New Mexico,	Kansas & Mo.	Offering:	1656				
1/11/10											
	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
247	775	775	\$95.85	\$95.85	Mar	140	650	650	\$92.25	\$92.25	Mar
165	900	900	\$92.00	\$92.00	May-Jun	130	780	780	\$87.10	\$87.10	Apr
						150	650	650	\$92.85	\$92.85	May
						558	775	775	\$87.25	\$87.25	May
	FEEDER HEIFERS		MED & LG 1			202	740	740	\$92.10	\$92.10	Jul-Aug
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY						
64	750	750	\$91.00	\$91.00	Mar						

Date:	South Central	States:	Texas, Okla.	New Mexico,	Kansas & Mo.	Offering:	2965				
1/18/10											
	FEEDER STEERS		MED & LG 1				FEEDER STEERS		LARGE 3		
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
60	850	850	\$93.10	\$93.10	Current	70	700	700	\$68.25	\$68.25	Sep
131	760-790	775	\$95.85-\$96.50	\$96.18	Feb		FEEDER HEIFERS		MED & LG 1-2		
90	875	875	\$95.10	\$95.10	Mar-Apr	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
						100	475	475	\$97.75	\$97.75	Current - Value Added
	FEEDER STEERS		MED & LG 1-2			85	575	575	\$92.50	\$92.50	Current - Value Added
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	75	675	675	\$91.50	\$91.50	Current
95	525	525	\$109.25	\$109.25	Current - Value Added	65	750	750	\$89.00	\$89.00	Current
342	560-575	564	\$106.75-\$108.00	\$107.69	Current - Value Added	60	800	800	\$86.60	\$86.60	Current
80	625	625	\$101.60	\$101.60	Current	65	750	750	\$91.00	\$91.00	May
75	650	650	\$98.60	\$98.60	Current	60	800	800	\$87.85	\$87.85	May
190	725	725	\$95.00	\$95.00	Current	550	750-775	772	\$92.00-\$93.10	\$92.22	Jun
65	750	750	\$94.10	\$94.10	Current		Eastern States	All states	east of the	Mississippi	Louisiana & Ark.
60	765	765	\$96.35	\$96.35	Apr		FEEDER STEERS		MED & LG 2		
60	850	850	\$92.50	\$92.50	May	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
350	825	825	\$96.10	\$96.10	Jun	62	775	775	\$91.35	\$91.35	Current
110	900	900	\$92.25-\$92.50	\$92.38	Jun		FEEDER HEIFERS		MED & LG 2		
						HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
						65	750	750	\$85.00	\$85.00	Current

Date:	South Central	States:	Texas, Okla.	New Mexico,	Kansas & Mo.	Offering:	563				
1/25/10											
	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
67	750	750	\$96.10	\$96.10	Mar	70	725	725	\$91.60	\$91.60	Feb-Mar
	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
55	900	900	\$89.25	\$89.25	Mar	65	750	750	\$89.25	\$89.25	Feb
60	850	850	\$94.25	\$94.25	May	130	750	750	\$92.10	\$92.10	Jun
60	850	850	\$95.85	\$95.85	Jul						
56	900	900	\$92.35	\$92.35	Jul						



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For subcutaneous injection in the posterior aspect of the ear where it attaches to the head (base of the ear) in lactating dairy cattle. For subcutaneous injection in the middle third of the posterior aspect of the ear or in the posterior aspect of the ear where it attaches to the head (base of the ear) in beef and non-lactating dairy cattle. Not for use 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

EXCEDE Sterile Suspension is indicated for treatment of bovine respiratory disease (BRD, shipping fever, pneumonia) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni* in beef, non-lactating dairy, and lactating dairy cattle.

EXCEDE Sterile Suspension is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle which are at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, and *H. somni*.

EXCEDE Sterile Suspension is also indicated for the treatment of bovine foot rot (interdigital necrobacillosis) associated with *Fusobacterium necrophorum* and *Porphyromonas levis* in beef, non-lactating dairy, and lactating dairy cattle.

## CONTRAINDICATIONS

As with all drugs, the use of EXCEDE Sterile Suspension 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.**

Penicillins and cephalosporins can cause allergic reactions in sensitized individuals. Topical exposures to such antimicrobials, including ceftiofur, may elicit mild to severe allergic reactions in some individuals. Repeated or prolonged exposure may lead to sensitization. Avoid direct contact of the product with the skin, eyes, mouth and clothing. Sensitization of the skin may be avoided by wearing latex gloves.

Persons with a known hypersensitivity to penicillin or cephalosporins should avoid exposure to this product.

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. If allergic reaction occurs (e.g., skin rash, hives, difficult breathing), seek medical attention.

The material safety data sheet contains more detailed occupational safety information. To obtain a material safety data sheet please call 1-800-733-5500. To report any adverse event please call 1-800-366-5288.

Injection of EXCEDE Sterile Suspension into the arteries of the ear is likely to result in sudden death to the animal.

## RESIDUE WARNINGS

• Following label use as a single treatment, a 13-day pre-slaughter withdrawal period is required.

• Following label use as a single treatment, no milk discard period is required for this product.

• Use of dosages in excess of 3.0 mg CE/lb (6.6 mg CE/kg) BW or administration by unapproved routes (subcutaneous injection in the neck or intramuscular injection) may cause violative residues.

• 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

Following subcutaneous injection in the middle third of the posterior aspect of the ear, thickening and swelling (characterized by aseptic cellular infiltrate) of the ear may occur. As with other parenteral injections, localized post-injection bacterial infections may result in abscess formation. Attention to hygienic procedures can minimize their occurrence.

Following injections at the posterior aspect of the ear where it attaches to the head (base of the ear), areas of discoloration and signs of inflammation may persist at least 13 days post administration resulting in trim loss of edible tissue at slaughter. Injection of volumes greater than 20 mL, in the middle third of the ear, may result in open draining lesions in a small percentage of cattle.

The effects of ceftiofur on bovine reproductive performance, pregnancy, and lactation have not been determined.

## ADVERSE EFFECTS

Administration of EXCEDE Sterile Suspension into the ear arteries is likely to result in sudden death in cattle. During the conduct of clinical studies, there was a low incidence of acute death (nine out of approximately 6000 animals). Three of these deaths were confirmed to be the result of inadvertent intra-arterial injection. No other adverse systemic effects were noted for either the antibiotic or formulation during any of the clinical and target animal safety studies.

## STORAGE CONDITIONS

Store at controlled room temperature 20° to 25°C (68° to 77°F). Shake well before using. Contents should be used within 12 weeks after the first dose is removed.

## HOW SUPPLIED

EXCEDE Sterile Suspension is available in the following package size: 100 mL vial

U.S. Patent No. 5,721,359 and other patents pending.

NADA #141-209, Approved by FDA

Distributed by:

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[www.EXCEDE.com](http://www.EXCEDE.com) or call 1-866-387-2287

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692432

Revised June 2008

## Event Roundup

## February

- 4 9:30 a.m. Dallas County Soils & Crops Conference  
O'Bannon Community Center, Buffalo, Mo.  
PH: 417-345-7551
- 9 6 p.m. Taney County Livestock & Forage Conference  
Forsyth High School Cafeteria, Forsyth, Mo.  
PH: 417-546-4431
- 11 6 p.m. Stone County Livestock & Forage Conference  
Hurley Baptist Church, Hurley, Mo.  
PH: 417-357-6812
- 11 6:30 p.m. Estate Tax Planning & Probate Avoidance  
New-Mac Community Room, Anderson, Mo.  
PH: 417-223-4775
- 13 Special Cow Sale • Joplin Regional Stockyards, Carthage, Mo.  
PH: 417-548-2333
- 15 6 p.m. Barry County Soils & Crops Conference  
Butterfield Community Center, Butterfield, Mo.  
PH: 417-847-3161
- 18 6:30 p.m. Estate Tax Planning & Probate Avoidance  
New-Mac Community Room, Anderson, Mo.  
PH: 417-223-4775
- 23 Southwest Missouri Spring Forage Conference  
Springfield, Mo. • PH: 417-831-5246, ext. 3
- 24 11 a.m. Stone County Dairy Day  
Crane Christian Church Community Center, Crane, Mo.  
PH: 417-357-6812

## March

- 2 Monett Dairy Day  
National Guard Armory, Monett, Mo. • PH: 417-466-3102
- 2 3:30 p.m. Monett Beef Conference  
National Guard Armory, Monett, Mo. • 417-466-3102
- 13 Jacs Ranch Angus Bull Sale  
Bentonville, Ark. • PH: 479-273-3030
- 20 Pinegar Limousin Herdbuilder XVI Sale  
Springfield, Mo. • PH: 877-PINEGAR
- 20 Flying H Genetics Grown on Grass Bull Sale  
Joplin Regional Stockyards, Carthage, Mo. • PH: 417-309-0062
- 20 Circle A Ranch Angus & Red Angus Bull & Female Sale  
Iberia, Mo. • PH: 800-CIRCLEA
- 27 Seedstock Plus Bull & Female Sale • Joplin Regional  
Stockyards, Carthage, Mo. • PH: 877-486-1160
- 27 Aschermann Charolais Annual Production Sale  
Carthage, Mo. • PH: 417-358-7879

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As with all drugs, the use of EXCEDE Sterile Suspension is contraindicated in animals previously found to be hypersensitive to the drug. Though safe in cattle when properly administered, inadvertent intra-arterial injection in the ear is possible and is fatal. EXCEDE has a pre-slaughter withdrawal time of 13 days.



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