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CATTLEMEN'S NEWS

JULY 2015

VOLUME 18 | ISSUE 12

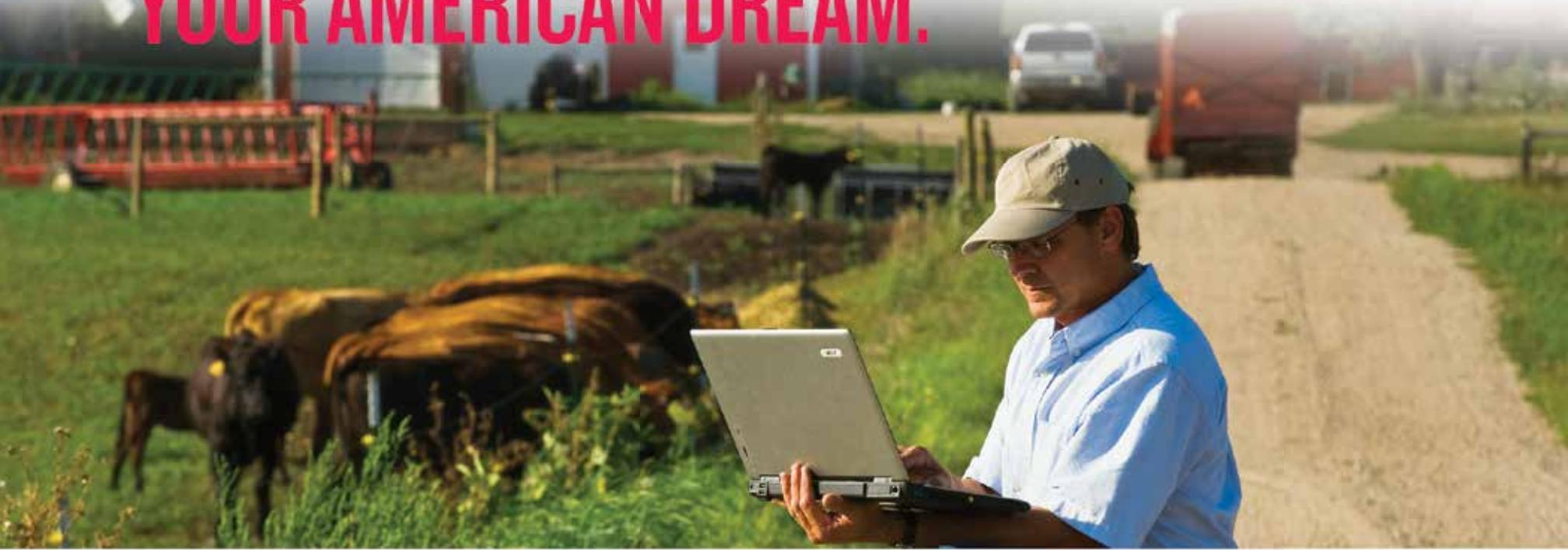


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VIEW FROM THE BLOCK

Who has ever seen a summer as good as this one? The market has been good despite a few ups and downs. As a whole, it's pretty much a steady affair. Futures prices seem to be jumping around like a jack-in-the-box, up and down \$8-\$10/cwt. Folks want to talk about flooding, but there is going to be worlds and worlds of feed everywhere. I'm hearing the corn looks better than it ever has in history except for in northern Missouri and southern Iowa. There's a saying, "rain makes grain," and I tend to want to believe that. It's sure better than a drought! I just think we're going to have to learn to live with the fluctuations in the market.

The replacement cow market is pretty much a steady affair. The bulk of the springer cows are worth around \$2,500. Cow-calf pairs are selling in the \$3,000 to \$3,500 range. I don't

see much weakness in this segment of the market.



Special Video Sale

July 31

The market has hit some plateaus and we're probably at the highs for this cattle cycle. Maybe that is good; maybe we don't need to see cattle prices any higher. If the market were to turn south it would be a blood bath for a lot of people. It's a long way to zero from here!

There's talk that Country of Origin Labeling will become a thing of that past. Whether or not that will have an impact on the market remains to be seen. There are pros and cons on both sides of the fence on that issue. All in all, it may be a non-market mover. I just hope it keeps raining and growing some grass. As long as we've got something for our cattle to eat, we can overcome a lot of other obstacles.

Good luck and God bless.

Jackie



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—Cover photo by Joann Pipkin

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Contact Us

Publisher/Advertising:

Mark Harmon | Email: markh@joplinstockyards.com

Phone: 417-548-2333 | Mobile: 417-316-0101

Fax: 417-548-2370

Editor/Design/Layout:

Joann Pipkin | Email: editor@joplinstockyards.com

Ad Deadline: 2nd Monday of Each Month for Next Month's Issue

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BEEF IN BRIEF

Additional Acreage Dedicated to Conservation Reserve Program for Wildlife Habitat, Wetlands

An additional 800,000 acres of highly environmentally sensitive land may be enrolled in Conservation Reserve Program (CRP) under certain wetland and wildlife initiatives that provide multiple benefits on the same land, according to Agriculture Secretary Tom Vilsack.

The U.S. Department of Agriculture (USDA) will accept new offers to participate in CRP under a general signup to be held Dec. 1, 2015, through Feb. 26, 2016. Eligible existing program participants with contracts expiring Sept. 30, 2015, will be granted an option for one-year extensions. Farmers and ranchers interested in removing sensitive land from agricultural production and planting grasses or trees to reduce soil erosion, improve water quality and restore wildlife habitat are encouraged to enroll.

The voluntary Conservation Reserve Program allows USDA to contract with agricultural producers so that environmentally sensitive land is conserved. Participants establish long-term, resource-conserving plant species to control soil erosion, improve water quality and develop wildlife habitat. In return, USDA's Farm Service Agency (FSA) provides participants with rental payments and cost-share assistance. Contract duration is between 10 and 15 years. —Source: USDA Farm Service Agency

Enrollment Open for Agriculture Risk Coverage, Price Loss Coverage Safety-Net Programs

U.S. Department of Agriculture (USDA) Secretary Tom Vilsack announced that eligible producers may now formally enroll in the Agriculture Risk Coverage (ARC) and Price Loss Coverage (PLC) programs for 2014 and 2015. The enrollment period began June 17, 2015, and will end Sept. 30, 2015.

The new programs, established by the 2014 Farm Bill, trigger financial protections for agricultural producers when market forces cause substantial drops in crop prices or revenues. More than 1.76 million farmers have elected ARC or PLC. Previously, 1.7 million producers had enrolled to receive direct payments (the program replaced with ARC and PLC by the 2014 Farm Bill).

Covered commodities under ARC and PLC include barley, canola, large and small chickpeas, corn, crambe, flaxseed, grain sorghum, lentils, mustard seed, oats, peanuts, dry peas, rapeseed, long grain rice, medium grain rice (which includes short grain and sweet rice), safflower seed, sesame, soybeans, sunflower seed and wheat. Upland cotton is no longer a covered commodity.

Additional information is available through local Farm Service Agency offices. —Source: USDA Farm Service Agency

Cattlemen Highlight BQA at White House Forum

The National Cattlemen's Beef Association (NCBA) participated in the White House Forum on Antibiotic Stewardship in Washington D.C. recently.

A significant part of the Beef Quality Assurance (BQA) program involves antimicrobial stewardship training on the appropriate use and administration of these technologies. BQA stresses the need for good stewardship, including: honoring withdrawal times, prevention of environmental contamination, the need for good record-keeping and a strong veterinarian-client-patient relationship.

While NCBA has been focused on stewardship for decades, last year NCBA organized research advisory groups composed of a wide range of researchers within the agricultural community to direct the planning for future antibiotic use and antimicrobial resistance research activities. The administration also released the final rule for the Veterinary Feed Directive, aiming to place antibiotic stewardship in the hands of veterinarians. —Source: Missouri Cattlemen's Association.

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Sizing Up Summer Slump

Don't let warm weather rob you of cattle performance

Story By Justin Sexten for *Cattlemen's News*

A quick search regarding a summer slump suggests a number of methods to combat the decline in reading by school kids during the summer. Perhaps an article on *cattle* summer slump will entice *Cattlemen's News* readers with a few minutes to catch up during a rainy day in July or provide a reason to sit inside and read on a hot and humid summer day.

Summer slump is caused by numerous factors combining to reduce cattle performance during the summer. Fescue toxicosis is one of the largest contributors to this reduced performance. Ironically, this problem begins in early spring as cattle consume endophyte toxins from Kentucky 31 infected pastures in early May. By mid-July, the endophyte-

toxin effects are fully visible as cattle will have brown, dead hair coats and tend to stand in the shade and ponds trying to remain cool.

Fescue toxicosis is often described by the symptoms above, but the unseen production effects are far more costly. The primary effects of fescue toxicosis are increased body temperature, reduced blood flow to the extremities and reduced forage intake. The effects combine to reduce weight gain and reproductive performance. Fescue toxicosis effects are more pronounced during summer because cattle are less tolerant of heat and humidity and spring calving herds are grazing fescue pastures during the breeding season.



All animals generate heat during digestion; however ruminants generate greater heat because rumen fermentation contributes to increased body temperatures independent of environmental temperatures. As environmental temperature and humidity increase, maintenance requirements increase as cattle try to reduce heat load by increased sweating and respiration. Forage and feed intake is reduced or grazing patterns are modified in an effort to minimize heat gained.

As summer progresses, environmental temperatures increase, rain frequency declines and forages mature. The typical seasonal forage

quality decline results in reduced forage digestibility. Some producers have suggested they bale poorly digested hay in late July to help cows stay warm in January. They are correct; poor quality, mature forage can increase heat production. However, the heat is produced regardless of whether the forage is grazed or hayed.

Another contributor to summer slump is external and internal parasites. Nutrients lost to horn flies and intestinal worms will reduce gain due to increased maintenance requirements associated with blood loss. Cattle might congregate in groups in order to avoid flies resulting in less effective cooling due to reduced air movement while under shade. Herd congregation around shade can result in persistent wet areas leading to foot rot. Continued wet weather during June makes foot rot a likely problem. Herd congregation without fly control offers the

CONTINUED ON NEXT PAGE

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**MANAGING STOCKERS WITH SUMMER SLUMP
FROM PREVIOUS PAGE**

opportunity for face flies to easily spread pinkeye throughout the group as well.

Summer slump is a combination of increased heat-driven maintenance requirements, reduced forage intake, declining forage quality, reduced heat dissipation, increased parasite burden and greater disease risk. Together, these reduce calf growth and cow reproductive efficiency. To combat summer slump, a comprehensive management approach is required that must begin long before the effects are observed.

Plan to start addressing summer slump while the effects are fresh in your mind. Identify a pasture area to renovate and establish novel endophyte tall fescue. Even a small area of non-toxic fescue or summer annual pasture will help dilute the toxic KY-31 effects. Managing summer heat stress due to poor digestibility begins in the spring

by managing pastures to ensure vegetative forage growth throughout the grazing season. Vegetative forage growth also helps prevent eye irritation by seed heads reducing pinkeye opportunities.

For producers looking for a solution to summer slump, the options are limited once the effects are in full swing. Begin by resetting pasture growth by haying excess forage where feasible. Continue to monitor cattle for pinkeye and foot rot, and use pastures with shade access. Protecting eyes from sunlight irritation will also help with pinkeye prevention. Work with your veterinarian to develop a parasite control program. Summer slump is best addressed using a comprehensive management approach. Quick solutions in a bag or bottle have not proven effective.

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

NRCS Helps Farmers Measure Watershed Benefits

USDA's Natural Resources Conservation Service (NRCS) is making \$2 million available to interested farmers to help install voluntary edge-of-field monitoring stations on agricultural lands in eight states, including Missouri.

"Edge-of-field water quality monitoring provides quantifiable data that supports voluntary-based conservation efforts aimed at reducing the movement of sediment and nutrients off Missouri farms," said J. R. Flores, state conservationist.

Through edge-of-field monitoring, NRCS works with farmers and conservation partners, such as universities and non-governmental organizations, to monitor the amount of nutrients and sediment in water runoff from a field, and compare the improvements under different conservation systems. Conservation practices typically evaluated include planting cover crops and using no till, irrigation water management, and practices to reduce and trap nutrients and sediment.

Monitoring stations enable NRCS to measure at the edge of farm fields rather than try to estimate conservation effects from in-stream measurements that are subject to influences outside of the farmer's control. Edge-of-field monitoring, combined with instream monitoring, can provide a more thorough picture of improvements within a watershed.

The financial assistance, available through the Environmental Quality Incentives Program (EQIP), helps farmers install and maintain the monitoring systems for up to nine years. Farmers interested in applying for financial assistance should submit an application by Friday, July 24, to their local NRCS field office.

—Source: *Natural Resources Conservation Service.*



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Stop Injection Site Blemishes

Proper protocol needed to avoid costly mishaps

Story By Dr. David Rethorst for Cattleman's News

One of the excellent success stories of the Beef Quality Assurance (BQA) program is the reduction of injection site blemishes in top butts by moving the preferred injection site to the neck area. In the early 1990s, meat processors approached the beef industry because they were finding scar tissue and/or abscesses in a high percentage of top butts being processed. The 1992 National Beef Quality Audit indicated that lesions were present in 22 percent of these primal cuts. Through the BQA program moving the preferred injection site became the "injection site triangle" located in the neck, this number was reduced to 2 percent by 2002. This is a great example of what can happen when a group of dedicated people come together to solve a problem.

It is time for the industry to

once again come together to solve a problem. The use of antibiotic-filled darts to treat cattle for respiratory disease, foot rot, pinkeye or other common diseases in cattle is becoming a common practice. This is especially true for cattle in large summer pastures or on wheat pasture. The BQA program has, since its inception in the early 1980s, discouraged the use of these darts because the injection area was the hind quarter, primarily the round. In recent months, packers have voiced concerns about this practice because they are finding darts in carcasses during fabrication.

Please understand, this is NOT an appeal to ban darting! Rather, it is an effort to begin an educational project to ensure the appropriate use of darts. The need for the use of this practice when cattle are in large,



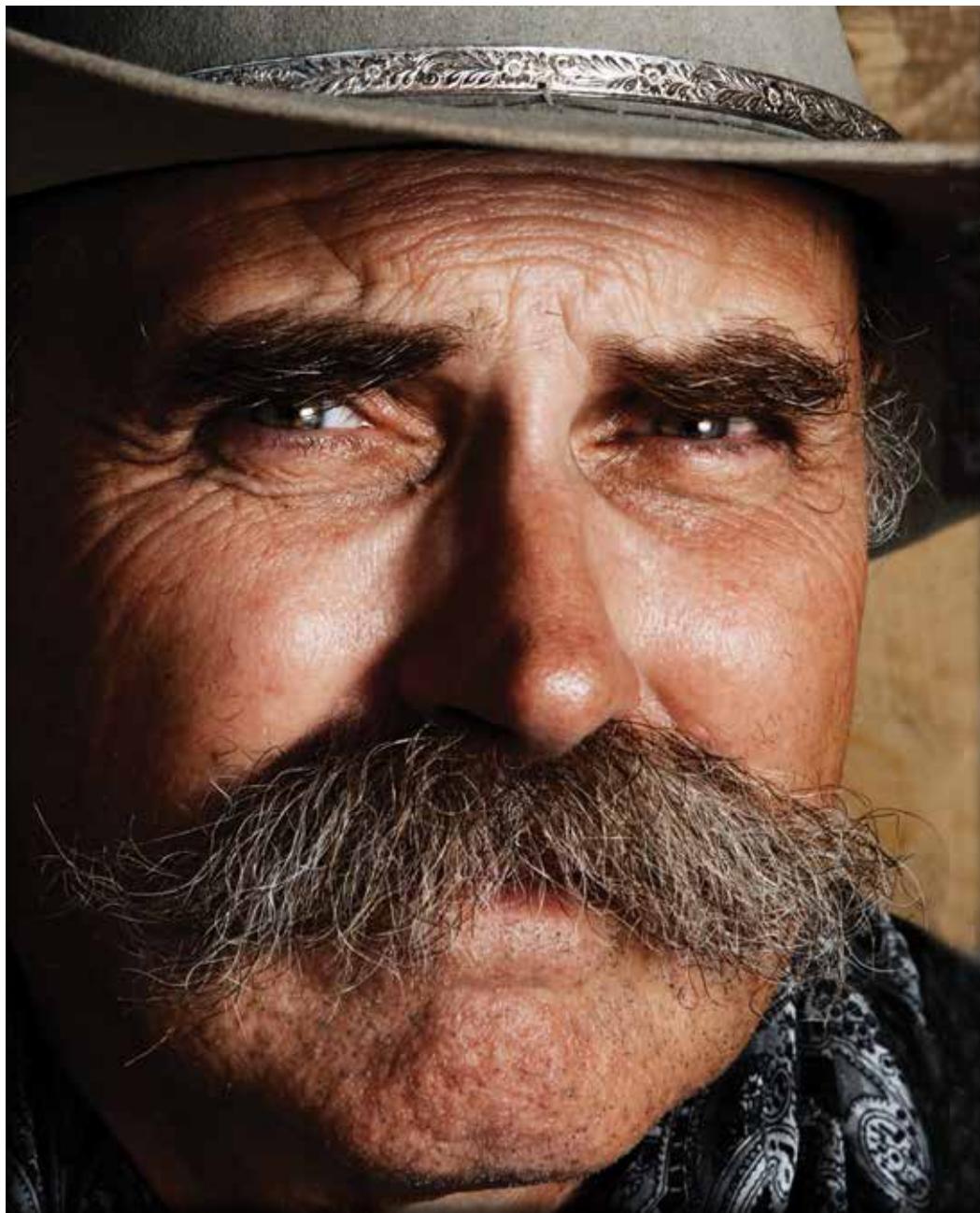
open spaces is understood. When compromised cattle are not close to working facilities, the use of this practice can promote animal welfare. Our industry has a consistent labor shortage and this practice saves time and labor for a producer. However, there is more to this issue than just the number of darts or needles that are found in primal beef cuts.

The first thing that comes to mind is how many injection site blemishes are created when animals are darted in the round. How much are we affecting tenderness in the round by the use of this practice? Do we really want to create scar tissue, possibly abscesses, and affect tenderness in a primal cut that is used for pot roast or sliced for use in sub sandwiches? If we review

work that was done at Colorado State in the early 1990s, substances as innocuous as sterile saline or modified live viral vaccines injected into the top butt or round would affect tenderness at 3 inches from the injection site. The effect was increased with the use of antibiotics. Side-port needles are designed to disperse the drug of choice subcutaneously, but I am not convinced that the needle can't penetrate the muscle when the dart impacts the animal with enough force to discharge the drug into the animal.

Antibiotic stewardship is the next topic that needs to be addressed related to this practice. We are in a time when antibiotic use in animals is heavily scrutinized. When using darts, are we using the appropriate antibiotic for the disease being treated? Are we using drugs in accordance with their label? Does their use fall under extra-label drug use (ELDU)? Bear in mind that ELDU requires a valid veterinary-client-patient relationship (VCPR) in order to be legal. The ability of the veterinarian to prescribe the use

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INJECTION SITES FROM PREVIOUS PAGE

of antibiotics in an extra-label manner is regulated by the Animal Medicinal Use Clarification Act (AMDUCA), this regulation must be adhered to if the veterinarian does not want to jeopardize his or her license to practice. Most of the antibiotics that we use in animal agriculture belong to classes critically important for use in humans. Cephalosporins (Exceld, Excenel, Naxcel), macrolides (Draxxin, Micotil, Tylan, Zactran, Zuprevo) and fluoroquinolones (Advocin, Baytril) are some examples. If we want to maintain the privilege to use these antibiotics, we need to use them in a responsible, appropriate manner. It is also imperative that we move away from the illegal compounding of drugs for use in food animals whether it be for use in dart systems or traditional injection.

Traceability, including the ability to track withdrawal times, is essential when antibiotics are being administered. This will ensure the ability to do trace-back on foreign objects (dart, needles, etc.) found in carcasses as well as antibiotic residues. Beef Quality Assurance began as an antibiotic residue avoidance program in the early 1980s and has an excellent track record in that area as demonstrated by the fact that incidence of residues found in beef in 1982 was 1.82 percent. In 2011 the incidence was .0036 percent. That is a huge success story, but it does not mean we can sit on our laurels; still, there is room for improvement! BQA also has a history of working on foreign object avoidance. Both the residue avoidance history and the foreign object avoidance history will come into play as we deal with the darting issue. One last reminder related to traceability and withdrawals. When individual animals are treated and not identified, the withdrawal time for the product used applies to the entire group.

Many of the darts used today are being treated as disposable darts and as such are not retrieved after their use. This creates environmental concerns in the eyes of many people. What happens to these darts? What happens to any antibiotic that might be remain-

ing in them? What happens when someone walking in the pasture falls and sticks a dart needle in his or her hand? How many of the cattle are going to step on darts and end up with the needle stuck in the foot? And lower on the significance list, how many flat tires are going to occur because of darts left in the pasture? These are definitely food for thought as we consider the darting issue.

As a brief summary, let's consider what needs to be done in order to make the practice of darting more acceptable:

- Develop written protocols for the use of dart guns on your operation and document that personnel are trained in the proper use of the guns.
- Use ONLY the neck as an injection site.
- Use side-port needles designed for subcutaneous injection.
- Use antibiotics in an appropriate manner. This means using these drugs according to their label. Minimize the extra-label use of drugs. Avoid the compounding of drugs.
- Keep records of what animals were treated, with what drug and on what day so proper withdrawal times can be observed.

Take the time to retrieve all darts after use. If for some reason it is believed that a dart is lodged in an animal, then record the ID of that animal so the dart can be removed when more convenient.

The darting issue is similar to the residue issues of the 1980s and the injection-site blemish issue of the 1990s. It is an issue that can only be solved by the industry coming together and saying, "We can do this." This will require dedication, leadership and getting a little better every day. Let's get the ball rolling and build some momentum!

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

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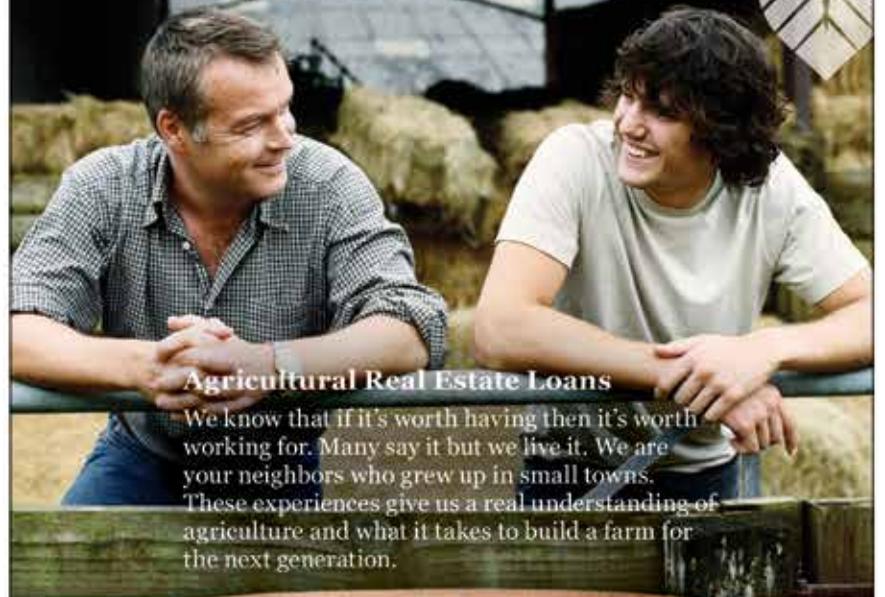
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NEXT GENERATION

What Happens to Your Farm if Something Happens to You?

Legacy plan is a gift to others on the farm

Story By Darren Frye for *Cattlemen's News*

Your farm without you. That's not a scenario anyone wants to think about, but it's true that something could happen to any of us at any time. It's true because first of all, none of us is invincible and second, none of us knows the future.

You hear stories in the farming community about situations that have happened to farm families when someone in the

operation unexpectedly passes away or becomes disabled. While it can be very tough to hear and to ponder, it also can sometimes help us think and act more proactively in the face of the truths and realities of a hazardous job like farming and ranching – and the fact that none of us know how many days we still have left on this earth.

I heard about a farmer in the western Corn Belt who recently had a sudden heart attack and died. He was only 52 years old. He had developed his farm into a large grain operation. He had two sons in their late 20s, and both of them were working in the farming operation and had been for several years. No estate or succession plan for the farm existed.



Now his widow, who wasn't involved with the day-to-day operations, and his sons are picking up the pieces and trying to keep the operation running. But they're in the process of grieving for their husband and father. Others in their community have rallied around them to help them get through planting season. They've been uplifted by the support others have given.

The hardest part

The other part of keeping the operation going – and it's probably the tougher one – is figuring out how to pick up the pieces on the business side of the farm. The community cannot really pitch in to help with that. It's too unique to the operation's particular situation, and it's something that's private for the family.

It's going to take time for the widow and her sons to work through this. Unfortunately, they're going to need to make a lot of important decisions in a compressed time frame. And, they are doing all of this while their emotions are running high already.

They've lost someone who meant so much to them personally – and he was the leader of the business. Now it's all up to them to maintain this farm operation that he had built and carry on his legacy, and they're feeling the pressure of that, too.

It's difficult to know why someone doesn't sit down to work through an estate and succession plan for the operation. I suppose it might be similar to the reasons many of us put off legacy planning – we feel like we're too young, or we're too busy with other things on the farm. It's something we can put on the back burner more easily than the more urgent production work that needs to get done on the farm. We don't think anything will ever happen to us.

Giving the gift

You might think about going through the legacy planning process similar to giving a gift to those closest to you – the gift of knowing what would happen to the farm business if something unexpected were to happen to you. You hope you don't need to use it anytime soon, but it's true that legacy planning re-

CONTINUED ON NEXT PAGE

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PASTURE PLANNING

Control Sericea Lespedeza Now

Use a combination of methods for best results

Sericea lespedeza (*Lespedeza cuneata*) is an introduced perennial legume native to eastern Asia. It is recognized for its tolerance of drought, acidity and shallow soils of low fertility. It has few insect and disease problems. Sericea lespedeza's ability to thrive under a variety of conditions and its tendency to crowd out more palatable forages are among the reasons it has been declared a noxious weed in Kansas and might be considered as a noxious weed in Missouri, Nebraska and Oklahoma.

Sericea was planted in the past to control soil erosion, provide forage for livestock and provide cover and food for wildlife. From these plantings, it has spread by animals and movement of hay contaminated with sericea seed to native prairies, shrublands, forests and introduced pastures. Normal management practices such as grazing, burning and applying herbicides do not adequately control sericea lespedeza.

Seven herbicide options are available for use on sericea lespedeza. For full instructions, cautions and warnings, read the label before using a herbicide. All the herbicides require the sericea lespedeza plants to be actively growing and have the ability to continue active growth after application. This means early growth must have new leaves being formed. After mid-July, the plants must be producing buds and moving to bloom stage. If the plants are not actively growing, do not apply herbicides. Results will be poor and not cost-effective.

Specific recommendations and labels for herbicides are available at <http://www.agronomy.k-state.edu/extension/range-and-forage/sericea-lespedeza/>.

Integrating more than one control method has been successful, such as using combinations of grazing or mowing followed by herbicides. Grazing with goats will suppress seed production, and some recent research done at the Bressner pasture suggests that late-season grazing with sheep can suppress seed production as well. Prescribed burning in the late spring stimulates seed production and should be followed with a herbicide treatment.

Sericea lespedeza found in native hay meadows is of concern but does not make the hay unharvestable. If the hay is cut before the sericea lespedeza begins budding, it can be hayed. The tannins that make sericea lespedeza unpalatable break down as the material dries resulting in high-quality hay. Reports indicate that cattle readily consume the sericea lespedeza as hay.

For control in native hay meadows, harvest the hay by mid-July. About six weeks later, if the sericea lespedeza is actively growing, apply a half rate of an approved and labeled herbicide following labeled instructions.

—Source: K-State University Extension News.

WHAT HAPPENS FROM PREVIOUS PAGE

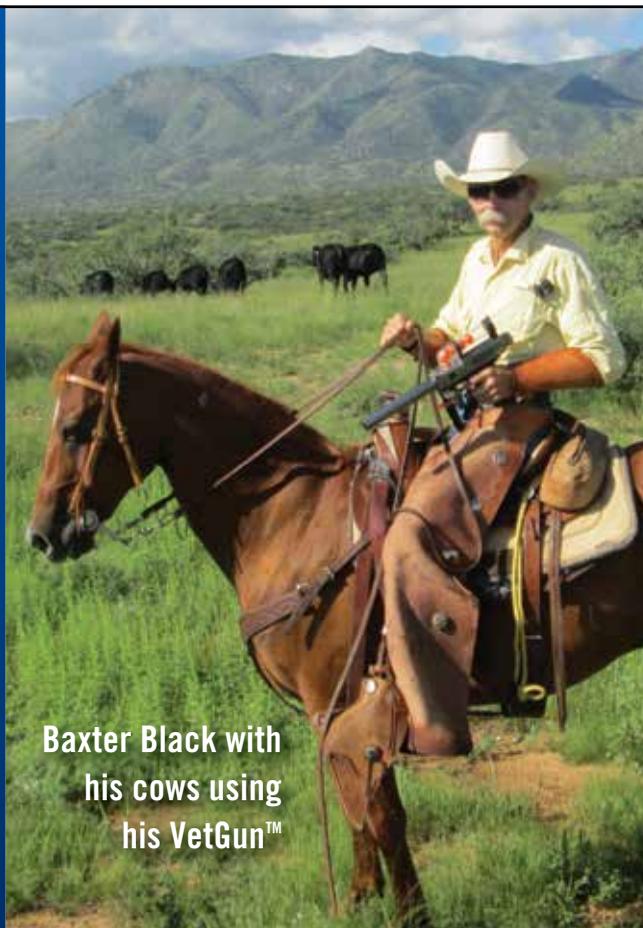
ally is something that you do for the other people in your life.

Who would be the main recipients of that gift in your operation? Think about them, and think about what you want to have happen on your farm in the future – even when you're not involved anymore. Then, take action, so that gift will be completely prepared for them, when they need it most from you.

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pare the next generation and next leaders on the farm, get ideas in our Smart Series publication – and read the story of how one family is transitioning the farm to the next generation. You can read the Smart Series online at waterstreet.org/smartseries.

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



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Getting Started on Stockers

A journey into the cattle business

Story By Rebecca Mettler for *Cattlemen's News*

Being drawn into the cattle business is not for the faint of heart, especially for young farmers and ranchers starting out on their own. For two Southwest Missouri men and their families, creating a stocker calf operation was the best way for them to get into the cattle business.

Chris Chapman of Wentworth, Missouri, and Josh Martin of La Russell, Missouri, started running stocker calves in a joint venture about three years ago. Prior to their partnership, each had a year's worth of experience on their own.

While Martin comes from a cattle background, Chapman wasn't raised in the beef industry. Still, he appreciates the business.

"On my side, I picked up on feeder calves because the cash flow is quicker," Chapman said. "With cows and calves, it's a long-term investment that you have to sit on before the cash comes in."

Martin likes the added flexibility a stocker operation provides. Unlike raising calves

from birth to weaning age, stocker calves can be marketed at any weight.

Both Chapman and Martin find that the source of funds is another important aspect to consider. They agree that it's easier to establish and build a relationship with a lender when starting out with stockers. And in today's cattle market situation, Chapman admits that the lender is an essential part of the deal.

"A lot of times it's easier to get money on a short-term loan," Martin said.

As time progressed, their business partnership expanded to other sectors of the cattle industry. The biggest expansion came at the beginning of 2015 with the purchase of Whitehead Farm Supply in La Russell, Missouri.

Though Chapman and Martin are mainly tasked with caring for the cattle, the feed store is a family venture. Martin's wife, Angel, and Chapman's wife, April, both contribute to the business.

The two have also started a small herd of cattle with a few Lowline-Angus-influenced females, which both agree is something unique. They are breeding the Lowline-influenced cows to Angus bulls and using Lowline bulls on their commercial heifers for added calving ease.

"We are looking to breed up those Lowline's to get smaller cows that will produce a good calf to gain as good as other calves," Chapman said.

As can be expected, changes have been made in their stocker operation as they shift gears into other facets of their enterprise.

"Our goal was to run 100 calves through twice a year," Chapman said. "But, we don't run as many as we used to because we've started building a cowherd and bought a feed store."

Stocker Strategy

Martin and Chapman focus their calf purchases on smaller groups of young, lightweight calves that are typically considered higher risk cattle.

On average, the calves they bring in weigh 300 pounds, but they have been known to buy lighter weight calves than that.

"We've even bought some at 175 pounds, but it took them

about a year to get them to the weight we wanted," Martin said.

They will normally take the calves to 700 pounds, but that target weight can fluctuate a little lighter or heavier, depending on the group.

Both describe their "type" of cattle as the ones they can consider value purchases that have the opportunity to make them money in the end.

"We buy a lot of bulls at a cheaper price and castrate them," Chapman said. "Maybe they don't gain much for a week or so but they work out fine in the end."

The chance that the two men take when purchasing higher risk cattle does not go unnoticed. Providing newly purchased calves with the proper vaccinations and a lot of attention in the beginning is a key practice in their operation.

Chapman admits they have lost some calves, but that comes with the territory.

"We've got about 10 seconds to make a decision, so we don't always get it right," Chapman said.



Juggling Act — Complete protection must guard against the many factors causing BRD

What exactly lies behind the last decade's stubborn increase in BRD feedlot deaths, despite all the advancements in technology? Purdue's Mark Hilton lists a few suspects:

- Younger, less immune cattle going into feedlots
- Higher exposure to the viruses that contribute to BRD because of larger feedlot pen numbers
- More cattle being bought and sold more than once along the marketing chain
- Record-high feeder prices drawing more and more unweaned, unvaccinated cattle into the market¹

Each of those factors shares a common underlying pattern: What typically awaits those ill-prepared cattle is a potent one-two viral/bacterial punch on the cattle immune system that will leave 16 percent of them sick and 1.6 percent of them dead.²⁻⁴

While respiratory viruses can cause BRD on their own, they also can compromise the immune system that normally protects cattle against bacteria, allowing those otherwise harmless bacteria to attack their host and cause severe cases of BRD.

When un-immunized cattle are exposed to bovine viral diarrhea (BVD), parainfluenza₃ (PI₃), infectious bovine rhinotracheitis (IBR), bovine respiratory syncytial virus (BRSV) and possibly bovine coronavirus, their immune systems can be weakened.^{5,6} Once the immune system is compromised, bacteria, including *Mannheimia haemolytica* and *Pasteurella multocida*, typically harmless common inhabitants of the respiratory tract, can suddenly turn pathogenic.⁷

Why single vaccination fails

Once those bacteria take hold in the lung, they are typically responsible for the severe inflammation and pneumonia that eventually leaves cattle drowning in their own bodily fluids. Those pathogenic bacteria damage the calf through a number of avenues, most notably, "leukotoxins," or cellular poisons that specifically attack the calf's white blood cells, along with other molecular tools that help them stick to and invade cells, and hide from or confuse the immune system.⁸

These bacteria weaken the calf's immature immune-defense system by confusing the signaling chemicals and the cellular receptors of the immune system,⁹ confounding the structures that ingest and destroy bacteria, and otherwise suppressing the immune function.^{10,11} The end result: The calf's over-taxed system loses the critical balance between the inflammatory response necessary to eliminate the organisms and heal the damage and an excess response that destroys the delicate lung tissue around them.⁵

Because of this "multi-factorial" aspect of BRD infection and disease progression, producers overestimate the protection they have when they rely on a single BRD vaccine at weaning, says South Dakota State University veterinary professor Chris Chase. "We know there's a lot of stress going on in that process of weaning and shipping," he says, "and given my preference, I think you should always vaccinate in front of the stressor rather than after."

In theory, that means producers should be giving a first vaccine 30 days before weaning, followed by another at weaning. But, of course, in practice, that first treatment often gets ignored. Chase says rather than rely on only one treatment at weaning, it's better to move the first injection back onto the younger calf, so the at-weaning dose becomes a booster.¹²

A 2009 study demonstrated Chase's advice in practice. In that study, young calves still nursing the cow were vaccinated with a modified-live respiratory vaccine at as young as 1 month old, followed by revaccination at weaning. When given an oil-adjuvanted killed vaccine five months later, they consistently showed a greater antibody response — a "priming effect" that's associated with better protection against BRD.¹³

Clearly, Chase says, there are ways to make vaccination against BRD work by adapting any of a number of vaccine protocols to your herd's diseases, labor supply, facilities, ability to handle risk, history and management.

'Priming' the immune system

Elanco technical services veterinarian Brett Terhaar agrees. "Producers should partner with their veterinarians to determine the best way to incorporate new vaccine technology into herd-health protocols designed to fight BRD."

"When we vaccinate, we're priming the immune system, setting up calves so they can protect themselves before the stress of weaning and shipping," Terhaar says. In order to protect against the bacterial pathogens that cause the worst damage, vaccines must contain an inactivated version of that leukotoxin — a "leukotoxoid."

"Vaccinated calves will produce antibodies against the damaging leukotoxin," Terhaar says, which will prevent the leukotoxin from attaching to and destroying protective white blood cells. Dependable levels of antigen are critical, he says. "When a vaccine product without a leukotoxoid relies solely on stimulated antigen growth, needed levels of protection may not be reached consistently, making the calf vulnerable," Terhaar says.

But, the leukotoxoid alone is not enough. The calf needs to develop antibodies to additional parts of the bacteria, which also attack the immune system. "You can't just give a leukotoxoid and have good protection," Terhaar says. "There's a lot of different components to the bacteria that we want the calf to make antibodies to." Those antigens also need to be included in an effective vaccine. That protection is crucial, and that's what Titanium[®] 5 + PH-M offers. It contains an *M. haemolytica* leukotoxoid and delivers an effective immune response against the viruses and both types of bacteria most often associated with BRD^{14,15} — BVD 1 and 2, IBR, BRSV,

PI₃, *Mannheimia haemolytica* and *Pasteurella multocida* — to help the calf fight health challenges it is likely to face.

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

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TRENDING NOW

Get Connected

Smart phones, internet provide opportunity for cattlemen to stay in the know

Story By Lisa Henderson for Cattlemen's News

“I’ve seen a lot of changes in my life, and I didn’t like any of them.”

That quote probably applies to many cattlemen, but today’s online technology offers resources that are easy to learn. Cattlemen consider those resources tools. From tractors with GPS systems to apps on cell phones and tablets, farmers and ranchers are finding advantages to becoming

tech savvy.

Dozens of tools are available – many of them free – and most provide their resources at the touch of a finger. Those resources include industry news, weather, market prices, herd management programs and social media. Don’t have a smart phone? Most resources can be accessed via a computer or tablet.

Apps

Apps are quick-links for your smart phone or tablet.

Beef Market Central is a free app that streams cattle industry news and current Chicago Board of Trade futures market reports. The reports include live cattle, feeder cattle, energy and crop inputs. This app, which is available for free on the iTunes store, has positive customer reviews about its easy-to-use interface and the quality of industry information.

CattleMax is a complete herd management software app that can be accessed from many devices. This software allows managers to keep cattle records in a central location.

Those records include breeding and pregnancy details, medical treatments and financial tracking. Keeping records is a time-consuming part of the business, but CattleMax allows you to update records as a group, list cows due to calve soon and keep track of pasture rotations. One useful feature of CattleMax is that it allows multiple users so everyone on the ranch can update and access records at the same time. The software can be accessed from cattlemax.com, and different versions are available based on the type of operation you manage. The cost per month ranges from \$5 - \$59 depending on the number of animals you have and the version you purchase.

Angus Mobile is a breed-specific app that allows American Angus Association (AAA) members access to the AAA login, the Association’s online record-keeping system and access to news, sale reports and show results. This app is free on the iTunes store.

The Feed Cost Calculator app by South Dakota State University allows livestock producers to compare two available feedstuffs based on their relative cost per pound of protein and energy delivered. The app provides book values for several feedstuffs, which you can edit or add to as needed. This app is free on the iTunes store.

Cattle Calculator by Mississippi State University Extension Service allows beef cattle producers to make quick everyday calculations important for their operations. Calculations related to reproductive management, animal performance and management are available. This app is free on the iTunes store.

A vast array of weather apps is available, but a farmer-friendly one is the Climate app from the Climate Corporation. The app provides farmers with up-to-date weather and field condition information. The app features field workability conditions, soil moisture and crop tracker as well as full current and forecasted weather maps. The Climate app is free and is available for both Android and iOS operating systems.

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4 Keys to Successful Share-Lease Agreements

Mutual trust is cornerstone of arrangements

Story By Brittini Drennan for *Cattlemen's News*

Due to a conflict or disagreement, your share-lease agreement is broken. It's disappointing to say the least — especially since it could have been avoided — and it could be detrimental to your operation's bottom line. Although people often do what they can to prevent such conflicts, a written beef cow-calf share-lease agreement is a better idea. Written share leases encourage good communication, which leads to long-term business relationships.

A share-lease arrangement is different from a cash lease. A cash lease agreement provides a fixed rental rate without sharing operating expenses or revenues. A share lease provides an opportunity for shared risks as well as shared returns.

“The key to share leasing is to share the gross income in the same percentage as the value of each party's contribution to the business,” said Joe Horner, University of Missouri agricultural economist. “Ag is a cyclical industry, and sometimes we have a good year and sometimes we don't. Share leases don't try to predict that. They just detail the value of each person's contribution to the venture, then split the revenue the same way. A written share agreement is simply a transparent method for figuring out how to split the pie.”

A good share arrangement is characterized by mutual trust. Horner said the owner must have confidence in the operator's ability to perform well and manage the opera-

tion while the operator must trust the owner's integrity to be fair and honor the contract. In Horner's experience, those arrangements that work well most often work for the long term.

The most common scenario for share arrangements usually involve a land and/or cattle owner who has quite a bit invested in his operation but is not physically able to do the work.

“Share leases provide a way for the owner to stay in the cattle business and add vitality to his business without solely having to contribute all the hard, physical labor,” Horner said. “From the operator perspective, it gives a cattle producer the opportunity to grow without making all the investments in land, cattle and machinery.”

With the current profitability of cattle and low returns on other investments, landowners are opting to stay in the cattle business. They often need an experienced operator who can manage and provide labor and possibly cattle. A fair share lease allows the owner and operator to align interests.

Operators get to grow without borrowing the money to expand.

Horner said a share arrangement needs to have at least these four elements: who is contributing what, the length of the lease term, who is responsible for expenses and possible issues, and how the revenues will be split.

With helpful resources available online, producers are not alone in determining what should be included in the contract. Years of experience in building stable cow-calf share leases are available in the form of fill-in-the-blank forms at www.aglease101.org. This site was developed as a joint effort of many state's extension services. The site contains worksheets, spreadsheets and free publications.

Horner also suggested that potential conflicts be addressed in the lease. Discussing these issues beforehand and writing them down helps avoid future conflict. Written share leases remind each party what they agreed to do and who is responsible. Potential conflicts

CONTINUED ON NEXT PAGE



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SHARE LEASE FROM PREVIOUS PAGE

include fixing water leaks and repairing fence, as well as loose cattle liability.

“Most of the more common friction points occur at some point, and they need to make it into a lease,” Horner said. “That’s the advantage of using the example share leases online. They are full of pre-think thoughts.”

It is also important to review and revise the written lease at least once each year. Horner said reevaluating the agreement is an incentive to keep and maintain records. A good lease arrangement does not require many additional records nor should it make recordkeeping more complex. However, records of actual expenses and returns over time give both parties better information in annual lease negotiations. With ever-changing markets and inputs, annual lease reevaluation creates a conflict-free time to make adjustments. Reevaluating serves as a critical release valve if pressure is building between the two par-

ties and allows for open discussion.

“If you’re an operator, you really want to keep disputes under a close eye,” Horner said. “You don’t want to break a good share arrangement that is critical to your whole farming operation just because you had a dispute over who was going to repair a lightning strike to the well.”

Share arrangements are beneficial for all parties involved, but Horner pointed out that each scenario is a unique, and different circumstances will arise in each situation.

“There’s no magic percentage split,” Horner said. “As long as the two parties can come to an agreement, you can have a working share lease.”

For cow-calf share lease publications, visit: www.aglease101.org or contact your local extension office. Contact Wesley Tucker, agriculture business specialist, University of Missouri Extension, at 417-326-4916 or tuckerw@missouri.edu, for additional resources.

MANAGEMENT MATTERS

Fungus Among Us

Ergot a Concern in Area Fescue Fields

The cool, wet spring has provided good growing conditions for a fungus that grows on some plant seed heads. The plant that is most prevalent in the Ozarks on which the ergot fungus thrives is fescue.

Fescue plants might harbor the ergot, and it is easy to see this time of year simply by closely examining the seed heads.

“Ergot by now has replaced a developing seed and is hard and black. Some describe it as looking like mouse droppings,” said Eldon Cole, a livestock specialist with University of Missouri Extension.

Toxic Fungus

Ergot is capable of producing toxic alkaloid compounds similar to those produced by the endophyte fungus found within the cells of a fescue plant. The endophyte fungus must be viewed under a microscope to

see while ergot is easily visible to the naked eye.

Both of these fungi produce toxins that when consumed by cattle, horses, sheep and goats results in elevated body temperatures and constricted blood flow.

“Cattle that eat it likely will show extreme heat stress, appear to grow hair in warm weather and have high respiration rates,” said Cole. “Another symptom can be sore, swollen rear pasterns and areas below the animal’s hocks.”

Prevention

Prevention of problems, particularly from ergot, is possible by removing cattle soon from the pasture when symptoms are noted. Clipping of pastures in mid-May removes the temptation for cattle that like to strip ergot-containing seed heads.

—Source: Univ. of Mo. Extension.

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30 Black & BWF Heifers — Bred AI on 11/11/14 to Reserve Angus bull. CED +13, BW +0.6, WW +57, YW +103. Start calving 8/23/15. Cleaned up with low BW Angus bull. 45-day calving period.

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Overcoming the Odds

Flexibility helps young cattlemen make their mark in the industry

Story By Brittini Drennan for Cattlemen's News

Finding a way to fit in on the farm is a challenge for aspiring young cattlemen, with funding and land availability common roadblocks.

Lamar, Missouri, cattleman Cody Gariss is bucking the trend, though. Now well established in his own operation, Gariss Cattle Co., he also serves as a consultant and adviser to GENETRUST Brangus. Along with his dad and grandad, Gariss runs commercial and seedstock Brangus cattle. He came back to his family's operation after obtaining his bachelor's degree in animal science from Missouri State University. At 32 years old, Gariss understands the obstacles young producers face.

"When I came back to the ranch after college, I had to find my

place to fit within the operation while finding a way to generate income for myself," Gariss explained. "In agriculture, there's plenty of work, but the revenue does not always match. Right out of the gate, I initiated a custom embryo-transfer program where we essentially served as calf raisers for other seedstock producers. It grew very fast and helped me get my feet on the ground."

Gariss said access to land and capital are the two largest factors affecting young producers. Developing a relationship with a lender is critical in the beginning and especially for long-term growth and success.

"In this area where expanding crop ground limits available pasture land, it is also beneficial for young producers to seek out

and build a relationship with a mentor they could potentially build a partnership with," Gariss said. "Partnerships will help decrease the number of limiting factors standing in your way."

Gariss suggested share-lease arrangements as a great way to introduce a younger person into the business, allowing him or her to take advantage of the profits while not requiring a lot of capital. Partnerships allow producers to share profits as well as inputs and risks.

"You can pay for cows or you can pay for land, but you can't pay for both," Gariss said. "The key is to not saddle yourself with so much debt that you can never get out. If you can lease the ground and own the cows, it's obviously a good formula to start from, but not always possible. Whatever you decide to do, make sure you do your homework."

Branden Roberts of Bolivar, Missouri, agreed that it's important to stay abreast of new technologies and practices that might help improve production. Roberts grew up on the

family's backgrounding operation and started out as a young boy doing chores and feeding.

Roberts transitioned into more responsibilities as he grew older. Getting paid for his contributions, he said, helped him get his foot in the door as a producer.

"Young producers like myself often don't ever get introduced into the business aspect of their family's farm, so they see cattle production as a chore rather than a career opportunity," Roberts said. "I'm fortunate that my dad is more like a partner and respects my opinion and is open to new ideas. Therefore, we can make decisions together to progress, and I know I'm contributing and can see the results of our decisions."

Now 21, Roberts worked on the farm through college, and graduated with a bachelor's degree in animal science from Missouri State University in May. He emphasized the importance of staying open-minded.

"I don't think you ever improve if you don't try new strategies,"

CONTINUED ON NEXT PAGE

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Whether you have a few head of cattle on your farm or a few hundred, there's an event this fall that you won't want to miss. The 2015 Angus Means Business National Convention & Trade Show takes place Nov. 3-5 in Overland Park, Kansas, and provides an unrivaled opportunity to connect with fellow cattle producers, attend educational workshops and interact with trade show exhibitors.

Transportation will be provided, free-of-charge, for anyone interested in traveling from Joplin Regional Stockyards. Buses depart the morning of Nov. 3 from the stockyards and return that evening. A second option will be available for participants who would like to stay through Wednesday.

To sign up, visit the convention website, www.angusconvention.com, to register and reserve your hotel accommodations for the three-day event. Don't miss your free ride to Overland Park, Kansas, for an event that will help move your business forward.

Learn

During the National Angus Convention, cattlemen are invited to learn from world-class speakers and educational seminars. Highlights of the week's events include the first-ever International Angus Genomics Symposium, sponsored by Neogen's GeneSeek® Operations, where keynote speaker and genetics pioneer Richard Resnick will discuss the evolving progress of genomic technology; innovation workshops featuring live animal demonstrations, sponsored by Zoetis, will showcase genomic selection tools; and Angus University, sponsored by Merck Animal Health, will follow "A Story of a Steak" and share insights on increasing quality in the nation's beef production chain.

"We are incredibly proud of the slate of education and entertainment available at the 2015 National Angus Convention,"

says Becky Weishaar, creative media director and lead contact for the event. "Cattle producers of all types can benefit from attending and taking part in the activities," she said.

Engage

As technology advances, collaboration with like-minded, quality-focused cattlemen yields strong relationships and innovative ideas to take home to your operation. The industry-leading trade show will welcome more than 120 allied industry partners. Animal health companies, publications, feed and nutrition, and equipment manufacturers are just a few of the services to be represented.

Enjoy

Each evening during the convention, participants can partake in a social hour in the trade show while enjoying appetizers featuring the Certified Angus Beef® (CAB®) brand.

On Tuesday, Nov. 3 one lucky participant in attendance will win a Cat® 262D Skid Steer Loader, generously donated by Caterpillar.

Country singer Sammy Kershaw will entertain the crowd on Wednesday, Nov. 4.

Go online to www.angusconvention.com to register for the low cost of \$75 and access a convention schedule, trade show map and more information on travel arrangements to Overland Park, Kansas. The 2015 housing block features a variety of price points and amenities.

For more information, visit www.angus.org and www.angusconvention.com.

—Source: American Angus Association release.

OVERCOMING THE ODDS FROM PREVIOUS PAGE

Roberts said. "Even if something you try doesn't work, at least you know for future reference. You can pass that on to other producers, and others can learn from your experiences and trials, too."

Gariss agreed flexibility and an open mind have been two of the biggest contributors to his family's success in the business.

"Be flexible," he said. "Don't get stuck in the mindset of 'I raise calves and sell them at 500 pounds at weaning' or whatever the rut may be. The point is, be flexible."

Both Gariss and Roberts have diversified their operations to keep their options open and

maintain flexibility. Gariss said they have been primarily involved in the commercial and seedstock sectors, but are trending toward more stockers and feeders, too, while Roberts began growing corn for silage and introduced soybeans as an additional income avenue.

"I'm seeing more young people want to get into the cow business in the last 12 to 24 months, at least part-time, due to the incentive of the market," Gariss said. "Just like in any industry, there has to be money to be made, and there's money to be made right now. The unique thing about the cattle business is there are a number of avenues that will allow you to profit."

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MARKET WATCH

Joplin Regional Stockyards Market Recap | June 2015

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

Feeder Cattle & Calf Auction | June Receipts 33,183 • Last Month 15,481 • Last Year 36,539

Video Market from 5/29/15 • June Total Video Receipts 13,672

Special Value Added Feeder Cattle Sale Report | 6/25/15

Receipts: 6267 Week Ago: N/A Year Ago: 3742

No recent Value Added sale for a price comparison. Compared to Monday's sale, steers and heifers steady on comparable sales. Demand good, supply moderate. The feeder cattle trade under pressure as Live Cattle and Feeder Cattle futures trading sharply lower. All calves are on a wean-vac program and heifers guaranteed open. The feeder supply included 61 percent steers, 39 percent heifers, with 52 percent over 600 lbs.

Feeder Steers: Medium and Large 1 380-400 lbs 312.50-332.50; 400-450 lbs 300.00-325.00, 450-500 lbs 285.00-300.00; 500-550 lbs 267.50-300.00, 550-600 lbs 261.00-283.00; 600-650 lbs 242.00-263.00, 650-700 lbs 232.00-257.50; 700-750 lbs 222.00-237.50, 750-800 lbs 218.00-227.00, pkg 792 lbs fleshy 214.00; 800-840 lbs 215.50-225.50. **Medium and Large 1-2** 300-400 lbs 285.00-320.00; 400-500 lbs 275.00-317.50; 500-600 lbs 252.50-280.00; 600-700 lbs 227.00-257.50; 700-800 lbs 215.00-232.00; 800-845 lbs 213.00-214.00. **Medium and Large 2** pkg 404 lbs 287.50 lot 561 lbs 250.00; 600-700 lbs 222.50-227.50; 700-800 lbs 207.50-222.50. **Medium 1-2** pkg 479 lbs 260.00; pkg 504 lbs 265.00.

Feeder Holstein Steers: Large 3 lot 470 lbs 200.00; pkg 595 lbs 175.00.

Feeder Heifers: Medium and Large 1 375-400 lbs 262.50-275.00; 400-450 lbs 257.50-287.00; 450-500 lbs 245.00-272.50; 500-550 lbs 236.00-257.50, lot 532 lbs 262.50, 550-600 lbs 225.00-240.00; 600-650 lbs 221.00-233.00, pkg fleshy 220.00, 650-700 lbs 214.00-230.00, replacements 227.50-250.00; 700-750 lbs 212.00-220.00; pkg 801 lbs replacements 212.50. **Medium and Large 1-2** 360-370 lbs 257.50-260.00; 400-500 lbs 230.00-262.50; 500-600 lbs 220.00-249.00; 600-700 lbs 215.00-225.00; 700-800 lbs 202.00-213.00, pkg 747 lbs fleshy 200.00. **Medium and Large 2** pkg 369 lbs 257.50; lot 492 lbs 241.00; lot 506 lbs 238.00. **Medium 1-2** pkg 451 lbs 225.00.

Tune in to the JRS Market Report



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



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



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



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



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

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Get Big or Get Creative

A little advice for young farmers

Story By Elizabeth Walker for Cattleman's News

There are many hurdles to starting a new business, and starting a new ranch or farming business is certainly not easy. As my Sustainable Animal Science travel class made our way through Missouri, Indiana, Kentucky and finally, Illinois, one phrase stood out – get big or get creative. All of these farmers, regardless of what they were raising, from organic to non-organic, had to get creative while growing their business. When kids wanted to return home from college and work on the farm, one farm opened a store and incorporated meat goats and pigs into their dairy operation. Another farm made contacts with chefs in Chicago for their produce and meat. Many of the farmers were young, or at least young at heart, and all of them were passionate about their operations.

As the family and I travel through Texas and visit with young farmers, it seems that regardless of the topography, the issues are the same – land is expensive and inputs are high. Out here in west Texas, ranches that have been in the family for generations are either left idle when the next generation moved to the city for better-paying jobs, or are leased out to folks who can barely put together a herd of animals to go onto the ranches, much less spend any extra for land improvements. Predators and wild hogs run rampant, and the number of small ruminants that once gave this area the title of “sheep and goat capital of the world” have all but gone extinct.

The problems are the same everywhere, but the solutions vary. There is no right or true answer for how to get more young folks into agriculture. After all, we have a free market economy and folks are basically free to choose their own lifestyle. However, a country that cannot feed itself is not sustainable. Without getting too political, we have gone to war for things perhaps less important than food. Keeping the farms in the family or in the hands of people passionate about agriculture is a matter of national security.

I tried to find information about this topic so I could regurgitate good information, but all I found were loan programs and congressional acts. Each farm organization is trying to do its part to encourage young farmers, but I think it comes down to the desire for future generations to want the agricultural lifestyle bad enough that they make sacrifices to achieve their goals. Farming and ranching is a business and one of the best things a young farmer/rancher can do is get rid of the idea of the glamour of being a farmer and get down to the business side of things. Young farmers need to find a way to purchase land, use the land wisely, and produce goods in such a way that those products pay off their loans so they can be debt-free, at least long enough to buy more land.

At least, that is my goal in life. I always like talking to older folks and learning their history, what they did right and what they did wrong. I am just barely old enough not to be considered a young farmer, and I made a mistake when watching my inputs. You might not need the most fancy tractor, nicest truck or newest trailer. Yes, you want a nice house, but wait until you can pay it off and build exactly what you want.

Things I have done right center on choosing my life partner wisely. When in doubt, go with someone smarter than yourself. I did, though I'm not sure what that says for my other half. Choose animals that fit your environment and your management style. We had crazy cows that were too big for our environment and goats. We now have smaller-framed, easy-keeping cows, hair sheep and pigs. Each fills a niche in our marketing program. The goats could have fit a niche, but the better half hated them. The crazy cows were too dangerous for our family and so both had to go. Life is too short to deal with crazy cows and goats that don't respect your fences.

A second thing I think we have done right, after a change in our critter situation, was to find multiple ways of marketing our



animals, produce and hay. Be sure you have more than one iron in the fire so that if one iron doesn't burn quite right, you have others to fall back on.

Don't abuse the land. Leave it in some way better than you found it. Never say, “It can't be done” or “It won't work here.” Our country is innovative. We have a history of “can do.” Yet sometimes, all I hear is how something can't be done. Be creative, don't be afraid to try something new. Don't be afraid to learn. In fact, that is probably the one thing I have always noticed from those who were successful. Regardless of occupation, those successful people were lifelong learners and never realized something couldn't be done.

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July

- 17-19 Four State Farm Show
Parsons, Kansas
FMI: 620-421-9450
- 25 Gold Buckle Gala
Ozark Empire Fairgrounds, Springfield, Missouri
FMI: 417-833-2660
- 30-8/8 Ozark Empire Fair
Springfield, Missouri
FMI: 417-833-2660
- 31 Video Special
Joplin Regional Stockyards, Carthage, Missouri
FMI: 417-548-2333

August

- 1 5:30 p.m. Replacement Cow and Bull Sale
Joplin Regional Stockyards, Carthage, Missouri
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41 Years

JULY 17 Friday
7:30 AM - 3:00 PM

JULY 18 Saturday
7:30 AM - 3:00 PM

JULY 19 Sunday
8:00 AM - 3:00 PM

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A large, semi-transparent, stylized MFA logo is positioned in the upper right quadrant of the advertisement. The letters are bold and blocky, with a blue-to-orange gradient. The background of the entire advertisement is a photograph of a dirt road curving through green fields under a bright, hazy sky with a sun flare on the right.

For more information about MFA Incorporated Shield Technology products, please visit online at www.mfa-inc.com or call (573) 876-5244.