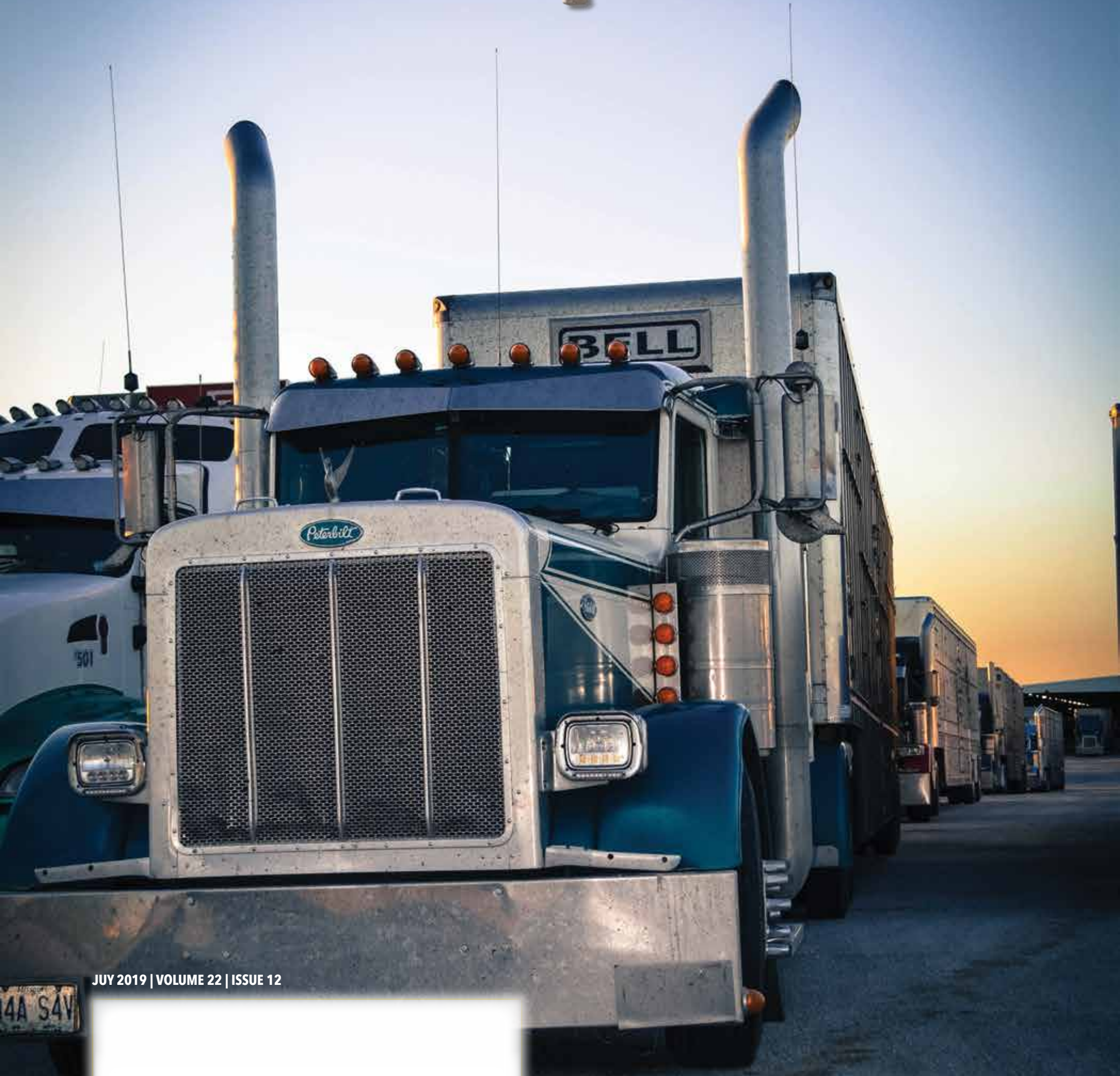
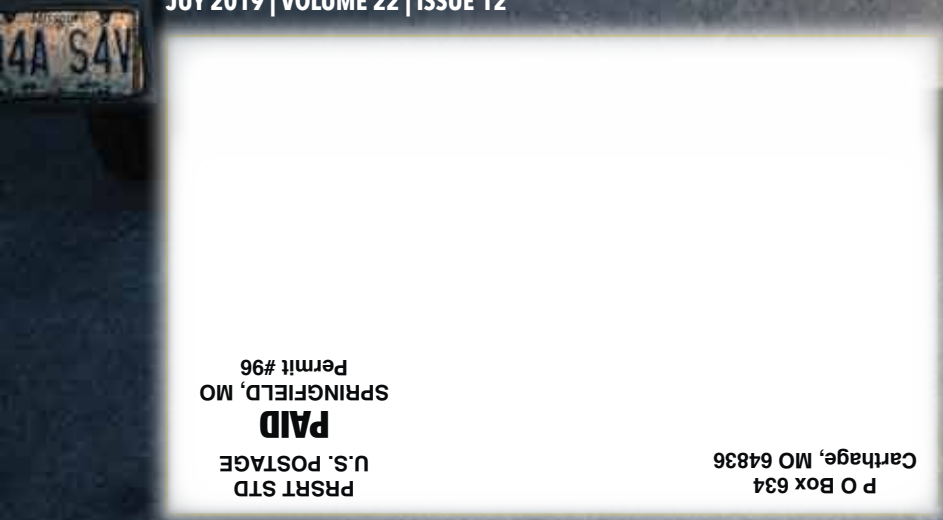


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# CATTLEMEN'S NEWS



JUY 2019 | VOLUME 22 | ISSUE 12



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## ON THE BLOCK

**W**hat a way to close out the month of June!

We sold more than 10,000 in our June 24th yearling special, and those cattle were trading \$5 to \$7 higher. It was really extraordinary because the board was at \$1.31, and we sold a lot of those 800-pound steers from \$1.30 to \$1.35. That was over the board, which doesn't normally happen. So, there has to be a little optimism in the market somewhere.

Then in our June 27th value-added sale, we sold 6,500 — and those prices were \$5 to \$10 higher from the Monday feeder cattle sale. Demand is good, and buyers are really wanting the cattle that have been weaned with a good health record, or that are true yearlings. It was a long, hard winter for a lot of folks, and so many cattle have not performed because of that and the mud that came with it. All in all, the market just really showed how buyers wanted weaned, healthy cattle.



We kicked off this month with a big July 2nd Prime Time Video Sale. Prices on those 850-pound steers were again about even with the board at \$1.35 to \$1.37. When you get that kind of a basis on an 850-pound steer, it's a pretty darn good market. And, that's the way we traded them all day long. I'm really happy with the way the video sale went. A lot of cattle that sold in that range aren't making a ton of money simply because of the market we're in. But, I still call the sale a win-win because it's typically hard to sell cattle even with the board. We had good buyer participation, and it was just a really good sale.

This isn't the greatest year we've ever had, but it sure isn't the worst.

Good luck and God bless.

*Jackie*



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## INSIDE THIS ISSUE

### About the Cover

Thank you, producers, for bringing us 17,000 head of cattle the last week of June! In this issue, learn how young producers make their mark in the beef industry, and get tips on forage management after last year's drought.

—Cover photo from our staff.

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## Preventing BRD

### Technological advances against respiratory disease

By Justin Sexten for Cattlemen's News

**W**e know bovine respiratory disease (BRD) is expensive due to performance and carcass merit losses. So we continue the search for improved diagnosis and treatment methods to reduce the impact on the beef supply chain.

Joaquin Baruch led a group reporting on novel diagnostic methods in the most recent Journal of Animal Science.

The novel aspect of this research was the variety of tools used for daily calf monitoring for BRD.

This Kansas State group used six different methods to monitor disease progress: visual detection using illness scoring, temperature monitoring via traditional rectal temperatures or using facial thermography, a computer-aided stethoscope, lung ultrasound

imaging or oxygen saturation measurements.

When these methods were compared, all the tools tended to relate to the lung damage caused by BRD. Simply put, the methods tested can detect BRD-related lung damage. However, the authors suggested the results were not directly applicable to field conditions due to the intensive nature of the experiment.



That said, there were some interesting notes on the methods worth exploring further.

The illness scores are simple to use and require no restraint or equipment beyond a trained eye. However these scores are subjective and some calves may appear ill due to other factors beyond BRD. I suspect you can relate. Some days, you are healthy but just don't look your best.

Temperature, while a simple measurement to gather in most cases, requires restraining the calf. If we use sensors to collect temperature remotely, one challenge remains. One must sort through the environmental causes of elevated temperature such as animal-to-animal variation, heat stress, physical movement, estrus and disease.

This paper highlighted temperature as an indirect measure of BRD, one unable to sort the difference between viral or bacterial infections. If our goal is to reduce antibiotic use with technology, then new methods should help us know when using an antibiotic will help fight the bacterial disease and when we are fighting a virus that may eventually lead to a bacterial infection but will not respond to antibiotic treatment.

The ultrasound, oxygen saturation and computer-aided stethoscope were able to objectively measure disease progress. The authors suggested operational infrastructure, equipment cost and user training as the greatest challenge to these technologies in their current state.

At larger scale operations, these technologies may provide reliable solutions, yet the scale making these solutions feasible often results in labor challenges to deploy them. Opportunities to diagnose disease without labor or removing animals from pen or pasture are where future technologies will offer additional solutions.

When considering the issue of labor and BRD treatment, a recent paper by Jase Ball and co-workers at the University of Arkansas provides a look



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## PREVENTING BRD FROM PREVIOUS PAGE

at antibiotic treatment options for respiratory disease in high-risk calves.

Treatment labor in high-risk calves can be reduced by effective metaphylaxis or by using products with longer post-treatment intervals. Effective metaphylaxis can reduce overall treatment rate and associated labor by concentrating labor at processing and preventing further outbreak due to preventative treatment.

Post-treatment intervals (PTI) are used to specify the time between treatment and when a calf would be eligible for re-treatment. Products with longer PTI tend to reduce labor needs since the antibiotic is working longer after a single treatment. Each antibiotic class has a slightly different mode of action or way they attack bacteria, and the time they are effective can differ within the same class.

In this Applied Animal Science paper, no performance differences were observed due to the treatment protocols. The total cost of antibiotic treatments didn't differ between groups. Some may suggest with no performance or cost differences, there is little to learn.

A closer look at the methods used to get these neutral results are where the differences were found. One protocol reduced antibiotic use per calf by over 25% due to reductions in both first and second treatments. This reduction in retreatments decreased treatment labor and associated chute costs.

Since this was a production system comparison, with different drug classes and PTI's, the mechanism causing reduced antibiotic use between protocols will remain unknown. Calves were diagnosed and treated based on visual illness scoring and rectal temperatures, which as discussed previously offer opportunities for technology improvement.

Technology will continue to provide animal health solutions. We need to realize that those solutions may look very

different from what we are using today. This discussion focused on diagnostic and treatment options. True opportunity lies in the ability to provide the supply chain with cattle in need of neither diagnosis or treatment.

Many vaccine and management solutions are available to prevent BRD, yet the "product failure" is largely the inability to narrow the communication gap of preventive practices in the supply chain. Producers using current prevention technologies should

look to align their practices and management with a marketing partner with the ability to truly communicate the value-added to the next step in the supply chain.

—Justin Sexten is vice president of strategy, Performance Livestock Analytics.



## Management: Plan Ahead for August

**1** Observe pasture weed problems to aid in planning control methods needed next spring.

**2** Sample harvested forages and have them analyzed for nitrate and nutrient composition.

**3** Consider earlier-than-normal weaning, but have a marketing plan in place.

—Source: Dale Blasi, Kansas State University Extension beef specialist.

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## The Scourge of Summer

Work with your vet now to beat warm-weather woes

By David Rethorst

**P**inkeye, foot rot and flies. If that is not the triad of pain for the beef industry during the summer months, I do not know what is. Pinkeye ranks second only to calf scours in the number of calves affected prior to weaning. Surveys several years ago indicate that the disease costs producers somewhere between 150 and 300 million dollars each year. It is estimated that flies cost cattle producers over 1 billion dollars each year. While there is no dollar estimate on



foot rot and lameness, the consensus is that the economic impact is large due not only to treatment costs but also decreased weight gain and milk production.

Common belief in the cattle industry is that pinkeye is caused by a bacteria called *Moraxella bovis*. Other bacteria believed to cause pinkeye include: *Moraxella bovoculi* and *Mycoplasma bovis*. While these bacteria certainly play a role in the disease process, it is my belief that this role is secondary as these bacteria are normal inhabitants of the respiratory tract of cattle. The primary cause of pinkeye is irritation of the eye whether it is caused by flies, dust, sunlight, viral infection or grass and weeds. This irritation allows the bacteria, which is a normal inhabitant of the eye to multiply and cause the eye damage we associate with pinkeye. This means that the cause of pinkeye is multifactorial and control of the disease must be multifactorial.

First and foremost on the list to control pinkeye is fly control. The primary concern should be to control the face fly. Several methods exist to control this pest including: insecticide tags, pour-ons, sprays, back rubs, dust bags and larvacides such as altosid or IGR.

Two things to keep in mind when using the insecticide tags are timing of the tag application and rotation of the class of chemical contained in the tag. Immediately before pasture turnout is the proper time to apply the tags. If the tags are applied several weeks prior to turnout, for convenience purposes, a good portion of the chemical will be gone when the peak of fly season arrives. Chemical rotation is necessary in order to minimize the buildup of resistance to the chemicals in the fly population. This is true not only for the tags but for the pour-ons and chemicals used in backrubs and sprays.

The larvacide altosid works in the manure to kill the fly larvae. In order to get good control, this product must be fed from 30 days prior to fly season until 30 days following the first killing frost. Elimination of places where flies reproduce such as mud holes and weed patches can be very beneficial also. Often overlooked breeding grounds for flies include manure and old hay that accumulated as a result of winter feeding. Elimination of mud holes will also aid in reducing the incidence of foot rot by improving foot integrity.

Other practices to reduce eye irritation include mowing of pastures to eliminate tall grass with mature seed heads and providing shade so that cattle can avoid bright sunlight.

Vaccination is another tool that can be used to control pinkeye. A review of published literature on pinkeye vaccine indicates that the net effect of its use is neutral. In other words, the vaccine does no harm, but it is doubtful if its use is beneficial. Use of the vaccine



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CONTINUED ON NEXT PAGE



## NEW TECHNOLOGY FROM PREVIOUS PAGE

is seldom adequate when it is used as the only method of control, but it can be at least somewhat effective when used in conjunction with other practices. Numerous strains of *M. bovis* exist, and each vaccine has its own strain or strains so that is why some vaccines will work in a given herd and others will not.

While a commercial vaccine contains *M. bovoculi*, many producers are using an autogenous vaccine, in order to get immunity specific to their herd. But this does take some time and paperwork to accomplish. Use of a viral vaccine containing the infectious bovine rhinotracheitis (IBR) virus may aid in the control of pinkeye by reducing irritation of the eye. Care must be taken not to overload the immune system by giving too many vaccines at one time in order to get optimal immunity. Also, we have discussed in a previous column that giving modified live IBR vaccine to an IBR-naïve animal at the same time as vaccines such as pinkeye or Mannheimia may diminish the response to the bacterial vaccine.

Early treatment is of utmost importance when dealing with pinkeye as the earlier in the disease process that treatment occurs, the better the final outcome. Treatment of pinkeye should use a two-pronged approach. First, control the bacterial infection using a systemic antibiotic such as one of the long-acting oxytetracyclines. Secondly, protect the eye. This can be accomplished either by using an eye patch or suturing the eyelids. I do not recommend use of antibiotic powder in the eye for two reasons. I feel these powders are irritating to the eye and delay healing. More importantly the antibiotic in the NFZ puffer is no longer legal to use in food-producing animals. Period.

It is very important to treat foot rot early as well. Once the foot is badly swollen, it is hard to get enough antibiotic into the area to clear the infection because to the compromised blood supply to the foot created by the swelling.


We are all aware of the role that mineral programs play in fly control as they act as a carrier for the altosid. I would be remiss if I did not mention the role that the nutrition part of the mineral plays in pinkeye and foot rot prevention. A couple years ago there was a fire in the plant that makes nearly all of the Vitamin A that goes into mineral worldwide. With a short supply, the price of Vitamin A went up and the level of Vitamin A in minerals went down. This combined with drought conditions and the resulting poor-quality forage has led to Vitamin A deficiencies in many areas. Vitamin A is required for epithelial integrity whether it be the skin or the epithelium of the cornea and conjunctiva, thus helping in prevention. Zinc is also essential for integrity of the foot as well as playing a role in immune function. Make sure there is adequate zinc in your mineral and that it is in proper proportion to the copper, again for optimal immune function.

With the moisture that we have received this spring and early summer, this will most likely be a bad year for pinkeye, flies and foot rot. Please bear in mind that chlortetracycline is not approved to be

used for pinkeye or foot rot so Veterinary Feed Directives (VFD) cannot be written for these conditions. I believe I have seen an increase in the number of minerals that have iodine in them since the implementation of VFD's. Iodine does not require a VFD and should help with the prevention and treatment of foot rot.

In closing, remember, prevention works! Develop a plan

and spend your money wisely. I would encourage you to get your veterinarian involved early in the planning process. They will know what is working in your area for prevention as well as treatment. Beat the scourge.

—Source: Dr. David Rethorst is a veterinary practitioner and consultant, BeefSolutions, Wamego, Kansas. 


## Meet Mark Murray

### JRS welcomes new field representative

**B**orn and raised in Westville, Oklahoma, Mark Murray grew up on a dairy farm. His father also custom baled hay. At 20, Murray purchased 250 cows and rented some land in the area. After cleaning out chicken houses and spreading litter for a time, Murray liquidated his litter business in 2011 after purchasing his parents' farm and an additional 200 acres just down the road.



Although he has hauled cattle throughout his farming career, when he got out of the litter business he began hauling cattle full-time in addition to running a feeder/stocker operation. In 2018, Murray downsized again to one truck and

trailer so he could spend more time taking care of his farm at home. He and wife, Kayla, have been married since 2013. They have two children, Kambri and Jackson. In his spare time, he enjoys spending time with family and friends. 



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## Under The Wire



by Gary Hodgson

## Dumb Questions

### Silence can be golden

For years I have heard people say, “There is no such thing as a dumb question.” As with most sage comments as this, someone had to be the first to say it. A little time spent on good ol’ Google in search of the famous philosopher yielded a surprise. No one seems to know the answer.

A few guesses include Einstein, Carl Sagan, Socrates and Ann Landers. I have a theory why no one has stepped up to claim credit for the line. There are, in fact, hundreds, if not thousands, of dumb questions. Follow me around for one day and you will hear quite a few from me alone.

I stopped at the lumberyard yesterday for a few two-by-sixes to fix some broken corral fence. As the young man was loading my pickup, I noticed the boards were very crooked. “Do I get a discount for taking these poor boards?” I asked. Looking at me like I was a creature from outer space he replied, “Of course not, they all look like this.” I will never ask that question again. From that point on, I decided to begin pointing out dumb questions in an effort to rid the world of them.

My next stop was at the grocery store to pick up a few items for Sue. At the checkout counter, a disinterested young lady asked, “Do you want your milk in a bag?”

“No, it just leaks out before I get home. Leave it in the plastic jug” was my polite response. She seemed to chew her gum a bit louder as she finished checking me out.

Next was a stop at the dentist. After I was parked in the reclining chair by a helper, doc bounced in to ask, “How are we today?”

“Well, I have been having a little trouble with diarrhea, but I have no idea how you are,” I answered.

My trip ended at the parts store for a piece I had ordered last week. It had not arrived yet. The smiling clerk assured me it would be in the day after tomorrow.

“Can I plan on that?” I asked. He just looked at me with a dull stare. I could read in his eyes what he was thinking.

“I get so tired of hearing those dumb questions.”

As my brother-in-law is fond of saying, “Do you see what I’m saying?”

“Of course I can’t see it because — Oh, well, never mind.”

—Gary and Sue Hodgson ranch near Brush, Colorado. Together they team up to produce Livestock News Network. They can be reached at (970) 842-2902 or [office@hodgsonmedia.com](mailto:office@hodgsonmedia.com).

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**H**ave you read the book about the boy who had a terrible, horrible, no good, very bad day? The children's book was so relatable that they made a major motion picture with the same premise. I have to say that I loved both.

Just the other day I was living in my very own real-life version of a terrible, horrible, no good, very bad day. It was a Thursday. It was a pretty unproductive day, as most terrible, horrible days are. And it ended in spectacular fashion.

Here is a rundown of the day's dramatic events.

Most of my no-good days begin with a headache. I struggle and am tortured with migraines. Sometimes they are so bad the only relief is to lie in bed and yank as hard as I can on my hair. I guess the hair pain lessens or distracts me from the other pain. Other times, I can control the pain with heaven-sent pharmaceuticals. How did people survive in the olden days without modern-day pain meds? I shudder at the thought, literally.

Anyway, this was a day that the meds worked. But one of the give and takes is that I am left feeling groggy. I do not operate well in this state. These days usually turn into Netflix-and-chill days.

But the sheep were out of grass, and we needed to sort and load the babies to take to town for an evening sale. So when the hubs returned from his day job we decided to move/sort them. I was maybe a little irritable, and I remember him being very irritable (ha!). So it was the perfect time to work with eight or so temperamental, non-trusting, four-legged mammals. Oh, and we were out of feed. So, we decided to use rabbit feed as bait

to lure the mommas where we wanted.

The trick worked. The sheep followed enthusiastically expecting a treat when the bucket person stopped walking. Somebody forgot to tell the bucket person that this was not actual sheep feed. That person innocently rewarded the sheep with the rabbit feed.

No big deal, right? Wrong!

One of the mommas almost immediately began foaming from the mouth. She started jumping into the air and coughing. It looked like she had something stuck. It was awful. Of course, the irritable adults handled it calmly and with grace. False! I am embarrassed to say there was much yelling and blaming across the pasture at each other.

Thankfully, the sheep lived, and so did our marriage.

Husband and one of the kiddos finished loading the babies and drove to town. I, on the other hand, gave full permission for unlimited video games to the rest of the brood and decided to go right to bed.

After a relaxing bath, I thought I had surely washed away the day's dramas. Then, I noticed some activity in my freshly planted garden. The sheep. Thankfully I had minimal damage and decided it was God himself looking down on me. They could have very well been in there all night, and then it would really have been bad. Right?

Yes, the day had taken a turn (or at least my mental state had, isn't that really the whole battle?).

After wishing my family sweet dreams, I crawled into my long-desired bed. I snuggled in, opened my laptop and was ready to drift off to the backdrop of Netflix. That was the ex-

act moment I felt it. Something wet on my knee. And on my arm. And on my hand that was nestled up under my pillow. I flung back the covers and what I saw changed me forever.

Our newest cat, Bob-the-Bad, had cat diarrhea and urine all over my sheets!!! Is three exclamation points even enough? Upon further examination, I found more on top of the covers! How in the world had I missed this?

At this point, I gave in. I cried. I ripped off all the covers. I threw

away the sheets and the mattress pad and the foam padding on the mattress. I cried more. It was ugly.

My early bedtime was squandered cursing the cat. Cursing the day. Cursing the fact that we only have one set of sheets.

I wish I could say it all happened for a reason, but I don't think that's true. It truly was just a terrible, horrible, no-good, very bad Thursday.

Friday was better. 🐮



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## TRENDING NOW



## Where Planning Meets Opportunity

Andrew Vanhooser embraces industry challenges with persistence

By Joann Pipkin, Editor

**P**ersistent. It's a single word that describes cattleman Andrew Vanhooser to a "T."

After all, it certainly takes a lot of persistence for a young person today to build a cattle operation from the ground up. But, that's just what Vanhooser has spent the past six years doing.

With land acquisition an ongoing challenge for cattlemen in the four-state area, Vanhooser knew he had to remain steadfast in his efforts.

"I've made a lot of phone calls," Vanhooser says. "I've been turned down on rent ground way more than I've gotten. I've just made the call and talked to people, put my name out there and not been scared to get rejected."

Persistence has indeed paid off for the young cattleman. In 2012, at 20 years old, he rented his first farm and purchased 30 cows. A few years later, he was able to buy that initial 80 acres. Today, he rents another 700 acres and owns a 170-head

commercial cow-calf operation in Dadeville, Missouri.

In addition to running his own operation, Vanhooser manages Speight Charolais. Time management is crucial to him tackling his daily to-do list.

"There's time to get everything done if a person spends it wisely, especially during hay season like right now," he explains. "Time management helps."

Raised on his family's farm, Vanhooser says he was always interested in agriculture and wanted to be involved in it from a young age. His parents, Brad and Susan Vanhooser, and brother, Ben, also farm in the Dadeville area. Married for five years, Vanhooser's wife, Julie, works as a medical coder at Citizens Memorial Hospital in nearby Bolivar, Missouri.

While Vanhooser's father and brother have their own cattle operations, the three are able to work together when it comes time to process cattle or harvest hay.

CONTINUED ON NEXT PAGE

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## Tackling technology, embracing challenges

Whether keeping up with news and market information or searching for quality genetics, Vanhooser says technology plays a key role in the day-to-day activities of his operation.

"I went to AI (artificial insemination) school, and I do AI a few of my better cows every year," Vanhooser explains. "I try to keep a few of my own bulls, too. I like that because anyone that can AI has access to breed-leading genetics of each particular breed, whatever that may be. It gives you access that wouldn't be obtainable otherwise."

With a mixed commercial herd, Vanhooser mates his cows to both Angus and Gelbvieh bulls.

Embracing the challenges that young producers like himself might face, Vanhooser says opportunities are available even amid unstable cattle markets.

"I think there's going to be opportunities in the future for people that are disciplined and don't overextend themselves," Vanhooser says. "There will be challenges, of course. The uncertainty again of the price of cattle is always going to be a challenge and the amount of land that it takes to have a full-time operation is going to be a challenge as well, to continue to grow and buy more land."

Maintaining a good relationship with your lender is key, Vanhooser says, to acting on opportunities that come available.

"In a farming operation of any size — big or small — you've got to have the capital ready to go when the opportunity arises because if you're not able to secure the funds when there's opportunity, it passes you by," he explains. "So, you've got to have a good relationship with your financial institution and be ready to roll."

Establishing a sound record-keeping policy is important to Vanhooser as it helps him track his non-productive cows. "A person needs to know what cows are raising good calves and what cows are really costing you more than they're making you," he says.

## Establishing relationships, marketing opportunities

When it comes time to market his cattle, Vanhooser works with Joplin Regional Stockyards Field Representative Jim Hacker. "I really look at (Jim) as a mentor," Vanhooser explains. "When I ask him what he thinks, I truly want to know what he has to say."

With facilities now able to handle a set of weaned calves, Vanhooser this year chose a preconditioning program prior to marketing his stock.

"I sold my fall calves last month, and I had weaned them for the first time, a

larger group," he says. "It was very beneficial, especially in the way the market was."

Establishing that relationship with Hacker has been a huge asset for his operation, Vanhooser says. "In my mind, that's going to be a key to success, to have someone that you can really trust, that's kind of on your side when you look at marketing," he explains. "It's a securing factor to me."

While young in years, Vanhooser's thinking is wise beyond his years. He encourages other young producers to not get overextended and to build a relationship with both their lender and livestock market.

"Don't look at what the best calves bring on the best year when a person makes his or her budget for the year," he says. "Don't look at the good markets and set yourself up that way. Plan on the bad markets and everything else is more opportunity."

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## MANAGEMENT MATTERS

# Finding Forage

### Tips for buying in low-production years

By Macey Hurst for Cattlemen's News

**Y**ears of drought and now floods have led to less than ideal conditions for most farmers and ranchers across the Midwest. Row crop farmers are planting, then replanting, and livestock producers are trying to save hay fields and find forages. When in this search, several factors need to be considered to make a deal on hay worthy of producer money and cattle diets. Eldon Cole, a livestock field specialist for University

of Missouri Extension in Lawrence County, has some tips to ensure proper buying practices when production might be slight.

“We absolutely will be short of hay due to the weather,” Cole said. “Grass hay fields, mostly fescue, were eaten into the ground. When that happens, the grass is slow to rebound. Yes, we’ve had plenty of rain, but most farmers tell me the growth just isn’t happening.”

In addition to weather, grazing practices have a huge impact on production abilities. Either way, cattle producers must find a way to pick up where those shortages leave off. Cole said ways to do that exist and start with a few purchases.

“They’ll have to buy hay and energy supplements, and try to rent pastures or sell cows,” Cole said. “Energy supplements, basically corn and its coproducts, will likely be more expensive since we’re so far behind on corn plantings.”

Although selling some of the herd is always an option, it is not favorable. Cole said most producers did that in 2018 to deal with drought, so he doubts it will be a route of choice this year. However, it will be of key importance that those cows are watched over closely when dealing with forage issues.

“Pay really cost attention to cows’ performance. As for the long run, if adequate energy isn’t supplemented and cows drop a body condition score or two, reproduction will suffer,” Cole said. “We also must consider fetal programming. Calves born to cows could have poorer feedlot performance. This can occur early in gestation if cows are on a poor level of nutrition. Supplement adequately, but economically.”

When choosing supplements, it is important to consider those economics. Cole said to be very careful about purchasing unnecessary products. Protein, for example, will likely not be an issue, even in poor-quality forage. Do not buy something that is already adequately provided through current hay and forage feeding practices. If uncertainty exists, he said a forage quality test can never hurt.

In order to cut down cost on supplements, it is important to find the forage that can provide proper nutrients for the herd. That process can be a challenge in itself. Cole said producers should be aware of a few things when starting the search.

“Unfortunately, some hay sellers are just out to make a buck. During the past winter a number of folks reported on ‘hay’ purchases that were nothing more than broom sedge baled in December or January,” Cole said. “Know who you’re dealing with and try to obtain a laboratory analysis on hay you’re interested in. Some dealers might be inclined to use a good hay test and claim it was the hay you’ll be receiving when it isn’t.”

CONTINUED ON NEXT PAGE

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## FINDING FORAGE FROM PREVIOUS PAGE

Cole said, when in doubt, test it. Testing hay before purchase is not wrong, but wise. It is always better to know what is in the bale before getting stuck with something unusable or harmful. He said it is especially important to use caution and forage quality tests when purchasing sudangrass and sorghum sudangrass. A test of these forages will reveal nitrate levels. High nitrate intake can result in cattle death, therefore, these test results are crucial to herd health.

These factors are not the only to consider, though. Many other aspects come into play during this search. While the process may be long, Cole said persistence and diligence are key.

“Shop, shop and shop. Insist on only buying hay that has been tested. Buy by weight, not by the bale unless you’ve actually weighed a few bales. If you hear of hay for sale you may even want to check the sellers’ references,” Cole said. “If you’re buying dry hay, check for moldiness. Cows usually aren’t impacted by mold, but moldy hay will have more feeding loss.”

The way a forage was stored is another cause for concern. Cole suggests avoiding hay that sat under trees and pursue hay under roof or tarp, particularly large, round bales. But regular hay is not the only option for forage-seeking producers.

“Haylage is fairly new to many, but get used to it as it’s here to stay,” Cole said. “[If buying,] you might want to check the moisture level. The usual haylage target moisture is 40 to 60%. If it’s pretty high, pass on it.”

Cole also has advice to enhance purchased hay that may not offer premium nutrients.

“If buying fescue hay harvested after seed has been removed, a good way to improve its feeding value is to cover the bale pile with plastic and treat the pile with anhydrous ammonia,” Cole said. “The treatment will increase the protein levels, improve palatability, reduce waste, and there seems to be less toxicity problems with treated hay.”

## TRENDING NOW

### Strubberg Named Missouri State Veterinarian

**T**he Missouri Department of Agriculture welcomed Steve Strubberg as the Missouri state veterinarian this spring. Interim State Veterinarian Taylor Woods, who has served the department for more than 20 years, mentored Strubberg for several weeks before officially handing over the reins of the Animal Health Division.

Strubberg grew up in Union, Missouri, with the intentions of becoming a physician. Driven

by his love for science, animals and the outdoors, he soon discovered his passion lie in a different field. In 1989, Strubberg received his doctorate in veterinary medicine from the University of Missouri with a focus area in beef reproduction. Following graduation, he assumed ownership of Hermann Veterinary Clinic, a mixed animal practice in Hermann, Missouri, and stayed for nearly 30 years.

—Source: Mo. Dept of Agriculture.



Steve Strubberg, D.V.M.  
Missouri State Veterinarian



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## MANAGEMENT MATTERS

### Lessons Learned

#### Young cattleman Lucas Thogmartin gets experience from years on the farm

By Kelsey Harmon for Cattleman's News

**W**hen asked how he got started in the cattle business, Lucas Thogmartin takes a moment to reflect. "I didn't ever really get started, I was just born doing it," he says. "I rode around with my grandpa from the time that I was potty-trained until I went to school."

He explains that it was just his family's way of life. "I don't re-

ally know what happened in my early years, but I never wanted to do anything else," Thogmartin says. "After my grandpa passed, my parents took over things, and I have been involved ever since."

Combined, their family operation Circle T Farms in Neosho, Missouri, has been in business for more than 50 years. It is a 300 cow-calf operation run

by his parents, wife and two young children. The Thogmartins also have a custom spray business for pasture forages and hay production.

Thogmartin says following high school graduation, he attended college to be able to get a job if farming didn't work out. College was a growth opportunity, allowing him to meet friends that he would not have met otherwise. He describes these friends as the best friends he has.

He worked his way through school for an agriculture degree from Missouri State University. Thogmartin says that college taught him how to problem solve and work around obstacles that he faces

on the farm, benefiting him a young producer.

Circle T Farms markets cattle via video so that they can leverage the opportunity to sell them ahead of delivery. Thogmartin says that you can take advantage of market momentum with video marketing, and it helps ensure peace of mind. He also says that video marketing is a benefit to buyers because they can get loads of animals that have been managed and perform the same. He says video marketing can help alleviate some of the stress and shrink.

"[To make video marketing work] you need to have a lot of fairly even cattle," Thogmartin

CONTINUED ON NEXT PAGE

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## LESSONS LEARNED FROM PREVIOUS PAGE

says. “We weigh our cattle on a truck, then contact our field man and get a video of the cattle and write a description for them.” He notes that if you are the seller, you must have proper facilities and the ability to load the truck.

Thogmartin has experienced several challenges while running Circle T Farms. “We’ve had a challenge buying good bulls the last couple years,” he says. “We’ve bought several, and maybe 20% haven’t had to be pulled for getting sore-footed or getting too poor. It’s been a real struggle.” He highlights that genetics are important and can quickly impact your herd and success.

Thogmartin says that because his farm is run by more than one generation, it can be both a challenge and benefit. He explains that it can be difficult to transition to new ways of doing things since systems have been in place for years.

“If you are a start-up farmer, you don’t have the multi-generation challenges,” Thogmartin says. “My dad and I get frustrated with each other, but when he’s not there, you sure realize what he does.” He notes that the benefit is having family to offer input and support with the workload.

“I think the biggest opportunity and challenge for farmers is always land,” Thogmartin explains. “Land is going to transition with the aging baby boomer generation.” He says that regarding the land he leases, he is noticing the new generation of land owners (ages 45 to 60) are now inheriting their family’s land but are less connected to the acreage and the different realities and challenges for farmers.

“Farming isn’t always pretty, and there are times of flood, drought, overgrazing, brush and weed issues that [the newer generation of land owners] don’t always understand,” Thogmartin says. “I think the hardest challenge looking forward is going to be the [unrealistic expectations] and perceptions that landowners have for tenants.”

He explains from his experience, land is also being bought for investment purposes, and

those owners might not share the priority or necessity with farmers to make a living off of the land. He says they might not understand the work and money that goes into maintaining the land and how farmers can help in that capacity.

Thogmartin has a few tips for young, beginning producers. “Try and start fairly small and don’t overextend yourself,” he says. “I know that for me, when I went from having 20 of my own cows to having 50, then 100, I didn’t think the workload would be that much more. But it required quite a bit more time.”

He explains that young producers will also have to understand that farming doesn’t always offer stability and that the ups and downs are part of the industry. “I think that most of the challenges that I face are the same challenges that the generations before me faced,” Thogmartin says. “Markets are going to go up and down, and there are things that you don’t see coming. You just have to know that that’s there.”

As a backgrounder, Thogmartin offers his advice for young producers. “Backgrounding raised calves is gravy, and backgrounding bought calves is something



Lucas Thogmartin, Bailey Moore and Skyler Moore

completely different,” he says. “If you are buying higher-stress calves, that is going to be completely different [than backgrounding your own].”

He says that backgrounding purchased calves requires a protocol and proper nutrition to ensure they stay full to help reduce stress. Thogmartin says

one thing that his operation does a little differently from others is that a few times before weaning, they set up bunks and feed the cows to feed train calves and make the transition easier.

Thogmartin chuckles when asked what his key to success is. “I usually just stay after it, just keep going,” he says.

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# Supplements Solve Forage Faults

## Feedstuffs pick up where forages lack

Story by Macey Hurst for Cattlemen's News

**S**ummer 2018 was marked by severe and devastating drought.

The following winter brought frigid temperatures and steady snowfall into early spring. Strong winds and dangerous storms then ensued, including 225 confirmed tornadoes sweeping across the Midwest in a period of just 13 days. Statewide flooding came next, immersing fields, highways, businesses and homes across Missouri.

Even with recent weather challenges, many farmers and ranchers would argue that they are blessed. However, residual effects of the growing conditions could still be apparent in forages harvested this season. Eric Bailey, University of Missouri Extension state beef specialist, offers his expertise in the area of filling the gaps poor-quality forage leaves behind.

"I suspect hay quality is going to be poor because most fields were too wet to enter during early May, which is the ideal time to harvest high-quality fescue hay," Bailey said. "In some respects, we have had nearly ideal forage growing conditions this spring—plenty of moisture and moderate temperatures. Our forage condition [quantities] are pretty good right now, unless the pasture was severely flooded or had been damaged by overgrazing during drought last year."

Although many producers are in prime growing conditions, as Bailey mentioned, many are still struggling with consequences of extraordinary weather. In particular, producers with stands of forage showing damage or destruction will be affected. Bailey said the long-term effects will likely cause yield loss in pasture and hay fields. However, there is still hope.

"Fescue is a resilient plant," Bailey said. "It takes extreme

events to harm it in the long run."

Another factor producers should consider is weeds. They should not be a detrimental one, though.

"I suspect that some will see excessive weeds in their pastures this year. That's not a reason to throw the baby out with the bathwater and renovate a stand, unless that had been in the works prior to the weather events," Bailey said. "I am not aware of any large-scale issues with toxic weeds/plants causing issues in beef cattle across the state at the moment."

Considering each of these obstacles, harvesting high-quality and high-quantity forage could be an issue. According to a recent Missouri Weekly Hay Summary, market supply and demand for hay are currently both low. Bailey suspects this is caused by producers trying to refill their barns. For those producers, he has some advice.

"I encourage producers short on forage to fertilize their fields with nitrogen after it has been grazed or hayed. By that, I mean fertilize now, if possible. Once the reproductive stem and seedheads are gone, fescue toxicosis will not be as big of a problem so long as you put out a conservative amount of nitrogen (40-60 lb N/acre)," Bailey said. "With the three-month precipitation forecast looking above average and fertilizer prices where they are, I encourage producers to grow their own forage instead of trying to go out and buy it."

Whether the hay is grown on-site or purchased from a fellow producer, its quality could still cause issues.

"The one thing I want to be crystal clear is that energy is our most limiting nutrient in most low-quality fescue hay," Bailey said. "I encourage the

use of commodity feedstuffs, like corn, soyhulls, wheat midds, gluten pellets, distillers' grains and, if energy is short, feed 0.5% of body weight each day. This is a super simple number that will provide a meaningful number of calories to meet energy requirements. I also encourage those feedstuffs from a cost standpoint. They're economical, especially if you have the means to store a large quantity of them."

With supplements at producers' disposal, decisions must be made about when to integrate them into cattle diets. Bailey says to have guiding measurements and a plan for action.

"Use body condition score of your cows to be the judge of when to start feeding. Try to go out and estimate the body condition score (BCS) now. If they're less than four (on a scale from one to nine) with a calf on the side, start feeding immediately! If they're body condition score five, wait 30 days and evaluate them and their pasture again. If they're town-dog fat (BCS six or above), leave them be," Bailey said. "From the forage side, if there is less than 4 inches of forage on average across the pasture, it is time to rotate them to another pasture or consider supplemental feed. I highly encourage that simple rule of thumb."

Finally, when supplements are needed, consider how much is being fed and in what patterns.

"In general, producers are too conservative feeding supplements, commodity feedstuffs and grain to cattle because of perception. If they feed even double my recommendation, there should be little to no issues," Bailey said. "Another question I commonly get asked is about stepping them up on these supplements (gradually increasing). I do not encourage a step-up period because we have capped the amount of dietary supplement at a very safe level. Just start feeding them if body condition is slipping!"

## Test Hay to Help Meet Cow Needs

**W**hen looking for or feeding forage, it can be difficult to determine its quality and content. Unlike mold and weed excess, many signs of poor forage are not visible. Species blend, weed presence, maturity stage, and insect and disease effects can all disturb forage value and animal health. This is particularly threatening after times of severe weather. Tim Schnakenberg, agronomy field specialist with University of Missouri Extension in Stone County, said all those factors can be identified by a quick hay test.

"A hay test in hand, whether at the point of a hay sale or when it is time to feed it to cattle, can provide a tremendous amount of information regarding whether the hay could be fed to cattle as is or if supplementation is needed," Schnakenberg said. "If the proper tools are available, the process is fairly simple."

**1** Secure a hay probe. These are available for loan at most extension offices. This is an essential part of the process.

**2** Collect the sample. Drive the probe into five to 10 bales from each harvest. This ensures each potential hay type gets tested.

**3** Prepare and submit material. Up to a pint of material can be mixed for analysis. Cost varies depending on the test ordered but could be as little as \$20. Local extension offices can help locate a testing lab.

**4** Read and apply results. Use the report to determine appropriate use of the forage. This may lead to feed decisions such as integrating a supplement or obtaining other hay.

"It can provide clues as to how much to supplement with other feed sources for a particular class of livestock," Schnakenberg said. "Some key numbers might include TDN (Total Digestible Nutrients), which give an indication of the energy value of the hay, and crude protein. All numbers should be interpreted from a per dry matter basis. —By Macey Hurst."



# Stepping Outside The Box

## Expanding leadership opportunities through Missouri Cattlemen's Leadership College

By Rebecca Mettler for Cattlemen's News

**M**issouri Cattlemen's Association (MCA) recently initiated its Missouri Cattlemen's Leadership College. This program is especially for younger association members to increase their beef industry knowledge and advance their involvement within MCA. During the yearlong course, participants become better equipped with the skills needed to be advocates and leaders of MCA at both the local and state level.

The intensive course is comprised of four sessions with beef industry topics spanning each sector of the industry. The sessions include leadership, legislative, beef production, and agribusiness programs. Of the nine MCA members selected for this year's college, Scynthia Schnake, Stotts City, Missouri, and Brooke Mareth, Mount Vernon, Missouri, represented the Southwest Missouri Cattlemen's Association.

Mareth partners with her dad, John, in their commercial cow-calf operation and 417 Produce, near Mt. Vernon, Missouri. Mareth and her father background their own calves, raise their own replacement females and perform their own AI work. She also has an off-the-farm job as a veterinary technician at Willard Veterinary Hospital, in Willard, Missouri.

"One goal my dad and I have is to obviously grow the numbers of our herd and to make sure that we are raising quality females and calves that do well in the feedyard," Brooke said.

Schnake owns and operates and a commercial cow-calf operation with her husband, Dustin. Scynthia is the vice president of the Southwest Missouri Cattlemen's Association. She applied for the opportunity so that she could be more prepared to run for association president once the current president's term is up.

"Our family has been involved

in the MCA for 10 years," Schnake said. "Dustin and I became more active at the state level to protect and advocate for the beef industry so our kids will be able to raise cattle if that's what they want to do."

Schnake has noticed that some people might not understand the need to volunteer so much time to an organization without compensation, but she says that's far for the case. Advocat-



Brooke Mareth and Scynthia Schnake

ing for the industry that provides a living for her family is very important. From congressional visits in Jefferson City on MCA's Cowboys at the Capitol days to beef promotion at local festivals, participation matters.

"It's compensation itself; we are making a difference in our industry," she said.

### Memorable Stops on Two Completed Tours

During the legislative session of the program the group of nine participants had the opportunity to travel to Washington to participate in the National Cattlemen's Beef Association Legislative Conference. The group met with legislators on Capitol

Hill and experienced one of the United States' most historic cities.

During the beef production session the group traveled throughout Kansas and Texas touring a wide range of businesses up and down the beef production supply chain. Tours included Five Rivers Feeders, Ulysses, Kansas; JBS Cactus Beef, Cactus, Texas; Caviness Beef Packing, Hereford, Texas; Cactus Grass Fed Unit, Stratford, Texas; and Gardiner Angus Ranch, Ashland, Kansas.

Both Mareth and Schnake agree that the experiences opened their eyes to the beef industry's bigger picture. They said it helped them realize that producers are just a drop in the bucket, albeit a very essen-

it's also very important to keep good records."

The group toured Cottonwood Feeders' dairy replacement heifer development center near Penalosa, Kansas, which was a unique tour stop that pushed them to look at the beef industry through another lens.

"I wonder if the production model would be suitable for beef replacements," Mareth said. "I don't think it's been explored much, and I wonder if it's a possibility."

### Key Points for Being Beef Industry Advocates

According to Mareth, for the beef community to be more relatable to the general public, we need to ask questions, show that we care and that we want to hear their side of the story. Being open and transparent is important.

"It's important as a beef producer to see the business from point A until the end," Schnake explained. "It shows us that everything is utilized and not wasted. Farmers and ranchers are doing a good job with sustainability, and we need to recognize that."

Mareth believes that the future is bright for the beef industry. She's hopeful that young producers like her will bring new energy, passion and knowledge to agriculture.

"What I'm seeing is that people my age are going to college and coming back to the family farm versus solely getting a job off the farm in the ag industry," Mareth said. "I guess we are getting sentimental."

### Looking Ahead: Final Session

In September, the Missouri Cattlemen's Leadership College group will wrap up its year of beef industry experiences with a Missouri-wide agribusiness tour, which includes stops of Valley Oaks Steak Company, Merck Animal Health headquarters and Joplin Regional Stockyards.

Both Schnake and Mareth appreciate the support from the exclusive program sponsor, Merck Animal Health, and their student tuition sponsor, Southwest Missouri Cattlemen's Association.

### Industry Tours Impact Future Management Decisions

One of the biggest takeaways for Schnake was the importance of Beef Quality Assurance (BQA) practices. While her family has always followed BQA in their operation and is BQA-certified, she now understands the impact the BQA has on the industry after touring multiple feedyards and two beef packing plants.

"Follow BQA, do your part," Schnake said. "Withdrawal periods are very important, and



## MANAGEMENT MATTERS

# Anaplasmosis Awareness

## Disease is more prevalent than thought

By Lisa Henderson for Cattlemen's News

**P**reparation now is critical to thwart the economic disaster that is anaplasmosis. That's the key message from veterinarians who warn that anaplasmosis infections are creeping into herds in areas previously thought only marginally susceptible to the disease.

Gregg Hanzlicek, veterinarian and director of production animal field investigations

for the Kansas State Veterinary Diagnostic Laboratory, has been warning cattle producers about anaplasmosis in recent years. In a 2017 study conducted by Kansas State, 164 veterinarians sampled cattle from 925 herds across the state.

Results found anaplasmosis-positive animals in 75% to 90% of the herds in eastern Kansas where the disease is

considered an endemic. What surprised veterinarians is that anaplasmosis-positive animals in western Kansas ranged from 18% in NW Kansas to 34% in SW Kansas. While the study did not determine the percentage of animals in each herd that were positive for anaplasmosis, the message was clear – the disease is more prevalent than previously thought.

Anaplasmosis is a disease caused by the blood parasite *Anaplasma marginale*. Hanzlicek says it is transmitted from animal to animal by biting flies, ticks and contaminated needles or surgical instruments. Once infected, an animal's immune system at-

tacks the invader, but also destroys infected red blood cells. In an acute infection, the loss of red blood cells inhibits the animal's ability to provide adequate oxygen to tissues, and death occurs due to suffocation at the cellular level.

The major economic losses due to anaplasmosis are abortions and cattle deaths. Late summer and fall usually is the peak time when anaplasmosis signs are prevalent in infected cattle, and Hanzlicek says producers should look for several signs. Many of the signs are associated with anemia.

"They can be open-mouth breathing and staggering," he said. "Sometimes they will get a yellow tinge to the whites of their eyes or the vulva."

Common signs of anaplasmosis is extreme aggressive behavior of cattle.

"This is because the brain is starved for oxygen due to the anemia, and therefore, not enough oxygen is reaching the brain," he says. While animals of all ages can become infected, the clinical signs are most likely exhibited by animals over the age of three years, with calves rarely showing clinical signs.

"Late summer and early fall are typically the peak time of year for observing the clinical signs," Hanzlicek said. "It is important to remember there are other things that may kill adult animals or cause these clinical signs. If a producer sees any of the signs mentioned, contact a local veterinarian to assist with the diagnosis."

Ticks are considered the primary transmitter of the disease. A Kansas Veterinary Diagnostic Lab study collected hundreds of ticks from around Kansas. More than 33 percent of all of the ticks collected tested positive for *Anaplasma marginale*.

But ticks are not the only transmitter of the disease. Anything that transfers blood between animals can be a source of infection including stable flies, horse flies, deer flies and mosquitoes, and even

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## ANAPLASMOSIS AWARENESS FROM PREVIOUS PAGE

the needles you use to vaccinate animals. In one extreme case, veterinarians reported an 800-cow dairy experienced a 38% infection rate and 25% death loss due to anaplasmosis after crews neglected to change needles while vaccinating cattle.

### Treatment and prevention

Antibiotics are both the prevention and treatment for anaplasmosis in cattle.

"There are several good injectable oxytetracycline products available for treatment to reduce the clinical signs," Hanzlicek says. "I recommend producers call their veterinarians to diagnose the disease and utilize their advice on what products work best to reduce the clinical signs."

Handling of infected animals should be done with care and caution. Due to their anemic state, any added stress will sometimes cause older cattle to die from the stress of handling or going through a cattle chute. Hanzlicek says several chlortetracycline products are available that treat anaplasmosis infections.

Prevention of the disease is often successful by feeding an antibiotic during the grazing

season. That is usually delivered in a mineral mix, but requires a veterinary feed directive (VFD).

Since Jan. 1, 2017, a VFD is required when medically important antibiotics—medications that are important for treating human disease—are to be administered to animals in feed and drinking water. Among the provisions, the U.S. Food and Drug Administration requires veterinary oversight whenever such antibiotics are administered to any food animal species via feed or water. Consult your veterinarian for details.

"Regardless if an animal is treated, if an infected animal survives, it will be a carrier for the rest of its life," Hanzlicek said. "Therefore, it is going to be a source of infection for the rest of the herd."

If an animal is a carrier and is re-infected, it will not show the clinical signs the second time, he said.

"That is really the only good thing about the disease is a lifelong immunity to showing clinical signs," Hanzlicek said. Some research suggests that up to 16% of the calves born to positive anaplasmosis cows will also be positive anaplasmosis carriers at birth.

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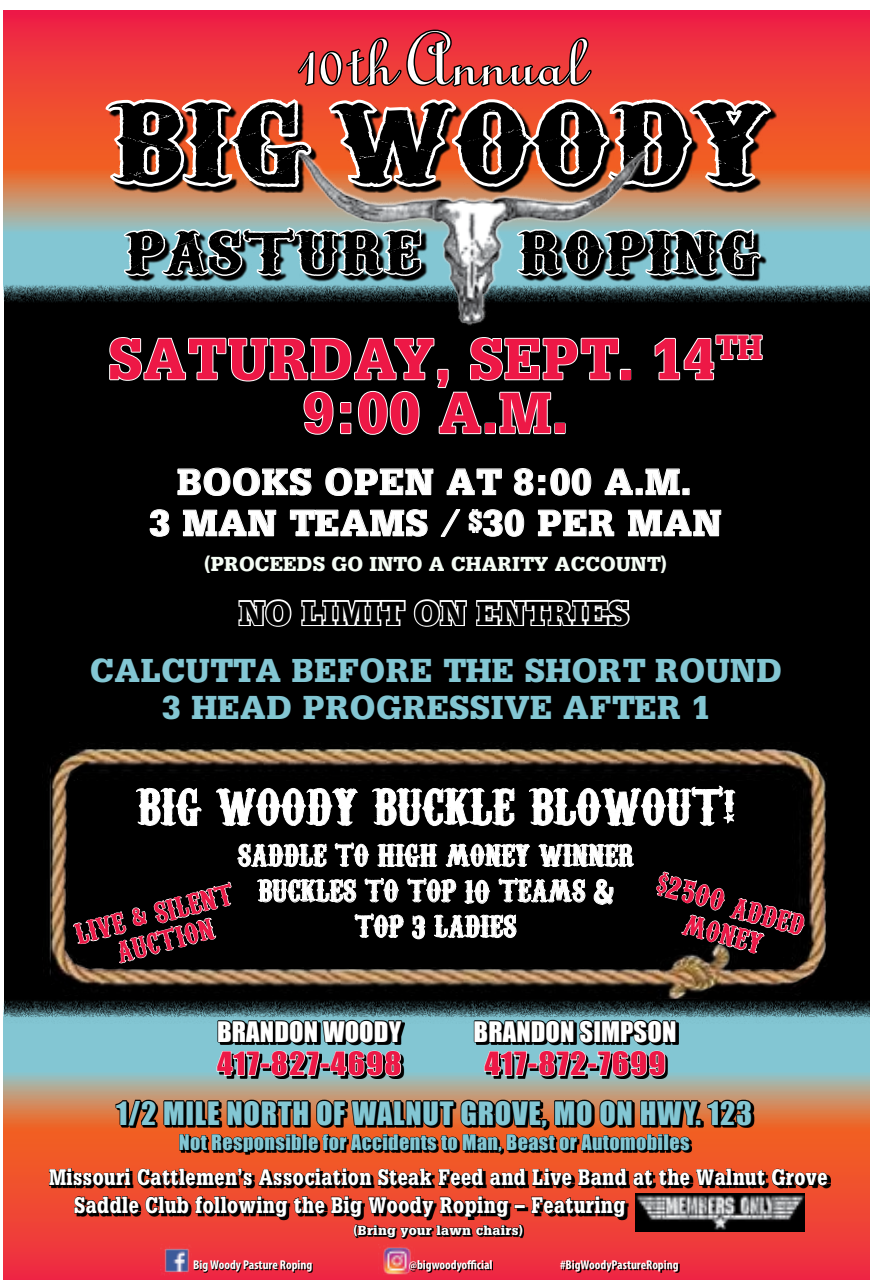
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## TRENDING NOW

# Agribusiness Academy Tours Joplin Regional Stockyards

## High-achieving students encouraged to take advantage of opportunities

By Kelsey Harmon for Cattlemen's News

**T**he 2019 Missouri Agribusiness Academy (MAbA) class toured Joplin Regional Stockyards on Wednesday, June 5, as part of the program, which explores educational opportunities and meets with agricultural leaders in the Springfield area. This year the tour included four to six tour stops per day for five days.

According to the Missouri Department of Agriculture website, since 1988, MAbA has awarded 930 academy memberships through a competitive application and interview process. To be eligible for MAbA, students must come from a farming family or be an active member of the National FFA Organization or 4-H.

"The most valuable thing we can do to develop the next generation of agriculture's workforce is to share with them the wide variety of careers that may interest them," said Director of Agriculture Chris Chinn. "These young men and women have proven themselves to be some of the highest-achieving students in agriculture. It is our hope that MAbA will further develop their leadership skills and introduce them to their future in agriculture."

Written applications are scored by a panel of independent judges. The top 10 applicants per region move into the semi-finals and are invited to an interview. Semi-finalists must attend an in-person in-

terview. The five applicants with the highest combined written and interview scores from each region are selected to participate in the Missouri Agribusiness Academy. Out of 200 applicants, 30 Missouri students were accepted into the MAbA class of 2019.

The tour of Joplin Regional Stockyards consisted of three speakers. The first speaker, Don Kleiboeker, market reporter for the stockyards, spoke about his position and his main task of reporting slaughter cattle and replacement cattle. He said for slaughter cattle, grading is mostly based on fat deposition. Kleiboeker also explained the new Market Analysis Reporting System (MARS) that he uses to enter information for reports following a sale. This tool helps the Missouri Department of Agriculture's Ag Market News team disseminate information to the public, which helps farmers and ranchers market their cattle. He says that he gets many calls about how the markets are performing because they are a good indication of how

the rest of the country's markets are doing.

The second speaker, Sarah Cook, veterinarian at Animal Clinic of Monett in Missouri, spoke to the students about her background in agriculture, her path to becoming a veterinarian and some of her daily duties. Cook comes from a cattle family. They have a registered Brahman cow-calf operation in Alexandria, Louisiana. Cook is a recent graduate of Louisiana State University School of Veterinary Medicine and is 25 years old. Prior to being accepted to vet school, she went to a smaller school in north Louisiana for her pre-veterinary courses. She decided to take a job in southwest Missouri following an externship during her clinical rotations.

She said she rotates working sales with the other vets. Her main tasks when working the sale include processing the cows by giving them a metal ear tag and an individual identification, pregnancy checking heifers and processing calves which can include vaccinations, castrations and PI tests. At the Animal Clinic of Monett, Cook performs small animal medicine as well. She explains that some of her tasks are performing orthopedic plating, ACL repairs, bone surgeries, and working emergency calls.

Cook suggests that students interested in veterinary school focus on a few things: getting good grades, being involved in extracurricular activities that pertain to their interests, job shadowing and seeking out unique industry-related experiences and summer jobs to help them stand out. She says that maintaining a balance of these areas is important. "Making connections is the biggest thing, but balance is the hardest," says Cook. "I took time out of school to go to conferences and maybe didn't perform as well on an exam, but I did make connections, including finding a job."

The final speaker, Jackie Moore, founder and owner of Joplin Regional Stockyards, provided the students with insight on how and why he started the stockyards. He at-

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## AGRIBUSINESS ACADEMY FROM PREVIOUS PAGE

tended auctioneer school at 13 years old. He said that he had a four-year, full-ride offer to play football, but he wanted to pursue his passion for auctioneering and holding auctions. "I've been pretty blessed in my life because my entire life I've done exactly what I've wanted to do."

In 1977 Moore graduated from Mount Vernon High School and went to work for a commission company in Joplin. By 1986, he owned all four of the local commission companies and then purchased the Joplin stockyards located downtown before building the modern-day facility in 1995. He later expanded and purchased several other stockyards and sold them throughout the years. Moore's three children, nine grandchildren and many of his employees who have worked at the stockyards for 20 to 40 years make the stockyards seem like a big family.

Moore ended on a word of advice to the students. "The biggest deal about business is to take advantage of opportunities," says Moore. "You always have to be watching for what's going on and the opportunities that lay ahead of you. Every day we're all offered an opportunity somewhere in life that we can make a success out of if we use our head and manage it right."

Sydney Studenbeck, selected for the MAbA Northeast District is from Salisbury, Missouri. She says she learned about the MAbA program from an agriculture teacher that encouraged her to apply and stressed the opportunities that the tour offered. Studenbeck is interested in pursuing an agribusiness degree in college.

"Agriculture is the backbone of our country," says Studenbeck. "We need every aspect of it whether it be cattle or row crops." She says on the tour, she has learned that agriculture is a broad industry and takes a strong work ethic to be successful. Studenbeck ends on this note.

"I love agriculture, and I really hope that all of these opportunities can help me to make my mark on agriculture," she said.

Joplin Regional Stockyards was a featured stop on this year's Missouri Agribusiness Academy, a leadership program for high school sophomores in Missouri. JRS owner Jackie Moore, right, gave students insight on the business of livestock marketing. Moore's niece, Sydney Studenbeck, is a member of this year's academy.—Photos by Kelsey Harmon for Cattleman's News.



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## Managing the Buzz

### Fly control strategies for optimal cattle performance

By Lisa Henderson for Cattlemen's News

**T**hink the harsh winter weather of 2019 will help reduce nuisance flies for your cattle this summer? Think again, say livestock entomologists.

“The wet spring certainly provided favorable breeding conditions for flies,” says University of Illinois Extension Beef Cattle Educator Travis Meteer. “As we progress into the

summer, it is evident that fly pressure is and will be heavy.”

Research has shown that the economic threshold for treatment of horn flies is 100 flies per side (200 total) for a cow, and 50 flies per side for a calf. Once this threshold is reached, biting flies will have negative impacts on cattle performance, so some sort of fly control program is important.

#### Horn Flies

Livestock entomologists identify horn flies as the most economically significant pest for pastured cattle. They estimate American cattlemen lose more than \$1 billion annually to horn flies, with their impact causing decreased feed intake leading to reduced weight gains and diminished milk production.

Horn flies will be found on the shoulders, back and belly of the animal, and they use host cattle for 20 to 30 blood meals per day. These flies lay eggs in the manure, thus feed-thru fly control is an effective prevention method.

Meteer and other state extension beef specialists encourage you to help your cattle through horn fly season because it's the most damaging ectoparasites of pastured cattle. Horn flies can cause dermal irritation and anemia, in addition to their effect on weight gain.

Many products are available for horn fly control, and extension specialists believe roughly \$60 million is spent each year on insecticidal control methods. But those costs appear justified. A recent University of Nebraska study found calf weaning weights were 10 to 20 pounds higher when horn flies were controlled on mother cows.

For yearling cattle on grass, the Nebraska study found horn flies can reduce weight gains by 18 percent.

“The economic injury level (EIL) for horn flies is 200 flies per animal,” Meteer says. “An economic injury level is when the economic impact of the pest equals treatment costs. During the summer, horn fly numbers on untreated cattle can exceed several thousand.”

#### Stable flies

Stable flies are found on the feet and legs of cattle. Naturally, irritation in this area causes cattle to stomp their feet and switch their tails. Stomping feet and switching the tail are actions that require energy and thus increase the maintenance requirement of the animal. Thus, an economic threshold has been studied and concluded that more than five stable flies per leg would be a drain

on performance and potential profit.

#### Face flies

Face flies resemble the common house fly and are found on the face around the eyes, mouth, and muzzle of cattle. They are nonbiting flies and smaller in size than the stable or horn fly. These flies mostly feed on secretions from the eye. The main concern with face flies is that they are the main vector for the bacterium *Moraxella bovis* that causes pinkeye in cattle. These flies also reproduce in the manure.

#### Horse flies

Horse flies are a notorious bloodsucking pest that are an extreme irritation to cattle. However, only the adult female bites. They are generally daytime feeders that use piercing/chewing mouth parts to feed on the blood of the animal. Horse flies will sometimes move from animal to animal until they can locate an area where they will be least disturbed. This makes horse flies the most difficult to control of the three flies. Due to their intermittent feeding activity, they are prone to spread disease, most notably anaplasmosis, a blood disease that can cause abortions and death in cattle.

Several control methods exist: fly tags, pour-ons, dust bags, oilers, knockdown sprays, feed additives, baits, and more.

Meteer says fly tags are a “popular choice, however it is important that you diligently rotate active ingredients or types of insecticide to ensure resistance is not easily built up to a certain fly tag. It is also important to remove all old tags immediately after the season. Most fly tags provide good coverage for only 30-60 days.” Thus, fly tags should be one part of your fly control plan, but not the entire plan.

Oilers and dust bags are best in forced-use scenarios. “This means the cattle are required to go under them in a gateway, around a mineral feeder, or any high-use area. Success is dependent on keeping these charged or containing the insecticide,” Meteer says.

CONTINUED ON NEXT PAGE

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## TRENDING NOW

# Summer School

**Agriculture: part of the curriculum thanks to the Southwest Center**

By Jendel Wolf

**S**ummer school sure isn't what it used to be! When I attended school, summer school was for students who needed to complete classes to help them graduate. Today's summer school is an interactive cornucopia of learning. Many schools take several field trips for learning experiences beyond the classroom. The University of Missouri Southwest Research Center offers such an opportunity for surrounding schools for a hands-on learning experience about agriculture.

Agriculture is a broad term and encompasses many diverse areas. Yet, many youth in today's society do not realize they come into contact with agriculture in their everyday lives. This is the reason Ag Fun Day was created. We wanted to expose more youth to what agriculture is and why it is important to everyone.

June 5 was a bright, warm day for three area schools to bus 90 students to experience Ag Fun Day. As the students prepared to unload, they each received a passport. The passports are a fun way to keep the kids engaged with each station, give them a map of the stations and a great keepsake to take home. The passports are also a way for the students to talk with their families about what they learned.

The focus of the day is to teach students about how agriculture influences their lives. One of the more unique stations is the prairie. The Southwest Research Center has approximately two acres of native prairie. Andy Thomas, assistant research professor, leads the students in using all their senses to learn about what a native prairie is. The immersive environment allows the students to engage with sights, sounds and smells of agriculture.

After a brief introduction, the students are encouraged to use the mowed path to walk

through the prairie. They see flowers, birds, butterflies and bees. They absolutely love to touch the flowers and other plant life. Andy allows them to pick the flowers and smell them. It is fun to see several children roaming through the prairie with fists full of flowers, and smiling from ear to ear.

Reagan Bluel, MU Extension dairy specialist, helps students connect the dots through a hay production demonstration. They see a round bale of hay in the fields, but they don't know how it got there. She starts with having them touch different grasses and forages, then walks them over to two round bales. In the background is a tractor and a baler. She has them smell the hay, touch the bales, and has them guess how much the bales weigh. She shows them the equipment that is used to produce

CONTINUED ON NEXT PAGE

## MANAGING THE BUZZ FROM PREVIOUS PAGE

He suggests sprays be used to effectively decrease fly loads on animals. They however do not provide much residual control and thus must be re-applied frequently.

"This adds labor and sometimes stress to the animal. Some sprays do have residual, but only for 1 to 2 weeks. Remember to wear protective clothing, eye protection, and do not spray near feed and water.

Feed additives (such as and insect growth regulator) can be fed through mineral or tubs. "This prevention method is great at breaking the life cycle of the fly," Meteer says. The IGR method is perceived as a more costly method of fly control. It cannot kill your neighbor's flies. You need to start feeding IGR at least two weeks prior to fly season. This method is very low-labor and very low-stress on the animals.

MU Extension Dairy Specialist Reagan Bluel helps educate students on hay production during the MU Southwest Center's Ag Fun Day. The experience helps students learn about agriculture. —Photo from University of Missouri Southwest Research Center.



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## Lazy Kids Today

Excited about agriculture tomorrow

By Erin Hull

When people learn that I own a farm and have children, the first thing they say is “How nice. I bet your kids love it.” To which, I laugh. My kids do not love the farm. In fact, my son doesn’t even mildly like it. And my daughter likes it just enough to work with a 4-H calf every year. Deep down, I know it’s not because she loves the calf and showing, it’s because she loves 4-H and the fair and all the good times.

I grew up with three brothers. Two are older than me, and one is much younger than me. My father is a tractor and crop guy and owns an excavation business to fill in his time when he’s not “making hay when the sun shines.”

He loves machinery and is by far the best mechanic I know. His brain works much like mine. This moves this, which moves this, so bam — there’s the problem. Yet, I am not a great mechanic. I can fix things. I hate fixing things. I fix things so people don’t know that I’ve broken things. But we’re just wired to make sense of things.

As a young girl, if Mom couldn’t find me, she knew I was in the shop wrenching on something with my father. I enjoyed it. It made sense to me, and Dad always needed someone to hold the flashlight. If you’ve ever held a flashlight for someone wrenching on a piece of machinery, you understand how stressful and important your job is. As a young girl, I was more than happy to help my father in the shop. I enjoyed the work. I wasn’t forced to help him. I enjoyed helping him.

My mother on the other hand is not mechanically inclined at all. (Sorry, Mom, but I’m pretty sure you know this.) My mother’s passion is horses. If the sun is shining, she’s on a horse. We always joke in our family that her priorities were



and will always be 1. Horses 2. Kids/Grandkids 3. Everything else.

She loves horses and owns many. We all fear the day she’s too old and broken down to ride because we will all suffer. The funny thing is, she never forced horses onto any of her four children. In my pre-teen years, I showed an interest in riding. Being the horsewoman that she is and always having room for one more, she bought me my own mare, Duchess. I loved Duchess. But I hated mucking stalls, so Mom never made me do it.

She got me Duchess because she loved horses and because she hoped I would. As it turns out, horses weren’t my thing (cows clearly are). I do have an appreciation for horses today. Rarely do I have free time, but from time to time, I do call my mother and tell her I’m up for a ride. She’ll tell you this doesn’t happen often enough, but it does happen. Had I been forced to ride and muck stalls when I was younger, this would never happen.

My husband was raised much the same way. His family owned a very large construction company. I would venture to guess that most of their family’s friends assumed he would become a large equipment operator or an engineer. His father was an engineer and a crane operator and loved heavy equipment. Today, my husband is neither of those things and

### SUMMER SCHOOL FROM PREVIOUS PAGE

the round bales. For many students this is the first time they have been up close to a tractor or any piece of equipment.

Cherri Middleton presented BEEFO Bingo. Middleton represented Agriculture Education on the Move, which is the education division of the Missouri Farmers Care organization. It is an interactive way to show all the different products we use from beef cattle besides meat. They used marshmallows to use as place markers for their bingo cards. Cherri explained even the marshmallows are a product from beef cattle.

Many more stations engaged young minds and helped them become more aware of what agriculture is and how it affects their lives. The teachers give us positive feedback, and

they are excited to learn as much as their students.

One teacher’s comment, “Students learned that most things they buy are either produced on a farm or a product of materials produced on a farm.”

This is the third year for this event. We have taken it slowly and invited a smaller number of students so we can get this event right. When you start something new, it is important to make sure the environment is engaging and caters to the learners. It is part of our duty as the University of Missouri College of Agriculture, Food, and Natural Resources to educate the public about agriculture. We are fulfilling that responsibility by educating the future generations of consumers and farmers.

—Source: University of Missouri Southwest Research Center.

doesn’t even enjoy any large equipment work. As a couple we’re okay with that because, much like my mother, he’s not very mechanically inclined. (Don’t be offended, honey. I’m quite certain you know this.)

This taught us both a great life lesson. Your passions are not necessarily everyone else’s, even if they share your DNA. So, when it came to our own children, we had a big decision to make. Do we force them to come to the farm with me and help me, or do we just go do what needs to be done without dragging them along? We chose the latter.

Do I dream of having my children work beside me? Of course, I do. But I know forcing it upon them will not give me that result. Quite possibly, doing that will make them never appreciate the farm or agriculture as a whole, and they certainly won’t look back on their childhood with stars in their eyes and tell people they loved living in the country. Today, I always ask them, “Anyone want to go to the Hollow and help me with x, y and z?” Nine times out of 10, the answer is no. But that one time that the answer is yes makes up for all those no’s.

Is this easy? Of course not. My husband and I can always

use the extra help around the farm. Yet, we both agree that forcing them to work will only backfire. We are at a crossroads this summer. Our oldest is old enough to be working. My husband and I both have a very good work ethic, and we will not be allowing said child to sit home and waste away his summer. To us, work when you become a certain age is different than forcing a passion onto them. Our farm is our passion, not theirs. Often, I look at pictures and see children working alongside their parents, and my heart breaks a little. I so want what those pictures hold. But for us, it’s just not in the cards — yet. I hope and pray that someday it will be.

I hope that I am showing my children what passion is. Passion is doing something and not viewing it as work. Passion is something that is deep within you and drives you to do better day in and day out. I know we are judged as a family because our kids don’t help much at the farm. But again, I hope and pray that our decision to not force the farm onto them will bring them back to it for the next generation to enjoy.

—Source: Erin Hull raises Red Angus cattle on her Lucky 13 farm in Tully, New York.





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Scynthia Schnake  
Stotts City, Missouri

## TRENDING NOW

### Schnake Seeks MBIC Position

Register to vote in up-coming election by July 19

**T**he Missouri Cattlemen's Association nominates Scynthia Schnake in the upcoming Missouri Beef Industry Council election for Region 4.

Missouri cattle owners can vote in the MBIC election. They can register to vote online at [agriculture.mo.gov](http://agriculture.mo.gov) if they have not previously done so. The deadline to register is July 19. Ballots will be mailed Aug. 16.

MBIC board members are charged by statute with dis-

persing check-off funds in an appropriate manner for the benefit of Missouri beef producers.

A Stotts City, Missouri, cow/calf producer, Schnake says she knows the importance of the check-off dollar and the value it has in promoting and educating consumers about the taste and nutrition of beef.

Joplin Regional Stockyards is proud to support Schnake in the MBIC election.

## TRENDING NOW

### Low-Interest Loans: Help from Natural Disasters

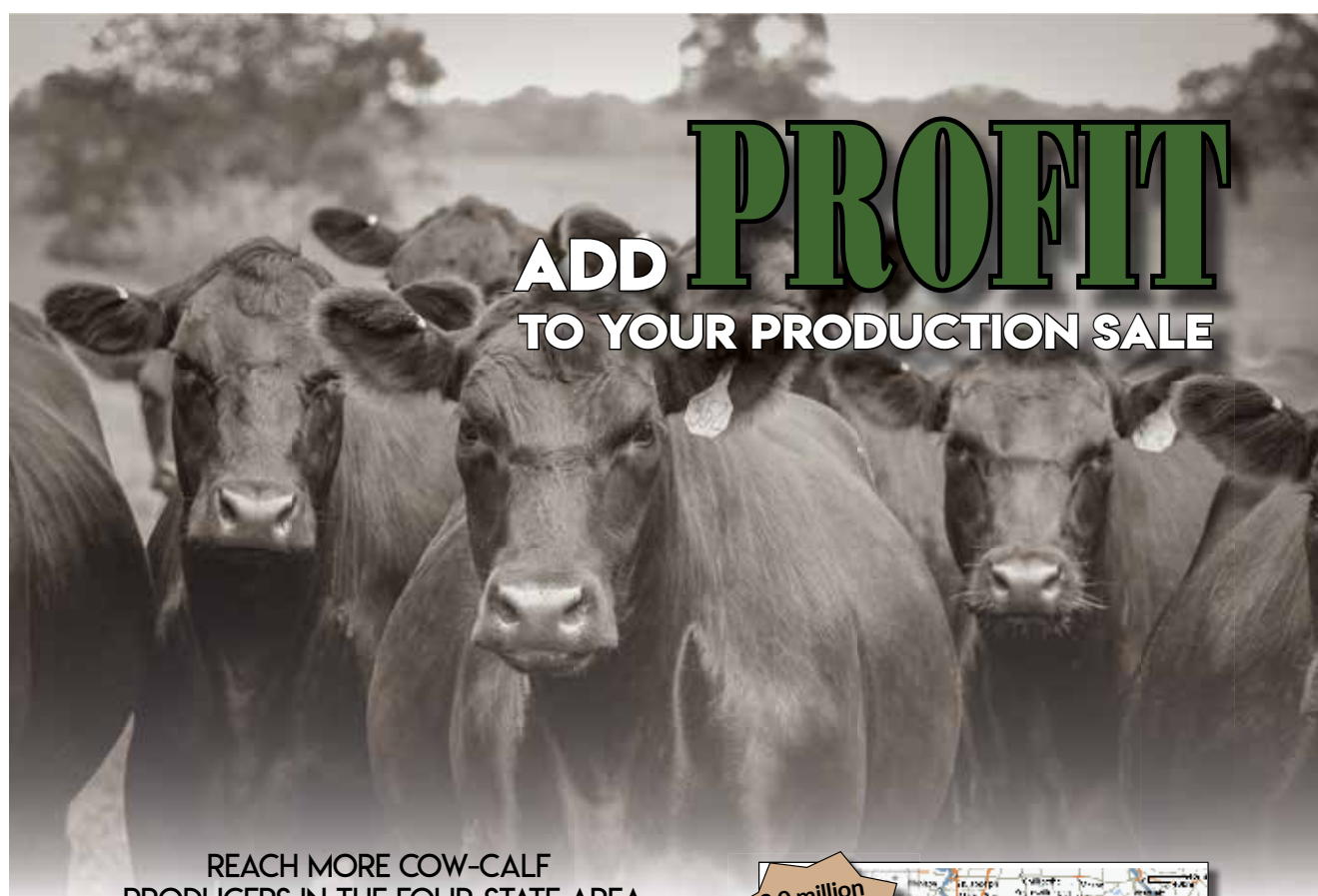
Emergency support to producers in surrounding counties/border states also available

**M**issouri agricultural producers who lost property due to recent natural disasters may be eligible for U.S. Department of Agriculture (USDA) physical loss loans. The Farm Service Agency (FSA) offers these low-interest loans to agricultural producers in Barry, Barton, Cole, Dallas, Greene, Jasper, Laclede, Lawrence, Miller, Phelps, Polk, Pulaski and Wright counties, the primary damaged area, who incurred losses due to tornadoes and high winds that occurred between April 30 and May 23, 2019. Approval is limited to applicants who suffered severe physical losses only, including the loss of buildings and livestock. Applications are due Feb. 11, 2020.

Producers in the contiguous Missouri counties of Boone, Callaway, Camden, Cedar, Christian, Crawford, Dade, Dent, Douglas, Gasconade, Hickory, McDonald, Maries, Moniteau, Morgan, Newton, Osage, St. Clair, Stone, Texas, Vernon and Webster, along with Benton and Carroll counties in Arkansas, and Cherokee and Crawford counties in Kansas, are also eligible to apply for emergency loans.

Physical loss loans can help producers repair or replace damaged or destroyed physical property essential to the success of the agricultural operation, including livestock losses. Examples of property commonly affected include essential farm buildings, fixtures to real estate, equipment, livestock, perennial crops, fruit and nut bearing trees, and harvested or stored crops and hay.

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## MARKET WATCH

# Kids Feeding Kids

## Pledging to Serve at Missouri's State FFA Camp

**T**his summer, Missouri Farmers Care interacts with Missouri's youth at a place where the sun shines brightly, and cell-phone service is limited: Camp Rising Sun. Since 1945, hundreds of FFA members from across the state annually gather at camp on the Lake of the Ozarks for a week full of leadership programs, waterfront activities and relationship building.

Each Tuesday morning, more than 200 students engage with Missouri Farmers Care staff in a leadership development workshop focused on service and highlighting the 2019 Drive to Feed Kids. The workshop allows FFA members to spend time reflecting on the purpose and motivation behind the drive. Students are encouraged to create their own pledges to serve their

communities and beyond. At the end of the workshop, members are challenged to record their pledges on posters to be displayed at this summer's Missouri State Fair.

With a vision of expanding the Drive to Feed Kids, Missouri Farmers Care encourages FFA members to brainstorm ways to serve their local communities through the Drive to Feed Kids. Students who get involved early in the summer through State FFA Camp workshops are encouraged to amplify Drive to Feed Kids efforts locally by facilitating events and engaging neighbors in their communities.

The Drive to Feed Kids culminates at the third annual FFA Food Insecurity Service Day, hosted in partnership with Missouri FFA and Missouri



Sydnee Mason with Missouri Farmers Care leads a weekly workshop at Missouri's FFA camp, encouraging student leaders to invest in their communities and serve food-insecure children through the Drive to Feed Kids. —Photo from Missouri Farmers Care.

Farmers Care, on Tuesday, Aug. 13. This year's goals include packing over 100,000 meals in addition to raising funds to equip food banks to meet the needs of food-insecure children in their communities.

Missouri Farmers Care is a joint effort by Missouri's farm-

ing and agriculture community to stand together for the men and women who provide the food and jobs on which our communities depend. To join the 2019 Drive to Feed Kids, visit [mofarmerscare.com/drive](http://mofarmerscare.com/drive). 🇺🇸

## TRENDING NOW

# Women to Women

## Agribusiness group visits Joplin Regional Stockyards

*From Our Staff*

**O**n Friday, June 7, 2019, a special group of ladies visited the Joplin Stockyards. These eight women are from Arkansas, Ohio, Indiana, Kentucky, Mississippi and right here in Missouri. They are neighbors actually! Julie Block and Sara Rabel from Top Notch Farms in Carthage are a part of this Women-To-Women group that meets two times per year but also has conversations about all things agribusiness all of the time.

The Women-to-Women group is unique to the agriculture world. It is made up of all woman who are farmers covering nearly 70,000 acres across the states they call home. While they all grow different crops such as corn, soybeans, seed

corn, peanuts, cotton, alfalfa, barley and rice, they are also growing their family businesses and families. The time they spend together is very valuable, talking all things business and helping each other with whatever challenges or opportunities that come their way.

Each year during the summer meeting, they travel to one of the farms in their respective group. This summer was Top Notch Farms in Carthage, Missouri. During their meeting, Joplin Stockyards was toured by the group to learn more about how stockyards operate. It was a great opportunity to learn more about something that is pretty foreign to row crop farmers. 🇺🇸

Pictured left to right: Stephanie Holcomb, Kentucky; Elizabeth Jack, Mississippi; Kassi Tom-Rowland, Indiana; Julie Block, Missouri; Kasey Bamberger, Ohio; Sara Rabel, Missouri; Stacie Koger, Mississippi; Jennifer James, Arkansas. —Photo from our staff.





## ON THE CALENDAR

# Native Pasture Management Tour Scheduled

### Discuss the benefits of grazing native grasses on July 24

“Native grasses can be useful when grazing your cattle through the summer months,” says Patrick Davis, MU Extension livestock field specialist.

Native grasses provide adequate forage quality and quantity for stocker cattle to gain approximately two pounds daily. In addition, these grasses grow more efficiently during the summer

months on less water and fertility, resulting in higher stocking rates and better performance than typically grazed cool season grasses.

Plus, moving cattle to native grass pastures during the summer reduces the consumption of ergovaline, which is associated with fescue toxicosis symptoms, resulting in healthier, better-performing cattle.

Since native grasses are beneficial to cattle grazing during the summer, MU Extension is cooperating with the Natural Resource Conservation Service (NRCS), Missouri Department of Conservation and Quails Forever to provide a pasture tour to learn more about cattle grazing native grasses. This Partners in Pasture tour will be held on July 24 at the Wah’Kon-Tah Prairie near El Dorado Springs, Missouri, beginning at 5:30 p.m.

Representatives from each of the partnering organizations will be available to discuss and answer questions about grazing native grasses. Topics of discussion will include:

- Patch burn grazing as a forage management tool for cattle and wildlife on Wah’Kon-Tah Prairie.
- Practical cattle grazing management and performance on native pastures.
- A potluck meal will be part of the tour, so bring your favorite dish. The Missouri Department of Conservation will provide hamburgers.

The tour is free to the public, but please register by July 18 by contacting the Cedar County MU Extension Center at 417-276-3313 or Patrick Davis at [davismp@missouri.edu](mailto:davismp@missouri.edu).

For more information or if you need accommodations because of a disability, need to relay emergency medical information or need special arrangements if the building is evacuated, contact the Cedar County MU Extension Center.

You may also find more information on how to improve your grasslands at <https://extension2.missouri.edu/programs/nrcs-mu-grasslands-project>.

—Source: University of Missouri Extension release. 🐮

## Alfalfa Workshop Set for Aug. 1

**WHAT:** Alfalfa 101 Workshop

**WHERE:** Dadeville High School Ag Classroom, Dadeville, Missouri

**WHY:** Learn about alfalfa stand establishment, starting production and harvesting as well as feeding alfalfa to cattle and the economics of growing alfalfa.

**HOW:** Cost is \$35 per person, which covers the evening meal and workshop expenses. Registration fee is due July 31 to: Dade County MU Extension Center, 2 N. Main St., Dadeville, MO 65661.

### FOR MORE INFORMATION:

Call 417-276-3313 or email Patrick Davis at [davismp@missouri.edu](mailto:davismp@missouri.edu). 🐮



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## EVENT ROUNDUP

### July

- 18 Prime Time Livestock Video Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: JRS office 417-548-2333 or  
Colby Flatt, video manager, 620-870-9100
- 24 Native Pasture Management Tour  
Wah 'Kon-Tah Prairie near El Dorado Springs, Missouri  
FMI: 417-276-3313
- 25-8/3 Ozark Empire Fair  
Springfield, Missouri  
FMI: 417-833-2660

### August

- 1 Alfalfa 101 Workshop  
Dadeville High School Ag Classroom, Dadeville, Missouri  
FMI: 417-276-3313
- 1 Prime Time Livestock Video Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: JRS office 417-548-2333 or  
Colby Flatt, video manager, 620-870-9100
- 7 Replacement Cow and Bull Highlight Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: 417-548-2333
- 8-18 Missouri State Fair  
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FMI: 800-422-3247
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## MISSOURI BEEF INDUSTRY COUNCIL

# DIRECTOR ELECTION LEGAL NOTICE

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

Any cattle producer within the specified regions of the State of Missouri who is producing cattle for market and the legal owner of one or more head of cattle becomes eligible to vote in the election by registering at his/her respective Farm Service Agency (FSA), or electronically at <http://mda.mo.gov/councils/> prior to July 19, 2019. Cattle producers who have voted in any of the previous three (3) elections are not required to register unless their address has changed.

The Missouri Department of Agriculture will mail ballots to registered producers Aug. 16, 2019. Ballots must be postmarked no later than Aug. 31, 2019, to be valid.

Any qualified producer may be nominated and have his/her name placed on the ballot provided the independent nomination is accompanied by petition of not fewer than 100 producers in the nominee's region and written permission of the candidate. Petitions must be delivered to the Director of Agriculture on or before July 19, 2019. Petition forms are available from the Missouri Department of Agriculture by calling 573-526-4620.

## Tune in to the JRS Market Report

Station	Frequency	Day	Time
KKOW	860 AM	M/W	12:50 p.m. & 4:45 p.m.
KRMO	990 AM	M-F	9:55-10:05 a.m.
KRMO	990 AM	M/W/F	Noon Hour
KRMO	990 AM	T/Th	Noon Hour
Outlaw	106.5 FM	M/W	11:45 a.m.
The Z	102.9 FM	M/W	12:40 p.m.
KTTS	94.7 FM	M/W	11:30 a.m. & 12:30 p.m.
KGGF	690 AM	M/W	11:30 a.m. & 12:30 p.m.
KWOZ	103.3 FM	M/W	11:30 a.m.
KHOZ	900 AM	M/W	12:15 p.m.



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# Replacement Cow & Bull Sale

## 2 p.m. | Wednesday Aug. 7, 2019

Joplin Regional Stockyards  
I-44 & Exit 22 | Carthage, Missouri

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Joplin Regional Stockyards

Get the complete Joplin Regional Stockyards Feeder Cattle Market Summary online at [www.joplinstockyards.com](http://www.joplinstockyards.com).

Market Recap | Prime Time Livestock Video Sale  
July 3, 2019 • Receipts 24,981

A large crowd was on hand for this Prime Time “THE BIG BANG” Live-stock Video sale. Demand moderate to good, supply heavy. The cattle offered are in Missouri, Texas, Oklahoma and Kansas. An eight to ten cent slide and two to three percent pencil shrink will apply. Deliveries are current through January, 2020. Current deliveries are cattle that will deliver up to 14 days from the video sale date. Current delivery is through July 16, 2019. The feeder supply included 82 percent steers, 18 percent heifers, with 99 percent over 600 lbs.

Southcentral States: Texas, Oklahoma, New Mexico

Feeder Steers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
80	640	640	150.00	150.00	Current
140	750	750	142.50	142.50	Current
89	750	750	131.00	131.00	Current Calves
111	900-935	917	126.25-131.25	128.72	Current
231	650-675	666	147.00-153.50	149.43	Jul-Aug
70	700	700	144.50	144.50	Jul-Aug
268	775	775	138.00-148.75	143.62	Jul-Aug
832	815-825	816	141.50-142.00	141.54	Jul-Aug
237	850-875	869	135.75-138.00	136.96	Jul-Aug
56	940	940	124.50	124.50	Jul-Aug
62	800	800	137.00	137.00	Aug
627	850-880	856	136.85-138.75	137.25	Aug
69	725	725	144.00	144.00	Aug-Sep
66	775	775	139.50	139.50	Aug-Sep
97	675	675	141.00	141.00	Sep-Oct Calves
130	775	775	142.00	142.00	Nov
62	800	800	138.00	138.00	Nov-Dec

Feeder Steers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
97	755	755	141.50	141.50	Current
70	800-835	803	133.50-134.00	133.96	Current
473	850-880	871	132.75-135.75	134.02	Current
109	900-935	917	125.25-130.50	127.90	Current
231	650	650	152.25	152.25	Jul-Aug
65	700	700	144.50	144.50	Jul-Aug
2744	825	825	133.50-135.75	135.60	Jul-Aug
7482	850-885	860	130.50-137.20	134.39	Jul-Aug
856	900-925	903	130.00-133.10	132.71	Jul-Aug
330	775	775	138.50	138.50	Aug
306	800-825	805	136.75-137.50	136.90	Aug
2315	850	850	134.50-138.10	136.72	Aug
60	850	850	133.00	133.00	Sep
195	750	750	146.50	146.50	Oct
60	850	850	133.00	133.00	Oct
54	925	925	131.25	131.25	Nov
118	850	850	132.50-134.75	133.61	Nov-Dec
58	850	850	134.00	134.00	Dec-Jan



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Feeder Steers: Medium and Large 2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
1108	865	865	132.85-133.25	133.10	Aug
421	850	850	133.00	133.00	Aug-Sep

Feeder Heifers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
160	600-635	618	138.75-141.50	140.09	Current
143	700	700	134.00	134.00	Current
112	700	700	123.00	123.00	Current Calves
66	775	775	126.75	126.75	Current
66	850	850	121.50	121.50	Current
80	575	575	145.50	145.50	Jul-Aug Value Added
159	600-625	612	138.00-140.25	139.17	Jul-Aug
1090	710-725	722	139.75-141.75	140.09	Jul-Aug
1050	800-825	801	121.00-127.25	126.42	Jul-Aug
58	850	850	120.00	120.00	Jul-Aug
68	750	750	129.00	129.00	Aug
200	725	725	138.00	138.00	Aug-Sep
64	785	785	127.00	127.00	Aug-Sep
97	625	625	131.00	131.00	Sep-Oct Calves
200	790	790	128.75	128.75	Oct
63	800	800	125.50	125.50	Oct
134	750	750	132.00	132.00	Nov
67	750	750	130.50	130.50	Nov-Dec

Feeder Heifers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
69	725	725	133.00	133.00	Current
67	750	750	130.00	130.00	Jul-Aug
130	800	800	123.75-124.50	124.11	Jul-Aug
246	710-740	727	130.50-133.50	131.81	Aug
148	700	700	131.00-133.50	132.25	Oct-Nov
65	760	760	129.50	129.50	Nov

Replacement Cow and Bull  
Highlight Sale

2 p.m., Wed., Aug. 7, 2019

Call the office or your local field rep today to consign!

—Source: MO Dept of Ag/USDA Market News Service, Rick Huffman, Market Reporter, 573-751-5618. 24 Hour Market Report 1-573-522-9244. [www.ams.usda.gov/mnreports/JC\\_LS770.txt](http://www.ams.usda.gov/mnreports/JC_LS770.txt)



## MARKET WATCH

### Market Recap | Feeder Cattle Auction

June 24, 2019 • Receipts 10,718

Compared to last week, steer calves unevenly steady, yearlings steers under 750 lbs steady to 2.00 higher, over 750 lbs 2.00 to 7.00 higher, heifer calves under 500 lbs steady, heifers 500 to 700 lbs steady to 4.00 lower, yearling heifers over 700 lbs steady to 3.00 higher, with limited comparisons on yearlings last week. Demand moderate to good, supply heavy. Several strings of true yearlings, most with favorable weigh-ups. Supply included: 100% Feeder Cattle (55% Steers, 1% Dairy Steers, 43% Heifers, 2% Bulls). Feeder cattle supply over 600 lbs was 76%.

**Feeder Steers: Medium and Large 1** 300-400 lbs 170.00-177.00; 400-500 lbs 155.00-178.00; 500-600 lbs 145.00-170.00; 600-700 lbs 137.50-153.00; 700-800 lbs 130.00-145.00; 800-900 lbs 123.00-140.50; 900-1000 lbs 116.00-133.50. **Medium and Large 1-2** 300-400 lbs 160.00-170.00; 400-500 lbs 150.00-173.00; 500-600 lbs 140.00-162.50; 600-700 lbs 131.00-147.00; 700-800 lbs 121.00-139.50; 800-900 lbs 120.00-132.85; 900-950 lbs 118.75-122.50.

**Feeder Heifers: Medium and Large 1** 300-400 lbs 150.00-159.00; 400-500 lbs 140.00-158.00; 500-600 lbs 128.00-143.50; 600-700 lbs 126.00-136.00; 700-800 lbs 118.00-131.00; 800-900 lbs 113.00-124.50; 28 head 900 lbs 111.25; 23 head 1101 lbs 95.00. **Medium and Large 1-2** 300-400 lbs 140.00-152.00; 400-500 lbs 127.00-144.00; 500-600 lbs 126.00-137.00; 600-700 lbs 119.00-135.00; 700-800 lbs 119.00-124.50; 800-850 lbs 111.50-116.00.

**Feeder Bulls: Medium and Large 1-2** 400-450 lbs 131.00-156.00; 500-550 lbs 125.00-137.50; 600-700 lbs 119.00-133.00; 700-750 lbs 106.00-114.00.

### Market Recap | Value-Added Feeder Cattle Auction

June 27, 2019 • Receipts 6,488

No recent Special Value Added Sale for a price comparison. Compared to Monday's regular feeder cattle sale, calves under 500 lbs steady, steers 500 to 750 lbs 7.00 to 14.00 higher, over 750 lbs steady to 3.00 higher, heifers over 500 lbs 5.00 to 10.00 higher. Demand good, supply moderate. Quality ran deep through out the sale. Flesh condition and weigh ups mostly favorable to Buyers. Calves weaned forth five days or more, on a vaccination program and heifers are guaranteed open. Supply included: 100% Feeder Cattle (59% Steers, 41% Heifers). Feeder cattle supply over 600 lbs was 48%.

**Feeder Steers: Medium and Large 1** 350-400 lbs 175.00-176.00; 400-500 lbs 166.00-179.00; 500-600 lbs 158.00-177.00; 600-700 lbs 141.00-169.00; 700-800 lbs 135.00-146.00; 800-900 lbs 131.00-140.00. **Medium and Large 1-2** 300-400 lbs 172.50-190.00; 400-500 lbs 158.00-175.00; 500-600 lbs 142.00-167.00; 600-700 lbs 140.00-155.00; 700-800 lbs 135.00-153.00; 800-900 lbs 130.00-134.00.

**Feeder Heifers: Medium and Large 1** 350-400 lbs 152.00; 400-500 lbs 143.00-151.00; 500-600 lbs 139.00-154.50; 600-700 lbs 129.00-147.00; 700-800 lbs 131.00-137.00. **Medium and Large 1-2** 350-400 lbs 146.00-152.00; 400-500 lbs 135.00-150.00; 500-600 lbs 135.00-146.00; 600-700 lbs 127.00-145.00; 700-800 lbs 123.00-135.50; 800-850 lbs 122.00.

—Source: Feeder Cattle and Value-Added Feeder Cattle Markets reported by MO Dept of Ag/USDA Market News Service, Rick Huffman, Market Reporter, 573-751-5618. 24-Hour Market Report 1-573-522-9244. [www.ams.usda.gov/mnreports/JC\\_LS770.txt](http://www.ams.usda.gov/mnreports/JC_LS770.txt).

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AT JOPLIN REGIONAL STOCKYARDS  
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NADA 141-334, Approved by FDA.

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Injectable Solution for Cattle

**ANTIMICROBIAL DRUG**

180 mg of tildipirosin/mL. For subcutaneous  
injection in beef and non-lactating dairy cattle  
only.

**Not for use in female dairy cattle 20  
months of age or older or in calves to be  
processed for veal.**

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

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

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

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

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

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

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

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

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

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

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

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

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female dairy cattle 20 months of age or older. Use of this drug product in these cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. The effects of Zuprevo® 18% on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter. Brief summary available on adjacent page.

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