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SEPTEMBER 2015

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## VIEW FROM THE BLOCK

The economic downturn in the world we've seen in recent weeks seems to be weighing on the market as much as anything. Beef movement is still good. We've talked before that what breaks the cattle market probably won't be the cattle market, and that's exactly what we're seeing. This turmoil is likely short term, and I don't think the cattle market is going to fall apart. As we settle into fall, I look for the weaned cattle that have been vaccinated to still sell pretty good.

Realistically, we've probably seen the highs in all the markets, whether feeder cattle or the fat cattle. I do think the fat cattle will trend higher as we go through the fall and that will pull the feeder cattle and yearlings up with them. Where we go from here depends a lot on world affairs that we can't predict and can't see. We saw the stock market lose 3,000 points in four or five days. That's weighing on the market as much as anything right now.

When you can sell a 500-lb. bull calf for \$3.00 per pound there isn't a lot of value in weaning him. However, with the market we have right now — where we've lost \$50 to \$60 per hundred on the calves, I think if you wean them, get



them bunk-broke and follow a Vac-45 program it will pay dividends going forward. It's a pretty good bet that if you can get \$2 or so a pound for the gain, and put 100 to 150 lbs. on a calf, that's \$200 to \$300 per head. It looks like a no brainer to me — wean them!

The replacement cow market is good. Everybody has feed. If you are in the cow business, these cows are still profitable. The cow-calf producer is still in the driver's seat. Young stock cows are still good property and I think they will continue to be for another 2 to 5 years.

Despite the little down turn we've seen in the market, where we are is still way better than being in a drought! We still have a lot of things going for us even with the cheaper market. I really expect the market will rebound as we go on into fall simply because of some positive factors that are lined up for it.

We've had the best summer I've ever seen in my life. All in all, we can't complain too much. We've had it pretty good.

Good luck and God bless.

*Jackie*

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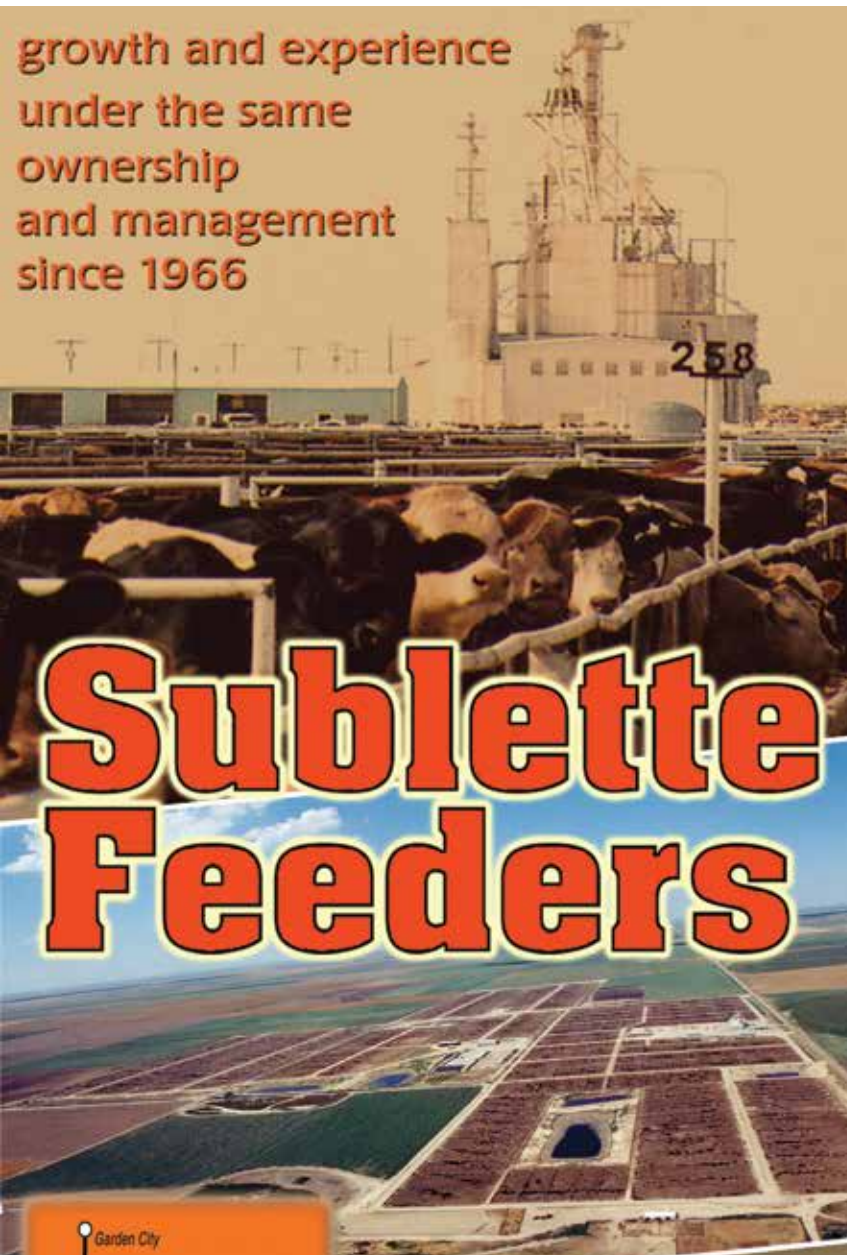
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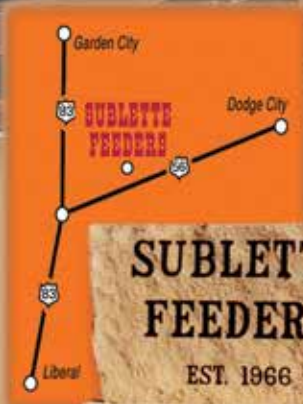
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## INSIDE THIS ISSUE

### About the Cover

Mother Nature has reigned supreme this crop season. Find out how the corn harvest might affect feed prices on page 47.

—Cover photo by Joann Pipkin

### Features

- 24 Risky Business
- 28 Ready, Set, Market
- 32 What Are Your Calves Worth?
- 38 Better Stockmanship for Future Cattlemen
- 44 Are the Good Times Over?
- 48 Strip Grazing Gives More Bang for Your Forage Buck
- 50 Effects of Herd Sire Selection on Calf Marketability
- 52 How Can You Increase Cull Cow Value?

### In Every Issue

- 3 View from the Block
- 5 Beef in Brief
- 6 Nutrition Know-How with OSU's David Lalman
- 8 Health Watch with Beef Cattle Institute's Dr. Dave Rethorst
- 10 Next Generation with Darren Frye
- 63 Event Roundup
- 64 Market Watch



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## BEEF IN BRIEF

### Sign 2014, 2015 ARC and PLC Contracts By Sept. 30

Producers can now formally enroll (sign contracts) in the Agriculture Risk Coverage (ARC) and Price Loss Coverage (PLC) programs for 2014 and 2015. The enrollment period ends Sept. 30, 2015.

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

Nationwide, 96 percent of soybean farms, 91 percent of corn farms and 66 percent of wheat farms elected ARC. Ninety-nine percent of long grain rice farms, 99 percent of peanut farms and 94 percent of medium grain rice farms elected PLC.

—Source: Missouri Farm Service Agency.

### U.S. Ag Production Cost Nearly \$400 Billion in 2014

U.S. farmers spent \$397.6 billion on agricultural production in 2014, up 8.3 percent from 2013, the largest increase since 2008, according to the Farm Production Expenditures report, published by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS).

Feed, already the largest expenditure category for U.S. farmers, also saw the largest increase since 2013. In 2014, producers spent \$63.7 billion on animal feed, up 16 percent from the previous year. Farm services, livestock, poultry and related expenses, and labor were the other three major categories that saw an increase of 11.4 percent, 11.3 percent and 8.6 percent respectively.

Per farm, the average expenditures total \$191,500 compared with \$175,270 in 2013, up 9.3 percent. As in the previous year, crop farms account for the majority of production expenditures in 2014, although the gap between two sectors was significantly smaller than in the previous years. The average expenditure per crop farm totals \$213,150 compared to \$173,285 per livestock farm.

Regionally, the largest increase in production expenditures was in the Plains regions, which includes states, such as Kansas and Texas. In that region, expenditures rose by \$11.6 billion from 2013.

—Source: U.S. Department of Agriculture release.

### TPP Must Deliver Say Beef Producers

Beef producers from five Trans-Pacific Partnership (TPP) member countries called for a high-quality market access deal on beef to be secured at the TPP ministerial meeting in Hawaii.

Negotiators and trade ministers from the 12 TPP countries met in Maui in late July, with the goal of reaching agreement on the outstanding issues across the TPP agenda.

The Five Nations Beef Alliance (FNBA) says it is vital that a comprehensive, trade-liberalizing deal be finalized. In so doing, it would help to ensure that beef producers and their supply chain partners can reap the maximum benefits of the envisaged tariff cuts and that commercial entities can utilize the other trade-facilitating elements of the agreement as soon as possible.

The FNBA has consistently called for a non-discriminatory, plurilateral TPP deal that will liberalize the trade in beef products and thereby provide beef farmers, processors and exporters with new opportunities across much of the Asia-Pacific region.

—Source: National Cattlemen's Beef Association Release.

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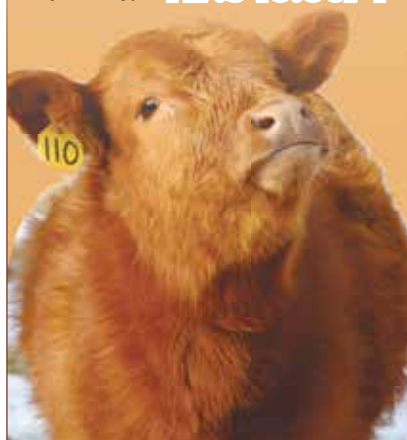
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- Nutrition Research**: Focuses on beef's role in human nutrition as it relates to overall health and well-being.
- Industry Information**: Safeguards the image of the beef industry by responding to, and correcting, misinformation about beef and sharing the beef production story.

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

<b>6.4</b> PERCENT LOWER The reduction in foreign demand for U.S. beef between 2008 and 2013, if not for the checkoff.	<b>11.3</b> PERCENT LESS The reduction in domestic beef sales between 2008 and 2013, if not for checkoff programs.	<b>15.7</b> BILLION POUNDS MORE The amount of additional beef sold domestically between 2008 and 2013 because of checkoff programs.	<b>BOTTOM LINE</b> Your investment in the checkoff results in higher prices, which means higher net revenue for your operation.
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## What's Your Investment?

### Late summer and fall management for weaned calves and yearlings

Story By David Lalman for Cattlemen's News

In the cattle business, there are a lot of ways to spend money. Some might be cost-effective or profitable and some might benefit your business in ways beyond profitability. Others may simply relieve you of some of your income. Knowing the difference is a challenge. Most of us would consider any management intervention to be successful if the short- or long-term benefits outweigh the cost. The cost of most management decisions can be determined without a lot of difficulty. The problem, of course, is that the benefits are not always measurable and can be variable. The purpose of this article is to provide some guidelines on expected responses of various technologies available for growing cattle so that producers can determine if

they are beneficial in their situation.

One effective way to evaluate a "technology" or management investment is to compare the estimated benefit (performance response and associated financial value of the response) to the estimated cost. Depending on how you calculate it, current value of additional gain or weight for growing calves is somewhere between \$0 and \$1.49 per pound. I consider the value of additional gain to be the projected value of weight gain put on cattle over time. So, the future price and the future weight must be estimated or predicted. On the other hand, the value of additional weight is the difference in value of one weight class of cattle compared to another

weight class on any given day in the market, assuming flesh, quality, breed and other factors is constant. These estimates of added value can be very different and therefore, one must be careful regarding the method used to evaluate management alternatives.

For example, according to the Missouri Weekly Weighted Average Feeder Cattle Report for the week ending 8/14/15, 424-lb. calves averaged \$298.90 per cwt. Steers averaging 525-lb. brought \$269.98 per cwt. The difference was \$150.06 more value for an additional 101 pounds of weight in that week's market. Consequently, the value of additional weight was \$1.49 per lb. within this range of weight. If you were to sell 525-lb. steers and buy back 424-lb. steers on the same day, you essentially traded the heavier weight for \$1.49 per lb. Ironically, if you execute this calculation for value of weight in the 627-lb. steer to 724-lb. steer weight range, the value of added weight was only \$.72, indicating a substantial market premium for the lighter cattle.

On the other hand, if the futures market is used as the estimate of future price for a set of growing calves, one might get a similar value of added gain or a very different answer. Here is a simple example as it does not consider historical basis, cash futures, which varies considerably depending on where you market your cattle. During the week ending 8/14/15, the futures contract for November 750-lb. feeder cattle closed at \$205.28. Therefore, on average, the total value of 627-lb. steers in August was \$16.43 more per head compared to the projected value of 750-lb. steers in November. Obviously, this represents a negative value of gain if the projected November price becomes a reality.

In some cases, the value of added gain could be market price. For example, if the market price has already been established (cattle are forward-contracted) and cattle are not projected to reach the target market weight, then additional weight

CONTINUED ON NEXT PAGE

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## WHAT'S YOUR INVESTMENT FROM PREVIOUS PAGE

gain achieved by implementing a management practice could be worth the market price, and the value of technology use is dramatically increased.

Now that we have reviewed a couple of methods to estimate the value of technology intervention or implementation, let's take a look at potential weight gain responses achievable through different technologies.

The Oklahoma Gold program is designed to stimulate or maintain weight gain of growing cattle through mid- and late-summer. This program can be characterized as a small package of protein supplement (about 0.4 pounds of protein per day) provided during this time period and includes an ionophore feed additive such as Bovatec® or Rumensin®. Numerous protein sources can be effective in this program. For example, the supplemental protein can be provided in the form of cottonseed meal, distiller's dried grains, or liquid feed products. Examples would be feeding about one pound per day of a 38 percent crude protein product or 1.5 pounds per day of distiller's dried grains with solubles plus the ionophore and minerals. The Oklahoma Gold program is particularly efficient for cattle grazing late-summer forage that is declining in quality as the forage matures. This summer in particular, I anticipate that much of our grass is lower quality than normal, even though it is plentiful.

Through 10 different experiments, the Oklahoma Gold program resulted in an average weight gain response of 0.57 pounds per head per day. In each study, cattle grazed native rangeland or bermudagrass pasture during mid- and late-summer. Performance of cattle receiving Oklahoma Gold supplement were compared to the performance of cattle receiving no supplement. Consequently, this is one management practice that has been well-proven to provide a consistent weight gain response under conditions where forage is abundant although declining in quality over time. With the normal variation in the market for feed protein sources, an Oklahoma Gold supplement could cost as little as \$0.16 per day and as much as \$0.22 per day.

Depending on the feed additive, this supplementation program can be delivered on an interval or on a daily basis. If a Gold-type feed is targeted for average consumption of 1 pound per day (7 pounds per week), then 2.3 pounds could be delivered on Monday, Wednesday and Friday, for example.

Implants will cost around \$1.50 per head, give or take. This technology is expected to increase weight gain by about 12 percent above non-implanted cattle. Therefore, if non-implanted calves are gaining 1.5 pounds per day, implanted calves would be expected to gain about 1.68 pounds per day or 16 additional pounds during a 90-day period.

Deworming cattle with a commercially available anthelmintic product is

yet another technology that is sure to make a difference in cattle performance this summer. Response of grazing cattle to anthelmintics is extremely variable. However, due to the extreme wet conditions this spring and summer, one would anticipate heavy parasite loads in grazing cattle and in pastures. This is especially true in pastures that had not been kept clean in previous years through the use of strategic deworming practices. In general, growing cattle that are free from parasites gain between 0.1 and 0.2 pounds per day faster when compared to cattle carrying a moderate parasite infestation. Let's assume a response of 0.15 pounds per day or 13.5 pounds during a 90-day period and a cost to treat calves with an anthelmintic of about \$3.50 per head. This cost will vary quite a bit depending on the product you choose to use. Consult your veterinarian regarding the appropriate timing for treatment and product to use.


CONTINUED ON PAGE 9




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# The Dollars and Cents of Preconditioning

## Preconditioning adds to your bottom line

Story By Dr. David Rethorst for Cattleman's News

Preconditioning calves — castrated, vaccinated, dewormed and weaned 45 days before marketing — has been recognized as a sound animal husbandry practice for a number of years. Yet, the adoption of this practice has been less than optimal because of economic questions. These questions come from the cow-calf producer's perspective as well as from the feedyard perspective.

Cow-calf producers feel they need more premium to make the practice worthwhile while feedyard operators do not believe the additional premium is justified.

National Animal Health Monitoring System (NAHMS) data published by the United States

Introduction to feedbunk	81%	65%
Respiratory vaccination 2 weeks prior to weaning	85%	66%
Respiratory vaccination at weaning	80%	51%
Weaned 4 weeks prior to shipment	79%	67%
Castrated/dehorned 4 weeks prior to shipment	91%	65%
Internal parasite control prior to shipment	71%	37%

Department of Agriculture (USDA) indicate this trend is changing. Above is a table showing information found in the 2011 NAHMS Feedyard Report comparing survey re-

sults on various components of preconditioning from the 1999 NAHMS report to the

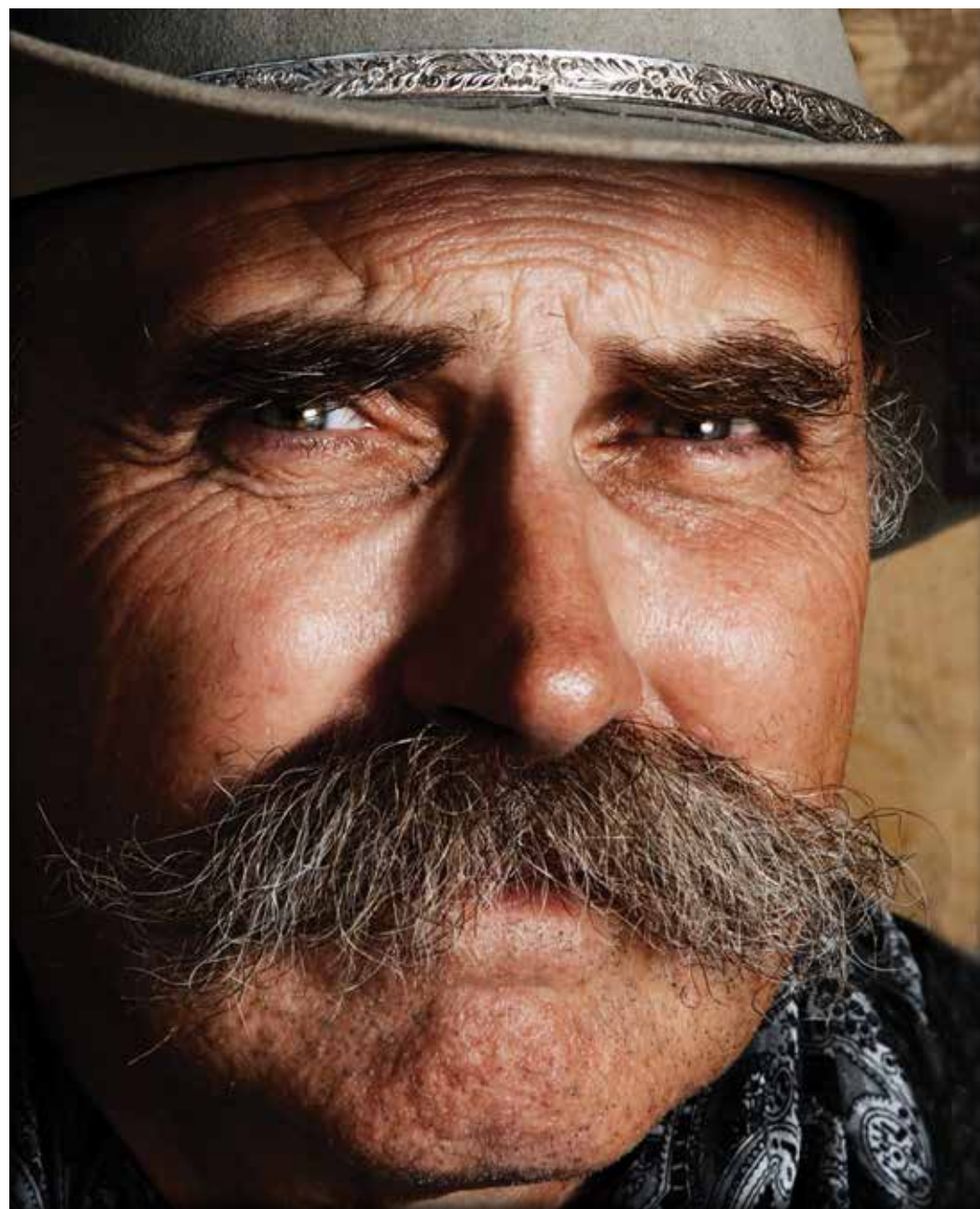
2011 NAHMS report. The response rates are percentages of feedyard operators that deem these practices as effective in preventing shipping stress in calves.



The 2011 NAHMS report also indicates 69 percent of feedyard operators surveyed believe information on pre-arrival processing — including vaccinations, implants, deworming history and mineral supplementation — to be “very important.” An additional 24 percent find this information “somewhat important.” When asked how often this information is received, 35 percent responded “always” while an additional 58 percent responded “sometimes.”

This information gap needs to be filled. It has been created as feedyard operators struggle to find answers as to why respiratory disease incidence continues to creep up and what can be done to reverse the trend. The feedyard operators want to reduce respiratory incidence and reduce antibiotic use. They want a calf with a properly prepared immune system, and many of them are willing to pay for it. A feedyard survey published in 2012 indicates calves going through a precondition-

CONTINUED ON NEXT PAGE



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## DOLLARS AND CENTS FROM PREVIOUS PAGE

ing program that includes weaning, respiratory disease vaccination, clostridial vaccination and parasite control are worth, on average, an additional \$7.28 per hundred pounds to the feedyard. An 11-year case study evaluating the profitability of preconditioning found the practice to be profitable each of the 11 years, returning an average of \$80.70 per calf per year to labor and management. When the records for one particular year were broken out, it was found that 63 percent of the profit was due to additional weight sold while 37 percent was due to market advantage for preconditioning health. The owner's goal was to sell a high-quality calf while improving the profitability of his operation. These calves were fed to gain 2.5 to 3 pounds per head per day. They were carrying some flesh when sold. They most likely didn't bring the highest price per hundred pounds the day they were sold, yet the bottom line showed more profit for the cow-calf operator than if the

calves had been sold right off the cow.

Last issue, we discussed the fact that preconditioning is good animal welfare, it is good animal stewardship and the right thing to do. If properly managed, it is also profitable.

Editor's Note: Information found in this article is attributed to the following references.

- Hilton, W.M., and Olynk, N.J., 2011. Profitability of preconditioning: Lessons learned from an 11-year study of an Indiana beef herd. *Bovine Practitioner*. 45(1): 40-50.

- Feedlot 2011, Management practices on U.S. Feedlots with a capacity of 1000 or more head, United States Department of Agriculture, National Animal Health Monitoring System, March 2013.

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

## WHAT'S YOUR INVESTMENT FROM PAGE 7

All of the technologies mentioned enhance performance of cattle in different ways. Research indicates that the responses should be additive. Therefore, a producer has the opportunity to increase performance of weaned calves, stocker cattle and/or replacement heifers by as much as 0.8 to 1 pound per head per day. However, limited forage availability, marginal to low parasite infestation and overall low performance of cattle are examples of conditions that would diminish the expected response to all of these technologies. Additionally, each individual's marketing scenario can have a dramatic impact on the projected value of added weight gain. Even in recent markets, these values can range from slightly negative to the same value as the market price for the calves. Therefore, each practice must be considered within one's specific current and anticipated situation.

—David Lalman is extension beef cattle specialist with Oklahoma State University.

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## The Question Most Farms Still Have About the Future

A look at the changing role of the farm leader

Story By Darren Frye for Cattlemen's News



A huge question on the minds of both the older and younger generations on the farm is what's going to happen with the family farm or ranch in the future? There are times when neither generation is clear about the plan. Perhaps the most central question of all is who's going to be involved in the farm in the future?

Or, maybe that question has already been figured out, but the farm owners are not exactly sure how the operation is going to transition to the next generation and when. A farm transition really has two parts — the management and leadership part and the ownership of assets part. A family might have a plan in place for one of those portions, but not the other.

When these questions are stewing in your mind, they hover in the background like a constant worry or ache. What happens to the farm in the future is so important, but it can be really tough to bring up and talk about.

### Get the conversation started

When you're working each day with other family members to get tasks completed on the farm, the question, "So, what are you thinking about doing with the operation when you want to start spending more time in your retirement," doesn't typically come up.

Our legacy advisors find that that a few questions work best to get these types of discussions rolling. A family member, usually one involved in the farm, might directly ask other family members these questions, or the family can choose to involve someone else to guide the discussion, such as a legacy advisor.

### Sample starters

Here are a few of the questions. Remember, it's important to hear answers from each family member — both on-farm and off-farm.

- If the older generation were to pass away unexpectedly today, what

would you want to happen with the farm operation?

- From your understanding, what would happen to the farm operation if the older generation passed away unexpectedly today?
- What do you want the operation to be like in 20 years?

Questions like these can help all family members start thinking about what they really want for the farm's future — and what they need to do now to make that happen. When farm families are proactive in planning for the future they want for their farm and family, they're best equipped to make their hopes a reality.

Want the rest of the questions you can use to get the conversation started in your family? Download your free online copy of "The legacy talk: How to get started." It's part of the recent summer issue of our quarterly publication, *Smart Series*. You can also read the story of how one family is transitioning the farm to the

next generation. The *Smart Series* can be found online at [waterstreet.org/smartseries](http://waterstreet.org/smartseries).

### Changes over time

Many farm leaders today would probably say they spend more time on the business side of their farm than on the production work — or at least, much more than in the past. That change has happened over time, but certainly accelerated in the last 10 to 15 years.

The farm leader's role has changed so much over the past 50 years. What will the farm leader need to focus on in the next 50 years? What are the skills the farm leader will need to successfully lead the farm in the future?

Here are three valuable skills to start working on now, whether you're currently a farm CEO or hope to be someday.

- Communication — The farm CEO of the future will be flexing communication muscles every single day. Whether it's with key business partners, employees or other stakeholders, the farm CEO must be able to communicate well.
- Financial acumen — Farm CEOs need to be financially literate, and then take their financial under-

CONTINUED ON NEXT PAGE

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# FDA Reissues Draft Guidance for Human, Animal Drug Makers


**Risk information in consumer-directed print advertisements and promotional labeling for prescription drugs disclosed**

The FDA announced the availability of a reissued revised draft guidance for industry, "Brief Summary and Adequate Directions for Use: Disclosing Risk Information in Consumer-Directed Print Advertisements and Promotional Labeling for Prescription Drugs." FDA is reissuing this revised draft guidance to incorporate animal prescription drugs. This guidance describes the agency's current thinking about the brief summary requirement for consumer-directed print prescription drug advertisements. FDA welcomes comments on this guidance. However, comments submitted to the version of the revised draft guidance issued in February 2015 will be considered and do not need to be resubmitted. No other changes to the February 2015 revised draft guidance have been made beyond the addition of prescription animal drugs.

The revised draft guidance includes recommendations to standardize the information consumers (including pet owners and food animal producers) receive in print prescription drug product advertisements and promotional labeling and to make information easier to understand. It provides recommendations for developing a consumer brief summary, clarifies the risk information that should be included in the consumer brief summary and provides additional guidance regarding ways to present this information. (Note that this revised draft guidance does not focus on the presentation of risk information in the main body of promotional labeling or advertisements.)


Additionally, this revised draft guidance recommends that firms not disseminate the full FDA-approved package insert (PI) to fulfill the adequate directions for use requirement for consumer-directed print promotional labeling for prescription drugs. Rather, the revised draft guidance recommends that firms provide the same content and format used in the consumer brief summary in lieu of the PI. Therefore, the FDA does not intend to object if firms do not include the entire PI with consumer-directed print promotional labeling pieces if firms include the appropriate information as outlined in the revised draft guidance.

The FDA is accepting comments to the public docket regarding this reissued draft guidance from interested stakeholders until October 5.

—Source: Food and Drug Administration. 

standing to the next level. They should be able to discuss financial statements with lenders. They need to show that they understand financial concepts and apply concepts to their operation.

- Relationship management – Managing key relationships with landlords, lenders, employees, business partners and the surrounding community is an important skill of the future farm CEO. Proactive relationship management will set the great farm operations apart from the merely good ones.

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

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## Promoting Grain-Fed Beef Abroad

### Missouri corn grower showcases beef

Missouri Corn Merchandising Council board member Greg Schneider of Warren-ton, Missouri, recently joined a trade delegation to promote U.S. corn-fed beef in Japan and Korea. Encouraging consumption of grain-fed beef with meat distributors and retailers, Schneider joined farmers from four other states on the U.S. Meat Export Federation mission July 26-Aug. 1.


“The global livestock industry is a major user of U.S. corn,” said Schneider. “The more meat consumed here at home or exported overseas increases demand for the corn we grow.”

The team first visited the U.S. Embassy in Tokyo for a briefing on current import conditions. Schneider and the group then met with beef and pork importers, visited meat distributors and retailers, viewed U.S. beef and pork promotion firsthand and learned about competing suppliers. Several consumer events took place while in Japan with the team participating in cooking demonstrations and a BBQ seminar.

Wrapping up in Japan, the mission traveled to Korea where growers and ranchers again saw U.S. beef marketing in action, visited with distributors and took part in consumer promotions, including a blogger event.

“One of the main reasons we were there was to showcase the superior quality of grain-fed U.S. beef over Australian beef. Taste and quality are major factors for Japanese and Korean consumers,” noted Schneider. “There’s a high priority placed on those qualities and that’s where the corn-fed beef comes into play. We’re working to capitalize on this market demand and increase corn demand through increased meat consumption.”

The Missouri Corn Merchandising Council partners with the U.S. Meat Export Federation to identify and develop international markets for beef, pork and lamb.

—Source: Missouri Corn Growers Association release. 

## Farm-to-School Value-Added Agriculture Grants Available

### Deadline to apply is Oct. 16

The Missouri Department of Agriculture announced recently the Missouri Agricultural and Small Business Development Authority (MASBDA) is now accepting applications for grants to help Missouri businesses access and process locally grown agricultural products for local schools. This program provides assistance in placing locally grown agricultural products in Missouri school meals and snacks while strengthening local farming economies.


“Producers in Missouri grow some of the highest quality and most diverse food around,” said Richard Fordyce, director, Missouri Department of Agriculture. “We’re happy to provide businesses the opportunity to place locally grown agricultural products in Missouri school meals and snacks, while at the same time strengthening local farming economies. This is one more outlet for Missouri farmers to do business.”

Eligible applicants must be a small business purchasing or processing locally grown agricultural products from a small farmer and whose primary market is schools in Missouri. The small business could be the actual producer of agricultural products. Grants are awarded on a competitive basis, and applications will

be scored based on their economic development potential, credibility and merit, and source and level of matching funds.

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

Applications must be received by MASBDA no later than 5 p.m. Friday, Oct. 16, 2015. Incomplete applications will not be accepted. For more information on the program and complete guidelines, visit [agriculture.mo.gov](http://agriculture.mo.gov) or contact MASBDA at [masbda@mda.mo.gov](mailto:masbda@mda.mo.gov) or (573) 751-2129.

—Source: Missouri Department of Agriculture release. 

## EPA Proposes Stronger Standards for Pesticide Applicators

### Improved training and minimum age requirements for certified applicators will help the environment

The U.S. Environmental Protection Agency (EPA) is proposing stronger standards for pesticide applicators that apply “restricted-use” pesticides. These pesticides are not available for purchase by the general public, require special handling, and may only be applied by a certified applicator or someone working under his or her direct supervision.

The goal of the recent action is to reduce the likelihood of harm from the misapplication of toxic pesticides and ensure a consistent level of protection among states. Pesticide use would be safer with increased

supervision and oversight.

EPA is proposing stricter standards for people certified to use restricted use pesticides and to require all people who apply restricted use pesticides to be at least 18 years old. Certifications would have to be renewed every 3 years.

EPA is proposing additional specialized licensing for certain methods of application that can pose greater risks if not conducted properly, such as fumigation and aerial application. For further protection, those working under the supervision of certified applicators would


now need training on using pesticides safely and protecting their families from take-home pesticide exposure.

State agencies issue licenses to pesticide applicators that need to demonstrate under an EPA-approved program their ability to use these products safely. The proposed revisions would reduce the burden on applicators and pest control companies that work across state lines. The proposal promotes consistency across state programs by encouraging inter-state recognition of licenses.

The proposal also updates the requirements for States, Tribes, and Federal agencies that administer their own certification

programs to incorporate the strengthened standards. Many states already have in place some or many of EPA’s proposed changes. The proposed changes would raise the bar nationally to a level that most states have already achieved. The estimated benefits of \$80.5 million would be due to fewer acute pesticide incidents to people.

To comment on the proposed changes, visit <http://www.regulations.gov> and search for docket number EPA-HQ-OPP-2011-0183 after publication in the federal register.

—Source: Environmental Protection Agency release. 



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0.6	44	67	19	41	.19	.10

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born 2/20/15, bred back to  
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BW	WW	YW	M	M&G	REA	MARB
4.4	63	104	21	53	.57	.10

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LENA 608S ET  
Fall yearling ET heifer

1404 #43469851



BW	WW	YW	M	M&G	REA	MARB
0.7	51	77	31	56	.53	.09

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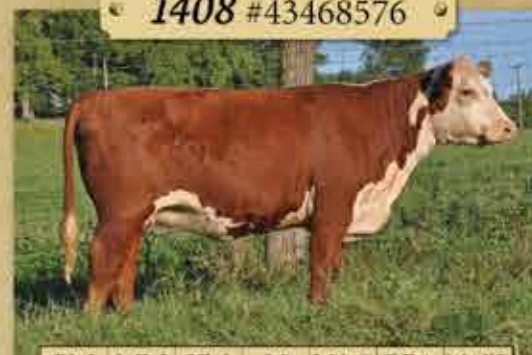
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BW	WW	YW	M	M&G	REA	MARB
2.2	48	71	20	44	.66	.09

REDEEM 485T ET X  
BB LADY P606  
Bred to H5 9131 Domino 2185

1408 #43468576



BW	WW	YW	M	M&G	REA	MARB
4.2	66	114	15	48	.55	.27

MR ADVISOR 502R X LENA 608S ET  
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BW	WW	YW	M	M&G	REA	MARB
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# AVMA Report: Robust Demand for Food Animal Veterinarians

## Salaries also on the rise

Story By Doug Carder

Demand for animal protein in U.S. markets is ensuring a robust demand for large animal veterinarians.

That conclusion was among the findings of an American Veterinary Medical Association report on veterinary employment re-

leased last month, the second in AVMA's series of 2015 Veterinary Economic Reports.

Veterinarians practicing in the food animal sector should see their annual salaries increase steadily from about \$80,000 in 2020 to just more than \$87,000 in 2024, the report predicted.

The results should quiet some critics calling for a reduction in the veterinarian workforce.

"We maintain that no such reduction is necessary based on marketplace analyses," AVMA said in the report.

The total unemployment rate in veterinary medicine was 3.19 percent, the report indicated. Veterinarians with exclusive or predominant food-animal practice reported 100 percent employment. Equine practitioners reported the highest unemployment rate of 6.3 percent.

"Demand does indeed exceed supply in veterinary education, where those applying for veterinary school outnumber available seats and where the number of veterinarians entering the workforce is equal to the number of seats that were available four years prior," the report said.

The report is based on information gathered in a March 2014 survey of nearly 2,000 veterinarians who had graduated from a U.S. veterinary college one, five, 10 and 25 years prior.

Veterinarians generally are satisfied with their current employment, according to the survey.

"An analysis of the respondents to both the 2014 AVMA Employment Survey and the 2014 AVMA Compensation Survey found a large and statistically significant relationship between income and job satisfaction," the report said. "Generally, the majority of respondents were at least somewhat satisfied with their current employment, while the largest number of respondents indicated they were satisfied; the next largest group was those indicating they were very satisfied with their current employment."

The clear relationship between the level of income and job satisfaction is noteworthy, AVMA said.

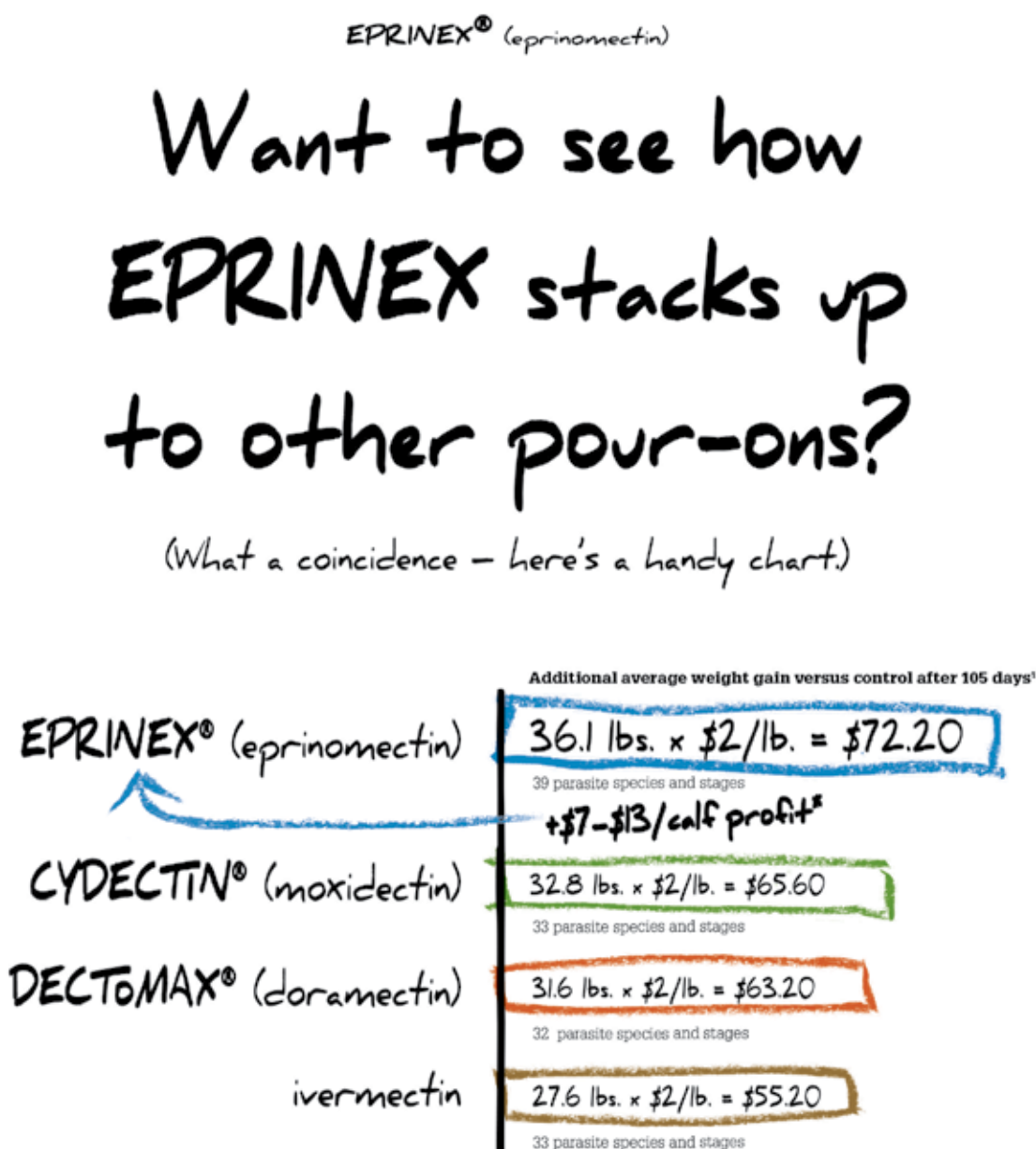
"This is important, especially to pre-veterinary and veterinary students and new veterinarians who may harbor the belief that compensation is unimportant as long as they are 'doing what they love to do.' While this data certainly suggests that outlook may be true for some, generally this is not the case," AVMA said in the report.

Other salary findings in the report estimated:

- The mean starting salaries for mixed-practice veterinarians will steadily increase to roughly \$78,000 in 2020 to more than \$86,000 in 2024.

- In the equine field, starting salaries will increase steadily to roughly \$48,000 in 2020 to around \$52,000 in 2024.

CONTINUED ON NEXT PAGE



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<sup>1</sup>Based on 2 doses per calf at retail price. Jeffers Livestock accessed 7/8/14. <sup>2</sup>Beckett J. Efficacy of pour-on dewormers differing in active ingredient and carrier on weight gain and fecal egg count in stocker beef cattle. College of Agriculture, Cal Poly State University. <sup>3</sup>Based on FOI summaries and label claims.



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AVMA REPORT  
FROM PREVIOUS PAGE

· In uniformed services, starting salaries will steadily increase to roughly \$77,000 in 2020 to about \$81,000 in 2024.

“Our 2015 AVMA Report on the Market for Veterinarians attempts to detail and explain the current market based on the latest data and information from a variety of sources,” Michael Dicks, AVMA economics director, said. “We also explore such topics as compensation, the supply of labor, veterinarians’ satisfaction with their current employment and what the future may hold in terms of the market for veterinarians.”

The 2015 AVMA Report on Veterinary Employment can

be purchased online from the AVMA Store as part of the six-installment series, and free summaries of the first two published reports also are available. The price for the series is \$249 for AVMA members and \$499 for nonmembers. The four other reports will be available upon publication. The reports and their scheduled publication dates are:

- The AVMA Report on Veterinary Markets (January)
- The AVMA Report on Veterinary Employment (March)
- The AVMA Report on Veterinary Debt and Income (April)
- The AVMA Report on the

Market for Veterinarians (May)

- The AVMA Report on Veterinary Capacity (July)
- The AVMA Report on

the Market for Veterinary Education (September)

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

**INDICATIONS:**  
**Cattle - Single-Dose Therapy:** Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle; and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.  
**Cattle - Multiple-Day Therapy:** Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* in beef and non-lactating dairy cattle.  
**Swine:** Baytril® 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Haemophilus parasuis*, *Streptococcus suis*, *Bordetella bronchiseptica* and *Mycoplasma hyopneumoniae*.

**RESIDUE WARNINGS:**  
**Cattle:** Animals intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.  
**Swine:** Animals intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

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

**PRECAUTIONS:**  
The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.  
The long-term effects on articular joint cartilage have not been determined in pigs above market weight.  
Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter. Baytril® 100 contains different excipients than other Baytril® products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.  
Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

**ADVERSE REACTIONS:**  
No adverse reactions were observed during clinical trials.

**ANIMAL SAFETY:**  
In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetence and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle.  
In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.  
U.S. Patent No. 5,756,506

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## Get More from Your Pastures

### Rotational grazing puts the artist in you to work

Story By Elizabeth Walker for Cattleman's News

Over the past few years, I have written quite a bit about rotational grazing. Granted, I only had one class back in New Mexico that even talked about it. Back then, unfortunately, folks were more interested in rotational grazing for the effects it had on internal parasite control than for forage health and vigor.

Living here in Southwest Missouri and being connected to agricultural practices and challenges unique to this particular area has given me the opportunity to learn more about grazing management from a farmer/owner and an educator perspective. Let's start with a look at the basics of rotational grazing and why now is a great time to implement your own grazing plan.

The best way to start learning about rotational grazing is to attend a regional Management-Intensive Grazing School. Several schools are scheduled this fall, and you can find more information by contacting Mark Green in the Natural Resources Conservation Service Springfield field office at 417-831-5246, ext. 3. Mark is a grazing guru, and I cannot recommend him enough.

Don't let the management intensive grazing scare you, though. While work is involved, there will be a congruent decrease in other areas of your farming and ranching workload. With every paradigm shift, some adjustment is necessary and sometimes that ol' learning curve seems to go on forever. Trial and careful analysis of any errors will hasten success.

Why go from continuous to management-intensive grazing (MIG)? The primary reason is that continuous grazing

only provides you with 30 percent pasture utilization. If you break that pasture into two or three paddocks, you get closer to 35 percent utilization. If you continue to break your pasture into paddocks, you go from 45 percent utilization with six to seven paddocks up to 60 percent with 12-13 paddocks. And, 24+ paddocks can provide you with 75 percent utilization.



*Dividing pastures into smaller paddocks increases grass utilization and can decrease the workload in other areas of your farm and ranch. —Photo by Joann Pipkin*

I know it sounds like more work, and some really hot, humid days I think we are nuts for being outside moving hotwire fences. We have to use our 4-wheeler to cut a path through the grass so we can run our wires and step-in posts. The cows are there, mouths watering, watching our every move as they plan their attack on their new buffet. They practically walk over us getting to their new feast of forage. I am bringing this up to make a point. When we want to get all our cows and calves up, we purposely rotationally graze them towards our working pens so that the day we want to work them, they are close at hand and in they go. No worries. Our water is in our holding pen, so into water they go and the gate shuts behind them. We saved our-

selves a few hours of work, didn't stress our cows, and we have fooled our cows into doing what we wanted them to do.

What MIG doesn't do is overgraze. Yet, I have heard folks refer to MIG as overgrazing. It isn't at all if done properly. Sometimes it appears to be

overgrazing, but rest follows. Rest is critical to grazing management. Pastures must have a time to rest and i.e. absorb nutrients. Plants must regrow. Intensive or rotational grazing increases the chances for all forages to be either tromped or grazed equally so that all forages have an equal chance for regrowth, which is key. Regrowth of important forages will increase productivity of your pastures, which should increase the productivity of your business and allow you to build your cow numbers while maintaining the number of acres you manage. More cows usually equal more income per acre.

There is no way to tell via a calendar when you should or shouldn't move your cattle to new pasture. You have to

know the stage of production of your forages, know the stage of production of your animals and have a reasonable expectation of the weather. You might also need to graze a pasture harder than others. We have been grazing a few harder here lately so that the pastures are "clipped" for fall regrowth. We might leave other pastures alone for a while so we can have some stockpiled forages. We know we will use others this winter as they provide the best winter shelter. In the spring, we might rotate quickly into a new pasture every day, and at other times, we might provide the herd with a larger area and leave them in for a few days.

You cannot starve a cow into production. You cannot force it to eat what isn't natural for them to eat. Sometimes a plant's stage of production doesn't fit the cow's production needs. Before you start a grazing system, start small. Plan ahead. Visit farmers around you. Don't be afraid to ask your neighbors why they are doing what they do rather than just drive by wondering what they are doing.

Some final thoughts for you to consider:

We always hear about feeding the world. Think what we could do if we doubled our pasture utilization.

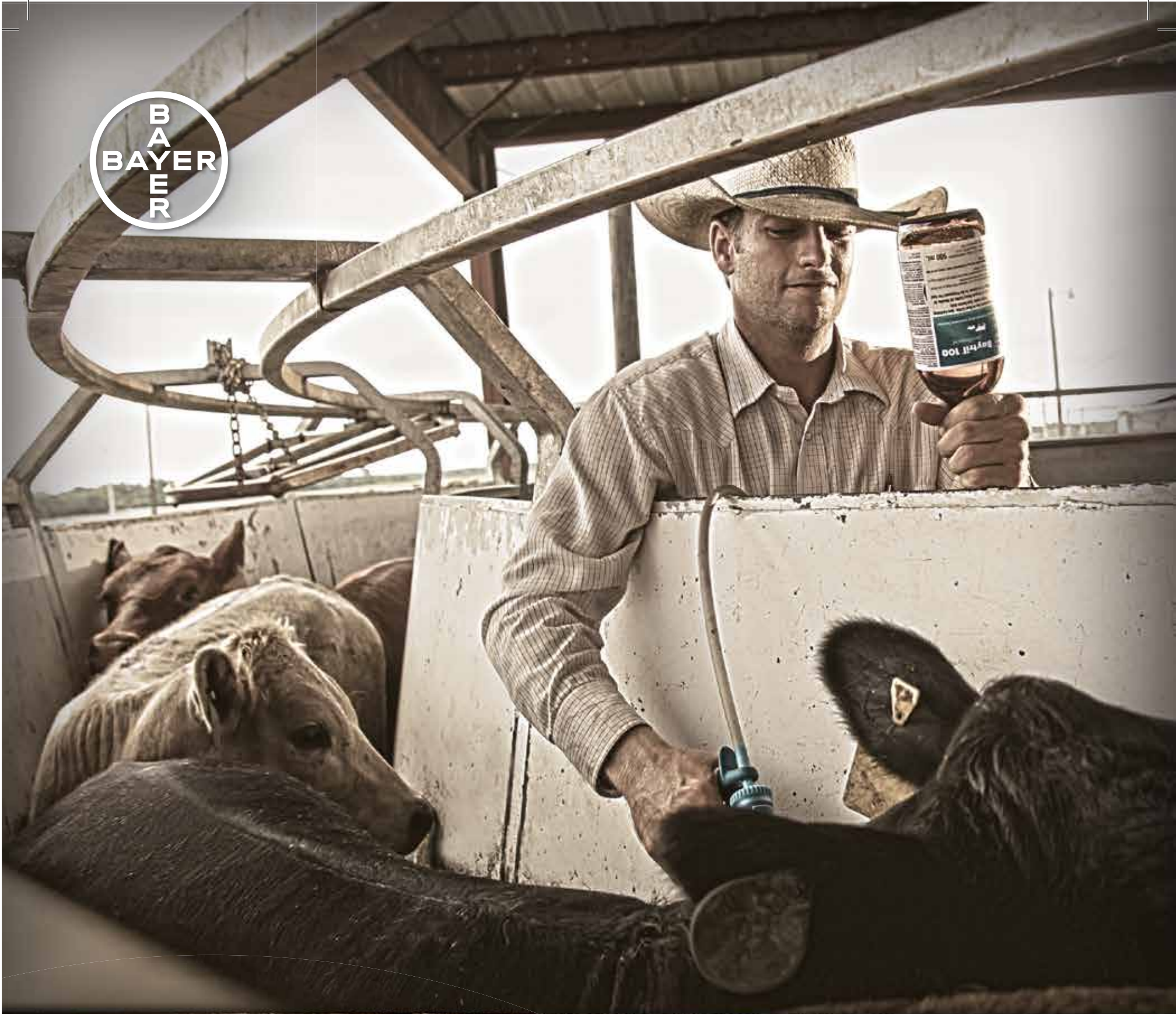
I teach "animal science," but I am old school, I guess, and prefer to teach animal and land husbandry. What we do is an art. Granted, I have absolutely no artistic talent, but I know art when I see it; animal and land husbandry is an art.

Keep in mind, animal and pasture management is hard. It isn't "just watching the cows graze." What works for one farmer might be a disaster for someone else. It takes work, planning, creativity, knowledge, a variety of tools, desire, and love of yourself and others to do it right.

—Source: Elizabeth Walker is associate professor of animal science at Missouri State University.







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## HELPING HANDS

# USDA Announces Conservation Incentives for Working Grass, Range and Pasture Lands

### Farm Service Agency provides sign-up assistance

Farmers and ranchers can now apply for financial assistance to help conserve working grasslands, rangeland and pastureland while maintaining the areas as livestock grazing lands, according to U.S. Secretary of Agriculture Tom Vilsack.

The initiative is part of the voluntary Conservation Reserve Program (CRP), a federally funded program that for 30 years has assisted agricultural producers with the cost of restoring, enhancing and protecting certain grasses, shrubs and trees to improve water quality, prevent soil erosion and reduce loss of wildlife habitat. In return, the U.S. Department of Agriculture (USDA) provides participants with rental payments and cost-share assistance. CRP

has helped farmers and ranchers prevent more than 8 billion tons of soil from eroding, reduce nitrogen and phosphorous runoff relative to cropland by 95 and 85 percent respectively, and even sequester 43 million tons of greenhouse gases annually, equal to taking 8 million cars off the road.

The CRP-Grasslands initiative will provide participants who establish long-term, resource-conserving covers with annual rental payments up to 75 percent of the grazing value of the land. Cost-share assistance also is available for up to 50 percent of the covers and other practices, such as cross fencing to support rotational grazing or improving pasture cover to benefit pollinators

or other wildlife. Participants may still conduct common grazing practices, produce hay, mow, or harvest for seed production, conduct fire rehabilitation and construct firebreaks and fences.

With the publication of the CRP regulation, the Farm Service Agency will accept applications on an ongoing basis beginning Sept. 1, 2015, with those applications scored against published ranking criteria, and approved based on the competitiveness of the offer. The ranking period will occur at least once per year and be announced at least 30 days prior to its start. The end of the first ranking period will be Nov. 20, 2015.

USDA also announces state-by-state allotments for the State Acres for Wildlife Enhancement (SAFE). Through SAFE, also a CRP initiative, up to 400,000 acres of additional agricultural land across 37 states will be eligible for wildlife habitat restoration funding. The additional acres are part of an earlier CRP wildlife habitat announcement made by Secretary Vilsack. Currently, more than 1 million acres, represent-

ing 98 projects, are enrolled in SAFE.

To learn more about participating in CRP-Grasslands or SAFE, visit [www.fsa.usda.gov/crp](http://www.fsa.usda.gov/crp) or consult with the local Farm Service Agency county office.

The CRP-Grasslands program was made possible by the 2014 Farm Bill, which builds on historic economic gains in rural America over the past six years while achieving meaningful reform and billions of dollars in savings for the taxpayer. Since enactment, USDA has made significant progress to implement each provision of this critical legislation, including providing disaster relief to farmers and ranchers; strengthening risk management tools; expanding access to rural credit; funding critical research; establishing innovative public-private conservation partnerships; developing new markets for rural-made products; and investing in infrastructure, housing and community facilities to help improve quality of life in rural America. For more information, visit [www.usda.gov/farm-bill](http://www.usda.gov/farm-bill).

—Source: USDA release.



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## HELPING HANDS

# New Agricultural Stewardship Assurance Program Announced

### Help for producers in marketing ag products

The Missouri Department of Agriculture has launched a new program —the Agricultural Stewardship Assurance Program (ASAP). The Missouri Agricultural Stewardship Assurance Program is a verification program that champions Missouri farms that are responsible stewards of the land, provide safe food for consumers, practice environmental stewardship, and use science-based technology for growing a safe and dependable feed, fuel or fiber in a socially and economic manner. An ASAP information and sign-up booth was set up in the Agriculture Building at the Missouri State Fair last month.

“By and large, Missouri’s farmers and ranchers are good land stewards because they know that it’s vital to long-term profitability, sustainability and quality of life for them and those who will work the land in the future,” said Director of Agriculture Richard Fordyce. “Producers today plan in detail, use precision technology and implement strategies to achieve sustainability and good stewardship in their operations. Much of this is achieved through partnerships with resource agencies and industry, but ultimately, it’s our farmers and ranchers who decide what they need to do to achieve their stewardship goals on their property.”

The goal of the program is to aid producers in their marketing efforts and provide them with the tools they need to be successful in an ever-evolving industry. The Missouri Department of Agriculture and Missouri farmers and ranchers recognize that consumers want to know more about where their food comes from and how it’s produced. Consumers are agriculture’s most important stakeholder, and consumer confidence in Missouri’s agricultural products and the source of those products is vital. ASAP will better communicate, recog-

nize and promote the good stewardship and sustainability that Missouri producers continue to practice and improve upon.


Producers can become verified in one or more of the following categories: grassland, livestock, forestry, cropland, farmstead and energy. With that verification, producers

will gain access to domestic and international markets that they may not have been able to access previously. International markets continue to increase the emphasis placed on sustainable farming. Additionally, producers will obtain third party verification of their efforts.

Producers can submit information about their operation via an online application, found at [www.ASAP.farm](http://www.ASAP.farm), print the application from the website and mail it

to the Missouri Department of Agriculture, P.O. Box 630, Jefferson City, MO, 65101, or call us at (573) 751-2539 to have an application sent to via mail. Those who meet the established criteria will receive ASAP verification from the Missouri Department of Agriculture.

The program is coordinated by the Missouri Department of Agriculture.

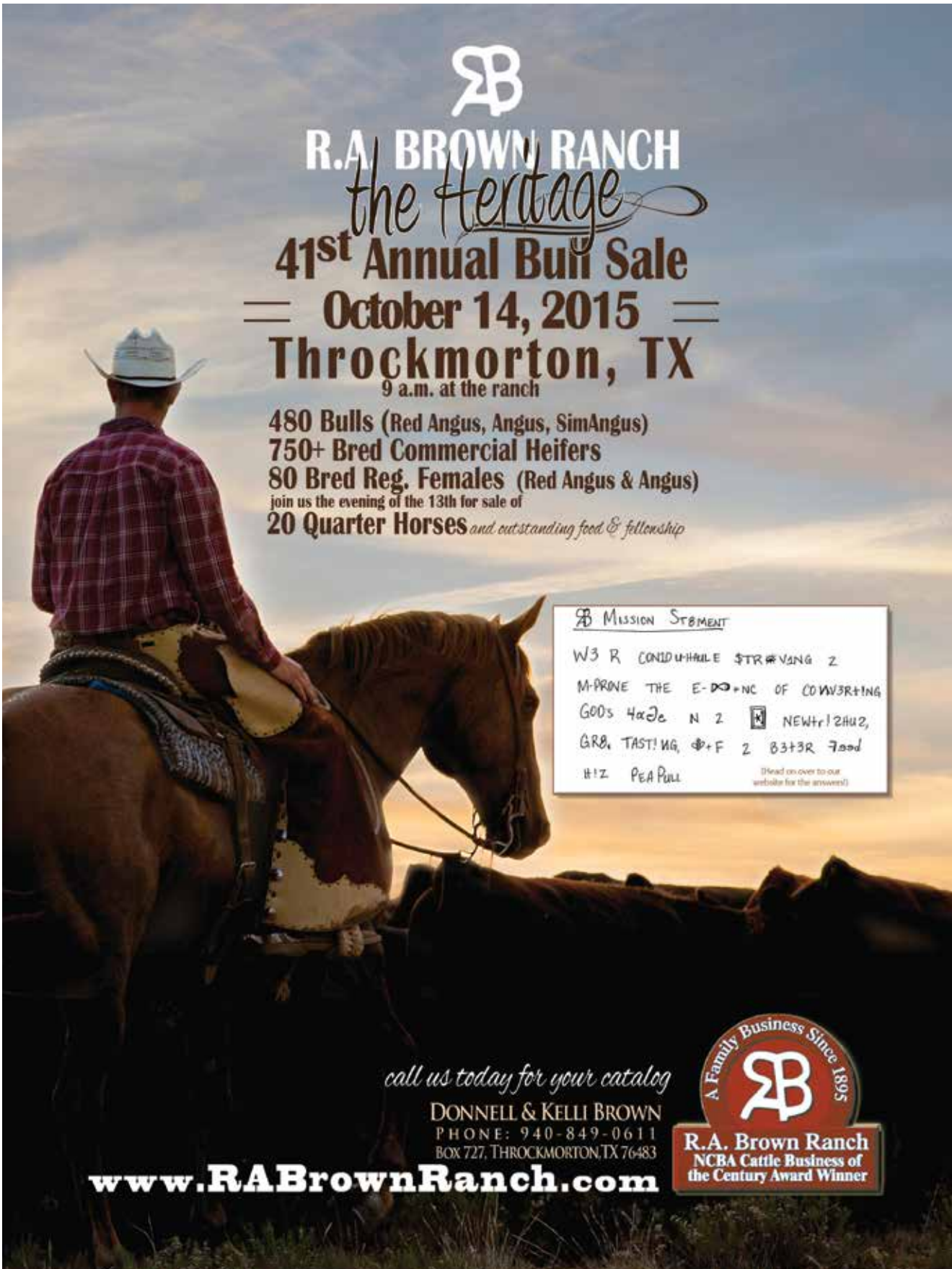
—Source: Missouri Department of Agriculture release. 

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## Meat Exports Endure Challenges

Reflection of tough business climate for U.S. meat exports

June export data, released by USDA and compiled by the U.S. Meat Export Federation (USMEF), contractor to the Beef Checkoff Program, reflected a challenging first half of 2015 for U.S. beef exports.

Beef export volume in June was down 8 percent from a year ago to 213.2 million pounds, while export value fell 9 percent to \$578.9 million. This was the second consecutive month that export value fell below last year's

level, resulting in first-half value being steady with 2014's pace at \$3.26 billion. First-half volume was down 10 percent to 1.16 billion pounds.

"We were aware that exports would be facing obstacles in 2015, and that keeping pace with last year's record performance would be difficult," said Philip Seng, USMEF president and CEO. "The first-quarter slump was partially due to the West Coast port labor impasse, as well as intense com-

petition from countries that continue to recognize opportunities in several markets. We were expecting to see a stronger rebound in the second quarter – and that did not materialize."

Seng added that, while marketing budgets remain flat, competitors are beefing up efforts to capture larger shares of the red meat market. Competition continues to be a major factor, along with a strong U.S. dollar that is providing a price advantage for several competitors with slumping currencies.

Australian beef production was expected to ramp down in 2015 as the industry entered herd-rebuilding mode after several years of poor

grazing conditions. But with disappointing rainfall in Australia and attractive slaughter cattle prices, beef production and exports remained record-large through the first half of the year – though some slowdown was seen in July.

### Beef exports strong to Korea and Taiwan, but most markets lower year-over-year

Beef exports to Korea overcame a slow start in 2015, finishing the first half up 8 percent in volume (134.9 million pounds) and 12 percent in value (\$423.7 million). June exports were the largest in more than two years at 27.8 million pounds (up 30 percent), valued at \$81.8 million (up 17 percent).

"The Korean market could see a brief downturn in July, as economic activity slowed severely in June due to the outbreak of Middle East respiratory syndrome (MERS)," Seng cautioned. "This had a very negative effect on hotel and restaurant traffic and caused a backup in beef inventories. But consumer activity has since recovered, so the impact of MERS on exports should be short-lived."

First-half beef exports to Taiwan were up 2 percent in volume (36.3 million pounds) and 13 percent in value (\$150.5 million). June was an especially strong month, hitting a record volume of 9.2 million pounds (up 32 percent from a year ago) valued at \$33 million (up 13 percent).

Other first-half results for U.S. beef exports included:

Exports to Japan were down 2 percent from a year ago in both volume (240.3 million pounds) and value (\$676.7 million) – a respectable performance considering the slow start to the year (due in part to port congestion, which slowed demand for chilled beef) and the tariff advantage now enjoyed by Australian beef following implementation of the Japan-Australia Economic Partnership Agreement. U.S. beef remains subject to a 38.5 percent tariff in Japan, while import tariffs on Australian chilled and frozen beef are now 31.5 percent and 28.5 percent, respectively.

CONTINUED ON NEXT PAGE

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## PASTURE PLANNING

# Get Ready for Fall Grazing

### Time to plant brassicas and small grains

Story By Dave Edmark

When the summer heat is on, winter might seem ages away, but planning for fall grazing and winter forage needs to start long before the mercury drops.

Brassicas need to be planted by early September to provide grazeable forage by late October, according to John Jennings and Paul Beck, animal science professors at the University of Arkansas System Division of Agriculture.

Forage brassica, which can be grazed through December, work well in combination with ryegrass that produces forage for spring grazing. "Forage brassica varieties are much more productive than garden-type varieties," Jennings said.

Planting small grains and ryegrass can be done in September through November to be ready for grazing at staggered times of the winter months.

- To be ready for grazing by early November, small grains and ryegrass must be planted by Sept. 15 on a tilled seedbed or no-tilled into harvested crop fields.

- To enable grazing by early December, producers should plant winter annuals in crop fields from Sept. 15 to Oct. 1 or interseed them into warm-season grass sod.

- Planting annuals after mid-October into November will establish them, but forage production will be delayed for grazing until February to early March.

- Fertilizer application for late plantings can be delayed until February since growth potential is limited during mid-winter.

Beck recommended that farmers plant one-tenth of an acre per cow per day of the week to be grazed through the winter. If cows are limited to grazing three days a week, a farmer should plant three-tenths of an acre per cow. That would add up to 15 acres for 50 cows.

Research by Beck has shown that cows performed well when they were limited to grazing on winter annuals to two 8-hour days a week and were fed hay the remaining time.

"As forage growth increases during the early spring, cows can be allowed to graze more frequently," Jennings said. "This is an effective way to match the increased nutrient requirements of spring calving cowherds and to supplement low-quality hay. Some acres can be planted early for fall/winter and spring pasture, and other acres can be planted in October for spring grazing to match herd needs."

—Source: University of Arkansas Extension Service

### MEAT EXPORTS FROM PREVIOUS PAGE

Exports to Mexico fell 7 percent in volume (238.3 million pounds) and 2 percent in value (\$534.1 million) as the weakness of the peso versus the U.S. dollar has had a growing impact on beef demand in recent months.

The Hong Kong market began to slow near the end of 2014, and that trend continued in the first half of the year, with exports falling 18 percent in volume (130.2 million pounds) and 12 percent in value (\$434.4 million).


Buoyed by strong demand in the Dominican Republic, exports to the Caribbean were up 3 percent in volume to 26.2 million pounds and 16 percent in value to \$83.2 million.

January-June beef exports accounted for 13 percent of total production and 10 percent for muscle cuts only (down from 14 percent and 11 percent, respectively, in the first half of last year). Export value averaged \$291.70 per head of fed slaughter, up 7 percent year-over-year.

—Source: MyBeefCheckoff.com

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## MANAGEMENT MATTERS

# Keep or Cull

### Preg check and cull open replacement heifers

Story By Glenn Selk

Many ranchers choose to breed replacement heifers about a month ahead of the mature cows in the herd. In addition, they like to use a shortened 45- to 60-day breeding season for the replacement heifers. The next logical step is to determine which of these heifers failed to conceive in their first breeding season. This is more important today than ever before.

The bulls were removed from the replacement heifers about 60 days ago, and this would be an ideal time to call and make arrangements with your local large animal veterinarian to have those heifers evaluated for pregnancy. After two months of ges-


tation, experienced palpators should not have difficulty identifying heifers that are pregnant and those that are not. Those heifers that are determined to be "open" after this breeding season should be strong candidates for culling. Culling these heifers immediately after pregnancy checking serves three very economically valuable purposes.

Identifying and culling open heifers early will remove sub-fertile females from the herd. Lifetime cow studies from Montana indicated that properly developed heifers that were exposed to fertile bulls but did not become pregnant were often sub-fertile compared to the heifers that did conceive. In fact, when the heifers that failed to breed in the first breeding season were followed throughout their lifetime they averaged a 55 percent yearly calf crop. Despite reproduction not being a highly heritable trait, it also makes sense to remove this genetic material from the herd so as to not proliferate females that are difficult to get bred.

Culling open heifers early will reduce forage and winter costs. If the rancher waits until next spring to find out which heifers do not calve, the pasture use and winter-feed expense will still be lost, and there will be no calf to eventually help pay the bills. This is money that can better be spent in properly feeding cows that are pregnant and will be producing a salable product the following fall.

Identifying the open heifers shortly after (60 days) the breeding season ends will allow for marketing the heifers while still young enough to go to a feedlot and be fed for the choice beef market. "B" maturity carcasses (those estimated to be 30 months of age or older) are very unlikely to be graded Choice and cannot be graded Select. As a result, the heifers that are close to two years of age will suffer a price discount. If we wait until next spring to identify which two year-olds did not get bred, then we will be culling a female that will be marketed at a noticeable discount compared to the price per pound that she would have brought as a much younger animal. In today's market an 850-pound-non-pregnant heifer will bring about \$1.90/lb. or \$1,615 per head. If current prices hold, next spring a two-year-old 1,000-pound cow may bring \$1.15/lb. or \$1,150 per head. This calculates to a \$465 per head loss plus the expense of keeping her through the winter.

Certainly the percentage of open heifers will vary from ranch to ranch. Do not be overly concerned if, after a good heifer development program and adequate breeding season, you find that 10 percent of the heifers still are not bred. Resist the temptation to keep these open heifers and "roll them over" to a fall-calving herd. These are the very heifers that you want to identify early and remove from the herd. It just makes good economic business sense to identify and cull non-pregnant replacement heifers as soon as possible.

— Glenn Selk is Oklahoma State University emeritus extension animal scientist. 



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#### Compare Texoma MaxQ II Tall Fescue with Bermudagrass

**Establishment:** Texoma MaxQ II planted in the fall; Bermudagrass planted in spring thru early summer

**Seed cost comparison** (seed cost/A):

- Texoma MaxQ II seed cost per acre = \$52.50 -- based on \$3.50/pound retail at 15 lbs. per acre
- Bermudagrass (Common) cost per acre = \$58 -- based on \$5.80/pound retail at 10 lbs. per acre

**Stand Life Expectancy:** Both Texoma MaxQ II and bermudagrass are perennial forages with similar stand life that will produce forage year after year with good management.

**Agronomic Traits:**

- Days of grazing - Texoma MaxQ II will provide approximately 45 more days per year than bermudagrass
- Forage quality (vegetative) - Texoma MaxQ II 12-16% protein and 61-66% TDN; bermudagrass 10-12% protein and 52-58% TDN
- Toxins - No animal toxins contained in either forage
- Forage growth distribution - Bermudagrass late spring thru early fall; Texoma MaxQ II fall and late winter thru early summer
- Uses - hay or grazing for both

**Animal Performance:**

- Animal gains - ADG approximately .5-.75 lb/d higher for Texoma MaxQ II versus bermudagrass at similar vegetative growth stage

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- Improved animal health. **Lower vet bills. No long hair coats, runny noses or fescue foot.**
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- Better persistence and yield than K-31.

For more information about Texoma MaxQ II tall fescue or to find your nearest Pennington dealer, contact Pennington Seed at 1-800-285-SEED or visit [www.pennington.com](http://www.pennington.com).





## On Target: Managed Weaning

### Tailor your health program

Story By Justin Sexten

Weaning is one of the most stressful times for calves due to health challenges and dietary changes. By managing to minimize stress at this stage, you'll also minimize shrink and give calves the best opportunity to meet their genetic potential for growth and carcass merit later.

Tailor a health program to your ranch goals by first visiting with your local veterinarian. Build that relationship as you review health plans, and you'll be ready when the veterinary feed directive goes into effect in January 2017. You will need to prove the client-patient relationship then to obtain certain antibiotics.

You might have started preparing for weaning health at branding or pre-breeding by vaccinating calves for clostridia (blackleg) and respiratory diseases. If not, consider vaccination three to four weeks prior to weaning with a booster shot at weaning. Pre-weaning vaccinations in late summer can be a challenge due to summer heat or distant working facilities, so keep that in mind when discussing options with your veterinarian.

The facilities can be a source of stress for both cattle and rancher at weaning, so take time before gathering calves to make sure all are in good repair and pen waterers are clean and ready for calves. Clean water is the most important nutrient a calf needs, whether stressed or not.

Fence-line weaning can reduce calf stress and improve weaning health. Placing calves across the fence from the cows reduces walking and helps address the challenge of getting calves to feed and water. Whether across the fence or farm, orient the weaning pastures and pens so the cows draw the calves to feed bunks and waterers.

Depending on weaning stress, calves might take one to three weeks to consume enough feed to allow weight gain beyond maintenance. As a rule of

thumb, they need to eat 2 percent of body weight in feed to provide enough nutrients for growth. If calves were creep-fed, consider using the same creep feed to transition them to the post-weaning diet.

Commodity feeds like grain can be used at weaning to get calves used to eating, but work with your feed supplier or nutritionist to make sure the diet is suited to calves' growth potential and your marketing goals. Develop an energy-dense feed with bal-

anced protein sources to overcome that reduced intake associated with weaning stress. Weaning onto a vegetative pasture will provide calves with a familiar feedstuff but should be supplemented to ensure adequate nutrients for growth.

Offering hay during the first week of the transition has increased feed intake and gain. The forage available during weaning should be high quality, palatable and fed daily if possible rather than offered as a bale. Providing hay in the feed bunks rather than in a bale ring can help calves find feed earlier. When hay is offered in a ring, calves might not approach the bunk as quickly, prolonging the time to consume adequate feed for gain.

Monitoring feed intake is one of the best indicators to gauge weaning program success. Until calves get well started on feed, consider feeding multiple times each day to increase observations and stimulate calves to come to the bunk. Avoid using the self-feeder in the weaning pen until calves are started on feed, unless bunk space is limited. Ideally, calves should have 18 inches of bunk space to ensure timid ones can get to the bunk.

Taking steps to minimize weaning stress promotes long-term health, performance and carcass merit.

—Justin Sexten is director of supply development, Certified Angus Beef LLC.

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# Risky Business

## Plan ways to protect your bottom line

Story By Rebecca Mettler for Cattlemen's News

In recent years the volatility of beef cattle prices and unpredictable weather patterns has brought with it opportunity to severely impact a cattle operation if it's not prepared for the associated risks.

### Price Risk Management

For a typical cow-calf or stocker operation reliant on feeder cattle markets, price risk management can help protect the bottom line.

Of course on the cash market, there's always the option to do nothing and take what the market will give, but that isn't necessarily the best option, said Glynn Tonsor, professor of agricultural economics at Kansas State University.

However, alternatives available to combat the "do-nothing" approach do exist. Those alternatives include hedging on the futures market, utilizing put options and Livestock Risk Protection (LRP) coverage. One must weigh the pros and cons of each to determine which alternative risk management tool is best on a case-by-case basis.

The futures market offers the ability to forward price a commodity and allows the producer the flexibility to set a price without negotiating a contract with a buyer. But, this avenue also involves a broker and a margin account that is used to cover losses on the futures position, along with other nuances.

"With the futures alternative, you are locking in a flat price and won't benefit from upside potential," Tonsor said.

The put option, on the other hand, gives producers the right to sell cattle at a given price,

similar to purchasing an insurance plan, but still retains the opportunity to benefit for an upside rally in price. For the cost of a premium, producers can be protected in the event that the market fell below the given price set at the beginning of the agreement.

Lastly, Livestock Risk Protection (LRP) is also another alternative. LRP is insurance offered by the USDA and is partially subsidized.

"A producer with 40 cows, may have interest in the LRP option because he doesn't have enough head, the 90 head needed for a contract," Tonsor

in any type of price risk protection.

### When do I start planning?

"Risk protection should be a 365-day process and shouldn't just pick 10 days out of the year," Tonsor said. "It's always evolving."

Planning risk protection is easier once the calf crop is on the ground and a producer knows what he will be selling in August. But then again, the entire industry knows what the calf crop looks like, too.

The January 2015 USDA cattle numbers estimates identified uncertainty in the number of calves to be born into the 2015 spring calf crop. In the latest USDA cattle numbers report in July 2015, the estimates were solidified and, as usual, those numbers have a role in cattle prices.

Under the approach of risk management as a 365-day af-

"Learn how the program works from head-to-toe before working everything into the program," Milhollin said.

### Resources available for price risk protection

Many resources are available for producers to better understand their options for price risk management. Dr. Tonsor is involved in the managing of [www.agmanager.info](http://www.agmanager.info), a project of the Kansas State University's Agricultural Economics Department. The website has specific tools to assist cattle producers including an Excel document that compares expected net selling prices using various risk management tools available for pricing feeder cattle.

The graph pictured on this page is a comparison of the alternative risk management options for a Salina, Kansas, cow-calf producer expecting to sell 90 head of 550-pound calves on Sept. 21, 2015. Once downloaded, a producer can manipulate the Feeder Cattle Risk Management Tool Excel file to mimic their operation's specific marketing scenario. This example is simply the default scenario in the Excel file.

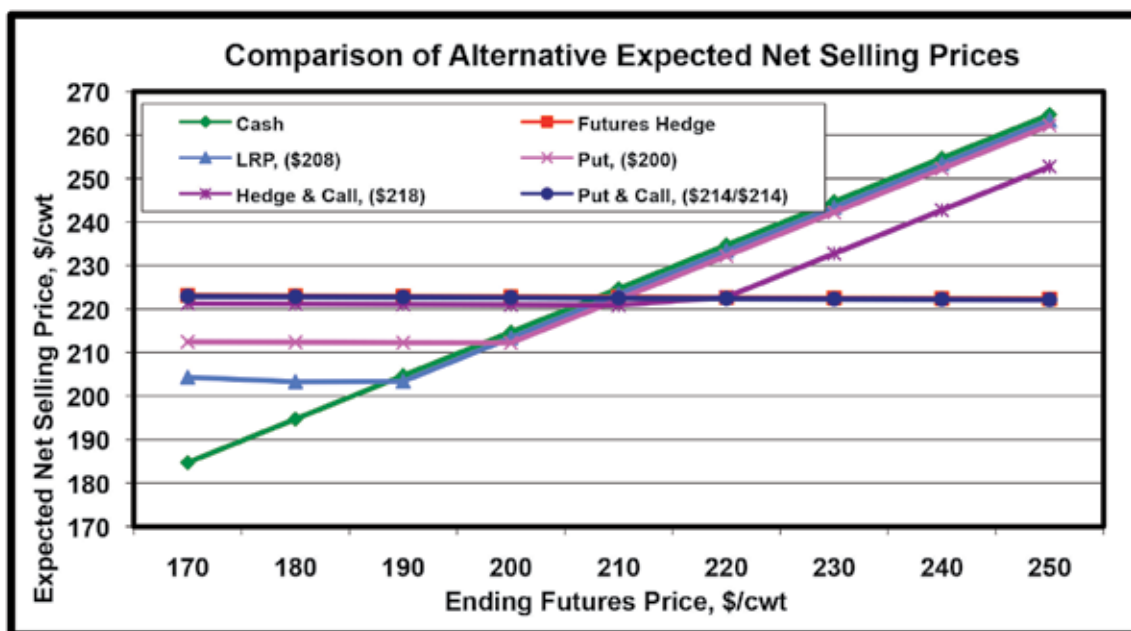
A brief synopsis of this example suggests that if October futures prices on Sept. 21 are expected to be \$210 per cwt or higher, the producer would expect to benefit with the cash price strategy, according

to Tonsor.

However, if the Chicago Mercantile Exchange (CME) is expected to be below \$210, then the futures hedge would be the best approach based on the expected net selling price.

The LRP and put alternatives yield lower expected net selling prices under each considered case.

"However, a producer who is not comfortable with the cash strategy and doesn't like a futures hedge because of margin calls and cash flow impacts



Graph provided by [www.agmanager.info](http://www.agmanager.info) and Kansas State University Agricultural Economics Department.

said. "LRP is designed to protect smaller operations."

Ryan Milhollin, University of Missouri Extension agricultural economist, said that producers have flexibility in the LRP coverage periods, anywhere from 13 weeks to 52 weeks, for feeder cattle. This helps form a plan that allows for protection to fit a producers needs.

"When prices are really high but then are going down, if you are buying small animals and selling them later on, you can get hung out to dry," Milhollin said.

Surprisingly, less than one-third of producers participate

fair, producers shouldn't wait until September 20 to plan for October sales. Tonsor noted that because marketing calves is currently on producer's minds, they are now asking questions.

"Proactive management is valuable," Tonsor said.

Milhollin said producers should start out small when trying the LRP program. A cow-calf operator with 100 head might want to begin the program on 20 head up front. Monitoring the outcome and becoming more comfortable with the ins and outs of the program is a good place to start.

CONTINUED ON PAGE 26



# Economics-Based Medicine

## ECONOMICS-BASED MEDICINE TO CONTROL BRD LOSSES

Diagnosing BRD is easy, as long as nobody's checking your accuracy. On one hand, picking out sick based on clinical signs is only a little better than flipping a coin — able to reliably spot the sick only about six in 10 times. On the other hand, what we often call a response to treatment that's "too good" is little more than the reality that healthy calves are being pulled and needlessly doctored.<sup>1</sup>

The multi-factorial nature of BRD infection also makes for the multi-factorial nature of management. Once you have the prevention strategies in place to reduce stress, strengthen the immune system, provide good nutrition and reduce the amount of disease-causing organisms circulating, the challenge for feeder or stocker operations is to manage calves as if you assume they are arriving already infected and incubating BRD.<sup>2</sup>

That's a delicate economic balancing act.

One tool producers now use to reduce the risk caused by misdiagnosing one of those incubating animals is "metaphylactic" antibiotic administration. If you think of calf immunization as a means to build the individual animal's ability to withstand infection, you can think of antibiotic metaphylaxis as a way to build the group's ability to reduce the spread of disease at a pen level. Metaphylaxis interrupts the progression of BRD in a high-risk group by treating the entire pen at arrival. It cuts down the number of animals infected with bacteria responsible for BRD, it reduces the disease challenge in the environment for animals that are at risk, but aren't yet infected, and it limits the spread of the disease.<sup>3-5</sup>

"By using metaphylaxis judiciously, we can control bovine respiratory disease before we have a wreck," says Brad Williams, technical veterinarian for Elanco.

### MANAGING BRD RISK

Treating cattle with Micotil® (tilmicosin injection) metaphylaxis is a proven solution for the treatment and control of BRD and to reduce economic losses. Numerous studies demonstrate metaphylaxis employing any of the several antibiotics approved for such use can account for an approximately 50 percent reduction in sickness and a 30 to 50 percent reduction in death loss in the feedlot.<sup>6</sup>

And, while metaphylaxis has proven itself invaluable insurance in the feedlot, says Elanco technical services veterinarian Ken Blue, it's even more critical in the high-risk sector between the cow and the feedyard. Characterized by its assembling of small groups of lightweight, high-risk cattle originating from cow herds of less than 40 cows on average, the nature of the backgrounding business is risky. Those calves are often nutritionally and immunologically unprepared for the disease pressures they face when commingled and shipped. It makes for a "perfect storm" for BRD in this middle section of the beef business.

"While every backgrounder would love to be able to procure preconditioned calves, that's not always the world they live in. By the nature of their business, backgrounding operations find themselves playing Russian roulette with BRD on each delivery of calves," Blue says.

### RESEARCH DEMONSTRATES VALUE

Many trials with light calves demonstrate metaphylaxis is a proven tool for managing and controlling the spread of BRD at a group level in these high-risk situations:

- A pooled study from two wheat-pasture grazing studies of 4-weight calves showed Micotil metaphylaxis during a 21- or 28-day backgrounding decreased BRD sickness and death loss of 90 percent vs. 31.3 percent, and 7 percent vs. 1.3 percent, respectively, when compared to non-medicated controls.<sup>7</sup>

- A 45-day backgrounding study of 4-weight high-risk Arkansas and Louisiana sale-barn crossbreds showed Micotil metaphylaxis tended to reduce BRD sickness levels to 47.5 percent vs. 63.8 percent for the non-treated controls.<sup>8</sup>

- A 28-day study on 3-weight bull and steer calves from a Mississippi order buyer found they suffered only 7.5 percent respiratory sickness when given Micotil metaphylaxis at arrival vs. 18.7 percent when given treatment before shipping.<sup>9</sup>

Of course, the economics of metaphylaxis need to be evaluated compared to pull-and-treat protocols. You have a lot to consider when picking options — the product you choose, the effectiveness of medications, disease risk levels, effect on pulls and deaths, labor and price, among others. Metaphylaxis costs must be evaluated by how well they help you manage the group to reduce the number of animals identified too late for effective treatment.

Implementing one of the disease-risk assessment scoring systems that takes into account calf weight, cattle from multiple origins, previous health history, long hauls before arrival at the stocker facility, time of year, weather and transit conditions will better standardize and target calves at highest risk, improving your chance of making an impact.<sup>10,11</sup>

In feeders, according to eight years worth of Elanco Benchmark® data on almost 7.7 million head of cattle weighing less than 600 pounds, the difference between the low seasonal death loss and high seasonal death loss amounts to just over \$12 per head placed in today's market.<sup>12</sup> "When it comes to the treatment and control of BRD in high-risk calves, the practice of metaphylaxis with a proven and reasonably priced antibiotic is your best bet for reducing the economic impact of BRD and protecting your investment," says Elanco's Williams. Regarding stocker operations, he says, "Even if we don't have similar cross-operation data, if a producer wants to look at his own numbers from this year vs. last year, the impact is pretty evident. Depending on the market conditions, that calf is worth about a thousand dollars; whether he's on grass or in a pen, you want to protect that investment."

Working with a knowledgeable veterinarian and looking at various death loss and sickness-rate scenarios can help producers better understand the true cost of BRD across the pen and enable them to make more economically informed decisions when evaluating metaphylaxis. Based on current premium antibiotic market prices, Micotil is a good option for both efficacy and value, as well as being the only antibiotic to offer a flexible dose range for metaphylaxis. Flexible dosing allows producers to better manage variation in on-arrival weight and risk, ensuring heavier or higher risk cattle receive the most appropriate dose.<sup>13-15</sup>

### IMPORTANT MICOTIL SAFETY INFORMATION

See label for complete use information, including boxed human warnings and non-target species safety information.

Micotil is to be used by, or on the order of, a licensed veterinarian. For cattle or sheep, inject subcutaneously. Intravenous use in cattle or sheep will be fatal. Do not use in female dairy cattle 20 months of age or older. Use in lactating dairy cattle or sheep may cause milk residues. The following adverse reactions have been reported: in cattle: injection site swelling and inflammation, lameness, collapse, anaphylaxis/anaphylactoid reactions, decreased food and water consumption, and death; in sheep: dyspnea and death. Always use proper drug handling procedures to avoid accidental self-injection. Do not use in automatically powered syringes. Consult your veterinarian on the safe handling and use of all injectable products prior to administration. Micotil has a pre-slaughter withdrawal time of 42 days.

410230 NADA 140-029, Approved by FDA

**Micotil® 300 Injection**  
Tilmicosin Injection, USP

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

**Human Warnings:** Not for human use. Injection of this drug in humans has been associated with fatalities. Keep out of reach of children. Do not use in automatically powered syringes. Exercise extreme caution to avoid accidental self-injection. In case of human injection, consult a physician immediately and apply ice or cold pack to injection site while avoiding direct contact with the skin. Emergency medical telephone numbers are 1-800-722-0987 or 1-800-428-4441. Avoid contact with eyes.

**Note To The Physician:** The cardiovascular system is the target of toxicity and should be monitored closely. Cardiovascular toxicity may be due to calcium channel blockade. In dogs, administration of intravenous calcium offset Micotil-induced tachycardia and negative inotropy (decreased contractility). Dobutamine partially offset the negative inotropic effects induced by Micotil in dogs. β-adrenergic antagonists, such as propranolol, exacerbated the negative inotropy of Micotil in dogs. Epinephrine potentiated lethality of Micotil in pigs. This antibiotic persists in tissues for several days.

**Description:** Micotil® is a solution of the antibiotic tilmicosin. Each mL contains 300 mg of tilmicosin, USP as tilmicosin phosphate in 25% propylene glycol, phosphoric acid as needed to adjust pH and water for injection, Q.S. Tilmicosin, USP is produced semi-synthetically and is in the macrolide class of antibiotics.

**Indications:** Micotil is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Asterophylus cornu* and for the treatment of ovine respiratory disease (ORD) associated with *Mannheimia haemolytica*. Micotil is indicated for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*.

**Dosage and Administration:** Inject Subcutaneously in Cattle and Sheep Only. In cattle, administer a single subcutaneous dose of 10 to 20 mg/kg of body weight (1 to 2 mL/250 kg or 1.5 to 3 mL, per 100 lbs). In sheep greater than 15 kg, administer a single subcutaneous dose of 10 mg/kg of body weight (1 mL/30 kg or 1.5 mL, per 100 lbs). Do not inject more than 10 mL, per injection site.

**If no improvement is noted within 48-hours, the diagnosis should be reevaluated.**

**For cattle and sheep, injection under the skin in the neck is suggested. If not accessible, inject under the skin behind the shoulders and over the ribs.**

**Note:** Swelling at the subcutaneous site of injection may be observed.

**Contraindications:** Do not use in automatically powered syringes. Do not administer intravenously to cattle or sheep. Do not use in lambs less than 15 kg body weight. Intravenous injection in cattle or sheep will be fatal. Do not administer to animals other than cattle or sheep. Injection of this antibiotic has been shown to be fatal in swine and non-human primates, and it may be fatal in horses and goats.

**Warnings:**  
**Residue Warnings:** Animals intended for human consumption must not be slaughtered within 42 days of the last treatment. Not for use in lactating dairy cattle 20 months of age or older. Use of tilmicosin in this class of cattle may cause milk residues. Not for use in lactating ewes producing milk for human consumption.

**For Subcutaneous Use in Cattle and Sheep Only. Do Not Use in Automatically Powered Syringes.**  
**Solo Para Uso Subcutáneo en Bovinos y Ovinos. No Administrar con Jeringas Accionadas Automáticamente.**

**Precautions:** Read accompanying literature fully before use. Intramuscular injection will cause a local reaction which may result in trim loss of edible tissue at slaughter. The effects of tilmicosin on bovine and ovine reproductive performance, pregnancy and lactation have not been determined.

**Adverse Reactions:** The following adverse reactions have been reported post-approval: in cattle: injection site swelling and inflammation, lameness, collapse, anaphylaxis/anaphylactoid reactions, decreased food and water consumption, and death. In sheep: dyspnea and death.

**For a complete listing of adverse reactions for tilmicosin phosphate reported to the CVM see**  
<http://www.fda.gov/AnimalVeterinary/SafetyHealth/ProductSafetyInformation/ucm055394.htm>

**Clinical Pharmacology:** A single subcutaneous injection of Micotil at 10 mg/kg of body weight dose in cattle resulted in peak tilmicosin levels within one hour and detectable levels (0.07 µg/mL) in serum beyond 3 days. However, lung concentrations of tilmicosin remained above the tilmicosin MIC 95% of 3.12 µg/mL for *Mannheimia haemolytica* for at least 3 days following the single injection. Serum tilmicosin levels are a poor indicator of total body tilmicosin. The lung:serum tilmicosin ratio in favor of lung tissue appeared to equilibrate by 3 days post-injection at approximately 60. In a study with radioactive tilmicosin, 24% and 68% of the dose was recovered from urine and feces respectively over 21 days. After a single subcutaneous injection of Micotil at 10mg/kg of body weight, tilmicosin concentrations in excess of 4 µg/mL were maintained in the alveolar macrophages and neutrophils of most cattle for at least 10 days. The clinical relevance of these findings has not been determined.

**Microbiology:** Tilmicosin has an *in vitro* antibacterial spectrum that is predominantly Gram-positive with activity against certain Gram-negative microorganisms. *In vitro* activity against several *Mycoplasma* species has also been observed.

**Effectiveness:** In a multi-location field study, 1508 calves with naturally occurring BRD were treated with Micotil. Responses to treatment were compared to saline-treated controls. A cure was defined as a calf with normal attitude and activity, normal respiration, and a rectal temperature of <104°F on Day 13. The cure rate was significantly higher (P<0.004) in Micotil-treated calves (63.1%) compared to saline-treated calves (29.2%). During the treatment phase of the study, there were 10 BRD-related deaths in the Micotil-treated calves compared to 47 in the saline-treated calves.

**Storage Conditions:** Store at or below 86°F (30°C). Protect from direct sunlight.  
Conserve at 86°F (30°C). Protect de luz solar directa.

**How Supplied:** Micotil is supplied in 100 mL and 250 mL multi-dose amber glass bottles.

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161-03-2010



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<sup>1</sup>Apley, M. 2014. The clinical syndrome of BRD: what it is and what it is not. *Anim Health Res Rev.* Dec; 15(2):135-7.

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<sup>8</sup>McClary, D.G. 2004. The effects of metaphylactic treatment with Micotil on the incidence of bovine respiratory disease (BRD) in southeastern stocker calves. Elanco Animal Health, Greenfield, IN. Elanco Study T5CD10105.

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<sup>10</sup>McGuirk, S.M. 2006. Disease management of dairy calves and heifers. *Veterinary Clinics of North America: Food Animal Practice* 24: 139-153.

<sup>11</sup>Love, W.J., T.W. Lehenbauer, P.H. Kass, A.L. Van Eenennaam and S.S. Ay. 2014. Development of a novel clinical scoring system for on-farm diagnosis of bovine respiratory disease in pre-weaned dairy calves. *PeerJ* 2: e238.

<sup>12</sup>Elanco Benchmark database: 7,679,627 animals (53,441 lots) weighing less than 600 lbs placed 2008 to 2013. Cost calculations based on 2.039 - 0.031 = .008 x \$1,500 = \$12.00. Assumptions: Micotil metaphylaxis cost based on MSRP at 1.5 cc/cwt; treatment cost estimated at \$30.00/head; and feeder calf price at 250/cwt X 600 pounds = \$1,500, per USDA OK Department of Ag Market Feeder Steers on 7-29-2014.

<sup>13</sup>Elanco data on file. March 2013.

<sup>14</sup>Elanco Study No. T5C480633.

<sup>15</sup>Elanco Study No. T5C05100006.

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**RISKY BUSINESS**  
**FROM PAGE 24**


might still see value in the LRP or put alternatives even though the expected selling price is lower,” Tonsor said.

**Production Risk Management.**

Production risks are also another area of concern for producers looking for ways to minimize risk to their cattle operation’s bottom line.

Pasture, Rangeland and Forages (PRF) insurance, offered by the USDA, is a program designed to mitigate forage production risk. The program has been around since 2009 and relies on historical rainfall information to set up a rainfall index for each area of the

state. Producers are paid if the rainfall is below the average for the two-month period specified in the policy, according to Milhollin.

It’s also important to understand that risk protection doesn’t stop at insurance options or price risk protection, said Milhollin. Many ways exist in which operators can minimize risk on their operations. Combatting risk can be as simple as carrying an abundance of inventory for hay and other products or setting up irrigation if that’s an option. He refers to it as creating a cookbook of risk management strategies. 

**MANAGEMENT MATTERS**  
**BRD Treatment Successes, Failures Explained**

**Webinar explores options in helping control BRD**

*Story By Rebecca Mettler for Cattlemen’s News*  
**C**reating protocols to control and treat bovine respiratory disease (BRD) in stocker and feeder cattle is a decision operators take very seriously. Working with a veterinarian takes time, research and a lot of forward thinking in regard to a plan of attack.

Recently, Zoetis hosted a webinar to explore the options to help control BRD in high-risk cattle as well as to provide education regarding solutions to implement when antibiotics fail to meet expectations.

Stocker operations and feedyards often begin with preemptive measures to combat the possible onslaught of BRD. This comes in the form of metaphylactic treatment described as a group approach of high-risk cattle with an antimicrobial at the time of arrival. Later, if clinical symptoms of BRD are observed, cattle are pulled from the pen or pasture for an initial treatment with another antibiotic.

Success of the metaphylactic treatment is determined by how well the cattle respond after the first-pull treatment. It’s important for metaphylactically-managed cattle to favorably respond to initial BRD treatment and rejoin penmates at the bunk, according to meeting moderator, John Maday, editor of Bovine Veterinarian.

Producers have many options when selecting a metaphylaxis antimicrobial. And according to K. Shawn Blood, D.V.M., strategic technical services with Zoetis, the field staff had been receiving feedback from customers saying that using Draxxin metaphylactically resulted in a poorer first-pull treatment response.

As a result, the Zoetis team conducted a literature search of common databases of scientific interest to see what was documented. Their search led them to 12 metaphylactic studies from Canada, Texas, New Mexico, Idaho, Colorado and Kansas.

“In each study the Draxxin metaphylaxis group generated a better BRD first-pull treatment rate compared to other metaphylaxis agents,” Blood said.

Results ranged anywhere from one to 22.4 percent improvement for the first pull treatment success verses competitive products, according to Blood.




**CONTINUED ON NEXT PAGE**

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## BRD TREATMENT • FROM PREVIOUS PAGE

However, there are cases where the right antibiotic was used at the right time and at the right dosage, but still failed to meet the expectations of the operator.

“Response to antibiotic treatment is not just based on which antibiotic you use and the difference between brands,” according to J.P. Pollreisz, D.V.M., managing veterinarian with Zoetis.

Pollreisz said management practices and medical procedures should be implemented that positively impact the health of cattle and thus improve treatment outcomes.

“The first reason I personally believe that antibiotics fail to meet expectations is the expectations themselves,” Pollreisz said.

Take a set of extremely stressed, lightweight, very high-risk stocker calves weighing between 200 and 400 pounds that were castrated upon arrival. Expecting to achieve a 90 to 95 percent first-pull treatment response after metaphylaxis is considered an unreasonable measure of success in Pollreisz’ mind.

He recommends producers take a look at their expectations and put into perspective how similar cattle have historically done based on the operation’s records.

Secondly, he sees irreversible pathology as another reason for poor treatment rates of antibiotics. Seeing a lot of damage to the lung during a necropsy of a calf that died shortly after the first-pull treatment indicates that a prior illness is to blame.

“If you see a lung like this within the first three to five days, it came with that pneumonia,” Pollreisz said. “And was DOA-dead on arrival.”

On the contrary, if a calf died 10 or 15 and certainly 20 days after arrival, he would consider that a missed pull.

“We are going to talk to our pen riders about their pulling practices and possibly pull deeper and earlier,” Pollreisz said.

Misdiagnosis can also be a reason for a failed antibiotic response.

“We are thinking that we are treating BRD and treating another condition that is either refractive to a particular antibiotic therapy or a condition that is so advanced that it’s not going to be responsive even if it’s a bacterial infection,” Pollreisz said.

He explained that bovine viral diarrhea (BVD) causes far more immune suppression and a poorer response to antibiotics for the treatment of subsequent bacterial infections than BVD ever thought of causing diarrhea in high-risk stocker and feeder cattle.

Pollreisz said coccidiosis, salmonellosis, and anaplasmosis are problem diseases that can result in a poor response to antibiotics for the treatment of BRD. Performing necropsies are critical for the proper diagnosis to be achieved.

The presence of multiple pathogens can also slow the response to antibiotics.

Improper use of antibiotics creates failure. Simple steps such as reading the label, ensuring the correct dose, route and timing are critical to the success rate of antibiotic.

“As a vet, producer and stakeholder in the beef cattle industry, we really owe it to our product and ultimately our consumers to be very cognizant of this and make sure that we take residues and appropriate withdrawal times into consideration,” Pollreisz said.

Pollreisz also pointed out, anti-infectives, or antibiotics don’t cure cattle of infectious diseases. Based on their mechanism of action, they only stop or delay the progress of the infection to buy time until the animal’s own mechanism can take over.

Simply put, if the animal’s response mechanism is not fully functioning because of an unrelated health factor, the calf will be hard-pressed to meet the expectations of the producer when antibiotics are applied.

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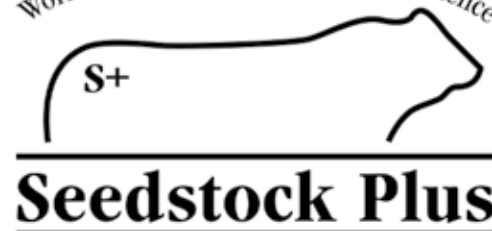
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# Ready, Set, Market

## 9 tips to get your calves market-ready

Story By Rebecca Mettler for Cattleman's News

**M**arketing the 2015 spring-born calf crop will be on the minds of many cow-calf producers in the coming months. Here are nine tips to help you get your calves market-ready.

### 1. Your marketing agent should be your best friend

This tip might not be directly related to the management of cattle, but it does have a tremendous effect on the success of an operation's marketing success.

The marketing agent at the livestock auction lives and breathes the cattle market. While it's a producer's job to send the best calves he or she can to market, it's the marketing agent's job to guide the seller to get the best time to hit the market for optimal success.

Corbitt Wall, commercial cattle manager/ livestock market analyst with DVAuction says a lot of producers will get stuck in a familiar routine.

"They shouldn't get in a rut of selling calves the same time every year," Wall said. "Keep track of the market and the agent. Whoever you are dealing with can help make the decisions."

A producer's relationship with the marketing agent is one that takes open communication from both parties.

"You need to make sure he knows what you have to sell," Wall said.

If the marketing agent knows the type, weight and other important facts, he can better direct the producer in marketing decisions, including which week would be best to send cattle to the stockyards.

### 2. Sell in large, uniform groups

Producers should make it a goal to market as large and uniform group of calves as possible.

"The only way they can do that is by running as many cattle



*Using a JRS field representative, your marketing agent or your county extension agent can assist with marketing decisions and help you find the right program to fit the needs of your operation.*

*—Photo by Joann Pipkin*

as they can," Wall said. "But, I don't care how large or small you are, you help market your calves when you narrow your calving window."

Wall also said several studies back up the widely known fact that larger groups of cattle sell at higher prices.

In terms of uniformity, getting those calves as even as possible makes a more appealing group of calves. Uniformity in coat color and frame are important.

Also, don't forget that buyer's lives revolve around a truckload.

"Cattle are meant to be marketed in a truckload," Wall said.

This can be difficult for smaller producers to achieve, but there are marketing tools available to assist. The commingling program at Joplin Regional Stockyards is one of the few in the nation, Wall notes.

"Commingled in larger groups bring dollars, and dollars more than odd cattle and singles," Wall said.

### 3. Wean

Industry educators have advocated the advantages of weaned calves for years, but







still calves show up at the stockyards that have been weaned that very morning and loaded onto a truck.

“Most buyers don’t consider calves weaned before 45 days,” Wall said. “If calves are weaned for 10 days to two weeks, producers are better off saying they aren’t weaned

nose disease as well as having a good deworming protocol.

Castration is another proven tool to garner added value when calves are marketed.

“Over the last 10 years, the value of price between bull and steer calves has increased significantly, and the price

*Preparing calves for market is critical to getting the most from your investments. Good health, uniformity, performance and condition are all factors that affect your calves’ worth. —Photo by Brittnei Drennan*

buyer often discounts those types of cattle. This is because the buyer understands that hotheaded calves will gain less on feed or in the pasture.

“Cattle that have been handled on foot is a good thing,” Wall said.

#### 6. Set cattle up for success

“Have calves prepared to perform well for whomever purchases those animals,” Mourer said.

Whether in the stocker pasture or the feedlot, success isn’t only about managing the calves properly; it’s about genetics as well.

“In the end, I want repeat customers,” Mourer said. “Whatever my goal is I want repeat customers, bottom line.”

#### 7. Fair weight and fair flesh

“You want to give your buyers a fair weigh up,” Wall said. “Some producers think they are sneaky by filling those cattle up, but it hurts them in the long run.”

Buyers see full cattle coming in the ring and will discount the calves.

“It’s kind of a game between buyers,” Wall said. “If they appear to be full and are full, the other buyers are going to razz him about it.”

This logic also applies to flesh condition. Young calves that come in fleshy aren’t as appealing to buyers; thin cattle that come with plenty of compensatory gain potential are most desirable.

#### 8. Fill out paperwork

A producer’s job is not done without filling out the proper paperwork at the auction facility. It’s more than just writing down a farm or ranch name and town. Wall said producers should give them everything they would want to know about the cattle including weaning date, birth date of the oldest calf, all shots and vet papers.

#### 9. Use your resources

Even though the average age of the cow-calf producer is pushing 70, Wall said that he or she should be utilizing online market resources. Watching sales online gives producers a good perspective of what cattle are bringing.

“There’s no excuse to not know what your cattle are worth,” Wall said. “You can get on the JRS website for market reports and figure out where your cattle fit in.”

DVAuction also has a website, [www.cattlemarketcentral.com](http://www.cattlemarketcentral.com), while Mourer recommends [www.beefbasis.com](http://www.beefbasis.com) as an online resource.

Mourer said building a relationship with a producer’s county extension agent, area or state beef specialists as a good source of management practices and implementation information.

“Also, who do you respect as a leader in the cattle industry in your area,” Mourer questioned, “because building relationships with progressive producers in the same area is of great benefit.”

**“There’s no excuse to not know what your cattle are worth. You can get on the JRS website for market reports and figure out where your cattle fit in.”**

*—Corbitt Wall, DVAuction*

because that’s a prime time for breaking and having sickness.”

#### 4. Vaccinate and castrate

“Vaccinate your calves and do it early so as the producer we get benefit of those vaccinations, too,” said Gant Mourer, beef value enhancement specialist with Oklahoma State University.

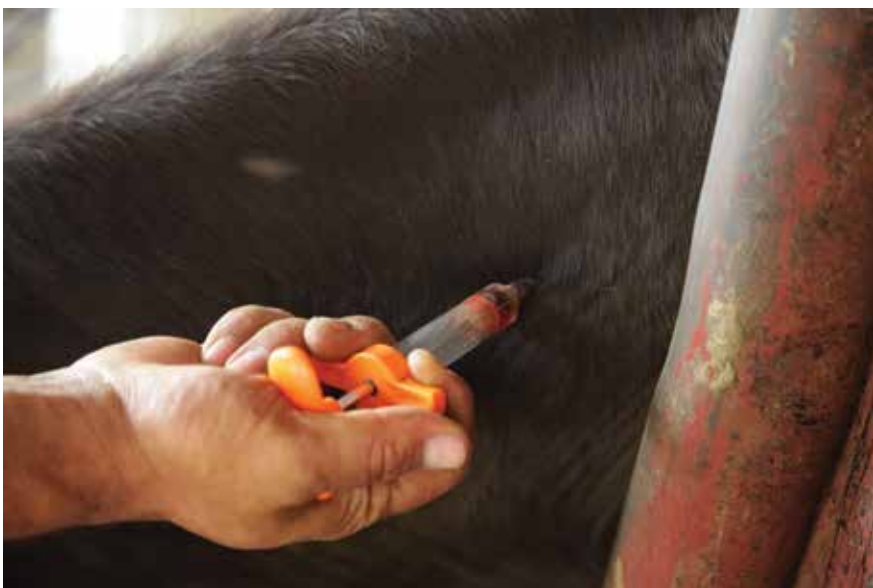
Wall also recommends vaccinating for blackleg and red

spread continues to widen,” Mourer said.

Timing of castration also makes a difference. The earlier producers castrate their calves, the better because it causes less stress on the animal.

#### 5. Calm temperament is a plus

Some producers might not think much about calves coming into the sale ring and bouncing off the rail, but the



*Vaccinating calves pre-weaning and implementing a good health protocol allows producers to reap benefits when it’s time to market.*

*—Photo by Brittnei Drennan*





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## What Are Your Calves Worth?

JRS auctioneers give insight into helping you get the most for your cattle

Story and Photos By Brittini Drennan for Cattlemen's News



**JACKIE MOORE**  
Mount Vernon, Missouri

**AUCTIONEER SCHOOL:**  
Reisch School of Auctioneer-  
ing, Mason City, Iowa

**MOST MEMORABLE AUCTION  
EXPERIENCE:**

"Probably the most memorable has been the market we've had over the last 18 months. A lot of producers, backgrounders, customers of ours, including myself, have seen record prices for these cattle going from \$500 a head to \$1,500 or \$2,000. The most rewarding experience to me is being part of it. It's been such a fantastic time for our customers, and nobody could be happier for them than me. It's very rewarding to somebody who has been doing this for a long, long time to see the happiness and joy it has brought producers over the last 18 months."



**BAILEY MOORE**  
Diamond, Missouri

**AUCTIONEER SCHOOL:**  
Reisch School of Auctioneer-  
ing, Mason City, Iowa

**MOST MEMORABLE AUCTION  
EXPERIENCE:**

"My most memorable experience was probably when John Simmons and I first came back from auctioneer school, and we sold for our first time. I was 15 years old, and John was 30-something. I was here on a Wednesday, and Dad said, 'Get up there and sell.' It didn't go very well, but I got through it. John and I were both really nervous. Auctioneering for the first time is probably one of the most stressful things I've had to do."



**SYLER MOORE**  
Mount Vernon, Missouri

**AUCTIONEER SCHOOL:**  
Missouri Auction School, St.  
Louis, Missouri

**MOST MEMORABLE AUCTION  
EXPERIENCE:**

"It's probably the first time I sold at Joplin. Auctioneering is probably the most nervous thing you've ever done when you're doing it for the first time. I came back from auction school, and I didn't really know how to do it. My dad said, 'Get up there. You're up.' And, I didn't really know what I was doing, but I got up there anyway. I had shaky hands, and the main thing was trying to remember what dollar figure we were at. You're trying to do the best you can with this chant you just learned the week before. It's one of those things that just takes time to get comfortable with it."



**JIMMY SCHILTZ**  
Lamar, Missouri

**AUCITONEER SCHOOL:**  
Missouri Auction School, St.  
Louis, Missouri

**MOST MEMORABLE AUCTION  
EXPERIENCE:**

"Around here, there is never a dull moment. I work around a lot of really good, funny people. There have been numerous times that things have happened, and I can't remember all of them. But, maybe one of the funniest ones has to do with J.W. Henson. Anybody who knows J.W. or has worked around him knows that he's a funny type of guy. When I first started auctioneering a cow came in the ring, and I purposely knocked one off to him a little too high just so I could see his facial expression. Like I said, anyone who knows J.W. Henson can appreciate that."

### What are the keys producers should keep in mind to ensure their cattle bring their worth in the sale ring?

**Jackie:** "The biggest part of selling cattle is in the appearance. It's all about how they appear to the people who are buying them. You don't want to sell cattle with mud all over them. This time of year in particular, you see some cattle that have a tendency to have long hair due to the stage of the fescue. You want your cattle to have their Sunday clothes on when you take them to the auction. It just makes good sense."

**Bailey:** "One of the main things to do is to let us or your field representative know exactly what those cattle have had done. The big thing is to let us know so we can get more for those cattle because they are worth more at that point. It's a big plus if we know specific things like if the cattle have been weaned 40 days or 35 days, if they have had two rounds of shots, if the producer has vaccination programs at work in their herd. Buyers want some kind of health program in those calves, and it will add more value to them."

**Skyler:** "I'd say keeping up with the markets. You can look at the markets online, you can look at them in our paper. You can know what's going on around you if you just pay attention. And, get in touch with a good field rep. A lot of our field reps know what the

market is doing, what the market trends are, so just being in touch with the right people and being able to look up the right information (will help you get more for your cattle."

**Jimmy:** "It's important to know the product you have, and probably to get the most value out of what you have is to tell your fieldman or write on the drive-in ticket what shots your cattle have had, how long they've been weaned, what kind of genetics they have — just about anything that you can tell the guys here will help your cattle bring more is an advantage."

### What kind of cattle are the easiest for you to sell?

**Jackie:** "Cattle of any breed sell well if they're good cattle. Angus has probably done just as good as any at marketing their product, so black tends to sell well. But, cattle of any color, as long as they have good genetics, good bone structure and good confirmation, are pretty sellable. Good genetics is the key to it all."

**Skyler:** "Good cattle. And, anything that has a story behind them. Someone that has been putting his cowherd together over generations that has used the right genetics, somebody who has weaned them at 60, 75, 90 days, given two rounds of shots and has some good health; something with a story."



## Does the size of the crowd or the sale venue have an effect on the auction?

**Jackie:** “It’s a big deal to get everybody in the seats. That’s where the competition is — in the seats between the buyers. If you’ve got farmers here and feeders as well as the corporate folks, then you have an array of people to buy the cattle. And, numbers bring buyers.”

**Bailey:** “I’d say probably more so in a special cow sale. The more people that are there, the higher the chances are that they are going to buy something. It always makes you feel better as an auctioneer when more people are there. But, sometimes it only takes two people to have an auction. Cattle can be just as high with two people sitting there as there would be with 500.”

**Skyler:** “It has a huge effect. The bigger the crowd, normally the better the cattle sell. The more activity and the more people that are there adds a little more hype to the atmosphere, and we seem to get more for the cattle we are selling that day.”

**Jimmy:** “When you have more people, it’s always a better deal for the seller and the buyer. If you’ve got a lot of buyers here, you can get more for the cattle most generally, and it gives the seller, if he’s sitting in here, a lot of confidence. But, basically it’s up to the auctioneer. It’s his job to get what the animal is worth.”

## How do you maintain momentum throughout a sale?

**Jackie:** “I’ve done this my whole life, and it’s just something you have to do. You’ve just got to maintain the momentum. Whether the market is good, bad or in between, you just have to keep rolling. You have to be in control of what you’re doing. People bring their cattle here, they pay us a commission to get all we can for them, and that’s just what we do here. We try to get what the market is going to bring for those cattle, and once that market is established that’s what the market is, and that’s what you have got to get for the cattle. So, it’s just about holding it all together all day long.”

**Bailey:** “Keeping the momentum has a lot to do with the flow of the cattle going through the ring. If you keep them coming

in the ring fast and getting out of the ring fast, it’s easier to maintain momentum if everything is speedy. What kills the sale is if you stop for 10 minutes. Then, you have to start back over to build that momentum.”

**Skyler:** “I never try to drag. When I’m selling, I try to stay upbeat. I like to sell the very first one I sell that day the same as I sell the very last one. If you’re hitting those numbers hard, and if you’re keeping your momentum up as far as the way you’re presenting yourself and sound excited every time one comes in the ring, you’ll be able to keep the excitement up through the auction. It’s all really about how you present yourself.”

**Jimmy:** “From the selling side of the barn to pushing them in the ring in here to the outside and those guys getting them penned fast, it’s truly a team effort. And, it’s the auctioneer’s job to keep them sold, but everybody has got to work together, and when everybody is working together and on the same page, it’s an effective piece.”

## How does the Internet play a role in cattle sales?

**Jackie:** “The Internet opens up marketing to the whole world. We aren’t a localized market any more. Sales are broadcast to people all over the world. Whether they buy cattle on the Internet or not, they are aware of what is going on and what we are doing. It opens their eyes to the kind of cattle we have here, what the market is here, all the value-added programs we offer, and it’s just good publicity. How else would you market to the worldwide customer base without the Internet?”

**Skyler:** “Internet brings more exposure to the price and keeps producers informed about the market. It provides convenience for those who don’t want to drive several hours. They can just get on the Internet and buy cows regardless of distance and weather. So, it has helped tremendously in price discovery as well as taking exposure to a national audience for your cattle sale.”

## How has the video format affected the cattle industry, both good and bad?

**Jackie:** “I think the video is a great thing. It allows you to market your cattle for down the road and still know what

you’re going to be able to get for those cattle two weeks, four months or a year from now. If you can manage your margins for the gain of those cattle, you can lock in a profit out in front of you. And, good management practices are really attractive to lending institutions because you’re able to reduce your risks. It’s also a good opportunity for young people considering the amount of equity it takes today to be in the cattle business. Video marketing gives the producer some risk protection. It works well for our customers and gives them an opportunity to sell their cattle to a bigger audience and reduces freight costs if they have a lot of cattle. It’s just another option. In this business you need to know what tools are available, and it’s always been my thought to put the tools available out in front of our customers for them to use. The worst thing is to be naïve to what is going on around you and not be able to use the tools available that will make you more profitable.”

**Bailey:** “The video format is a big plus for producers. In a lot of ways, it’s a lot less stressful for those people that have load lots when you can go video those cattle and sell them right from the farm. When you know you are going to have cattle to sell in 100 days, it gives you a chance to catch that market, and it’s a real benefit to manage your risk. You’ve got the security to be able to manage that risk. From a buyer’s perspective, we know we are going to need cattle in June, July and August to stock our grass, so we can go ahead and buy those cattle. Even from a buyer’s standpoint, you can still manage your risk better. You’re better able to manage your risk from a buyer’s perspective and from the seller’s side of it.”

**Skyler:** “You get an opportunity to sell your cattle out front, and I think it reduces a lot of your risk. We started the video 10 or 12 years ago, and we sell a lot of our cattle up front 120, 150 or 180 days out, and we have some producers that sell their cattle a year out. This is a risky business anyway with a lot of factors that impact the market, and if you can take out more risk I think it’s a great opportunity. All it does is add flexibility. It saves the producer a lot of money as far as freight goes and possible shrinkage that may occur

at the sale barn. So, I think the pros way outnumber the cons. From a buyer’s perspective, it helps him time what he needs from a management aspect. So if he can get a lot of animals procured for the months that he needs them, then he knows what he’s getting.”

**Jimmy:** “The positive part of the video is selling your cattle ahead of time. Probably the downside to it, in my opinion, is sometimes you can’t see the cattle that well. You can see them on the video, but it’s not like going through the ring here where you can see every one of those cattle. But, for the most part, if you’ve got good credibility on your cattle that you sell year after year, those buyers get to know your cattle. So, there are pros and cons, but it’s an excellent tool to sell your cattle.”

## What advice would you give a producer who is going to market his cattle by auction?

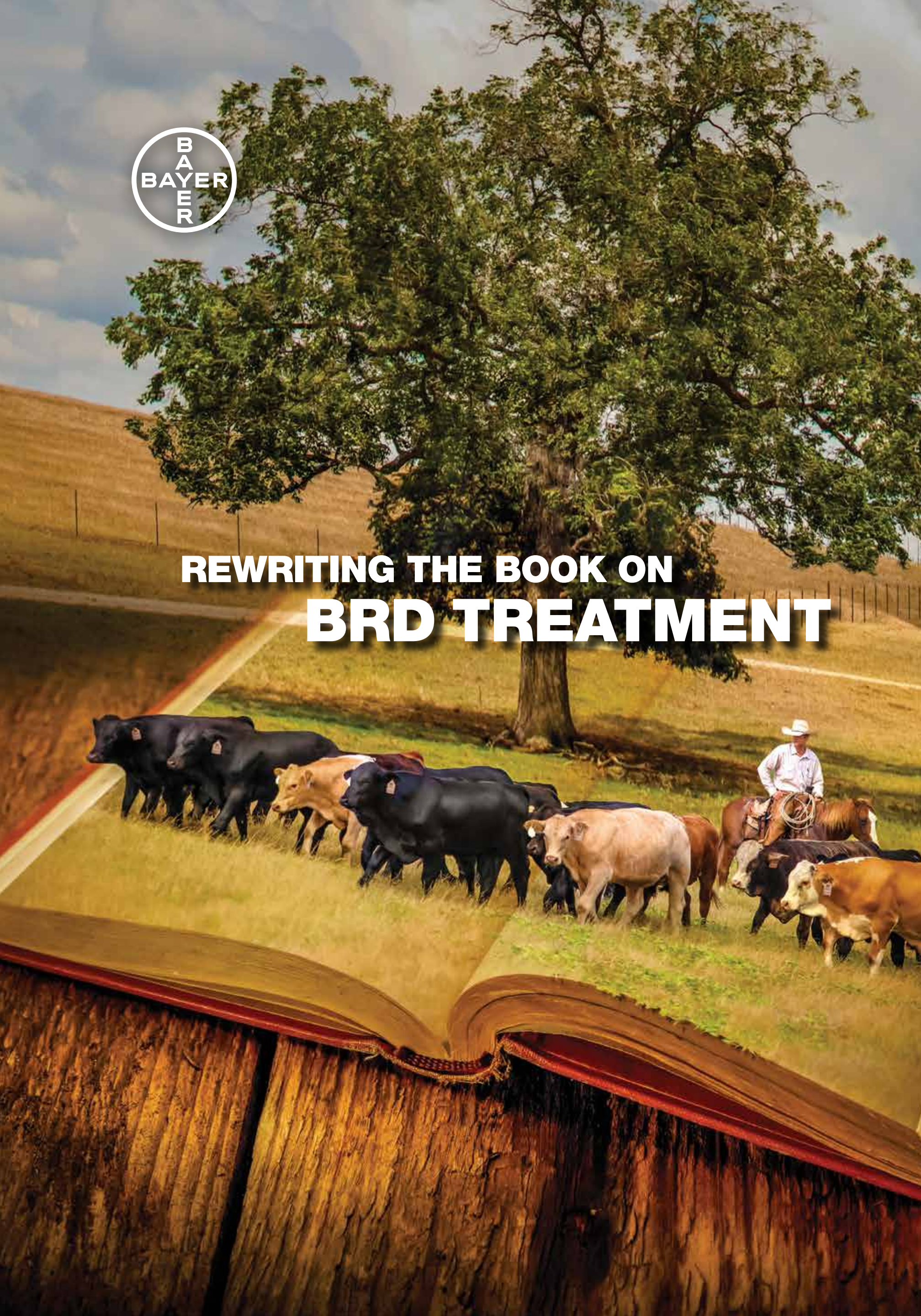
**Jackie:** “Don’t bring your cattle to town that have pinkeye or long hair and aren’t presentable. Get those healed up and do some things that are just common sense issues when you’re marketing your cattle. If you’re going to buy some cattle and go to the auction, think about what you would want to look at when you go buy something. Maybe you didn’t cut your bulls or maybe you didn’t dehorn them, you know those are options for you. You know what your situation is. If you want to sell them that way, I don’t really have a problem with it, but you need to understand that the value you add to those cattle while you have them at home affects the value when you bring them to the sale barn.”

**Bailey:** “The main thing is to contact one of our field representatives. We can come out and look at your calves so we know what you’re bringing, and that way we can get to know you. We sell a lot of cattle here, and we have to know when your cattle are coming to take care of them properly and schedule the right time to get them sold. It’s more manageable that way. As you build a relationship with a field representative here, they can keep you up-to-date on our vaccination programs, our pre-vac sales and it just keeps you informed so you can reap the benefits of those programs.”





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## Heifer Development: Same Challenges, More Options

Think about heifers before prior to weaning

Story By Troy Smith

Producing replacement females is one of the most important and costly enterprises for cow-calf operations. Generally speaking, producers want to develop replacement heifers in a way that will make them productive members of the breeding herd for a long time.

"We all have some limitations, based on our environment and feed resources, but we still enjoy a lot of flexibility in how we can develop heifers," said University of Idaho animal scientist John Hall, during the Applied Reproductive Strategies in Beef Cattle Conference Aug. 17-18, in Davis, California.

Reminding his audience that nutrition is the area of man-

agement most controlled by the producer, Hall offered food for thought regarding both pre- and post-weaning nutrition. He advised producers to start early to prepare replacement candidates to become pregnant early in their first breeding season.

Hall cited research showing how heifers that conceived in the first 21 days of the breeding season remained in the herd longer and produced more total pounds of weaned calf weight through six calvings. He noted how synchronized artificial insemination (AI) is a proven technology for increasing the percentage of heifers that conceive early in the breeding season. However, heifers must be properly developed to be suitable

candidates for synchronized AI.

While most heifer-development programs focus on the post-weaning period, Hall suggested producers pay attention to growth of heifer calves prior to weaning. This could be particularly important for producers affected by drought or other conditions that might cause forage nutrient restriction. He noted research suggesting calf nutrition prior to 6 months of age is critical to potential replacement females. Creep feeding or creep grazing might be worth consideration where applicable.

"This might require a change of thinking for many of us, but we might need to monitor pre-weaning nutrition more closely," said Hall, calling early weaning another strategy worth consideration, particularly in drought.

Hall said the majority of studies of nutritional impacts on heifer development and reproduction have focused on the post-weaning period. From that research has come

the standard recommendation that heifer diets target gains averaging 1.25 pounds (lb.) to 1.75 lb. per day during the period between weaning and breeding. Hall said the pattern of gain, whether slow at first and followed by more rapid gain during the last 60 days of development or steady gain throughout development does not matter. As long as heifers reach an appropriate target weight by breeding time, reproductive performance should not be affected.

Addressing the target weight debate, Hall said targeting 65 percent of expected mature weight is a well-researched strategy that probably is "more forgiving" and ensures that a large percentage of heifers will be pubertal by the beginning of breeding season. Multiple studies have shown that heifers developed to 55 percent of mature weight did not reduce the percentage of heifers becoming pregnant in the first 21 days of the breeding season. Other research resulted in up to 15 percent fewer heifers conceiving early in the breeding season, compared to heifers developed to the heavier target.

"Using the 55 percent target weight will be fine for some operations, but not for others," said Hall, noting that it is likely better suited to crossbred or composite cattle, which generally reach puberty at a younger age than do straightbred cattle.

Hall advised producers to include ionophores in heifer development diets and warned against use of growth implants. To make sure heifers are adapted to the production environments, he recommended using feedstuffs and grazing resources similar to those heifers will be exposed to as cows.

— Troy Smith is field editor for the Angus Journal. Reprinted with permission from [www.appliedreprostrategies.com](http://www.appliedreprostrategies.com), the the Angus Journal's coverage site for the event.

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## What Makes A Quality Replacement?

### Early-born heifers help rebuild cowherd

Story By Joann Pipkin, Editor

As cattlemen across the country work to rebuild the nation's cowherd, selecting quality replacement heifers has never been more important.

For Marionville, Missouri, cattleman John Wheeler, selecting heifers from reputation cattlemen is crucial to building a quality herd.

"I've bought heifers from the same people for years," Wheeler said.

A long-time participant in the Missouri Show-Me-Select Heifer Sale, Wheeler said he likes heifers that fit the middle-of-the-road category, not falling to extremes.

"They're just a time bomb waiting to hit you," he said.

University of Missouri Extension Livestock Specialist Patrick Davis said any producer looking to rebuild his cattle operation and improve productivity and profitability should follow some research-based tips as well.

University of Nebraska researcher Dr. Rick Funston reported heifers born earlier in the calving season are more likely to conceive earlier in their first breeding season. This leads to them calving earlier in the subsequent calving season.

"This research suggests that to improve beef cattle operation profitability, it is important to develop and select replacement heifers that conceive earlier in the breeding season, leading to them calving earlier in the subsequent calving season," Davis said.

Disposition is another important factor for Wheeler. He watches for blemishes like cloudy eyes and frozen ears as those defects will disqualify heifers from the SMS program.

"Select heifers that were born early in the calving season, as well as heifers that are

sound and functional," Davis said. "Another criterion that should be used is pelvic examinations, which allows the producer to identify heifers that do not have a sound reproductive tract or a small pelvic area that could lead to calving difficulties."

Pelvic exams are done by a veterinarian 30 to 60 days prior to the breeding season.

If heifers are found to have an unsound reproductive tract or small pelvic area they should be culled from the replacement pool."

Wheeler said reproductive tract scores of 4 and 5 are good, although he's seen success on young heifers not quite old enough to breed with scores of 3.

The veteran heifer developer said maintaining a good nutrition program is also important, although that doesn't have to be anything fancy.

"I try to keep heifers on good pasture and fescue hay," he said. "I also use some distiller's grains. That has a lot of energy to it and helps supplement the fescue hay."

For optimal performance, Davis said heifers should be developed to 65 and 85 percent of their mature weight prior to breeding and calving, respectively. It is also important to monitor condition scores of the heifers, making sure they are a 5 body condition score or better prior to breeding.

"Research has shown this condition score is the threshold for optimum conception rates," Davis said. "Prior to calving the body condition score needs to be 6. It is likely the first calf heifer will lose one body condition score between calving and breeding due to the high energy needs for growth, reproductive tract repair and lactation. That will put her in the optimum 5 condition score before breeding."

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# Better Stockmanship for Future Cattlemen

Clinic teaches ins and outs of cattle handling and well-being

Story and Photos by Brittini Drennan for Cattlemen's News



The saying goes, “You can’t teach an old dog new tricks.” While the perception is it most often applies to older cattlemen, in reality, most producers in the beef cattle industry know better. No, the fundamentals never change, but as research advances, the methods and practices that have been used for generations continue to be challenged. The same goes for cattle handling and animal well-being.

So, why not take the opportunity to teach these tricks of the trade now to the young pups who will one day be leaders in the industry? Beef Quality Assurance (BQA) serves as an educational vehicle for producers in the cattle industry, but Tom Noffsinger, D.V.M., is bringing real, hands-on education to a new audience — youth. A well-known veterinarian from Benkelman, Nebraska, Noffsinger specializes in cattle handling and stockmanship, as well as cattle disease management.

“The youth are very impressionable and learn very quickly,” Noffsinger said. “They can learn bad habits just as quickly as good habits, so it’s important to teach them

cepts and processes for handling cattle, the beef industry has gradually accepted these ideas and promoted a better, safer means of production. With the constant watchful

ing and create a safer working environment for cattlemen.

“If (young people) can gain confidence now and know how to properly handle cattle, they will have a head start on those who don’t understand cattle and how to communicate with them,” Noffsinger said after presenting a youth low-stress cattle handling clinic sponsored by Boehringer Ingelheim Vetmedica, Inc. July 31, at the University of Missouri Southwest Research Center near Mount Vernon, Missouri.



*Tom Noffsinger, D.V.M., explains to youth that learning to communicate with cattle will enable them to properly handle them in a low-stress environment.*

now what is right and acceptable behavior for working and handling cattle.”

Since Temple Grandin famously developed better con-

cept of animal activists and additional government agencies, it has never been more important than it is today to implement daily practices that improve cattle well-be-

Noffsinger’s informative clinic taught youth in attendance the fundamentals of stockmanship in an engaging classroom setting, using educational videos to demonstrate examples of good handling techniques.

He emphasized the handler’s position and motion in relationship to the animal’s line of sight is most important, rather than pushing cattle



from behind and using loud noises.

“My experience is that if we can educate youth early on, we can help young, future cattle producers override their human instinct to get behind cattle and push or move cattle from behind,” Noffsinger said. “Cattle crave and beg for guidance. We just need to teach young cattlemen and cattlemen how to properly give cattle direction. Cattle need to see their source of guidance and their destination simultaneously.”

Noffsinger also taught how to read the animal’s posture to determine its position. Being able to read cattle takes patience, persistence and practice, but such skill has proven to make working and moving cattle a much simpler, more efficient task.

“The goal of effective stockmanship is to be able to get cattle to go where you want them to go because they want to and understand what you are communicating to them,” Noffsinger said. “My hope is that the students develop powers of observation.”

In addition to cattle handling techniques, Noffsinger also discussed and quizzed students about animal health and administration. He explained where and how to give injections and demonstrated the impact these practices have on the food supply so students could under-

stand why it is critical the industry works hard to implement the best practices possible.

After discussion and learning the basics in a classroom setting, students took to the outdoors to put their knowledge to the test. Using cattle provided by the research center, Noffsinger demonstrated the correct, most efficient way to move a set of cows from one pen to another as well as through a bud box facility and cattle chute.

Lane Hankins, 19, attended the cattle-handling clinic along with his dad. A college student at Missouri State University in Springfield, Missouri, Hankins helps his family part-time on their cow-calf operation near Arcola, Missouri. He said the hands-on approach to learning how to move and work cattle was particularly educational.

“I learned so much more because I was able to actually handle the cattle while Dr. Noffsinger was there to coach me through it and critique what I was doing right and what I could do to improve,” Hankins said. “What shocked me the most was some of the things we were already doing on our farm, but I really learned why those methods were effective and the science behind it all.”

The biggest benefit Hankins has experienced in improving stockmanship is the safer

working environment it has created and the decreased levels of stress the cattle have experienced, which proves profitable in more ways than one.

“We work to try and decrease the stress on our cattle because it makes business sense,” Hankins said. “By minimizing stress, we can keep as many pounds on (the cattle) as possible, and it improves the animal’s well-being. If we don’t take care of them properly, then they don’t perform for us, so it’s to our benefit that we take care of our cattle correctly.”

Hankins realizes the impact better management has had on his family’s operation and points out that more youth education is critical to the beef cattle industry’s future. Learning opportunities like this cattle handling clinic will only help improve cattle businesses and make advancements toward a better tomorrow for future generations.

“I think it’s important to focus on youth because we are the future of our industry, whether we stay directly involved in cattle production or in another sector of the agriculture industry,” Hankins said. “We as producers need to be open to new ideas and changes that will help improve our practices, and we need to keep seeking out educational opportunities so we don’t quit learning.”

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As Tom Noffsinger, D.V.M., demonstrates, grazing an animal’s back from shoulder to hip tells the cow to move forward in a chute. Calves learn this form of communication from their mothers.



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## ECONOMIC INDICATORS

# Beef Herd Expansion: How Fast, How Much?

**Demand ultimately determines how big the industry needs to be**

*Story By Derrell S. Peel*

The dramatic rise in calf prices in 2014 and the corresponding increase in cow-calf returns highlight the growing market incentives to rebuild the beef cow herd. As the primary supply source for the beef industry, cow-calf producers will, by their decisions in the next two to four years, determine the inventory of cattle and the overall level of beef production in

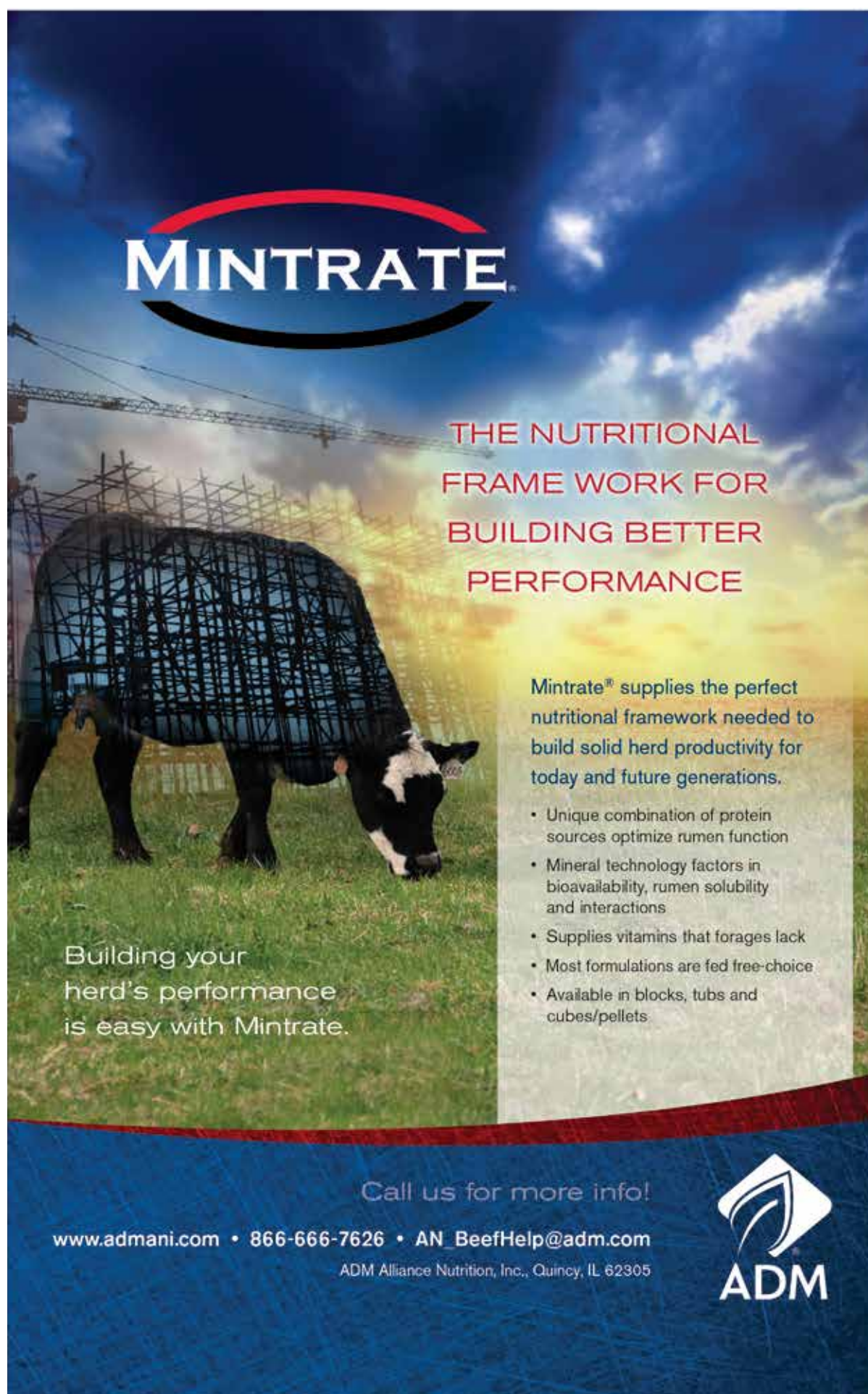
the U.S. for the remainder of the decade. Dramatic improvement in forage and pasture conditions in much of the country in 2015 means that the beef cattle industry can focus on doing what it wants to do rather than being restricted to what they have to do. Much of the far west regions of the country are still hampered by severe drought in areas that represent about 9 percent of the total beef cow herd.

Herd expansion started briskly in 2014 with a 2.1 percent increase in beef cow numbers in the first year of expansion. This faster-than-typical early growth reflected suppressed expansion desires as a result of the drought. Though producers were forced to liquidate cows during the drought years of 2011-2013, they continued to add heifers to the herd to be ready to expand when the opportunity arose. The resulting cow herd is young and productive and allowed for a sharp drop in beef cow culling in 2014 at a rate of 8.8 percent, down from 10.6 percent in 2013.

So far in 2015, beef cow slaughter is down 17.3 percent. Though seasonally higher, beef cow slaughter is anticipated in the fall, thereby reducing the year-over-year decline, beef cow slaughter will be down again year-over-year and is likely to result in a near record low 2015 net culling rate below 8 percent. The July Cattle on Feed report indicated a 2.5 percent year-over-year increase in beef cows to mid-year 2015. Historical relationships between the estimated July beef cow inventory and the following January 1 inventory suggest a January 2016 beef cow inventory of just over 30 million head, representing just over 1 percent growth in 2015. However, beef replacement heifers were up 4 percent on January 1 and were up 6.5 percent on July 1, indicating more aggressive herd expansion. The year-over-year increase in the beef cow herd in 2015 is likely to fall in the range of 2.5-3.5 percent. Annual herd growth up to 4 percent is possible but would be very aggressive. The January 1, 2016 inventory is likely to fall in the range of 30.4 to 30.7 million head. The upper end of this range, corresponding to an aggressive 3.5 percent annual growth rate, would represent a one million head increase in beef cows from 2015 and would be slightly less than the pre-drought 2011 level of 30.9 million head.

This leads to the question of just how much beef cow herd expansion is needed. The answer depends on several factors. Total beef production in coming years will be the result of increased slaughter numbers resulting from herd growth and cattle carcass weights. Cattle carcass weights have jumped sharply the past three years. If that pace of increase continues, it will curtail the amount of herd expansion needed. However, more moderate carcass weight growth in the next two or three years would warrant a larger herd inventory.

Beef demand is the ultimate determinant of how big the beef industry will be, and thus, the combination of domestic and international demand for U.S. beef will be critical to determine how much beef cow herd expansion is needed. Per capita beef consumption will grow as beef production expands, but demand will determine at what price level this



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CONTINUED ON NEXT PAGE



## MANAGEMENT MATTERS

# Fall Calving Season Underway

Start herd checks prior to cow and heifer due dates

Story By Glenn Selk

Fall calving season is here. In fact, the start of the fall calving season often begins before some producers expect it. The target date for the beginning of fall calving very often is Sept. 1. Most printed gestation tables predict that calving will take place 283 days (some 285 days) after artificial insemination or natural breeding. Cows and heifers that gestate in hot weather will often calve a few days earlier than expected.

Oklahoma State University physiologists studied early fall (August) and late fall (October) calving cows. Data from two successive years were combined for 60 Angus-Hereford crossbred cows. The "early" and "late" fall calving cows had been artificially inseminated in early November or early January, respectively. Semen from the same sire was used for all cows. All cows were exposed to a single cleanup bull for 35 days at 4 days after the AI season. The weather prior to calving was significantly different for late pregnancy in the two groups. The average maximum temperature the week before calving was 93° F for the "early" fall group. The average maximum temperature the week before parturition in



the "late" calving group was 66° F. Both groups of calves had a 100 percent survival rate and both groups of cows had very high re-breeding rates (90 percent and 92 percent, respectively).

The average gestation length for the "early" cows was 6 days shorter (279 days) as compared to the "late" cows (285 days) in year one. The average gestation length for the "early" cows was 4 days shorter (278 days) as compared to the "late" cows (282 days) in year 2. Keep in mind that the gestation lengths listed are average. This means that about half of the cows calved earlier than that. Producers with early fall-calving cows should expect calves to start coming several days ahead of the "textbook gestation table" dates. They should begin their routine heifer and cow checks at least a week to 10 days ahead of the expected first calving date.

—Glenn Selk is Oklahoma State University emeritus extension animal scientist. Information for this article is from Kastner, Wettemann, and co-workers. 2004 OSU Animal Science Research Report.

## BEEF HERD EXPANSION FROM PREVIOUS PAGE

consumption will occur. In a stable market, consumers will pay a price just high enough for a given level of consumption to ensure that producers will provide enough beef for that level. Of course, international beef trade must be figured into that as well. It is an evolving picture that will depend on conditions in the coming years, but at the current time my estimate is that the industry will operate with around 32 to 32.5 million beef cows. It appears we could achieve that level at the earliest by 2017, more likely by 2018 or 2019.

—Source: Derrell S. Peel is Oklahoma State University Extension livestock marketing specialist.

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Are the Good Times Over?

Cattle marketing trends during herd rebuilding

Story By Lisa Henderson for Cattlemen's News

Market prices for your calves are likely to trend lower over the next few years, but that doesn't mean the good times are over.

According to John Nalivka, president of Oregon-based Sterling Marketing, estimated average cash cow-calf profits will be \$606 per cow this year, with profits about \$490 per cow next year. Profitability is expected to dip into the \$325 to \$350 per cow range in 2017.

Those projections are based on the fact that expansion of America's cattle herd is underway, which will result in increasing cattle and beef supplies.

Expansion was confirmed the last week of July in USDA's National Agricultural Statistics Service mid-year cattle inventory report that revealed a 2.2 percent increase in the total herd to 98.4 million head. It marked the first increase in the mid-year numbers since 2006. The report estimated the number of cows and heifers that have calved at 39.8 million, while the total number of beef cows was listed at 30.5 million head.

Purdue University extension economist Chris Hurt believes America's cattlemen are on a path to the largest expansion in 25 years.

"The last major expansion was from 1990 to 1995 when the herd grew by 10 percent," Hurt says. "The industry had started on a modest expansion in 2005 and 2006, but producers aborted that expansion cycle due to the Southern Plains drought and the start of the high feed price era late in 2006. Now, with pastures and grassland restored for most of the country and the feeling that feed prices will remain moderate, this expansion is off to a fast start."

Nalivka says the 2.5 percent increase in the mid-year inventory of beef cows "confirms producers are building herds. But the strongest evidence is the 17 percent year-

to-date decline in beef cow slaughter and a 10 percent decline in heifer slaughter from a year ago."

Sterling Beef Profit Tracker				
"Monitoring Free Market Beef Industry Profits"				
Sterling Marketing, Inc.				
	Week Ending	Week Ago	Month Ago	Year Ago
	August 8, 2015			
Feedlot Margin (\$ / head)	(\$45.73)	(\$67.94)	(\$108.70)	\$284.85
Choice Steers (5-Area Direct, \$ / cwt) <sup>4</sup>	151.83	147.53	150.95	160.08
Feeder Steer (Ok City 750-800 lb, \$ / cwt)				
For this Week's Feedlot Placement	215.58	213.15	225.79	223.00
Against this Week's Marketing	204.32	199.75	210.22	169.00
Feed Cost (\$ / head)				
For this Week's Feedlot Placement	303.98	302.94	336.62	291.41
Against this Week's Marketing	307.88	311.02	311.77	368.81
Total Cost (\$ / head)				
For this Week's Feedlot Placement	2,114.42	2,093.76	2,229.79	2,161.57
Against this Week's Marketing	2,027.52	1,993.83	2,079.05	1,804.19
Calculated Breakeven Price (\$ / cwt)				
For this Week's Feedlot Placement	162.03	160.44	170.91	165.66
Against this Week's Marketing	155.35	152.76	159.31	138.17
Packer Margin (\$ / head)	(\$6.01)	\$12.44	\$35.35	\$108.68
Choice Steers (TX-OK Negotiated Cash, \$ cwt)	151.83	147.53	150.95	160.08
Beef Cutout <sup>1</sup> (\$ / cwt)	233.66	232.02	241.57	260.74
Drop Credit <sup>2</sup> (\$ / hd)	174.02	168.37	174.84	226.84
Relative Feeding Cost (against current mktg week)				
Feeder Steer	78.10%	77.64%	78.36%	72.59%
Feed	15.18%	15.60%	15.00%	20.44%
	2016*	2015*	2014	2013
Cow-Calf Margin <sup>3</sup> (\$ / cow)	\$490.00	\$606.00	\$548.00	\$243.05
Estimated annual revenue - annual direct costs				
<sup>1</sup> Adjusted for percentage Choice and Select.				
<sup>2</sup> Per head value adjusted for yield.				
<sup>3</sup> Based on Sterling Marketing revenue and cost of production projections.				
<sup>4</sup> Beginning Jan. 2014; previous Tex-Ok negotiated				
© 1991-2015 Sterling Marketing, Inc., John Nalivka (541) 473-3266				

Early phases of expansion – such as during 2015 – typically produce a decline in beef production. And that is evident, Nalivka says, as year-to-date cattle slaughter is down 7 percent while beef production for the same period through mid-July is down 5 percent.

Hurt says heavy retention of heifers over the past year is one factor that reduced beef supplies and led to record high beef prices.

"Beef supplies were down about 6 percent in the last-half of 2014 and about 4 percent in the first-half of 2015," he says. "However, beef supplies are expected to shift toward growth in the second-half of this year with a 1 percent increase and by a more significant 4 percent in 2016."

Hurt believes higher beef supplies in coming months and the sharp increase in pork and chicken supplies likely mean that peak beef prices in this cycle have already passed.

"Peak monthly prices may have occurred in November 2014 when finished cattle prices averaged \$170 per cwt. and 500- to 550-pound Oklahoma City steer calves averaged \$303 per cwt."

the result of herd building and subsequent larger calf crop until first quarter of 2016," Nalivka says. "As the supply of cattle increases through the year, cattle slaughter for all of 2016 will be up 3 percent from this year's 5 percent drop while beef production during 2016 will be up 4 percent."

One factor that might influence cattle prices over the next few years as expansion gains steam is where the cows will be located. Rabobank Food and Agriculture senior economists Sterling Liddell and Don Close believe the geographic distribution of the U.S. cow herd will be more concentrated in the next four to six years.

In a study conducted for Rabobank, Liddell and Close determined America's cow herd will shift "away from a dispersed population to one that is in areas not typically associated with heavy cow-calf production. This shift will create opportunity for new winners to emerge, and will change historical models of calf production, feeder acquisition, and crop-producing businesses."

The economists say the repopulation process will happen in two phases and in different geographies. The excess capacity in the Southwest and High Plains will fill out first, and once that area has repopulated, rebuilding will occur in the central U.S. – mainly the Dakotas and into the Corn Belt.

Report co-author Don Close said, "The combination of the repopulation in areas of the Southwest and High Plains to conventional levels, plus the addition of confined and semi-confined cow-calf units in the row-crop-producing regions of the central U.S. will lead to a unified, central states cow herd."

Heavier carcass weights so far this year have made up for the fact fewer animals are going to market. But herd expansion is not likely to show up in larger numbers of feeder cattle until late this year.

"Increased cattle numbers this year resulting from a 1 percent larger calf crop during 2014 will likely not show up in fed cattle slaughter until the tail end of the 4th quarter of this year," Nalivka says. "Overall, beef production will likely be down about 3 percent this year."

If you're selling calves or feeder cattle this fall, the available supply of those cattle suggests prices will remain favorable.

"We don't expect to see any measurable increase in the available supply of cattle as



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## PASTURE PLANNING

# Plan for Drought in Rain

## Good management helps build forage reserves

Story By Hugh Aljoe

One of the most meaningful quotes from college came from Wayne Hamilton, a range management professor at Texas A&M University. He said, "The time to plan for a drought is when it's raining, and the time to plan for rain is during a drought." I can truly appreciate these words of wisdom more today than ever in my career having the recent experiences of both drought (in 2011 and 2012) and surplus rain (flood-

ing) in the spring of 2015. This leads to a couple of questions. Are we still in a drought or long-term dry spell? And, should we be planning for drought or rain? The short answers to those questions are "Yes," and "Both — drought in long-term and good moisture conditions in short-term."

If you as a producer living in the Southern Great Plains take any stock into the climate and

weather predictions, you are aware of the El Nino/La Nina phenomenon and its effect on our region. We are currently experiencing an El Nino effect, which means our region typically receives above-average rainfall. Many producers in Oklahoma and Texas received their expected yearly rainfall in two months, May and June, this year. It has been a very moist first half of the year, providing much needed recovery of deep soil moisture and pond or lake water. However, due to the excessive rainfall amounts, many producers did not benefit in forage production. Although there was abundant rain in the spring, it did not equate to surplus forage. The good news is El Nino conditions are projected to remain with us through the

remainder of the year. Much of the growing season is left to provide recovery from the drought years and build reserves headed into the fall and winter.

Several management practices can be implemented to ensure pasture recovery and additional reserves. To enhance native range pastures, defer cattle grazing on these pastures from now until after frost allowing them to stockpile forage to be used as standing hay and to improve plant vigor of the desirable native plants. Introduced pastures can be fertilized through early September ahead of a rain event to increase stand vigor, forage production and quality. This is true for both warm-season grasses (bermudagrass, Plains and B-Dahl bluestems, kleingrass, etc.) and cool-season grasses (fescue). Stockpiled bermudagrass, fall-fertilized and left ungrazed until frost, can provide abundant high-quality forage as standing hay for several months in late fall and early winter. Winter pasture established in the early fall using small grains or a forage cropping mixture might provide abundant high-quality grazing for rapid weight gain on growing and poor-conditioned cattle. Regardless of the needs of your operation, planning is required to achieve successful outcomes. Now is the perfect time to plan your fall forage management, especially in a year when El Nino is providing favorable moisture conditions.

A producer with abundant grass at the end of the year has options — build reserves, market surplus for grazing or hay, retain all or a portion of the calf crop, or increase the stock rate. However, I would be careful to increase the stocking rate as the long-term climate predictors still say we are in a long-term dry spell. The recovery our pastures have experienced in 2015 will be of greater benefit in the years to come. Therefore, through planning and good management, achieve the greatest amount of recovery possible this season and obtain the added benefit of a forage reserve this winter and perhaps beyond. As I would expect Mr. Hamilton to say, "Plan now — for both drought and rain."

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He sells.

### Buford All Purpose B91

CED	BW	VW	YW	SC	Milk
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Sire: Buford AVE All Purpose 4700 • Dam's sire: SAV Pioneer 7301



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### Buford Final Answer B12

CED	BW	VW	YW	SC	Milk
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Sire: SAV Final Answer 0935 • Dam's sire: Buford Bluestem 9074



He sells.

### Buford Bismarck B10

CED	BW	VW	YW	SC	Milk
+11	+5	+55	+105	+182	+24

Sire: SAV Bismarck 9632 • Dam's sire: MF Net Return 8197



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### Buford Regency B352

CED	BW	VW	YW	SC	Milk
+11	+5	+55	+105	+182	+24

Sire: SAV Regency 2684 • Dam's sire: CHD Traveler 6807



He sells.

### Buford Emblazon B331

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## TRENDING NOW

# 2015 Corn Crop: Rain in the Drivers Seat

Good management helps build forage reserves

Story by Joann Pipkin, Editor

It's no secret. Rain continues to be the biggest driver in the outcome of the 2015 corn crop.

According to the United States Department of Agriculture's quarterly Grain Stocks report released last month, corn stocks were smaller than expected and projected planted acreage came in only slightly smaller than expectations.

Still, USDA reports the tighter corn stocks are supportive to the corn market that was already rallying due to the sharp decline in corn crop conditions in late July and early August.

"The timing of (fall) rain will depend on how well the yield does," noted Jill Scheidt, University of Missouri Extension regional agronomy specialist. "If producers were able to plant the corn and it didn't drown, a good yield can be expected. Later planted corn, what didn't come up evenly and that didn't receive additional nitrogen, will not yield as well."

Scheidt said the large amount of rainfall received might have caused a temporary or long-lasting nutrient deficiency. Some later planted corn was subject to Japanese beetle feeding on the silks. If silks are chewed to less than half an inch, it makes the chances of a successful pollination much lower because each silk connects to a kernel to be pollinated, he said.

"If the Japanese beetles did not chew corn silks, the corn

probably pollinated well due to adequate moisture during pollination," added Scheidt.

A late-season concern for corn farmers will be stalk and ear rots. "If these occur in corn fields, the crop should be harvested as soon as possible once black layer or physiological maturity is reached to avoid difficulties harvesting should stalks fall over or kernels continue to deteriorate," Scheidt said.

Because of ample rainfall, Scheidt expects average yield from this year's corn crop in the 4-state region. "For yield to be better than average, corn had to be planted early, avoid Japanese beetle feeding and avoid ear and stalk rots," she said.

While much of the Midwest experienced too much moisture and damage in many areas, University of Missouri Agricultural Business Specialist Mark Jenner said the areas of highest productivity are growing better than last year.

"Profitability will be a challenge this year as with last year," he said. "But, in good years and bad years, the farms that do the best are the ones that keep their costs low and maximize their farm output. This includes managing risk in the markets."

What's the bottom line on the corn crop for livestock producers? Jenner said, "Feed prices will be similar to what they have been in 2014, based on what we know at the moment."

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## Strip Grazing Gives More Bang for Your Forage Buck

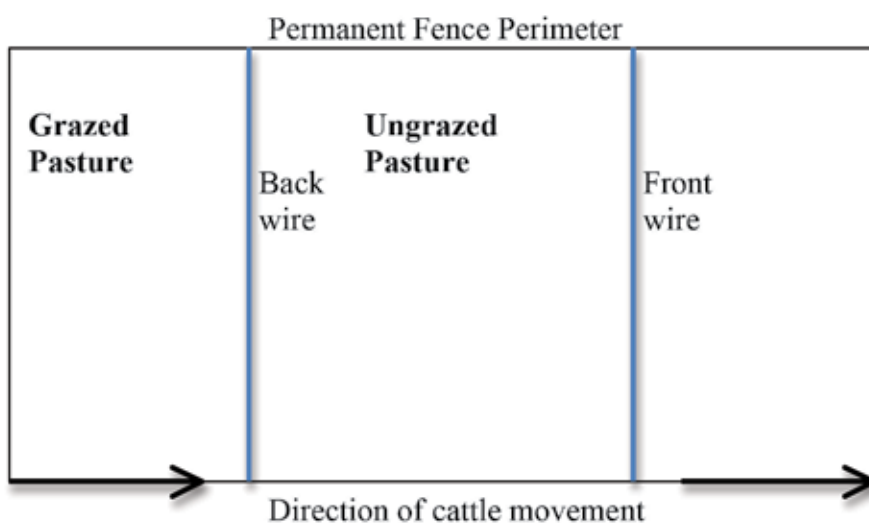
Fall grazing strategies help reduce winter feed costs

Story By Lisa Henderson for Cattlemen's News

Ideally suited for fall and winter, strip grazing is becoming increasingly popular as cattlemen seek ways to increase efficiency and reduce cow feed costs.

Specifically, strip grazing involves gradually moving

ing the cattle to graze new areas, and move the other wire in the same direction preventing the cattle from continuously graze areas they have already grazed. The graphic below is an example of a strip grazing system.



cattle through a pasture using portable fence to limit the area they graze at one time. Forage specialists say strip grazing works well with stockpiled forages through the fall and winter months.

Stockpiled forages can help reduce winter feeding expenses. According to research from the University of Arkansas, "strip grazing stockpiled forages using temporary electric fence can offer the highest utilization of the pasture. In Arkansas demonstrations, strip grazing management doubled the number of AU grazing days per acre compared to continuous grazing of the entire stockpiled pasture."

Research from the University of Missouri adds that resting grazed paddocks allows forage plants to renew energy reserves, rebuild vigor and deepen their root system.

A strip grazing system consists of a perimeter fence line; two additional wires are added to reach from both sides of the perimeter to create a strip in the original fence line. As you cycle through the grazing system, move one wire forward, allow-

University of Arkansas Animal Science Professor Dirk Philipp said strip grazing is a tool for harvesting forage.

"Forage utilization with strip grazing is relatively high, around 75 to 80 percent, compared with continuous stocking, which is around 50 percent or so," Philipp said. "The bottom line is, higher forage utilization means higher grazing efficiency, less wasted forage, and more return for your input. The forages have to be fertilized properly to have decent crude protein contents."

Although a rectangular shape is ideal for strip grazing, most farms cannot accommodate the shape due to irregular pasture size and variations in slope, soil type and forage quality. When considering strip grazing in your pasture, you must take into account topography, forage type, soil type and shade and water availability.

"Strip grazing is routinely done with stockpiled forage such as tall fescue and Bermuda grass in late fall," Philipp says. "At that time, the forage is sufficiently nutritious, but less palatable, so the increased grazing pressure

## 6 Basic Principles of Strip Grazing

1. Give non-lactating, gestating beef cows a three- to four-day allocation of grass. This is the best balance between your labor and forage utilization. Growing or lactating cattle should be fed (move wire forward) more often.

2. Remove animals that do not adjust to this system.

3. Animals with sore feet or animals that appear thin are culling candidates.

4. Utilize the most perishable forage species first.  
First - Legumes  
Second - Orchardgrass  
Last - Fescue

5. Select areas to be grazed based upon soil and weather conditions:  
Wet Areas - Graze during dry or frozen times  
Exposed Areas - Graze during warmer weather  
Protected Areas - Graze during severe weather

6. Move to another area if the grass gets muddy and remain there until the mud is washed off the stockpiled growth, then move back.

—Source: The Ohio State University Extension

(more animals per acre) leads to higher forage utilization. In addition, with apportioning a 'strip' every 2-3 days or so, cattle can only graze what's right in front of them and can't wander around picking plants out, thereby trampling the forage."

Overall, strip grazing is more management-intensive than continuous stocking because of the required fencing material and water source availability. The animals must also be trained to the single-strand electric wire.

If you're considering a rotational grazing system, the best way is to do so gradually. When you begin to switch systems some trial and error is necessary to reach optimal conditions. A pasture calendar might be used to monitor pasture and animal observations. The goal is to match animal needs with forage production. Some observations should include:

- Record stocking rates.
- Is production at desired levels? Do you need to supplement?
- Monitor rest and grazing periods and how the pasture is responding.
- Keep track of the growth stages of your forages. How long does it take to reach optimal grazing stage?
- If you plan to stockpile forage, consider how much forage you need.

"Setting up strip grazing works best with a polywire that is

properly charged, adjusted to the proper height depending on age, size of animals, etc. and moved regularly, about 2-3 days, but that depends on the amount of forage there," Philipp says.

The University of Arkansas Extension suggests, "Rotational grazing can extend the grazing season during stress growing periods and can protect standing forage for grazing during dry periods. This approach retains flexibility in the system for changing weather, herd size or management, or even for planning enough grazing during your vacation."

Philipp noted producers should remember there is no silver bullet or "one-size-fits all approach to grazing.

"Many producers confuse a grazing system with a grazing method," he said. "So if your system is comprised of mostly tall fescue, you would use rotational stocking in spring to take advantage of rapid, lush growth, and would use strip grazing to utilize less appealing stockpiled forage. In Bermuda grass, you might get away with continuous stocking if you don't want to spend lot of money on improved pasture management, but stockpiled Bermuda still has to be grazed in a strip, otherwise animals will trample it."

Most importantly, Philipp said, "Make a plan, get your materials together (posts, wire, mobile charger), and figure out where the water source will be."





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<i>Cooperia oncophora</i> – Adults and L <sub>4</sub>	
<i>Cooperia punctata</i> – Adults and L <sub>4</sub>	
<i>Cooperia surnabada</i> – Adults and L <sub>4</sub>	
<i>Haemonchus placei</i> – Adults	<b>Grubs</b>
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L <sub>4</sub> and inhibited L <sub>4</sub>	
<i>Trichostrongylus axei</i> – Adults and L <sub>4</sub>	<b>Mites</b>
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

Parasites	Durations of Persistent Effectiveness
<b>Gastrointestinal Roundworms</b>	
<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
<b>Lungworms</b>	
<i>Dictyocaulus viviparus</i>	150 days

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

##### Animal Safety Warnings and Precautions

The product is likely to cause tissue damage at the site of injection, including  
possible granulomas and necrosis. These reactions have disappeared without  
treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter.  
Observe cattle for injection site reactions. If injection site reactions are suspected,  
consult your veterinarian. This product is not for intravenous or intramuscular use.  
Protect product from light. LONGRANGE® (eprinomectin) has been developed  
specifically for use in cattle only. This product should not be used in other animal  
species.

##### When to Treat Cattle with Grubs

LONGRANGE effectively controls all stages of cattle grubs. However, proper timing  
of treatment is important. For the most effective results, cattle should be treated as  
soon as possible after the end of the heel fly (warble fly) season.

##### Environmental Hazards

Not for use in cattle managed in feedlots or under intensive rotational grazing  
because the environmental impact has not been evaluated for these scenarios.

**Other Warnings:** Underdosing and/or subtherapeutic concentrations of extended-  
release anthelmintic products may encourage the development of parasite  
resistance. It is recommended that parasite resistance be monitored following the  
use of any anthelmintic with the use of a fecal egg count reduction test program.

##### TARGET ANIMAL SAFETY

Clinical studies have demonstrated the wide margin of safety of LONGRANGE®  
(eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted  
in a statistically significant reduction in average weight gain when compared  
to the group treated at label dose. Treatment-related lesions observed in most  
cattle administered the product included swelling, hyperemia, or necrosis in the  
subcutaneous tissue of the skin. The administration of LONGRANGE at 3 times the  
recommended therapeutic dose had no adverse reproductive effects on beef cows  
at all stages of breeding or pregnancy or on their calves.

Not for use in bulls, as reproductive safety testing has not been conducted in males  
intended for breeding or actively breeding. Not for use in calves less than 3 months  
of age because safety testing has not been conducted in calves less than 3 months  
of age.

##### STORAGE

Store at 77°F (25°C) with excursions between 59°F and 86°F (15°C and 30°C). Protect  
from light.

Made in Canada.

Manufactured for Merial Limited, Duluth, GA, USA.

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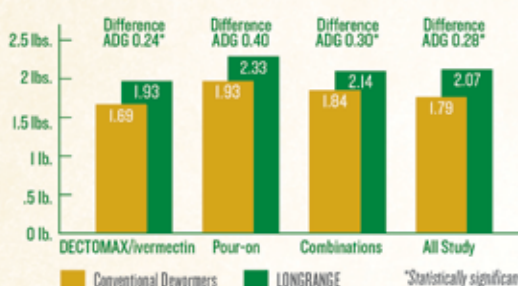
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**IMPORTANT SAFETY INFORMATION:** Do not treat within  
48 days of slaughter. Not for use in female dairy cattle  
20 months of age or older, including dry dairy cows, or in  
veal calves. Post-injection site damage (e.g., granulomas,  
necrosis) can occur. These reactions have disappeared  
without treatment.

<sup>1</sup> Data on file at Merial.

<sup>2</sup> Dependent upon parasite species, as referenced in FOI summary and  
LONGRANGE product label.

<sup>3</sup> LONGRANGE product label.

Available in 500 mL, 250 mL and 50 mL bottles.  
Administer subcutaneously at 1 mL/110 lbs.



## Effects of Herd Sire Selection on Calf Marketability

### Do you get what you pay for?

Story By Brittini Drennan for Cattleman's News

“First and foremost, the more you know about your cowherd the easier it is to objectively select the right bull,” said Eldon Cole, University of Missouri Extension regional livestock specialist. “If you don’t know where your cow herd’s deficiencies are, whether it be poor growth rate, milk production, rate of gain, carcass merit, then it’s really hard to go buy a bull and identify traits you need to be looking for and to what extent those traits need to be impacted.”

Being able to scrutinize the cowherd entails keeping accurate records. Without records to compare year-to-year, it can be difficult to understand where improvements need to be focused. In addition to birthweight and weaning weight, assigning a calving ease score on a scale of one to five, particularly for first calf heifers, can tell producers a lot about maternal aspects of the herd.

Adam Whitesell, a commercial cow-calf producer near Lockwood, Missouri, provides some insight as to why it is important for him to be able to make comparisons.

“As much as we can see the positive effects, records also indicate when a bull wasn’t all he was cracked up to be,” Whitesell said. “Sometimes it is difficult to pinpoint problem factors when you use, let’s say, six to eight sires natural service on a herd of cattle. So, we try and buy bulls that are bred the same way so we can put them on a group of cattle and know who they’re out of to produce more consistency.”

Whitesell said low birthweight is a priority when it comes to selection criteria, but because low birthweight has been ingrained in his herd and his replacement females for several generations, it would be difficult to see a dramatic change in that particular trait with the influence of just one bull.

If that is the case, then how does a herd sire affect the outcome of the calves?

“Well, half of his genetics are in every calf he sires, so potentially a pretty high percentage of the calf crop can be attributed to the sire,” Cole said. “He is going to have an influence on how easily calves are born, how quickly they will grow,



Cow herd records, carcass and performance data aid in sire selection to add more profit when marketing calves. —Photo by Joann Pipkin

and especially maternal traits as those genetics are displaced into the herd as replacement females.”

Cole cautions producers against selecting bulls for single traits, suggesting it is most advantageous and realistic to focus on three or four traits. On the other hand, they should also be aware of ignoring a particular trait. Cole also points out the difficulty in finding a bull with desirable numbers all across the board, but it comes down to what will make sense economically.

“You have to look at what is going to be the greatest economic factor to your herd,” Cole said. “Look at a bull’s EPDs [expected progeny differences] first, make him work on paper, make sure he is going to compliment your cowherd as well as your environment. Then, make sure he is structurally sound and correct.”

Whitesell also acknowledges EPD traits other than birthweight. When considering his replacement females, he looks very closely at maternal traits, such as milk and total maternal. He also compares yearling and weaning weights in addition to performance EPDs.

“We are in the business of producing a highly sellable product so ribeye area (REA), intramuscular fat (IMF), and fat thickness (FT) are important as well,” Whitesell said. “We want our calves to excel in the feedlot and be an excellent finished product. To sum it all up, we tie all of the EPD traits together, and if the bull has a phenotype and temperament we are looking for, then we will put him in the program.”

their herd sires have on every level of their operation. From milk production to carcass merit, a bull inflicts a number of both favorable and detrimental results, particularly on the marketability of the final product, whether that be weaned calves or on the rail.

After investing in quality bulls and implementing rigorous cow culling standards for nearly 30 years, Whitesell testified that building an ideal operation does not happen overnight.

“We are less likely to notice a huge difference with the purchase of a powerhouse, top-of-the-sale kind of bull as opposed to someone who is building a foundation herd or a herd that has been pieced together over a short time,” Whitesell said. “For years, we have continuously tried to introduce the best genetics we could find and afford at the time, but buying good bulls undoubtedly adds value to your herd.”

When it comes to marketing and seeing the effects his bull selection has on his product, Whitesell said he definitely notices his investments at work. When the market has allowed, he has stepped out of his comfort zone to market calves through the feedlot and now has valuable data to prove his cattle gain and grade well. Whitesell has established a good reputation with repeat buyers after years of marketing his calves at Joplin Regional Stockyards, and he knows how his cattle will perform after they leave his farm.

“Your credibility is all you have, and you’re building a reputation with every product you market,” Whitesell said.

The more information cattlemen can offer buyers at sale time, the better opportunity they have at getting what their cattle are worth. When producers can identify good health protocols, quality genetics and proven bulls, the more reasons buyers have to purchase your product.

“It is a good feeling when you invest in quality genetics and see the payoff in the end,” Whitesell said. 🤠

In order to evaluate a bull’s worth, producers need to take into consideration the impact



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## How Can You Increase Cull Cow Value?

**Timing and management play key role in getting more at the sale barn**

*Story By Brittini Drennan for Cattlemen's News*

When it comes time to market cull cows, cattlemen tend to do what is most convenient rather than developing a conscious plan in order to get the most value possible. Begin thinking of the percentage cull cows contribute to an operation's gross revenue, and most will find ways to increase the value of their cull cows.

In a cyclical industry with constant fluctuations in the market from one season to the next, knowing what market trends are doing is critical before deciding when to take your cows to the sale barn. Skyler Moore with Joplin Regional Stockyards said the biggest thing producers can do is to get in touch with a field representative.

age availability and industry trends.

"Selling cull cows is no different than the fat cattle market or anything else in the industry," Moore said. "It is about management and timing, and you want to hit the peaks in the beef retail market. In a consumer-driven market, there are certain times of the year that more beef is sold due to sheer consumer demand, particularly just before holidays and during grilling season."

### Supply and Demand

Since slaughter cow prices are contingent on supply, demand for beef forces buyers to pay more per hundred weight

just comes back to supply and demand."

Depending on the market, as well as the amount and condition of the grass available, Moore said it might pay to hold those cattle an additional 45 to 60 days and market them in early winter or early spring when the demand is higher. Value can be added to those cattle. If they gain a little weight, the potential is there to see \$200 or \$300 more per head.

**"Selling cull cows is no different than the fat cattle market or anything else in the industry. It is about management and timing, and you want to hit the peaks in the beef retail market."**

*—Skyler Moore, Joplin Regional Stockyards*

### Increased Demand for Lean Beef

Brad Theede, Norwood, Missouri, is a cow buyer for American Foods Group. He's been buying cattle at Joplin Regional Stockyards for more than 15 years. Theede said to evaluate the condition of the cull cows, which is usually based on the amount of moisture and forages available to those cows, before they are sold. If a producer weans calves in May and notices his cows are a little lean, that might be good news. Theede noted that putting more condition on cows does not always pay in the end due to increased demand for leaner beef nationwide.

"With the strong demand of lean product, we're starting to see a greater spread and a discount on the slaughter cows sold carrying more condition," Theede said. "Simply put, when there's more grass on the ground, producers may experience lower prices per pound for their cows that will be carrying more condition than cows with less condition. It's a fine line. It just simply means with the increased demand for lean beef, sometimes

it doesn't pay to put more condition on them."

### Older Cows Vs. Young Heifers

Another option to increase cull cow value while retaining herd size and adding youth to the cow herd is to replace an older, more mature cow with a young heifer. Of course, it depends on the year and the amount of available grass, but Moore said with lean beef at an all-time high like it is now combined with a little pressure

on the feeder cattle market, it might make sense to keep and breed yearling heifers rather than keeping an older cow that needs to be culled.

"And, the same goes with the bulls," Moore said. "If you have an older bull that weighs, for example, one ton, he might bring \$3,000 for slaughter. Then, you could replace that bull with a younger one with newer genetics for just \$1,500 to \$2,000 more in a lot of cases. It just makes sense, especially if you're keeping replacement females."

However, as long as the female is producing a calf, it is advantageous to know when to keep cows.

### Mother Nature is in Control

It is important for producers to maintain good stocking rates even when weather is good and grass is abundant because weather is guaranteed to change, which will put pressure on cull cow prices.

Hitting the market just right depends on so many different variables. In the end, Mother Nature seems to put more pressure on the market than anything else.

"It all depends on what the market is doing," Moore said. "That's why you need to be in touch with one of our field representatives who knows the markets well. Whether you're selling cull cows, bulls or calves, it's all timing and management."



*Several options exist to market cull cows that help producers put money back into their pockets. Get in touch with a field representative at Joplin Regional Stockyards to learn about special sales and programs.—Photo by Joann Pipkin*

"Producers need to be watching the market trends and seeing what prices are doing," Moore said. "A field representative who knows the market can help you with your marketing goals to ensure your cows have every opportunity to get what they're worth."

The market is subjective to many factors so it's important to take into consideration the time of year, the weather, for-

at times when beef supply is lower and fewer producers are marketing their cattle.

"Everybody seems to do the same thing at the same time," Moore said. "December is a pretty good month to move beef as you get into the holidays. After you get past that point in February or March, that's when retailers really need beef because a large majority have already sold their calves. It all



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**Brief Summary:** Before using Enroflox<sup>®</sup> 100, consult the product insert, a summary of which follows.

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

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

#### INDICATIONS:

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

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

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

#### RESIDUE WARNINGS:

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

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

**HUMAN WARNINGS:** For use in animals only. Keep out of the reach of children. Avoid contact with eyes. In case of contact,

immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For customer service, to obtain a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions, call Norbrook at 1-888-591-5777.

#### PRECAUTIONS:

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

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

Subcutaneous injection can cause a transient local tissue reaction that may result in truen loss of edible tissue at slaughter.

Enroflox 100 contains different excipients than other enrofloxacin products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.

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

**ADVERSE REACTIONS:** No adverse reactions were observed during clinical trials.

#### ANIMAL SAFETY:

In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetence and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle. In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

Norbrook Laboratories Limited,  
Newry, BT35 6PU, Co. Down, Northern Ireland  
104 March 2015

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## What You Do on the Farm Matters

### How it was raised affects that grilling experience

Say you are at the grocery store to buy ground beef and steaks for a family gathering. Your goal is a satisfying eating experience for all.

At the meat case, you quickly see all the choices available – and you're still looking at hamburger. It's decision time. Do you want an 80-20 chuck, 85-15 sirloin or a 90-10 lean grind? Maybe a 73-27 or cheaper grind?

Confused, you go to the steak section and then see Select, Choice, Premium Choice and even some Prime packages for sale. Adding

CAB Consist Survey Data			
Fat cover	Marbling Score	% Choice Prime	% CAB Acceptance
.2	391	38.9	11.7
.4	430	60.7	17.4
.6	459	71.6	24.9

to the challenge, you notice a small section of Natural, an even smaller section of Organic beef and even a few steaks with "grass-fattened" labeling.

The great thing about this country is we have many choices. But, choices can be a challenge, too.

Back at the meat case, how does the production system impact your grilling and eating experience? Well, for nearly 95 percent of all beef produced, the traditional system is weaning a calf at 6 to 7 months. Then, it's placed in a forage-based stocker growing program for 3 to 6 months, followed by 140 to 160 days of grain feeding to finish.

That was certainly not the original beef production system here. Up until the 1950s, all cattle were grass-fattened, but about that time, Midwest farmers started finishing them on grain. The consuming public said, "YES, we greatly prefer the flavor of grain-fed beef." That's how the United States became known as producer of the world's highest quality beef.

You likely knew that history. But, here are some things you likely didn't know about how the beef production system impacts your beef grilling and enjoyment.

Let's start with a little Q &A.

### How long do cattle need to be on feed before the flavor profile we enjoy is created?

Numerous feeding trials have shown that 80 to 100 days are required before we start to taste the difference, but adding 40 to 60 more days further increases flavor and tenderness of the beef.


### How much benefit is created by the added days?

A study at South Dakota State University answered that question. Researchers harvested one group of steers with .3 inches of fat cover, but fed another group an additional 77 days to .5 inches of fat cover. They found that the extra time on feed resulted in an additional 105 points of marbling (a full quality-grade difference), creating a more tender, flavorful product.

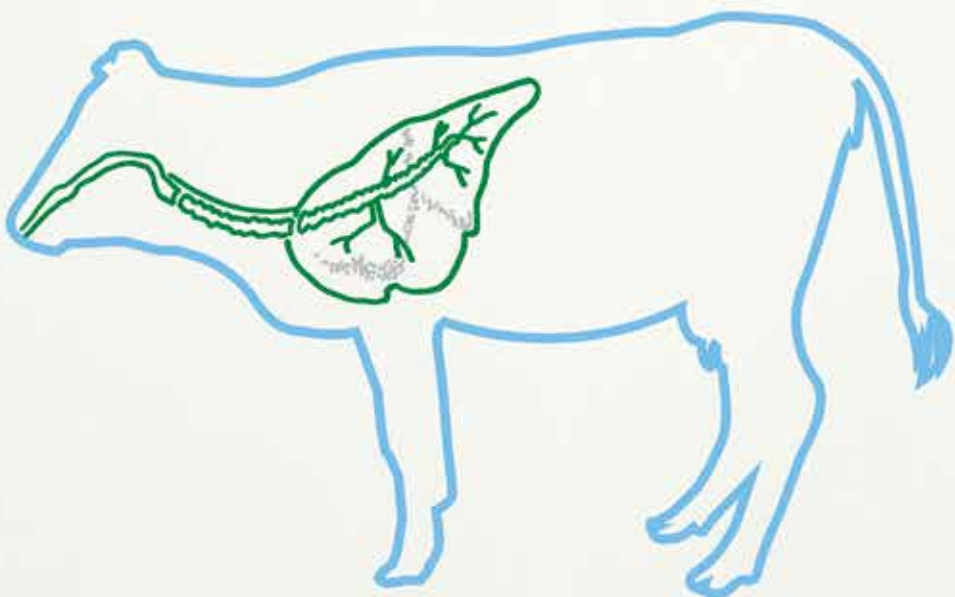
Our company also did a survey at Certified Angus Beef® licensed packing plants in which we evaluated carcasses by compositional end point. The underfed cattle (.2 inches of fat cover) had considerably lower marbling scores, percent Choice and Prime carcasses and lower CAB acceptance rates (see table above).

So back to the meat case, how would grass-fattened beef compare to beef produced in a normal production system? Workers

CONTINUED ON NEXT PAGE



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## 10 Quick Cattle References

Story by Gant Mourer & Dr. Ryan Reuter

As summer begins to fade, we start to plan ahead for what might await this winter for our cow herds. Both fall and spring calving cows need a change in nutrition and management as we will be moving into weaning or calving season this fall. These preparations might include a late summer burn of pastures, figuring how much hay to cut and bale or even might be building new facilities. As busy as we are, we might still find we need a quick reference for our cow herd to accomplish our goals.

1. On average, a cow will eat one round bale of hay per month.
2. A hay ring can reduce hay waste by 10 percent or more.
3. Cattle drink 1 gallon of water for every 100 lbs of body weight in winter or 2 gallons of water for every

100 lbs of body weight in summer.

4. A 50-lb bag of mineral should last 10 cows about a month.
5. Cows need 30-40 ft<sup>2</sup> of shade per head.
6. 7-9-11. Cows require 7 percent CP feed during mid-gestation, 9 percent CP during late gestation and 11 percent CP during lactation.
7. Cattle need about 24 inches of bunk space per head.
8. Cattle consume 1.5 percent of body weight of low-quality forage per day, 2 percent of body weight of medium-quality forage and 3 percent of high-quality forage.
9. Wheat pasture lease prices are typically about 2/3

### WHAT YOU DO FROM PREVIOUS PAGE

at the Ohio State University just reported results (2015) of a trial they conducted to answer that question.

The researchers compared a traditional grain-fed system where calves are spring-born and fall-weaned, then placed on a 90-percent concentrate diet, to cattle “fattened” on grass. The latter group was also spring-born and fall-weaned, but placed on grass for a short fall grazing period after weaning. They were fed hay over the winter and then placed back on grass in the spring with harvest occurring at about 16 months of age.

There was a 180-pound carcass weight advantage for the tradi-

of current feedyard cost of gain.

10. An increase of 10 cents per bushel of corn will reduce feeder cattle price by about 80 cents per hundred weight.

Before relying on these references, consider that cows and situations can vary. Your ex-

tional, grain-fed cattle. The trial resulted in a fat cover of .23 inches and marbling score of 427 (slight marbling or quality grade of Select) for the grass-fattened versus a fat cover of .60 inches and marbling score of 604 (Modest, or Premium Choice) for the grain-fattened cattle.

A small percentage of consumers (less than 15 percent according to Nebraska research) do prefer grass-fattened beef. The majority of consumers will continue to prefer grain-fed beef, which will be the future of U.S. beef as we compete globally. Grass-fattened beef is much more common outside of the U.S.

—Source: *Certified Angus Beef*.

tension specialist, nutritionist, or veterinarian can help you make more accurate calculations for your herd. These quick references are useful, but they aren’t guaranteed!

—Gant Mourer is beef value enhancement specialist, and Dr. Ryan Reuter is range beef cattle nutritionist both with Oklahoma State University.

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## MANAGEMENT MATTERS

# Get to Know Your Vet

## Relationship with vet prepares producers for change

Story By Bryan Nichols

Noble Foundation consultants have always encouraged producers to have relationships with their local veterinarians. A veterinarian-client-patient relationship (VCPR) is necessary so the best decisions and practices can be put in place to maintain a healthy herd. Key elements of a VCPR include that the veterinarian engage with the client (i.e., the producer or caretaker) to assume responsibility for making clinical judgments about patient (i.e., animal) health, have sufficient knowledge of the animal by conducting examinations and/or visits to the facility where the animal is managed, and provide any necessary follow-up evaluation or care. Also included in this relationship is an agreement by the client to follow the veterinarian's instructions.

Most producers are probably aware of the need for a VCPR since it is already required to purchase certain medications. However, many medications have been available over the counter for use by producers as a means of therapeutic

treatment and growth promotion. Much of this is changing. On June 3, 2015, the Veterinary Feed Directive (VFD) final rule was issued. This includes Guidance 213, which was finalized in December 2013. Guidance 213 gives detailed information regarding the definition of "medically important" antibiotics, a process for updating product labels and the data required for companies to obtain approval of any new therapeutic

uses. The important date to remember is Jan. 1, 2017. This is the deadline by which drug sponsors must withdraw approved production uses, and veterinary oversight will be required for drugs that are deemed "medically important." Remember, the label is the law. Regarding a VFD, not even a veterinarian is allowed to prescribe extra-label use of an in-feed antibiotic. An example of this is chlortetracycline (CTC). In the past, CTC has been labeled for increased

one example. Ask your veterinarian about others that might affect your operation.

It is important to note that ionophores are not included as a medically important antibiotic. Ionophores are classified as a polyether antibiotic, but they are not used in human medicine. A veterinary feed directive will not be necessary to purchase ionophores unless they are being used in combination with another antibiotic that is deemed medically important, such as CTC and lasalocid (Bovatec).

A veterinarian-client-patient relationship is more important now than ever before. A veterinarian should be and will have to be your main source of information regarding use of antibiotics. If you do not currently have a VCPR with a local veterinarian or are not sure if you do, start the conversation. Get to know your veterinarian.

—Reprinted with permission from the Samuel L. Roberts Noble Foundation for Agriculture. Visit the Noble Foundation on the web at [www.noble.org](http://www.noble.org).

**A veterinarian-client-patient relationship is more important now than ever before.**

rate of weight gain and improved feed efficiency, and it could be purchased without a veterinarian's consent. It is widely used in mineral mixes. As soon as the label is changed, with the deadline date being Jan. 1, 2017, CTC can no longer be used for growth promotion; its in-feed use for therapeutic purposes, such as anaplasmosis, will have to be authorized by a veterinarian through a VFD. Chlortetracycline is just

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## Beef Cattle Institute, Merck Launch Educational Tools

### Low-stress cattle handling techniques featured

The Beef Cattle Institute (BCI) at Kansas State University, in conjunction with Merck Animal Health, has released the first module in the CreatingConnections® Educational Series, which features industry experts who share insights and proven techniques to help ensure low-stress cattle handling. This module, now available at CreatingConnections, focuses on acclimation—specifically how to best help cattle adjust and thrive in a new environment, which is critical to the health and well-being of an animal.

A team of experts that included Dan Thomson, a veterinarian and director of the BCI, developed the module. Thomson facilitated a roundtable discussion about acclimation during the video. Other team members included veterinarians Paulo Loureiro with Merck Animal Health and Tom Noffsinger with Production Animal Consultation (PAC).

“CreatingConnections is an opportunity to truly collaborate with industry and practitioners to provide veterinarians and producers tools for improving cattle management,” Thomson said. “The BCI has developed a platform that is used daily by beef producers worldwide, and it is awesome to amplify Merck Animal Health and PAC’s visions to bring this information and training on low-stress cattle handling to more cattlemen’s farms.”

The modules are being developed to help cattle producers, employees and veterinarians give the best possible care for cattle by providing them with education, information and training. Each module includes a learning assessment tool and certificate that can be customized and completed when successfully printed. Participants need to achieve 80 percent or better on the learning assessment to receive the certificate.

The modules are complimentary to Merck Animal Health customers via the CreatingConnections.info website. If not a customer, the modules are available for purchase at animalcare-training.org for \$50 to residents in the U.S. and Canada.

“Producers know relocating cattle can cause stress, which can directly impact suppression of the immune system, susceptibility to health challenges and decreased performance,” Loureiro said. “Minimizing that stress is key. We’ve gathered real-world examples to demonstrate handling techniques that are pivotal to working successfully with cattle and helping them to acclimate more quickly to new surroundings. This video details how to gauge

each animal’s individual characteristics, as well as identify the influential animals and work with them to establish trust and confidence throughout the herd.”

Learn more about the new CreatingConnections Educational Series and other available resource materials at CreatingConnections.

—Source: Kansas State University Extension 

**SAVE  
THE  
DATE**

**SEPT  
19**

**Monthly Cow & Bull Sale  
Sept. 19**



**Road to Success Sale**  
**October 17, 2015**  
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**Chappell's Sales Arena**  
**Strafford, Missouri**  
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**route66simgenetics@gmail.com**  
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**Brian Wilson (417)239-5012**



## PASTURE PLANNING

# BVD: Is Your Herd at Risk?

**Persistently infected animals are the primary source for spreading the disease**

*Story By Michelle Arnold*

**B**ovine Viral Diarrhea (BVD) disease is one of the most complicated viral diseases in dairy cattle worldwide. Terms associated with BVD such as “cytopathic” vs. “noncytopathic,” “persistent infection” vs. “transient infection,” “types I and II” and “immunosuppression” make understanding this virus a difficult task. However, the results of this disease are very clear — economic losses

due to poor performance, loss of milk production, open cows, abortions, calf sickness and death. In order to control this problem, producers must first know if the virus is circulating in their herd. If so, then efforts must be focused on finding those infected individuals, minimizing their harmful effects and eliminating them from the herd at the right time. If the herd is free of BVD virus, then

it is of the utmost importance to keep the virus out and minimize losses if it is accidentally introduced.

A basic understanding of the disease is essential to finding the appropriate strategy for your farm. The virus is picked up by a cow or calf by breathing it in (inhalation) or swallowing (ingesting) the organism. The virus can survive in the environment up to 7 days and might be brought in on trucks, tractors, boots or gloves or carried in by wild animals. It can also travel in the air, including across fences from a neighboring farm. However, the most important source of the virus is a cow or calf already infected with BVD. Once exposed, what happens next depends on the

immune system of the cow or calf (vaccination status), aggressiveness (virulence) of that strain of virus and the overall stress level present in the herd. Symptoms of disease range from a mild fever to severe diarrhea and death.

Perhaps the most important symptom of BVD virus in calves is one we cannot see — immunosuppression. The virus actually keeps the calf's immune system from functioning properly so other infectious diseases such as pneumonia and calf scours are much more severe and often lead to death.

Clinical signs in adult cows are generally mild and seldom noticed, but the infection causes serious consequences if it occurs during breeding season or early pregnancy (first and second trimesters). The most important consequence occurs if the cow is infected with the BVD virus between 42 and 125 days of gestation. In this short window of time, the unborn calf contracts the virus and is never able to get rid of it for the rest of its life. When this calf is born, it is persistently infected or a PI calf.

The “PI” animals are the reason BVD disease continues. They are the primary source of virus transmission because they shed an extremely high number of virus particles throughout their lives. A PI animal is a virus factory, producing millions of virus particles in all body secretions including feces, urine, saliva, nasal discharge, milk, semen, uterine secretions and aborted membranes. These contaminated body fluids are deposited on the grass, in ponds, watering troughs, feed troughs — virtually everywhere the animal goes. Although it is often assumed that PI calves are stunted, will grow poorly and usually die young, some are absolutely normal and will survive well into adulthood and have calves. Unfortunately, if a PI female gets pregnant, her offspring will be a PI calf 100 percent of the time. This is important because if one PI heifer survives and is out in the pasture constantly shedding virus, many (if not all) of the heifers in her group will be exposed during the highest risk time for creating more PI animals. This risk continues when the heifer calves and enters the cow herd.

—Source: Michelle Arnold is ruminant extension veterinarian with University of Kentucky.

## Parker Angus Ranch Annual Fall Angus Bull Sale

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For sale books,  
call or text Karen  
OR email the ranch:  
parkerangusranch@wavelinx.net





## Marketing Feeder Cattle In Good Times And Bad

An ongoing task: leave no stone unturned

Story By Eldon Cole

Beef producers spend many hours during the year's production cycle doing feeding, forage production, record keeping and veterinary-type work. However, marketing the calves you've raised is one very important practice that may only receive a few minutes of attention.

We're fortunate in this region to have good markets, and we're close to where most of those calves will finish the production cycle. Video marketing is finally becoming more widely adopted and offers greater flexibility for producers with larger herds.

In spite of innovative methods of marketing, we still have many producers who sell their calf crop on spur-of-the-moment decisions. They'll decide the market seems strong or maybe they need the money. During the last year or so this type of producer probably feels that's a satisfactory way to market.

Historically, that's not always been true. As we look forward, there will be times again when development of a year-round marketing plan will reap rewards. Here are a few thoughts that should go into the plan.

"Reputation cattle" are two very important words that carry weight with prospective buyers. Of course, you can have cattle or farms and ranches that have either a good or a bad reputation. Sometimes I feel this trait might be overstated, but when the animal's performance at the next level includes positive, objective data, that helps build your reputation.

As more serious-minded cattle producers use artificial insemination, just mentioning the sire used could give you some marketing clout. A set of AI-sired calves should be more uniform, genetically, and age-wise. To further enhance uniformity, be sure to use AI bulls with expected progeny difference (EPD) accuracies in the 0.80 range and higher.

Some producers enter steers in our University of Missouri Extension Steer Feedout program to obtain feedlot and carcass data that help build the farm's resume. Granted, if your herd size is too small, this could not be helpful.

Other management practices that can be considered aids to marketing include castration at a young age, dehorning,

weaning at least 45 days prior to sale time, breaking calves to eat from a bunk, teaching them to drink from something other than a pond or stream and following your veterinarian's or your market's vaccination protocol.

A big marketing challenge facing the average beef cow owner in this region is herd size and calving season planning. The herd size is in the 40-breeding-female range and likely the herd bull stays with them 365 days. This results in a spread in calving dates and market weights, which makes it difficult to sell more than two to five head in the same draft. Research shows that top dollars are paid for larger lot sizes.

One way to increase sale price for these smaller lots is to com-

ingle with similar cattle from other farms in the area. This concept has been around since the 1940s and 50s when cooperative feeder cattle sales were established across Missouri and several other states to the east and south. The commingling approach is still effective today, but the cattle need to be uniform in quality grade and condition.

Marketing is an ongoing effort that covers a wide array of items. Not everyone who owns cattle is cut out to be a top marketer, but someone in your operation needs to make sure no stone is left unturned when it's time to market, not just sell, your feeders, bulls and females.

—Eldon Cole is regional livestock specialist with University of Missouri Extension.

Brief Summary of Full Prescribing Information  
**Draxxin**  
(tulathromycin)  
Injectable Solution

Antibiotic  
100 mg of tulathromycin/mL

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

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

#### INDICATIONS

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

**IBR**—DRAXXIN Injectable Solution is indicated for the treatment of infectious bovine herpesvirus (IBR) associated with *Morbilli* virus.

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

#### Swine

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

#### DOSAGE AND ADMINISTRATION

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

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

#### CONTRAINDICATIONS

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

#### WARNINGS

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

#### RESIDUE WARNINGS

**Cattle**  
Cattle intended for human consumption must not be slaughtered within 18 days from the last treatment. Do not use in female dairy cattle 20 months of age or older. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

**Swine**  
Swine intended for human consumption must not be slaughtered within 5 days from the last treatment.

#### PRECAUTIONS

**Cattle**  
The effects of DRAXXIN on bovine reproductive performance, pregnancy, and lactation have not been determined. Intramuscular injection can cause a transient local tissue reaction that may result in firm areas of edema tissue at slaughter.

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

#### ADVERSE REACTIONS

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

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

#### STORAGE CONDITIONS

Store at or below 25°C (77°F).

#### HOW SUPPLIED

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

NADA 141-244, Approved by FDA.

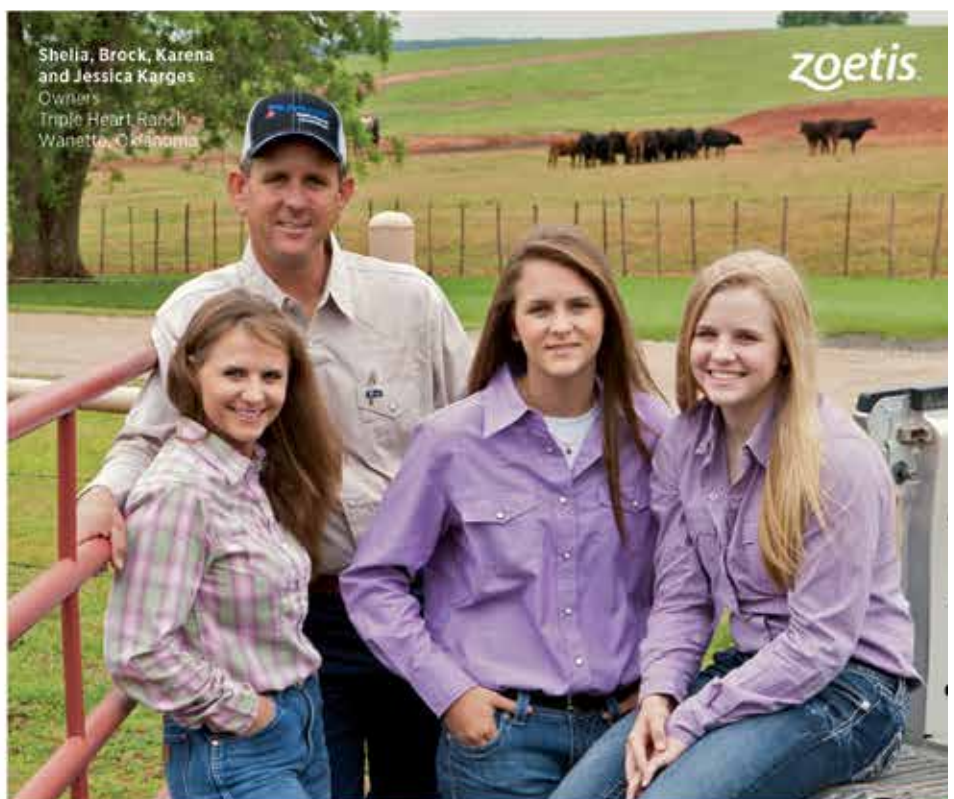
Manufactured by  
**Pfizer Animal Health**  
Division of Pfizer Inc, NY, NY 10017

To report a suspected adverse reaction call 1-800-368-5298. To request a material safety data sheet call 1-800-733-5600.

For additional DRAXXIN product information call 1-800-DRAXXIN or go to [www.DRAXXIN.com](http://www.DRAXXIN.com)

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Each year, the Karges family runs thousands of cattle through their stocker operation. Using DRAXXIN® (tulathromycin) Injectable Solution has helped deliver fewer re-pulls, re-treats, chronics and mortalities by providing long-lasting treatment and control of bovine respiratory disease (BRD). Brock Karges says DRAXXIN has completely changed how he manages the cattle. "We've never seen the response due to metaphylaxis like we have with DRAXXIN," he says. Shelia Karges adds, "DRAXXIN gives us peace of mind. And you can't quantify the value of that." Talk to your veterinarian or visit [draxxin.com/KargesFamily](http://draxxin.com/KargesFamily).



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



On your phone, use the barcode scanner app to scan this code and watch a video about the Karges family operation.

For more details, please see full prescribing information.

DRAXXIN is a registered trademark of Zoetis Inc. All other trademarks are the property of their respective owners.



# Speaker Sensation at the National Angus Convention

Entertaining and educational line-up headlines Angus events Nov. 3-5 in Overland Park, Kansas

The complete program for the 2015 Angus Means Business National Convention & Trade Show, which takes place Nov. 3-5 in Overland Park, Kansas, features an incredible slate of speakers.

Highlights of the week's events include an International Angus Genomics Symposium on Tuesday, Nov. 3, sponsored by Neogen's GeneSeek Operations, during which keynote speaker and genetics pioneer Richard Resnick will discuss the evolving progress of ge-

netomic technology. The afternoon will provide hands-on Genomics Innovation Workshops sponsored by Zoetis.

On Wednesday, Nov. 4, Angus University, sponsored by Merck Animal Health, returns to follow "A Story of a Steak" and share insights on increasing quality in the nation's beef production chain. Ken Schmidt, former Harley-Davidson communications director is the morning keynote speaker. The afternoon will feature 21 educational

breakouts with emphasis on management, animal health, advertising and marketing, commercial cattle production, ag markets, social media training and low-stress cattle demonstrations.

Transportation will be provided, free-of-charge, for anyone interested in traveling from Joplin Regional Stockyards. Buses depart the morning of Nov. 3 and will return later that evening.

"We are incredibly proud of the slate of education and entertainment available at the 2015 National Angus Convention," said Becky Weishaar, creative media director and lead contact for the event. "We encourage cattle producers to reserve their place in advance of the early registration deadline of October 2 for only \$75 per person. Hotel reservations are also made on

the convention website, and the hotel block features a variety of price points and amenities on a first-come, first-serve basis."

Registration increases to \$125 per person from Oct. 3 to Oct. 16. After that date, advance registration will be closed and participants may register on-site for \$150 per person. Delegates elected to represent their state during the Association's Annual Convention may attend the Association business meetings for free; however, participation in convention education, meals, entertainment and trade show requires a full convention registration.

**To arrange bus transportation from Joplin Regional Stockyards, contact Sarah Englert at JRS at 417-548-2333.**

—Source: American Angus Association release. 

## National Angus Convention & Trade Show

Schedule at a Glance | Nov. 3-5, Overland Park, Kansas

### Tuesday, Nov. 3

7 a.m.-7 p.m. — Registration open

9 a.m.-Noon — International Angus Genomics Symposium

1:30-3 p.m. — Purebred Angus Genomics Cattle Demonstrations

3-4 p.m. — Innovation Workshops

4-5:30 p.m. — Commercial Angus Genomics Cattle Demonstrations

### Wednesday, Nov. 4

7 a.m.-7 p.m. — Registration open

7:30-8:30 a.m. — Angus Auxiliary Breakfast

8:30-10 a.m. — American Angus Assoc. Board of Directors candidate forum

10 a.m.-7 p.m. — Trade Show open

10 a.m.-12:30 p.m. — Angus University

2-5 p.m. — Angus University Workshops  
*Management*

2-2:50 p.m. Maternal Plus

Richard Tokach, Tokach Angus Ranch; Matt Perrier, Dalebanks Angus; Tonya Amen, Angus Genetics Inc.; moderator Dan Moser

3-3:50 p.m. Maternal Plus (repeat)

Richard Tokach, Tokach Angus Ranch; Matt Perrier, Dalebanks Angus; Tonya Amen, Angus Genetics Inc.; moderator Dan Moser

4-4:50 p.m. Succession and Estate Planning

Bill Sheets, Colorado State University

#### Animal Health

2-2:50 p.m. Healthy Bulls & Females for Your Customers

Mark Spire, Merck Animal Health; Randall Spare, Ashland Veterinary Center Inc.

3-3:50 p.m. Start them off right. Healthy cows raise healthy calves

Kevin Hill, Merck Animal

4-4:50 p.m. Start them off right. Healthy cows raise healthy calves (repeat)

Kevin Hill, Merck Animal

#### Marketing

2-2:50 p.m. Data-driven Marketing

Eric Grant, Angus Media

3-3:50 p.m. Data-driven Marketing (repeat)

Eric Grant, Angus Media

4-4:50 p.m. Adding Value to Your Customer's Commercial Herd

Art Butler, Spring Cove Ranch; Dave Rutan, Morgan

Ranches; moderator Ginnette Gottswiller, American Angus Association

#### Commercial Cattle Production in 21st Century

2-2:50 p.m. How to Build the Perfect Steer

Paul Dykstra, Certified Angus Beef LLC

3-3:50 p.m. Top 10 Things I Learned from Feeding My Cattle

Justin Sexten, Certified Angus Beef LLC; Jimmy Moore, Moore Cattle Co.; Darrel Busby, Tri-County Steer Carcass Futurity; Shane Tiffany, Tiffany Cattle Co.; and Paul Dykstra, Certified Angus Beef LLC

4-4:50 p.m. Fitting Angus Genetics Into Your Environment

Megan Roulf, Oklahoma State University; Mark Enns, Colorado State University; Jared Decker, University of Missouri; moderator Dan Moser

#### CattleFax

2-2:50 p.m. Market Outlook

Lance Zimmerman, CattleFax

3-3:50 p.m. Market Outlook (repeat)

Lance Zimmerman, CattleFax

4-4:50 p.m. Risk Management

Lance Zimmerman, CattleFax

#### Responsible Beef

2-2:50 p.m. Farming Your Social Community?

Michelle Payn-Knoper, Cause Matters

3-3:50 p.m. Championing Agriculture

Michelle Payn-Knoper, Cause Matters

4-4:50 p.m. Championing Agriculture (repeat)

Michelle Payn-Knoper, Cause Matters

#### Creating Connections: Working together for cattle well-being demo

2-2:50 p.m. Stockmanship at Work

Tom Noffsinger

3-3:50 p.m. Low-stress Cattle Acclimation

Tom Noffsinger

4-4:50 p.m. Low-stress Cattle Acclimation (repeat)

Tom Noffsinger

5-7 p.m. — KC Blues & BBQ Social Hour & Dinner

7 p.m. — Entertainment: Sammy Kershaw

### Thursday, Nov. 5

7 a.m.-Noon — Registration open

7:30-9 a.m. — Awards Breakfast (optional – additional \$25 registration)

10 a.m.-2 p.m. — 132nd Annual Meeting of Delegates

For a complete schedule of events at the National Angus Convention, please visit [www.angusconvention.com](http://www.angusconvention.com) and click on "Schedule."



**ANGUS MEANS BUSINESS**  
**NATIONAL CONVENTION & TRADE SHOW**  
NOV. 3-5 • OVERLAND PARK, KS



## WIN BIG.

No matter where you land in the beef production chain, there is something for everyone at the Angus Means Business National Convention & Trade Show Nov. 3-5 in Overland Park, Kan.

One exciting reason is the opportunity to win big on Tuesday, Nov. 3, when the American Angus Association® will host a drawing for a Cat® 262D Skid Steer Loader. Any convention attendee present that day will be eligible to take home the machine.

Complete information and registration at:  
**WWW.ANGUSCONVENTION.COM**

From outstanding educational seminars to nationally known entertainment, the 2015 Angus Means Business National Convention & Trade Show is an event you won't want to miss. Registration is open through October 2 for the preconvention price of \$75 per person.

The Kansas Angus Association invites you on a tour of area Angus farms on Monday, Nov. 2, for \$75.

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## ON THE CALENDAR

### Southwest Center Field Day Set

Timely topics for agricultural producers at Sept. 11 event

Mark your calendars for the Southwest Research Center Field Day, as this year's annual event will offer a diversity of topics and tours.

This year's field day will be held Friday, Sept. 11, at the center in Mount Vernon, Missouri. Topics include beef, forages and horticulture as well as viticulture, drones and soil. Tours begin at 9 a.m. and run until 1 p.m. A free lunch will be available to the first 500 visitors.

"Southwest Center is excited to provide a variety of timely topics that are relevant to the needs of today's agricultural producers and other interested parties," said David Cope, Southwest Center superintendent.

This year's horticulture tour will touch on tomatoes, butterfly gardening and ginger.

In addition, butterfly garden-

ing will be an important topic of discussion. The Southwest Research Center has a new Monarch Waystation that will be a big benefit to the area.

Producers won't want to miss the beef and forages tours, featuring presentations on nitrogen sources and antibiotics in feed and mineral.

Dean Volenberg, assistant extension professor, will touch on viticulture research within the Grape and Wine Institute. Also, the University of Missouri-Kansas City School of Pharmacy will host free health screenings during the event.

For more information about the field day, call 417-466-2148. For a complete list of topics, times and speakers visit <http://southwest.cafnr.org/2015/08/field-day/>.

—Source: University of Missouri release.



## Save the Date for the Ag Celebration with Alumni & Friends

on Saturday, October 17, 2015 at the Bond Learning Center located at 2401 S. Kansas Expressway, Springfield, Mo.

**Doors open at 6 • Tickets \$25**  
Purchase tickets online at [ag.missouristate.edu](http://ag.missouristate.edu)

You're invited to join us in celebrating 110 Years of Missouri State Agriculture. This year's event will feature great food, live music, silent auction and live auction. All proceeds go back to MSU Ag Students.



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## EVENT ROUNDUP

### September

- 11 University of Missouri Southwest Center Field Day  
MU Southwest Center, Mount Vernon, Missouri  
FMI: 417-466-2148
- 15 Management Intensive Grazing School  
Greenfield, Missouri  
FMI: 417-276-3388, ext. 3
- 16-18 Management Intensive Grazing School  
Crane, Missouri  
FMI: 417-723-8389, ext. 3
- 19 Buford Ranches Angus & Hereford Sale  
at the ranch, near Welch, Oklahoma  
FMI: 918-929-3275
- 19 5 p.m. Replacement Cow and Bull Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: 417-548-2333

### October

- 2-4 Ozark Fall Farmfest  
Ozark Empire Fairgrounds, Springfield, Missouri  
FMI: 417-833-2660
- 3 Jacs Ranch Angus Production Sale  
at the ranch, Bentonville, Arkansas  
FMI: 479-273-3030
- 4 Missouri Heritage Hereford Production Sale  
Dent County Commons Livestock Barn, Salem, Missouri  
FMI: 417-693-7881
- 10 Mark Yazel Cattle Co. Fall Highlight Sale  
Ratcliff Ranch Sale Facility, Vinita, Oklahoma  
FMI: 918-323-4108
- 10 New Day Genetics Bull & Female Sale  
Wheeler & Sons Livestock Auction, Osceola, Missouri  
FMI: 660-492-2777

### October

- 10 XL Angus Fall Production Sale  
Springfield Livestock Mktg. Center, Springfield, Missouri  
FMI: 816-244-4452
- 12 Parker Angus Ranch Angus Bull Sale  
at the ranch, near Waurika, Oklahoma  
FMI: 580-313-0249
- 13 Schepmann Angus Bred Replacement Female Sale  
Holyrood, Kansas  
FMI: 913-645-5136
- 14 RA Brown Ranch Bull & Female Sale  
at the ranch, Throckmorton, Texas  
FMI: 940-849-0611
- 17 Circle A Angus Ranch Bull & Female Sale  
at the ranch, Iberia, Missouri  
FMI: 1-800-CIRCLEA
- 17 Missouri State University Ag Celebration  
Bond Learning Center, Springfield, Missouri  
FMI: 417-836-5638
- 17 Red Poll National Sale & Membership Meeting  
Springfield Livestock Mktg. Center, Springfield, Missouri  
FMI: 765-425-8542
- 17 Seedstock Plus Fall Bull Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: 877-485-1160
- 17 Road to Success Sale  
Chappell's Sales Arena, Strafford, Missouri  
FMI: 417-236-3899
- 20 Management Intensive Grazing School  
Bois D'Arc, Missouri  
FMI: 417-831-5246
- 24 Aschermann Charolais Bull Sale  
at the farm, Carthage, Missouri  
FMI: 417-723-2855
- 24 Flying H Genetics Bull Sale  
at the ranch, near Butler, Missouri  
FMI: 417-309-0062

## RED POLL NATIONAL SALE & MEMBERSHIP MEETING October 17, 2015 at Springfield Livestock Market, Springfield, Missouri

### Not familiar with the Red Poll breed?

Red Poll cattle are a British breed, originally developed as dual purpose for both milk and beef production, that has been selected for beef production over the last 3 or 4 decades. Red Polls offer unequaled maternal traits and unparalleled genetic consistency as a result of centuries of pure breeding and careful selection. They are medium framed, exceptionally docile, homozygous polled cattle that produce naturally tender beef. The USDA Meat Animal Research Center found Red Polls to be one of the top breeds for cow efficiency and beef production.



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- Naturally Tender Meat
- Work in Grass Based Programs

- Moderate Frame
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- HEAT Tolerant
- High Milk Production
- Gentle Disposition
- Naturally Polled
- Highly Adaptable

For more information about the sale and the breed, go to:  
[www.americanredpolls.com](http://www.americanredpolls.com) or call 765-425-8542



## MARKET WATCH

# Joplin Regional Stockyards

Market Recap | August 2015

Feeder Cattle & Calf Auction | August Receipts 11,391 • Last Month 8,813 • Last Year 15,583

Video Markets from 8/3/15 & 8/10/15 | Total Video Receipts: 772

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

Date:	South Central States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering:	389						
8/3/15											
	FEEDER STEERS		MED & LG 1				FEEDER STEERS		MED & LG 1-2		
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
77	650	650	\$238.75	\$238.75	Current	58	850	850	\$205.00	\$205.00	Current
118	850	850	\$206.25	\$206.25	Current						
68	725	725	\$215.00	\$215.00	Nov-Dec						
68	725	725	\$211.00	\$211.00	Dec-Jan						

Date:	South Central States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering:	383						
8/10/15											
	FEEDER STEERS		MED & LG 1				FEEDER HEIFERS		MED & LG 1-2		
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY	HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
57	900	900	\$199.50	\$199.50	Sept	270	735	735	\$203.00	\$203.00	Current
	FEEDER STEERS		MED & LG 1-2								
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY						
56	870	870	\$202.00	\$202.00	Current						

## Tune in to the JRS Market Report



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



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



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



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



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



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Bill Couser  
Couser Cattle Company, Nevada, Iowa  
2015 BQA Feedyard Award Winner





## OZARK FALL FARMFEST ADVERTISER INDEX

See these *Cattlemen's News* Advertisers Oct. 2-4 at the Ozark Fall Farmfest in Springfield, Missouri.

American Angus Assoc. . . . . #115, East E-Plex  
Arvest Bank. . . . . #338, Annex  
Bobcat of Springfield. . . . . #131-134, East E-Plex  
Bobcat of Springfield. . . . . #173 Outside, Area A  
CattleStats. . . . . #124, East E-Plex  
Circle A Ranch. . . . . #393, East E-Plex  
Clearwater Farm. . . . . Cattle Barn 1, Outside  
FCS Financial. . . . . #125-126, East E-Plex  
Friendly Fuel America /  
Protect the Harvest. . . . . #381-381C, Annex  
Flying H Genetics. . . . . #23, East E-Plex  
Hubbard Milling / Crystalyx. . . . . 231-232, West E-Plex  
Joplin Regional Stockyards. . . . . #374-376, West E-Plex  
Kissee, Tom Real Estate. . . . . #50, East Hall, E-Plex  
Macs Vet Supply. . . . . #322-323, West E-Plex  
MFA. . . . . #201-202 & 233-240, West E-Plex  
Mid-Continent Livestock Supplements. . . #143 Area B, Outside  
Missouri Beef Industry Council. . . . . #379A, East E-Plex  
Missouri Cattlemen's Association. . . . . #379B, East E-Plex  
Missouri Dept. of Ag/Animal Health. . . . . #326, West E-Plex  
Missouri State University  
Darr School of Agriculture. . . . . #377, East E-Plex  
MO-KAN Trailer Sales. . . . . J, Area B, Outside  
No Bull Enterprises. . . . . #461, E-Plex Center Hall  
Select Sires / Kent Daniels. . . . . #29, East E-Plex  
Specialty Risk Insurance. . . . . #218, West E-Plex  
SOMO Agri Supply. . . . . #215-217 & #227-230, West E-Plex  
Superior Steel. . . . . #304-307, Guest Services/Outside  
Wide Range Bovine /  
Cody Washam. . . . . #7-8, East E-Plex  
Zoetis. . . . . #211 West E-Plex



# Replacement Cow & Bull Sale

5 p.m. | Saturday **9.19.15**

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

## Early Consignments Include:

55 First-calf Angus Heifers from the JH Ranch—Bred to LBW Express Ranch Angus bulls or Jameson Hereford bulls. Heifers weigh 1,000 to 1,150 pounds. Will be several calves born before the sale date. —Field rep: Clay Barnhouse.

26 Beefmaster Heifers—Bred to LBW Angus bulls. —Field rep: Tim Durman.

50 Brangus Heifers—Open and calfhooed vaccinated. Weighing 750 lbs. —Field rep: Jackie Moore.

50 Ultra Black Heifers—Open and calfhooed vaccinated. Weighing 750 lbs. —Field rep: Jackie Moore.

50 Black Cows—5 years old to short and solid. Starting calving Sept. 1. Bred to Jindra Angus bulls with Scotch cap blood lines. —Field rep: Jim Hacker.

50 Black Heifers—Bred to LBW Gelbvieh bull. Start calving Sept 1. Weighing 1,000 lbs+. —Field rep: Chris Keeling.

50 Red and Red Baldie Heifers—Open. All have a touch of ear. Weighing 750 to 800 lbs. Ready to breed. —Field rep: Jackie Moore.

50 Charolais Cross Heifers—Open with a touch of ear. Weighing 750 to 800 lbs. Ready to breed. —Field rep: Jackie Moore.

25 Black Angus Heifers—Bred to LBW Angus bull. Start calving Oct 1. —Field rep: Tim Durman.

20 Black Cows—6 years old to short and solid. Heavy springers; some with calves by sale day. —Field rep: Jason Pendleton.

50 Black Heifers—Bred to LBW Angus bull. Start calving Oct. Nice big heifers.—Field rep: Jason Pendleton.

50 Angus Cow-Calf Pairs—2-6 years old. —Field rep: Larry Mallory.

20 Springers—2-6 years old. Bred to Angus bulls. —Field rep: Larry Mallory.

50 Red Angus Cows—3 years old. Bred to Diamante Red Angus bulls. Heavy springers. —Field rep: Chris Keeling.

2 Black Balancer Bulls – 1, 2 years old; 1, 18 months old. —Field rep: Fred Gates.

3 Red Angus Bulls—18 months and 2 years old. Registered and commercial.—Field rep: Fred Gates.



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Jackie Moore  
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JRS Office  
417.548.2333



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