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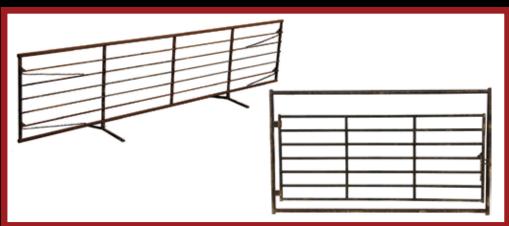
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undamentally, the cattle market is good. Demand has remained good both domestically and overseas, so that doesn't seem to be a big factor. However, last month's fire at Tyson's processing plant in

Holcomb, Kansas, caused a big panic — dropping the board \$10 to \$12 per hundred. That created a lot of turmoil for beef markets. Consequently, boxed beef prices rose \$25 per hundred, while slaughter cattle prices declined \$5 per hundred. So, instead of the packer making \$400 we have that segment of the industry making \$600 or \$700. I hate to put the situation in this term, but that's b.s. When one segment of a business has that much control over it — whether we're talking about beef or any other industry — it just is a crappy deal.

The week after the Tyson fire, cattle slaughter was 9,000 head more than it was before. So, their problems are being put directly on us and making us pay

the freight four times what it should be. We are being taken advantage of, and something in this industry has got to change. I want everyone in the industry to make money, not just one segment of our business.

At the end of the day, the independent feeders aren't going to be able to participate because we don't have any coins to participate. All that situation does is hurt the feeder cattle market and the cow-calf producer because he's eventually going to take the brunt of the blow.

We did see prices rebound a little the end of last month showing us a bit more confidence in the market and maybe we're going to get past the fire problem and get back to doing business. out how to make some money with it. Being an eternal optimist, there is light at the end of the tunnel.

Good luck and God bless. Jackie



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The price and supply of corn waits in limbo after a moistureplagued planting season throughout much of the Midwest. –Cover photo by Joann Pipkin.

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DATA-DRIVEN DECISIONS Technology for Sorting Cattle

Knowledge to help you develop the best results

By Justin Sexten for Cattlemen's News

When you read the title and consider emerging agriculture technology, I suspect you think about the latest sensors, machine learning algorithms or even robotic cowboys sorting cattle. Technology in the simplest form is the application of knowledge for a practical purpose.

A practical task in nearly any cattle enterprise is sorting, loading and unloading. To be clear, we are not talking about a new endpoint management technology. No, this article discusses simply getting cattle on and off a truck.

In a recent article by Stella Maris Huertas and co-workers in "Animals," they evaluated common tools used to move cattle and how a simple choice might affect the loading outcome as well as the end product.



The experiment compared handlers who used either a flag, stick, electric prod, shouting or some combination to move cattle. To make the comparisons, Stella measured loading times, success rating and carcass bruising.

Carcass bruising provides a good control measure against loading speed. Sure, loading may be fast, but if the final handling prior to harvest re-

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Products and answers that work™ Ø @HubbardFeeds III HubbardFeeds HubbardFeeds.com sults in excess trim loss, those few minutes saved are not worth much, considering the 18 months required to produce a quality beef product.

Another interesting aspect of the study was the location, Uruguay. Here using leaner cattle with less fat for cushioning and wider flight zones due to an extensive environment provided a solid test of cattle -handling skills.

After loading the cattle, truckers were asked to score the loading event. Eighty-two percent of loading events were good, while 15.7% were neutral, and 2.4% were considered bad due to extended time and problems encountered during loading. Neutral or bad loading outcomes were associated with increased use of sticks, prods and shouting while flag use was associated with the positive outcomes.

What we cannot tell from this project is how the cattle owner would score the event nor how well the facility was designed to help the truckers be successful. One could certainly argue facility design can influence loading success, and the owner's view would often be different than the trucker's.

As an owner next time you prepare to load cattle, ask yourself why you choose a particular movement assistance device. Do you perceive the cattle need some greater motivation? Does the chosen device provide you greater protection, or reach perhaps? Is it the only object available?

Flags and paddles provide the best opportunity to communicate visual intent to the cattle by blocking vision without making contact. Sticks and prods require body contact to communicate your directions. Observation suggests if you are making contact using a movement device, one of two things have occurred, either it's too late to communicate the original intent or you are trying to speed up cattle already moving in the desired direction. In both cases better outcomes are possible.

Unloading cattle should be uneventful, as the cattle are

CONTINUED ON NEXT PAGE

TECHNOLOGY FOR SORTING CATTLE FROM PREVIOUS PAGE

confined and the exit is singular unlike the many variables associated with loading. We have all seen times where human interference causes unloading problems, and this is worse when multiple people are involved.

In 29.3% of this project's unloading events, multiple people interfered with the process adding time to unloading. Taking time to make sure only one person is providing cattle cues where to go during unloading can go a long way in improving success.

The fewest bruises were found in carcasses where unloading was scored quiet and no movement device was used. There was no difference in bruises among the other unloading cat-

New Beef Markets Now Open

Beef exports expected to triple

The Missouri Cattlemen's Association (MCA) was quick to applaud the recent trade agreement with the European Union. President Donald Trump negotiated a deal that will allow beef exports to triple over time. Before this new trade agreement, U.S. beef exports to the E.U. were limited to hormone-free beef only. New markets are now open to U.S. beef exporters.

"It is essential cattle producers have stable markets and valid partnerships to sell U.S. beef," said MCA President Bobby Simpson.

Jennifer Houston, president of the National Cattlemen's Beef Association (NCBA), joined President Trump and other NCBA officers on August 2 at a White House signing ceremony for an agreement that will establish a duty-free quota for high-quality American beef in the European Union (EU).

"...For many years it has been difficult for us to sell our high-quality U.S. beef to European consumers because of the restrictive tariff and non-tariff barriers, but the establishment of this 35,000 metric ton duty-free quota sends the signal to America's cattle industry that Europe is ready for U.S. beef," said Houston.

"All across America, our beef producers go to great lengths to raise safe and delicious beef products that are enjoyed by consumers around the world. It is exciting to know that European families will enjoy more of the delicious U.S. beef that we feed our families. And this would not have happened if it were not for the effort of President Trump and his trade team," she said.

—Source: MCA Prime Cuts

egories, which lends support to the importance of both loading and unloading techniques in order to prevent bruising.

This experiment suggests if you want to deploy some cuttingedge sorting technology the next time you move cattle, you should remember a few simple practices. Make sure you are using a tool that provides a visual cue, such as a flag or paddle. Gather up the sticks and prods and make them especially hardto-find. Send the people who insist on using a stick and yelling during sorting after those now hidden tools. With the right tool in your hand and fewer people around, who knows you may have the cattle loaded before they get back.

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

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HEALTH WATCH

Stepped Up Livestock Safety

A look at how mind over matter can impact a beef operation

By David Rethorst for Cattlemen's News

safety in beef production, three broad categories come to mind. First is the safety of the caregivers involved. The Book of Genesis tells us that we are to have dominion over everything that lives, breathes and walks on the face of the Earth, so we must think of this first. Secondly, we must consider the safety of the livestock resources that have been entrusted to our care. Whether this be protection from acts of nature, upkeep of facilities, or a myriad of other possibilities, we must be aware of livestock safety. Last, and certainly not least, is safety of the food we produce and sell to the consuming public.

hen I think about I recently met the livestock manager of an operation that I did some work for a number of years ago. At that time, their cattle had a reputation of being hard-to-handle and would "eat your lunch" if you were not aware of what was going on around you. Workloss injuries to the cattle crew were not uncommon. In visiting with this manager, I learned that they now move cattle through their pasture rotation on foot and process calves at birth without major issues. They been 18 months without a work-loss injury to one of their cattle caregivers.

> So, you ask, what created the difference? First, they did not change their genetic base. They changed the mindset



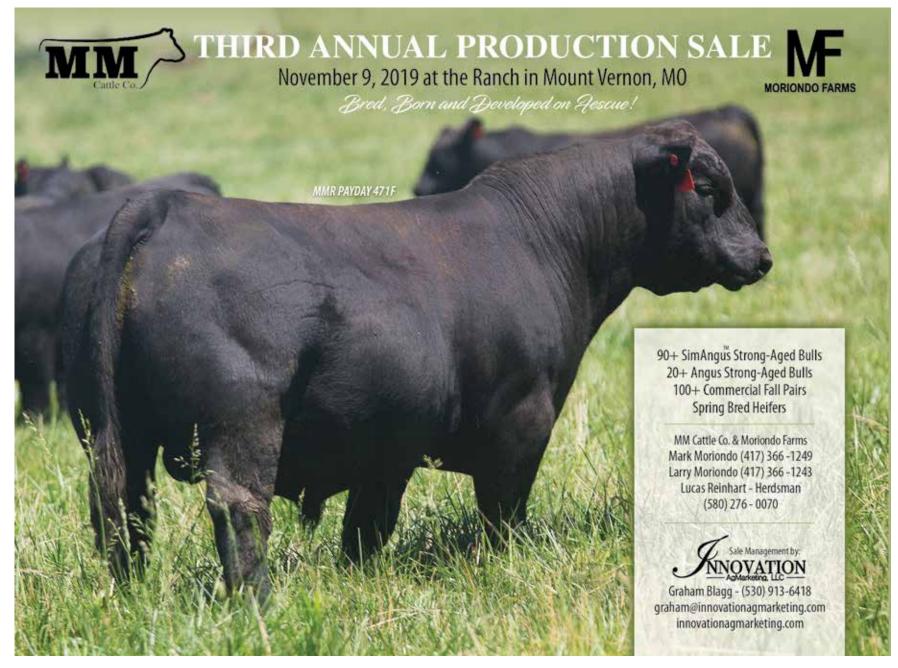
of management and caregivers. They adopted low-stress cattle handling techniques such as those taught by Bud Williams or Temple Grandin. They trained their caregivers in these techniques. Management realized that this was a work in progress and that it would take time to see results. Not only have they been 18 months without a work-loss injury, but also the way the pairs are handled during calving allows better bonding between the cow and her calf. The end result is improved colostrum intake, allowing the calf's immune system to function better. This, along with improved handling prior to and during the weaning process, has reduced the number of calves that are treated for respiratory disease at weaning.

By simply changing the way the cattle are handled and giving it time to evolve, this operation has improved not only the safety of its caregivers, but also that of their livestock resources and the safety of the food product they produce by reducing antibiotic use. This is a win in all three categories and a good example of how relatively simple changes at the cow herd level of the system can impact change at the stocker and feedyard level as well as the consumer level.

As I reflect on this scenario, the term improved animal stewardship comes to mind. Stewardship is best summarized in six points put forth by a close friend of mine, Dr. Jerry Stokka, who is extension veterinarian and professor of animal stewardship at North Dakota State University. His six points are:



CONTINUED ON NEXT PAGE



MANAGEMENT MATTERS

Looking to Expand?

MASBDA can help you grow your cattle operation

Figure 1 of the toolbox is an important one to farmers and ranchers, especially when livestock producers continually face depressed market prices, weather

extremes and busy schedules.

For producers looking to expand their herd or shop for specific genetics, the Family Farm Breeding Livestock Tax Credit Program offered by the Missouri Agricultural and Small Business Development Authority (MASBDA) might be the right tool.

The program provides a state tax credit to a lender in the amount of the first year's interest for loans made to purchase breeding stock. The savings of that first year's interest payment could make a contribution toward expenses like an extra bred heifer or additional feed costs for the year.

"Small farmers make up an important part of Missouri's livestock industry," said Jill Wood, executive director of MASBDA. "Waiving the first year's interest will keep that cash in the farmer's pocket and allow them to increase their herd size, or even assist new producers in making their first livestock purchase. Missouri's livestock industry accounts for more than \$3 billion in cash receipts each year and is a major part of our state's economy."

With a large number of cattle operations in Missouri, many producers are still eligible to utilize the program, and MAS-BDA urges producers to visit with their lenders on how the program can benefit their operations.

The program is targeted to small farmers and ranchers that have less than \$250,000 in gross agricultural product sales per year and is limited to one qualifying loan per household. The maximum loan for beef cattle is \$75,000; however, the program supports the purchase of other livestock as well: \$75,000 for dairy cattle, \$30,000 for sheep, \$30,000 for goats and \$35,000 for hogs. With nearly 100,000 farms in our state, agriculture is Missouri's No. 1 economic driver, with agriculture contributing more than \$88 billion to the state's economy.

For more information regarding the Family Farm Breeding Livestock Loan Program or MASBDA, visit Agriculture. Mo.Gov or call (573) 751-2129.

—Source: Marla Young and Maddie Berwanger, loan officers for the Missouri Agricultural & Small Business Development Authority.

STEPPED UP LIVESTOCK FROM PREVIOUS PAGE



Is there a problem in your herd that you have been struggling with? Perhaps a simple animal husbandry/ stewardship change would make a difference. Perhaps it will take a different set of eyes to define the problem as well as the why or the how come. Tools such as the Animal Welfare Assessments that are part of the Beef Quality Assurance program can help with the process. I encourage you to get your veterinarian involved and ask him or her to think beyond the bugs. Happy hunting! Have a great day.

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

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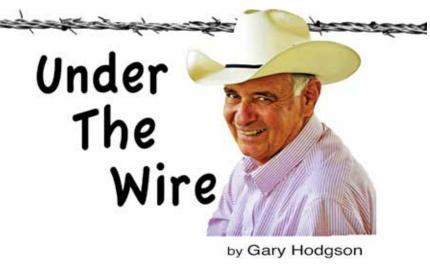


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IINDUSTRY COUNCIL



The Greatest Invention of All Time Spoiler alert: It's not Dairy Queen

any years ago I remember reading a story where the writer had asked several

people, from various walks of life, what they thought was the greatest invention of all time. Answers were electricity, telephones, internal combustion engines and Dairy Queen.

I'm sure that last response came from a Texan. I remember from our years rodeoing in the Great Lone Star State, Dairy Queen signs were called "Texas Stop Signs." Not wanting to offend our Texan friends, we always complied. Great hamburgers, by the way.

In response to that survey, which did not include questioning anyone wearing spurs, I wrote an "Under the Wire" about my own nomination for the honor. That was many years ago, but I remember my choice and think about it quite often. Since I am so adamant that I had the correct answer, here's the 2019 version of that story.

My nomination for the greatest invention in the world so far is not Dairy Queen, to which I have already given lots of free publicity, but rather (drum roll), the stock trailer.

No other invention since fire has changed the world as much as the stock trailer. Many years ago and long before my time, cattle drives began to be replaced with pickups and trucks. A nearly as impressive invention, the Omaha Standard fold-down stock racks converted farm trucks into cattle haulers. Whenever a herd needed moved, a convoy of trucks, stock racks rattling, showed up as all the neighbors came to load up seven or eight cows, and take off rocking back and forth toward a new location. Even pickups were loaded with two or three cows, not exactly thrilled to be confined in a tiny corral that began moving down the road at 20 miles per hour.

One day, and I'm kind of making this up for lack of facts, some guy, seasick from driving one of those cow-loaded trucks lurching from side to side said, "There has to be a better way."

From his shop emerged the first bumper pull stock trailer, probably with no top like ours. The world of hauling cows, horses, sheep and pigs too, I suppose, changed forever. You know the rest. Goosenecks, tandem axels, three axels, torsion axels, some trailers 40 feet or more. If you own a cow, chances are you also own a stock trailer. Dozens line up at every auction in the country to unload or load new purchases. Our ranch owns three. In a weak, non-cowboy moment, we have even put a 4-wheeler in one, hoping no one will see.

There you have it. The greatest invention of all time.

Go hook it up. I'll see you at the livestock auction.

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

MISSOURI



Chickens. Chickens lay eggs.

We eat eggs.

Chickens eat bugs.

We don't like bugs.

Chickens eat kitchen scraps.

We don't like to waste food.

Chickens put themselves to bed.

Chickens rock.

Who doesn't love chickens?

We got our first little flock of layers from the Amish lady down the road about 10 years ago. She off-loaded some of her almost-worn-out-but-still-laying layers on me. I. Was. Ecstatic. They were my first official farm project. The husband had cows. I had chickens.

It all felt so real. I was a farmer. All farmers have chickens, right? I truly felt (and still do) that every patch of earth needs some egg-laying birds.

Those few birds all those years ago were the gateway for me. Roosters followed. So did a stint with goats (that went bad). Some rabbits (also a bad deal). Some pigs. A few sheep. But mostly those few birds gave me the taste and the confidence to care for more winged creatures. I expanded our flock to an uncountable number. It was a little ridiculous. I ordered from hatcheries. We hatched out eggs. (Yikes, that did not go as planned. But that is a story for another day. Maybe not in print.)

One day I watched a fox gracefully run across my driveway and front yard. It had a chicken in its mouth. There was zero noise. The chicken had apparently resigned itself and did

chickens, Over the past decade, we've d still do) had lots of dramatic chicken adventures. But my favorite, most heroic, has to be my battle with the possum. ose years y for me. The story began a few months

ago. We noticed that some birds were roosting outside the chicken house. With chickens, any changes to their roosting routine is a sign of trouble. Yet, I could not figure it out.

not even cackle. The dogs even

missed it. It was mesmerizing. It

was just like a Discovery chan-

nel television show playing out

live in front of me. Thankfully

I snapped out of it in time to

make a ruckus. The dogs decid-

ed to finally bark, which caused

the fox to abandon the stunned

chicken and escape to safety.

Who knows how many birds

that sly fox had been helping

That is exactly why numbers

are so important with birds. Es-

pecially with free-range birds

Chickens are some of the most

self-sufficient yet efficient pro-

ducers on a farm. I love how

immediate the return is. The only thing we do for them is

give them some laying pellets,

keep their water full and close

and open the chicken house

door every night. In return, we

itself to.

like mine.

get eggs.

The reasons behind the roosting rebellion became clear one rainy evening. I was on egg collecting duty because the family was gone. While I was gathering eggs, I noticed a chicken was nestled into the corner of the chicken house. It wasn't time for bed so I bent over to see if it was hurt or sick. Unfortunately it was dead. Something had been eating it. Something had been recently eating it. Upon further inspection into the dark corner I noticed two beady eyes looking at me intently.

That is when I saw it. The largest possum I had ever seen in my entire life. He was hissing. I was screaming. It all happened very fast.

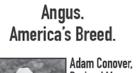
I ran to safety and collected myself. That is when I told myself, "Hey, a farmer (a real farmer) would take care of this herself."

So I loaded the .22-caliber rifle and headed back into the rain to save the day.

Thankfully, Mr. Biggest Possum Ever was still there. He apparently didn't want to abandon his dinner. So, I took care of it. Since I didn't know if I was hitting him or not, I made sure of it. There was no way I was going to pitchfork a possum playing possum and deal with that situation. Once I was sure it was dead, I removed it.

That was honestly one of my most proud moments. This city girl and former journalist had just taken care of business.

And my birds could go to bed in peace.





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MANAGEMENT MATTERS

Finding the Sweet Spot: A Look at Animal Tracking, Profitability

Ag economists study benefits, challenges of animal traceability

pair of agricultural economists at Kansas State University are reporting findings of a study on animal traceability systems, indicating that the industry is still searching for the sweet spot between tracking animals and making that profitable for producers. "When we think about traceability, program designers with the U.S. Department of Agriculture are concerned about decreasing our response time to diseases and preventing losses, but those in the cattle industry are concerned about making money," said James Mitchell, a doctoral student in K-State's Department of Agricultural Economics.

"So you have this conflicting story of trying to make an effective traceability program but also trying to incentivize people to use this program, because for animal traceability to be effective, you need high enrollment of animals and producers."

Mitchell, along with agricultural economists Glynn Tonsor (K-State) and Lee Schulz (Iowa State), have surveyed producers to further understand what it would take to increase their participation in public or private traceability programs.

"We looked at what kind of premium a cow-calf producer is

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going to need to adopt this kind of program," Mitchell said. "And is that premium even feasible for a feedlot to pay to receive cattle with that same form of traceability?"

Other studies have established that cost is central to the success of a traceability program, but Tonsor notes the benefits to producers are less certain.

"For some producers, there are some clear managerial or marketing benefits," he said. "There is some probability that we will have an animal health event (at some point) that we need that info on and so forth, but in general, the benefits of these systems are less known and certain than the costs.

"Therefore it shouldn't be surprising that the cost of participating has a bigger marginal impact on participating than what we present as benefits, which are higher cattle prices."

Mitchell said sellers will be more sensitive to the cost of implementing a system, while livestock buyers are more sensitive to how much more they will have to pay to receive animals with some form of traceability.

"When we think about sellers, that's not entirely surprising because the cost of implementing a traceability program is more than the physical cost of purchasing a tag and implementing a tag," he said. "That could include changes in how you manage animals, or changes in your recordkeeping system, or how you process animals. Cost is a very important aspect for those who are making that first adoption decision."

"For buyers, procuring cattle with traceability is the direct cost of participating. Of course, there are other costs for buyers, such as replacing missing tags when animals arrive at the feedlot, that were not directly considered in this study."

The economists evaluated systems that varied in how they would be managed

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FINDING THE SWEET SPOT • FROM PREVIOUS PAGE

including those fully managed by the federal government; fully managed by private entities; or some combination of the two.

"We do not anticipate that producers, whether they are a cowcalf or feeder-cattle seller, or a feeder-cattle buyer, are going to view those the same," Tonsor said. "Some have strong preferences toward a strong role for private industry, or maybe a partnership or whatever."

He adds that some producers might see it as a tradeoff between higher-cost traceability systems and getting the managing entity that they are most comfortable with.

"Those are the cool kind of tradeoffs that we're trying to get at here to better inform the likelihood of voluntary participation in traceability markets going forward," he said. The study was funded by a grant from the U.S. Department of Agriculture. The full results will be published soon as part of Mitchell's work toward a doctoral degree at K-State.

The group also will report their findings during the annual K-State Risk and Profit Conference, which takes place Aug. 22-23 in Manhattan. A PowerPoint file summarizing the findings will be available after the conference at www.agmanager.info. More information on the event, including registration, is available at the same website.

—Source: K-State Extension release.





ON THE CALENDAR

Farm Lease Program Offered Sept. 24 in Nevada, Missouri

Learn about cash rents, trends

niversity of Missouri Extension is offering a meeting on farm leases Sept. 24 in Nevada, Missouri.

Topics include current cash rents and trends in Missouri, items to discuss and put in a lease, when and how to terminate a farm lease legally, recreational (hunting) leases, who is responsible for various costs, and livestock and crop share arrangements, says Joe Koenen, MU Extension agricultural business specialist.

"Farm leases are a popular topic given common current cash rent levels and volatile crop prices," Koenen says. "This program helps landlords and tenants understand the terms and expectations to develop a fair agreement for both."

MU Extension specialists who have worked with tenants and property owners teach the program using distance-learning technology so audiences can interact with instructors and other participants.

The meeting will be held from 6-9 p.m. at the Nevada Public Library Annex, 232 W. Walnut Street, Nevada, Missouri.

Contact the Vernon County MU Extension Center at 417-448-2560 by Sept. 20 for information on fees and registration.

—Release from MU Extension.

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TRENDING NOW

Keeping Track

Animal tech that could help you make decisions on the ranch

By Stephen Webb

echnology has many definitions and means something different to all people depending on their needs.

Technology is:

• A manner of accomplishing a task using technical processes, methods and/or knowledge.



• Creation and use of technical means and their interrelation with life, society and environment.

• Knowledge and use of tools, techniques and systems in order to serve a bigger purpose, like solving problems or making life easier or better.

In the latter definition, tools could be a form of technology. Consider Aldo Leopold's five tools of game management (published in 1933): axe, cow, plow, fire and gun. Those tools aren't what we would think of as technology, but they did help solve problems, accomplish tasks and meet the needs of the manager. We've come a long way since that time.

Skip forward 60-plus years, and terms like precision agriculture are now commonplace. Precision agriculture gained momentum with the development and use of global positioning system (GPS) technology. Now, there's a new kid on the block. It's called precision livestock farming; it isn't a thing of the future; it

is already upon us. Precision livestock farming relies on animal technology, which is the technical means to collect, analyze and interpret a wide range of metrics on animals for the purpose of research, production, management or well-being.

The term now being used for most animal technologies and sensors is wearable technology. Wearable technology has become critically important for monitoring animal health. The correct sensors and technologies, when coupled with data analytics and communication, can provide real-time information and diagnoses of animals. Sensors and wearable technologies can be deployed, fitted or implanted on animals to measure body temperature or mass, observe behavior and movement, detect stress, analyze sound, monitor health and many other things.

Tracking individual animals

The development of animal-based technologies began with individual cow identification, which started as visual ear tags then progressed to electronic identification (EID) tags, making EID tags one of the oldest wearable technologies. EIDtags incorporate many different technologies, but most are passive tags, meaning they require another device (for example, a wand, data logger, tablet, etc.) to read the identification number and/or information from the tag.

The next type of tracking devices is much more accurate but much more costly and used primarily for research purposes. Global positioning system (GPS) collars are actually receivers that receive signals from satellites to aid in positioning, navigation and timing. If you have a smartphone, it likely is GPSenabled so you don't get lost. GPS collars are a standard technology for the study of wildlife but also are deployed on livestock, mostly beef cattle. GPS collars can help collect information

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on activity, behavior, bedding/ resting locations, habitat use, grazing site preference, migration, energy expenditure and more.

Despite the relatively high price tag of GPS collars, new systems are being developed to control grazing of livestock. These new systems are known as virtual fences and require precise positioning from GPS collars to keep animals inside an invisible fence. Having an invisible fence and a collar to condition animals using sound and/or mild electric shocks to stay within a designated area negates the need for physical fences, which are costly and require maintenance. The application of virtual fences is still in its infancy with a few companies leading the way, and the future of this technology is unknown until more testing and validation is done.

Three major classes of EID tags exist:

Radio Frequency Lidentification (RFID)

Radio frequency identification (RFID) tags are likely the most common. RFID tags use low-frequency radio waves, which only allow the tags to be read from a short distance.

2 Ultrahigh Frequency (UHF)

Ultrahigh frequency (UHF) tags provide a longer read range, typically within line-of-sight, and they operate the same way as RFID tags.

$\mathbf{3}^{\mathsf{Bluetooth}}$

Bluetooth is likely the next generation of ear tag. Bluetooth is a wireless technology that uses short wavelength UHF radio waves, so read distance can be up to 100 yards, but with recent developments, the read range may reach 1 mile or more. This technology could leverage existing Bluetooth capabilities within smartphones, something that many of us carry on a daily basis, to serve as the collection device.

ONLINE BIDDING

Wearable technology

Wearable technology is the use of sensors and technologies fitted on animals, and combined with data analysis and communication, to provide real-time information and diagnoses on animal health, status and well-being.

Precision agriculture

Precision agriculture is the use of new technologies coupled with GPS to increase yield, productivity and profitability while decreasing inputs (e.g., herbicide, fertilizer, water, etc.) through targeted application, resulting in greater economic returns and increased

sustainability. Produce more management programs. The with less.

Precision livestock farming

Precision livestock farming relies on animal technology and the use of real-time automated processes to collect, analyze and interpret a wide range of metrics on individual animals for making management decisions, reducing economic losses, and increasing overall animal health and productivity.

Physical animal measurements

Taking physical measurements of animals has been a standard practice for assessing health, growth and success of

following technologies apply more to domestic animals than wildlife because they are easier to herd and work. However, when wildlife is captured, these methods provide an enormous amount of information about the animal itself and the environment in which it lives.

The two most frequently collected pieces of information are body weight and temperature, and, with just these two measurements, a wealth of information is waiting to be unlocked. Collecting body weight is standard for any produc-

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KEEPING TRACK FROM PAGE 15

tion operation or for research, especially when linked to other data such as age, reproductive status or environmental variables. Typically, livestock are ran through chutes to collect body weight, but this is done at irregular or long intervals.

To start understanding individual animals and their feed efficiency, new systems have been developed to take body weight more frequently. These systems include GrowSafe Systems Feed and GrowSafe Beef in pen weighing technology and the Tru-Test walk-over-weighing (WOW) platform and system, which collect body weight multiple times per day and attribute the data into a unique animal based on an EID tag.

Just like taking our own body temperature, taking the temperature of animals can provide an indicator of their well-being. Change in body temperature is one of the first symptoms of a body fighting an illness, an indicator of health. Collecting an animal's temperature can be done by traditional means such as using a rectal thermometer, but, with advances in technology, devices such as a rumen bolus or e-pill, muscular thermosensors, or tympanic (ear) or under-skin temperature sensors can provide automatic data collection.

For example, a rumen bolus is swallowed by an animal, then sits in the reticulum and transmits data to a receiving unit using lower power radio frequencies. A rumen bolus may also be able to measure heart rate, respiration, rumination or rumen pH, but many of these applications are still being tested. Some applications of monitoring body temperature include assessing heat stress or energy expenditure and predicting when an animal is in heat.

If one wants to "look" inside an animal, then ultrasound or sonograms and stethoscopes offer noninvasive techniques, and both methods offer portability whether working in



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the field or chute-side. Ultrasound has been used on animals to assess pregnancy, tumors, fat thickness or body condition. A stethoscope can be an invaluable tool in the right hands and when placed strategically on the animal. Stethoscopes are used to listen to the lungs as a way to monitor for respiratory diseases. For example, bovine respiratory disease (BRD) is a major cause of economic losses in cattle. When a stethoscope is combined with body temperature, a more complete health assessment of the animal is accomplished.

Animal behavior

Many of the technologies used to study animal behavior were developed out of necessity by wildlife researchers who have a difficult time obtaining animals for study. Many of these technologies were adopted from other disciplines as well. Accelerometers, which measure acceleration or velocity of travel, and magnetometers, which measure heading, are gaining in popularity. These are the exercise trackers of the animal world.

The sensors provide very frequent data collection with minimal power allowing users to assess activity, movement, behavior, health, feeding, estrus, calving, etc. Outside of research, such as in a production setting, users are not interested in the data itself but the relationships between the data and a behavior of interest; this is determined through research, validation and sometimes machine learning.

Video cameras are not new, but their application for animal monitoring or study is increasing. It is often difficult to sit in the field to collect data on animals because of many constraints and logistical issues. Collecting video of animal behavior, feeding, social interactions, etc., provides a permanent record of the event and allows the user to collect a broad range of data in the comfort of an office or home. Often, video cameras on animals are used to validate behavior from accelerometers and to study feeding habits such as forage selection, bite counts and cud chewing.

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Remote collection of data

Many opportunities to collect data from animals using remote technology are also available. A few of these technologies include the use of unmanned aerial vehicles (UAV) and systems (UAS), acoustic monitors, and imaging or photography. Although a stethoscope allows one to hear, it does not provide continuous or real-time monitoring; a few systems, such as a rumen microphone or rumination monitor, can do this very thing. Acoustic monitors, known as bioacoustics, and remote cameras are used to collect sounds or images from wildlife surveys. When coupled with artificial intelligence to automatically identify species, a wealth of information can be provided about wildlife presence as it relates to their environment.

The use of UAVs and UASs may be able to provide the tools to count or inventory animals remotely or to take photographs of animals to track development. For example, photographs of animals allow researchers to link photographic measurements of animals to known characteristics such as age, size or weight after research and development of prediction or adjustment factors are estimated. Thermal imaging may also hold promise for detecting heat stress or illness in animals. Thermal imaging cameras can be deployed on a UAV or handheld thermal imaging cameras can be used, but they often require associated software.

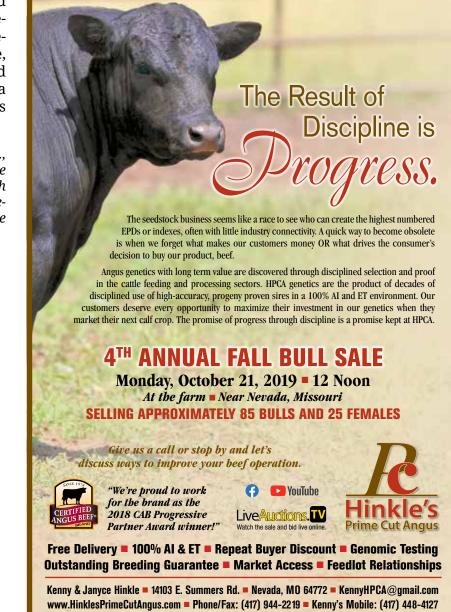
The future

The future is now. Technology is developing at an astonishing rate, especially for military and industry needs. The development and adoption of technology for agriculture or animals has lagged behind. However, it is predicted that technology developed specifically for agriculture will increase 2.5 times by 2025. It is very likely that mobile or smart devices will play a critical role. Other opportunities to expand technology to agriculture and animal operations include the miniaturization of devices and development of low-power or solar-powered devices. To have the greatest impact, the data collected from these devices will need to undergo well-designed research and validation that leverages artificial intelligence, machine learning and cloud computing to process the data into a usable format so users can make sound decisions.

—Source: Stephen Webb, Ph.D., is a staff scientist with the Noble Research Institute. Reprinted with permission from The Noble Research Institute. visit them on the web at www.noble.org.



Wean by Oct. 21, 2019



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TRENDING NOW

Funding Available for Flooding Losses

USDA designates 53 Missouri counties as primary natural disaster areas

griculture Secretary Sonny Perdue designated 53 Missouri counties as primary natural disaster areas. Producers who suffered losses due to excessive rainfall and flooding that has occurred since March 9, 2019, might be eligible for U.S. Department of Agriculture (USDA) Farm Service Agency (FSA) emergency loans. The Missouri counties with the primary natural disaster designation include, Audrain, Bates, Boone, Butler, Caldwell, Callaway, Camden, Cape Girardeau, Clark, Clay, Cole, Cooper, Daviess, DeKalb, Franklin, Gasconade, Grundy, Harrison, Howard, Jasper, Jefferson, Knox, Laclede, Lafayette, Lawrence, Lincoln, Linn, Livingston, McDonald, Maries, Marion, Mercer, Miller, Moniteau, Monroe, Montgomery, Newton, Osage, Pettis, Pike, Pulaski, Putnam, Randolph, St. Charles, Schuyler, Scotland, Scott, Shelby, Stoddard, Vernon, Warren and Wright.

This natural disaster designation allows FSA to extend muchneeded emergency credit to producers recovering from natural disasters. Emergency loans can be used to meet various recovery needs including the replacement of essential items such as equipment or livestock, reorganization of a farming operation or the refinance of certain debts.

Producers in the contiguous Missouri counties of Andrew,



Barry, Barton, Benton, Bollinger, Buchanan, Carroll, Carter, Cass, Cedar, Chariton, Christian, Clinton, Crawford, Dade, Dallas, Douglas, Dunklin, Gentry, Greene, Henry, Hickory, Jackson, Johnson, Lewis, Macon, Mississippi, Morgan, New Madrid, Perry, Phelps, Platte, Ralls, Ray, Ripley, St. Clair, Ste. Genevieve, St. Francois, St. Louis, Saline, Stone, Sullivan, Texas, Washington, Wayne, Webster and Worth, along with Benton and Clay counties in Arkansas; Adams, Alexander, Calhoun, Hancock, Jersey, Madison, Monroe, Pike and Union counties in Illinois; Appanoose, Davis, Decatur, Lee, Ringgold, Van Buren and Wayne counties in Iowa; Bourbon, Cherokee, Crawford, Linn, Miami and Wyandotte counties in Kansas; and Delaware and Ottawa counties in Oklahoma, are also eligible to apply for emergency loans.

The deadline to apply for these emergency loans is April 7, 2020.

FSA will review the loans based on the extent of losses, security available and repayment ability.

FSA has a variety of additional programs to help farmers recover from the impacts of this disaster. FSA programs that do not require a disaster declaration include: Emergency Assistance for Livestock, Honeybees and Farm-Raised Fish Program; Emergency Conservation Program; Livestock Forage Disaster Program; Livestock Indemnity Program; Operating and Farm Ownership Loans; and the Tree Assistance Program.

Farmers may contact their local USDA service center for further information on eligibility requirements and application procedures for these and other programs. Additional information is also available online at farmers.gov/ recover.

—Source: Missouri Farm Service Agency release.

MANAGEMENT MATTERS Is She Pregnant?

Ky Pohler outlines three forms of pregnancy diagnosis

By Lindsay King

Il three forms of pregnancy diagnosis — palpation, ultrasound and chemical — are well-known practices in modern beef cattle production. Yet Ky Pohler, Texas A&M University animal scientist, said that the technology is only used by about 25% of producers, according to the USDA. This low number came as a bit of a surprise to the audience during the Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium hosted Aug. 20-21, 2019, in Knoxville, Tenn.

"There is a lot of room for more utilization of pregnancy diagno-

sis and job security to help move that forward," Pohler said. "It is a really wellknown technology with a lot of options out there that is not being used."

Knowing the pregnancy status — good, bad or otherwise — can help make some management decisions easier.

"The key features of pregnancy diagnosis include high sensitivity, high specificity, simple, low-cost and embryonic viability," Pohler said. "We need to be able to take more than just a snapshot of the embryo and where it is today."

"Rectal palpation has been around for a long time," Pohler said, noting that the technician feels for the amnion (fluid surrounding the fetus), the fetus itself, the cotyledons or the fetal membranes to determine pregnancy status. "It takes skill to determine the presence of fluid, which is basically feeling the development of a pregnancy."

Ultrasound is about the same process, except it is based on visual indicators. Ultrasound can provide earlier diagnosis of open cows with near 100% accuracy after Day 27 of gestation. It also has the added capability of aging the fetus, as well as the sex, as soon as Day 60 of pregnancy.

One duo to look for down the road, Pohler said, is ultrasonography paired with Doppler technology. Simply put, this provides a visualization of the blood flow headed to the corpus luteum (CL). This technique doesn't explicitly say pregnant or not, but it shows where blood flow is headed. That just might be one and the same as the technology is perfected.

"This method requires two components: someone who knows what they are doing and having your machine set correctly," Pohler said. "If you don't have both, your results will be all over the place."

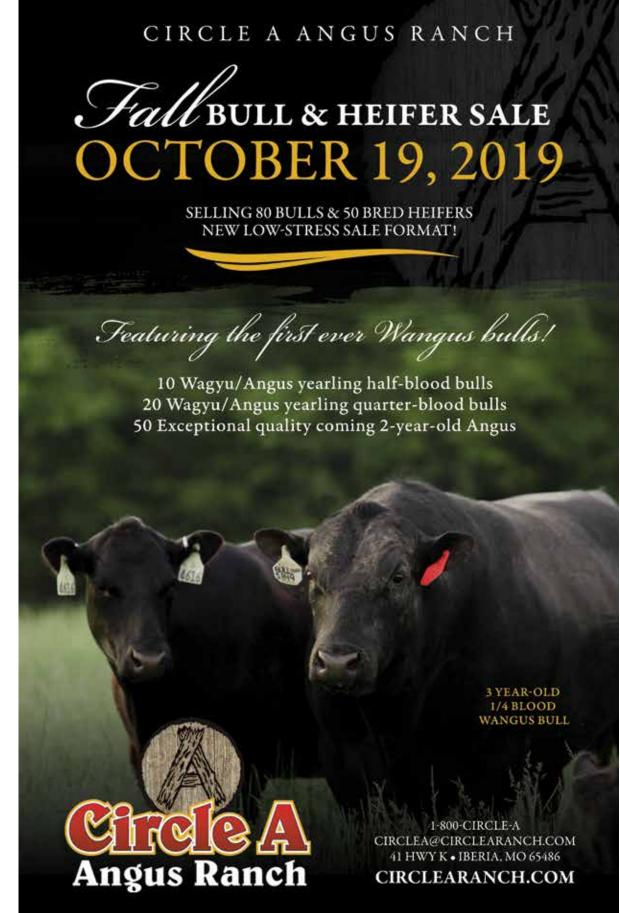
There are several chemical tests that can be conducted to detect pregnancy. With the ultimate goal being to determine pregnancy status early and accurately, testing for the presence of pregnancyassociated glycoprotein (PAG) levels in the blood is proving to be the preferred method as the industry moves forward, Pohler said.

PAG is the only fluid concentration present as a result of a developing pregnancy, he noted. Even progesterone isn't as accurate as PAG when it comes to a chemical pregnancy test.

"The current technology available is really what we will have moving forward," Pohler said. "We might see new developments in that technology."

One novel idea, for instance, is using PAG concentrations to determine embryonic viability and potential loss. Pohler cited a study indicating a 1 ng/mL increase in PAG equated to an 11% increase in the odds of maintaining pregnancy. Only time will tell how this could be used in the future.

—Source: Lindsay King is assistant editor of the Angus Journal. Reprinted with permission from the Newsroom at www.appliedreprostrategies.com.



MANAGEMENT MATTERS

Know Your Spots

Protect yourself from the sun; watch for skin changes

By Lisa Henderson for Cattlemen's News

Because of the many types of equipment they operate, farmers and ranchers have one of the most dangerous occupations, according to the U.S. Department of Labor. Increasingly, the federal agency says one of the occupational hazards of farming and ranching is skin cancer.

Among the population as a whole, it is estimated that nearly 9,500 people in the U.S. are diagnosed with skin cancer every day. On average, according to the American Academy of Dermatology, one person dies from melanoma every hour in the United States.

Unfortunately, America's farmers and ranchers are prone to be exposed to a greater amount of the sun's dangerous ultraviolet radiation (UV) on a daily basis as one of the many hazards of the job. While it's not often thought about as the deadliest thing on a farm, skin cancer can be just that.

"Over a lifetime, repeated episodes of sunburn and unprotected sun exposure can increase a person's risk of malignant melanoma and other forms of skin cancer," says Lindsey Stevenson, University of Missouri extension health specialist in Barton County.

She says sun safety is important for those involved in farming and ranching to understand, and becoming familiar with, warning signs and knowing about preventative measures could help save your life.

"As a rule, if you have fair skin and light eyes, you are at greater risk of sun-related skin damage and skin cancers," Stevenson says. "This is because your skin contains less of a dark pigment called melanin, which helps to protect the skin from the effects of UV radiation."

According to the American Academy of Dermatology, farmers receive more UV exposure than the general public for many reasons, including:

- Long workdays spent outside in the sun, especially from May through October.
- Sweating may also contribute to UV-related skin damage because it increases a person's photosensitivity of the skin, leading to the risk of sunburns.
- UV radiation reflects off water, sand, concrete, light-colored surfaces and snow. Even when wearing a hat, UV radiation will reflect off the surface and can damage the skin.

Stevenson says farmers and ranchers should be proactive in protecting themselves against the sun's harmful UV light. Using sunscreen on a daily basis is important, even on cloudy days.

"The risk of melanoma can be reduced by protecting the skin from the sun," she says. "Even on a cloudy day, up to 80% of the sun's ultraviolet rays can pass through the clouds."

Tips for using sunscreen:

• Reapply sunscreen every two hours, or more if sweating. Apply on ears, lips, back of hands and neck.

• In general, sunscreen is effective for up to three years.

• It is recommended to wear a sunscreen with a minimum SPF of 30.

• Use a water-resistant sunscreen.

• Apply sunscreen about a half-hour before you will be in the sun.

- Reapply every two hours when you are sweating.
- Apply generous amounts of sunscreen to the skin.

Other than sunscreen, Stevenson says your diet can actually help promote healthy skin or heal damaged skin. She provides the following list of dietary recommendations.

- Antioxidants, such as vitamin A, C and E protect your body against free radicals. Free radicals contribute to the aging process, cancer and some diseases. These antioxidants can be found in blueberries, blackberries, strawberries, prunes, kale, peppers, beets, oranges and grapes.
- Selenium is a mineral that can help prevent your skin from burning when exposed to the sun. It may also play a role in skin cancer prevention. Selenium

can be found in shrimp, cod, tuna, salmon, snapper, button mushrooms and Brazil nuts.

• Vitamin E helps heal damaged skin. Vitamin E is found in vegetable oils, salad dressings, whole-grain foods, seeds and nuts.

• Omega-3 fatty acids are considered essential. They have anti-inflammatory properties and contribute to the protective barrier provided by the epidermis layer of skin. Great sources of omega-3 fatty acids include fortified eggs and yogurt, tuna, salmon, peanut butter, flaxseed, walnuts, trout and mackerel.

Further, the American Academy of Dermatology suggests other steps farmers and ranchers can take to protect themselves from the sun.

- Seek shade when appropriate. Avoid the sun's rays when they are the strongest between 10 a.m. and 2 p.m. If your shadow appears to be shorter than you are, seek shade.
- Wear protective clothing, such as a long-sleeved shirt, pants, a wide-brimmed hat and sunglasses, where possible. Ask for a cloth flap that can be secured to your cap or hardhat to protect the back of the neck.

• Generously apply a broadspectrum, water-resistant sunscreen with a Sun Protection Factor (SPF) of 30 or higher to all exposed skin. Broad-spectrum provides protection from both ultraviolet A (UVA) and ultraviolet B (UVB) rays.

• Use extra caution near water, snow and sand.

• Avoid tanning beds. Ultraviolet light from the sun and tanning beds can cause skin cancer and wrinkling.

• Know your spots and be aware of your skin and the moles you have. If you see any mole or spot on your skin that is changing, itching, bleeding or growing, see a dermatologist.

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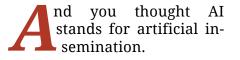
¹ Data on file, Study Reports No. 2239A-60-00-029, 2239A-60-00-030, 2239A-60-00-033, 2239A-60-94-003, 2239A-60-94-003, 2239A-60-94-007, 2239A-60-95-156 and 2839A-60-97-123, Zoetis Inc. All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted. © 2018 Zoetis Services LLC. All rights reserved. DMX-00090

TRENDING NOW

BEEF Editors Blog: Chuck Knows Beef

Chuck not only knows beef, he knows how to reach consumers with beef information

By Burt Rutherford

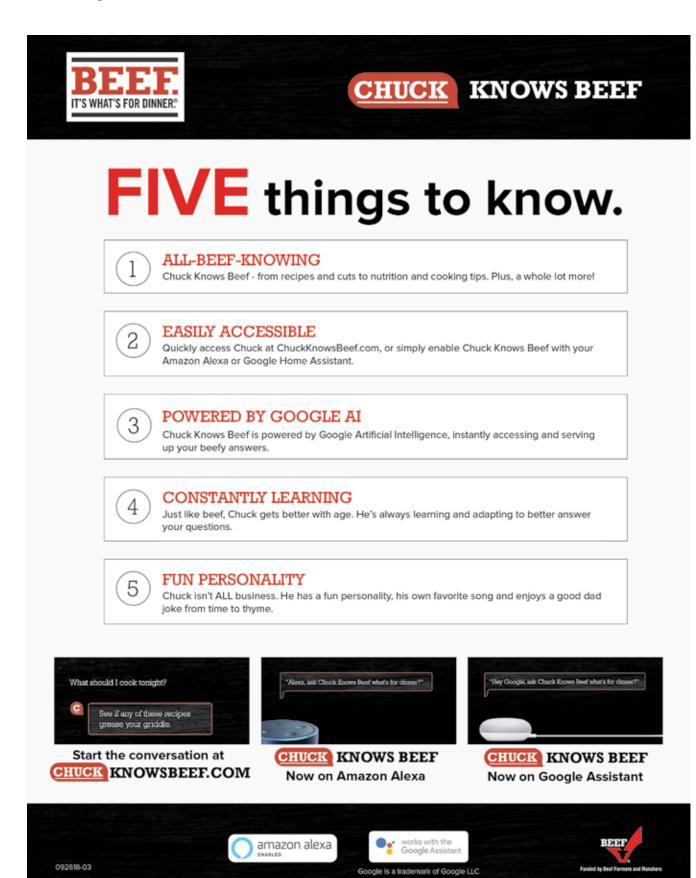


Well, it does, at least in our world. But in the world of the consumers who eat the beef you produce, it means artificial intelligence. And, if it's essential to meet your customers where they are, which it is, the beef business is doing that very successfully.

I had a chat with Season Solorio during the Cattle Industry Summer Meeting recently and was fascinated with what she told me. She's senior executive director for brand marketing and communications with NCBA, a contractor to the Beef Checkoff. One of the vehicles by which the beef business meets consumers where they are is Chuck Knows Beef, she says.

Chuck was introduced to the world last March, and since then has generated more than a million visits to the website, chuckknowsbeef.com. The most frequently-asked question? What is a flank steak?

But Chuck knows a lot more than that. That's because Chuck is built on artificial intelligence, using beefitswhatsfordinner.com as its informa-



tion source. So every question consumers ask Chuck, the smarter he gets.

Chuck allows consumers to ask questions about beef three different ways. There's the website, which is the most popular. Then, the 50 million or so folks who have an Alexa or Google Home device can download the Chuck Knows Beef skill and have a conversation with Chuck in the kitchen as they are preparing a meal.

But Solorio asks, how many people own a smartphone? Just about everybody. "So you can access Chuck Knows Beef and have that verbal conversation with him [over your phone]. All you have to do is download the Amazon Alexa or Google Home app and then access Chuck Knows Beef, and you can have that experience."

If that's not enough, Solorio has plans to take Chuck into the augmented reality arena. Are you familiar with Pokémon Go? I wasn't until Solorio described it to me. You look around the room through the camera on your phone. You see a little Pokémon monster through the screen on your phone. The point of which escapes me entirely. But that doesn't matter. For the folks who use Pokémon, it's a familiar way to use their phone for entertainment. I guess.

However, that augmented reality ability can help consumers make beef buying decisions. "Let's say you're standing in the supermarket and you see a ground beef product in front of you and you're thinking, 'I don't know what I would do with that. How do I prepare it? What are some great recipes."

All the consumer has to do is scan the name "ground beef" on the package. "And by virtue of scanning the name, it could pop up recipe suggestions, a video, tips on how they would prepare it," she says. "So that's taking Chuck Knows Beef from what it exists today as audio into a visual world."

Pretty cool, huh?

—Source: Burt Rutherford is editor of BEEF magazine. Reprinted with permission.

ECONOMIC INDICATORS

Supply and Demand

The role of markets in a disaster

By Derrell S. Peel

arkets are the primary means that the production and consumption of products are coordinated in the U.S. economy. Normally markets ensure that supply and demand are in equilibrium, or close to it, at all times and respond to changing conditions through countless small adjustments made constantly by producers and consumers.

Market adjustments are typically very subtle and commonly over-

looked. A freely-operating market economy moves through time much like a car. It depends on a constant stream of tiny adjustments rather than violent swings of the steering wheel to the right and left.

However, sudden, large shocks disrupt the balance of supply and demand and reveal how dramatic market actions occur that help reestablish equilibrium. The recent fire at the Tyson beef plant in Finney County, Kansas, is just such an example. It is much like throwing a rock into a pond resulting in a big initial splash and ripple effects spreading out in all directions. The initial splash of the plant closure included a dramatic set of market reactions.

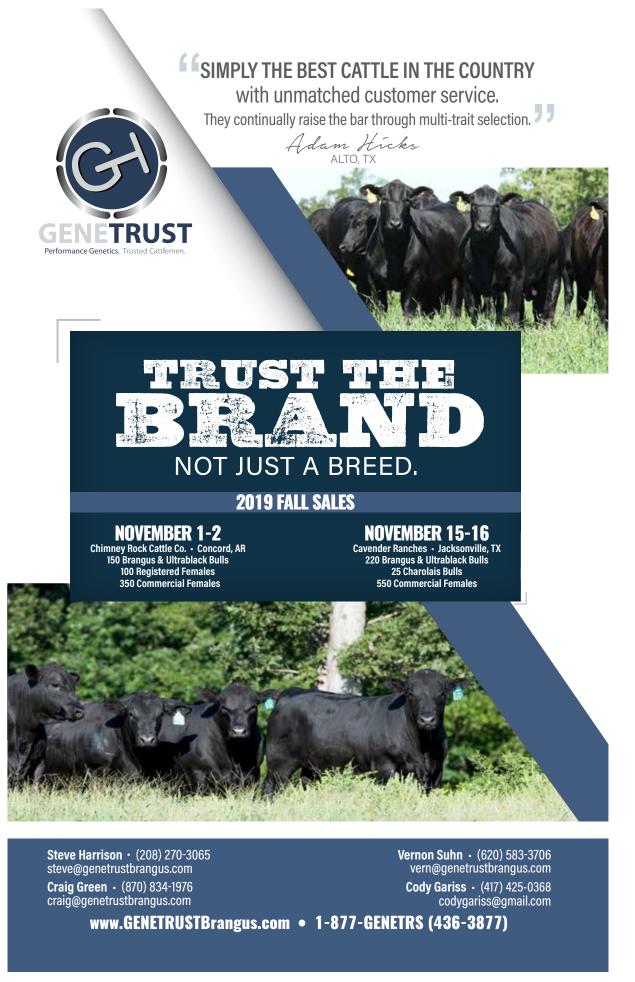
With fresh beef production suddenly decreased, boxed beef prices rose sharply to ration a suddenly limited supply. Choice boxed beef prices increased by over \$22/cwt. or 10.3% in one week. This illustrates one of the most important functions of markets (one that is commonly taken for granted): markets make sure that we don't run out of things. With less supply available, the market uses higher prices to determine how limited beef supplies will be allocated. It is a common market reaction.

When a freeze hits Florida, orange juice prices begin to rise immediately, not because of an immediate shortage of juice but to make sure that the current supply continues to be available over time. Markets will never tell a consumer that they cannot have a product, but prices will rise enough to convince some consumers not to consume as much of the product at this time.

The corollary to the above is that markets make sure that we don't waste products. This is particularly important for perishable products. Thus, watermelon prices drop dramatically when the seasonal supply becomes available to make sure that all watermelons are consumed. Fed cattle ready for slaughter are no less perishable, and the current drop in fed prices ensures that all possible adjustments are used to absorb the cattle into remaining industry capacity. Prices decrease enough initially to provide ample incentive to change existing production plans and cover the additional costs of shifting logistics and timing of production.

The complex set of markets in the cattle and beef industry are all impacted initially. Live and feeder futures dropped sharply for two days before beginning to moderate late last month. It is one of the functions of the futures markets to anticipate the worst case scenario, especially in the face of much uncertainty, before moderating as the reality of the situation becomes clearer. Feeder cattle markets also decreased in the face of lower fed prices and the uncertainty roiling all markets. Much like rock in the pond, the initial splash is big, and the waves will subside as the impacts ripple out in all directions over time.

Is the initial reaction an overreaction? In one sense yes, but it is a very common market response to reestablish supply and demand balance quickly. We see it in all markets and certainly in agricultur-**CONTINUED ON PAGE 25**



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PASTURE PLANNING

Piecing the Forage Puzzle

Consider adding forage oats in fall forage lineup

By Rebecca Mettler for Cattlemen's News

For a constant of their quality and quick growth but have mainly been used as early spring for age in the four-state area.

"Fall oats, if planted on time, can lead to quick fall forage," explains Tim Schnakenberg, University of Missouri Extension regional agronomy specialist. "Studies have found that they could potentially yield 2 to 4 tons per acre by the fall or early winter."

Schnakenberg says a number of factors influence final yield, including planting time, but the potential yield is a sizable amount compared to the average in-season fescue yield in Missouri of about 2 tons per acre with quality being marginal at times.

A recent study conducted by the University of Arkansas in Fayetteville, looked at the variation in yield following three planting dates of Aug. 31, Sept. 22 and Oct. 13. At harvest on Dec. 2, yield of Jerry Oats (a variety of forage oats) were 1,905; 1,267; and 446 pounds of dry matter yield, respectively. The study also noted that the protein and Total Digestible Nutrient (TDN) numbers were the lowest with the earliest planting, even though the yield was the highest.

To this, Schnakenberg believes that early planting is key, but producers must guard against planting too early in hot, dry conditions. Late August to early September is the best time to plant fall oats in southwest Missouri. A seeding rate of 80 to 100 pounds per acre is recommended for fall oats. Generally speaking, conventionally tilled ground is the most suited for oat establishment, especially in the spring.

"But, if conditions are dry in the late summer for seeding, notill may turn out the better approach," Schnakenberg says.

Fall-planted oats do, however,

come with one major drawback that has kept producers from fully embracing them as a common option in the past: oats should not be expected to last through the winter. However, depending on the variety and the severity of the winter, some have been known to carry over to the spring. Oats typically die when temperatures reach the mid-20s for several hours.

"Count on them to die out," Schnakenberg says. "You'll most likely have nothing by spring. That's my biggest aversion to them."

Instead of solely planting fall oats, Schnakenberg suggests that producers add them to a mix of fall-planted annual ryegrass, triticale or wheat. Then producers can get the punch of high-quality forage that oats bring to the table but still have the annual ryegrass or a cereal forage crop to graze through late winter and early spring.

A 2012 study at the University of Missouri Southwest Research Center in Mt. Vernon, Missouri, planted feed oats at 60 pounds per acre and annual rye grass at 25 pounds per acre in early September. The oat haylage from that project test in late November found forage quality at 21% protein and 66% TDN. The relative feed value was 178.

Oats are also considered very palatable to livestock. Schnakenberg recalled a study from Nebraska where calves and yearlings charted more than 2 pounds of daily gain grazing fall oats.

Another thing to note, it is not recommended to plant any of the cereal grain-type forages like oats, wheat, rye or triticale into a strong stand of fescue. Cereal grain-type forages are best suited planted after summer crops like corn, sorghum sudangrass, millet, or planted into a soon-to-be-dormant perennial warm season grass stand.

CONTINUED ON NEXT PAGE

SUPPLY AND DEMAND FROM PAGE 23

al markets. Corn prices of \$7/bu. in 2012 helped ensure increased corn production to overcome drought impacts and meet growing corn demand; and \$3/ cwt. calf prices provided the temporary incentive to jumpstart herd expansion in 2014. By virtue of extreme initial reactions, markets ensure that equilibrium in supply and demand is reestablished as quickly as possible. The sudden shock of the current situation and the resulting big initial market reactions encourage buyers and sellers to change plans; incur additional costs; and react quickly to new arbitrage opportunities.

Going forward, similar situations from the past could provide some insight. In December 2000, a ConAgra beef packing plant in Garden City, Kansas, burned completely and never reopened. Subsequent research confirmed initial reactions similar to the current situation. Most of the negative impacts on fed cattle prices subsided in three to six weeks after the event. Packing capacity relative to cattle supplies is somewhat tighter this time so the impacts could be slightly larger or longer-lived. Nevertheless, boxed beef and cattle markets will likely adjust relatively quickly in the coming weeks with final adjustments depending on the duration of the Tyson plant closure.

—Source: Derrel S. Peel is a livestock marketing specialist with Oklahoma State University Extension.

THE FORAGE PUZZLE FROM PREVIOUS PAGE

Schnakenberg says that producers are getting more and more excited about winter annuals. He has worked extensively with a cattle producer near Seligman, Missouri, who plants triticale or rye into dormant bermudagrass for fall grazing and finds major benefits in the pasture management practice. "The quality of some of these forages in the winter is outstanding," he says. "We can't afford to buy that kind of quality in a hay bale."

Thankfully, southwest Missouri has been blessed with plenty of grass this summer and early fall. Schnakenberg says that producers aren't likely to need to rush into planting for fall grazing like last year, but for offsetting hay cost, forage oats would appeal to them. Grazing winter annuals like annual ryegrass, cereal rye, triticale, oats or wheat fits best in a management intensive gazing system or strip grazing system.

"Forage oats are just one of the pieces of the puzzle. If it were me, I'd want to put something with it to get spring grazing, too," Schnakenberg said.

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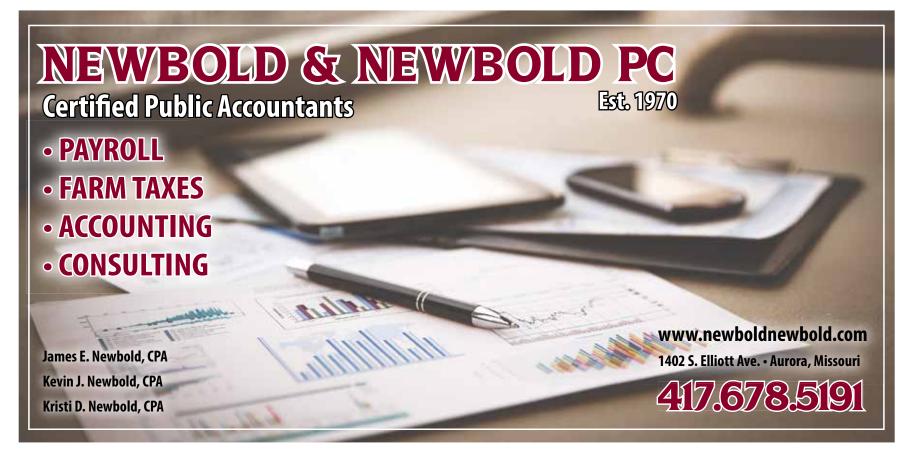
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MANAGEMENT MATTERS Get More Gain from Your Grass

How you can maximize fall pastures

By Kelsey Harmon for Cattlemen's News

mplementing a fall pasture management strategy can help producers save money by minimizing feeding stored forages and purchasing feed over the winter.

Eric Bailey, assistant professor and state beef extension specialist from the University of Missouri, weighs in on his recommended strategies for maximizing fall pastures.

"Forage quality will be excellent this fall," Bailey says. "In fact, many are going to have more forage than they know what to do with!" He knows producers who are getting second cuttings off average fescue pastures, and the feed quality is outstanding.

Bailey suggests that producers put nitrogen down by mid-September and try to stockpile forage across as many acres as possible. "Every pound of nitrogen fertilizer is worth 25 pounds of fall forage, under normal growing conditions," Bailey says. "You cannot afford to feed hay for five to six months in the winter or any winter for that matter." As producers, we have to start kicking the hay habit as it is one of the two largest drains on cow-calf profitability in Missouri, he adds.

Bailey says cool-season forages perform best for fall grazing. Examples are perennials like fescue and annuals such as wheat, rye or triticale.

"A lot of people are talking about warm-season forages right now, and they are very important, but their role in Missouri is narrow," says Bailey. "They're a fescue alternative to beat the summer slump." Quality of warm-season forage pastures will be declining soon, while fescue is just getting ramped up for the fall growing season, he says.

Bailey recommends a managed or rotational grazing system in all scenarios because it exponentially increases the forage utilization rate or the proportion of the forage grown that ends up in a cow's belly.

"For example, one cow herd on the same pasture all year long will only use 30 to 35 percent of the forage grown," Bailey explains. "A well-managed grazing system will put 60plus percent of the forage in a cow's belly." He notes that water infrastructure is needed to make this work. "Everyone worries about fencing and labor, but water comes first," Bailey says. "The first thing I would invest in on a new place is water infrastructure."

When it comes to figuring the correct carrying capacity to maximize grazing, Bailey says most Missouri producers follow the classic three acres-per-cow guideline. He says that calculation lacks two important factors: the size of the cow and the length of the grazing period.

Bailey explains that if you fed hay for greater than 120 days for each of the past three to four winters (2018 was an anomaly where most producers fed hay for 6 months), then it is time to look at your cows or your grass closer. Consider if you have quit using nitrogen fertilizer and if you have intentionally tried to select for larger cows to increase weaning weight.

If you have a cow problem, Bailey advises getting access to more forage or simply reducing the size of the cows in your herd. "There is not a beef cow bigger than 1,500 pounds on pastures in this region that needs to stay in the herd," says Bailey. "Bigger cows require more feed, yet data from three states says that these big cows are not guaranteed to wean bigger, more productive calves."

If you have a forage deficiency, Bailey says to consider using nitrogen fertilizer if you have gone away from it. "One of the biggest forage lessons I've learned in two years at the University of Missouri Extension is that fescue forage systems need nitrogen fertilizer to perform their best," he says. "I've grown 1.5 tons per acre in fescue research plots without nitrogen across two growing seasons now." And, he adds that many plan stock pastures expecting fescue to produce three tons per acre.

Given the ample rainfall the four-state region has received this spring and summer, producers might be wondering how much added supplementation they should supply their backgrounding-type cattle, those weighing 550 to 700 pounds.

CONTINUED ON PAGE 28

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1. Shockey D, Coffey K, Rosenkrans C Jr. Effect of Revalor-G Implants on Weight Gains of Steers Grazing Bermuda Plus Dallisgrass Pastures. Available at: www.beefstockerusa.org/research/arkansas/EffectRevalor-G.pdf. Accessed March 12, 20

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TRENDING NOW

Working to Promote Beef

How the CBB Export Growth Committee benefits producers

By Kelsey Harmon for Cattlemen's News

he Cattlemen's Beef Board (CBB) is responsible for overseeing the collection of the Beef Checkoff and the funding of checkoff programs. According to CBB's website, beefboard. org, the Beef Checkoff program was established as part of the 1985 Farm Bill. It is a national marketing and research program designed to increase the demand for beef at home and abroad through initiatives such as consumer advertising, marketing partnerships, public relations, education, research and new-product development.

Under the program, producers and beef importers pay a \$1-per-head assessment on animals they market and the equivalent on beef they import. Within CBB an export growth committee meets semiannually. Tammy Parker Bartholomew, a member of the export growth committee from Drexel, Missouri, explains the importance of the committee and how it benefits producers.

"Export growth is one of the six key committees of the Cattlemen's Beef Board," Bartholomew says. "The board's primary objective is to grow beef demand by investing in foreign market development." Driving global demand for beef is one of the core strategies of the Beef Industry Long Range Plan (LRP), she says.

According to CBB's website, LRP began at the 2015 Cattle Industry Summer Conference in Denver, Colorado. Checkoff leaders adopted a 2016 to 2020 Beef Industry LRP that was brought to them from a task force comprised of 16 representatives from various segments of the beef industry.

This plan aims to lay out aggressive goals to strengthen the beef industry in the coming five years, many of which are directly pertinent to the goals of the Beef Checkoff program, in coordination with representatives of the entire beef chain including restaurant owners and



Tammy Parker Bartholomew

operators, grocers, producers, importers, manufacturers and communicators among others.

Bartholomew says her role as a member of the CBB export growth committee is to ensure that the dollars invested in the checkoff are wisely used for the promotion of beef. She explains that each summer contractors present authorization requests to the committee for approval and support of endeavors to promote beef through global markets. "They outline their goals and objectives called tactics for the amount they are requesting," Bartholomew says. "Committee members like myself ask questions for clarification and then score their requests, which in turn go to the operating committee for final approval for the requested funds."

She notes that each year during the National Cattlemen's Beef Association's national convention, reports are generated detailing the progress these contractors have made toward their goals and objectives. "No monies are distributed until verification is made of the expenditure and receipts are submitted," Bartholomew says. "The United States Meat Export Federation is the only subcontractor of the export growth committee."

GET MORE GAIN FROM PAGE 26

According to Bailey, backgrounding and stocker cattle that live on forage will always be limited by energy intake. He says that most producers are conservative and only shoot for an average daily gain (ADG) of 1.5 to 2 pounds. "We have tremendously enhanced the genetic base of cowherds across the region," he says. "You're leaving dollars on the table if the cattle are not gaining 2.5 pounds every day."

Bailey is an advocate of feeding 1% of the cattle's body weight each day in a highenergy supplement when out on pasture. "This ensures that you keep enough calories going into them to support growth." He gives this example: 5 pounds per head per day for a 500-pound calf. For producers to not do anything different with the heavier cattle, rather make sure they have enough calories to keep gaining efficiently.

Regardless of cattle size and operation, Bailey suggests that producers find the best deal on feed in their area. He says to price multiple feedstuffs from a variety of feed dealers and to avoid being caught up buying the most convenient feed.

"Corn is the most energydense feed we have," Bailey says. "There are a lot of times where a few pounds of corn to cattle grazing lush fall pastures would increase gain efficiently."

Bartholomew explains that the export growth committee evaluates the progress and proposals of the United States Meat Export Federation (US-MEF) in maintaining foreign markets and developing new market opportunities. "Funding from the Beef Checkoff dollars to the USMEF has impacted foreign demand significantly," Bartholomew says. "Because of Beef Checkoff funds, the USMEF has successfully carried out the Beef Checkoff's strategic goal of increasing global demand."

According to CBB's website, investing dollars toward foreign market development is one of the most significant ways the Beef Checkoff drives demand for beef. Competition is fierce on the global stage, and the checkoff works diligently to persuade foreign countries that U.S. beef is their best choice. As a result of the Beef Checkoff's efforts, more consumers around the world are demanding highquality products U.S. cattlemen and women produce.

Bartholomew says that US-MEF's foreign market objectives based on their authorization requests include attending various international events, conducting demonstrations with chefs worldwide, hosting cooking competitions to incentivize the use of U.S. beef in dishes and working with retailers to encourage the promotion and sale of beef products. "The Export Growth committee approves activities that include but are not limited to marketing to the growing middle class in these countries, culinary teams educating foreign consumers and chefs on the multiple ways beef can be prepared, marketing variety beef products such as tongue, tripe, livers and lips that are not what we consider highly marketable products in the United States," Bartholomew says. "The USMEF recently released data showing that beef exports added \$323 for every head of fed cattle in the country.

Bartholomew says that in 2018 every export market showed substantial growth and that considerable credit should be given to the aggressive work of the USMEF funded by the Beef Checkoff dollars. She highlights that every foreign beef market was up last year, boasting double-digit growth in exports except for Mexico, which she says is understandable due to the tariff negotiations involved in the new U.S., Mexico, Canada trade agreement.

"Cattlemen need to realize that 96% of the world's population lives outside the United States," Bartholomew says. "If we are going to increase demand for beef, then we have to prioritize foreign markets."

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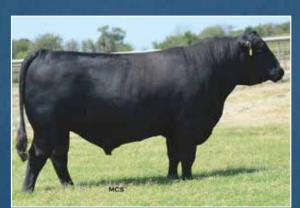
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MANAGEMENT MATTERS

Use the Right Test for the Right **Results When Monitoring Internal Parasites**

An interview with Dr. Marc Campbell about different cattle parasite testing methods

hat are the key signs What are the different tests of parasite infections available for producers? in cattle?

Dr. Campbell: The outward signs of an internal parasite infection can be hard to see. The animal harbors the infection internally, meaning the damage that takes place is often hidden. Subclinical symptoms are not always obvious, but can greatly impact a cattle herd's overall health and performance. These subclinical signs include reduced milk production, reduced reproductive performance, reduced milk quality, reduced growth rate, reduced weaning weight and increased susceptibility to disease.

By the time cattle do visually show clinical signs of infection, the problem has been progressing for some time. The clinical signs of internal parasitism can include diarrhea, bottle jaw, anemia and a rough hair coat. It is important for producers to have a deworming protocol in place and to never wait until clinical signs appear to treat their herd for parasites.

Why is it important to monitor internal parasite levels in cattle?

Dr. Campbell: Monitoring internal parasites in cattle is an important part of evaluating the effectiveness of an operation's parasite control protocols. Parasite resistance is a growing concern in the industry. Some parasites are slowly able to withstand and survive deworming treatment. These resistant parasites can then reproduce and be picked up by other animals on an operation and can eventually become a widespread problem. Because of this, monitoring internal parasite levels is more important than ever to ensure maximum herd health.

Dr. Campbell: Three common fecal tests are conducted to monitor internal parasites: a fecal egg count, commonly known as an FEC; a fecal egg count reduction test (FECRT); and a coproculture. Each of these tests should be conducted by a licensed veterinarian. It is critical for producers to understand that all fecal exams are only reliable if the results are used for their intended purposes. The right test must be conducted in order to get the most accurate results. Producers should work with their veterinarians to determine which test is best for their needs.

What is an FEC?

Dr. Campbell: A fecal egg count (FEC) is a commonly conducted test that helps monitor internal parasite infestation levels in cattle. FECs are performed by mixing a known volume of cattle feces with a saturated salt or sugar solution, which causes the parasite eggs to float to the surface where they are captured on a microscope slide and evaluated.

An FEC should be used when a producer wants to assess the current level of internal parasite infestation at a single point in time. This test cannot tell which specific parasites are present because it is impossible to distinguish between worm species that have similar-looking eggs.

It is also important to keep in mind the way FEC results are reported. The results are standardly reported as eggs per one gram of feces. Misunderstandings about the level of parasite infestation occur when FEC results are reported as eggs per 3 grams or eggs per 5 grams of feces. This can make it appear



Dr. Marc Campbell

that the parasite infestation level is 3x or 5x higher when really it is only a larger fecal sample being measured.

What is a FECRT?

Dr. Campbell: A Fecal Egg Count Reduction Test (FECRT) compares the results of two FECs and measures the reduction in parasite eggs. It is important that both FECs are from the same animal to ensure accurate results. The first fecal sample should be collected prior to treating an animal with a dewormer. Timing of the collection of the second fecal sample is very important and varies based on what product was used for treatment. Ideal time to collect the sample is 7-10 days after benzimidazole product administration, or 14-28 days after macrocyclic lactone product administration.

An FECRT should be used when a producer wants to determine if their dewormer is effective. Common industry practice is anything that provides at least a 90% reduction of parasites is considered a successful treatment.

What is a coproculture and when should this test be utilized?

Dr. Campbell: A coproculture is performed by incubating a fecal sample for 14 days and allowing the parasite eggs to hatch into larvae. Since many of the most pathogenic parasites have identical eggs, this is an important test that allows the larvae to be classified by genus and species once grown. Knowledge of which specific species of parasite(s) are present is important since some internal parasites are considered

more pathogenic than others, and some are more proficient egg producers.

Coprocultures should be used when producers suspect resistant parasites might be on their operations. Because this test provides information on which specific parasite species are the most prevalent in the cattle tested, the results can aid in tailoring a deworming program specific to the family of parasite most present in a group of animals.

What else can producers do to help ensure their dewormers are working properly?

Dr. Campbell: Aside from working with their veterinarian to ensure they are using the best dewormer and deworming protocol for their operation, producers can take other steps to help ensure they are getting the most out of their deworming treatments:

• Make sure to give the proper dose for the specific size of each animal – using a scale is the best way to ensure a proper dosage amount.

 Use dewormers for deworming only. If fly or lice control is needed, use an insecticide product specifically for those pests – not another dose of dewormer.

 Store all deworming products according to label recommendations.

• Deworm at least twice a year in most regions in the country - usually once in the spring and again in the fall. A third treatment should be considered in the summer in areas with a longer growing season (i.e., the Deep South).

—Source: Marc Campbell, D.V.M., is a senior veterinary scientific liaison for Bayer Animal Health who supports field representatives and the customers they serve. He has been working for Bayer since 2016. Marc is very interested in internal parasite control and has spoken to cattle producers and veterinarians throughout the country about this topic.

Marc was born and raised in Alva, Oklahoma, where he graduated from both high school and the local four-year college, Northwestern Oklahoma State University in 1997. He went on to Oklahoma State University's College of Veterinary Medicine earning his D.V.M. in 2001.







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Since 1981, University of Missouri Extension, along with other partners, have provided the Missouri Steer Feedout as a low-risk opportunity to see how a producer's cattle perform. — *Photo provided by University of Missouri Extension*.

ON THE CALENDAR

Measure Up

Feedout data can help prove better than average cattle

ost cattle producers have left the sale barn feeling that their cattle did not bring their true value. One of the best ways to combat that feeling is to prove your cattle are above average.

"If you think you have aboveaverage cattle, it would behoove you to feed a few of them after weaning up to slaughter weight and have their carcasses evaluated," said Eldon Cole, field special-

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ist in livestock with University of Missouri Extension. "Then, and only then, will you find if your cattle deserve a premium or perhaps a discount."

Both small and large cowherd owners have several opportunities to get post-weaning performance data.

"This data will show if your cattle are above or below average," said Cole.

Feedout Details

Since 1981, University of Missouri Extension, along with other partners, have provided the Missouri Steer Feedout as a low-risk opportunity to see how your cattle compare to your neighbor's.

Here are a few details on the next planned feedout.

Eligible steers must be born in 2019.

Five head minimum – no maximum.

Entry fee is \$20 per steer due by Oct. 10.

All post-weaning expenses will be withheld from the final paycheck after all steers are slaughtered.

Steers should be weaned, castrated and dehorned 45 days before delivery to the pickup point on Nov. 5.

Pickup points are the Paris Veterinary Clinic, Paris and Joplin Regional Stockyards, Carthage.

Desired weights on Nov. 5 are at least 500 pounds and not over 900 pounds.

Follow the pre-weaning protocol for vaccinations, etc., to the letter. You may contact your extension specialist or search online for details.

A Missouri Market News reporter will place a value on each steer at weigh-in. This is used to calculate profitability post-weaning.

CONTINUED ON NEXT PAGE

MEASURE UP FROM PREVIOUS PAGE

Complete feedlot data, health treatments, etc., will be handled by Iowa's Tri-County Steer Carcass Futurity Cooperating feedlot in southwest Iowa.

Carcass data will include weight, fat thickness, ribeye area, marbling score, kidney, pelvic, heart fat, quality and yield grade. The cattle will be sold on a grid basis, which determines the true value of the carcass.

Feedout Benefits

Persons enter steers in the feedout for a variety of rea-

sons, according to Cole. Over the years, he has kept track of the reasons shared, and participants have given these responses:

- I receive carcass data;
- Helps me make bull decisions;
- I've learned about grading both alive and carcass;
- You can't tell how they'll perform by just looking at them live;
- We've learned which cows and bulls are not profitable.

"If you have steers that year-

after-year rank above average, then when you market their herd mates, those feedout results can be shared with your marketing agency. They, in turn, can use that information when your cattle come through the ring," said Cole.

More Information

University of Missouri Extension also has some publications online related to the feedout.

The brochure is now available on line for the 2019-2020 Feedout at http://extension. missouri.edu/lawrence/documents/FOBrochure2019-20. pdf.

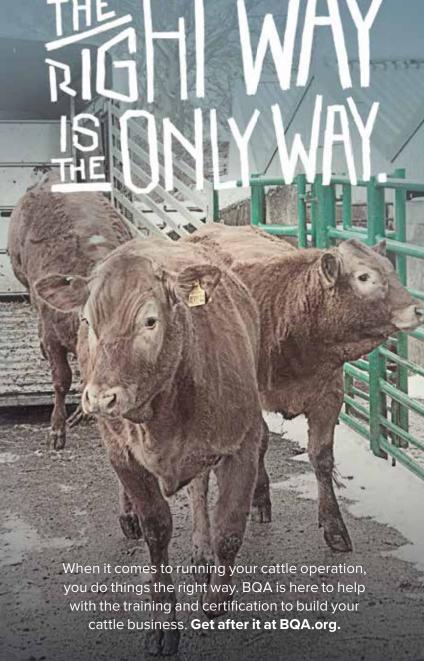
A detailed review of the 2018-2019 Feedout from start to finish may be found at http:// extension.missouri.edu/ lawrence/documents/Feedout18-19(1).pdf.

A sheet on "How do your feeder cattle compare" can be seen at http://extension.missouri. edu/lawrence/documents/ Comparison18-19.pdf.

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TRENDING NOW

Mindful Management

How to play it safe when working with livestock

By Lisa Henderson for Cattlemen's News

he age of America's farmers and ranchers continues to increase,

and with it comes growing concerns about farmer safety. The 2017 Census of Agriculture reported the average age of America's 2 million farmers is now 59.4 years, more than a year older than the 2012 average. Only 8% of farmers are 35 or younger.

Statistics from a number of agencies suggest everyday tasks on a farm or ranch carry the risk of injury or death. The National Safety Council, for instance, calls agriculture one of the most dangerous occupations. The Bureau of Labor Statistics Survey of Occupational Injuries and Illnesses found almost 36,000 farmworkers experienced an injury in 2015.

Older farmers generally have a higher rate of skin cancer, high blood pressure, arthritis and hearing problems. Vision and hearing impairment potentially increase a farmer's risk for an injury while doing farm work.

Rebecca Simon, family life extension specialist in the University of Arkansas System Division of Agriculture, says aging farmers often face challenges from hearing loss, decline in vision, arthritis, lessened reflexes, issues with lungs (emphysema or bronchitis) due to exposure to chemicals and dust, and physical limitations from farm-related injuries.

"Lifting heavy items such as buckets, operating farm tools over a certain weight, and moving cattle from one pasture to another are tasks that aging farmers may not be able to do because of injury, arthritis and muscle fatigue," Simon says.

When recognizing their limitations, aging farmers can take steps to ensure they can remain on the farm.

"When a farmer recognizes or realizes that they have limitations, it may be because of a farm-related injury or a family member brings the limitation to light," Simon says. "If the farmer realizes there's a limitation, he/she should look for local services such as physical therapy, occupational therapy, exercise, and working with organizations that specialize in modifying farm equipment so that farmer could possibly continue to work on the farm."

While a number of farm tragedies are related to tractors or machinery accidents, livestock-related injuries are often more common. According to the Central States Center for Agricultural Safety and Health (CS-CASH), livestock-related injuries were the top source of such injuries.

During the five-year period from 2011 to 2016, livestockrelated injuries accounted for 27% of the on-farm injuries in the seven CS-CASH states, which include Missouri and Kansas. Machinery and hand tool injuries both accounted for 10% of such injuries. ATVs accounted for 5% of on-farm injuries during the same period.

Because most farms are small, many of those farmers can't afford to pay for upgrades to equipment that increases safety. "If you talk to a Missouri farmer, they know their farms aren't safe, and it is too expensive to make it safe," said Karen Funkenbusch, rural safety and health specialist with University of Missouri Extension.

Equipment upgrades include adding rollover bars and safety belts to tractors. Improving safety around livestock, however, is often achieved through awareness and proper animal handling.

Overall, statistics show that beef cattle farms and dairy operations are ranked second and third in injuries among all farming activities. Missouri's Show-Me Farm Safety program highlights seven tips to improve safety while handling livestock.

Wear appropriate clothing.

2Be calm and avoid quick, sudden movements.

3 Develop a routine when feeding or changing pastures.

Be extra cautious around adult males and females with newborns.

5 Plan an escape route in corrals and close quarters.

CONTINUED ON PAGE 36

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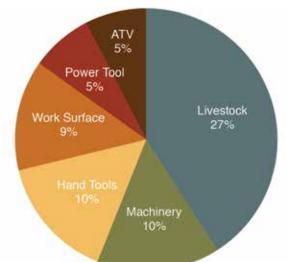
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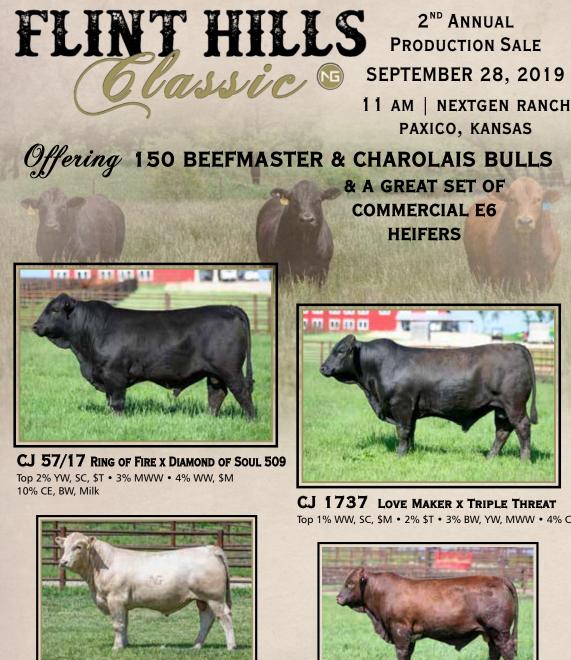


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Top Sources of Agricultural Injury

Source: Central States Center for Agricultural Safety and Health





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MINDFUL MANAGEMENT FROM PAGE 34

> Avoid blind spots directly behind animals that might kick.

> Work with others if possible and consider your physical condition around livestock.

Clothing - Health and safety officials recommend wearing sturdy work shoes or boots with steel toes to protect your feet when working cattle. Non-skid soles are also recommended to assist with uneven or wet footing. Cattlemen should wear gloves to protect their hands from vaccinations and chemicals.

Calm movements - Creating a low-stress environment will help improve worker safety around livestock. When paired with un-

known surroundings, loud noises will cause animals to be edgy and uneasy. Workers should move slowly and lightly touch cattle to encourage them to move, instead of shoving or hitting them. Never prod an animal when it has nowhere to run.

Develop a routine and be aware of the animals - Animals are naturally territorial. They are determined to protect their offspring and the other animals in the herd. Take extra caution during feeding times and stay out of the way as much as possible. If you cannot avoid the animals, watch for signs of aggression or fear for possible danger.

Keep Facilities Clean - clear work areas of tripping hazards such as uneven walking surfaces, high doorsills and cluttered alleyways and chutes. Flooring in indoor and confinement facilities should allow water to drain with ease. Slatted flooring allows the facility to be cleaned quickly and efficiently to remove chemical and animal waste.

Fencing and panels should be kept in prime condition when working with crowded or excited livestock. Repair all gaps in pens before putting animals in a confined space and be sure all pens, alleys and chutes will permit animals to pass through without causing injury to their heads, backs and sides.

Transporting animals – always run a safety check on your trailer and towing vehicle before hauling cattle. Know your trailer's weight limit. You can prevent overloading by making sure every door is easily shut and allow animals to have space so they don't overheat. Make sure all latches, chains and hooks are intact and functional at each entry point to the trailer. If the trailer has wood floorboards, examine them to be sure there isn't any rotting or holes in the floor.

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MANAGEMENT MATTERS Marketing Hay 101

Hay analysis can help determine feed value

There are no official graders of hay in Missouri according to Eldon Cole, field specialist in livestock with University of Missouri Extension.

"One of the most useful ways of grading hay is to have it analyzed by a reputable laboratory for the basics such as moisture, protein, acid detergent fiber and neutral detergent fiber," said Cole.

From these tests, an estimate of energy or total digestible nutrients (TDN) will be made.

"For the hay show at the Ozark Empire Fair, we request the lab to calculate a Relative Forage Quality (RFQ) and a Relative Feeding Value (RFV). These numbers are not used in ration development but help make a quality comparison for marketing or hay contests," said Cole.

Some states even quote alfalfa prices based on the RFV at \$1.00 to \$1.10 per RFV point. An alfalfa that scores an RFV of 185 would be priced at \$185 per ton. The value per point is lower on grass hays and typically 75 to 85 cents per point of RFV.

The RFV is being replaced by RFQ in our hay as research shows it to be a better predictor of dry matter intake and digestible energy.

Missouri Department of Agriculture does report names of hay grades along with the RFV. The ranges for alfalfa are:

- Greater than 185 RFV is Supreme;
- 170 to 185 RFV is Premium;
- 150 to 170 is Good;
- 130 to 150 RFV is Fair.

"Not everyone has their hay tested by a certified lab, such as the Custom Lab at Monett, which we use for the Ozark Empire Fair. But without the objective test we resort to a subjective description of the Cole.

scriptions are: supreme alfalfa is pre-bloom, soft, fine stems, extra leafy, excellent color and free of damage; premium pre-bloom in legumes and pre-head in grasses, extra leafy and fine stems, green and free of damage.

hay when harvested," said

Technically speaking, Cole says that good quality is early

to average maturity, early to mid-bloom in legumes and early head in grasses, and it is fine- to medium-stemmed, free of damage other than slight discoloration. Fair quality denotes late maturity, mid- to late bloom in legumes, also fully headed in grasses, moderate or below leaf count, coarse-stemmed, and it may show slight damage, while utility indicates very late maturity, seedpods forming, heavy weed content and moldy.

Unlike some commodities, hay grades are not standardized.

"You can search hay for sale on several websites this year and find many places to buy hay. The sites we looked at were pretty vague in their descriptions of the hay other than bale dimensions. Few mentioned actual bale weight and only one said the hay was tested. It did not specify whether it passed the test or not," said Cole.

MU Extension specialists urge producers to wisely shop when buying forage. Hay or haylage tests, along with actual bale weights, should always be considered.

—Source: University of Missouri Extension release.

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TRENDING NOW



Watered Down

What does this year's rain mean for next year's calf crop?

By Karla H. Wilke

rainy spring gave way to above average rainfall for the summer in much of the mid-section of the country. While most of us know better than to complain about rain, the moisture has surely presented challenges for this year's hay crop.

Abundant moisture resulted in rapid growth and maturity in forages. The continued rain delayed cutting the forage, adding to the maturity of the crop, and unfortunately, a lot of hay has been rained on between cutting and baling. This combination is most certainly going to result in poor-quality hay, even if tonnage is adequate.

Even forages that are intended for late summer, fall or winter grazing are likely to be lower in protein and energy than usual due to the rapid and abundant growth that re-



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sulted in a lot of stem and seed head production and not as much leaf material.

While it is always a good practice to test the nutrient content of forages and hays, this is going to be a very important year to test it and to feed or graze accordingly based on the nutrient content of the forage and the nutrient requirements of the cattle at various stages of production.

For example, research has shown that a greater percentage of cows will conceive when they are on an increasing plane of nutrition rather than on a decreasing plane of nutrition. Therefore, Maycalving cows and heifers may need supplemental protein and energy during the breeding season even though grass is abundant this summer.

Early spring calving cows typically graze deferred forages in the winter and receive hay and supplement from calving time until green grass is available, again. If the winter forage is lower in quality than most years, this could result in lower body condition of the cows coming into calving. Once calving starts, the energy needs of the now-lactating cow doubles, making this a difficult time for the cow to gain weight if necessary.

Cows calving in a body condition score below 5 (1-9 scale) are less likely to rebreed and also have reduced immunoglobulins to pass onto the newborn in the colostrum. Therefore, maintaining a body condition score of no less than 5 on mature cows and no less than 6 on heifers during the winter is important and should be closely monitored this winter, due to forage maturity and quality.

Sending forage and hay samples to a commercial laboratory is an economical way to know what hay to feed at each production segment as well as how much supplement to feed to ensure requirements are met without overfeeding costly supplement.

University of Nebraska Extension personnel are available to assist in estimating nutrient requirements and ration formulation.

Source – Karla H. Wilke is with the University of Nebraska-Lincoln cow/ calf systems and stocker management program.

BUSINESS BYTES

Avoid Weather-Related Mineral Deficiencies

A look at the value of essential trace minerals

By Gilda V. Bryant

n 2019, severe spring weather included blizzards, floods and twisters that created serious management concerns for beef producers. Cattle reduced their mineral consumption because free choice minerals likely washed away, lost effectiveness due to leaching, or were not provided consistently.

Some producers concentrated only on moving animals to higher ground. Weather caused delays in working cattle, further disrupting supplementation and vaccination schedules. Operators also faced the challenges of locating quality, carryover hay supplies. Some provided old hay bales that had lost nutrients to UV light and inclement weather. Harsh environmental conditions potentially stress cattle, causing them to deplete essential trace minerals.

All of these factors created a weather-induced mineral crisis.

Roberto A. Palomares, D.V.M., Ph.D., associate professor at the University of Georgia, has studied the effects of injectable trace minerals (ITMs) on cattle immunity for five years. ITMs include copper, zinc, selenium and manganese. In a recent trial, Palomares, who is also the director of Group for Reproduction in Animals, Vaccinology and Infectious Dis-

eases (GRAVID), immunized 48 one-month-old dairy calves with an intranasal modifiedlive virus (MLV) vaccine. Half of the animals received Multimin®90 ITMs, while the remaining half received saline solution.

Sixty days later, calves were assigned to four groups of 12 calves each:

- One set received intranasal MLV vaccine and another dose of ITM,
- One set received subcutaneous (subq) MLV vaccine and ITM,
- One set received intranasal vaccine and saline solution, and
- One set, subcutaneous vaccine and saline.

Twelve calves served as a control group, receiving neither vaccines nor ITMs.

"After 49 days, we challenged them with Bovine Viral Diarrhea Virus (BVDV) and Infectious Bovine Rhinotracheitis Virus (IBR)," Palomares recalls. "Finally, we placed an endoscope into the upper respiratory tract to determine disease protection by determining the levels of inflammation and tissue damage."

Since endoscopes are not routinely used in cattle, Palomares created a scoring system reflecting symptoms in sinus and nasal cavities, the nature of excretions, and the appearance of the larynx, trachea and bronchi. The control group, also challenged with BVDV and IBR, displayed significant inflammation. respiratory tract ulceration, and soft tissue nodules. BVDV commonly suppresses immunity, allowing highly infectious bacteria, such as Pasteurella multocida or Mycoplasma bovis, to cause secondary infections.

"The two groups receiving vaccines plus ITMs had significantly lower endoscopic respiratory clinical scores," Palomares reveals. "Although those receiving vaccine only were protected from infection compared to unprotected

CONTINUED ON NEXT PAGE

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Do not use in emaciated cattle with a BCS of 1 in dairy or 1-3 in beef.
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DIRECTIONS This product is only for use in cattle. MULTIMIN[®] 90 is to be given subcutaneously (under the skin) ONLY. It is recommended to administer the product in accordance with Beef Quality Assurance (BQA) guidelines. Minimum distance between injection sites for the MULTIMIN[®] 90 product and other injection sites should be at least 4 inches. Inject under the loose skin of the middle of the side of the neck. Max volume per injection site is 7 ml. Subcutaneous injection in middle of side of neck. Store Between 15°C and 30°C (59°F and 86°F). DOSAGE RECOMMENDATIONS: CALVES: Up to 1 year1 mL/per 100 lbs. bodyweight CATUE: From 1-2 years ...1 mL/per 100 lbs. bodyweight CATTLE: Over 2 years1 mL/per 200 lbs. bodyweight

	SUPPLEM	MENTATION PROGRAM						
	BULLS	3 times per year						
	BEEF COWS	4 weeks before breeding 4 weeks before calving						
	DAIRY COWS	4 weeks before calving 4 weeks before insemination at dry-off						
2	CALVES	at birth at 3 months and/or weaning						
	HEIFERS every 3 months – especially 4 weeks before breeding							
	(program gives planned dates that can be varied to suit management programs)							

CATTLE > 2 YEARS

1 ml/200 lb BW

5 ml 5.5 m 6 ml 6.5 m

NDC No. 49920-006-05

R

CATTLE 1 - 2 YEARS 1 ml/150 lb BW

6.6 ml

NDC No. 49920-006-01

OBSERVE LABEL

Packaged in 100 mL & 500 mL size



MULTIMIN[®] 90, IS ON TOP OF OUR LIST. . . IT HAS PROBABLY HAD THE MOST DRAMATIC EFFECT ON WHAT WE DO IN THOSE PROTOCOLS AS ANYTHING WE HAVE DONE OVER THE YEARS.

I'm Dr. L.D. Barker, my sons and I have a veterinary clinic and practice in Newcastle, Oklahoma. Over the years using health program protocols, we still had high pulls and death loss. We were seeing pull rates drop from 70-80% pulls down to 30's and 40's and we still weren't there. Our goal at some of the backgrounding yards was to get under 15% pull and under 3% dead

Through research that had been done, we found out that trace minerals are so essential. They are the spark plug that drive the immune system, reproduction and performance The sooner we could get them into an animal, the better off we could be.

When MULTIMIN[®] 90 came out, we saw a real enhancement. In this last year we had the opportunity, for some time, to be in a single digit pull at one of the backgrounding yards that really follows the protocols diligently and worked really well with us and got under a 3% death loss with cattle out of the southeast. And this year on 3,000 head, we are running around 6.7% pull and a .82% death loss. Fantastic! I never thought we would get under a 10% pull.

MULTIMI

And a lot of that is as a result when you get the trace minerals in the immune system adequate.

In our three legged stool approach addressing nutrition, health and management, we offer **MULTIMIN®90**. The high risk stocker calves coming out of the southeast are coming from variable farms of management, different trace mineral or no trace mineral program. MULTIMIN[®] 90 is on top of the list to address that. We get all those sources of cattle on the same page in 8-10 hours with **MULTIMIN® 90**. In fact, it is the number one thing on our list of enhancing the health in our animals. It has probably had the most dramatic effect on what we do in those protocols as anything that we have done over the years. What I am addressing is enhancing performance and reducing their costs. And a lot of time these protocols do cost more on the front end, but the dollars returned on the back end is tremendous.

I would highly recommend it.

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Dr. L.D. Barker and sons Dr. Matt **Barker and Dr. Mark Barker** Professional Animal Health Center | Newcastle, OK

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WWW.M

Sure Trace Mineral Supply by Timed Injection

AVOID WEATHER-RELATED FROM PREVIOUS PAGE

animals. Animals receiving ITMs with vaccine had the highest positive statistical difference, suggesting that ITMs decreased inflammation and tissue damage caused by BVDV and IBR."

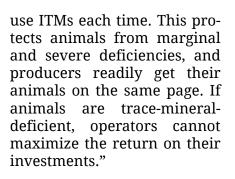
Stress from inclement weather, weaning, shipping or vaccinations may result in excessive oxidant or free radical production. These compounds damage cell DNA, nuclei and cell membranes. Both leukocytes (white blood cells) and neutrophils (specialized white blood cells) fight infection and are especially susceptible to oxidant damage.

Trace minerals, particularly copper, selenium, and zinc, boost enzymes that neutralize free radicals. Zinc is also crucial for the growth of cells involved in DNA replication, such as white blood cells. Selenium also moves neutrophils to infection sites. Manganese converts cholesterol to estrogen and testosterone, which is necessary for reproduction. Trace minerals also have specific cell functions that optimize immune systems after vaccination. One injection of Multimin®90 reduces deficiencies within one to eight hours, providing immediate benefits.

"Provide injections of Multimin®90 at critical times, such as weaning and vaccinations," Palomares concludes. "Identify those procedures in your operation when stress will be higher. Using ITMs at those times is a good option."

L.D. Barker, D.V.M., has a large animal practice in Newcastle, Oklahoma. He says trace minerals promote immunity levels and maintain animal health and production performance.

"We've seen an increase in disease during harsh weather; trace mineral deficiencies are occurring earlier in these animals," Barker reports. "We encourage producers to vaccinate at three months instead of four months and to



Barker believes the failure of many vaccination programs is due to inadequate trace minerals. Animals cannot eat trace minerals fast enough to help the immune system respond effectively to the protective components in the vaccine.

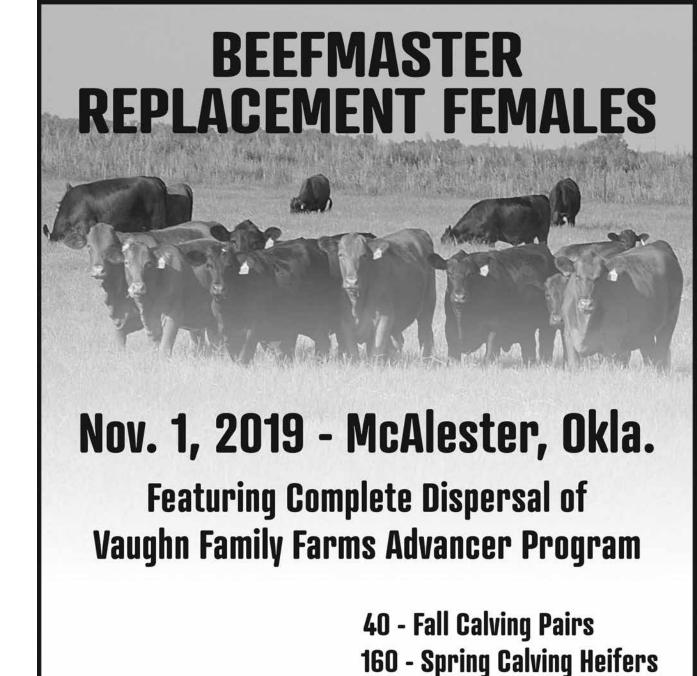
The Texas Panhandle, home to five million feedyard cattle, regularly receives shipments of stressed stockers. John Richeson, Ph.D., feedyard researcher at West Texas A&M University, says ITMs such as Multimin®90 given to stocker and feedyard calves concurrently with modified-live virus respiratory vaccines generate greater antibody responses to the antigens in the vaccine.

"Whether health and performance are improved depends on the trace mineral status of individual animals and therefore the population," Richeson explains. "Some research shows improved production outcomes when giving Multimin®90 at initial stocker or feedlot processing or within 30 to 45 days of initial processing. ITMs stimulate cattle immune systems because trace minerals like zinc and copper are critical for several components of the immune response. "

Once in the feedlot, animals receive balanced diets with trace minerals included in the feed supplement, but that may not help trace-mineraldeficient calves catch up. Restoring trace minerals solely through the diet is difficult because newly received feedyard animals display low and erratic consumption. It takes longer to restore trace mineral levels solely through dietary means versus adding ITMs. As a result, trace-mineral-deficient animals cannot reach their full potential for health and performance.

Richeson advises feedyard managers to prepare their staff members to receive

CONTINUED ON NEXT PAGE



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MANAGEMENT MATTERS

Better Beef

Beef Quality Assurance improves consumer experience

By Robert Wells

nsuring a quality beefeating experience starts at the ranch when the calf is born and continues until the steak is presented to the consumer as a cooked product. Every segment of the beef industry has a role in ensuring a final quality dining experience. A national program called Beef Quality Assurance (BQA) was developed over 25 years ago to help producers increase the quality of beef they produce by educating ranchers and their employees on the importance of proper management and adhering to industry-accepted guidelines. This program also raises consumer confidence by asssuring the public that USA beef is the safest and most nutritious beef available.

BQA starts at the ranch. Ranchers care for their cattle daily and strive to provide a healthy and safe environment for their livestock. Producers need to make sure that their employees and guests on the ranch also care about the cattle. One way to do this is for ranch workers to be BQA-certified and learn the importance of proper injection techniques, product handling and storage, and livestock handling and transportation, as well as the importance of documentation.

Many ranchers ask if being BQA-certified will make them any more money when they sell their calves. The short answer is that by being certified you are ensuring that the cattle have received the proper care and treatment that the industry and consumers expect. This certification may promote the buyer to bid more for your calves since he knows that you understand the importance of BQA and all that it entails. He may also assume that, since you have taken the time to become BOA-certified, you have gone above and beyond for the rest of your calves' management. Additionally, the more producers who become certified, the better the industry is able to tell our story and represent the American rancher to the consumer. The old saying "a rising tide floats all ships" is very true in our industry. It only takes one bad actor to cause a problem for the entire industry to suffer.

Furthermore, ranchers need to educate all guests on the importance of being sure the cattle stay safe while they are on the ranch. It is rare that foreign objects are found in cattle at the packing plant, but it is important to reduce even the potential of this happening.

Beef Quality Assurance has been an industry standard since 1986 as a way to reduce foreign residues in the beef supply. This is an industry initiative that more producers should embrace.

—Source: Robert Wells, Ph. D., is a livestock consultant with the Noble Research Institute. Reprinted with permission.



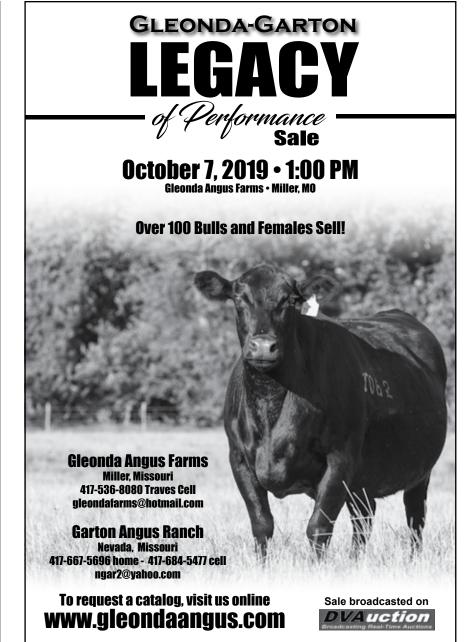
AVOID WEATHER-RELATED FROM PREVIOUS PAGE

weather-stressed cattle. "Don't overwhelm your system if you plan to receive many of these cattle in the fall. Injecting Multimin®90 if they're nutritionally stressed and deficient in trace minerals at initial processing can be helpful."

Producers can avoid a weather-induced mineral crisis in their herds when they manage stress, provide good feedstuffs, and make sure a complete mineral is available at all times. By giving ITMs concurrently with vaccination and booster shots, producers can ensure improved immunity and performance. For more information, contact your veterinarian or visit www.multiminusa.com.

–Source: Multimin. 🍸

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NETWORK KNOW-HOW



Back to School

Meet your Southwest Region Educators

For Ag Education on the Move[®] (AEOTM) Educators, it is all about a passion they share for storytelling.



Melissa Wilson

"Most students have a limited, if any, understanding of how food gets from farm to store," says Melissa Wilson, southwest regional AEOTM educator. "I enjoy visiting the classroom and sharing the world of agriculture."



Katie Stewart

Students share the same enthusiasm as the passionate educator team. "I love how eager the kids are; they greet me with many questions and want to know what they will learn about today," explains Katie Stewart, also an AEOTM educator.

For southwest regional educator Cherri Middleton, it's all about sharing her love of



Cherri Middleton

farming with students. "I love seeing the excitement in their eyes as they learn about agriculture," she says.

Regional educators serve urban communities, while FFA member educators implement programs in their rural communities. In the fall of 2018, more than 130 FFA members took on the educator role, planting seeds of knowledge with their younger peers.

You can get involved, too..

AEOTM is currently seeking:

• Third-grade educators interested in participating in the program. • Passionate FFA members interested in hands-on teaching experiences.

• Volunteers interested in education and out-reach.

• Businesses who want to support program growth in local communities.

A proactive, educational effort that brings passionate, trained educators to the class-room, AEOTM helps students learn about crops, livestock, soil and water conservation, nutrition and careers in agriculture.

AEOTM extends programming outside the classroom through

a career-ready series — a partnership with the Department of Education. This effort engages new audiences and highlights career pathways in the agriculture industry. For more information, to enroll or to engage in AEOTM, visit agmoves.com.

Agriculture Education on the Move[®] is an educational effort through Missouri Farmers Care, funded partially by Missouri soybean farmers and Missouri beef producers and their checkoffs. Missouri Farmers Care implements activities to promote the continued growth of Missouri agriculture and rural communities through coordinated communication, education and advocacy. Visit www.MoFarmersCare.com for more information.

ON THE CALENDAR Ozark Fall Farmfest Set

Annual event is Oct. 4-6 in Springfield, Missouri

n a few short weeks, the largest agricultural event in the Ozarks will return to

Springfield, Missouri. The 40th annual Ozark Fall Farmfest will be held Oct. 4, 5 and 6 at the Ozark Empire Fairgrounds.

"This year's Farmfest is shaping up to be the largest ever with over 1,000 commercial booths," said Lance Markley, Ozark Fall Farmfest show coordinator and Farm Talk Newspaper publisher. "As this is the 40th anniversary of the show, I thought it would be interesting to compare booth numbers and attendance figures with the inaugural year of 1980.

"That first year's show included 65 inside booths and 104 outside spaces," Markley continued. "By contrast, you will see 503 inside booths and 504 outside spaces at this year's event. Livestock numbers have climbed from 84 head in 1980 to over 500 head in 2019. Show attendance was estimated at 8,000 the first year and climbed to 60,000 in 2018. If you have an agricultural or rural living interest, this is a must-see experience"

At the one-stop shop for all things rural and agriculture exhibitors will offer everything from farm machinery, animal health products, trailers, livestock handling equipment, livestock, waterers, feed, tools, trucks, forage equipment and information on agricultural services.

One of the most notable features of the Ozark Fall Farmfest is the wide range of livestock breeds on display.

Danny Shilling and his fourlegged farmhands will return to the Wells Arena with the everpopular stock dog demonstrations at 10 a.m., noon, 2 p.m. and 4 p.m. on Friday and Saturday and 10 a.m., noon and 2 p.m. on Sunday.

The Ozarks Steam Engine Association and the Southwest Missouri Early Day Gas Engine and Tractor Association will provide a display of the evolution of agricultural technology and equipment.

The show offers free admission and parking. Hours for the Ozark Fall Farmfest are 9 a.m. to 5 p.m. on Friday and Saturday and 9 a.m. to 4 p.m. on Sunday. The Ozark Empire Fairgrounds are easily accessed on the north side of Springfield, just off Interstate 44 and Highway 13.

The Ozark Fall Farmfest is sponsored by Farm Talk Newspaper and the Ozark Empire Fair. For more information on the Ozark Fall Farmfest, visit Ozark-FallFarmfest.com.

—Source: Farm Talk Newspaper.

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MANAGEMENT MATTERS

Yes, There's a Premium for BQA-certified Cattle

Why get BQA-certified? Because it's the right thing to do, and it will improve your operation. And you could get paid for it.

By Burt Rutherford

he beef industry's Beef Quality Assurance program is now firmly embedded in the fabric of the beef business. And beef producers have a number of reasons why they get certified. According to a survey that Colorado State University (CSU) did half a dozen years ago, the two principal reasons are that it's the right thing to do and that producers who get certified are looking for ways to continually improve their operations.

Those are indeed noble, says Jason Ahola, professor of beef production systems at CSU. But a fair percentage said there has to be a financial incentive as well. "We all have to realize it's a tough business and it comes down to profitability. We'd like producers, if they're to spend time doing something, to be paid for it, especially something that's going to help beef quality, beef value and consumer demand," he told me at the Cattle Industry Summer Meeting in Denver.

So a group of researchers at CSU thought it was time to answer that question—does BQA certification add value to calves and feeder cattle?

The answer is yes. \$2.71 per cwt, plus or minus about 90 cents, when compared to non-BQA lots with otherwise similar sale, cattle, and value-added characteristics.

Ahola and Daniel Mooney, CSU Extension ag economist, presented the results of research that verified the premium during a BQA Producer Forum at the Summer Meeting.

To arrive at that figure, the CSU team looked at data from Western Video Market for nine western states from 2010 to 2017. It is a retrospective look with prices adjusted for inflation to a 2017 baseline, says Mooney, and there was a lot of noise to sort through to find a solid number.

That noise, Ahola says, is that there are a lot of variables that drive price. So they chiseled down through the data, looking at whether or not a BQA mention in the lot description would make a buyer more willing to be a bidder.

What they found is that somewhere around 8% of the lots offered for sale during that period included information that the cattle came from a BQA-certified outfit.

While that seems like a small number, it may well be higher because a rancher has to volunteer that information. So it's likely that more calves came from a BQA-certified ranch, but that wasn't mentioned in the lot description.

They then applied an economic model that allowed them to separate those many variables and compare BQA-certified lots with non-certified lots. Out of the 50,000 or so lots they analyzed, about 8,800 ultimately became part of the data set. That covers about a million head of calves and feeders, so the \$2.71 figure is very robust.

"We'd like producers, if they're to spend time doing something, to be paid for it, especially something that's going to help beef quality, beef value and consumer demand."

> -Jason Ahola Colorado State University

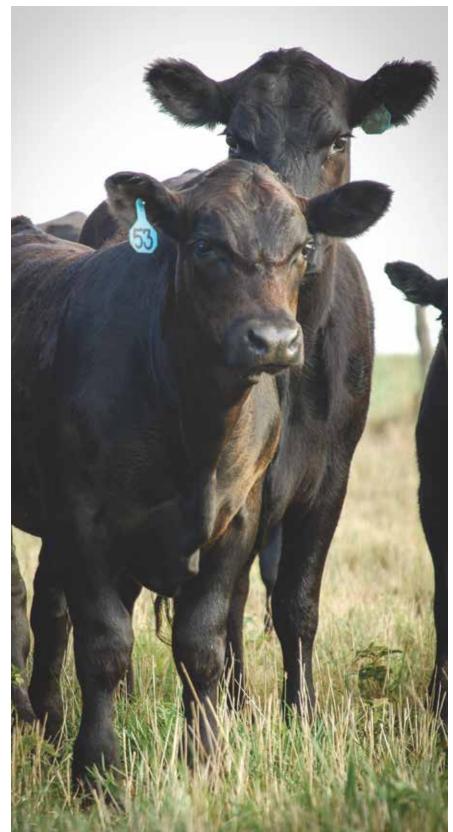
While the model looked specifically at premiums related to a mention of BQA certification, calves often are eligible for a variety of value-added programs. It's important to understand, however, that while calves may qualify for several premium programs, they aren't additive. "It's a package deal," Mooney says. The more value-added attributes a set of cattle have, the more they will tend to draw higher bids.

The researchers focused on video auctions because the data is readily available. The next step is to develop the infrastructure to capture that sort of data from sale barns.

So, why should you get BQA certified? Because it's the right thing to do and it will help you improve your operation. And you very well could be paid for it.

"Something we hope to come out of this research is improving some of the ways [BQA certification] information is communicated in auctions and having BQA stand out as a stand-alone option to check. Having that information communicated to buyers would be a great outcome," Mooney says.

—Source: Burt Rutherford is editor of BEEF magazine. Reprinted with permission.





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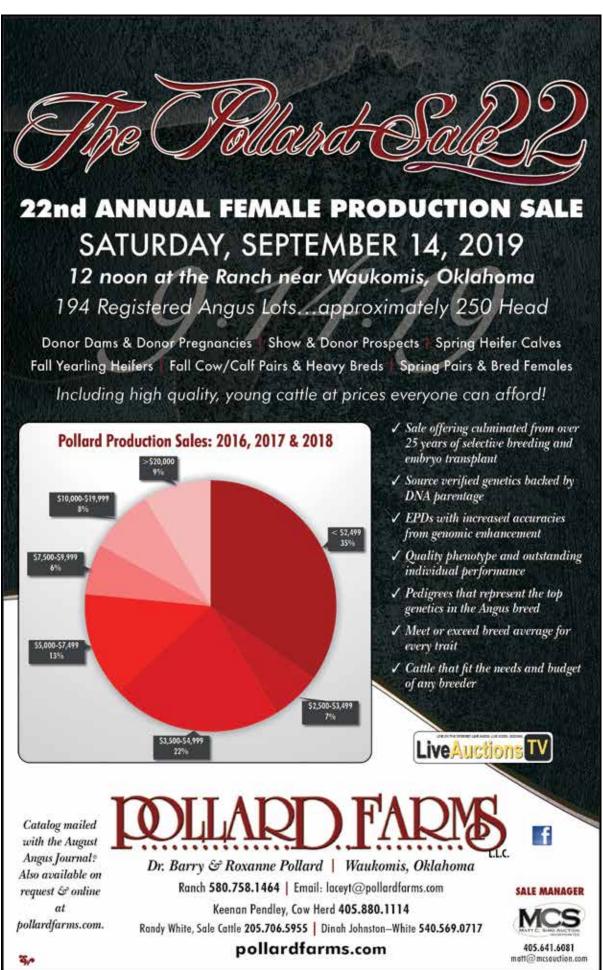


ON THE CALENDAR Southwest Center Field Day Set for Sept. 12

Event offers opportunity to connect with ag experts

The Southwest Research Center will have more than 30 speakers present for its annual Field Day, as well as three afternoon tours focused on beef, industrial hemp and horticulture.

The Field Day will be in combination with Southwest's Agriculture Education day, where hundreds of area high school students make the trip to the center to learn more about agriculture. The event will run from 8:30 a.m. to 2 p.m. on Thursday, Sept. 12.



"While all of our speakers will be presenting to the various high school students in attendance, we encourage all of our Field Day attendees to stop and speak with those same speakers," said David Cope, superintendent of the Southwest Research Center. "Our speakers will be covering a variety of topics, including technology on the farm, soil health, beef cattle and veterinary medicine. It's a great opportunity to talk to numerous experts all at once."

The speakers will be spread throughout the research center. field day attendees are free to walk throughout center and speak with the variety of experts.

All three of the afternoon tours begin at 12:30 p.m. The beef tour and industrial hemp tour will both run from 12:30-2 p.m. The horticulture tour also begins at 12:30 p.m. and will be a walking tour led by Andy Thomas, a research assistant professor, who has several projects at the center.

"We always want to talk about our beef cattle research and any updates related to that work," Cope said. "Industrial hemp is a very new crop, and we just want to share our early observations with it."

Lunch will be served around noon. Meal tickets must be purchased prior to lunch. The tickets are a \$5 donation to the Southwest Research Center.

Along with the various presentations, a giving match of up to \$500 per donor will also be featured during the Field Day. From now through Oct. 31, CAF-NR will match donations made directly to any of the Research Centers. That means a \$250 donation, for example, would result in \$500 overall to whichever Center the individual chooses.

"Your donations provide critical operating funds that enable each of our research centers to purchase equipment, improve facilities and invest in new technologies," said Christopher Daubert, CAFNR Vice Chancellor and Dean. "Your gifts will ensure the prominence of our centers, as well as help agriculture research and education thrive in our state."

Donations can be made online by visiting the Mizzou Give Direct site and entering the research center of choice in the search tab. Donations can also be made in person during each field day.

The Southwest Research Center is one of the MU CAFNR Agricultural Research Centers. The center is located at 14548 Highway H in Mt. Vernon, Missouri. For more information about the field day, call Cope at 417-466-2148 or email him at Copede@missouri. edu. For more information about the Southwest Research Center, visit southwest.missouri.edu.

Advertise in Cattlemen's News. Call Mark Harmon at 417-316-0101

to reserve your space.

ON THE CALENDAR Sign Up for Cattlemen's Tour

Annual Southwest Cattlemen's Tour is Sept. 21 in Lawrence County

T he Southwest Missouri Cattlemen's Association will host its annual cattlemen's tour Sept. 21.

The tour is free, but attendees need to RSVP by calling 417-466-3102 before Sept. 18 for dinner planning purposes.

The tour is a cooperative effort of the Southwest Missouri Cattlemen's Association and University of Missouri Extension.

Tour Stops

The tour begins at 1:30 p.m. at Hillside Angus Ranch/Wide Range Bovine Unlimited, Pierce City, Missouri. Owners are Rick, Mary Jo, Cody and Jocelyn Washam, and they are located at 44 Lawrence 2220. From Pierce City, take MO 37 northwest to Lawrence 2220, then two miles west.

"The Washam farm has a purebred Angus herd, a fencing business, artificial insemination service, freeze branding, fitting show cattle and cattle marketing consultation. Jocelyn keeps busy with livestock photography and social media efforts under the Rural Route Creations label," said Eldon Cole, field specialist in livestock for University of Missouri Extension.

Next, the tour heads to the Elbert Angus Farm, at the junction of County Road J and Unicorn Road. Kenneth Elbert started the 60-year-old herd as a freshman in FFA. The forages on the farm now include Ky31 with clover, novel fescue, Caucasian bluestem and native prairie hay from the Sarcoxie Prairie.

"At this stop, we will see one of the early adopters of man-



agement intensive grazing and hear how he began the practice. His forage program is one of the keys to the success of his 200-cow Angus herd that calves spring and fall," said Cole.

The next stop is the Marion Farms just south of the Elbert farm. It is a three-generation operation with 200 crossbred cows. They calve both late winter and fall. Calves are backgrounded after weaning, and 10 steers have been entered in the Missouri Steer Feedout most years since 2003.

Two-thirds of the hay at Marion Farms is stored in barns.

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Clearing timber since 2012 has resulted in seeding those cleared areas to novel fescues. One hay barn has solar panels on it to provide power for fencing, lights, corral equipment and the well pump.

The last stop of the afternoon will be a historic one at Old Ritchey Mill on Shoal Creek. The association's grillers will have burgers, chips, drinks and cookies for supper. An added item is music provided by local musicians.

-Source: University of Missouri Extension release.





NETWORK KNOW-HOW

Not Grandpa's Farm

Adjusting to times of change

By Erin Hull for Cattlemen's News

Times have changed. We all know this. But if you sit down and really think about how they have changed, it's a much bigger issue than meets the naked eye.

When you first think about how our world has changed in the last, say, 50 years, the first thing that comes to everyone's mind is technology. In 50 years, we have gone from having party lines for our home phones to literally carrying a wallet-sized computer in our back pockets that just happens to also make phone calls. We've seen equipment get bigger and more efficient. We have conveniences in our daily lives that no one even dreamed about 50 years ago. No more ice boxes to keep our food cold. We have microwaves to heat up a cup of coffee that has cooled past our point of preference. We could all name a hundred conveniences we have today that we didn't have 50 years ago.

But when it comes to agriculture, the change is even more evident when you dig deeper. Fifty years ago, almost everyone at least knew a farmer. Their grandparents raised their own pork, they knew a dairy farmer, or they might have simply planted a garden and canned the vegetables they grew. Today, if you quiz a 25-year-old about knowing a farmer or rancher, nine times out of 10 (or more likely 99 times out of 100), the answer will be a solid no.

While this seems simple, it creates massive problems. The first is obviously that our society isn't well-versed in where their food comes from. They don't understand what kind of effort goes into providing safe and wholesome food for the population. They don't understand the dedication it takes to raise a herd of cattle and the hours that are spent during cold nights to keep the herd safe. They don't understand that when a waterline freezes in sub zero temperatures, you



have no recourse but to fix said waterline now.

We obviously know the care we put into our ranches and animals. But as a whole, we are a humble population that prefers to do the work that needs to be done on the ranch and move on to the next problem. The bigger problem this creates is that the people who have zero idea of what it takes to produce a safe and wholesome and affordable food supply think they understand because of the technology they posses at their fingertips. If they don't know a farmer or rancher, they can't ask a farmer or rancher how our food is raised. So, what do they do? They turn to Google.

If you search the internet about how beef is raised, the second link to pop up is from PETA (People for the Ethical Treatment of Animals). The first is from the National Cattlemen's Beef Association (NCBA), but most will look past that because it's not as flashy as the PETA link. This creates a monstrous problem. Because our society is so far removed from the people raising their food, they are getting their education from a group who hates animal agriculture. They are being told that common practices are barbaric and evil, and it's very easy to make these practices look awful. They're not finding out why we do these things. They are not learning about why these practices make their food safe. They are looking at links that put a lot of negative emotion into our livelihoods. This immediately turns them against us.

Animal activists published an undercover video at a largescale dairy-calf-raising facility a few months ago. The video did show clear abuse and rough handling, but my takeaway was that they made benign practices look evil. If you've ever tubefed a calf, you know firsthand it isn't much fun and it doesn't look very good on camera. A video of tube feeding will elicit a negative emotion if you don't understand why the calf is being tube fed, and the practice isn't being explained. But that snippet of footage with no dialog immediately makes the producer look evil.

Animal rights activists are now taking everyday, benign practices and making them look horrendous because they're not explaining our side of the story. This is what they thrive on. They bank on the fact that we as an industry will not be proactive and explain our practices and why we do them. If we are attacked, we don't stand up for ourselves. We want to shut the door, and that action makes us look guilty. We need to stand up and be transparent and proactive.

Another large issue with the changing times is we now have elected officials and animal rights activists dictating how we ranch and farm. Milk co-Ops have given into the general population and their hatred for tail docking and will no longer accept milk from farms who dock tails. Tyson will not longer accept cattle from ranches that are not BQA-certified. Why? Because the population that buys their products is demanding it. A population that has no idea how their food is raised. A population who is learning about their food from groups that hate what we do.

It is time for us as an industry to speak up. We can no longer rely on the handful of outspoken producers to do it all for us. We need to be the educators of those who consume the food we take so much pride in producing. The times have changed, and so must we.

—Source: Erin Luchsinger Hull owns and operates Lucky 13 Beef in Tully, New York. She is a board member of the New York Beef Council and the 2017 Beef Promoter of the Year for New York state. Follow her online at www.facebook.com/lucky13beef.

ON THE CALENDAR K-State Beef Stocker Field Day Sept. 19

Get practical information for today's beef industry

Health management of high-risk calves, humane euthanasia practices, beef cattle market outlook and a panel discussion on beef parasite control are among topics planned for the 2019 Kansas State University Beef Stocker Field Day on Thursday, Sept. 19.

Hosted at the K-State Beef Stocker Unit (4330 Marlatt Avenue, Manhattan, Kansas), the event starts with registration and coffee at 9:30 a.m. and the program at 10:15 a.m. A Niman Ranch Natural Prime Ribeye lunch is provided, and the day ends with an evening social, the "Cutting Bull's Lament 2019" at 5:30 p.m. featuring prairie oysters and Call Hall ice cream.

Topics for this year's agenda include:

> • Beef Cattle Market Outlook

> • Changing Industry Structure is Forging a Closer Relationship Between Grow Yards and Feeders

> • Internal Parasite Management

- Quality Stocker Production Considerations
- Humane Euthanasia Practices
- BeefBasis: Better Information for Better Marketing Decisions
- Health Management of High-Risk Calves
- Panel Discussion: Beef Parasite Control

More information and online registration is available at KSUBeef.org.

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- Effects of Vaccination with Vista® 5 L5 SQ or Bovi-Shield GOLD® FP® L5 on Milk Production. 2010.
 Technical Reference 96-4: Evaluation of Injection-Site Blemishes Using Ultrasonography Following Administration of Two Commercial Multivalent Clostridial Vaccines.
 Merck Veterinary Update: Post-Vaccinal Milk Response in Dairy Cows to Three Vaccines for the Control of Neonatal Diarrhea. 2007.
 Spire MF. Once PMH® IN Endotoxin Load. 2015.
 Field Safety Study of a Low-Reactive Clostridium Chauvoei-Septicum-Haemolytica-Novyi-Sordellii-Tetani-Perfringes Types C&D Bacterin-Toxoid (Cavalry 9). APHIS Product Social On 2014 000. 2005.
- Product Code No. 7340.00. 2005

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ON THE CALENDAR

Stepping Out for Heart Health

Joplin, Missouri, to host the Four States Heart Walk

By Macey Hurst for Cattlemen's News

A ccording to the Center for Disease Control, more than 25,000 preventable deaths occur in rural America each year caused by heart disease. That's why dedicated individuals at organizations like the American Heart Association strive to put heart health at the forefront and create healthy habits for people in both urban and rural areas.

Kayla Moore, development director at the American Heart Association, is gearing up for an event that promotes heart health in Southwest Missouri



and helps reach American Heart Association goals.

"The AHA mission is to be a relentless force for a world of longer, stronger lives," Moore said.

While AHA works across the United States, the organization's efforts are more than obvious in Missouri. In the state alone, AHA has trained more than 246,000 residents and 108,399 high school students in life-saving CPR strategies and created a Get with the Guidelines program to improve care for more than 155,188 cardio-

als in need of health assistance and developed a program providing low-income seniors with

the Midwest.

fresh, Missouri-grown produce. Additionally, AHA spent more than \$10 million last year to fund 84 health studies at seven different Missouri institutions. The organization's efforts are seen and felt by people throughout the state.

vascular disease patients across

AHA was instrumental in the es-

tablishment of statewide 911 as

well as advocating for individu-

To promote life-saving health habits and raise funds to support progressive health studies, AHA often sponsors events such as the 2019 Four States Heart Walk in Joplin, Missouri.

"The Heart Walk is an outdoor walking event and a vital part of the American Heart Asso-

8 STEPS TO PREVENT HEART DISEASE AND STROKE

These key factors can help you live a longer, healthier life and reduce your risk of heart disease and stroke. They're part of an overall healthy lifestyle and prevention approach you can build with your health care team (doctors, nurses, pharmacists and other professionals).



1. Know your risk

heart.org/ccccalculator

- If you're 40-75 years old and have never had a heart attack or stroke, use our Check. Change. Control. Calculator™ to estimate your risk of a cardiovascular event in the next 10 years.
- Certain factors can increase your risk, such as smoking, kidney disease or family history. Many risk factors can be improved with lifestyle changes.



2. Eat a healthy diet

heart.org/eatsmart

- Center your eating plan around vegetables, fruits, whole grains, legumes, nuts, plant-based proteins, lean animal proteins and fish.
- Limit sweetened drinks, refined carbohydrates, added sugars, processed meats, sodium and saturated fats. Avoid trans fat.



3. Be physically active

heart.org/movemore

- Adults should aim for at least 150 minutes of moderate-intensity aerobic activity or 75 minutes of vigorous activity each week.
- If you're already active, increase your intensity for more benefits.
- If you're not active now, get started by sitting less and moving more.



50

4. Watch your weight



If you're overweight, lose weight by eating fewer calories and moving more.
Check your body mass index (BMI) online or talk to your team about a healthy weight for you.

ciation's healthy living movement," Moore said. "Each year, more than 10 companies and 500 individuals come together in Joplin to raise funds to support the AHA and to inspire people to take that first step in improving their cardiovascular health or celebrate their own healthy movement."

The event is set for Oct. 12, 2019, at Missouri Southern State University. Check-in begins at 9 a.m., with the walk at 10 a.m. Already, nearly \$22,000 has been raised by teams across the area.

To register a new team or join an existing team, visit www.4statesheartwalk.org. The website also includes a database for searching businesses to find employers that will match employee donations, which can be made at the link. Also, on the website is Dylan's story. Dylan is a boy who is a congenital heart defect survivor and one of the thousands of people supported by the AHA and its donors.

The AHA encourages involvement in the 2019 Four States Heart Walk through walking, donating or attending.

"The AHA is focused on the health and wellness of the public," Moore said. "At this event, walkers will have the opportunity to learn more about heart disease and stroke risk factors and preventable measures."

These factors are invaluable in working to prevent heart episodes. Stroke and heart disease are preventable more then 80% of the time, so being familiar with dangerous habits and alarming symptoms could literally save a life. Being part of this event is a good first step.

According to the event website, "Take a few minutes to consider the lives you are going to help change for the better through your leadership and donations. We're talking more moms, dads, brothers, aunts and babies' lives saved. Help keep hearts everywhere beating. Let's take steps together to cure heart disease and stroke."

For more information on the event and how to get involved, visit www.4statesheartwalk.org or contact Kayla Moore at kayla.moore@heart.org. The Biggest Farm & Livestock Show In The Ozarks!

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MARKET WATCH

Joplin Regional Stockyards

Get the complete Joplin Regional Stockyards Feeder Cattle Market Summary online at www.joplinstockyards.com.



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Market Recap | Prime Time Livestock Video Sale Aug. 26, 2019 • Receipts 1,327

The Prime Time Video sale was held in conjunction with the Regular Joplin Regional Stockyards feeder cattle sale. Demand moderate to good, supply light. The cattle offered are in Missouri, Oklahoma, Kansas, Texas and Arkansas. An 8-cent slide or an 80-cent right slide, along with a 2% to 3% pencil shrink will apply. Deliveries are current through October 2019. Current deliveries are cattle that will deliver up to 14 days from the video sale date. Current delivery is through Sept. 9, 2019. Demand moderate to good, supply light. The feeder supply included 63% steers, 37% heifers, with 93% over 600 lbs.

Southcentral States: Texas, Oklahoma, New Mexico

Feeder Steers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
408	750	750	141.50	141.50	Current
122	850	850	135.00	135.00	Current
122	800	800	139.50	139.50	Sep-Oct

Feeder Steers: Medium and Large 2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
60	525	525	133.00	133.00	Aug-Sep

Colby Flatt Video Mgr.

620.870.9100

DVAUCTION.COM

Southcentral States: Texas, Oklahoma, New Mexico

Feeder Heifers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
67	725	725	131.75	131.75	Current
66	775	775	128.00	128.00	Current
120	825	825	121.75	121.75	Current
64	780	780	129.50	129.50	Sep-Oct

JRS Sale Day Market Phone: (417) 548-2012

Market Information Provided By Tony Hancock

Market News Hotline (573) 522-9244

Sale Day Market Reporter (417) 548-2012

Mo. Department of Agriculture Market News Service

Mondays (Rick Huffman) | Wednesdays (Don Kleiboeker)

Feeder Heifers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
67	775	775	121.00	121.00	Current
71	685	685	130.00	130.00	Aug-Sep

Feeder Heifers: Medium and Large 2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
40	525	525	121.00	121.00	Aug-Sep

Eastern States: All states east of the Mississippi, Louisiana and Arkansas

Feeder Steers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
120	825	825	135.00	135.00	Sep

—Source: MO Dept of Ag/USDA Market News Service, Tony Hancock and Jade Jenkins, Market Reporter, 573-751-5618. 24 Hour Market Report 1-573-522-9244. www.ams.usda.gov/mnreports/JC_LS770.txt

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OCT. 10, 2019

AT JOPLIN REGIONAL STOCKYARDS CONTRACTS & VIDEOS DUE OCT. 3

NOV. 21, 2019 AT JOPLIN REGIONAL STOCKYARDS CONTRACTS & VIDEOS DUE NOV. 14



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52 SEPTEMBER 2019

TRENDING NOW

Farmers Feed Missouri

Missouri agriculture donates \$175,000 to combat childhood hunger

or the third year in a row, agriculture groups in Missouri partnered to raise awareness of childhood food insecurity and raise support for food banks across the state through the Missouri Farmers Care (MFC) Drive to Feed Kids. The Drive culminated at the Missouri State Fair with a variety of service events. This summer-long effort raised \$175,000, which was presented Aug. 17 at the Missouri State Fair to Feeding Missouri-the association of Missouri's six regional food banks.

"Farmers labor each day to provide food, feed and fuel for people throughout our nation," said Dan Cassidy, secretary of Missouri Farmers Care and chair of the Drive to Feed Kids. "Through the Drive to Feed Kids, a broad coalition of the state's agricultural groups works to provide a safety net for those in need. We are extremely grateful to those who made this year the largest yet and appreciate our ongoing partnership with Feeding Missouri and its network of food banks. The Drive is gaining momentum and we will continue working to call attention to the issue of food insecurity in Missouri."

On Tuesday, Aug. 13, MFC partnered with the Missouri FFA Association for Missouri FFA Food Insecurity Service Day. More than 750 FFA members and agricultural leaders spent the day packing 128,460 meals to feed families of up to six people. The meals were distributed statewide to Missouri's regional food banks.

"FFA Food Insecurity Day was once again a great success. Students noticed a need in our state and took action, which is what FFA is all about," said Brenden Kleiboeker, Missouri FFA Association President. "I have confidence that students will go back to their communities with these needs in mind and continue making an impact in our state." Fairgoers participated in the events by bringing non-perishable food donations on Missouri Farmers Care Food Drive Tuesday. Through these activities and a generous canned food donation by Woods Supermarket, more than 15,000 pounds of non-perishable food was donated to local pantries. In addition, Missouri FFA donated fresh produce from FFA student projects on display at the fair. "Missouri farmers are stepping up and saying, 'not in our state' when it comes to childhood hunger," said Scott Baker, State Director for Feeding Missouri. "Thousands of children in Missouri will have something to eat this year because of Missouri Farmers Care and their partners. The pairing of expertise with compassion shows exactly what can be done to address hunger when we work together."

—Source: Missouri Farmers Care release.



For 42 years, Joplin Regional Stockyards has set the weekly market for feeder cattle sales in the four-state area. Give us a call for on-farm visits, appraisals or trucking arrangements. Local field representatives are also available to meet your cattle marketing needs.

We Set the Market.





EVENT ROUNDUP

- Pollard Ranch Angus Production Sale at the ranch, Waukomis, Oklahoma FMI: 580-758-1464
- Prime Time Livestock Video Sale Joplin Regional Stockyards, Carthage, Missouri FMI: JRS office 417-548-2333 or Colby Flatt, video manager, 620-870-9100
- K-State Stocker Field Day Manhattan, Kansas FMI: www.KSUBeef.org
- Southwest Cattlemen's Association Tour Lawrence County, Missouri FMI: 417-466-3102
- **2S Angus Production Sale** at the ranch, Seneca, Missouri FMI: 417-529-4194
- NexGen Cattle Co. Flint Hills Classic Production Sale at the ranch, Paxico, Kansas FMI: 785-560-4444
- **Ozark Fall Farmfest** Ozark Empire Fairgrounds, Springfield, Missouri FMI: 417-833-2660
- Jacs Ranch Angus Production Sale at the ranch, Bentonville, Arkansas FMI: 479-273-3030
- Gleonda-Garton Legacy of Performance Angus Sale Gleonda Angus Farm, Miller, Missouri FMI: 417-536-8080
- **RA Brown Ranch Annual Sale** at the ranch, Throckmorton, Texas FMI: 940-849-0611
- Prime Time Livestock Video Sale Joplin Regional Stockyards, Carthage, Missouri FMI: JRS office 417-548-2333 or Colby Flatt, video manager, 620-870-9100
- Ozark & Heart of America Beefmaster Fall Roundup Locust Grove, Oklahoma FMI: www.ohoabeefmasters.com
- 17-19 Mushrush Red Angus Online Replacement Heifer Sale FMI: 620-273-8581
 - Aschermann Charolais Bull Sale at the ranch, Carthage, Missouri FMI: 417-793-2855
 - Circle A Ranch Fall Bull & Heifer Sale at the ranch, Iberia, Missouri FMI: 1-800-CIRCLEA
 - Hinkle's Prime Cut Angus Fall Bull Sale at the farm, Nevada, Missouri FMI: 417-448-4127
- Spur Ranch Angus Bull & Female Sale at the ranch, west of Vinita, Oklahoma FMI: 918-633-2580
- Fink Beef Genetics Angus and Charolais Bull Sale Randolph, Kansas
- APEX Cattle Complete Fall Calving Dispersion Dannebrog, Nebraska FMI: 308-750-0200
- **Genetrust Brangus Sale** Chimney Rock Cattle Co., Concord, Arkansas FMI: 417-425-0368



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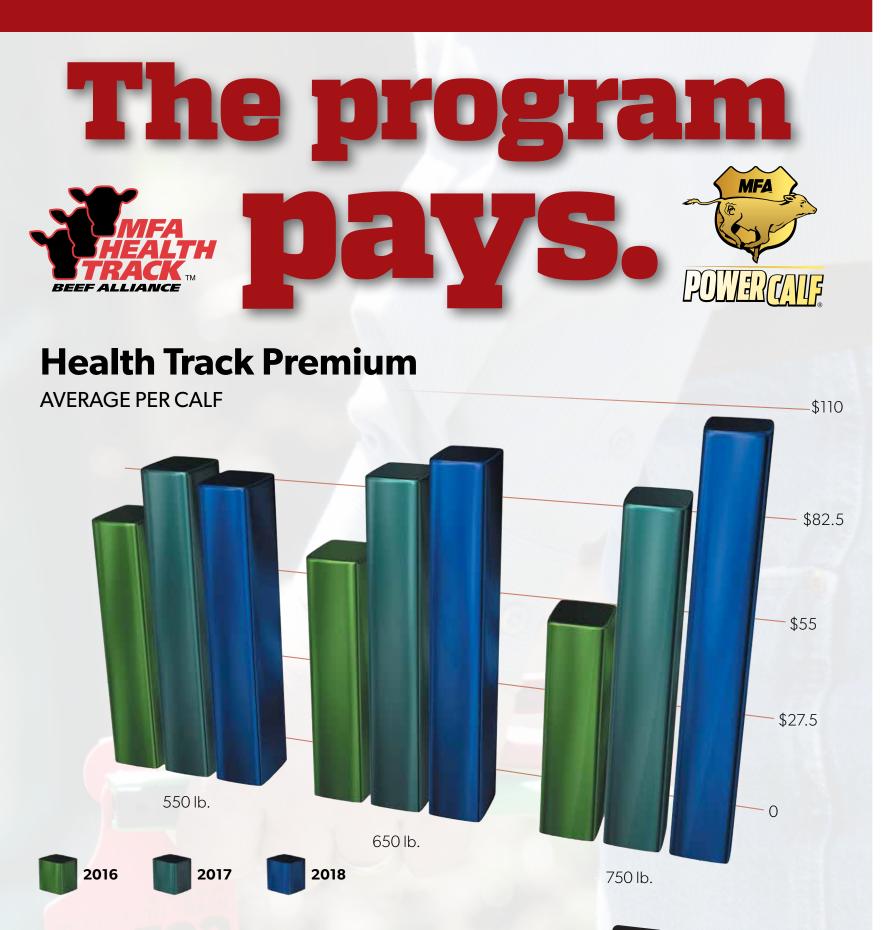
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