

Joplin Regional Stockyards

# CATTELEMENS

NEWS

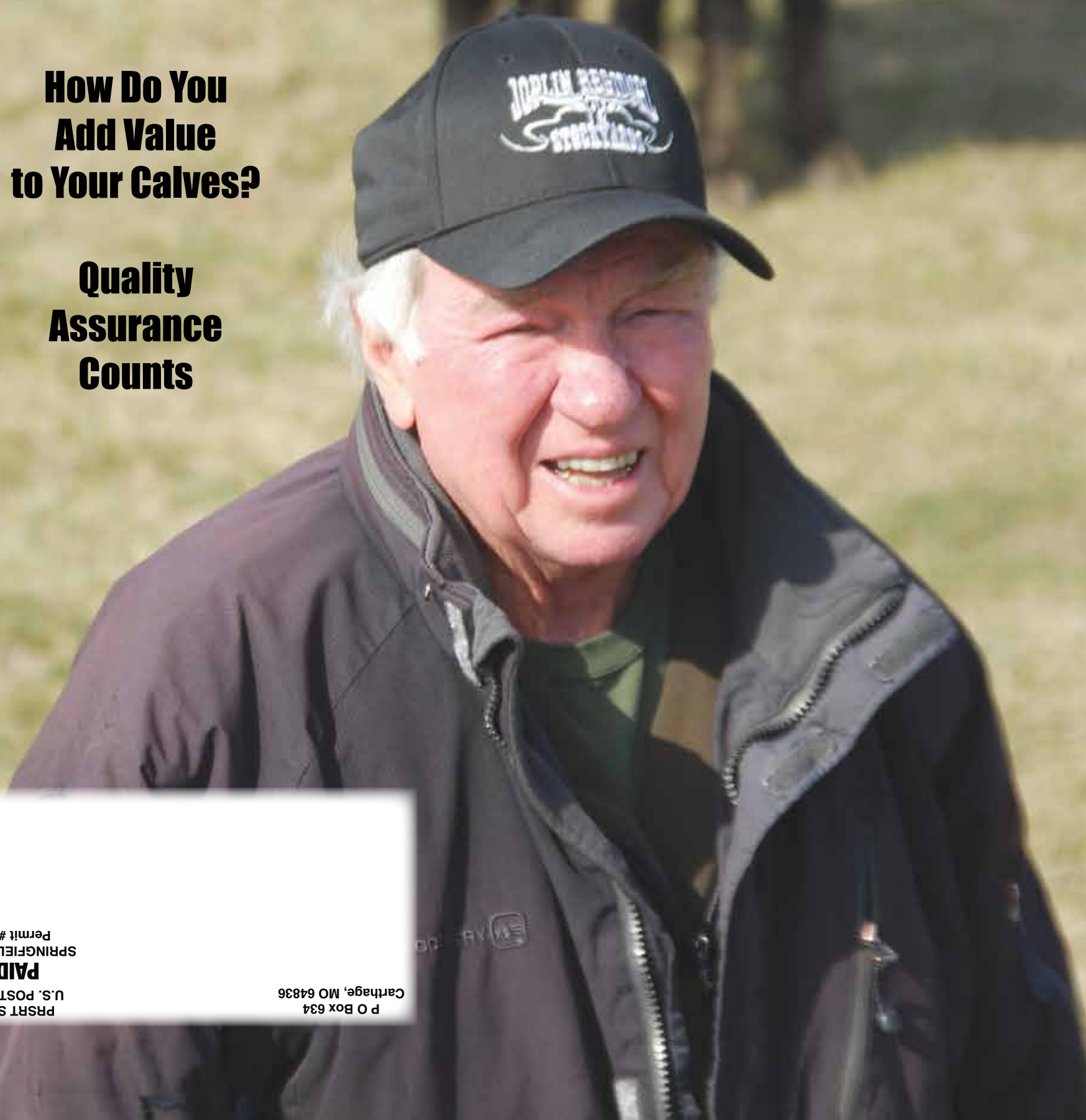
April 2013

Volume 16 • Issue 9



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# VIEW FROM THE BLOCK

A little bit of warm weather and sunshine would do a lot for everyone’s optimism right now. The ol’ market has been a little tough on the bigger end of the cattle. Those weighing over 700 lbs. have been hard to sell and there is a lot of them around. We heard CattleFax say back in February at the National Cattlemen’s Convention that there are more cattle outside the feedyards that weighed over 500 lbs. than there were a year ago. You wouldn’t think that would be true, but I guess that’s right because the big steers and heifers weighing 800 to 1000 lbs. are around all over the country. That’s sure put pressure on the market. I suppose those cattle have lost as much as \$20 per hundred in the last 60 days. That’s kind of depressing but if we get all of those cattle cleaned up and get some warm weather east of the Mississippi I think we’ll see the slaughter trade pick up a little and the market will rebound. We’ve seen it happen before. You never want to get to March and still have an eight or nine-weight steer.

The grass cattle have held their own despite losing a little bit of ground. Dollar for dollar, a



500 lb. steer is worth about the same as a 900 pounder. Any cattle that weigh less than 600 pounds with a little condition to them will sell good. We’re seeing some cattle go to the Flint Hills and to the Osage country. A big portion of the country is still short on water and that keeps a little bit of pressure on the market. Still the availability of the lighter-weight cattle isn’t very good so week after week we see them sell better than we think they should. All of the grazing cattle is really selling pretty good. The slaughter cow market continues to be a steady affair. We see it trend 2 or 3 higher and then 2-3 lower. Meat has gotten a little harder to sell. There’s quite a bit of pork and poultry out there. If we can get the East Coast thawed out

I think we’ll see the market rebound quite a bit. Seems like one major snowstorm after another is keeping folks from buying and grilling those steaks! With Easter behind us, surely spring has arrived! We needed a wet March to replenish our ground moisture. I sure don’t like the mud very much, but the moisture is good. Bring on Spring. Good luck and God bless.

Jackie Moore

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Springfield catteman Jerry Horton tells you why value added programs pay him dividends. —See pages 18-19.  
Cover photo & design by Joann Pipkin

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## BEEF IN BRIEF

### Ammendment Passes, Protects Jobs for Food Inspectors

The U.S. Senate unanimously passed an amendment Friday, March 22 introduced by U.S. Senators Roy Blunt (Mo.) and Mark Pryor (Ark.) to the Continuing Resolution (CR) that will protect private sector jobs by solving a funding gap for the Food Safety and Inspection Service (FSIS).

The Pryor/Blunt amendment will protect Americans' jobs at meat, poultry, and egg production facilities nationwide. It's estimated that the U.S. Department of Agriculture's (USDA) projected food inspector furloughs would have closed nearly 6,300 food inspection facilities across America. As a result, over 500,000 industry workers would have lost nearly \$400 million in wages.

The amendment transfers \$55 million in existing agriculture funds to FSIS in order to ensure food inspectors are not furloughed. These facilities are required by law to have federal inspectors on the production line in order to operate. It adds no additional cost to the bill. Instead, it moves one-time funding for school equipment grants and deferred maintenance on buildings and facilities at USDA. — *Source: Release from Sen. Roy Blunt*

### NCBA Issues Statement on COOL Ammendment

National Cattlemen's Beef Association (NCBA) President Scott George, a cattleman from Cody, Wyo., issued the following statement regarding the United States Department of Agriculture's (USDA) proposed amendment to the mandatory Country of Origin Labeling (COOL) rule:

"NCBA has maintained that there is no regulatory fix that can be put in place to bring the current COOL rule into compliance with our World Trade Organization (WTO) obligation or that will satisfy our top two trading partners; Mexico and Canada. With the amended rule, the USDA has proven that to be true. The proposed amendments will only further hinder our trading relationships with our partners, raise the cost of beef for consumers and result in

retaliatory tariffs being placed on our export products. The requirement that all products sold at retail be labeled with information noting the birth, raising and slaughter will place additional recordkeeping burdens on processors and retailers, contrary to the administration's assertion. Moreover, this combined with the elimination of the ability to comingle muscle cuts, will only further add to the costs of processing non-U.S. born, raised and slaughtered products. The end result will be hesitancy to process imported product and increased instances of less favorable treatment of foreign product, giving our trading partners a stronger case at the WTO."

— *Source: NCBA Release*

### Missouri Cattlemen's Assoc. Supports Animal Neglect Law Fix

The Missouri Cattlemen's Association (MCA) supports Rep. Joe Don McGaugh's (R-39) legislation (HB 564) that changes laws regarding crimes of animal neglect and animal abuse. Specifically, the legislation creates an animal trespass offense that would be used to differentiate between incidents that are accidental in nature and those with malicious intent. The current animal neglect law has resulted in many livestock owners facing neglect and abuse charges for animals that jump fences and so forth.

H.B. 564 was approved by the Missouri House Agri-Business Committee March 13 with no opposition. The bill now moves to the House Rules Committee for approval before moving to the House floor for additional discussion.

The bill would create the crime of animal trespass for any person with ownership or custody of an animal who knowingly fails to provide adequate control. The first conviction for animal trespass is an infraction and punishable by a fine of up to \$200. A second or subsequent conviction is a class C misdemeanor punishable by imprisonment, a fine of up to \$500, or both. The court would have the option to waive all fines for the first conviction if the person found guilty of animal trespass shows that adequate, permanent remedies for trespass have been made.

— *MCA Prime Cuts*



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# NUTRITION KNOW-HOW

## Find Opportunities to Add Value

### Consider costs, ability to recover them

BY JUSTIN SEXTEN FOR CATTLEMEN'S NEWS

The formula for calf crop value is simple; calf crop value equals pounds of calf sold times price per pound sold. "Value-added" refers to management practices designed to increase calf weight or sale price and a value-added calf (VAC) program combines and documents multiple health, nutrition, and management practices into one system.

To truly add value to a calf, expenses incurred from labor, feed, pharmaceuticals, or additional labor must be offset by increased market value in the form of greater weight or

price. A value-added program will result in greater dollars paid to the producer over total costs. As fall calving herds approach weaning, pre-conditioning VAC opportunities begin, while spring calving herds can start a VAC program at branding or the start of the breeding season. Stocker operators can participate in VAC programs designed to minimize feedlot arrival health risk.

Historic "captured" VAC program value has varied from \$2.00 to \$7.00 / cwt due to season, calf supply, cattle quality, practice verification, and program recognition.



VAC programs with stringent requirements and practice verification have returned \$2.75 / cwt greater premiums compared to "seller claims".

Most VAC programs have specific vaccination and weaning management requirements. Work with your local veterinarian to develop a calf health program designed to minimize disease risk while incorporating multiple VAC marketing options. Working with your veterinarian now to enhance calf marketability can reduce labor and processing costs later.

Beyond vaccines, spring calf processing should include castration and de-horning. Castration becomes an increasingly important value-added practice as bulls become heavier. Producers marketing bull calves at lighter weights can receive approximately \$5.00/cwt less than steers while discounts on heavier weight bulls may exceed \$7.00/cwt. Early castration minimizes calf stress while providing adequate time to heal prior to marketing.

Using growth-promoting implants following castration

allows for comparable pre-weaning gain. Also consider implanting late-born cull heifer calves. Replacements should initially be selected from those born early in the calving season. Making an initial sort on potential replacement heifer calves at branding or pre-breeding offers opportunity to implement management practices such as implanting to add value through improved performance.

Horned calves are discounted by \$1.50 to \$3.50 / cwt. Consider de-horning calves at breeding by using a polled bull or alternatively de-horn calves at 2-3 months of age before the horn base exceeds one inch in diameter. Early castration and de-horning minimize calf stress due to reduced testicle and horn development. Producers waiting until weaning to complete these VAC practices add recovery stress to an already stressful weaning time.

Weaning calves at 45-60 days is another VAC program requirement. During the weaning period calves are introduced to supplemental feed and bunk broke. Many producers initiate this practice using creep feeding systems while calves nurse cows. Creep feeding is most beneficial when milk production is poor and forage quantity or quality is limited.

Fall calving herds are more likely to benefit from creep feeding in late winter and early spring due to nutritional and environmental conditions limiting milk production. Spring calving herds should consider feed cost and forage availability before initiating a season-long creep-feeding program to add weight to calves. Consider creep feeding late-born calves or lighter-weight calves from replacement heifers to narrow the calf crop weight spread and improve uniformity. In mature cows or during periods of abundant forage supply consider creep feeding as a weaning transition program to familiarize calves with feed and feeding systems using minimal labor rather than as an option to improve performance.

Fly control is another value added opportunity; begin planning now to address fly related weight loss and pinkeye.

CONT'D ON NEXT PAGE

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## NEWS TO USE

# Interstate Cattle Movement Affected By New USDA Rule

## New provisions affect three classes of cattle

A new USDA animal disease traceability rule requires that livestock animals be officially identified before they are moved across state lines.

University of Missouri Extension veterinarian Craig Payne says everyone in the cattle industry should be aware of the rule, which went into effect nationwide on March 11.

Payne said that three classes of cattle are affected by the rule. Cattle falling into any of these classes will need to be officially identified and have a certificate of veterinary inspection before going out of state:

1. Sexually intact beef cattle 18 months of age or older.
2. Any cattle, regardless of age, that are going out of state to a rodeo, recreational event, show or exhibition.
3. All female dairy cattle, regardless of age, and all male dairy cattle, including dairy steers born after March 11, 2013.

There are some exemptions to the identification requirement, such as cattle moving directly to a recognized slaughtering establishment or a tagging site such as livestock markets that have been authorized by the USDA Animal and Plant Health Inspection Service or state or tribal animal health officials.

"The big thing to keep in mind is that in terms of beef cattle, anything less than 18 months of age is not going to require identification," Payne said. "Also, there are quite a few exceptions and details in this rule, so if you have any doubts about what is required, contact your veterinarian or state animal health official."

Payne says the primary forms of identification that will be used include the silver or "brite" metal ear tags. "If heifers have been brucellosis-vaccinated, their orange brucellosis vaccination tag will qualify. There is also a tag called an AIN tag, which has a 15-digit number beginning with 840. These include a variety of types. One is the electronic identification tag, and there is also a visual tag."

Payne notes that the federal rule is not a substitute for individual state import regulations, which may be more stringent than the USDA regulations. Because of this, Payne recommends that you call the destination state prior to shipment to make sure you are in full compliance with the state's import regulations.

For more information about the animal disease traceability rule, go to [mda.mo.gov/animals/health/disease/traceability.php](http://mda.mo.gov/animals/health/disease/traceability.php).

## NUTRITION KNOW HOW CONTINUED FROM PREVIOUS PAGE

Cows and calves alike can benefit from control methods implemented to control or reduce fly populations below economic thresholds. Horn flies reduce performance due to blood loss while face flies aggravate cattle by feeding around eyes and nose. While planning a VAC vaccine program visit with your

veterinarian regarding fly control and pinkeye treatment methods.

Numerous management practices can add value to calves. The key to adding value is considering the cost in addition to the ability to recover these costs. Begin developing a marketing plan now in order to capture value.

— Justin Sexten is state extension specialist, beef nutrition. Contact him at [sextenj@missouri.edu](mailto:sextenj@missouri.edu).

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## HEALTH WATCH

### How Can You Get the Most Out of What You've Got?

Producers, veterinarians work to develop pre-harvest safety strategies

BY DR. DAN THOMSON & DR CHRIS REINHARDT

Growth-promotant implants are used to increase saleable weight and improve production efficiency, resulting in improved profit potential for the producer while reducing the environmental footprint of beef production. Implants have been proven to be both safe and effective for decades.

Providing an appropriate implant to suckling calves (steers or heifers) increases weaning weight by 15-25 lbs, depending on genetics and nutrient supply. Implants increase average daily gain by roughly 10%. If calves are gaining 2.0 lbs per day without an implant, they'll gain roughly 2.20 lbs per day with an appropriate implant. However, if the calves are only gaining 1.0 lbs per day without an implant, we can only expect about 1.10

lbs per day with an implant. So, the better the genetics for growth, the more the calf will benefit from the implant. And the better the base nutrition level, the more the calf will benefit from an implant. Also, the added weight gain remains with the calf regardless of the subsequent production level; that is, if the calves are 20 lbs heavier at weaning, they'll remain 20 lbs heavier than their non-implanted counterparts all the way through backgrounding, stocker phase and finishing.

Implants approved for suckling calves include a dosage of hormones appropriate for the age and weight of the calf; giving a non-approved dosage may provide more hormone than the calf can fully utilize, and potentially harm final quality grade. Weaned

calves in backgrounding or stocker programs can benefit from a greater dosage of hormone because they're older, heavier, and consuming a greater quantity of nutrients.

Implants only affect ultimate marbling content of the calf in proportion to the total lifetime dosage that the calf receives. Even when implanted and non-implanted calves are slaughtered at a common yield grade, the implanted calf will have slightly reduced marbling content. However, the reduction in marbling is small in proportion to the dramatic increase in weight caused by implanting.

A moderate-dosage estrogenic implant given upon feedlot arrival followed by a full-strength combination estrogenic/androgenic implant given roughly 100 days before slaughter will result in 62 extra pounds of carcass weight —

currently worth about \$120 per head— compared to a non-implanted animal. This same implant will result in a slight reduction in marbling, equal to about 4-16% Choice or above. The final quality grade of cattle with greater marbling potential and fat content will be affected less by implants than marginally grading cattle.

Feed efficiency is also improved by implanting, by about 10% vs. non-implanted cattle. This becomes increasingly important with rising feed ingredient prices. That 10% feed savings currently translates to \$50 per head savings feeding yearlings and over \$60 per head for calves.

Implants increase potential profitability by nearly \$200 per head, and the producer who retains ownership from birth through harvest has the greatest opportunity to capitalize on this increase. Implants are safe, and reduce the environmental impact of beef production. Global demand for high quality protein is on the rise; now is the time for ranchers to find ways to meet that need.

—Daniel U. Thomson, D.V.M., Ph.D. and Chris Reinhardt, Ph.D., Kansas State University



## NEWS TO USE

### Farm Banks Increase Ag Lending, Jobs in 2012

Ag economy “strong, getting stronger”

U.S. agricultural banks increased farm and ranch lending by 13.9 percent, or \$10 billion, in 2012 and held \$81.8 billion at the end of the year, according to the American Bankers Association's annual Farm Bank Performance Report.

The nation's 2,215 farm banks also added more than 3,615 jobs, a 4.2 percent increase, and employed 90,569 rural Americans.

“The continued growth in farm loans demonstrates the important role banks play in the success of farms and ranches both large and small,” said John Blanchfield, senior vice president and director of ABA's Center for Agricultural and Rural Banking. “Banks remain the most important source

of ag credit holding more than half of all farm loans.”

More than 95 percent of farm banks were profitable in 2012, with 67 percent reporting an increase in earnings.

“The ag economy is strong and getting stronger with a favorable outlook. Our nation's farm banks remain optimistic despite the challenge to find additional revenue sources,” said Blanchfield.

Farm banks experienced an improvement in asset quality in 2012, as customers benefited from the strong farm economy. Non-performing loans declined to 1.49 percent of total loans, close to pre-recession levels.

“As vital, tax-paying members of their communities, farm

banks provide funding to support rural Americans, while adding jobs and boosting the agricultural economy,” said Blanchfield.

The Farm Bank Performance Report also provides regional summaries:

**The Northeast region** increased farm loans by 10 percent to \$350 billion. Ag production loans rose 11.3 percent and farmland loans rose 9.3 percent.

**The South region** improved profitability and increased farm loans by 3.7 percent rising to \$6.1 billion in 2012. Farm banks in the South employ more than 11,200 men and women.

**The Cornbelt region** increased farm loans by 15.6 percent and improved

Farm Banks Exhibit Solid Farm Lending Growth



Source: Federal Deposit Insurance Corporation

profitability. Farm banks in the Cornbelt employ more than 37,200 men and women.

**The Plains region** increased farm loans 13.9 percent to more than \$31.5 billion. Farm banks in the Plains region employ more than 33,800 men and women.

**The West region** increased farm loans by 14.9 percent to \$8.1 billion and increased employment by 2.7 percent, or 7,500 men and women.

—Source: American Bankers Association/Drovers CattleNetwork.com





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## HELPING HANDS

### Consider Novel Endophyte to Rid Pastures of Fescue Toxicosis

#### Cost share program available to help with novel endophyte establishment

BY LAURA WOLF FOR CATTLEMEN'S NEWS

Fescue toxicosis is a serious threat to cattle herds that creates a potential impact to the beef industry of \$30 million per year in stockers and \$130 million per year in cow-calf operations according to Dr. Craig Roberts, a state forage specialist at the University of Missouri-Columbia.

Fescue toxicosis is caused by an endophyte that lives in symbiosis with fescue plants and produces ergovaline, a toxic chemical. The options that exist to prevent fescue toxicosis include careful management of endophyte-infected fescue, eradication of infected fescue, or replacement with a novel endophyte fescue.

Novel endophyte fescue is infected with an inactive strain

of the symbiotic endophyte.

Endophyte-free fescue has been tested, but most stands were lost because the plants needed the symbiotic endophyte relationship to grow successfully.

Since the endophyte works with the root system of fescue to promote growth and nutrient content, its presence is important. Novel endophyte fescue has been inserted with an endophyte. Terms used to describe the inserted endophyte include novel, beneficial, introduced and nontoxic. The most accurate is introduced, but novel is typically used because it is introduced to manage toxicosis and fescue growth. Nontoxic is not entirely true, as some novel endophytes produce low levels of ergovaline.

Novel endophyte strains are difficult to introduce in fescue seeds, and are often introduced by hand. The novel endophyte will not spread in a field because of the method of introduction.

The transition to a novel endophyte fescue requires replanting, not just spraying and plowing. A proven method for establishment is to spray-smother-spray. This involves application of a herbicide to eradicate Kentucky-31 fescue, which is the toxic-endophyte-infested plant, followed by a smother crop that out-competes Ky-31 and a second herbicidal application before planting a novel endophyte fescue. The benefit of completing this process over the course of a year is the greatly reduced risk of volunteer seedlings of Ky-31.

"Everywhere there's a cow pie, there's a surviving Ky-31 growing strong," Roberts said.

Persistence is another factor to consider in making the switch. As compared to Ky-31, novel endophyte fescues show very similar rates of acceptable year to year stand thinning, while endophyte-free fescues show high rates of thinning resulting in

stand failure.

There are a few factors that might influence a producer to avoid planting new endophytes. If the level of toxic endophyte in your pasture is below 20%, you may not need to consider novel endophytes. Rental land or unfavorable landscape could also be a limiting factor. Livestock class could also play a role in decision-making, as novel endophytes may not be as well suited for cow-calf operations.

Your operation's grazing management style is an important consideration, since cattle tend to overgraze fescues if allowed the chance. Overgrazing puts pressure on the stand, so employing careful management practices is key, especially during the establishment phase.

Other concerns include the lengthy process of killing the old plants and planting the new, as well as seed cost, persistence and the possibility that the pasture will revert to Ky-31. A past concern was seed production as the seeds cannot be saved, but companies now offer buy-back programs for seeds.

Despite these concerns, Roberts recommends a transition to novel endophyte fescue. New endophytes provide excellent animal performance and improved persistence over endophyte-free fescue. Most hesitation is related to establishment and cost, which Roberts says is worth the time and money. The plant is adapted for primary use in almost all of the central and southern United States, and more information is being obtained on adaptation to Missouri.

Darrel Franson is a cow-calf producer raising about 125 acres of grass in Mount Vernon, Mo., and he now successfully converted his pastures to novel endophyte fescue. He first heard about the technology in the late 1990's, and was unsure at first. He began to convert the grasses to novel endophyte in 2000 at a rate of about 15 acres per year. It was not successful every time, and with a couple of stand failures, it took about 10 years to complete the project.

"With a cow calf operation, it's really all about the grass. Cows and calves are really just a way to get the grass to market, so we tried to grow healthy grass," Franson said.



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When he began managing the land, Franson said he found that the grass was infected with toxic endophyte fescue.

"Breeding and calving rates were unacceptable, and I didn't know how much we weren't gaining in calf gains," Franson said.

Franson used the spray-smother-spray method and seeded in the fall. "If you seed in the fall," he said, "your seedlings have two cool seasons ahead of them before they have to face a hot summer."

It took 10 years to convert his farm 10 or 15 acres at a time at about \$200 per acre, but Franson maintains that the conversion was well worth the time and expense.

"It is all done now, and

we're awfully glad about it. Our calving percentage is up, our conception rates are up, and our cows wean off at a little over 100 pounds heavier," Franson said.

The alliance for grassland renewal has introduced a cost-share program for novel endophytes. Now that multiple cultivars are on the market, NRCS and University of Missouri Extension are partnering with producers, businesses, other governmental organizations and nonprofits to make it affordable to replace Kentucky 31 with novel endophyte fescues.

The cost-share program aims to educate, incentivize, regulate and promote establishment of novel endophytes. The program is linked to grazing schools to help

promote good management.

Agribusinesses have the option to offer rebates to help with the cost of establishment, and funding is provided by University of Missouri Extension to launch the cost-share program.

The alliance will work with businesses to regulate seed quality, percent of off types at less than five percent, at least 70% viable endophyte, toxicity and persistence.

The cost-share program will reduce the concern of seed cost by adjusting the farmer's share of the cost to about \$65 per acre.

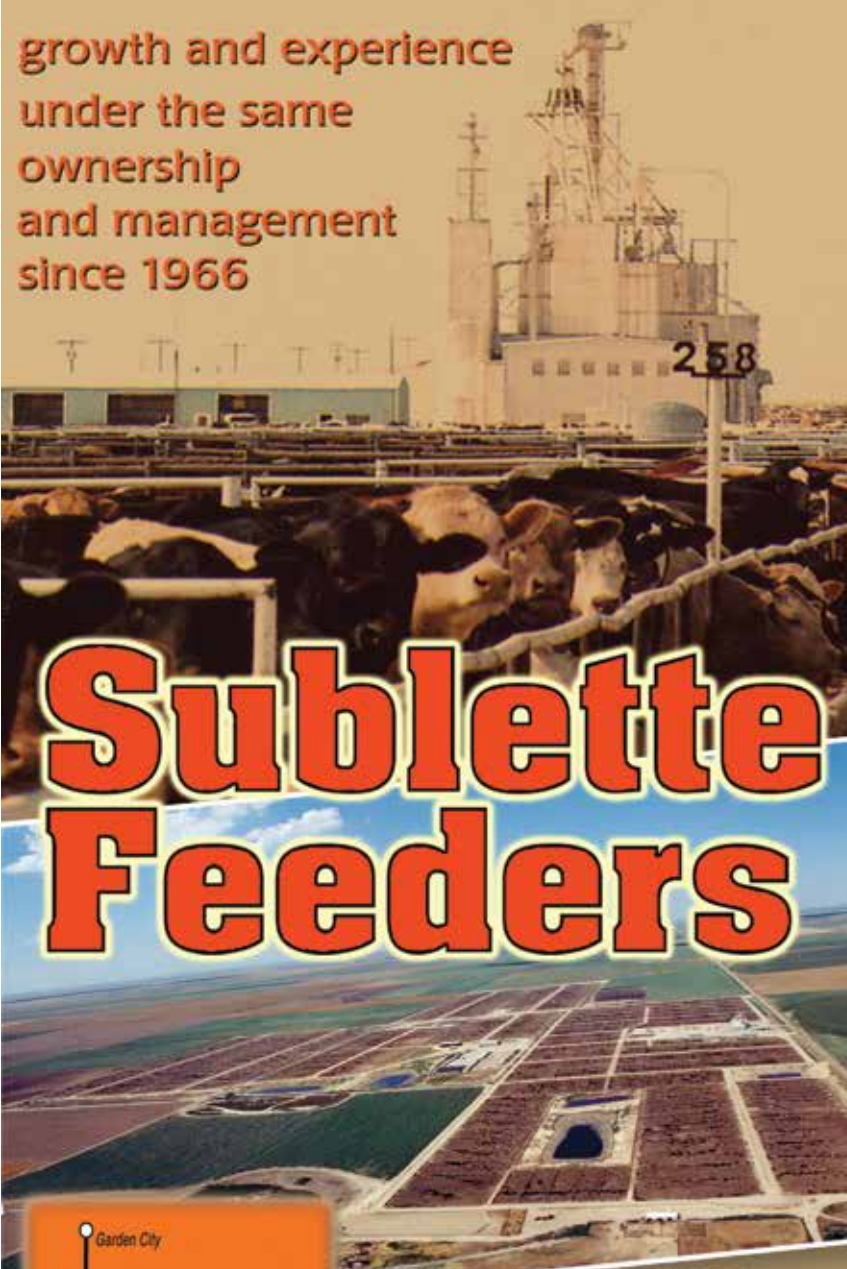
Information, dates and applications for University of Missouri Extension grazing

schools is available at <http://agebb.missouri.edu/mfgc/schools.htm>.

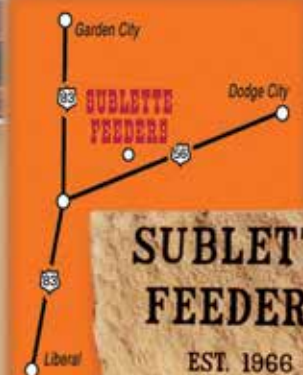
Contact extension representatives Craig Roberts, Eldon Cole or Justin Sexton for more information about qualifications and cost-share opportunities.

"I'm hopeful that the alliance for grassland renewal and the cost-share program with NRCS will really increase the rate at which land will be converted. This technology is over 10 years old, so the rate of conversion has been slow, and I'm hopeful that the alliance will kick that into gear because it means dollars for farmers and for Missouri's economy," Franson said.

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# PASTURE PROFITS

## How to Renovate Your Pastures with Grazing

Put grazing animals to work for you

BY LAURA WOLF FOR CATTLEMEN'S NEWS

There is no one-size-fits-all method for improving pastureland. Mark Kennedy, a state grazing lands specialist with the United States Department of Agriculture, Natural Resources Conservation Service, says that while there is no magic bullet to improve a farm, he recommends that producers plant nothing but fence posts and water lines in the first three years.

Manage grazing and see what happens naturally for the first few years. The pastures may surprise you and become much healthier with just consistent management and uniform grazing. Find weak spots in the system, and plan your renovation to remedy those issues. As Kennedy remembers from a college professor, a landscape can be manipulated in four ways including the cow, plow, match and axe.

The grazing animal is often overlooked as a landscape tool, Kennedy said.

Pasture renovation can be accomplished through management-intensive grazing, high stock density grazing, and alternate or multiple species grazing.

“Management-intensive grazing has been defined as a goal-driven approach to managing grassland resources for long term sustainability,” Kennedy said. Management-intensive grazing can be utilized on eight to 80 or more pastures at a stock density of 10,000 to 100,000 pounds per acre. Limit grazing time in accordance with stock density and the number of paddocks, allowing as short as half a day of grazing for the higher end and up to five days on the lower end. Each pasture section should be utilized at 50-70%, or down to 3 or 4 inches in

height then rested for regrowth for at least 20 and possibly up to 40 or more days depending upon the rate of plant growth.

Management intensive grazing allows less persistent, higher quality legumes a chance to compete with persistent plants like tall fescue. It increases diversity, health and vigor in the plant community, which improves water infiltration and soil cover and reduces nitrogen fertilizer requirement. Due to more uniform grazing, manure is also more uniformly distributed, which improves nutrient cycling and soil fertility. Plant residuals coupled with rest periods creates a layer of plant residue that cools the soil and allows for water retention as well as the development of soil organic matter. Most importantly, it improves forage quality and animal performance.

Controlling stock density effectively can reduce weed competition and spot grazing

and improve utilization, manure distribution and seed to soil contact. High stock density of 100,000 pounds per acre or more with smaller pasture sizes and shorter grazing periods of one day or less depending on site, time and management objectives. This method can improve land by increasing organic matter and feeding soil micro-organisms.

Many producers achieve high stock density grazing by choosing a desired density in pounds per acre and utilizing temporary fencing in strips to control the stock density. In such a system, the number of paddocks is more variable and infinite. The rest period required for each paddock is also significantly increased. Kennedy recommends a range of 30 to 180 days based on the goal of allowing plants to be more fully rested and able to develop a deeper root system.

CONTINUED ON PAGE 22

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$$\text{Stock Density} = \frac{\text{lbs beef} \times \# \text{ cows}}{\text{lbs live weight per acre}} \times \# \text{ acres}$$

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Management intensive grazing allows less persistent, higher quality legumes a chance to compete with persistent plants like tall fescue. The grazing practice will help improve forage quality and animal performance.

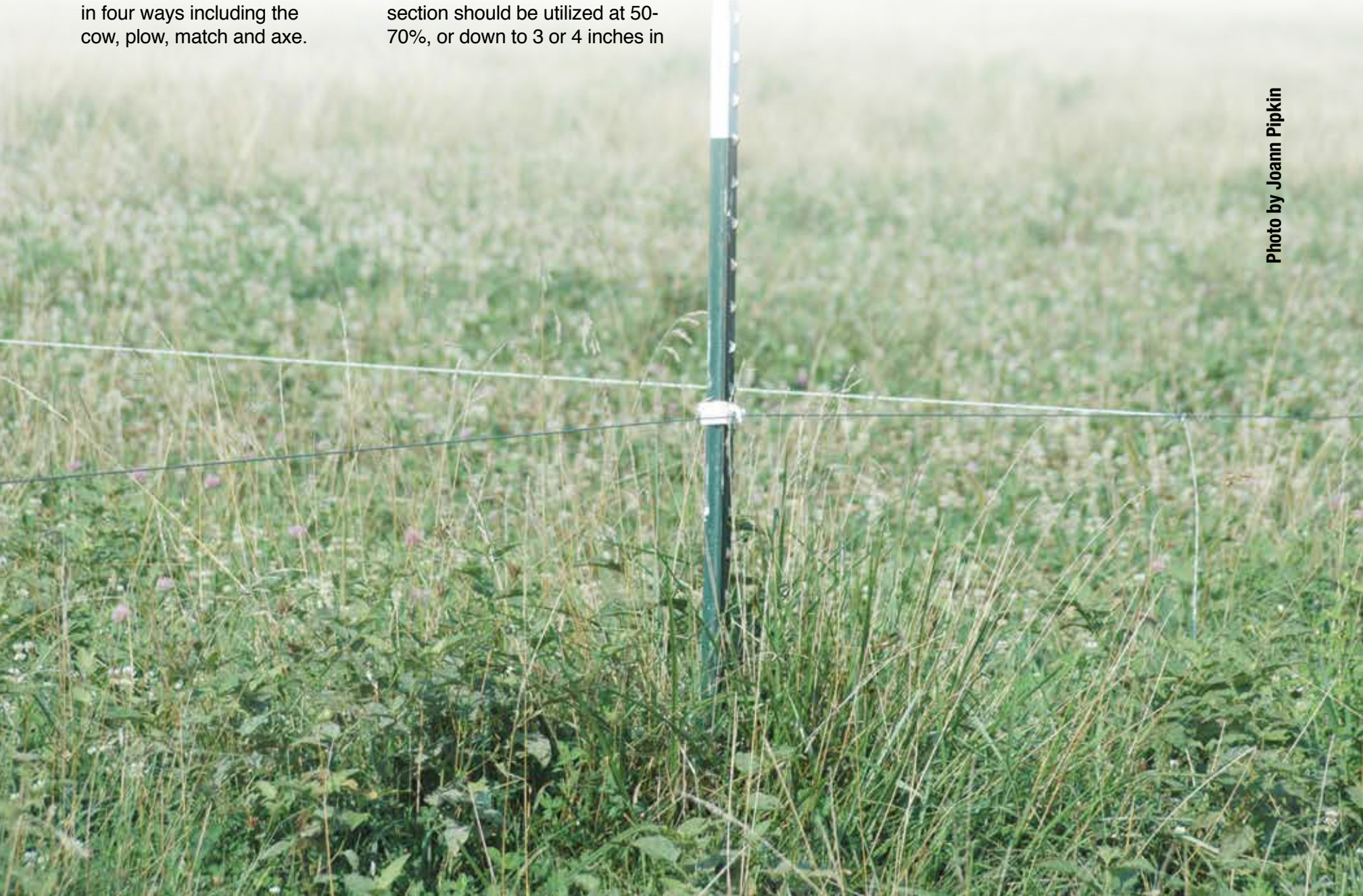


Photo by Joann Pipkin

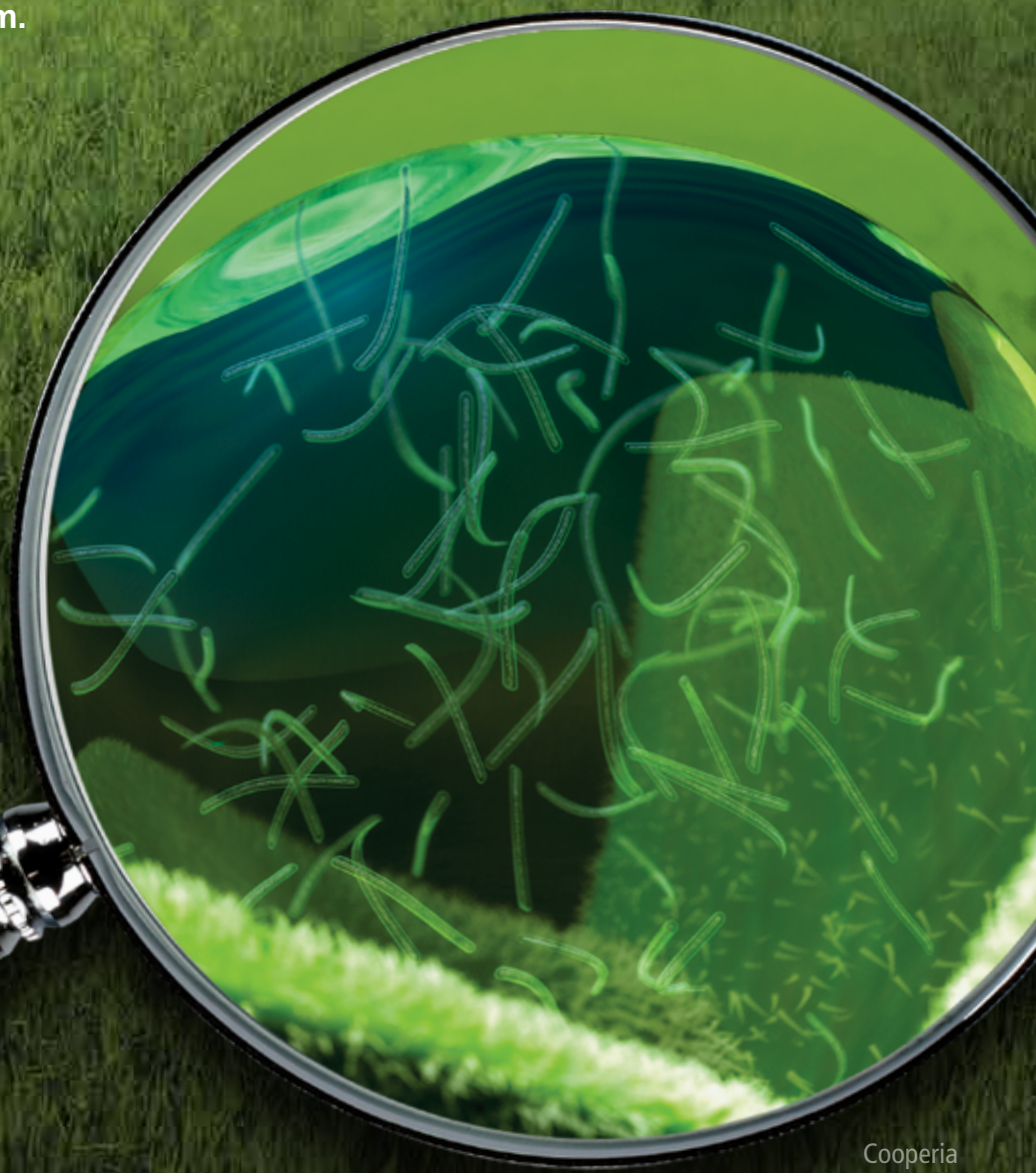


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\*Economic analysis of pharmaceutical technologies in modern beef production, John D. Lawrence and Maro A. Ibarburu, Iowa State University, 2007.

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# MANAGEMENT MATTERS

## My Big Red Toolbox

### What management strategies should you pack in your toolbox?

BY BETH WALKER

During the first weekend in March, I had the opportunity to travel with six Missouri State University students to

attend the National Delt Tau Alpha meeting in Monroe, La. The last night, we had the opportunity to listen to Louisiana Commissioner of Agriculture Dr. Mike Strain, DVM. According to Dr. Strain, the amount of corn planted this year will be greater than years past but we would either use that corn for fuel or export it to China. For him and his state, this was good news as it would generate significant additional revenue for Louisiana. He also didn't expect corn prices to come down much since there is such a need and "green" desire for ethanol and a strong export market. For our area of southwest Missouri, I can't say his news was encouraging. Not to worry though, because he thought that soon soybeans would be planted in greater amounts than corn because the cost of fertilizer would increase due to an increase in the need for fossil

fuels as the world population grows and limit the planting of corn. So, in a roundabout way I think he said as we used up the soil nutrients by growing corn, we would plant a natural nitrogen-fixer such as soybeans to replace what we were about to extract and export. By 2014 a new canal will be completed down in Panama so exports should move smoothly. Again, his "good" news didn't go over so well with me.

According to Kris Ringwall of North Dakota State University Extension, 40% of cattle producers are struggling to stay in business. For these folks, the loss average between 2006 and 2011 was \$162 per head. Are you one of the 40%? In the years to come as we possibly see an increase in cost of feed, land and fuel, are you going to become one of the 40% or one

of the 60% who made money? Of course for those same years, those 60% made \$182 in 2011 and lost \$13 in 2009. Nope, not a typo, lost \$13 - and they are the good producers. Cattle production is a business and costs must be considered in order to stay in business. We can't control the demands of China, Mexico or Canada but we can and must seriously consider our inputs. Doing things the way they have always been done is no longer good enough. Country of Origin Labeling (COOL) measures are right around the corner and if the experts are to be believed, our inputs will go up with COOL implementation.

The best thing we can do to help negate the fluctuations in our input costs is to limit how many and what types of inputs we must use. Should we go no-input? That would mean no mineral, no vaccinations, no feed, no hay, no labor...just let cows be cows. Are their some inputs you feel are necessary? If our soil was perfect and had all the nutrients our forage needed, we might not have to provide mineral, or as much mineral. It isn't and so we provide a variety of different types of minerals for the cows to choose from. Because we cannot control what cows our neighbors bring



#### PRODUCT INFORMATION

NADA 141-299, Approved by FDA.



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

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**INDICATION:** RESFLOR GOLD® is indicated for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*, and control of BRD-associated pyrexia in beef and non-lactating dairy cattle.

**CONTRAINDICATIONS:** Do not use in animals that have shown hypersensitivity to florfenicol or flunixin.

**WARNINGS: NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.** This product contains material that can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult a physician if irritation persists. Accidental injection of this product may cause local irritation. Consult a physician immediately. The Material Safety Data Sheet (MSDS) contains more detailed occupational safety information.

For customer service or to obtain a copy of the MSDS, call 1-800-211-3573. For technical assistance or to report suspected adverse reactions, call 1-800-219-9286.

Not for use in animals intended for breeding purposes. The effects of florfenicol on bovine reproductive performance, pregnancy, and lactation have not been determined. Toxicity studies in dogs, rats, and mice have associated the use of florfenicol with testicular degeneration and atrophy. NSAIDs are known to have potential effects on both parturition and the estrous cycle. There may be a delay in the onset of estrus if flunixin is administered during the prostaglandin phase of the estrous cycle. The effects of flunixin on imminent parturition have not been evaluated in a controlled study. NSAIDs are known to have the potential to delay parturition through a tocolytic effect.

RESFLOR GOLD®, when administered as directed, may induce a transient reaction at the site of injection and underlying tissues that may result in trim loss of edible tissue at slaughter.

**RESIDUE WARNINGS:** Animals intended for human consumption must not be slaughtered within 38 days of treatment. Do not use in female dairy cattle 20 months of age or older. Use of florfenicol in this class of cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

**ADVERSE REACTIONS:** Transient inappetence, diarrhea, decreased water consumption, and injection site swelling have been associated with the use of florfenicol in cattle. In addition, anaphylaxis and collapse have been reported post-approval with the use of another formulation of florfenicol in cattle.

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home and they can't control the animals we bring in, we feel it is a good idea to vaccinate. A good visit with your veterinarian should help you plan your vaccination program.

As spring approaches, we will see green grass —provided we get more rain and some warmer temperatures. With warmer, wetter conditions we will have a reemergence of internal parasites. The most important internal parasite, or rather the one that can cause us the most problems, is the brown stomach worm (*Ostertagia*). This parasite along with a few others survives best in warm, moist conditions, so they love Missouri weather. Internal parasites such as the brown stomach worm will hatch in a nice, warm patch of dung, go through a few life stages and become infective. Once in this infective stage, they work their way onto a blade of grass and can be found nested in dew drops. Some larvae will burrow into the ground and remain until conditions are most conducive to finding a good host. If the infective larvae are consumed by the correct host, (if a sheep, for example, eat a cow brown stomach worm, the worm will die and vice versa) then the larvae will continue to mature into an adult. These adults invade the gastric lining of the gastrointestinal tract and will mature into adults and the cycle will start over. If the invasion of parasites is beyond the animal's threshold, anemia, scouring, depression and even death can result. Most of the time if the animal is on a good plane of nutrition, the animals will simply have a decrease in production and feed conversion.

The question is, does this decrease in production warrant deworming and should you deworm everything? Some animals appear to have a greater tolerance to internal parasites than others. In most livestock species, 80% of the internal parasites will reside in 20% of the animals. Identifying animals that harbor parasites and either culling them or selectively treating them while not treating the others may help limit deworming inputs. Signs that an animal may be heavily parasitized are rough or dull hair coat (especially when others have healthy hair coats), ill thrift, or pale mucous membranes. A fecal sample can also be obtained and checked for eggs.

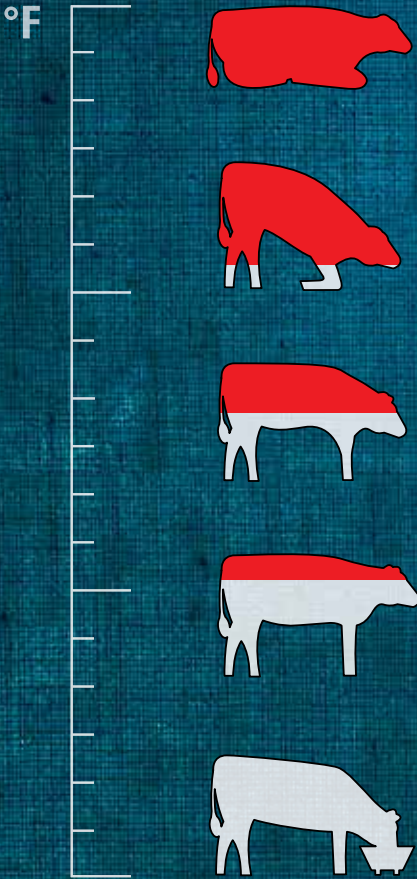
If you decide to deworm you animals, you should have a pretty good idea of their weight. In a perfect world, you would weigh all of your animals individually and administer according to their specific weight. In the real world, try to get a few weights so you know what your "average" looks like and dose accordingly. Under-dosing can and has caused resistance to dewormers. Overdosing can get expensive and in some cases, make the animals sick or cause death. Use some common sense and spend a little extra time getting a good estimate of your average weight.

Pour-on dewormers are probably the fastest and easiest to administer and perhaps less stressful to the animal. Injecting a dewormer, if done correctly, may be a more accurate way of getting the dewormer into the animal. Never give the shot in the leg or hip as these are your more expensive cuts of meat, and injection site lesions can lessen the overall quality and profitability of the carcass should that animal be slaughtered later (even after the withdrawal period).

Injection site lesions (think of a big, bad, deep bruise) can be the size of dinner plates, so using aseptic techniques and low stress animal handling should be employed. As with all chemicals, the person handling the dewormer should refrain from unnecessary exposure to that chemical.

Deworming animals with a chemical dewormer isn't your only option for managing internal parasites. Consider holistic animal management. To me this just means I have a really big tool box (red of course) and in that tool box, I have a lot of tools. These tools include chemical, biological, mechanical, management, etc. I can use whatever tool I want and am not married to any one tool, but knowledge of how my tools work is crucial. One of those tools is using genetic selection and the 20/80 rule (20% of your animals will carry 80% of your parasites) and using that information to help select animals that are healthy and will therefore cost me less money and hopefully make me more money. Keeping records

**CONTINUED ON NEXT PAGE**



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TOOLBOX • CONTINUED FROM PREVIOUS PAGE

of family lines and which animals tend to get wormy and which animals don't can help you eliminate those animals and their offspring, thus increasing the average herd health.

Another tool I like is rotational grazing (like I said my tool box is really big). Rotational grazing provides your land time to recover from previous grazing or haying. Parasite larvae that isn't picked up by a host will be susceptible to the environment so the longer I can rest my pastures and expose those larvae to the environment, the fewer infective larvae will be on the pasture. The length of time a pasture is rested depends more on pasture health than time. So, I don't know how long you should rest your pastures, but another tool to add to your toolbox is the knowledge that parasites will not go much higher than about 3 inches on a blade of grass. If you can keep the livestock from grazing too close to the ground, you will reduce the ingestion of larvae, which will decrease the amount of money and time spent on deworming.

My big red toolbox obviously only exists in my head, but think about those 40% of cattle producers. You reckon they have a toolbox? If you don't, you might want to invest in one.

—Dr. Beth Walker is associate professor of animal science at Missouri State University.

# MANAGEMENT MATTERS

## Enhancing Profitability through Preconditioning: Part I

### Proper management with preconditioning programs can yield profitable outcome

BY GRANT MOURER

Drought in Oklahoma and the rest of the southern plains the last two years has made management decisions for cattle producers challenging to say the least. Decisions that are affected by lack of standing forage, high feed prices, the absence of suitable drinking water and thankfully, for the most part, high cattle prices. Producers have mixed feelings about weaning and precondition practices in times of drought. Some believe input costs restrict profitability and they can market a calf directly off the cow without risk. Others will not market an animal until they know it is straight no matter what the cost. Whatever the thought, the question remains the same— are weaning and preconditioning programs still profitable? The answer is yes, if done right.

Pre-weaning health and nutrition of calves have significant impact on feedyard performance. Virtually all early life disease protection comes from passive immunity of immunoglobulin in colostrum and lack of passive immunity to a calf makes it three times more likely it will be treated for BVD in a feedlot. Unfortunately, calf blood immunoglobulin concentration immediately following birth is decreased when the dam is in negative energy balance and lower body condition, like she may be in drought (Odde, et al., 1986). This is a reflection of the substantial increase in morbidity and mortality we have seen this winter in feedlots and grower yards. Many producers brand calves at two or three months of age. This may also present opportunity to vaccinate calves at "branding" and help increase protection from respiratory disease within the cowherd.


Early weaning of calves at 6-8 weeks of age is a good way to reduce nutritional needs of your mature cowherd while at the same maintaining body

condition to prepare cows for breeding season or increase salvage value if a producer is culling the herd due to drought. Early weaned fall calves may be a nice option if producers are waiting to see if standing forage is available for calves in the spring. They will still gain fairly well and if drought persists, with little forage available, calves can then be marketed. Spring calving cows can be a little trickier. A producer must calve out those calves in early spring and hope forage is available throughout the summer for pairs. Once old enough, calves could then be weaned early and turned out on cool season grasses such as wheat or rye translating into high rates of gain on high quality forage.

Facilities play a major role in the decision to proceed with a preconditioning program of ranch raised calves and finding ways to reduce stress on cattle is the most important factor in a successful weaning program. Traps and pens don't have to be pretty just functional. This includes easy access to water for cattle and easy access to feed bunks for a producer. In choosing a location to wean calves, it may be important to think about using a fence line weaning system to reduce stress and having fences durable enough to maintain separation. After the initial "bawl" is out of the calf and the calf is comfortable finding water and using feed bunks it may be beneficial to turn out into a small trap. This will allow calves more room out of dust or mud, but still allow producers to keep a close eye on calves in case they "break" and need to be doctored.

Our next article will look more in-depth at the effects of the nutritional program during preconditioning, costs associated and also the importance of marketing cattle after weaning.

— Source: Gant Mourer is Oklahoma State University beef value enhancement specialist.



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

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

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

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No adverse reactions were observed during clinical trials.

**ANIMAL SAFETY:**

In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetence and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle.

In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

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\*The clinical significance of *in vitro* data has not been demonstrated.

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

<sup>2</sup>Blondeau JM, Borsos S, Blondeau LD, Blondeau BJ, Hesje C. (2005). The killing of clinical isolates of *Mannheimia haemolytica* (MH) by enrofloxacin (ENR) using minimum inhibitory and mutant prevention drug concentrations and over a range of bacterial inocula. In: *ASM Conference on Pasteurellaceae*; 23-26 October 2005; Kohala Coast, Big Island, Hawaii: American Society of Microbiology; Abstract B12.

<sup>3</sup>Blondeau JM, Borsos SD, Hesje CH, Blondeau LD, Blondeau BJ. (2007). Comparative killing of bovine isolates of *Mannheimia haemolytica* (MH) by enrofloxacin, florfenicol, tilmicin and tulathromycin using the measured minimum inhibitory concentration (MIC) and mutant prevention concentration (MPC) drug values. In: *International Meeting of Emerging Diseases and Surveillance (IMED)*; Vienna, Austria; February 23-25, 2007; Figures 8-10.

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# MANAGEMENT MATTERS

## Producers Realize the Value in Preconditioned Calves

**Value added programs mean healthier, more saleable calves worth premium**

BY JOANN PIPKIN, EDITOR

“I think value added is the right way to handle cattle and there’s more profit in them,” Springfield, Mo., cattleman Jerry Horton explains.

Horton has plenty of experience participating in value added calf programs at Joplin Regional Stockyards. He’s been a value added program participant since 2000 and says his cattle not only look better, but also are more uniform and more saleable.

And that was the mission behind value added calf programs when they first began back in 1997 at Joplin Regional Stockyards. Owners Jackie Moore and Steve Owens wanted to enhance the value and reputation of their customer’s cattle. Over the years, Moore says value added programs are making cattle more marketable.

“Value added programs have made our producers more educated on what they need to be doing in their operations not only for themselves, but also for the buyers of their cattle,” Moore explains.

Conway, Mo., producers Kenny & Melissa Storie have also been value added program participants since 2000. The Stories vary their weaning time from late August to mid-September depending on the weather, selling in JRS’ value added sale in late November/early December. Last year’s drought forced them to wean some of their spring-born calves in August. And, while value added programs consistently require calves to be weaned at least 45-days, the Stories consistently precondition as many as 50 to 60 days before marketing.

Kenny says the extra days on feed pay off in the end. “I

### Value Added Tips:

**Start with good genetics.** “You have to start your program with good bulls, genetically,” Jerry Horton says adding, “and a good set of cows.”

**Castrate early.** Although sometimes difficult to accomplish, Storie recommends castrating bull calves as soon after birth as possible.

**Creep feed.** While it may cost more initially, Horton and Ken Storie say it helps newly weaned calves transition to feed.

**Vaccinate calves** with first round of immunizations 2 weeks prior to weaning.

**Precondition longer than 45 days.** Storie contends marketing calves at 50-60 days pays dividends as they really start to gain during that time period.

**Consider hand-feeding calves at weaning** rather than putting them on a self feeder. “You can control that,” Ken Storie says. “You can better monitor the calves.” —By Joann Pipkin

think the last two weeks of that 45-day preconditioning period is where you start to see the gain in the calves,” he explains. “The longer you feed the calves during preconditioning, the better. Yes, it costs money, but it pays in the long run.”

The Stories weigh their calves at weaning and again a day or two before selling. “That way we know how much the calf gained,” Kenny says. “We know exactly how much each calf gained and whether or not the cow did her job. If she didn’t we can sell her.”

Horton and the Stories admit feed can be expensive, but giving the calves the extra nutrition and gain pays in the long run.

“You can’t always say it won’t make money without putting the pencil to it,” Horton states.

Monitoring calf health is crucial to the program’s success. Horton maintains treating the calf as soon as sickness is noticed helps in the calf’s recovery.

The Stories have found success in vaccinating their calves with the first round of immunizations about two weeks prior to weaning. “We found that vaccinating the same day the calves were weaned seemed to cause more runny eyes.”

The Webster County cattleman is also adamant about how he weans. He explains, “We put the calves in

Kenny and Melissa Storie, Conway, Mo., are advocates for value added marketing programs because the protocol helps them present a healthier calf at marketing and pays them a premium.

**CONTINUED ON PAGE 26**



Photo by Joann Pipkin



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# MANAGEMENT MATTERS

## Design Corrals To Reduce Cattle Stress

### Comparing bud box and circular systems

BY MICHELLE PROCTOR

“Many cattle producers use a variation of the traditional holding pen, alley, crowding tub, and chute corral, in order to isolate their cattle for implantation, castration, A.I., transport, etc.,” said Rex Ricketts, director of the University of Missouri Extension, Commercial Agriculture Program (CA). Ricketts also raises Angus and Charolais on his farm near Hallsville.

In the past few decades new designs have evolved, aimed at lessening the cattle’s stress.

“Lower immunity to disease, reduced milk production, lower weight gain, less feed efficiency and abortions can result from allowing cattle to become stressed,” said Craig Payne, University of Missouri Extension and CA Program veterinarian. “Exposure to stress can be reduced by good stockmanship: proper handling techniques and corrals designed for easier animal flow

by recognizing the cow’s natural propensities for directed movement.”

“When cattle come from a pasture through the holding pen gate, there should be a second gate behind the animals,” said Ron Gill, Texas AgriLife Extension Service. “Their natural instinct is to turn around when blocked and return from where they came. If the next open gate is adjacent to the one you just closed, cattle will naturally flow through it without being pressured, because that is the direction they want to go.” Gill recommends that producers use pens designed so that the handler does not have to get behind the cattle. “Work from their sides where they can see you. This action maintains cattle flow and that is your objective.”

The two most popular options in design of modern low-stress corrals are the Bud Box, a small rectangular corral, created by late stockman Bud Williams and those with round crowd tubs

# How My Bud Box Works

BY JOANN PIPKIN, EDITOR

South central Missouri rancher J.W. Phillips has found low stress cattle management thanks to the help of the Bud Box he installed.

And, whether he’s loading cattle in the chute for routine herd work or setting up for “fixed time” artificial insemination, the Bud Box is saving Phillips valuable time and energy.

“The first time I saw the Bud Box, I was just amazed,” Phillips says. “The cow just walked right in the alley.

The Bud Box Phillips constructed on his ranch south of Koshkonong is a no-frills set up that he maintains is more effective and less costly than more traditional sweep pens with a curved alley.

Phillips’ Bud Box consists of a 14x24-foot box that leads to a straight, 42-foot adjustable-width alley. The box, which is constructed of cattle panels welded to a pipe frame, includes two man gates. The gate, which allows cattle to enter the box is made solid by exterior plywood that is relatively light weight to prevent excess stress on the



J.W. Phillips

gate hinges. The alley features two sliding back-stop gates and numerous other man gates.

While it isn’t critical for Bud Box construction, Phillips has found it helpful to make solid six to eight feet of the box on the opposite side of the alley entrance. “Otherwise, cattle tend to want to find a way out there rather than looking for the hole in the alley,” Phillips states.

“Cattle spend less time confined (with the Bud Box) and there’s less stress on people, too,” he concludes.

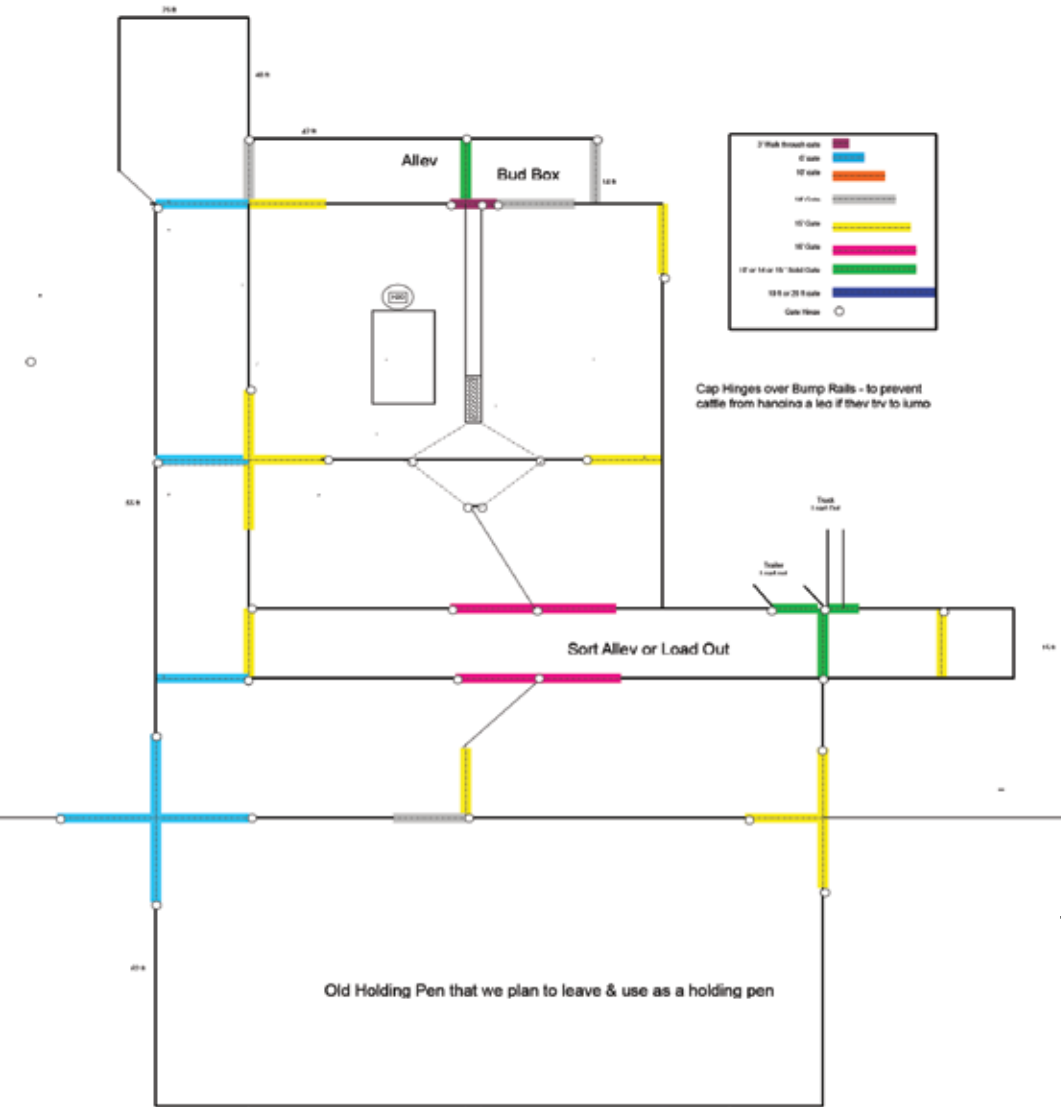
and curving alleys designed by animal behaviorist, Temple Grandin. Both Williams and Grandin believe each of their distinct designs accommodate an animal’s natural instincts. However, they do not necessarily agree on what are those natural instincts. Both prefer that the corral be designed where the handler can remain outside and, when properly trained, can use his or her skills to guide the animal to make choices that result in the animal ending up where the handler wants them to be.

There is a consensus among expert stockmen that five basic principles of animal behavior must be acknowledged in cattle handling design:

- 1. Cattle like to come back the way they came;
- 2. Cattle want to go around anything that has been pressuring them;
- 3. Cattle want to see you;
- 4. Cattle want to be with and will go to other cattle;
- 5. Cattle can only process one main thought at a time.

Dr. Payne believes the first two principles are most important to consider when choosing your corral design. Experts in stockmanship each have their favorites

CONTINUED ON NEXT PAGE



(left) A blueprint design of a Bud Box, created by the late stockman Bud Williams. Success with a Bud Box depends on flow into the box, transition and flow out of the Box.



**CORRAL DESIGN • CONTINUED FROM PAGE 20**

but basically agree that construction of a Bud Box will be less costly for the producer, and probably create less risk of injury for both the handler and the animal.

Williams himself said that the Bud Box is “not for amateurs”, but his widow Eunice Williams wrote in a recent email, “It doesn’t take more skill (than required for the Grandin systems) but perhaps a little understanding. Temple has made the statement that she has to design corrals to be idiot-proof. Bud and I have refused to buy in to the concept that people working livestock are idiots. I doubt if anyone who has worked livestock very much hasn’t had animals try to ‘break back’. I don’t think that they had to have a lot of skill in order for this to happen. All that is needed is to work the Bud Box properly. Animals that are pressured to make them go where they can’t go, or where they don’t want to go, will break back. The Bud Box puts the animal in the frame of mind of wanting to go where you want it to go—up the chute.”

Most experienced stockmen prefer the sides of the enclosures not be solid. Solid gates that minimize distractions are acceptable, but open sides or sides that are at least open on the upper portion allow for the best communication with cattle. By standing ahead and to the side of a cow’s front shoulder, the handler can pressure the cow to move forward. If he is in the pen and standing in front of the cow, the cow will turn around and go in the opposite direction.

On the Williams website, <http://stockmanship.com/>, July 14, 2010, Eunice Williams posted an article clearing up some misconceptions about operating the Bud Box. The article also offers some sizing optimums. She wrote, “The Bud Box should be fairly open so the animals will go into it easily. Coming from a 12’ wide alley into a 14’ wide pen also causes them to enter willingly. For loading trucks the box should be 14’ wide and 28-30’ long. These dimensions work well either on foot or horseback and are necessary to hold the number of cattle that will go onto the larger truck compartments.” For loading a squeeze chute, Williams recommends the Bud Box be built 14’ x 20’

Drs. Ron Gill and Rick Machen, professors and Extension livestock specialists at Texas A & M, wrote, “The length/depth needed is determined by the size of the group handled. The Box needs to be deep enough to allow the cattle to flow to the back of the box, reach the dead-end, and turn around. The handler must close the entry gate and get in position before the cattle transition out into the intended alley or chute. As with a tub corral, handlers should never overfill the Box. Success depends on the flow into, transition, and flow out of the Box.”

Temple Grandin’s designs are based on her theory that cattle like to move in circles, thus she designs round crowd pens and/or tubs and curved alleys. The crowd pen is built in a 180 degree arc, which makes cattle think they are going back to their point of entry. Cattle need room to turn, therefore the crowd pen should be less than half filled. The cattle should be able to move easily into the single file chute.

Although Grandin’s designs feature man gates to allow people to escape from charging cattle, the sides are solid so that the animals cannot see people or other moving objects at the end of the chute. She also believes that a solid crowd gate is important to

prevent cattle from trying to go back to where they actually came from. In the chutes and alleys, the animals only see the animal in front of them. That satisfies one of the previously mentioned stockmen’s basic principles that cattle want to follow or be with other animals.

Grandin has designed cattle movement facilities for large ranches and feedlots, as well as smaller operations. Diagrams of her designs are available online at her website [www.grandinlivestockhandlingsystems.com](http://www.grandinlivestockhandlingsystems.com)

Both William’s and Grandin’s designs are backed by solid theories of low stress cattle handling. They both reduce the risk of injury to handlers as well as cattle. Preference for building one or the other will be guided by space, intended use (truck loading, herd health work, etc.), the number of cattle normally moved, the number of handlers available and the size of financial investment one wants to make.

—Source: Michelle Proctor is senior information specialist, University of Missouri Cooperative Media Group.



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BUSINESS BEAT

Altech Lecture Tour  
Concludes in Springfield  
Producers must adapt, have curiosity,  
embrace change

BY LAURA WOLF FOR CATTLEMEN’S NEWS

“As an agricultural industry, we are faced with increases in corn and soy prices and a rising global population to feed, all while trying to find solutions to minimize pollution and maximize traceability,” said Dr. Pearse Lyons, president and founder of Alltech, an agricultural technology company based in Lexington, Ky. “Instead of waiting for someone else to solve our problems, we need to embrace these global challenges together. To be successful, you must adapt, have curiosity and embrace change.”

Alltech sought to encourage producers to consider the challenges with curiosity and an open mind with their North American lecture tour entitled “Stay Curious.” The agribusiness ended its 23-stop tour March 1 in Springfield, Mo. The speakers challenged attendees to stretch beyond conventional practices and explore how the latest technological developments can move the agriculture industry forward today.

Technology

The company has worked within the lecture tour’s theme by developing technologies that have the potential to provide solutions and improvements for producers in the dairy and beef industries, among others.

Research in algae at Alltech’s facility in Winchester, Ky., has yielded a sustainable source of DHA, a fatty acid traditionally provided by fish oil and meal. Since fish obtain DHA from algae, the algae itself was a good place to start looking for alternatives. Kyle Raney, manager of the algae research and production facility, said the use of fish meal and oil as a dietary source of DHA is not sustainable due to issues like consistency, availability and safety. However, he is optimistic that using certain algae strains as feed additives will allow beef and other animal products to provide DHA to consumers.

Another area of technology and efficiency growth in agriculture is in genetics and nutrition. Alltech offers a product called a gene chip that creates a DNA microarray that analyzes how genes are expressed in an animal. The report from the chip is read by a computer and a determination is made about what gene enhancers – sold as solution packs – are needed to activate relevant genes to promote desirable characteristics in the

animal like more weight per beef animal or more pounds of milk per dairy cow.

Nutrigenomics is the technical term for the work that Alltech is doing with gene chip nutrition program and with their crop science division to produce up to a half ton more quality grain per acre. The central idea is that meeting nutrient requirement for a plant or animal is not the same as meeting its genetic potential.

“We should feed the land the way we feed our animals,” said Kevin McBride, an Alltech representative from Georgia. Consider the micronutrient requirements of your forage, hay or grain crops just as you do for your cattle.

Branding and Marketing

The lecture tour introduced technology, but speakers also provided producers with tools for branding and marketing their


CONTINUED ON NEXT PAGE



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# ON THE CALENDAR

## 2013 BIF Symposium Slated June 12-15 in Oklahoma City

Oklahoma State University (OSU), in collaboration with the Beef Improvement Federation (BIF), will host the 45th Annual BIF Research Symposium and Meeting June 12-15, 2013, at the Renaissance Hotel and Convention Center in Oklahoma City.

Themed "Where Profit and Progress Intersect," this year's program will bring together industry professionals, producers and researchers to

discuss current issues facing the beef industry. Among those issues, speakers will tackle the crossbreeding vs. straightbreeding debate, as well as using genetic tools to address environmental challenges and cow herd efficiency.

A complete schedule and links to online registration are available at [www.BIFconference.com](http://www.BIFconference.com), the Angus

**CONTINUED ON PAGE 26**

### ALLTECH • CONTINUED FROM PAGE 23

businesses and products.

Amy Schutte, the territory marketing coordinator for Alltech Idaho shared branding and marketing principles and a few guidelines for producers who want to use social media for branding and marketing.

The term "brand" originated in the cattle industry as a method of differentiating and marking ownership of animals. Now it is used for virtually every type of business, and it spans many channels of communication. Branding takes time and effort, but it can be a rewarding task. Schutte outlined eight principles to creating an effective brand.

- **Have a purpose** Be able to define what your brand does for society. Choose a brand message and know who you are targeting and what they want and need.
- **Differentiate your brand**
- **Surprise and delight your audience** Create a unique and positive customer experience from beginning to end.
- **Be consistent**
- **Implement relentlessly** Use emotion to share the story of your company and brand with your target audience.
- **Identify your opportunity** Every point of communication is a moment of truth for the brand. Manage them wisely.
- **Embrace technology** Use the communications channels employed by your target audience, whether that's a phone call, an email or Facebook and Twitter.
- **Live the brand with passion** Tell your story where it can be heard by the people who need to hear it. Be as transparent as you can about how you do what you do, and tell consumers why you love your job.

When it comes to using technology to live your brand, social media is a useful tool. Since it can also be a bit overwhelming, starting small and getting comfortable with the different elements is key. Do your research and determine where your brand needs to engage in conversations that are already happening. Are your customers more likely to be on Facebook or on Twitter?

Set up an account with Google Alerts to monitor your company name and other key words and phrases that are important to your business, like your cattle breeds and selling points. Find out what messages are already out there and what people are saying online.

Blogs are a longer form of communication that is increasing in popularity, and blog writers are also engaging in conversations about food and could likely benefit from input from a producer.

As with any form of communication, users are not required to be experts in their subject area, so it is likely that you will come across information that is contradictory or just incorrect. There is a lot of emotion that goes into a consumer's relationship with food, so it is important to interact with a goal in mind. Have a message or a story that you practice and think about so that you can be a proactive voice for agriculture.

"Stick with more emotional messages when you're talking to emotional people, and always bridge back to your story," Schutte said. You can share what you do for a living, why it is good for the industry and why we need agriculture.

"That is an emotional message that anyone can get behind, because without agriculture, without meat and producers and farms, there's no way people can feed their children or their grandchildren," Schutte said.

You can also interact with other companies through social media, and create an interesting experience for your group of followers by posting other people's articles, fun facts and by responding to customer comments and feedback even when it is negative.

"Don't be afraid to educate people instead of just deleting something for fear of bad press," Schutte said.



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## MEXICAN CATTLE • CONTINUED FROM PAGE 22

increased 77 percent since 2008, while poultry exports have increased 31 percent over the same period. U.S. beef dropped from 36 percent of total meat exports to Mexico prior to 2009 to less than 13 percent of total meat exports to Mexico in 2012.

The decrease in U.S. beef exports to Mexico seems to be part of a bigger issue of stagnant or declining beef consumption in Mexico. While general economic conditions, including a struggling economy, no doubt contribute to weak beef demand, the issues seem to be more specific to the beef market with sharply higher beef prices and changing relative values for specific beef products contributing to changes in Mexican beef demand. The role of U.S. beef in the Mexican market and the potential for beef exports to Mexico may well have changed compared to the past 15 years.

Simultaneously, Mexico continues to grow as a beef exporter.

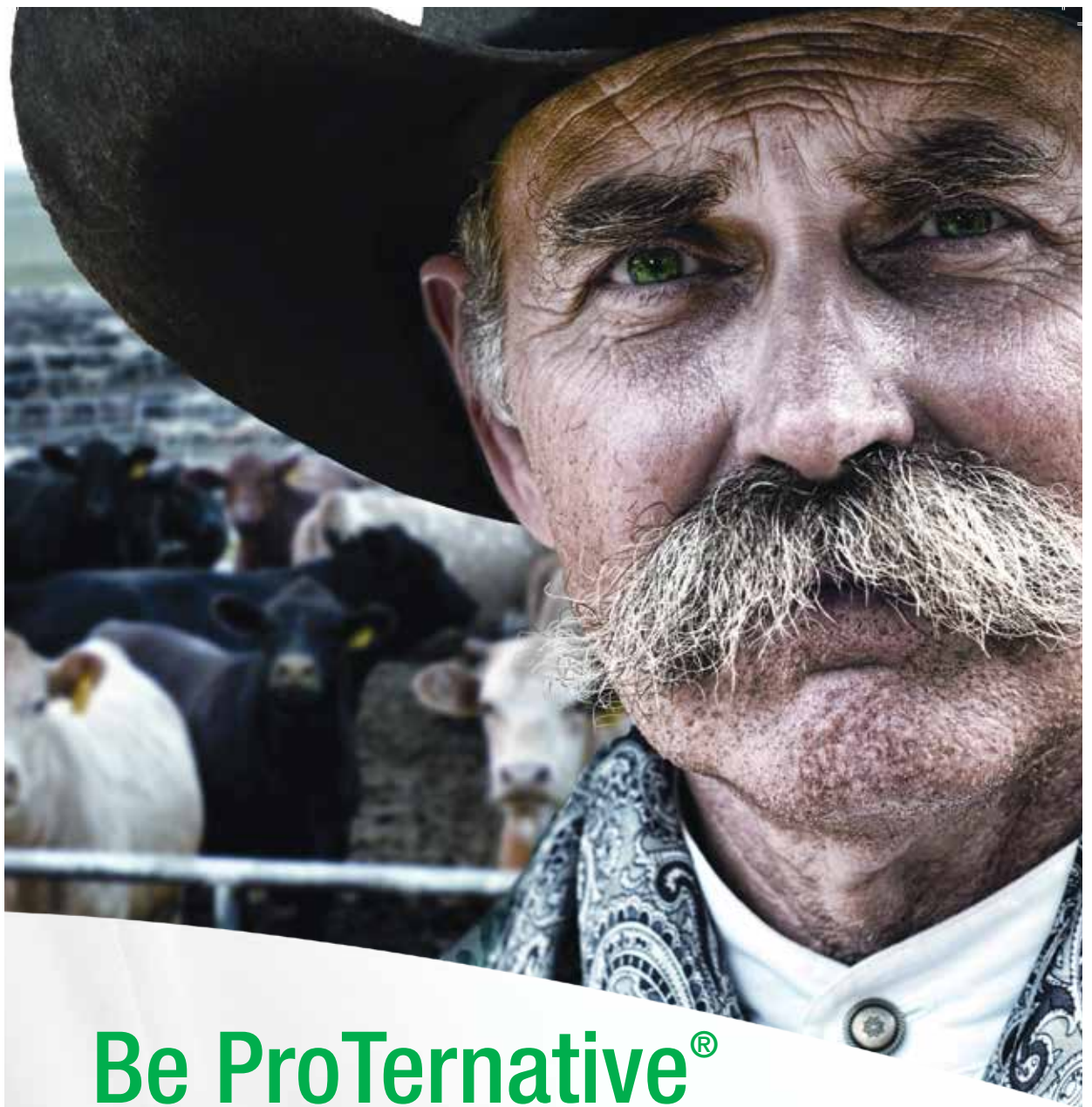
This has been facilitated by rapid expansion of boxed beef processing that causes the Mexican beef market to rely less on carcass trade. In 2012, Mexico exported nearly 250 thousand metric tons of beef, and over 40 percent of that to the U.S. Though data is limited, it appears that Mexico is exporting between 10 and 15 percent of total domestic beef production. U.S. imports of Mexican beef have grown sharply the past four years and Mexico has been the fourth largest source of beef imports since 2010, following Canada, Australia and New Zealand. Mexican beef exports to the U.S. consist primarily of middle meat cuts which have higher value for export compared to the domestic Mexican market. The combination of reduced domestic supplies due to exports and the change in proportions of middle and end meats in the Mexican market appears to have contributed to a relatively larger increase in end meat values in Mexico. This may be a significant part of the price impacts which are limiting beef consumption in Mexico. As beef values in the U.S. and Mexico continue to approach an economic balance, the impetus for beef exports to the U.S. may moderate resulting in slower expansion of Mexican beef into the U.S. market.

The combination of high U.S. cattle prices and drought in Mexico has contributed to increased U.S. imports of Mexican feeder cattle the past two years. In fact, U.S. imports of Mexican cattle have increased each year since a low in 2008 but only in 2011 and 2012 did the levels reach the second and third highest levels since the peak level in 1995. These recent export levels are not sustainable and appear to have contributed to both reduced domestic beef consumption in Mexico and herd reductions that will limit beef production and cattle exports in the coming years.

In 2011, the 16 percent year over year increase in Mexican cattle imports included a 12 percent increase in steer imports and a 48 percent increase in heifer imports. In 2012, steer imports declined 11 percent while heifer imports increased 84 percent, with heifers

accounting for 26 percent of total Mexican cattle imports. On average, heifers have accounted for less than 10 percent of U.S. imports of Mexican cattle. Since 2010, an extra 400,000 head of Mexican heifers above average have been imported. Mexican cattle imports declined in the second half of 2012 and are down 34 percent so far in 2013. For the year to date, heifer imports are down 37 percent while steer imports are down 33 percent compared to last year. So far this year, heifers represent 22 percent of total Mexican cattle imports, a rate that likely suggests continued liquidation in the Mexican cow herd. The current rate of cattle imports implies an annual total less than one million head and additional decreases are possible as cattle numbers continue to tighten.

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



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BIF • CONTINUED FROM PAGE 24

Journal’s online coverage site for the event.

Early registration is \$250 and ends April 15, after which time registrations will still be accepted at a higher price.

Hotel rooms at the headquarters can be reserved in the BIF block at a reduced rate by contacting the hotel directly at 405-228-8000. Additional rooms at the same rate are available at the Courtyard Marriott by calling

405-232-2290, again asking for the BIF room rate.

For more information about the event, contact Rolf at 201h Animal Science, Oklahoma State University, Stillwater, OK 74078; 405-744-9292; mrolf@okstate.edu; or Joe Cassady, BIF executive director at North Carolina State University, Campus Box 7621, Raleigh, NC 27695; or jpcassad@gmail.com.

VALUE ADDED • CONTINUED FROM PAGE 18

a small lot at weaning and provide plenty of water but no hay. We do this for a few days, making sure every calf gets to eating the grain.”

Next, the calves are moved to a larger lot with a bale of hay. “We hand feed the calves,” Kenny says of the process that is done in five gallon buckets. The Stories also renovated an existing barn so that about 100 head of calves could be fed indoors, which helps when it rains.

Horton pays close attention when it comes to shipping his cattle for market. He sends his calves to JRS on the Tuesday before the Thursday value added sale. That way, he says his cattle have two days to relax and recoup some of the weight lost in shipping.

“I think a lot of folks in this business fail to realize how much shipping weight can cost you,” Horton says. “From what I’ve read and studied, it can be up to 10-12%.”

Regardless of how they get the job done, Horton and the Stories are firm believers in what value added calf programs are doing for the industry and in the dividends they are getting paid for their product.

“Value added has always made us money,” Melissa explains. “Some years more than others, but it’s always made us money.”

Plus, she says it makes a better calf. “You’re not sending a lot of bawling calves to market when you (precondition),” Melissa notes. “In everything we’ve ever done, we’ve always said, ‘if you’re not going to do it the best you can, then don’t do it at all.’”

Horton concurs. “I would never do anything just because I did it last year,” he says. “I do it because I think it’s the right thing to do.”

Moore says value added is all about building a reputation for your cattle through their health, which enhances marketability. “If we can keep the calves healthy, we can sell them.”

Horton sees value added programs as an opportunity. “I think eventually we will see calves that sell right off the cow discounted as much as 15 to 20 cents per pound,” he says.

“In the marketplace, it doesn’t matter if you are selling cattle or something else,” Horton explains. “You need some way of setting yourself apart from others.”

# MANAGEMENT MATTERS

## Healthy Calves Start with the Cow

### Beef Quality Assurance helps producers ‘brand’ their product

BY JOANN PIPKIN, EDITOR

When it comes to herd health, there’s no cookie cutter approach. That said, Dr. Ted Dahlstrom, Animal Clinic, Monett, Mo., reminds cattlemen that every farm should take its own approach to keeping cattle healthy.

“Producers need to have a working relationship with their

veterinarian so that he/she can identify the circumstances that need to be addressed within each beef operation,” explains Dahlstrom.

Spring is typically a time when cattlemen gather their herds for routine health practices. While it is an optimal opportunity for that, Dahlstrom stresses that healthy calves begin with having healthy cows.

“If we have that cow in an adequate immunization state she is going to pass on a lot of protection to a healthier calf,” Dahlstrom says. “If we have a healthy calf come vaccination time, he will respond to the vaccines a lot better versus one that is compromised.”

When it comes to vaccinations, Dahlstrom notes that there are a number of different programs on the market. That’s why, he says, it’s crucial to work with a veterinarian to determine which plan of action is best for your operation. “Depending on your situation, you might use one type of vaccine and the farm right across the road might need to use a different protocol.”

Autogenous vaccinations, or those Dahlstrom specifically develops for producers, have proven successful for cattlemen over the years. “We have

eliminated a lot of disease situations through identification of different pathogens on the farm and then making a vaccine specifically for that farm, especially in scouring calves and in pinkeye situations.”

Dahlstrom notes that while this mode of control is not inexpensive, it is highly successful.

So, how does all of this relate to beef quality assurance?

In the beef business, the game is to produce a quality, wholesome product for the consumer. “If that calf is healthy, we won’t have to worry about injection blemishes or carcass lesions down the line,” Dahlstrom points out.

The Lawrence County veterinarian notes the

CONTINUED ON PAGE 33



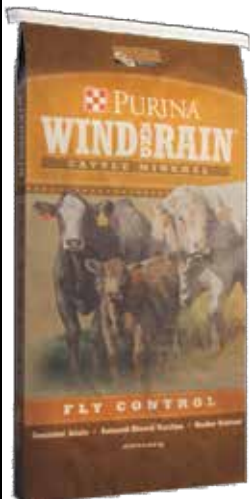
Having a healthy calf all starts with the cow. Dr. Ted Dahlstrom, Animal Clinic, Monett, Mo., maintains that a healthy calf at vaccination time responds better to vaccines when compared to a calf with a compromised immune system.

Photo by Joann Pipkin



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# Reader Response:

## Give Free Fertilizer a Chance

First off, since I'm not a regular contributor to this magazine, I probably need to introduce myself. My name is Joe Busch, and I am co-owner of one of the companies that land applies the biosolids in the region Mr. Parsons was referencing in his article last month. I have been in this business, and been a strong advocate of it for 20 years now, and I believe in fair and honest debate/discussions regarding all issues, especially this one.

That being said, I think there are numerous points that were made that need to be elaborated on in the article, and a few things that need to be brought out into the open so that all are aware of the entire story, and free to draw their own conclusions based on all of the facts.

The first is Mr. Parsons' opening statement – "I've been trying to complete my obligations to Joplin Stockyards while working for another company looking at land application sites." While this is a true statement, that I am happy to hear Mr. Parsons finally admit to, I believe that it needs to be pointed out that this other "company" is our biggest competitor in the region. For many years prior to my company starting to haul material to the Southwest Missouri area, this other company enjoyed a competition free zone as it were, in Southwest Missouri and Northwest Arkansas. In fact, this same company continues to haul material to the same region, with one large exception – it is no longer a competition free zone. At the beginning of 2011, my company (a Missouri corporation) made the decision to enter into this particular market territory.

As you may suspect, this was not received well by our Arkansas competitor – enter Mr. Parsons. Mr. Parsons was hired at some point by our competitor to "watch every move you make" (statement made to me by one of the "local residents up in arms" that Mr. Parsons refers to in his article). I just thought I should set the stage a little so that everyone can understand where our respective points of view are coming from.

Now with a little more light

shed on things, let's get into the issues themselves. Mr. Parsons correctly states that there are allegations of odor, to over application, to just using the area for a dumping site. The key word here is "allegations".

Being on the inside, I can absolutely state that over application has not taken place. I would be happy to show anyone interested in facts how much material was applied to any particular site, where that material originated from, how much nutrients (NPK) are contained in each load of material, how much micronutrients (Mg, Zn, etc.) is contained in each load of material, the formulas we use to determine application rates, the methods we use to insure those rates, and pretty much anything else you would like to know about the operation. Unlike those simply making allegations, I can back this up with facts. I do not need to judge based on speculation and hear-say.

The other allegations of odor, and using the area for a dumping site are a little more complicated. As to odor, I am sure a lot of the readers of this magazine can fill the pages with stories of how neighbors, passers by, and others have told them that their livestock operation has "odor", or a certain chemical being sprayed has "odor". Odor is a very subjective thing, and often used to describe anything out of the ordinary. Wet dirt has a distinctive odor, rain has a distinctive odor, cornfields have a distinctive odor, cattle have a distinctive odor, and yes believe it or not, biosolids has a distinctive odor. As to the offensiveness of any/all of these, well that is going to vary depending on who it is you are talking to. Having sat in on a couple of the meetings/discussions with some of the "local residents up in arms", we have posed the question regarding chicken litter, which is not something my company handles, but is a very common type of biosolids in the same region in question – do you think it stinks? The overwhelming answer – "no, besides it makes for good fertilizer." Which brings

us squarely to my point – if the "odor" in question is of something of value to an individual, then it is not nearly as offensive to them at least. Although this may not be the case for everyone, I certainly think it needs to be taken into consideration when evaluating these things. Take a truck load of that same chicken litter, and dump it in the middle of the town of Joplin, and then go around and ask those good folks that same question if you don't think this is the case.

As to the last part of the allegations, of just using the area for a dumping site, I would say this - a dumping site commonly refers to one location where large amounts of a material are brought to and dumped off. This is a pretty inaccurate statement on a lot of levels. First, it seems to insinuate that we are just bringing the product to one location. As our records can factually prove, the material has been brought to many different sites, not just one. Are many of the sites close to each other, and in a general area? Absolutely, but unless you consider half of Lawrence County as "a site", then that is a pretty ridiculous way to categorize it. Secondly, the material is not simply dumped. I would be happy to take anyone around the area and show them close up exactly how the material is handled. We have well over \$1 million worth of state of the art equipment in the area that is specifically designed to handle the type of products being brought in. I hardly categorize that as simply "dumping" the material. Keep in mind, prior to my company providing this service in the area, Mr. Parsons' current employer (not JRS) had been doing it for many years.

Mr. Parsons and I can certainly agree on the statement that biosolids are a great source of free fertilizer. I realize that many reading this are only familiar with the project in the Lawrence County area, but speaking as someone who has been a part of these type of projects across 18 other states, over a 20 year time span, I can provide success story after success story of well satisfied farmers/landowners who have been the recipient of these same type of product. Many with flood ravaged, severely drought stricken, or top-soil stripped farms that were quickly brought back into production with the help of this free fertilizer. Certainly it stands

to reason that if these types of products are simply disposed of in a landfill, it is a great disservice to farmers/landowners across the country, not to mention the often-exorbitant costs of tipping fees at a landfill. So besides providing free fertilizer to farmers, it also serves as a cost savings to the producer, which in turn allows for a cheaper food product to the consumer. It's other positive aspects include bringing jobs to the community, bringing revenue to local businesses such as fuel, hotel, grocery, repair shops and others. As well, it brings in tax dollars to the state of Missouri. Since the material is classified as a commercial fertilizer, companies such as ours are required to pay \$.50 per ton to the Missouri Department of Agriculture – even for product hauled out of Arkansas or other states and brought to Missouri. This alone equates to tens of thousands of dollars per year.

Now we get to the gist of Mr. Parsons' article – "anyone wanting to take advantage of this resource has to consider the reactions of his neighbors before agreeing to take any material". I would only partly concur. Yes, I do think that neighbors must be considered, and it is certainly good policy for anyone to be a good neighbor. At the same time though, their "reactions" need to be evaluated closely. As is the admitted case with Mr. Parsons, he is being paid by our Arkansas competitor who has had a significant negative impact by us bringing competition to the area. Apparently competition is frowned upon in certain parts of Arkansas. Similar is the case with at least one of the "local residents up in arms", who happily received the exact same material without complaint on their property when it was free to them, but now that their neighbor is receiving the benefits instead of them, they are now opposed to it. It certainly makes one wonder how genuine the "reaction" truly is, when they stand to financially gain or lose depending on the outcome. I'm sure if we considered the reactions of the owners and employees of the local businesses, the farmers receiving the free fertilizer, and others receiving benefit from this operation, they would be anything but up in arms.

**CONT'D ON NEXT PAGE**



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## READER RESPONSE CONTINUED FROM PREVIOUS PAGE

That being said, I don't believe that either us as a company, or any of the farmers currently receiving the biosolids, have declined to listen to any of the neighbor's concerns. The problem has been that many choose to simply complain amongst themselves, and go around with the same "allegations" to others and try to stir the pot as it were. It's very difficult for a company such as ours to address concerns when they are not brought to our attention. If you sit in your circle of friends, and complain amongst yourselves, it will do nothing to solve the problem. We have always been here to listen to neighbors, but until just recently, none have come forward to voice any concerns. Instead the "local residents up in arms" chose to contact our

clients and make threats such as lawsuits in the misguided hope of stopping the project. Only then were we made aware of the concerns, and it was us who initiated the dialogue. In this case, I think Mr. Parsons would do well to take some of his own advice – "don't throw gas on the fire, don't try to cover it up, don't lie, don't bully your way through it". All excellent advice, but sadly not all followed.

As to making sure the company performing the land application is following all regulations, I would agree wholeheartedly. As Mr. Parsons is aware, the Missouri Department of Natural Resources (DNR) is tasked with this job. In my opinion, they do an excellent job in doing so. There are times however when they are fed a lot of misinformation, and half-truths, and it makes it very difficult for them to glean facts

from the information they are provided. Remember, they are not out there every minute of every day, so until they can determine what the facts are, they can be misled. Often by those that "watch every move you make" from the sidelines. As well, when certain misguided folks decide to take actions into their own hands and willfully sabotage an operation so as to make it look as if a company is not performing the land application correctly, then people end up involving the local police for making false statements, or become the subject of a federal investigation for crimes against the environment. These types of actions only serve to slow down and complicate the legitimate oversight of the Missouri DNR. Unfortunately, this all ends up hurting the process of providing this free fertilizer to farmers/landowners, and makes others not want to give it a chance. It

certainly does nothing to help the good neighbor theory.

There is nothing wrong with making yourself aware of any company performing work on your property, or even on neighboring property. But I would encourage each individual to find out the facts for themselves, and not always believe what others are telling you. Again, keep in mind that some of those out spreading the negative propaganda, are the same ones that might be getting paid to do so. As I am sure Mr. Parsons would agree, there are often two sides to each story.

Hopefully this sheds some light on the other side. I encourage anyone who wishes to find out more information about this process to contact those directly involved. I would like to thank Mr. Moore and JRS for allowing me the opportunity to present my point of view in this article.

## ON THE CALENDAR

### Management-intensive Grazing Schools Start April 30 in Halfway 2013 sessions held across Ozarks

Several Management-intensive Grazing (MiG) Schools will be held in southwest Missouri during 2013 at a variety of locations.

Also known as rotational grazing management, MiG is a system in which grazing is managed for both the benefit of the livestock and the forage. Livestock graze in each pasture long enough to harvest the forage but are removed before too much leaf area is consumed.

The end result is lower feed costs and improved forage production, which means more money in the pocket of the beef cattle producer.

The 2013 locations and dates are as follows:

**Halfway:** 6:30 p.m. to 9:30 p.m. on April 30 and May 3, 7 and 10 along with a daytime field tour on May 4. Contact: Dallas Co SWCD at 417-345-2312, ext 3.

**Mt Vernon:** May 8, 9 and 10 (daytime), contact the Lawrence County SWCD,

417-466-7682, ext 3

**Ozark:** daytime on May 21, 22 and 23, contact Aaron Hoefer at 417-581-2719, ext. 3.

**Neosho:** June 11, 12 and 13 (daytime), contact: Nathan Witt, 417-451-1077, ext.3

**Greenfield:** daytime on Sept. 12, 13 and 14, contact the Cedar County SWCD at 417-276-3388, ext. 3.

**Marshfield:** daytime on Sept. 24, 25 and 26, contact Mark Emerson, 417-468-41761, ext. 3.

**Bois D'Arc:** (10 miles NW of Springfield): October 22, 23 and 24 (daytime). Contact: Greene County SWCD, 417-831-5246 Ext. 3

Attendance is limited at each location and the enrollment fee - which includes all of the materials manuals, meals, breaks and some transportation - varies.

Starting in 1995 as a regional program, the grazing schools are held at various

### Steer Feedout Accepting Entries

The Missouri Steer Feedout is now accepting entries, a minimum of five head, until May 10. Eligible entries must be born after July 1, 2012. Birth dates and positive sire identification are desired, but not required.

The calves must be weaned and given two rounds of modified live vaccinations at least 28 days before the June 4 delivery date to Joplin Regional Stockyards. Forty-five days are preferred. They must be castrated, dehorned, healed and bunk broke. At the June 4 pickup, steers will be weighed, given feedlot tags, graded by Missouri Market News graders

and priced. The price is used to establish value going into the feeding phase. The price helps determine the profitability during the finishing phase.

Data available on individual animals at the conclusion of the feedout include: rate of gain, carcass weight, marbling score, ribeye area, fat thickness, retail value per day on feed and per day of age, carcass premiums, discounts, disposition score, feed to gain and health treatment costs.

Information about the program can be found online at <http://extension.missouri.edu/lawrence/livestock.aspx>.

locations, dates and formats to meet the diverse needs of area livestock producers.

To date, thousands of individuals have attended the schools to learn about the basic principles and practices of MiG. The schools have also helped livestock producers qualify for thousands of dollars in various cost-share programs through NRCS or FSA.

MiG school is conducted and sponsored by USDA - Natural Resources Conservation Service, University of Missouri Extension and the Greene County Soil and

Water Conservation District. University of Missouri Extension specialists teach many of the sessions during the schools in southwest Missouri.

Registration forms and fees can be obtained at the NRCS office on Hwy. B, Springfield, Mo., or by contacting Mark Green at (417) 831-5246 or via e-mail at [mark.green@mo.usda.gov](mailto:mark.green@mo.usda.gov). Information is also available online at <http://extension.missouri.edu/greene>.

— Source: University of Missouri extension release



# Event Roundup

## April

- 6 Four State Angus Association 84th Bull & Female Sale  
Springfield Livestock Marketing Center, Springfield, Mo.  
PH: 417-995-3000
- 6 Ratcliff Ranches "Right off the Ranch" Spring Production  
Sale • Vinita, Okla. • PH: 918-256-5561
- 13 Buford Ranches 5th Annual Spring Angus Bull & Female  
Sale • at the ranch, Welch, Okla. • PH: 918-929-3275
- 14 Wallace Cattle Co. Angus Production Sale • Stotts City, Mo.  
PH: 417-461-6652
- 18-19 Missouri State FFA Convention • Columbia, Mo.  
PH: 573-751-8578
- 21 8th Annual American Pie Sale • Laclede County  
Fairgrounds, Lebanon, Mo.  
PH: 817-821-6263
- 30 Management Intensive Grazing School • Halfway, Mo.  
PH: 417-345-2312, ext. 3

## May

- 3 Management Intensive Grazing School • Halfway, Mo.  
PH: 417-345-2312, ext. 3
- 7 Management Intensive Grazing School • Halfway, Mo.  
PH: 417-345-2312, ext. 3
- 8-10 Management Intensive Grazing School • Mount Vernon, Mo.  
PH: 417-466-7682, ext. 3
- 10 Management Intensive Grazing School • Halfway, Mo.  
PH: 417-345-2312, ext. 3
- 21-23 Management Intensive Grazing School • Ozark, Mo.  
PH: 417-581-2719, ext. 3

## June

- 1 JRS & Risen Ranch Cowboy Church present the  
Best of the Best Calf Roping • Carthage, Mo.  
PH: 417-548-2333
- 8-9 Missouri Cattlemen's Association All Breeds Junior  
Cattle Show • Sedalia, Mo. • PH: 573-499-9162
- 11-13 Management Intensive Grazing School • Neosho, Mo.  
PH: 417-451-1077, ext. 3
- 12-15 Beef Improvement Federation Research Symposium &  
Meeting • Renaissance Hotel & Convention Center,  
Oklahoma City, Okla. • PH: 415-744-9292 or  
online at [www.beefimprovement.org](http://www.beefimprovement.org)

## July

- 19-22 Ozark Empire Gold Buckle Extravaganza  
Ozark Empire Fairgrounds, Springfield, Mo.  
PH: 417-833-2660
- 25-8/3 Ozark Empire Fair • Springfield, Mo. • PH: 417-833-2660

## August

- 8-18 Missouri State Fair • Sedalia, Mo. • PH: 800-422-FAIR

## September

- 24-26 Management Intensive Grazing School • Marshfield, Mo.  
PH: 417-468-4176, ext. 3

## October


- 4-6 Ozark Fall Farmfest • Ozark Empire Fairgrounds,  
Springfield, Mo. • 417-833-2660
- 24-26 Management Intensive Grazing School • Bois D'Arc, Mo.  
PH: 417-831-5246, ext. 3

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# MARKET CORNER

## March Market Recap

Receipts 18,103 • Last Month 18,467 • Last Year 22,145

FEEDER STEERS					FEEDER HEIFERS				
Med. & Lg. 1					Med. & Lg. 1				
Head	Wt Range	Avg Wt	Price Range	Avg Price	Head	Wt Range	Avg Wt	Price Range	Avg Price
40	300-350	328	190.00-193.00	\$192.46	58	300-350	327	157.00-185.00	\$173.05
58	350-400	382	184.00-204.00	\$189.59	73	350-400	379	155.00-187.50	\$169.53
110	400-450	419	175.00-202.00	\$184.79	61	400-450	425	155.00-170.00	\$159.73
158	450-500	478	168.00-192.00	\$181.41	290	450-500	483	150.00-165.00	156.63
296	500-550	532	161.00-186.00	\$173.17	239	500-550	528	140.00-163.00	\$150.92
33	500-550	539	185.00-187.00	\$185.59 Thin	23	500-550	527	133.00-149.00	\$141.63 Fleшы
463	550-600	583	147.00-179.00	\$163.34	497	550-600	573	129.00-155.00	\$142.07
54	550-600	589	146.00-158.00	\$150.11 Fleшы	43	550-600	561	132.00-145.00	\$134.07 Fleшы
392	600-650	614	148.50-170.00	\$160.81	313	600-650	624	127.00-147.00	\$139.03
26	600-650	608	143.00-157.00	\$151.20 Calves	30	600-650	631	124.00-136.00	\$129.56 Calves
31	60-650	619	172.00	\$172.00 Thin	285	650-700	670	126.00-137.00	\$131.60
367	650-700	677	134.00-152.00	\$143.12	227	700-750	727	122.50-131.50	\$126.47
33	650-700	683	133.50-141.00	\$136.86 Calves	141	750-800	774	120.00-129.75	\$124.38
528	700-750	716	132.00-146.00	\$139.27	95	800-850	816	117.50-125.25	\$122.07
13	700-750	717	132.00-136.00	\$134.17 Calves	198	850-900	860	115.50-125.00	\$123.14
352	750-800	766	127.00-141.75	\$135.32	14	950-1000	951	116.00	\$116.00
199	800-850	823	125.00-135.00	\$130.68	FEEDER HEIFERS				
508	850-900	870	122.00-134.00	\$126.77	Med. & Lg. 1-2				
433	900-950	921	118.00-131.50	\$126.13	Head	Wt Range	Avg Wt	Price Range	Avg Price
200	950-1000	966	118.00-123.85	\$122.89	12	250-300	284	152.50-172.50	\$163.44
32	1000-1050	1035	116.00-122.50	\$121.39	32	300-350	334	150.00-171.00	\$157.46
11	1000-1050	1011	110.00	\$110.00 Fleшы	79	350-400	371	152.00-165.00	\$156.78
FEEDER STEERS					21	350-400	389	165.00	\$165.00 Thin
Med. & Lg. 1-2					256	400-450	426	137.00-162.50	\$150.68
Head	Wt Range	Avg Wt	Price Range	Avg Price	58	400-450	443	154.00-160.00	\$155.97 Thin
10	300-350	324	177.50-195.00	\$186.81	208	450-500	482	138.00-153.00	\$145.41
42	350-400	372	180.00-196.00	\$185.74	26	450-500	470	152.00-158.00	\$156.13 Thin
10	350-400	395	177.50	\$177.50 Thin	217	500-550	528	130.00-151.00	\$141.63
73	400-450	420	170.00-185.00	\$177.13	15	500-550	540	131.00	\$131.00 Fleшы
16	400-450	429	160.00	\$160.00	15	500-550	512	151.00	\$151.00 Thin
131	450-500	471	158.00-182.50	\$170.10	396	550-600	568	126.00-151.00	\$134.47
41	450-500	487	174.00-180.00	\$177.90 Thin	24	550-600	569	139.00-143.25	\$142.13 Thin
279	500-550	529	152.50-175.00	\$162.23	416	600-650	621	120.00-139.00	\$130.47
22	500-550	538	143.00-155.00	\$150.68 Fleшы	51	600-650	630	122.00-125.00	\$122.88 Calves
24	500-550	522	172.00-178.00	\$174.68 Thin	466	650-700	679	120.00-132.50	\$125.95
422	550-600	574	141.00-160.00	\$151.10	10	650-700	658	135.00	\$135.00 Thin
64	550-600	573	140.00-151.00	\$146.00 Fleшы	269	700-750	719	115.00-130.75	\$123.94
284	600-650	626	139.00-151.00	\$143.97	114	750-800	785	112.00-127.00	\$119.25
60	600-650	620	137.00-145.00	\$139.85 Calves	161	800-850	823	115.00-124.00	\$119.23
473	650-700	675	133.00-147.50	\$137.90	68	850-900	875	112.00-123.00	\$118.65
16	650-700	679	129.00-132.00	\$130.42 Calves	HOLSTEIN STEERS				
313	700-750	730	129.00-139.00	\$132.75	Large 3				
693	750-800	773	123.50-140.00	\$132.89	18	500-550	510	85.00-100.00	\$94.09
328	800-850	826	118.50-134.00	\$126.99	14	600-650	610	96.00	\$96.00
295	850-900	868	118.50-130.50	\$121.61	31	650-700	685	93.00-94.00	\$93.15
299	900-950	914	120.00-130.75	\$126.42					
22	950-1000	996	116.50	\$116.50					

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

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HEALTHY CALVES  
CONTINUED FROM PAGE 26

importance of following label instructions.

According to the 2011 National Beef Quality Audit, off-label drug use was reported by 26% of respondents at least part of the time. Using the direction of a veterinarian when making a decision whether or not to use a certain animal health product is a principle taught be BQA educators, the Audit states.

“Almost all of the antibiotics and vaccinations today are given SubQ (subcutaneous),” Dahlstrom points out.

He adds that when giving SubQ injections, a 5/8-inch needle is the preferred size as longer 1” or 1 1/2” needles can cause tissue damage to the animal.

For antibiotics, Dahlstrom says, “I’m a real advocate of splitting the dosage up into two or three injection sites versus all in one. Those instructions are given on most antibiotic labels.

Managing injection sites has been a cornerstone issue in BQA training discussions, according to the Audit. BQA training instructs producers that when both intramuscular (IM) and subcutaneous (SubQ) routes are allowed on the label the preferred route of administration is SubQ. Of the respondents in the 2011 Audit, 84.2% of respondents said that their preferred route of administration was SubQ.

“I’ve noticed a huge improvement with my producers over time,” Dahlstrom points out. “We give away a lot of needles to producers when they purchase vaccine to help encourage proper drug administration.”

Using the squeeze chute when administering product is one area that Dahlstrom says could benefit both producers and the animal. “By applying a little bit of squeeze, you get more adequate restraint when doctoring an animal,” he notes. And, better response from the drug being used, he adds.

“Producers are realizing more and more that consumers are demanding a wholesome product,” Dahlstrom emphasizes. “The bottom line with Quality Assurance is to

ensure the consumer that the producer is providing a quality, wholesome product. Beef Quality Assurance is a way for the producer to ‘brand’ his product for the consumer.”

Are You BQA Certified?

The Beef Quality Assurance Program (BQA) is coordinated by the National Cattlemen’s Beef Association (NCBA) and implemented by state coordinators. The BQA program offers resources for certified producers through training opportunities and online resources to encourage a commitment to quality beef production under optimum management and environmental conditions in every segment of the cattle industry. The program aims to increase quality and yield grades of beef carcasses and promote the consumer perception of safe and wholesome beef products.

Online certification is available from most states through the program website, which provides state coordinator contact information as well as directions for state-specific online certification.

Resources are also available through the site, including common sense husbandry techniques to combine with accepted scientific knowledge,management practices and best practices for record keeping and protecting herd health.

—Source: www.bqa.org

Learn more about Beef Quality Assurance and  
get certified online at [www.bqa.org](http://www.bqa.org)

Video Sales

Video Sales from 3/4/13 & 3/21/13 • Total Video Receipts: 3,539

*The video auction is held directly following Joplin’s Regular Monday feeder cattle sale. General weighing conditions: For yearling cattle loaded and weighed on the truck with a 2% shrink. Price slide will be .04 per lb. if cattle weigh 1 to 50 lbs over base weight; .06 per lb. if cattle weigh 51 to 90 lbs. over the base weight; contract is voidable by agent or buyer if cattle are more than 90 lbs over base weight. General weighing condtions on calves will be established on contract by seller and agent. Cattle weighed on the ground with certified scales will be agreed upon by seller and agent.*

Date: 3/4/13	Southcentral States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering: 239							
	FEEDER STEERS		MED & LG 1				FEEDER HEIFERS		MED & LG 1		
HEAD 57	WT RANGE 875	AVG WT 875	PRICE RANGE \$132.25	AVG PRICE \$132.25	DELIVERY Current	HEAD 124	WT RANGE 720	AVG WT 720	PRICE RANGE \$131.75	AVG PRICE \$131.75	DELIVERY Current
	FEEDER STEERS		MED & LG 1-2								
HEAD 58	WT RANGE 860	AVG WT 860	PRICE RANGE \$130.50	AVG PRICE \$130.50	DELIVERY Current						
Date: 3/21/13	Southcentral States	Okla.,	Kansas, Mo.	Offering: 3300							
	FEEDER STEERS		MED & LG 1				FEEDER HEIFERS		MED & LG 1		
HEAD 83	WT RANGE 600	AVG WT 600	PRICE RANGE \$158.00	AVG PRICE \$158.00	DELIVERY Current	HEAD 95	WT RANGE 500	AVG WT 500	PRICE RANGE \$154.50	AVG PRICE \$154.50	DELIVERY Current
140	650	650	\$151.00	\$151.00	Current	67	740	740	\$123.35	\$123.35	Current
240	825	825	\$127.00	\$127.00	Current	80	625	625	\$145.00	\$145.00	Apr
248	790	790	\$132.00	\$132.00	Apr	60	850	850	\$115.50	\$115.50	Apr
57	875	875	\$121.25	\$121.25	Apr		FEEDER HEIFERS		MED & LG 1-2		
57	900	900	\$119.85	\$119.85	Apr	HEAD 166	WT RANGE 525	AVG WT 525	PRICE RANGE \$141.00	AVG PRICE \$141.00	DELIVERY Current
	FEEDER STEERS		MED & LG 1-2			67	750	750	\$123.60	\$123.60	Apr
HEAD 309	WT RANGE 525	AVG WT 525	PRICE RANGE 151.00-176.50	AVG PRICE \$174.52	DELIVERY Current	66	750	750	\$133.35	\$133.35	Jul
440	570	570	\$167.25	\$167.25	Current		FEEDER HEIFERS		MED & LG 2		
76	660	660	\$147.50	\$147.50	Current	HEAD 100	WT RANGE 525	AVG WT 525	PRICE RANGE \$150.00	AVG PRICE \$150.00	DELIVERY Current
182	800-810	803	126.50-128.85	\$128.04	Current	70	700	700	\$125.10	\$125.10	Apr
113	860-875	868	119.50-123.00	\$121.19	Current						
110	450	450	\$185.00	\$185.00	Apr						
85	560	560	\$165.00	\$165.00	Apr						
120	825	825	\$128.00	\$128.00	Apr						
54	900	900	\$125.60	\$125.60	May	HEAD 56	FEEDER STEERS		MED & LG 1-2		
	FEEDER STEERS		MED & LG 2				WT RANGE 900	AVG WT 900	PRICE RANGE \$121.50	AVG PRICE \$121.50	DELIVERY Current
HEAD 100	WT RANGE 535	AVG WT 535	PRICE RANGE \$165.00	AVG PRICE \$165.00	DELIVERY Current		FEEDER HEIFERS		MED & LG 1-2		
						HEAD 62	WT RANGE 800	AVG WT 800	PRICE RANGE 118.00	AVG PRICE 118.00	DELIVERY Apr



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## ADVOCIN™ (danofloxacin mesylate)

### Sterile Injectable Solution

180 mg of danofloxacin as the mesylate salt/ML for subcutaneous use in cattle for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica* and *Pasteurella multocida*.

Not for use in cattle intended for dairy production or in calves to be processed for veal.

**Caution:** Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food producing animals.

**DOSAGE AND ADMINISTRATION:** ADVOCIN is administered subcutaneously at either 8 mg/kg of body weight (2 mL/100 lb.) as a one time injection, or at 6 mg/kg of body weight (1.5 mL/100 lb.) with this treatment repeated once approximately 48 hours following the first injection. Care should be taken to dose accurately. Administered dose volume should not exceed 15 mL per injection site.

**WARNINGS:** Animals intended for human consumption must not be slaughtered within 4 days from the last treatment. Do not use in cattle intended for dairy production. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

**ANTIBACTERIAL WARNINGS:** Use of antibacterial drugs in the absence of a susceptible bacterial infection is unlikely to provide benefit to treated animals and may increase the risk of the development of drug-resistant bacteria.

**HUMAN WARNINGS: For use in animals only. Keep out of reach of children.** Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. To report adverse reactions or to obtain a copy of the Material Safety Data Sheet (MSDS), call 1-800-366-5288.

**PRECAUTIONS:** The effects of danofloxacin on bovine reproductive performance, pregnancy and lactation have not been determined. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

Quinolone-class drugs should be used with caution in animals with known or suspected central nervous system (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation, which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature, rapidly growing animals of various species. Refer to Animal Safety of the full prescribing information for information specific to danofloxacin.

**ADVERSE REACTIONS:** A hypersensitivity reaction was noted in 2 healthy calves treated with ADVOCIN in a laboratory study. In one location of a multi-site field trial, one out of the 41 calves treated with 6 mg/kg 48 hours showed lameness on Day 6 only. In this same field trial location one of 38 calves treated with 8 mg/kg once became lame 4 days after treatment and remained lame on the last day of the study (Day 10). Another calf in the same treatment group developed lameness on the last day of the study.

**STORAGE INFORMATION:** Store at or below 30°C (86°F). Protect from light. Protect from freezing. The color is yellow to amber and does not affect potency.

**HOW SUPPLIED:** ADVOCIN (180 mg danofloxacin/mL) is supplied in 100- and 250-mL, amber-glass, sterile, multi-dose vials.

NADA #141-207, Approved by FDA  
 Use Only as Directed

**Pfizer Animal Health**

**CONTACT INFORMATION:** To report suspected adverse effects and/or obtain a copy of the MSDS or for technical assistance, call Pfizer Animal Health at 1-800-366-5288.

For a complete listing of adverse reactions for ADVOCIN Sterile Injectable Solution reported to CVM see: <http://www.fda.gov/AnimalVeterinary/SafetyHealth>

TAKE TIME TO OBSERVE LABEL DIRECTIONS

November 2011

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**Blevins Asphalt Construction Co., is now accepting  
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- 2) North of Carthage, Mo. @ Civil War Road and Highway 71 intersection, near the Carthage Underground.

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IMPORTANT SAFETY INFORMATION: FEDERAL LAW PROHIBITS THE EXTRA-LABEL USE OF ALL FLUOROQUINOLONES INCLUDING ADVOCIN IN FOOD-PRODUCING ANIMALS. NOT FOR USE IN CATTLE INTENDED FOR DAIRY PRODUCTION OR IN CALVES TO BE PROCESSED FOR VEAL. ADVOCIN HAS A PRE-SLAUGHTER WITHDRAWAL TIME OF FOUR DAYS.

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# GRASS TETANY KILLS.

## **Ounce of prevention = 1 healthy cow.**

Grass tetany can happen swiftly and silently—a cow could be dead within 2 to 3 hours once any symptoms are visible.

### **When can grass tetany occur?**

Anytime, but mainly in the spring on rapidly growing cool season grasses, such as fescue, brome or orchardgrass.

### **MFA has the solution**

Start with one of the following products to keep that old cow in your herd. Read and follow label recommendations to ensure that the correct amount of magnesium is being fed.

- MFA Mag Ade Meal
- MFA Hi- Mag Mineral
- MFA XI Mag Mineral
- MFA Breeder Cubes
- Ricochet Mineral
- MFA Ultra Lix 20% all natural with Mag



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