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CATTLEMENS NEWS



MAY 2014
Volume 17 | Issue 10

Best of the Best Calf Roping
May 26, 2014
See Pages 18-19

Celebrate Beef Month

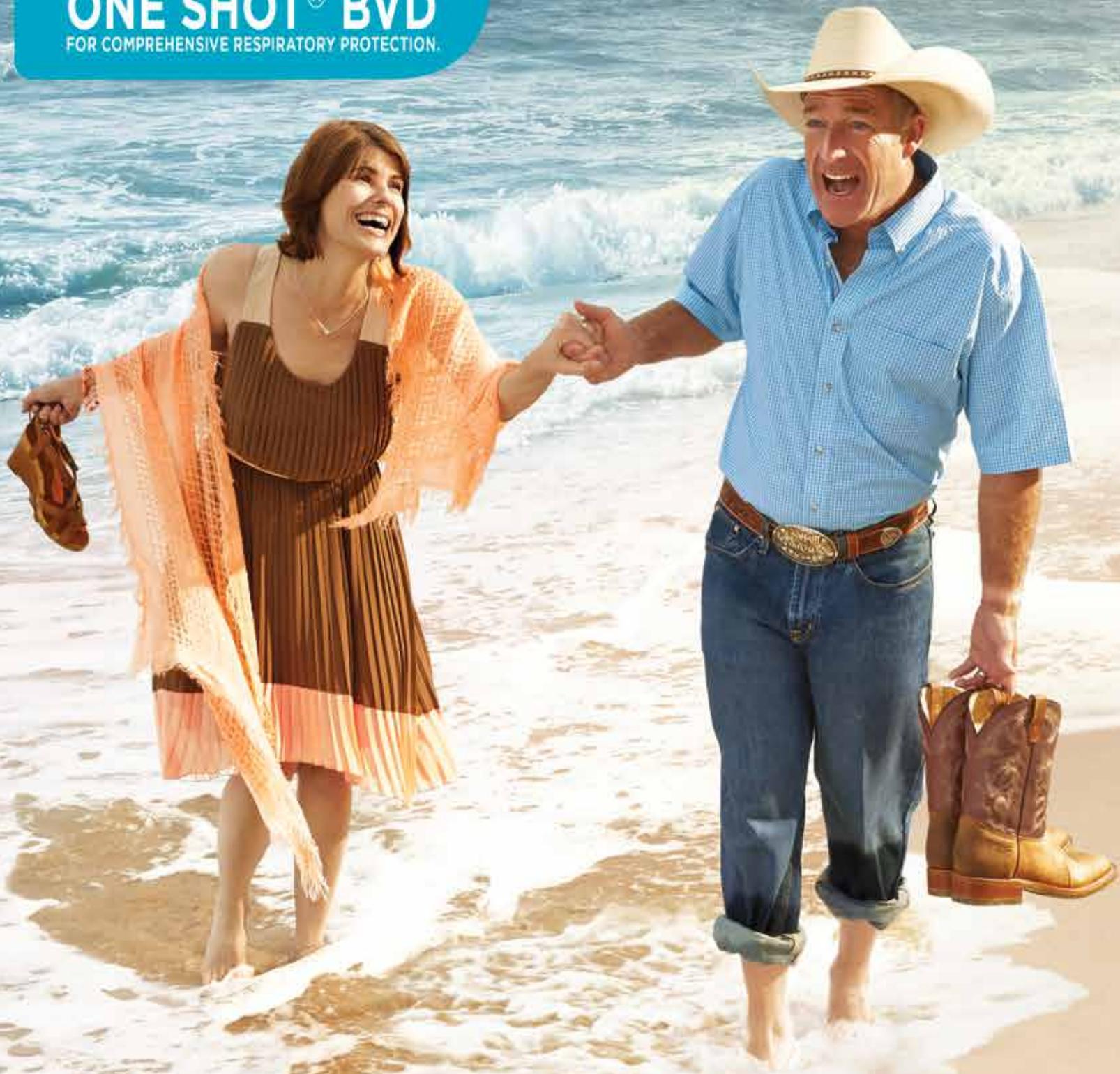
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Best of the Best Calf Roping 2014 comes to Risen Ranch Cowboy Church Arena on May 26. See pages 18-19 for details.

—Cover photo by Joann Pipkin

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BEEF IN BRIEF

House Votes to Increase Hauling Limits

The Missouri House of Representatives voted in favor of increasing the hauling limits for livestock and agricultural products across the entire state to 85,500 pounds.

H.B. 1235 applies the 85,500 pounds weight limitation to any vehicle hauling livestock or agricultural products on Missouri highways. Any business operating a vehicle hauling livestock or agricultural products weighing more than 80,000 pounds must apply to the Department of Transportation yearly for a permit, which will cost \$25. Upon renewal of the permit, the applicant must submit to the department a list of roads traveled and the number of miles traveled on each road during the year.

The legislation now moves to the senate for consideration.

—Source: Missouri Cattlemen's Association Prime Cuts

Lilly to Acquire Novartis Animal Health

Eli Lilly and Company announced an agreement to acquire Novartis Animal Health for approximately \$5.4 billion in an all-cash transaction that will strengthen and diversify Lilly's own animal health business, Elanco. Upon completion of the acquisition, Elanco will be the second-largest animal health company in terms of global revenue.

Lilly will acquire Novartis Animal Health's nine manufacturing sites, six dedicated research and development facilities, a global commercial infrastructure with a portfolio of approximately 600 products, a robust pipeline with more than 40 projects in development, and an experienced team of more than 3,000 employees.

—Source: Eli Lilly release.

Bull Sale Prices Follow Trends, Shatter Previous Records

The 83rd Southwest Missouri Beef Cattle Improvement Association's bull sale March 31 at Springfield Livestock Marketing Center followed the current beef market trend with a record average price of \$4389.

The 37 successful bidders on the bulls shattered the association's previous high of \$3393, set at the October, 2013 sale according to Eldon Cole, livestock specialist with University of Missouri Extension. The top-selling bull, consigned by Naylor's Angus, Buffalo, Mo., set a new record price at \$6800.

—Source: University of Missouri Extension Release

Celebrate! May is **BEEF** Month

RIBEYE STEAKS WITH FRESH TOMATO TAPENADE

Total Recipe Time: 20 to 25 minutes
Recipe & Photo Courtesy
The Beef Checkoff

2 beef Ribeye Steaks Boneless, cut 1-inch thick (12 oz. each)
2 teaspoons course ground black pepper
1 teaspoon salt

Fresh Tomato Tapenade:

- 1 cup cherry or grape tomatoes, cut in half
 - 1 can (2-1/4 ounces) sliced ripe olives, drained
 - 1/4 cup chopped fresh basil
 - 3 tablespoons shredded Parmesan cheese
1. Press pepper evenly onto beef steaks.
 2. Place steaks on grid over medium, ash-covered coals. Grill, covered, 10 to 14 minutes (over medium heat on preheated gas grill, 9 to 14 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally.
 3. Meanwhile combine Fresh Tomato Tapenade ingredients in small bowl.
 4. Season steaks with salt, as desired. Top each steak evenly with Fresh Tomato Tapenade.



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Checking in on the Checkoff

The Missouri Beef Council and Cattlemen's Beef Board created a partnership to launch a new line of fresh beef products in five Price Cutter grocery stores in Springfield, Missouri. The line of products meet consumer demands for convenient fresh beef and keep preparation to 30 minutes or less, with a complete meal in one dish. The work has included development of five products and labels, point of sale materials, promotional plans, and training for store staff.

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Summer Forage Management Considerations

Balancing forage demand offers flexibility, use efficiency

Story By Justin Sexten for Cattlemen's News

As the grazing season progresses forage manager's transition from not enough, to excess, and back to not enough, forage. Balancing forage supply and demand can be addressed several ways depending on the operation goals.

From a supply standpoint changing forage production curves is nearly impossible without adding different forage types to the grazing system. Cool season forages grow primarily during late April, May and early June. Warm season forages grow during late June, July and early August extending the grazing season further into summer, however few operations have significant warm season pasture acres.

Producers commonly introduce warm season forages as annual pastures. Annual pastures have increased establishment risk but can reduce forage supply risks later into the summer, provided pastures are planted early in the growing season to maximize forage growth. Producers often consider warm season annuals as drought forages; however during drought all forages are water stressed, reducing yield. Water stress coupled with increased nitrogen fertilization to improve annual yield can also lead to high-nitrate warm season forages.

Nitrogen fertilization offers the opportunity to increase forage supply in cool season pastures yet supply distribu-

tion is not improved. Fertilizing cool season pastures in the spring increases KY-31 endophyte toxin while increasing forage production when supply generally exceeds demand. Inability to harvest or consume excess forage production in spring reduces forage quality the remainder of the grazing season.

Balancing forage demand offers most operations more flexibility in improving forage use efficiency. Hay systems are the most common forage demand management tool. Hay harvest "moves" excess spring forage to winter. Earlier hay harvest offers opportunities to improve summer forage availability by moving hayed pasture regrowth into early summer which is typically cooler with more precipitation. Pur-



chasing hay may be a better option for operations managing forage demand through animal systems.

Grazing forage demand is primarily influenced by animal number, weight and/or production stage. Beef cattle operations can modify these factors to address forage supply and demand imbalance. Animal number or stocking rate is the easiest to change when increasing or decreasing forage demand. Cow-calf operations looking to expand without additional acres should consider purchasing hay supplies to increase grazing acres and time available to manage the grazing system.

Stocker operations have additional options for managing spring forage growth due to stocking rate and supplementation options. As forage availability begins to decline, marketing heavy stocker calves improves stocking rate with forage availability. Research data suggests stocker cattle performance declines signifi-

CONTINUED ON PAGE 11

HUBBARD MILLING 1/2 PG

FDA Takes Major Steps to Address Antimicrobial Resistance

Agency implements plan to ensure judicious use of antibiotics in food animals

Story from USDA

The U.S. Food and Drug Administration is implementing a plan to help phase out the use of medically important antimicrobials in food animals for food production purposes, such as to enhance growth or improve feed efficiency. The plan would also phase in veterinary oversight of the remaining appropriate therapeutic uses of such drugs.

Certain antimicrobials have historically been used in the feed or drinking water of cattle, poultry, hogs, and other food animals for production purposes such as using less food to gain weight. Some of these antimicrobials are important drugs used to treat human infection, prompting concerns about the contribution of this practice to increasing the ability of bacteria and other microbes to resist the effects of a drug. Once antimicrobial resistance occurs, a drug may no longer be as effective in treating various illnesses or infections.

Because antimicrobial drug use in both humans and animals can contribute to the development of antimicrobial resistance, it is important to use these drugs only when medically necessary. The plan announced today focuses on those antimicrobial drugs that are considered medically important (i.e., are important for treating human infection) and which are approved for use in feed and water of food animals.

In a final guidance, the FDA lays out a road map for animal pharmaceutical companies to voluntarily revise the FDA-approved use conditions on the labels of these products to remove production indications. The plan also calls for changing the current over-the-counter (OTC) status to bring the remaining appropriate therapeutic uses under veterinary oversight. Once a manufacturer voluntarily makes these changes, its medically important antimicrobial drugs can no longer be used for production purposes, and their use to treat, control, or prevent disease in animals will require veterinary oversight.

The FDA is asking animal pharmaceutical companies to notify the agency of their intent to sign on to the strategy within the next three months. These companies would then have a three-year transition process.

“Implementing this strategy is an important step forward in addressing antimicrobial resistance. The FDA is leveraging the cooperation of the pharmaceutical industry to voluntarily make these changes because we believe this approach is the fastest way to achieve our goal,” said FDA

Deputy Commissioner for Foods and Veterinary Medicine Michael Taylor. “Based on our outreach, we have every reason to believe that animal pharmaceutical companies will support us in this effort.”

In order to help phase in veterinary oversight of those drugs covered by the guidance that are intended for medically appropriate uses in feed, the FDA also has issued a proposed rule to update the existing regulations relating to Veterinary Feed Directive (VFD) drugs. The use of VFD drugs requires specific authorization by a licensed veterinarian using a process outlined in the agency’s VFD regulations. The VFD proposed rule is intended to update the existing VFD process and facilitate expanded veterinary oversight by clarifying and increasing the flexibility of the administrative requirements for the distribution and use of VFD drugs. Such updates to the VFD process will assist in the transition of OTC products to their new VFD status.

—Source: Release from United States Department of Agriculture



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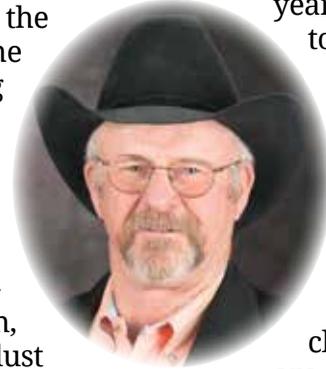


What's the Buzz on Fly Control?

Strategies to help you get the most out of your fly control program

Story by Dr. Dave Rethorst for Cattlemen's News

With hot weather just around the corner, it is time to start thinking about what to do for fly control this summer. There are several options available including tags, pour-on, back rubbers, dust bags and spray in addition to some environmental management strategies to keep these pests under control.



Check to see what you used last year and be sure to rotate to a different chemical class. One advantage of these control methods is that if you do run into a resistance problem during the summer you can very easily switch to a different class of chemical. If you are unsure of the class of chemical you are using please consult your local veterinarian.

While the fly tags are a popular strategy and are easy to put in if the cattle are going through a chute their use does require some planning. The first consideration is what tag to use. The class of chemical in the tag is the primary determining factor in this decision. There are tags that contain organo-phosphates while others contain pyrethroids and still others contain both classes of chemical. The key here is to rotate each year the chemical class of the tag used. This is done in order to retard the development of resistance to the chemical. The second decision is the timing of the installation. Most of these tags are five-month tags, but they need to be installed so that the chemical release is the highest just as the peak of the fly population is approaching. When I practiced in Nebraska I never could understand why producers wanted to install fly tags in April when the peak fly season was in late July and August. The real goody in the tag was already gone when it was needed the most. Be sure to follow the label directions when using tags. If the label calls for two tags per animal, use two tags per animal or you will speed up the development of resistance. Lastly be sure to remove the tags still in the animals at the end of fly season. The low level of chemical left in the tags will contribute to resistance if the tags are not removed.

Backrubbers as another common fly control strategy. These products dispense insecticide onto the animal when they rub or walk underneath them. While petroleum products such as used oil and diesel fuel are sometimes used as a carrier for the insecticide for back rubbers, they should not be used as these carriers may contain trace amounts of contaminants that are absorbed by the animals that we intend to sell for human consumption. I would rather see mineral oil or drip oil used as the carrier in this application. These products are both inexpensive and easy to handle.

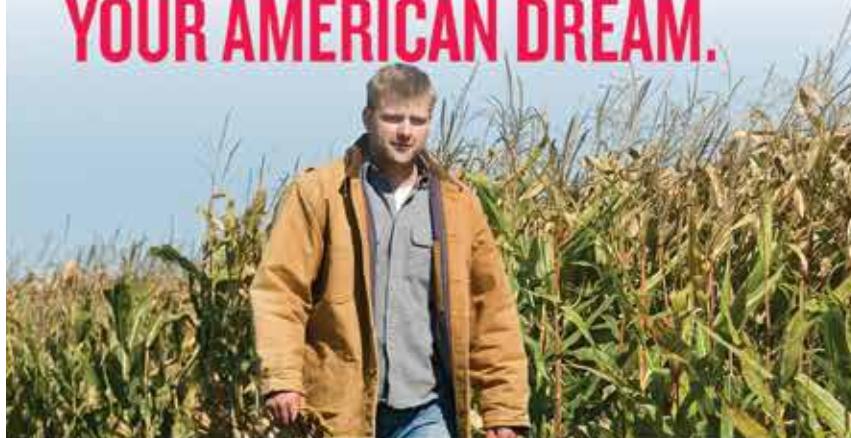
Another concern I have is the repeated use of generic ivermectin for fly control. Although these products have become inexpensive, repeated use may contribute to drug resistance in the fly, lice and internal parasite populations.

Several years ago there were unsubstantiated reports that the pyrethroids used for fly control in cattle were affecting the semen quality in bulls. The drug approval data reviewed at that time did not support that claim, but at least one manufacturer has done further studies to determine if there is a problem with fertility in bulls treated with pyrethroids. A recently published report looking at semen quality over time in a group of bulls has once again shown that there is not a fertility problem associated with the use of pyrethroids on bulls.

The chemical rotation discussion also applies to sprays, pour-on and back rubbers.

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FLY CONTROL FROM PAGE 8

The use of IGR (altosid) in the mineral is another method for controlling flies on grazing. This can be a very effective program IF managed properly. The plan with this program is to kill the fly larvae in the manure pats. The mineral consumption must be monitored constantly in order to ensure adequate intake to provide control. Consumption monitoring will help keep the cost of the program in line by guarding against over consumption and improve effectiveness that can be reduced by under consumption

Other tips for fly control include eliminating mud holes around water tanks as well as shredding tall grass and weed growth around pens, buildings and watering sites. Elimination of areas of waste feed and organic matter around cattle in confinement is necessary as these areas serve as breeding

grounds for some flies. Parasitic wasps have also been used for fly control around ponds and lagoons where standing water cannot be eliminated or where manure accumulates. Once again this takes some advance planning as the wasps feed on the fly pupae.

This does require some work but the properly managed and implemented fly control program will improve weight gain and body condition of cattle during the summer. Another advantage of a good fly control program is the reduction of pinkeye problems as some flies will congregate and feed on the eye secretions of cattle and will aid in the transmission of disease causing bacteria between animals.

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

SUMMER FORAGE FROM PAGE 6

cantly after early July due to forage availability and quality combined with heat stress.

While historical seasonal feeder calf market highs are not until late July and August, producers running short of forage by mid-summer can market a draft of heavier, higher maintenance calves offering forage savings benefits to calves grazing the remainder of the season.

Alternatively, consider a supplement program focused on improved pasture management. For each pound of supplement offered to a stocker calf, forage dry matter intake is reduced by approximately 0.5 pounds. Providing supplements during the spring increases the forage imbalance as greater supplementation reduces forage intake. Still, as forage growth declines and stocking rate is increased due to calf growth, raising supplementation levels over the summer will match forage supply and quality to animal needs.

Changing cow herd production stage in concert with forage growth can be accomplished by adjusting weaning age or calving season. Weaning age is flexible as once

calves reach 60 days of age the rumen should be functional permitting early weaning and reducing forage demand by the cow herd. When forage supplies decline in late summer consider weaning calves to increase available forages to the cow herd. For weaned calves, consider a dry lot calf system or graze the weaned calves ahead of lower nutrient demand dry cows.

A long term consideration is changing calving season to match forage demand and supply. In some operations managing spring forage growth is challenging while in others providing supplemental forage during winter feeding period is the greatest challenge. Sixty days prior to calving, cows need adequate nutrition to accumulate condition prior to calving. Two months after calving is when nutrient demand is greatest and body condition is used to supplement forage supplies. Over time, evaluate forage supply relative to these critical nutrient demand periods to guide long-term management decisions capable of improving forage use efficiency.

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

The AgriLabs logo features a stylized white 'A' icon on the left, followed by the word 'AgriLabs' in a bold, white, sans-serif font. The entire logo is set against a red rectangular background.

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NEXT GENERATION

Are You a 'Business-First' Farm Family?

Consider the passion, interests of the next generation

By Darren Frye

Do you work with your family members? The majority of us in agriculture work with at least some family on the farm. There are a lot of advantages and benefits that come from working with family – but there's a lot of risk too. And, you open yourself up to a lot of unnecessary risk if you fail to operate the farm as a business.

The person who I think best sums this up is family business speaker and consultant Jolene Brown. I got to know her this winter at our farm business seminar series. She spoke about the things farm families do that ultimately break up their business, and shared tools to make it strong. During her talk, Jolene asked the farm families: "Are you a business-first family or a family-first business?"

She explained, "In a family-first business, decisions are made on assumptions, habits and wishes. A business-first family honors the family by doing the business right with clear communication, good will and legal documentation."

One of the biggest risks in family business has to do with how ownership interest will be transferred if one of the four 'Ds' happens to a farm owner: death, disability, divorce or departure.

Here's how a 'business-first family' planned to address one of the 4 'Ds' – ahead of time. Three brothers have run their operation together successfully for many years. Now one of their sons – the first member of the next generation – is joining the operation as an owner.



Currently, he's happily married to his wife, who's a school teacher.

As they figured out how to set up the business with this new owner coming in, they considered a difficult theoretical question: How will the farm business stay intact if the son were to go through a divorce? How will all generations protect themselves and others from the 4 'Ds', including divorce?

No one wants to think about that possibility and discussing it just might stir up a bunch of emotions. But without clear, written buy-sell agreements in place, the operation could get into major cash flow trouble.

The four owners stand to lose a lot if there aren't proper written agreements in place to protect them and the farm-

ing operation. They could end up having to sell off assets. A similar problem could happen if one of the owners suffers a permanent disability that prevents him from working in the operation.

Buy-sell agreements allow the family to figure out, ahead of time, what will happen and how a buyout would occur. It also puts your banker's mind at ease to know that there is a plan. Many farms have long-standing business relationships in the community. These connections need to be protected if one of the 4 'Ds' were to affect the person who is in charge of lender and business relations.

A 'business-first family' has buy-sell agreements (and other legacy and succession plans) in place. They do it because they've decided that they want the business to continue. The brothers already made the choice to continue the legacy of their family's farming operation by starting to bring in the next generation.

CONTINUED ON NEXT PAGE

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**BUSINESS FIRST
FROM PAGE 10**

So they owe it to each other, to the family, to the next generation and to the operation they've built to put plans in place that protect both the family members and the business. Are you currently working in a business-first family or a family-first business? Which do you want to be?

Another key practice of a business-first farm family is taking a close look at the skills that the next generation brings – as well as recognizing what they're not interested in or passionate about.

Sometimes the next generation's passion lies in just one or a couple parts of the operation. The skills farm operators will need as we move into the future are getting more complex and specialized. Knowing this is important because the farm will need a plan.

How can the interests of the next generation be matched

with the needs of the operation? Start talking with those coming back to the farm about what they love to do. Also, what are they not interested in doing on the farm in the future? Then the farm family can make plans for how the operation will continue.

What is the next generation passionate about in your operation? Talk with them about what they most enjoy doing on the farm and where they see themselves leading. Once you have a good understanding, you can start to bring a team around you and your next generation – to build skills and plans for the best transition possible.

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

New Software Helps Farmers Manage Nutrients

Farmers can map fields, get soil information

Story By Linda Geist

University of Missouri Extension has released a new Web-based application to help farmers manage soil nutrient needs on farms.

Nutrient management helps farmers set rates and timing of fertilizer applications, said John Lory, MU Extension nutrient management specialist. Plans are required for some farms in cost-share programs and permitted animal feeding operations.

The free MMPTracker tool is available to farmers anywhere in the U.S. at www.mmptracker.org. Farmers can map their fields and the system automatically calculates field sizes and retrieves field soil type information from agency sources.

The user identifies streams, wells, ponds and property boundaries. State-specific guidelines help generate suggested setbacks, which help protect water quality.

The user can print maps of the farm and export the information to other programs, such as Purdue University's Manure Management Planner. The project is saved to a password-protected account for future editing.

The program is the first of its kind in the United States, Lory said.

Using computers to help with nutrient management decisions used to require multiple spreadsheets, expensive third-party software and many online resources. The new program is easy to use, Lory said. It helps farmers in their use of manure as an inexpensive and environmentally friendly fertilizer.

Lory developed MMPTracker with Kevin Atherton, programmer analyst at the MU Center for Applied Research and Envi-

CONTINUED ON PAGE 15

AGRI LABS VET GUN DEMO HALF PAGE

Like This, Tweet That

Don't get lost in the social media dust

Story By Samantha Warner for Cattleman's News

Think about it. Technology is everywhere. You probably turn on the TV first thing in the morning to watch the news and see what happened in the world while you were sleeping. You grab your cell phone on your way out the door to check cows in case there's something wrong and you need to call for help. You might even have a computer or iPad to check your email and see what the weather forecast is any time of day. Whether you realize it or not, technology has incorporated itself into many facets of your daily life on the farm and ranch.

Another aspect of technology that is rapidly integrating itself into agriculture is social media. For years it was a fad for the younger generation, but that is no longer the case. Social media is a growing platform for people of all ages to stay in touch, but it is also increasingly being used as a platform to advocate for various issues. The beef industry is no exception. The industry is stepping up to the plate to dialogue with consumers via the Internet.

A 2010 Cone consumer new media study found 87 percent of Americans have at some point in time used a new media platform. The study also found Americans use social media to interact with companies and brands 38 percent of the time.

According to Polly Ruhland, chief executive officer, Cattleman's Beef Promotion and Research Board, "We have a great story to tell, and social media makes it easier — if we engage. If, however, we refuse to engage fully with consumers about questions they have, we run the risk of being left behind by the speed of business."

Ruhland continues by saying,

"Social media allows us not only to engage in interesting, informative and appealing consumer discussions about beef, but also to share all different opinions from so many



There are a number of websites with the purpose of providing producers with content to help start, and participate in, conversations through social media about the beef industry.

<http://factsaboutbeef.com/> • <http://www.beefitswhatsfordinner.com/>
<http://www.beefnutrition.org/> • <http://www.mobeeef.org>

<http://www.kansasbeef.org> • <http://www.oklabeeef.org> • <http://www.arkansasbeef.org>

—Photo from I-Stock Photo

different people about how beef makes their life, and their diet, better. This social dialogue enhances our ability to share positive stories about beef production, beef's nutrition, etc., to those who want to know among consumers."

According to the March 2014 results of the Food Demand Survey (FoodS), taste, safety and price are consumer's most important values when making food purchase decisions. FoodS is a study being conducted in the Department of Agricultural Economics at Oklahoma State University looking at "consumer preferences and sentiments on the safety, quality, and price of food at home and away from home with particular focus on meat demand."

Ruhland encourages producers who are hesitant to become involved in the social media movement, to just dive in and

learn as you go. There are tutorials, instructions and examples available to help you learn, and there are resources available to provide ideas, facts and figures to post about. However, Ruhland said consumers want to hear more than facts and figures, they want to hear producers' stories.

The Masters of Beef Advocacy Program is one of those resources available to help producers learn how to tell their story. Its mission is to equip

who want to enhance consumer understanding about the beef they make to take advantage of social-media opportunities to tell their story firsthand, rather than letting folks who might never have stepped foot on a farm try to explain it with their own twists."

According to HowTo.gov (moving soon to DigitalGov), a government resource dedicated to providing information on the best social media practices, three popular types of social

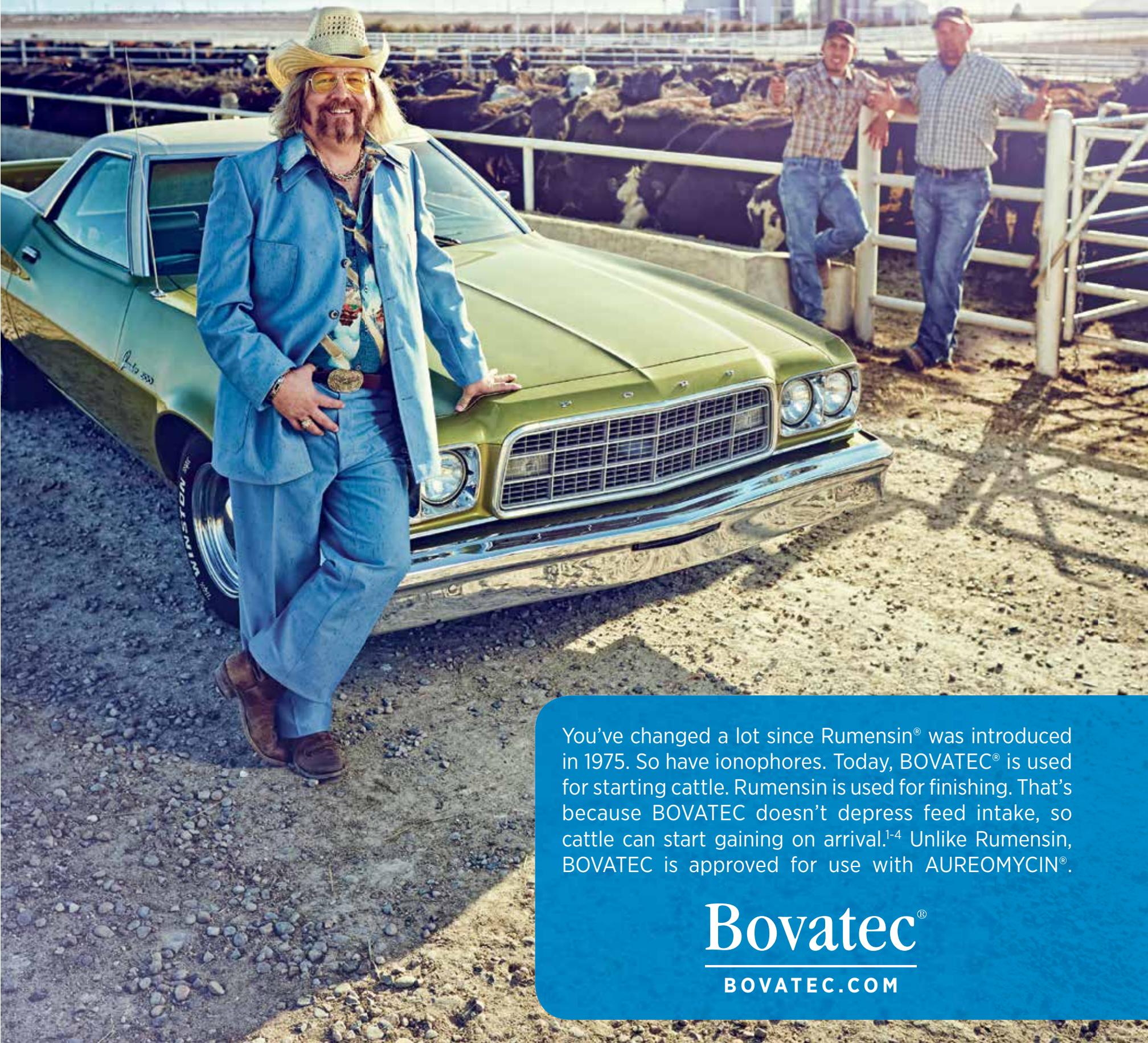
media are blogs, social networks and microblogs. Blogs are an "easy-to-update website or webpage where authors write regular entries in a diary-like format. The most effective and interesting blogs allow readers to engage in conversations with the author and other readers." Social networks are "platforms that connect people and allow them to engage." Examples of social networks are Facebook, Flickr, Instagram and Pinterest. Microblogging is "writing extremely short blog posts, kind of like text messages.

The best use for microblogging is to engage a community in a public forum." Twitter is the most popular microblogging site.

Ruhland maintained that change is the only thing constant in life and social media is no exception. "Ignoring it, or even cussing it, won't make it go away. Producers can stand back and hope someone else engages with their customers to tell the positive stories about beef — but I personally don't believe that hope is a viable business strategy."

Jump in as a producer and market your own product and assure your own future, Ruhland said. "It is absolutely time for producers to ask themselves hard questions about their role in forward-thinking efforts to assure that beef is on the menu, globally and frequently, into the future."

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What's Trending in Retail?

As prices rise, producers left to answer why

By Samantha Warner for Cattlemen's News

It's become a nationwide concern. As food prices rise, the morning news reveals unhappy consumers. Social media fiends heat-up conversations. Producers are left to answer the proverbial why.

Consumer Demand

According to Dr. Jayson Lusk, Oklahoma State University agricultural economics professor, the answer doesn't lie simply

on the demand side of the equation. "Despite all the negative publicity for meat products —from media coverage of food safety, animal welfare, global warming, health, water use — estimates from our Food Demand Survey suggest relatively stable to slightly increasing demand. Higher demand will tend to pull up prices, but I don't think the demand changes are anywhere near large enough to explain the price rises."

The Food Demand Survey (FooDS) is a monthly survey conducted in the Department of Agricultural Economics at Oklahoma State University to examine consumer preferences and sentiments on food related issues. There is a specific focus on meat demand.

According to the March 2014 FooDS results, consumers base their food purchases on taste, safety and price. The April 2014 FooDS results show consumers anticipate buying the same amount of chicken, beef and pork despite the higher meat costs for all three products for the coming month.

To learn more about the FooDS project, check out http://www.agecon.okstate.edu/agecon_research.asp.

Even though consumer demand is not the sole attribute controlling retail trends in the beef industry, Lusk said it shouldn't be ignored. He recommends producers respond to negative publicity by connecting with consumers through social media, blogs and the Internet.

International Demand

Lusk went on to say that increased demand for meat products from other countries might tell part of the story.

According to the U.S. Meat Export Federation, beef exports rose from 321,967 metric tons in 2004 to 1,133,940 metric tons in 2012.

However, Lusk countered by saying even with the rise in beef exports in recent years, he doesn't believe it is big enough to explain the trend.

Beef Supply

"That leaves supply-side issues," Lusk said. "Cattle inventories are at their lowest level since the 1950s."

According to the USDA 2014 cattle inventory report, as of January 1, 2014 the U.S. cattle herd totaled 87.7 million head. That is two percent lower than the January 1, 2013 number of 89.3 million head, and the smallest cattle herd the country has seen since 1951.

"Because of technological advancement, we don't need as many cattle today to produce the same amount of beef as we did 60 years ago," Lusk said. "Still, fewer cattle numbers means less beef, and less beef supplied means higher prices."

Lusk notes that contraction in cattle supplies can be explained by a number of factors, such as drought in the plains states that limited the amount of grass and hay available and higher feed prices due to drought and ethanol policy, which pushed more cattle to slaughter

CONTINUED ON NEXT PAGE



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NEW SOFTWARE FROM PAGE 11

ronmental Systems. The USDA Natural Resources Conservation Service (NRCS) and MU Extension provided additional support. Glenn Davis at Missouri NRCS collaborated with Lory and Atherton.

A tutorial for the program will available soon at nmplanner.missouri.edu/software/mmptracker.asp. In the meantime, go to nmplanner.missouri.edu to learn about the program.

—Source: Release and photo from University of Missouri Cooperative Media Group

TRENDING IN RETAIL FROM PREVIOUS PAGE

several years ago, leading to smaller inventories today.

“Feed prices have now come down off their highs, but cattle prices are still rising,” Lusk said. “Still, if high feed prices were THE answer, I would have expected chicken prices to rise in tandem with beef and pork, at least over part of the period, but they didn’t.” He sees producers responding to the high-retail price trend by holding back breeding stock and adding to the cattle inventory. “We are probably in the beginning of an expansion period,” he said.

Regarding the supply side of the equation, Lusk said it is important to note the beef industry has stopped using technologies previously used to generate more meat from each animal. One of those technologies is lean fine textured beef (LFTB).

Oklahoma State University Extension Livestock Marketing Specialist Derrell Peel said ground beef accounts for more than 50 percent of total beef consumption. “In the past few years, both the total demand for ground beef, and specifi-

cally the demand for lean ground beef, have increased. The industry has responded by providing ever higher proportions of lean ground beef, in part, by using processing technology that includes lean finely textured beef (LFTB).”

However, Peel said consumers are now indicating they no longer wish to purchase ground beef containing LFTB. He said this movement was fueled by inaccurate and sensationalized depictions of the product.

“It has been estimated that not using LFTB is akin to reducing the cattle supply by about 1 to 1.5 head million annually,” Lusk said. “So, removal of LFTB had an effect of further reducing supply on top of the other aforementioned factors. One study suggests that removal of LFTB increased ground beef prices by about 3.5 percent.”

Lusk concluded, “Cattle producers need to know they’re being talked about, and many things are said about them and their industry. They might as well join the conversation and present their side of the story.”

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Just Add Water

Hydroponic growing system puts fodder into background ration, readies calves for video market

Story By Joann Pipkin, Editor

It's no secret; feed costs are one of the greatest expenses cattlemen have to endure in today's market.

That's why backgrounder and commercial cow/calf operator Larry McDonald knew he needed to cut costs.

A long-time customer of Joplin Regional Stockyards, McDon-

ald branched out into video marketing about 10 years ago when the livestock market began offering the service to producers.

Adding stocker cattle to his existing cow/calf operation helped McDonald diversify and spread out his risk.

With operations on both sides of the Missouri/Oklahoma border near Seneca, Mo., he doesn't like to put all of his eggs in one basket, so whether it's trying a new marketing opportunity or switching up his feeding system McDonald isn't afraid to explore his options.

After reading an article on fodder, he did some research and visited other operations that were utilizing it in their feed rations.

With some assistance from Oklahoma State University

Larry McDonald is growing wheat fodder as part of a hydroponic feed system. He mixes the fodder in the feed ration for his stocker cattle. He is hoping the addition to his operation will save him in feed costs. —Photos provided by Katy Stovall.



Extension, McDonald figured he could cut his feed costs by about 40 percent on a lb. of gain just by mixing the fodder with haylage in his ration.

"That was worth looking into further," he notes.

McDonald has since customized an existing building into a fodder barn where he hopes to produce between four and five tons of wheat fodder every day.

"You have to tailor it to your needs and existing set up," McDonald explains. "Everybody does it different."

Not your typical feed

Fodder itself is a coarse food for livestock, composed of entire plants including leaves, stalks and grain. In McDonald's case, the fodder is grown in a barn through the use of hydroponics. Wheat, rye and barley are commonly grown in these types of set-ups. McDonald uses wheat in his system.

McDonald hopes the fodder will comprise about half the ration he feeds to his stocker calves. For example, he estimates feeding 400 to 500 lb calves about 20 lbs of fodder along with 20 lbs of sudan-grass each day.

CONTINUED ON PAGE 18



New Combination Vaccine Approved to Fight BRD Viruses, Bacteria

USDA approves Titanium 5 + PH-M to protect cattle against the viruses, bacteria most associated with BRD

The U.S. Department of Agriculture (USDA) has issued a Veterinary Biologics License for Titanium[®] 5 + PH-M, a new vaccine that protects cattle against the viruses and bacteria most associated with bovine respiratory disease (BRD).

Marketed by Elanco, Titanium 5 + PH-M provides modified-live virus (MLV) protection against bovine viral diarrhea (BVD), types 1 and 2, bovine respiratory syncytial virus (BRSV), infectious bovine rhinotracheitis (IBR) and parainfluenza₃ (PI₃). Each dose also protects against *Mannheimia haemolytica* and *Pasteurella multocida* bacteria, and is safe for cattle at all stages of production.

“This means veterinarians and producers can protect cattle against the important BRD-causing viruses and bacteria with just one vaccine,” says Brett Terhaar, D.V.M., Elanco beef technical services. “Titanium 5 + PH-M is well-suited for branding and weaning/preconditioning vaccination protocols in cow/calf operations, as well as arrival programs in stocker operations and feedyards. Producers should partner with their veterinarians to determine the best way to incorporate this new vaccine into herd-health protocols designed to fight BRD.”

Viruses and bacteria: a powerful one-two punch on the immune system

Respiratory viruses can cause BRD on their own, but they also can compromise the immune system that normally protects cattle against bacteria. This allows bacteria to attack their host and cause severe cases of BRD.

“When cattle are exposed to respiratory viruses, their immune system can be weakened,” says Terhaar. “Once that happens, *M. haemolytica* and *P. multocida* bacteria can more easily go deep into the respiratory tract. When they reach the lungs, bacterial pathogens are a major cause of serious BRD, leading to increased illness and death.”

BRD still is the No. 1 profit-robber, accounting for 75 percent of feedlot morbidity, and 50 percent to 75 percent of mortality, costing an estimated \$800 million to \$900 million annually. Beyond that, one study showed 68 percent of untreated calves had pulmonary lesions at slaughter — demonstrating that a significant number of animals never diagnosed with BRD do, in fact, suffer from some form of respiratory disease.

A combination vaccine for convenience, effectiveness and safety

Titanium 5 + PH-M is a combination of two trusted vaccines. Its viral component, Titanium 5, delivers modified-live

protection against five important viruses that cause BRD. Its PH-M component provides coverage against two bacteria that are well-known for causing pasteurellosis (part of the BRD complex).

The new vaccine is formulated with a low-reactive, water-soluble adjuvant. The result is a low-volume (2 mL), subcutaneous dose that is consistent with Beef Quality AssuranceSM (BQA) guidelines.

Approved for use in cattle 60 days of age and older, Titanium 5 + PH-M is backed by noninterference, efficacy and safety research. It can be given to pregnant cows and heifers, as well as calves nursing pregnant cows.

Titanium 5 + PH-M is available in convenient 10-dose and 50-dose packages through veterinarians and animal-health distributors.

Source: Adapted from a release by Elanco Animal Health.

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Titanium[®] 5 + PH-M delivers solutions for viral and bacterial challenges associated with BRD. In one vaccine, you get convenient and effective protection against five viruses and two bacteria. Get the flexibility of protection at every stage of production with Titanium 5 + PH-M.

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions. Do not vaccinate within 21 days of slaughter.

M. haemolytica • *P. multocida* BVD (1 & 2) • IBR • PI₃ • BRSV

— Bacteria — — Viruses —

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JUST ADD WATER FROM PAGE 16

With a mixer wagon already on hand, McDonald can add the fodder to haylage in his feed ration. He prefers the wet mix opposed to a drier ration. With dry hay, commodities and other components filter to the bottom, he says, yielding inconsistency.

Intense labor can be an issue with fodder feeding systems, McDonald says. To help alleviate that obstacle, he designed his system with stationery trays so they wouldn't need to be moved.

"Too many people don't want to go to the set-up trouble," he notes. However, he says by custom-fitting the fodder barn to his existing operation his investment cost was dramatically reduced.

More popular in the dairy industry, fodder feed systems can yield total digestible nutrients (TDN) as much as 83 percent with protein content about 20 percent, McDonald says. "It's a good feed."

Just add water

According to McDonald, the process of growing fodder is rather simple. The seed—in his case wheat—is soaked overnight before being placed in plastic or metal trays. Then, the hydroponic system is set to kick on every couple of hours, running about two minutes each time.

The best growing conditions occur around 65 degrees F, he says. Under optimal growth, McDonald estimates 1 lb of grain will produce 7 lbs of feed at about 75 percent moisture. The whole cycle—start to finish—takes about seven days. Aside from the water maintained in the growing process, peroxide is used to help keep down any mold.

"The process is simple once it is set up," McDonald explains.

"The biggest limiting factor is to watch your set-up costs," he says. "Also, set the system up so it requires the least amount of labor."

CONTINUED ON PAGE 21

EVENT ROUNDUP

World's Top Calf Ropers Compete May 26 in Ozarks

Proceeds benefit Risen Ranch Cowboy Church

Story From Our Staff

The stakes will be high May 26, 2014 when the top calf ropers in the world meet in Carthage, Mo., with 15 invited ropers to compete for \$100,000.

Presented by Joplin Regional Stockyards, Pinegar Chevrolet and Risen Ranch Cowboy Church, Best of the Best Calf Roping 2014 will host some of the biggest names in rodeo's calf roping circles including world champions Tuf Cooper, Trevor Brazile, Fred Whitfield, Cody Ohl, Stran Smith and Justin Maass. It will be a once-in-a-life-time chance to get autographs and visit with some of rodeo's best!

Gates open at 8:30 a.m. at Joplin Regional Stockyards, I-44 and Exit 22, Carthage, Mo., with presentation of the cowboys. Best of the Best Calf

Roping first and second rounds kick off at 10 a.m. at the nearby Risen Ranch Cowboy Church Arena. The final round and shoot out are slated for 2 p.m. Shuttle service to the arena will be provided with all parking at JRS. Handicap parking is available.

Admission is \$20 with children 12 and under free. With each admission ticket attendees receive a chance to win a John Deere Gator and a two-horse bumper trailer. Event proceeds benefit Risen Ranch Cowboy Church.

More information is available online at www.joplinstockyards.com and at www.risenranchcowboychurch.com, or call (417) 548-2333.

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Larry McDonald (second from left) and his daughter Katy Stovall (holding daughter Jocelyn) work with JRS co-owners Steve Owens (left) and Jackie Moore (right) to sell their cattle using risk management through video marketing.

Lock-in Sale Price with Risk Management, Video Marketing

Story and Photo By Joann Pipkin, Editor

“Video marketing and risk management is a really good opportunity to help producers create cash flow,” explains Jackie Moore, co-owner, Joplin Regional Stockyards.

The risk management through video marketing program offered at JRS allows producers the ability to sell load lots of cattle and “lock-in” a price that makes them comfortable in securing a profit. To participate,

a JRS field representative visits the producer’s farm to video the cattle being offered for sale. Delivery weights must be between 48,000 and 50,000 lbs of either steers or heifers. JRS completes the specifications on the cattle and how they will be marketed. This includes base weight, sex, number of cattle, deliver date and description of the cattle. Freight is paid by the buyer (FOB).

From there, information is prepared so the cattle can be viewed the day of the video sale. When the video auction takes place, the seller has the option to either sell or no-sale the offering. If the cattle sell, then a contract is prepared and down payment made.

Helping producers is what the risk management through video marketing program at JRS is all about.

Moore hopes to help get more people involved in the cattle industry through video marketing and risk management, especially young producers.

Katy Stovall is among those young producers marketing cattle on the video sale at JRS. She and husband Jordan bought a farm near Wyandotte, Okla., where they run a commercial cowherd and help her father, Larry McDonald, with his backgrounding operation.

Stovall, who grew up showing registered Angus, says her background in the cattle business has helped her realize the impact quality cattle can have on the market. “You need to be able to recognize the difference in the quality of cattle, and also how to feed those cattle to get them to delivery weight,” she says.

Stovall realizes the market pendulum swings both ways. “Sometimes you sell and the market goes up later,” she notes.

CONTINUED ON NEXT PAGE

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**VIDEO MARKETING
FROM PREVIOUS PAGE**

Risk management can be an important tool for today's cattleman, according to JRS co-owner Steve Owens. He says with cattle prices at all-time highs, a 10 percent move in prices represents \$17/cwt or \$136 per head on an 800-pound steer. That very well could be all of the profit or more, he says, noting that when the opportunity comes to lock-in margins a producer needs to be able to act.

"I believe that the successful producer understands appropriate profit margins and has a long-term outlook on financial success," Owens says. "There is already plenty of risk in a cattle operation. Being able to manage the market lessens that overall risk."

**JUST ADD WATER
FROM PAGE 18**

Spread out the risk

McDonald is excited to experience anticipated savings in feed costs by using his newly installed fodder system. He hopes to put it to use at least from October through the end of May every year. Depending on the weather, he may be able to extend it into June. But, he notes that wheat doesn't like to grow when temperatures are in the 80s and 90s.

"If you can cut a few cents on a pound of gain, you can multiply it and it adds up in a hurry," he states. "In a drought year, feed costs hit really hard. This will overcome some of that."

McDonald's fodder feeding system is as much an outside the box approach to feeding as video is to marketing. The two will work hand in hand on McDonald's operation as he continues to utilize the risk management through video marketing option available at JRS.

"You have so much grass you can produce on your farm," McDonald explains. "(With stockers) you can add more numbers to your farm and feed them through the lush part of the season."

McDonald sells his cattle on video for future delivery, alleviating the need to feed them through a time when he doesn't have ample grass.

He says often the hardest part for someone new to marketing on video is knowing what weight the sale weight will be and how much the calves will gain. "If I want to sell them at 800 lbs, how can I get those cattle to that point? How much will they gain?"

Because he took advantage of the risk management through video marketing opportunity at JRS, McDonald appreciates knowing what he'll get for his cattle at the end of the day. "The market fluctuates so much today. Something happens in Argentina or the Ukraine and while it might not be affecting the market right now, it might in the future."

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PASTURE PLANNING

Get the Most Out of Your Pasture

Driving forage yield with management-intensive grazing

Story By Rebecca Mettler for Cattleman's News

Jim Gerrish has an unwavering philosophy for grazing management. That philosophy, "It's the management that's being intensified not the grazing," puts the emphasis in management-intensive grazing right on management.

Gerrish is the owner of American GrazingLands Services, a company that provides consulting services and grazing management tools. He was also the keynote speaker at the 30th Annual Southwest Missouri Spring Forage Conference held in February in Springfield, Mo.

Gerrish reminded attendees that there are four ingredients needed to produce meat, milk and fiber: carbon dioxide, solar energy, water and soil minerals. The latter three listed are components that can be affected by management practices.

"The way I view land is when you buy an acre of land you buy 43,560 square feet of solar panel," Gerrish said.

When looked at through that perspective Gerrish said that a person can determine how effective he or she is in capturing solar energy. The number one rule, he said, is that bare soil doesn't capture solar energy.

In Gerrish's mind sunlight hitting bare soil should be seen as a lost opportunity and something that a producer can never get back. It's a pound of beef that isn't there to sell.

"Always remember it takes grass to grow grass," Gerrish said.

To Gerrish there is no such thing as wasting grass.

"Grass feeds three things," Gerrish said. "Grass feeds grass, grass feeds the soil and grass will ultimately feed the livestock."

"Grazing too short is the number one reason for lost pasture production," Gerrish said. "If we want to have healthy landscapes we need to leave more residual."

In order for a pasture to recover quickly the proper amount of residual grass must be left behind after the grazing period. One study done at the Forage Systems Research Center in Linneus, Mo., where Gerrish was involved in leadership for almost 20 years, cited that a residual less than four inches reduced the recovery rate of the pasture.

Benefits can be seen from leaving a four inch residual compared to two inches of residual during a 200 day growing season. If consistently grazed to two inch residual the season long yield on pasture re-growth is just over three tons. With four inches of residual the grass recovers more quickly and yields five tons per year.

"There's a 60 percent increase in yield just by leaving that two extra inches of grass out there," Gerrish said. "We see this again and again."

Leaving a little more grass out in the pasture will allow producers to grow a lot more grass during the season.

"In my view that's the single most important thing you need to do to change the dynamic of productivity," Gerrish said.

Overgrazing is something that Gerrish often sees and warns producers of the consequences of overgrazing.

"Pastures are not overgrazed, individual plants are overgrazed," Gerrish said. "Overgrazing happens one plant at a time."

Gerrish defines overgrazing as allowing an animal to take a bite of grass before the grass has reached a positive carbohydrate status. Overgrazing can happen when animals are left in a pasture too long or by returning to a pasture before

CONTINUED ON NEXT PAGE



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SPRINGFIELD - 40 Ac., FR68 off Hwy. 13, 3 BR basement home, nice barn, pipe pens, cattle equipment, pond.....\$349,900

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BRIGHTON - 585 ac., 559th Rd., beautiful Sac River bottom, 1 1/4 miles long, irrigation pivot & pump, deep black dirt, exc. crop farm.....\$1,800,000

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**PASTURE
FROM PREVIOUS PAGE**

the proper recovery period has been met.

Evaluating the leaf stage of a plant can be used as a guide to determine if the pasture is recovered enough for grazing. Gerrish looks for five true leaves on the plant before he will graze.

Daily management of the land as it involves grazing will affect the nature of the water cycle. Gerrish explained that every acre is a catchment or a basin to collect water.

Gerrish now resides in May, Idaho and grazes cattle on land with annual rainfall of only seven or eight inches. His extensive management practices along with the help of irrigation allow him to successfully graze cattle in that climate.

“When you work in a very dry environment like that it gives you an even greater appreciation of the role of water and how important it is to capture the little bit that you get,” Gerrish said.

Lack of vegetative cover is the starting point of a broken water cycle. Lack of vegetative ground cover will create a diminished root system, which in turn will lower organic matter in the soil. Less organic matter leads to poor soil structure and causes compacted soil. If soil is compacted restricted water infiltration occurs and lowers the water holding capacity, which restricts the ability to grow vegetative cover according to Gerrish.

Soil fertility must also be in shape enough to grow grass. The most economical option is to let the cows fertilize the pasture.

Manure distribution is an important part of grazing. Effectively utilizing manure and urine will add to the soil fertility. Gerrish explained that if cattle are walking more than a quarter of a mile to water, more than two thirds of the manure ends up at shade and watering sites. Essentially it mines the minerals from the general grazing areas and causes a loss of nutrients.

When a cow grazes she takes minerals from the plant and deposits 90 percent of the minerals back onto the grounds as manure according to Gerrish.

During hay production 80 percent of the minerals in the plant are removed. If hay is not fed back on that same field from which it was harvested, those minerals have been removed from the system.

“You can maintain a much more dynamic mineral cycle with grazing than you can with hay,” Gerrish said.

Taking care of livestock also means taking care of the land and getting the most out of the 43, 560 square feet per acre. Getting the most out of the land requires proper planning and management. 

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The Buck Starts on the Farm

Strategies for producing a safer end-product

Story by Laura Wolf for Cattlemen's News

Beef product safety is more than just meeting basic qualifications. It's a systemic approach that brings all hands on deck – from the worker at the meat packing plant to the farm hand feeding cattle on your ranch.

“Consumers want to know how and where cattle are produced, and that ranchers do so with the utmost ethics,” said John Paterson, who coordinates the National Cattlemen's Beef As-

sociation's producer education program called Beef Quality Assurance.

Food safety is the most important quality category to packers, food service, and retailers, and is increasing in importance among consumers according to the 2011 National Beef Quality Audit conducted by NCBA.

“Ninety-five percent of consumers are at least moderately confident in the safety of foods

produced in the US,” said Carol Lorenzen, University of Missouri meat science professor.

She added that consumers perceive the duty of keeping food safe lies with farmers, processors and governmental regulations, not with themselves after purchase.

Producers can help others learn more about their role in keeping beef products safe in several ways. The industry has curated several online resources for consumers to learn more about how meat is raised and processed and what they can do to maintain safety. One resource funded by the beef checkoff program and sponsored by the Cattlemen's Beef Board and NCBA can be found

at <http://www.explorebeef.org/safety.aspx>.

“Nobody in the meat industry wants to get anybody sick,” Lorenzen said. “Producers should be able to talk about what they do that makes sure their animals stay healthy.”

Everyday ranching practices that you may already engage in contribute to providing a safe end-product. A few tweaks might help your operation give consumers the safety they are looking for in beef.

“[NCBA has] a huge emphasis on animal welfare, and we provide low-stress stockmanship classes,” Paterson said. “The program teaches producers how to work cattle so that you don't cause stress and agitation so that nobody – including the animal – gets hurt.”

Another program available through NCBA is Beef Quality Assurance certification. Paterson said the program is designed to educate producers in doing the right thing in producing beef. The program covers topics such as antibiotic use and vaccine handling among others. In-person training opportunities are offered by state coordinators as well as online at animalcaretraining.org.

Producers can help make end-products safer by focusing on good ranching practices. Lorenzen mentioned the BQA program as a good guide for producers to directly address consumer concerns with judicious use of antibiotics and animal welfare.

“If an animal is sick, we want it to get better and to be protected,” Lorenzen said.

“Ethically, we can't allow an animal to go without antibiotics if it needs it,” Paterson added. “It's important that the industry is more transparent and only uses antibiotics when they are needed.”

Sick pens are another useful tool for beef product safety. In a feedlot, when cattle get sick, they should be separated out to be treated, Lorenzen said. Producers can learn more about developing a comprehensive biohazard management plan in the BQA certification materials.

“Producers are good stewards of their animals, and it is in their best interest to keep animals healthy,” Lorenzen said.

Innovative Marketing

Risk Management | Video Exchange | Value Added Opportunities

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ON THE FARM FROM PREVIOUS PAGE

Once carcasses enter a packing plant, a lot more measures are taken to ensure beef safety, Lorenzen said. In Missouri, two inspection systems are utilized. The United States Department of Agriculture Food Safety Inspection Service regulates interstate sales of meat products, and a state inspection supplements the federal one. The Missouri inspection is mandated to be equal or better quality than the federal inspection, Lorenzen said.

When an animal enters the plant, a USDA employee or state inspector looks at the live animals for sickness or other potential hazards. Inspectors will also examine the carcass before further processing.

Meat packing plants use a plan to manage the hazard analysis critical control point (HACCP) to kill, reduce or limit the growth of any biological hazard.

“Each plant designs its own HACCP plan specific for the operation,” Lorenzen said. The plan usually includes multiple interventions, such

as an acid spray to change the pH on the carcass surface, hot water washes, or utilization of a cooler.

If any sign of disease is found by an inspector, the carcass is taken out of the human food chain. It may be processed into pet food or similar uses, but it is banned from human consumption.

When meat enters the human food chain, whether it's on a grocery store shelf or in the kitchen of an upscale restaurant, the purchaser takes on some responsibility to maintain safety.

“You have to cook ground beef to above 170 degrees [F],” Lorenzen said. “Since it is in small pieces, the outside surface area has been mixed with the inside, and if any contaminant existed, there is a potential that it was spread.”

Lorenzen added that while it's still safe to enjoy a very rare steak, it's recommended that consumers order their hamburgers at medium rare or better.



Photos by Joann Pipkin

Producers can contribute in many ways to making sure consumers have access to safe beef products and know more about how they are produced.

“One thing we are really trying to communicate is that if

you want to know anything about beef, just ask,” Paterson said. “We're proud of the way we raise livestock, and we'd be happy to tell you what we do and why.”

INNOVATIVE MARKETING

Our **New** COUNTRY CATTLE page on www.joplinstockyards.com is another innovative marketing tool for your future.

The screenshot shows the Joplin Regional Stockyards website. At the top, there is a navigation bar with the logo and the tagline 'traditional values & innovative approach'. Below this is a search bar and a navigation menu with links for Home, Video Auction, Bidder Approval Form, Login, and Events. The main content area features a 'Country Auction Search' section with a map of the United States and input fields for State and Zip. To the right is a 'Featured Auction' image showing a group of black cows in a field. Below the map is a calendar for 'October 2013' with a grid of dates. To the right of the calendar is a 'Country Auction Sign Up' form with fields for Name, Company, and Email Address, and a 'Register' button. The Joplin Regional Stockyards logo is visible at the bottom of the page.

I wish to enroll in JRS Value Added Program

Check Protocol: JRS Calf / JRS Vac 45 / JRS Vac 45 / JRS PVP

Vac Sourced / Weaned Sourced / Non-Sourced / Aged & Sourced

You are required to show vaccine receipts and complete this form 7 DAYS

PRIOR TO SALE DATE to:

JRS Value Added Enrollment, P.O. Box 634, Carthage, MO 64836 or fax to 417-548-2370: For more info or questions please call Mark Harmon or Troy Watson at 417-548-2333. Info is also available on our website: www.joplinstockyards.com

RANCH/OPERATION INFORMATION

Name cattle will be check in as or sold as: _____

Owner/Manager _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

Field Representative _____

Location of where value added tags were purchased _____

VALUE ADDED SALE DATES

Thursday, June 26, 2014

(Wean Date: May 13, 2014)

Marketing Information

Total Number of Head Enrolling (est) _____ Steers _____ Heifers _____

Weaning Date, if applicable (mm/dd/yy) _____

Approximate Marketing Date (mm/dd/yy) _____

Birth dates of calves for producers in the **GAM-1 or JRS/PVP** program:

Birth date of oldest calf in group (mm/dd/yy) _____ (example: 02/01/07 – 04/01/07)

Other Management Practice Information

Please check and date all that apply:

Dehorned _____ Bunk-broke _____ Tank broke _____
(date) (date) (date)

Vaccinations should be administered in the neck area following Beef Quality Assurance guidelines. Write date of administration for each product used in appropriate area, month and day.

Vaccine Protocol	List Product and Brand Name	JRS Calf	JRS Vac 45	JRS Vac 45	JRS Vac 45
		Vac Sourced	Weaned Sourced	Booster Sourced	Non-Sourced
		1 st Dose Date	1 st Dose Date	Booster Date	1 st Dose Date
Respiratory Virals IBR-BVD-PI3-BRSV 1 st Round MLV or Killed Booster Dose MLV only		X	X	X	X
Clostridia/Blackleg		X	X	X	X
Haemophilus Somnus (Optional)					
Mannheimia (Pasteurella)		X	X		X
Haemolytica					
Parasite Control (Dewormer)			X		X
Implant					
PRODUCT ADMINISTERED					
	List Product and Brand Name	JRS/PVP Calf	JRS/PVP Vac 45		
		Aged & Sourced	Aged & Sourced		
		1 st Dose Date	1 st Dose Date	Booster Date	
Respiratory Virals IBR-BVD-PI3-BRSV 1 st Round MLV or Killed Booster Dose MLV only		X	X	X	
Clostridia/Blackleg		X	X	X	
Haemophilus Somnus (Optional)					
Mannheimia (Pasteurella)		X	X		
Haemolytica					
Parasite Control (Dewormer)			X		
Implant					
<p>X indicates required shots. Calves enrolling in the Calf Vac program need to be processed 4-6 weeks prior to selling. Calves worked and processed for the Vac 45 weaning period are REQUIRED to have the BOOSTER 2-5 weeks after first round of shots.</p>					

All males are to be guaranteed steers and all heifers are guaranteed "open". If any bull(s) are found, seller will be billed for the loss of the buyer; sellers of any bred heifer(s) will be given the option to take home the bred heifers or billed the loss after the re-sale of bred heifer(s)

PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES

I certify that the calves listed meet or will meet JRS requirements and products have been or will be administered according to label directions and BQA guidelines. I also certify that the information on this form is true and accurate.

Signature of either OWNER/MANAGER OR VETERINARIAN IS REQUIRED

Signature of Owner/Manager / Veterinarian

Ranch/Operation Name

Date

JRS Source and Age Verification Program

For Producers wanting to enroll in our Age and Source Verification, JRS has teamed up with Global Animal Management (GAM) PVP (Process Verified Program) for age & sourced cattle.

No Premise number or on-site evaluation is required, only a simple 24 question form will need to be completed and faxed or mailed to JRS. After filling out the questionnaire, a representative from GAM will contact you for any additional information pertaining to the questionnaire. This information will include calving records, bull turn-in date, farm product receipts, etc. For any questions call Troy or Mark @ (417) 548-2333. Call JRS to obtain questionnaire.

FARM CALENDAR



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Livestock Forage Disaster Program (LFP)

Livestock Indemnity Program (LIP)

Emergency Assistance for Livestock, Honeybees, and Farm-Raised Fish Program (ELAP)

- **LFP** provides compensation to eligible livestock producers that have suffered grazing losses due to drought or fire on publicly managed land. An eligible livestock producer must own, cash lease, or be a contract grower of eligible livestock during the 60 calendar days before the beginning date of the qualifying drought or fire in a county that is rated by the U.S. Drought Monitor as D2, D3, or D4.
- **LIP** provides compensation to eligible livestock producers that have suffered livestock death losses in excess of normal mortality due to adverse weather. Eligible livestock includes beef cattle, dairy cattle, bison, poultry, sheep, swine, horses, and other livestock as determined by the Secretary.
- **ELAP** provides emergency assistance to eligible producers of livestock, honeybees and farm-raised fish that have losses due to disease, adverse weather, or other conditions, such as blizzards and wildfires, as determined by the Secretary of Agriculture.

IMPORTANT: To save time and ensure efficient service, please call your local FSA Office for an appointment and to discuss records you may need to have with you when you apply for disaster assistance.

Visit FSA online at www.fsa.usda.gov.

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GRAZING SCHOOL

May 21, 22 and 23, 2014

MU Southwest Research Center

Mt. Vernon, Missouri

Topics Include:

The "Art and Science" of Grazing • Soil Basics and Fertility • Plant Growth • Fencing and Water Systems • Matching Livestock and Forage Resources • Meeting Nutritional Needs of Livestock from pasture • Layout and Design of Grazing Systems • Economics of Management-intensive Grazing • Plus, Outdoor Field Exercises and Tour of Producers' Farms

Please Note: This is the "basic" grazing school that is applicable to all types of livestock. Completion of this school may help qualify you for cost-share programs (check with your local NRCS office for more information).

Registration Information: Maximum enrollment is 45 people. Registration is **\$90 per person or \$125 for couples (couples share one set of printed materials)**. Registration forms and payment must be received no later than May 10th. This fee includes the *Missouri Grazing Handbook, Forages and Weeds of Pastures, Watering Systems for Serious Graziers, Electric Fencing for Serious Graziers* and a grazing stick, as well as lunches and refreshments during breaks. **Classes begin at 8:00am on all days and will end at approx. 5pm each day.**

Motel accommodations are available in Mt. Vernon; Super 8 Motel 417-461-0230.

The Southwest Center is located 4 miles southwest of Mt. Vernon on Hwy H, and can be easily reached from I-44 via Exit 38 or Exit 44 (see map to the right). **Registration deadline is May 13, 2014 (no refunds after May 13, 2014).**

For registration information contact:

417-466-7682, ext. 3

paula.champion@swcd.mo.gov

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MARKET WATCH

Feeder Cattle & Calf Auction

March Receipts 18,080 • Last Month 19,236 • Last Year 18,103

March Video Sales

Video Sale from 3/13 • Total Video Receipts: 8,393

Tune in to the JRS Market Report



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



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



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



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



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

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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Heifer Sale Helps Owners Build Herds with Quality Replacements

JRS to host May 16 Show-Me-Select sale

Story From Our Staff

The Show-Me-Select Replacement Heifer Sale offers beef herd owners an opportunity to rebuild cow numbers.

Joplin Regional Stockyards will host an SMS Heifer sale on May 16.

Owners of the bred heifers to be sold are enrolled in a University of Missouri educational program. Show-Me-Select assures quality genetics and management. The heifers are sold guaranteed bred.

Heifers at the spring sale are bred to join fall-calving herds.

Increasingly, heifers are bred by timed artificial insemination. With AI carried out on a given day, predicted calving dates can be more precise. Buyers learned to appreciate the short calving season.

Breeding AI also allows use of the best-proven sires in the breed.

A catalog issued on sale day gives genetic and management background on the heifers. The data adds value to the heifers.

University of Missouri Extension Livestock Specialist Eldon Cole feels confident about buyers recognizing that value. "We're surely going to beat the November 2013 average of \$2,127."

All heifers in the Show-Me-Select sale are pregnancy-checked twice.

USDA and Missouri Department of Agriculture graders evaluate the heifers on arrival at the sale barn. Those not meeting standards are sent home.

Only heifers carrying black and gold SMS trademark logo ear tags can be sold as Show-Me-Select heifers.

—Source: Adapted from a University of Missouri Cooperative Media Group release.

Lindsay Austin Smith Memorial Rodeo

Vendor Space!

LIVE AUCTION!

May 30th and 31st 2014
7:30 P.M.
Fair Grove Saddle Club Arena
Auction Saturday May 31st at 5:30 P.M.
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- Barrels
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- 40+ Calf Roping
- Team Roping
- Breakaway
- Calf Scramble

Lindsay Austin Smith Memorial Rodeo 2014
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Please Mail Checks to:
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Judy Thomas (417) 825-8052
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JRS Cow Sale

1/2 page

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EVENT ROUNDUP

- May**
- 10 American Brahman Breeders Association F-1 Field Day • Joplin Regional Stockyards, Carthage, Mo. PH: 713-349-0854
 - 16 Show-Me-Select Replacement Heifer Sale • Joplin Regional Stockyards, Carthage, Mo. • PH: 417-466-3102
 - 21-23 Management-intensive Grazing School • Mount Vernon, Mo. • PH: 417-466-7682, ext. 3
 - 25 Invitational Team Penning • Risen Ranch Cowboy Church Arena, Carthage, Mo. • PH: 417-548-2333
 - 26 Best of the Best Calf Roping • Risen Ranch Arena, Carthage, Mo. • PH: 417-548-2333
 - 30-31 Lindsay Austin Smith Memorial Rodeo Fair Grove Saddle Club Arena, Fair Grove, Mo. PH: 417-988-0720
- June**
- 3-5 Management-intensive Grazing School • Neosho, Mo. • PH: 417-4451-1007, ext. 3
 - 26 Value Added Feeder Calf Sale • Joplin Regional Stockyards, Carthage, Mo. • PH: 417-548-2333

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Data on file. Study Report Nos. 2839A-60-00-025, 2239A-60-00-029, 2239A-60-00-030, 2239A-60-00-033, 2239A-60-92-027, 2239A-60-94-003, 2239A-60-94-007, 2239A-60-94-067, 2239A-60-94-068, 2239A-60-94-070, 2239A-60-95-156, 2839A-60-97-123, Zoetis Inc.

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