

JOPLIN REGIONAL STOCKYARDS  
**CATTLEMENS NEWS**

NOVEMBER 2014

Volume 18 | Issue 4

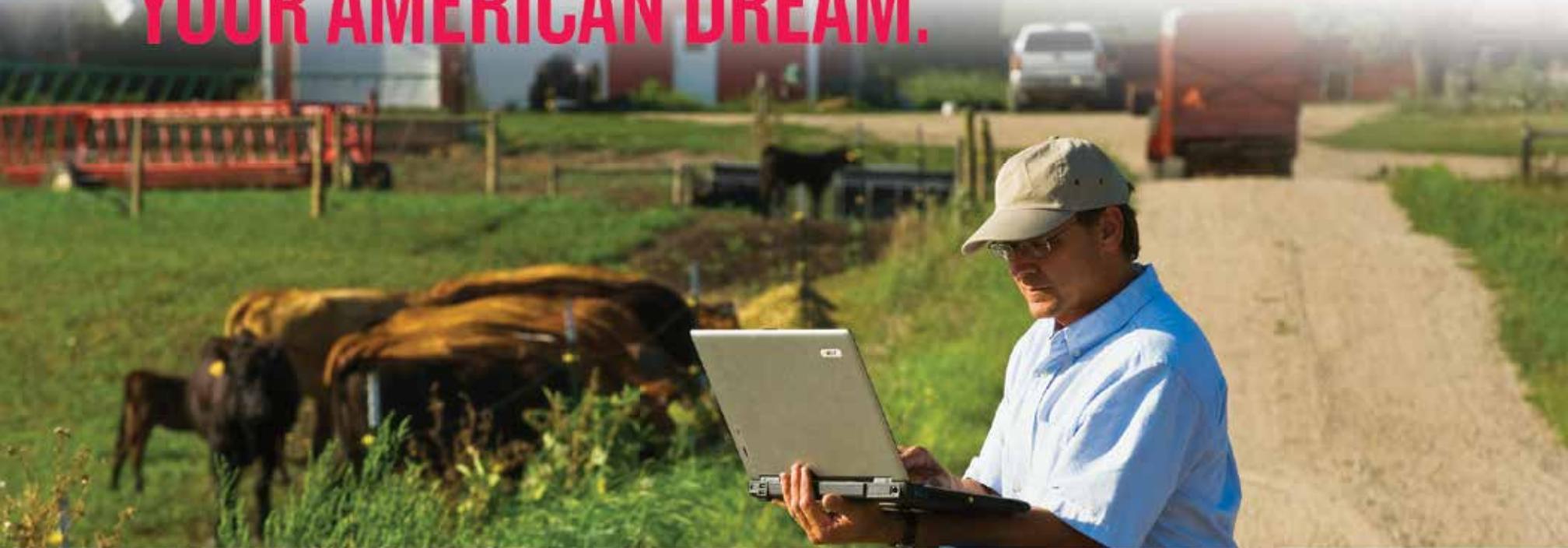


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## VIEW FROM THE BLOCK

As we go along this fall, it's hard to tell from week to week if the market is up or down because prices are so high. In a market like this, the really fancy, front-end calves that have been weaned and vaccinated might bring \$40/head more than the other ones. The market itself is a little hit and miss — up and then down, and prices a lot of times depend on the quality of the cattle selling.

The cow and bull market is just fantastic. Slaughter cows are selling from \$1300 all the way up to \$2000 on some of the larger cows. And, a lot of the slaughter bulls are selling for \$3000. We're in the time of the year when we see the cow and bull market back off just a bit with prices a little cheaper than they were back in the summer. But, we'll see the market pick back up again after the first of the year.

The fall breeding season is upon us and if you can buy a bull that will add an extra 40 or 50 pounds to your calves when you wean them, you'll be getting another \$50 per head when it's time to market



them. Study up and stay on the look out for those bulls with the higher weaning weights. When you can get \$2.50 to \$3.00 for every pound of gain, a calf that gains an extra half a pound a day is worth a lot of money.

The market is still the best it's been in history. Whether it's a dollar lower or a dollar higher, it's really hard to tell from week to week. It's just solid. Demand is still holding its own even with talk that it will falter to other protein sources.

Our big yearling special is coming up the Monday of Thanksgiving week, and we'll have a special video sale that Tuesday, Nov. 25. We'll also be having our value added special on Thurs., Dec. 4. Those weaned and vaccinated calves have really got a lot of value in them in a market like this.

Happy Thanksgiving.

Good luck and God bless.

*Jackie*

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## INSIDE THIS ISSUE

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Fall breeding season is right around the corner. Find out what's new in beef genetics and how sexed semen can benefit the commercial cattleman. See stories on pages 12 and 18.

—Cover photo by Joann Pipkin

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Ad Deadline 2nd Monday of Each Month for Next Month's Issue

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## BEEF IN BRIEF

### USDA Secretary Calls for Second Beef Checkoff

Agriculture Secretary Tom Vilsack says a second beef checkoff could follow after representatives on a working group to discuss changes to the initial checkoff couldn't reach agreement.

Meanwhile, 45 cattlemen's associations representing more than 170,000 cattle breeders, producers and feeders are urging Secretary Vilsack not to issue an Order for a supplemental beef checkoff under the 1996 General Commodity Promotion, Research and Information Act.

—Source: USDA and National Cattlemen's Beef Association

### Lower feed costs, less production lead to record prices

Cattlemen can expect a continued trend for higher prices. University of Missouri Extension Agricultural Economist Ron Plain told the Oct. 14 MU Agricultural Outlook Conference the forecast for cattle is basically a continuation of the last couple of years, with more record prices.

Plain said fed cattle prices will set records for the fifth straight year in 2014. And not just by a bit. Feeder cattle prices are also setting records. With high prices at slaughter and corn dropping more than \$2 per bushel, feeder cattle are more valuable, Plain says.

Record corn and soybean crops, as well as better than average pasture conditions, mean lower feed cost, and that makes for an attractive cattle business.

—Source: University of Missouri Extension

### Missouri Governors Conference on Agriculture Set

The 45th Governor's Conference on Agriculture is set for December 18-20, 2014, at Tan-Tar-A Resort in Osage Beach, Mo., and registration is available online at [agriculture.mo.gov](http://agriculture.mo.gov). This year's theme is 'Focus on Missouri Agriculture.'

Director of Agriculture Richard Fordyce will serve as keynote speaker and will be joined by special guest Orion Samuelson, legendary WGN radio broadcaster.

The conference program will include nationally recognized speakers, in-depth discussions and an agriculture tradeshow, all led by emcee Tom Brand of the National Association of Farm Broadcasters.

Sessions include a "State of the Industry" panel discussion among Missouri's agricultural commodity leaders, a national farm broadcasters panel, "Cover Crop Opportunities in Missouri," "GrowSafe - A New Vision of Beef Production & Technology" and "A Bird's Eye View-Unmanned Aerial Vehicles." Saturday afternoon's activities will be an opportunity to spotlight youth and will highlight some of the outstanding young people making a difference in Missouri agriculture.

New this year, Missouri Agriculture Awards will be presented to recognize those that stand out for committing to innovation, giving back to their communities, committing to good land stewardship and being a great example for future generations. These awards will be given throughout the conference.

The conference is open to the public; however registration is required for most events. Conference information is available on the Department's website, [agriculture.mo.gov](http://agriculture.mo.gov), and through the social media hashtag #FocusonMOAg. The event is funded through sponsorships and registrations.

For more information about the Missouri Department of Agriculture and its programs, visit [agriculture.mo.gov](http://agriculture.mo.gov).

—Source: Missouri Department of Agriculture release

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

<b>6.4</b> PERCENT LOWER The reduction in foreign demand for U.S. beef between 2006 and 2013, if not for the checkoff.	<b>11.3</b> PERCENT LESS The reduction in domestic beef sales between 2006 and 2013, if not for checkoff programs.	<b>15.7</b> BILLION POUNDS MORE The amount of additional beef sold domestically between 2006 and 2013 because of checkoff programs.	<b>BOTTOM LINE</b> Your investment in the checkoff results in higher prices, which means higher net revenue for your operation.
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# Winter Cow Nutrition, Marketing Considerations

## Where should you invest cowherd profits?

Story By Justin Sexten for *Cattlemen's News*

Cold weather might seem far away, however, now is a good time to begin planning winter feeding programs. Spring calving cows are at their lowest nutrient requirements of the year following weaning so now is the best time to get those cows in shape for the upcoming calving season. Poor nutrition during late gestation has shown to negatively influence calf performance from birth through the feedyard. With feed cost decreasing by the day and strong cattle prices still apparent, there are few reasons to neglect the winter feeding program.

To develop a winter feeding program, start by body condition scoring cows at wean-

ing. Weaning body condition scores (BCS) offer managers the opportunity to sort cows into nutrient management groups to optimize the forage and feed resources.

Each body condition score represents about 100 pounds of body weight gain in addition to gain from pregnancy. Consider a young cow that needs to calve at a BCS of 6 and was a BCS of 4 at weaning. She needs approximately 200 pounds of gain in addition to fetal growth prior to calving. If the calf was weaned on November 1 and the cow is due to calve March 1, then you have 120 days to gain 1.7 pounds a day. Now consider a mature cow that needs to gain only one BCS from wean-

ing to calving; she needs to gain 0.8 pounds per day.

In the examples above length of time is similar from weaning to calving, illustrating the importance of making the decision to wean calves based on forage availability, body condition score and market prices. In the case of younger and/or thinner cows, managers might need to consider weaning earlier if the thin cows and adequately conditioned cows are going to be managed together.

Weaning managers should consider sorting cows into groups based on condition at weaning as an alternative to earlier weaning. In this example, the thin cows need 15 percent more dietary energy.



Feeding the entire group together results in thin cows not getting enough nutrition or mature cows wasting the excess nutrients needed by thin cows. Sorting offers the best opportunity to optimize nutrient resources without unnecessarily increasing costs.

Once cows are sorted into groups, consider offering young and thin cows the opportunity to graze fall regrowth first while providing the mature cows with lower quality forage. One way to accomplish this is by allowing young and thin cows to graze a pasture first, then move them to a new pasture while the mature cows consume the remaining forage.

Dividing cattle into groups will optimize the supplemental feed dollar. Young and thin cows can be fed relative to their increased energy requirements without feeding the mature cows unnecessarily. Young, thin, late-gestation cows are trying to not

**CONTINUED ON NEXT PAGE**

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**WINTER COW NUTRITION • FROM PREVIOUS PAGE**

only add condition, but also gain weight to reach mature size. These cows might need four to five pounds of supplemental feed a day depending on forage quality to gain body weight and condition.

Forage quality can only be determined by forage testing. With hay in abundant supply and plenty of cheap feed, producers are tempted to feed cattle without testing forage. Without a forage test producers, nutritionists and feed consultants alike are just guessing to determine if the feed and forage combination are meeting requirements.

As the end of the year approaches, many producers are marketing calves at weaning. Some market at weaning because they don't want to feed weaned calves while some want to capture a strong fall calf market. Still others market at wean-

ing because they don't have anywhere to keep the calves. The current cattle market presents an opportunity to address the lack of facilities issue for those deciding how to invest cow herd profits.

Having just weaned and worked calves, the parts of the working facility needing repaired or upgraded should be top of mind. Nearly every aspect of improved beef cattle management involves the working facility. Health, genetics, reproduction, nutrition and marketing all begin with either sorting or holding cattle in a working facility. Improving equipment might just make working cattle safer and more enjoyable, an investment difficult to put a value on.

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

**NEWS TO USE**

# Higher Conception Rates on the Horizon

**Researchers work to finalize new sorting method for sexed semen**

*Story By Joann Pipkin, Editor*

Use of sexed semen in the cattle industry could become more commonplace once researchers finalize a new sorting procedure, which might lead to higher conception rates.

Genex/CRI Regional Production Manager Steve Trantham told cattlemen at an Oct. 18 open house at the company's Strafford, Missouri facility Minitube of America (MofA) was purchased by Genex and researchers there are on the brink of finalizing a new procedure for sorting X and Y chromosome sperm.

"(This procedure) is unlike the conventional method of sorting semen that results in a lot of lost cells," Trantham said.

Conventional sorting typically results in about a 15 percent lower conception rate when compared with normal artificial insemination procedures, he said.

MofA procedures claim conception rates of sex-sorted sperm, Trantham said, will be the same as that of conventional sperm as no cells are lost in the process. This is very important in highly sought-after sires, he said.

Typically, conception rates vary from 50 to 70 percent with artificial insemination depending on the management protocol used, Trantham said.

"There's a very good chance sex-sorted semen using the new MofA procedure will be available to cattlemen within the next year," Trantham said.




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# Increasing Your Herd's Reproductive Efficiencies

Prepare now the for upcoming breeding season

Story By Dr. Dave Rethorst for *Cattlemen's News*

At the recent American Association of Bovine Practitioner's conference in Albuquerque, New Mexico, I had the pleasure of hearing Dr. Rick Funston from the University of Nebraska at North Platte discuss heifer development, estrus synchronization and reproductive efficiency. Dr. Funston is one of my favorites to hear present because he does good practical work and he tells it like it is. The comment that caught my attention that day as he was discussing the number of heifers that need to be retained over the next few years was, "If we could increase our reproductive efficiency in our present cow herd by 1 percent, we wouldn't have to retain as many heifers." When we consider that the percent weaned

calf crop (calves weaned divided by females exposed—yes, exposed, not pregnant) is usually in the low to mid 80s range, we have a lot of room for improvement, even beyond Dr. Funston's 1 percent. In other words, we are wasting many of the resources that have been entrusted to our care due to the fact that nearly 20 percent of the exposed beef females in this country either don't get pregnant or their calf does not survive until weaning.

With fall calving wrapping up and producers getting ready for fall breeding season, I want to discuss several topics relating to getting these fall calvers bred back in a timely manner and improving the odds of that calf surviving until weaning.



First and foremost are the nutritional considerations. Are the cows receiving adequate protein and energy? The place to start on this question is to take a hard look at body condition scores 30 days ahead of breeding season. An average BCS of 5.5 is usually considered optimal. If the average BCS falls below 5, we see more open cows. Also, in cows with a BCS of 7 or higher, pregnancy rates tend to decline. If the 2- and 3-year-olds are being run with the mature cows, be sure to look at their BCS scores compared to the mature cows. Even in a "cake line," these young cows will not compete with the mature cows, so they need to be run as a separate group.

Also important from the nutritional side of the equation

is the trace minerals. As we have discussed the last few months, during the last three months of pregnancy a cow will dump trace minerals to the fetus to the point the fetus will nearly be at toxic levels and the cow at deficient levels. This occurs so the immune system of the calf functions properly the first two months of life. We need to make sure the cow is on a quality trace mineral program so she can replenish the manganese, copper, zinc and selenium before breeding season starts as these trace minerals are necessary for the cows to be cycling properly when the bulls are turned out.

Since the subject of bulls has come up, let's discuss them next. A complete breeding soundness exam (BSE) is recommended 30-45 days before the planned turnout date. A complete BSE is more than just making sure the bull has "swimmers." It means looking at the feet and legs and getting rid of the bull with a corkscrew claw that tends to be a little gimpy or the bull that stifled himself last year

CONTINUED ON NEXT PAGE

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## REPRODUCTIVE EFFICIENCY FROM PREVIOUS PAGE

and doesn't get around quite like he should. It also means palpating the testicles to make sure they are normal and doing a rectal exam in order to check the seminal vesicles. Then, we can collect the bulls to check motility (swimmers) and morphology (deformed versus normal sperm cells). The morphology needs to be 70 percent or higher normal cells in order to attain optimal pregnancy rates. If only the motility is evaluated, we are missing approximately half of the bulls that should be culled, so it is important to make sure both motility and morphology are evaluated.

While the bulls are going through the chute it would be a convenient time to test for trichomoniasis. "Trich" is a sexually transmitted protozoal disease that causes embryonic death between about day 40 and day 90 of pregnancy. The end result is a strung out calf crop and a high percentage of open cows. In the last 8-10 years, "trich" has become rampant in the Great Plains states, so I would recommend

that you have a good discussion with your veterinarian about this biosecurity risk. It can be devastating and costly if it gets in your herd.

The other disease of biosecurity we need to visit about while the cows are open is bovine viral diarrhea (BVD) virus. This virus costs the beef industry millions of dollars each year because of the role it plays in reproductive losses, respiratory disease and scours. While the cows are open, you have an opportunity to get the most bang for your buck with a BVD-testing program. By doing an ear notch test on the calves and any dry cows you plan to carry over, you can determine the status of the herd because by testing the calf you are also testing the cow. If a pregnant cow is ear-notched, you learn her status but know nothing about the status of the in-utero calf. By testing the calf and appropriately dealing with any positive animals identified, you are well on your way to dealing with this virus within a herd. The next step is to implement a vaccination program. I am a very strong advocate of the use of

modified live viral (MLV) vaccines when it comes to controlling both infectious bovine rhinotracheitis (IBR) and BVD. If cows have not received a MLV within the last year, these vaccines must be given while the cows are open in order to avoid a delay in breeding. It is best to give MLV vaccines at least 30 days before breeding season begins. This is another area for a good discussion with your veterinarian.

I've barely scratched the surface on these topics. If you

have questions, I encourage you to schedule a visit with your veterinarian. He or she is prepared to handle more than just putting out the fires. Many times your vet will recommend changes in animal husbandry practices rather than a new vaccine or a new antibiotic. Please be receptive if that is the recommendation!

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



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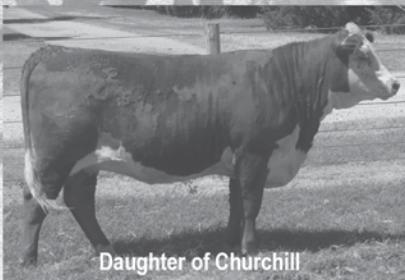
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# The Sensitive Side of Legacy Planning

How do you see your farm in 50 years?

Story By Darren Frye for *Cattlemen's News*

A legacy plan isn't just about technical documents. It's about hard-working families who have built farm operations they're proud to own. It's about the children they love and intend to carry on the operation after they're gone. Did that just strike an emotional chord with you and make you think about your family operation?

Legacy planning can be an emotional process – and it should be. The beginning of the conversation is centered on getting everyone's feelings and wishes out on the table. At this point, when we're thinking of

the future, we need help dealing with the details.

We need an outside perspective to point out what is, at times, too hard for those in the middle to see. Sorting facts from feelings and arriving at creative solutions to accomplish our family goals can be a challenge.

Farmers, by nature, tend to be very passionate about their families and about their operations. You want to make sure that the operation you've poured your heart and soul into will stay in the family. You want to know that your opera-

tion will be well cared for, even when you'll no longer be participating in it.

Many questions come with this passion. Those of us who have been involved in a farming operation for a while know that agriculture is very different today than it was 20 years ago. What developments will the next 20 years bring? You want the next generation on the farm to be ready for what's to come, but does that mean you have to give up control of the operation now?

With the pride you feel for your family operation come feelings of responsibility. You want to pass what's been entrusted to you to the next generation. You want to know it's done right, so it stays in the family through a successful transfer.

As you consider and celebrate the history of your farm and what it has become, think about the future. How do you want the farm to move forward? What will it be like a generation from now?

Take a mental snapshot of what you want the farm to be like in 50 years. Then imagine

that snapshot will be taken out 50 years from now and placed next to your family operation. When those two scenes are similar, your legacy plan has accomplished the right goals.

Start by investigating solutions to protect your operation and the family relationships that are integral to it. With a strong plan, you gain peace of mind and a feeling of accomplishment. You've been a good steward throughout the emotions that the process can – and should – produce. You'll know you've been responsible with what's been entrusted to you and what you've worked so hard to build.

The act of legacy planning is a demonstration of love, really. As you move through the process, you're doing it mostly for your children, ensuring they get a solid financial start in the operation. The planning you've done and the business that you started or managed when it was handed to you is a big part of the legacy you give them.

It's a demonstration of responsibility, too. Accept that emotions are involved, and don't let that stop you. Let it be a motivator to do this for your family. As we come into fall and the holiday season, the greatest gift you can give them is to begin working on the process of transitioning the farm.

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



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## MANAGEMENT MATTERS

# New Frontier in Parasite Control

## Stocker growers could benefit from different thinking

Story By Lisa Henderson for Cattlemen's News

Cattlemen have a new way to think about parasite control.

Joe Dedrickson, D.V.M. and director of field large animal veterinary services at Merial Animal Health, spoke at Kansas State's annual Beef Stocker Field Day on Sept. 25 in Manhattan, Kansas. Dedrickson gave an overview of Merial's new parasite control product, LongRange, and how it could benefit stocker operators.

The presentation started out with an overview of parasitology and how each parasite differs in its life cycle. "Cattle pick up parasites when they are in the larvae stage," Dedrickson said. "Ninety percent of parasites are on the forage and get ingested when cattle graze."

Dedrickson told attendees about Merial's parasite control product, LongRange. He called it a new way to think about parasite control.

"LongRange is the first extended release parasite control injection approved by the Food and Drug Administration," said Dedrickson.

LongRange can control parasites in cattle anywhere from 100-150 days, making it the first extended-release injection in a single dose. It lasts long enough to break the parasite life cycle and reduce parasite burdens on the pasture.

Instead of treating cattle up to three (or) four times during the grazing season, which is what would be required from conventional dewormers, Long Range gives cattle producers the option of a single treatment that will last all season. This means less labor for producers and less cattle stress and shrink.

The season-long control is possible through Theraphase technology. This technology releases one initial peak of treatment immediately following the injection followed by a second release around 70 days after the injection.

Dedrickson said LongRange is effective on multiple types

of parasites including gastrointestinal roundworms, lungworms, grubs and mites. He also conducted trials across 18 sites in nine states treating more than 15,200 steers and heifers.

"The trials concluded that cattle treated with LongRange gained more weight than cattle that were not," Dedrickson explained.

He said spring is the best time to treat animals because parasite transmission is highest in the green grass. "Deworming in the spring has been a validated economical advantage for producers," he said.

Parasites, Dedrickson said, might have a significant economic impact on production. Untreated parasite infections might cause economic losses and jeopardize the health of the herd. Untreated internal parasites can have a number of negative impacts, including, but not limited to detrimental affect on the immune system, decreased appetite and decreased weaning weights, resulting in lower conception rates. He said six of the seven top factors influencing profitability are affected by parasite infections.

"Producers don't always consider the potential loss of profitability that stems from parasite infections," Dedrickson noted. "Because they don't often see the problem, and aren't able to quantify it, they sometimes ignore it. They're busy dealing with the day-to-day operations and thinking strategically about a problem they can't see isn't always a top priority."



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# Sifting Through the Options

The future of sex-sorted semen in the commercial herd

Story By Rebecca Mettler for Cattlemen's News



Pick up an artificial insemination (AI) catalog for dairy cattle and producers can find sire options galore when selecting sex-sorted semen. However, the technology is not as readily applied in the beef industry, especially on commercial operations with

the majority of usage is in the seedstock industry.

Jordan Thomas, senior research specialist in beef cattle reproduction at the University of Missouri, said technology adoption, in part, is limited because of two key costs. One

of those costs includes paying around 50 percent more for the straw of semen.

The other cost consideration Thomas sees as more substantial focuses on opportunity costs due to lower first service pregnancy rates, brought on

Challenges with using sex-sorted semen come in both quantity and quality. Sorting results in sperm damage. Fewer sperm cells are also placed in each semen straw when compared to conventional semen. —Photo by Joann Pipkin

by compromised sperm quality. On average, conception rates with sex-sorted semen are 70 to 90 percent the rate of conventional semen.

“Typically, if you are averaging a 60 percent pregnancy rate with conventional semen, sex-sorted semen would average 40 to 55 percent,” Thomas said. “That is assuming it’s done through a heat detection based system. Timed AI presents another challenge.”

The challenges with sex-sorted semen are a matter of quality and quantity. The sorting process results in sperm cell damage and, on top of that, fewer sperm cells are placed in each semen straw when compared to conventional semen.

CONTINUED ON NEXT PAGE

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## SEX-SORTED SEMEN FROM PREVIOUS PAGE

It's not completely understood why some bulls don't perform well when sperm is sorted, but pregnancy rates vary.

"We think it has something to do with the kind of damage to the sperm cell in the sorting process," Thomas said.

The value of sex-sorted semen is seen as an individual's decision. Take the traditional commercial model — a cow-calf producer who sells calves at weaning. The additional value gained by having a greater number of steer calves needs to pencil out to more than the lower first-service pregnancy rates.

"With the lower pregnancy rate in addition to the higher cost to service those females, the cost per pregnancy is higher," Thomas said.

But, if a producer can put the pencil to it, there's a lot of value to capture as far as calves are concerned.

"I think it's going to depend on an individual producer's situation," Thomas said.

In a report for the 2013 Applied Reproductive Strategies in Beef Cattle meeting, John Hall, department of animal and veterinary science at the University of Idaho, stated that the application of sexed semen is feasible. However, there must be consideration for the disparity in pregnancy rates and the subsequent impact on production cost, income and calving distribution.

Thomas believes there is hypothetical value in using X-sorted semen, sorted by the X chromosome resulting in the female sex. He suggests using X-sorted semen to produce replacement heifers out of first-calf heifers because it is a quicker way to turn the genetics over, thus improving the herd. This is especially the case if AI-sired heifers are bred to top AI sires themselves.

Concerns over lower pregnancy rates have not been ignored by Sexing Technologies, the company that owns the current semen-sorting technology.

"They have done a lot of improvements to the technology, and they market a 'SexedUltra' product as having a 5 to 7 percentage point improvement in pregnancy rates compared to their older product," Thomas said.

Researchers have also been studying ways to manage females in order to receive higher pregnancy rates.

"The recommendation is to breed individual females at the optimum time because you have a compromised male situation," he said.

Ovulation occurs 28 to 30 hours after the onset of standing heat. Typically, when cows are bred with the use of a heat-detection system, they are inseminated 12-18 hours after the onset of standing heat, closer to the timing of ovulation. Historically, sexed semen coupled with Fixed Timed AI (FTAI) has been discouraged because of lower pregnancy rates, particularly among females that have not shown heat by the time of AI.

In a 2013 study, Thomas and others at the University of Missouri experimented with FTAI and sexed semen. It was found that using standard FTAI 7-Day CO-Synch + CIDR protocol resulted in low pregnancy rates in cows that had not expressed estrus prior to insemination.

By delaying the insemination 20 hours after the GnRH shot for cattle that had not expressed estrus, the pregnancy rate of non-estrous females was increased by 34 percent when using sex-sorted semen. Continuing research is being conducted to further develop FTAI protocols specifically designed for sex-sorted semen.

Thomas believes the future looks bright for the advancement of sex-sorted semen.

"I wouldn't be surprised if at some point we are all selecting for the sex when (choosing) a straw of semen," he said.

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# Where's the Beef – "Check-off" ?

## An inside look at where your dollar goes

Story By Mark Russell for Cattlemen's News

Coining the old advertising phrase from Wendy's restaurants of several years ago, the beef check-off program voted in by producers in 1988 is working hard daily to "Drive Beef Demand" for every producer in the U.S. Tracking the check-off dollar that farmers and ranchers invest in helps educate and provides understanding of the importance of the program.

Missouri producers and consumers benefit significantly as a result of the \$1 beef check-off. The Show-Me state has more beef cows than any other state in America, except Texas, and is a leading seedstock supplier to the U.S. beef industry. In 2012, beef cattle were raised on more than 53,000 of the state's 107,800 farms. Sales of cattle and calves will generate cash receipts of more than \$2 billion in 2014, accounting for more than 20 percent of the state's total farm cash receipts. Beef is big business in Missouri!

The beef check-off process starts at the state level where one dollar is collected on each head of cattle and calves sold. Typically, livestock markets collect this dollar at the point of sale. Private treaty sales are also required to pay this dollar. In Missouri, that dollar collected is sent to the Missouri Department of Agriculture for disbursement of 50 cents to the Cattlemen's Beef Board, and

the Missouri Beef Industry Council in the state. In 2013-2014, more than 2.4 million dollars was collected in Missouri for the national and state programs.

On a national and state level, cattlemen and cattlemen sit on boards and play a key role in directing the state and national programs. State board members determine how their 50 cents is invested at the local and state levels. Funds in the state may also be invested in national and international programs.

Producers want to know not only where each \$1 check-off goes, but also where those funds are spent. In 2015, funds sent to the Cattlemen's Beef Board will be invested in several categories. These include promotion (approximately 10 cents), research (approximately 12.5 cents), education and outreach (approximately 17.5 cents) and foreign marketing (approximately 10 cents).

Closer to home, the Missouri Beef Industry Council is focused, with its share of the check-off to reach consumers, specifically the millennial generation or ages 18-40. Groups of influencers include sports and fitness specialists, dieticians and health professionals,



wholesale and retail marketers and social media experts like food and mom bloggers. In 2014, the Missouri Beef Council spent approximately 63 percent (or 31.5 cents) of the state's share on education and outreach efforts; 27 percent (or 13.5 cents) on promotion activities; 2 percent (or 1 cent) on research funding in the state; and 8 percent (or 4 cents) on administrative costs including collection and compliance. Administrative costs have continued to be a small percentage of the check-off since its inception.

Combined, the state and national check-off dollar breaks down to reveal the following:

- 23.5 cents — promotion activities for beef;
- 49 cents — education and outreach activities;
- 13.5 cents — research projects related to beef;
- 10 cents — foreign marketing efforts; and
- 4 cents — administration.

In-state highlights this past year include promotions and sponsorship events with Missouri chefs; sporting events such as the St. Louis Cardinals, KC Chiefs and St. Louis Blues; 417 and Missouri Life magazines; and athletic marathons in St. Louis and Springfield. Educational events with dieticians, physicians, school food service, teachers and food bloggers have also delivered the beef message in a positive way.

Research dollars and product innovation funds have resulted in a new beef product launch in SW Missouri — Midwest Reserve's "Fresh and Fast" Beef Kits. This new line of fresh beef products and several more debut in 2015 in expanded markets in the Midwest. Several other new beef products anticipate launch as a result of check-off investment featuring micro-wavable ground beef and roast products that can conveniently be transformed into ethnic cuisines.

Social media is the fastest and most effective manner of reaching the largest generation of consumers ever — millennials. Check-off funds are concentrated throughout the U.S. in major population centers in areas of search engine optimization and marketing. This strategy directly targets consumers who are looking for answers to their nutrition, safety, quality and menu ideas specifically related to meat protein and beef.

In recent years, farmers and ranchers elected to oversee the investment of Missouri's check-off dollars have faced challenges. Just as production input expenses have risen in cattle operations, so have the costs of accessing media outlets to tell beef's story to an ever increasing audience of consumers who know nothing about cattle production and how the beef they love reaches their plate. One effective way to tell the beef story is by putting influencers face to face with farmers and ranchers. In October, the Missouri Beef Council hosted a "Pasture to Plate tour" bringing chefs, dieticians and food bloggers to producers and marketers of beef in the food chain.

**CONTINUED ON NEXT PAGE**

Missouri chefs, dieticians and food bloggers participated in a "Pasture to Plate" tour in October, bringing them face-to-face with producers and marketers in the food chain. Joplin Regional Stockyards was a featured stop on the tour. —Photo by Joann Pipkin



## WHERE'S THE BEEF FROM PREVIOUS PAGE

Tour participants experienced first-hand cow-calf and back-grounding operations, Joplin Regional Stockyards, National Beef Packers, Boehringer Ingelheim Animal Health Company and Circle A Feeders in Missouri. Beef production and management practices were observed first hand and participants learned important links of production, animal health, marketing and distribution to the safety and quality of the U.S. beef supply. Future tours are being planned across the state.

Today's check-off is more important than ever. Communicating the proactive and good news about beef should be important to any cattle producer. Driving beef demand is the sole purpose of the check-off program.

Recently, a producer referendum in Missouri has made efforts to consider enhancing the check-off. In our state alone, there are more than a million more consumers today than in 1988 when the check-off started. Revenues are at a historical low because beef herds nationwide are the smallest they have been since the early 1950's. These items, coupled with the deflated buying power of the check-off dollar, continue to move the industry toward considering a future increase in the state portion of the check-off to promote beef in Missouri.

Congress created the Beef Promotion and Research Act with the passage of the 1985 Farm Bill. Producers approved making the beef check-off program mandatory in 1988 with 79 percent in favor of it. That percentage of acceptance and support still holds true today, 25 years after it started. All national check-off-funded programs are budgeted and evaluated by the Cattlemen's Beef Board, an independent organization of more than 100 check-off-paying volunteers. The voices of cattle producers ring loud and clear through the national and state programs.

You might ask what the check-off can do? The beef check-off acts as a catalyst for driving economic demand for beef. The program doesn't own cattle, packing plants or retail outlets. It can't control prices

or turn around a bad market. The program is designed to stimulate sales and consumer demand. This is accomplished through many initiatives including consumer advertising, research, public relations, education and new product development.

What can't the check-off do? By law, the check-off funds cannot be used to influence government policy or action, including lobbying. Annually the usage of funds is monitored closely by national and local auditing groups.

For every \$1 paid to the check-off since 2009, \$11.20 was returned to farmers. This equates to more than \$120 million in increased gross receipts for the state of Missouri and its cattle producers since 2009.

### Why don't we spend more money on export efforts?

As a primary state of forage and grass production, some would say we supply much of the "raw material" to the feedlots to the south, west and north of Missouri. As a matter of fact, a Missourian, John Browning, Palmyra, is a board member of the U.S. Meat Export Federation. Recently, MBIC staff met with an economic development official from South Korea to initiate development efforts of a Missouri-identified and promoted product from "conception to consumer" in this Pacific-rim country.

The sole purpose of the MBIC through the check-off is to "drive beef demand." It is anticipated that the increased check-off will be spent in the state to help move per capita consumption higher than the present consumption of 3.5 times per week in Missouri. Nationwide that consumption figure is only two times per week.

The state's natural resources, as well as the number of forage-based farms, have shaped the industry into what it is today. These underlying influences continue. Beef marketing opportunities in Missouri are evolving. For more information about the Missouri Beef Industry Council, headquartered in Columbia, visit [www.mobeeff.org](http://www.mobeeff.org) or find them on Facebook, Twitter, Instagram and Pinterest at Missouri Beef Council.

## TRENDING NOW

# Unmatched Value

## Show-Me-Select replacement heifers prove themselves for Missouri cattlemen

Story By Rebecca Mettler for Cattlemen's News

Scott Casey of 5C Ranch, Inc., near El Dorado Springs, Missouri, is a longtime buyer of Missouri Show-Me-Select replacement heifers. His first purchase from the program was in 2007.

Casey's progressive mindset and attention to quality genetics has led the operation into purchasing from 13 Show-Me-Select sales.

"The Show-Me-Select heifer program offers good quality for us," Casey said. "It offers blacks, some reds and a little bit of everything."

On Oct. 16, University of Missouri Extension and Casey hosted a tour at his 5C Ranch. Attendees were able to see many of the females purchased from Show-Me-Select sales and bred heifer offspring out of past purchases.

Eldon Cole, Livestock Specialist with the University of Missouri Extension in Lawrence County was also on hand to discuss the program.

The Show-Me-Select Program was designed to help improve reproduction, quality and production. It also provided a marketing avenue for those producers who take advantage of the program, Cole explained.

"There's a variety of different options but sometimes when you go to a breeder's sale they don't go by a protocol," Casey said. "With Show-Me-Select, it's right out there and is a strict protocol."

Providing accurate calving dates is critical information for producers, who like Casey, are looking for females to fit into their own herd's calving window. He commends the Show-Me-Select program for having tremendous accuracy when predicting the calving date.

"(Every heifer) is given a date to calve, and that must coincide with the date of calving for the rest of our herd," Casey said.

He also has very strict culling practices on his operation. Fe-

males don't stay in the herd if they don't breed back after calving.

"The Show-Me-Select heifers breed back better than most of the other cattle," Casey said.

### Focused on genetics

Over the past 10 years, Casey has seen major improvements in his herd's growth traits. Herd records show an increase of 200 pounds at 11 months of age.

He attributes the increased growth to genetic improvements. Years of concentrated effort to improve herd genetics through Show-Me-Select heifer purchases, top AI sire utilization and focused cleanup bull selections has paid off.

Though Casey does not consign heifers in Show-Me-Select sales, he follows much of the Show-Me-Select protocol for selecting and developing his own replacement females.

"First, I practice the eyeball test. Then, we take pelvic measurements, (give) two rounds of shots and breed at 14- to 15-months old," Casey said.

5C Ranch has both spring and fall calving seasons. His fall herd begins calving on August 1 and is finished by the first part of October. He focuses on an early calving season to take advantage of marketing his calves.

"A 550-pound steer going in the first of April is a pretty hot ticket," Casey said.

### SMS heifer sale scheduled

The Southwest Show-Me-Select Replacement Heifer sale will take place on Nov. 21, 2014 at Joplin Regional Stockyards.

Casey predicts prices will likely be high, but he said quality is worth the price.

"Know your margins and have a dollar figure in mind," Casey said.

# The Ranch That Could

## Good Samaritan Boys Ranch turns lives around

Story and Photos By Joann Pipkin, Editor

It began with one man's vision. Now, more than 50 years later, the Good Samaritan Boys Ranch has evolved into a premier program for helping turn around the lives of young boys.

"We deal with kids one on one," explained Kevin Killian, boys ranch executive director. "We don't say here's the program, wedge the kid into it. (We say) here's our program, now let's work the program around to meet the needs of the kid."

A residential treatment facility licensed by the state of Missouri, the Reverend Bob Johnson founded the Good Samaritan Boys Ranch in Brighton, Missouri, in 1959. First established as an orphanage, it wasn't until the mid 1960s that Johnson realized his vision had a bigger purpose.

Killian explained, "A man stopped at the end of the ranch's driveway. He threw out a suitcase and took his son out, then drove away. (Rev. Johnson) knew at that point they weren't working with orphans anymore; they were working with boys in need."

From that point forward, Killian said the ranch's philosophy changed from giving boys a place to stay to working with troubled kids or those who came from a troubled background.

Today, the Good Samaritan Boys Ranch is home to 84 boys ranging in age of 10 to 19 years old at its Brighton location;

Thirty-six more are part of the ranch's Footsteps transitional program for boys 16-21 years old in Springfield.

Work at the boys ranch focuses on adolescent boys who have been abused and neglected. "This has caused a lot of anti-social behavior and a lot of behavior on their part has had them removed from their homes," Killian noted.

Kids are sent to the boys ranch by the state. However, they are not sent for any specific amount of time, rather with a list of goals and objectives.

"Our process at that point is to work with these kids to develop individual family therapy that then works on their problems and determines when they will be able to go home," he said.

Average length of stay for a boy is 15-18 months. "We will keep a boy as long as he's still making progress in our program," Killian explained. "We will not warehouse kids. We don't keep kids just because the state is giving us money or just because their parents don't want them."

According to Killian, "Our goal here is to make boys better and to move them on. If we're not still making progress with them, there are places that can. And, we'll move kids to those facilities."

Killian, who has worked with children his entire career, has

spent 21 years as executive director of the boys ranch. "We continue to adapt our program to whatever the needs are of the boys that we have," he explained. "One of the things we have noticed in the last six months is we're getting a lot of younger kids."



Kevin Killian

Society is becoming less tolerant of sexual abuse and with that comes a greater need to help a younger population of children. "(Sexual abuse) is no longer swept under the rug as it was 20 years ago," he said. "Now, we want to get these kids help. Adolescents who have been offenders can change."

Getting children the help they need early enough can assist in changing the dynamic of turning them into abusers themselves, he said. "Then, those kids are not at danger to offend when they become adults because they realize we were able to disconnect that part of life."

One of the first residential facilities in Missouri to offer a program for sexual offenders, the boys ranch is also the state's largest, Killian said. The ranch's Step Ahead program, additionally, is the only one of its kind in the state. The on-campus transitional program is geared toward boys that are too young to go into the traditional transition living.

A rural program, the Good Samaritan Boys Ranch is one of only a few facilities of its kind that maintains an operating farm. Cattle, horses and

even a few pigs are raised on the facility's 180-acre farm. Boys learn how to care for the animals, haul and harvest hay and ride horseback. They even have the opportunity to take part in 4-H at the facility. Some have shown cattle over the years, while others take part in equine activities.

"It builds self confidence, self esteem, empathy," Killian said. "The kids learn that these horses and cattle need someone to take care of them. They can't survive on their own."

Good Samaritan Boys Ranch is a full-service facility, complete with on-campus school, kitchen and recreation areas, in addition to the living quarters. Approximately 70 percent of the funding for its operation comes from the state, while the remaining 30 percent must be generated from fundraisers, donations and planned gifts.

Special people taking care of special needs for special children—the task left to Killian and his co-workers can be daunting, and rewarding at the same time.

"None of us could put up with the heartache of the kids if we didn't know we were changing the lives of those kids," Killian said. "We have a lot of good days, but we don't always have good days."

Still, the bottom line for Killian is to help make a difference in the lives served by the Good Samaritan Boys Ranch.

"We strive to have a boy come to us with problems, become a productive part of society, and then give him back to the community," he said.





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# Piecing the Puzzle

## A look at DNA testing for commercial cattle operations

Story By Rebecca Mettler for Cattlemen's News

Technological advancement is ever-present in the beef industry. Genetics research, specifically DNA technology, has advanced to a level in which more and more tools are available for the commercial beef producer.

Commercial beef producers have basically three options when it comes to DNA testing tools available for their herds — parentage identification, genetic defect testing and genom-

ic testing. Each test requires either a hair or blood sample sent to a recognized DNA testing facility.

“The last tool is one people are the most excited about,” said Jared Decker, University of Missouri beef geneticist. “Predictions of the genetic merit of their animals based on a genomic test.”

The use of genomics testing began in the seedstock indus-

try in 2010 when the American Angus Association began providing Genomic-Enhanced Expected Progeny Differences (GE-EPDs). Since then, many breed organizations have followed suit and provided GE-EPDs for tested animals within their registry to seedstock and commercial stakeholders alike.

### Commercial genomics testing

On the commercial side of the equation, only two genomic tests are available and both tests specifically target animals with at least 75 percent Angus genetics, Decker said.

GeneMax Focus and GeneMax Advantage are commercial heifer genomic tests available through Angus Genetics, Inc., (AGI) and Zoetis.

In the GeneMax Advantage test, the genetic predictions are shown in three different economic indexes with values, or scores, ranging from one to 100. The three indexes are Cow Advantage, Feeder Advantage and Total Advantage.

“It’s designed based on sound principles that we have been using in animal breeding over the last 70 years,” Decker said. “It’s an optimal way to make multiple trait selection through the index.”

According to Decker, 60 percent of the variation in the traits that go into each index can be explained with the GeneMax Advantage test. That’s describing a substantial amount of the variation.

Cattle producers can implement the test into their operations in many different ways. For example, a cow/calf producer marketing calves at weaning needs to sort 100 heifers down to 40 replacements.

“It identifies which heifers meet the goals — cows that calve easy, the proper amount of milk and wean a heavy calf — that will do well in the feed-yard and beyond,” Decker said.

Unfortunately, cattle producers with commercial herds that don’t meet the breed-specific, 75-percent Angus genetics will have to wait for commercial genomics testing. However, such a test is on the horizon.

“Researchers are working on coming up with prediction equations that work better across breeds,” said Megan Rolf, Oklahoma State University extension beef genetics specialist.

### The lower hanging fruit

Both Decker and Rolf agree that commercial producers should take advantage of the increased EPD accuracy provided by GE-EPDs to make more educated buying decisions when buying purebred bulls.

Rolf also mentioned it’s often easy for the bull buyer because the bull provider might have already performed a genomic testing on his sale offerings.

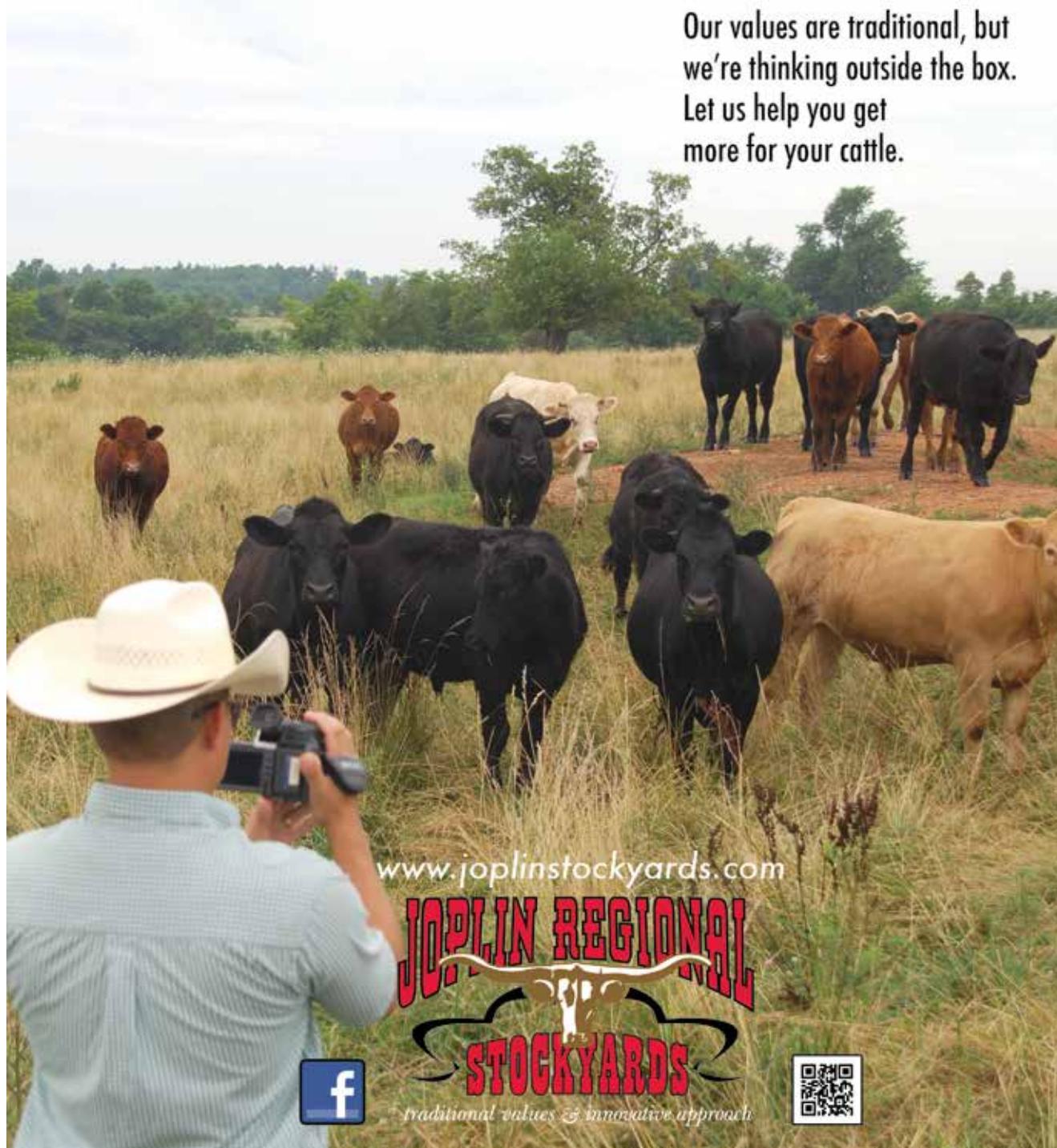
Rolf said to first look for a bull that fits the production system.

**CONTINUED ON NEXT PAGE**

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## DNA TESTING FROM PREVIOUS PAGE

“Then, think about how much it’s worth to you to have the additional EPD accuracy,” Rolf said. “It’s probably worth an additional cost, particularly for people buying heifer bulls.”

If a breeder markets a calving ease bull, with the additional accuracy gained from the genomic test, less uncertainty about the bull’s true calving ease exists. The added information makes it a less risky investment for the bull buyer, Decker said.

Depending on the breed and trait, a genomic test on a young, nonparent purebred bull can result in an EPD accuracy jump from 0.1 to 0.4.

The data garnered from the test can explain as much information as 10 to 30 progeny records, according to Decker.

That’s a lot of information. For a bull, it’s the equivalent to his first calf and for a cow, the information surpasses the amount of progeny she will naturally have in her lifetime.

“If you have a cow that’s in your herd for 10 years, unless she’s a donor dam, you are never going to get 30 calves out of her,” Decker said.

### Other DNA tests

Parentage identification has many applications within the commercial beef herd and can be especially helpful for producers who run multiple sires

in one pasture. By testing both sires and their possible progeny, producers can identify which bulls sired which calves. The information can help producers understand which sires are the most prolific and which produce the most, and least, desirable calves.

Genetic-defect testing is also available for producers who see the need for testing against the lethal defects that affect a specific breed. Instead of testing the entire herd to try to eliminate the defect or defects from the population, Rolf suggests another strategy.

“Minimize carrier-to-carrier matings by knowing what defects are in the herd and (then) managing (those) matings to reduce the chance of having

an affected calf,” Rolf said.

Most genetic defects are breed-specific so using a planned crossbreeding system can minimize the chance of a problem showing up in a herd.

Decker encourages producers to adopt new technologies available to them. Looking around to other agriculture sectors, he notices when prices are good, producers tend to invest in their operations. Corn prices at record highs meant farmers invested in new headers, GPS and other new technologies.

“With the prices we have, beef producers have the same opportunity to make improvements,” Decker said.



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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.

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# To Each His Own

## Producer panel reveals receiving, growing nutrition philosophies

Story By Lisa Henderson for Cattleman's News

Cattlemen say they often gain some of their most valuable business information from listening to other cattle producers. That interest in the perspective of other cattlemen was on display Sept. 25 during the producer panel during Kansas State University's Beef Stocker Day in Manhattan, Kansas.

The panel of four Kansas stocker operators discussed their operations and answered questions about their receiving and growing nutrition programs. The panelists were Brian Barnhardt (Lebo, Kansas); Chad Cargill (Isabel, Kansas); Jaret Moyer (Emporia, Kansas); and Jay Rezac (Onaga, Kansas).

Barnhardt, the first resident assistant at KSU's Stocker Unit, purchased a ranch near Lebo with his wife in 2006. His first stocker cattle were delivered in 2008. He said he has received cattle as light as 140 pounds and bulls weighing in excess of 800 pounds. He looks for undervalued cattle. "We have tried it all," he said.

Moyer started his backgrounding operation in 2003 consisting of a drylot, grass traps and native grass pastures. He said he tries to run three turns of cattle through his facilities each year. Most of the cattle he receives come from the southeast.

Rezac manages a family cattle business northeast of Manhattan. In 1986 they bought 200 head of stocker calves, and last year they purchased 3,500 head. Rezac also said most of their stocker cattle come from the southeast.

Cargill said he opened a custom starter yard north of Medicine Lodge 20 years ago. He stated all the cattle are turned in 30 to 60 days. Most of his cattle also come from the southeast.

Interest was high regarding stocker receiving programs. All four of the panelists agreed that stocker receiving programs should be tailored to the type of cattle arriving. Depending on how far the cattle have traveled and how long they were in the trailer, each stocker operator must find a program that works best for his or her and the operation. For Barnhardt, all of his cattle come from within a 100-mile radius of his operation, and he views those as lower-risk cattle so he bypasses mass treatment and sends them straight to the hay pen.

The other three panelists said they typically receive cattle from longer distances so they use mass treatment.

"We mass treat everything," Cargill said. "These are high risk cattle, and we typically have a lot of sick cattle the day they arrive. Our focus is on health, we very seldom grow cattle."

Rezac said unless the cattle are local, they are worked the day after arrival. He tries to give calves 12 to 24 hours rest before the calves are processed. Whether he mass treats or not depends on the cattle. Heavier steers are not mass treated.

Each of the four producers has slightly different philosophies about receiving nutrition programs. Barnhardt uses a hay pen-type-receiving program with No. 1 quality home-raised prairie hay he feeds free-choice for 24 hours. His target is to get the cattle to eat soon after arrival.

"I'm not concerned with what they eat, but I just want them to fill their rumen," he said.

**CONTINUED ON NEXT PAGE**



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(l-r) Kansas stocker operators Bryan Barnhardt, Jaret Moyer, Jay Rezac and Chad Cargill gave their insight into receiving and growing nutrition programs Sept. 25 in Manhattan, Kansas, during Kansas State University's Beef Stocker Day. —Photo by Lisa Henderson

#### EACH HIS OWN FROM PREVIOUS PAGE

Rezac also feeds calves long-stem prairie hay on arrival. He said he wants the cattle to eat some hay and then bed down and rest. On day two he starts to limit-feed a high-energy starter ration. Rezac said he wants to keep the cattle hungry and coming to bunks.

"I like limit feeding two times a day," Rezac said. "I like to see a slick bunk by noon and then I feed again in the afternoon. It keeps them lining up, and they eat better."

Moyer also puts new arrivals in hay pens with access to native grass hay. He mass treats every animal on arrival. "I think sgood long-stemmed hay helps them get their guts reset," Moyer said.

Regarding cattle procurement, the panel agreed they prefer to buy the cattle without their shots. They like to administer vaccinations and other animal health protocols themselves because they believe it allows for more uniform treatment of all of the animals.

"I prefer the other end to leave the shots alone because I don't know which ones have been treated or not, or when I should start giving another shot on top," says Cargill.

When the panel was asked about their ideas on when to take temperatures, most agreed that it isn't a practice they use on a regular basis, but it can be helpful in some situations.

"In my mind, you take the temp when you don't see physical signs of the sickness. I use it in cases when normal protocol doesn't work," says Moyer.

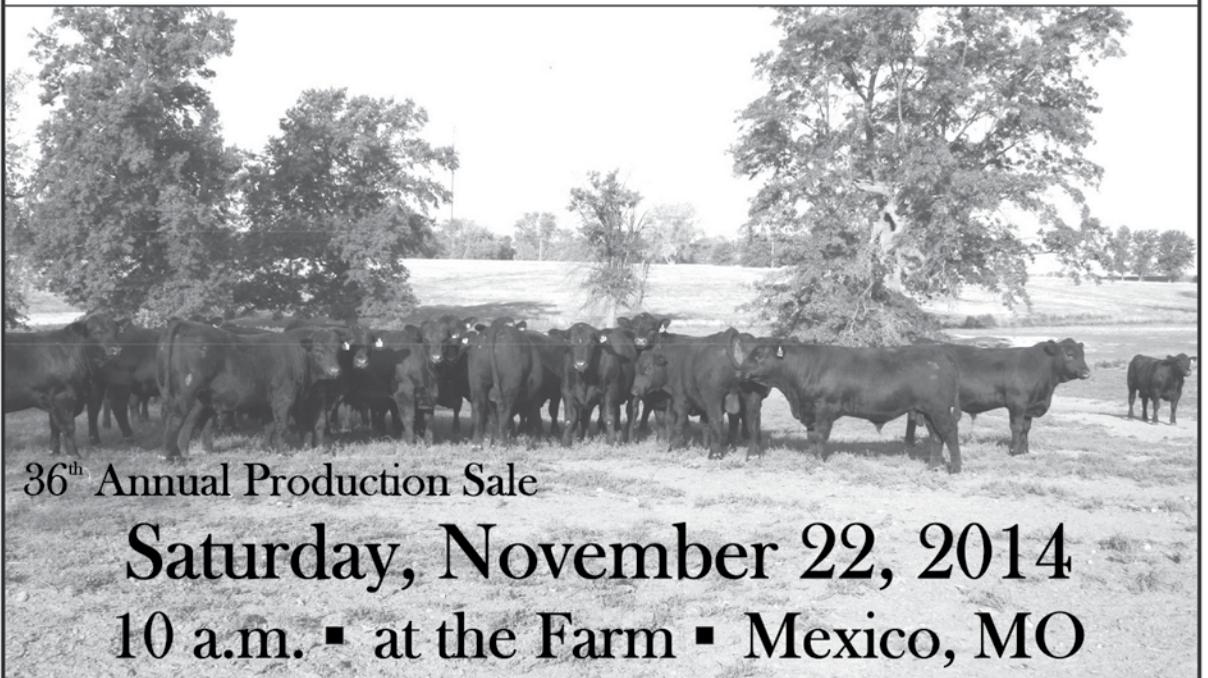
Cargill says he typically doesn't use them at all. "Temperatures are so variable. Some can be sick without a temperature, and I can't afford to miss a sick calf."

The panelists also agreed about their use of probiotics. They said they do not use probiotics at processing, but they will

use them if the right situation occurs. Moyer said he typically uses it in the chronic pen, while Cargill noted he has tried it before, but it was hard to tell whether or not they worked.

"I use it on calves that keep showing up in the chute if the microbial population is suffering," Barnhardt said. "I keep it in inventory but don't use it to mass treat." 

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- ◆ Sixteen fall yearling bulls that gained over four pounds per day, for the 112 days between weaning and yearling.
- ◆ 63 of the fall bulls selling posted adj. REA of 16.0 sq. inches or better, including 31 with scans of 17 sq. inches or larger.
- ◆ The entire group of fall yearling bulls averaged 3.45 ADG, 1,300 lbs. adj. YW, 36.8 cm. SC, 4.54% IMF, 15.9 sq. in. REA, .35 rib fat, .40 rump fat and 6.0 frame score.
- ◆ Of the 200+ bulls in the sale, 74 post a \$W or +40 or better and 76 have a \$B of +100 or more!
- ◆ The fall yearling heifers averaged 1.91 ADG, 883 lbs. adj. YW, 5.88% IMF, 12.1 sq. in. REA, .33 rib fat, .37 rump fat and 5.8 frame score.
- ◆ Although still a "virtual dispersion" of our salable seven-year-olds, we will sell more two to six-year-old cows than ever before.

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# Watershed Plan Seeks Input

**Nov. 14 deadline to comment on the Spring River Plan**

*Story By Rebecca Mettler for Cattlemen's News*

The Harry S Truman Coordinating Council (HSTCC) held one of four public meetings Oct. 15 to discuss the Spring River Watershed Nonpoint Source Plan at the University of Missouri Southwest Research Center near Mt. Vernon. The meeting was included in the third and last set of those scheduled to gather stakeholder input.

The Spring River Watershed Nonpoint Source Plan was developed to help restore and protect the waterways of the Spring River watershed. The effort is a collaboration of Kansas State University, Missouri Department of Natural Resources (MDNR) Watershed Protection Section, University of Missouri Extension and the HSTCC with funding from Environmental Protection Agency's Clean Water Act Section 319 program.

The goals of the plan are to restore impaired surface waters impacted by nonpoint source pollution, to guide future implementation of voluntary conservation practices funded by the

state's nonpoint source program and to provide direction for multiple agencies and programs working to address water quality issues in the Spring River watershed, according to Robert Wilson, watershed planner with Kansas State University Research and Extension.

The Spring River Watershed includes 2,000 square miles throughout Barry, Barton, Dade, Jasper, Lawrence and Newton counties in Missouri. A portion of the watershed is also in Kansas and Oklahoma, but the plan is specific to Missouri only.

"What we've tried to do over the last year is to put together a concise report that can be used to identify resources on a voluntary basis," said Harry Rogers, executive director for HSTCC.

The plan is focused on nonpoint source impairments. Generally, a nonpoint source is primarily runoff. As defined in the plan, a nonpoint source is from a disperse area, such as urban areas or agricultural areas.

In contrast, a point source is defined as pollutants that originated from a single localized source, such as industrial sites, sewerage systems and confined animal facilities. Point source is mainly anything that comes out of a pipe and is regulated, according to Wilson.

There are five areas of nonpoint pollution sources that the Spring River Watershed Nonpoint Source Plan covers — livestock, cropland, urban, failing septic systems and stream bank erosion.

"Bacteria is one of the biggest impairments to the watershed," Wilson said. "Runoff from livestock operations, storm water runoff and failing septic systems."

A body of water is considered impaired when the water quality does not meet the water quality standard parameters for its designated use.

"An example is contact recreation," Wilson said. "If we know that the bacteria counts have been too high we are saying that people can't swim in that river or stream. So, that's generally what we call impaired."

Information was not provided at the meeting in regard to the status of the watershed's impairment.

"It's still considered impaired so we are trying to give ideas for voluntary practices that can get us off that impaired list," said Jennifer Hoggatt, statewide coordinator for Our Missouri Waters with the Missouri Department of Natural Resources. "It's still not unimpaired. Even if we are moving in the right direction, we are still having enough problems that it stays an impaired stream."

A number of the attendees voiced skepticism and concern over the voluntary standing of the plan. At this time, the voluntary conservation practices, also referred to as best management practices (BMPs), are being marketed as completely voluntary through this watershed plan.

"There are no regulations being promulgated, no regulations being considered as a part of this project," Rogers said.

The BMPs are structural and non-structural practices that reduce pollution, according to Wilson.

Examples of livestock BMPs include off-stream watering systems, rotational grazing, vegetative filter strips, relocated pasture feeding sites and relocated feedlots/feeding pens.

The list of cropland BMPs include no-till, cover crops, nutrient management plans, conservation crop rotation, terraces and vegetative buffers.

"The watershed plan is a very specific tool because it helps prioritize locations where we could get the biggest environmental benefit," said Gwenda Bassett, southwest region watershed coordinator with MDNR.

Bassett said agencies have to make decisions on where the grant funding should be placed, and plans like this help in such times when funds become limited.

The plan is to be reviewed, and if approved by the MDNR, will be finalized in January 2015.

Public comments can be submitted by Nov. 14, 2014, by visiting the Harry S. Truman Coordinating Council website at [www.hstcc.org](http://www.hstcc.org). The entire 400+ page Spring River Nonpoint Source Watershed Plan can also be found on the HSTCC website.

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# Keeping Our Critter's Critters Happy

## Microbe Farming, Part 2: Ontogenic Development

Story By Elizabeth Walker for Cattlemen's News



In one of my advanced ruminant nutrition classes at New Mexico State University, my professor had us write a research paper on topics relevant to nutrition. For some reason, I was low man on the totem pole and the only topic left on the list was “ontogenic development.” I couldn’t say “ontogenic” and certainly didn’t know what ontogenic development meant. The rest of my class didn’t pick the topic because they, too, had no idea what it was. It turned out to be a fun subject, and I had the chance to study how the gastrointestinal tract developed from birth to adulthood in ruminant animals.

Last month, I wrote about microbe farming, and I mentioned diet and the environment influence the development and microbial environment of the rumen. We discussed the plethora of microbes, but there’s more to the story of ruminal development.

All neonatal ruminant animals (calves, deer, goats and sheep) are born as simple-stomached animals or monogastrics. At birth, the different compartments of the stomach — reticulum, rumen and omasum — are small and undeveloped as compared to the abomasum or “true stomach.” Through ontogenic development calves, kids, lambs and fawns go through a miracle of metamorphosis and emerge as full-fledged, card-carrying ruminants. Not only do they pick up a bunch of hitchhikers as they mature, but also their rumen goes from a small, non-functional pouch to a certified vat of bacteria, fungi, protozoa and fungi. What that rumen wall looks like, feels like and is capable of doing all depends on the diet of that animal.

During the first few weeks and even months of the calf’s life, it is consuming a mostly milk diet, which is shunted from the rumen via the esophageal

groove and is deposited into the abomasum. If calves remain on a total milk diet, their rumen will not develop normally. Solid feeds, grass, corn and hay are what trigger ontogenic development of the rumen. Solid feeds, along with the microorganisms that are attached to them, are not directed into the abomasum but instead go to the rumen.

The types of feed the animal consumes have a direct effect on the development of the rumen. A diet high in concentrates will cause the development and growth of papillae, which are the outgrowth of ruminal cells that increase the surface area of the rumen; the greater the surface area of the rumen, the greater the opportunity for absorbing nutrients. Concentrates are broken down by the microbes into volatile fatty acids, primarily acetate, propionate and butyrate. Propionate, and to a larger degree butyrate, cre-

ate the greatest stimulus for papillae development.

However, volatile fatty acids are not enough. The animal must have roughages to prevent a process known as parakeratosis to develop. Parakeratosis is a thickening of ruminal cells, sort of like a callous. If the animal doesn’t have enough abrasive feed material to help slough off old epithelial cells, a thickening occurs. Some of you might have learned that as “scratch factor.” Keeping the ruminal papillae pliable and fresh with new cells keeps those papillae in a state where nutrients can be absorbed.

In addition to scratch factor, roughages also increase the muscularization. Simply put, roughage increases the size of the muscles in the ruminal tissues and volume of the rumen. Muscularization is necessary for rumen motility, which is necessary for inoculating incoming feed with microorganisms, eructation of gases and rumination.

My husband and I have picked up a saying from a veterinarian who specializes in beef cattle. I won’t say his name, but I don’t want ya’ll to think I am smart enough to come up with this line of thinking on my own, and I am paraphrasing: “There is a critical weight in which the calf has to obtain to be big enough to eat enough (forage) to obtain enough energy/nutrients to grow properly.” I think this makes a lot of sense. If calves don’t have a rumen that has developed properly, they will never be able to eat enough forage to be productive on our farms. I don’t care if this is a calf destined for the feedlot or a calf destined to be a replacement in your cowherd. If that animal doesn’t get the proper combination of feeds early on, it might never be as productive as a calf that did.

Soluble carbohydrates, either in a concentrate creep feed ration or in a field of forages in the vegetative state, coupled with roughages, provide the necessary ingredients for proper ontogenic development of the rumen. If the rumen develops properly, has the right amount of actively growing papillae and a good blend of microbes, life is good.

—Elizabeth Walker is associate professor of agriculture at Missouri State University.

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# MARKET WATCH

## October Video Sales

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

Video Sales from 10/6/14 & 10/20/14 • Total Video Receipts: 1,146

Feeder Cattle & Calf Auction | October Receipts 16,325 • Last Month 19,584 • Last Year 20,904

Date:	South Central States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering:	315							
10/6/14												
	FEEDER STEERS			MED & LG 1-2			Eastern States		All states	east of the Miss., La., & Ark.		
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY		FEEDER HEIFERS		AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
56	890	890	\$215.00	\$215.00	Current	HEAD	70	700	700	219.00	219.00	July
56	850	850	\$224.25	\$224.25	November							
	FEEDER HEIFERS			MED & LG 1-2								
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY							
67	730	730	\$221.00	\$221.00	November							
66	750	750	\$220.00	\$220.00	February							

Date:	South Central States	Texas, Okla.,	New Mexico, Kansas, Mo.	Offering:	831							
10/20/14												
	FEEDER STEERS			MED & LG 1			Eastern States		All states	east of the Miss., La., & Ark.		
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY		FEEDER STEERS		AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
57	875	875	\$216.50	\$216.50	March	HEAD	57	875	875	\$214.00	\$214.00	December
	FEEDER STEERS			MED & LG 1-2			58	850	850	\$212.00	\$212.00	January-February
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY		120	850	850	\$220.00	\$220.00	February-March
36	560	560	\$255.00	\$255.00	Current		62	825	825	\$220.00	\$220.00	March
	FEEDER HEIFERS			MED & LG 1			FEEDER HEIFERS		MED & LG 1			
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY		HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY
70	725	725	\$230.50	\$230.50	December		72	700	700	\$228.00	\$228.00	Current
	FEEDER HEIFERS			MED & LG 1			65	750	750	\$215.00	\$215.00	March
HEAD	WT RANGE	AVG WT	PRICE RANGE	AVG PRICE	DELIVERY							
54	540	540	\$243.00	\$243.00	Current							
94	525	525	\$250.00	\$250.00	Current Value Added							
86	575	575	\$246.00	\$246.00	Current value Added							

## Tune in to the JRS Market Report



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



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



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



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



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

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## EVENT ROUNDUP

### November

- 8 Moser Ranch SimAngus, Simmental & Angus Bull Sale  
Wheaton, Kansas  
PH: 785-456-3101
- 8 Replacement Cow & Bull Sale  
Joplin Regional Stockyards, Carthage, Missouri  
PH: 417-548-2333
- 11 Bowling Ranch Herefords & Red Angus Production Sale  
at the ranch, near Newkirk, Oklahoma  
PH: 580-362-5026
- 16 CJ Auctions Land Sale  
near Rogersville, Missouri  
PH: 918-550-8118
- 17 Green Springs Bull Test Sale  
Mo-Kan Livestock, Butler, Missouri  
PH: 417-448-7416
- 21 LeForce Herefords Production Sale  
at the ranch, near Pond Creek, Oklahoma  
PH: 832-978-5876
- 21 Show-Me-Select Replacement Heifer Sale  
Joplin Regional Stockyards, Carthage, Mo.  
PH: 417-466-3102
- 22 Sydenstricker Genetics Angus Production Sale  
at the farm, Mexico, Missouri  
PH: 573-581-1225
- 24 Special Yearling Sale  
Joplin Regional Stockyards, Carthage, Missouri  
PH: 417-548-2333
- 25 Special Video Sale  
Joplin Regional Stockyards, Carthage, Missouri  
PH: 417-548-2333

### December

- 4 Value Added Sale  
Joplin Regional Stockyards, Carthage, Missouri  
PH: 417-548-2333
- 9 5:30 p.m. Hay Production School  
Cassville High School Ag Department, Cassville, Missouri  
PH: 417-847-3161
- 11 5:30 p.m. Hay Production School  
Cassville High School Ag Department, Cassville, Missouri  
PH: 417-847-3161
- 12-13 Water Street EDGE Farm Business Seminar  
Lincoln, Nebraska  
PH: 866-249-2528
- 19 Replacement Cow and Bull Sale  
Joplin Regional Stockyards, Carthage, Mo.  
PH: 417-548-2333

### January

- 2-4 Missouri Cattlemen's Assoc. Convention & Trade Show  
Tan-Tar-A Resort, Osage Beach, Missouri  
PH: 573-499-9162

### February

- 4-7 NCBA Cattle Industry Convention  
San Antonio, Texas  
FMI: [www.beefusa.org](http://www.beefusa.org)

### March

- 3 Southwest Missouri Spring Forage Conference  
University Plaza Conference Center, Springfield, Missouri  
PH: 417-831-5246, ext. 3

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