

JOPLIN REGIONAL STOCKYARDS

CATTLEMEN'S



News

APRIL 2020



Preconditioning:

An ounce of prevention is
worth a pound of cure!

PRSRST STD
U.S. POSTAGE
PAID
SPRINGFIELD, MO
Permit #96

P O Box 634
Carthage, MO 64836

**We
Custom
Build
Cattle
Equipment**

Superior Steel Sales

Across from
Joplin
Stockyards
on
Blackberry Rd



417-358-5555

www.superiorsteelsales.com



**Large
Stock of
Used &
Repaired Seam
Posts**

Loading Chutes

12 ft Portable
&
20 ft Stationary



Adjustable Alleyways



12 ft or 20 ft Alleys
Adjustable from 30" down to 14" wide

Panel Trailers

Hold 20
10 ft or 12 ft
7 Bar Panels



Crowding Tubs



16 Different Tub Options
in 10 ft or 12 ft Radius



Cattle Guards

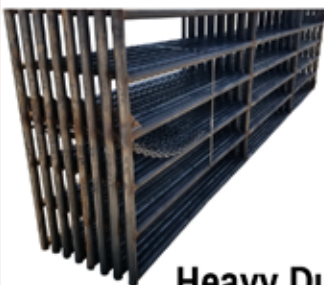
Superior Standard

Heavy Duty Cattle Equipment

Superior Steel Sales



American Made & Built to Last!



Heavy Duty Gates

5, 6, & 7 Bar
from 2 ft to 20 ft



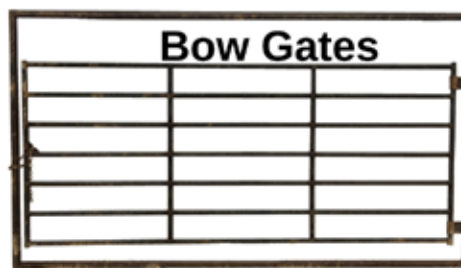
Pipe Feed Bunks



Hay Feeders
Single & Double
Hay-Saver Style



**Free-Standing
Panels**



Bow Gates

**We
Ship**



Anywhere!

Proud to offer these Fine Products



One Stop Shop for your Grazing System Needs

Complete Line of Electric Fence Products

Economy Grazing Gates

Stay Tuff Wire

Speed Rite Chargers

Fiberglass Posts

Used/Repaired Seam Pipe Posts

ON THE BLOCK

with Jackie Moore

Excuse the language but what a damn mess! This coronavirus all over the world is putting a lot of pressure on all of the markets. Whether it is commodities, cattle, hogs, corn, wheat, or the stock market. It's definitely a real problem and about half scary because the virus in the right stages can be deadly. We have taken precautions at the yards to prevent the spread of this disease. Bare with us during this time; we are doing the best we can to keep our employees and customers safe.

As far as the market is concerned, I get call, after call, after call everyday wanting to know what I think. The best I can tell, it's all going to hinge on how long the virus lasts, and how long it's going to take to get through this pandemic.

It's awful hard to predict the markets because nobody knows for sure when it's going to end. We went through the fire problem with the beef packers last August, and we knew there would be an end to that because they would rebuild and start up again. This virus is a whole new ballgame, and I have no idea how to react to it because of the uncertainty of the duration. I definitely think there are a lot of cattle still out there to come to the auctions. When they start showing up all over the United States, I think it could get tougher than it is now if we don't get some reprieve in these futures markets which keep tanking and tanking. We get two or three days up then two or three days down but we can't get any footing to hold it together.

The beef packers have taken big advantage of us. They are making five, six, or seven hundred dollars a head, and we cattlemen are losing money. It's just like a told a guy, "I don't mind them making

money but if they're gonna make \$500... looks like they'd let the rest of us in the industry make a hundred or two!"

The greed has set in with those people so something definitely needs to be done about that. Frankly, I'm pretty upset with NCBA because I don't think they have done their part to try to correct the problem. We send them a lot of money so at some point they need to stand up and take care of the producers. The fact that they haven't done anything really aggravates me.

As far as the current market goes we keep holding in there. All of the grazing cattle have been selling good. The feeder cattle end of the market is struggling. If you look at what they are bringing according to the futures market when you look at the August fat cattle futures at .85, and they give \$1.15, \$1.20 or \$1.25 for an eight weight steer. They are still too high if you want to pencil them to make any money. So in one term, the market is pretty dang good if you look at the futures.

Where are we headed? I wish I knew! There's just so much going on to predict anything. Like I said earlier, all of it depends on how long this virus lasts. It's pretty aggravating to me because I usually have something in mind but at this point, it's a little hard to figure out.

Good luck, and God Bless!

Jackie



Steven Haskins, Agent
1901 E 32nd St Ste 16
Joplin, MO 64804
Bus: (417) 624-6200
shaskins@amfam.com



American Family Mutual Insurance Company, S.I. & Its Operating Companies, American Family Insurance Company, 6000 American Parkway, Madison, WI 53783 ©2019 016630 – 04/19 – 11549861



FIELD REPRESENTATIVES

ARKANSAS

Jimmie Brown
M (501) 627-2493

Dolf Marrs: Hindsville, AR
H (479) 789-2798, M (479) 790-2697

Billy Ray Mainer: Branch, AR
M (479) 518-6931
*Cattle Receiving Station

Jr. Smith: Melbourne, AR
M (870) 373-1150

Kent Swinney: Gentry, AR
M (479) 524-7024

KANSAS

Colby Flatt: Liberty, KS
M (620) 870-9100

Pat Farrell (Video Rep): Ft. Scott, KS
M (417) 850-1652

Trent Johnson (Video Rep): Ft. Scott, KS
M (620) 228-1463

Chris Martin (Video Rep): Alma, KS
M (785) 499-3011

Alice Myrick: Mapleton, KS
M (620) 363-0740

Bob Shanks: Columbus, KS
H (620) 674-3259, M (620) 674-1675

LOUISIANA

James Kennedy: DeRidder, LA
M (337) 274-7406
*Cattle Receiving Station

OKLAHOMA

Mark Murray: Westville, OK
M (918) 930-0086

Chester Palmer: Miami, OK
H (918) 542-6801, M (918) 540-4929
*Cattle Receiving Station

Nathan Ponder: Afton, OK
M (636) 295-7839

Shane Stierwalt: Shidler, OK
M (918) 688-5774

Troy Yoder: Chouteau, OK
M (918) 640-8219

MISSOURI

Rick Aspegren: Mountain Grove, MO
M (417) 547-2098

Jared Beaird: Ellsinore, MO
M (573) 776-4712
*Cattle Receiving Station

Klay Beisly: Nevada, MO
M (417) 321-2170

Joe Brattin: Exeter/Wheaton, MO
M (417) 439-0479

Sherman Brown: Marionville, MO
H (417) 723-0245, M (417) 693-1701

Joel Chaffin: Ozark, MO
H (417) 299-4727

Rick Chaffin: Ozark, MO
H (417) 485-7055, M (417) 849-1230

Jack Chastain: Bois D'Arc, MO
H (417) 751-9580, M (417) 849-5748

Ted Dahlstrom, DVM: Staff Vet
Stockyards (417) 548-3074; O (417) 235-4088

Tim Durman: Seneca, MO
H (417) 776-2906, M (417) 438-3541

Jerome Falls: Sarcoxie, MO
H (417) 548-2233, M (417) 793-5752

Nick Flannigan: Fair Grove, MO
M (417) 316-0048

Bailey Moore: Granby, MO
M (417) 540-4343

Skylar Moore: Mount Vernon, MO
M (417) 737-2615

Kenneth & Mary Ann Friese: Friedheim, MO
H (573) 788-2143, M (573) 225-7932
*Cattle Receiving Station

Fred Gates: Seneca, MO
H (417) 776-3412, M (417) 437-5055

Brent Gundy: Walker, MO
H (417) 465-2246, M (417) 321-0958

Jim Hacker: Bolivar, MO
H (417) 326-2905, M (417) 328-8905

Bruce Hall: Mount Vernon, MO
M (417) 466-5170

Mark Harmon: Mount Vernon, MO
M (417) 316-0101

Bryon Haskins: Lamar, MO
M (417) 850-4382

J.W. Henson: Conway, MO
H (417) 589-2586, M (417) 343-9488
*Cattle Receiving Station

Steve Hunter: Jasper, MO
H (417) 525-4405, M (417) 439-1168

Larry Jackson: Carthage, MO
M (417) 850-3492

Jim Jones: Crane, MO
H (417) 723-8856, M (417) 844-9225

Kelly Kissire: Anderson, MO
H (417) 845-3777, M (417) 437-7622

Larry Mallory: Miller, MO
H (417) 452-2660, M (417) 461-2275

Colby Matthews: Taneyville, MO
M (417) 545-1537

Kenny Ogden: Lockwood, MO
H (417) 537-4777, M (417) 466-8176

Jason Pendleton: Stotts City, MO
M (417) 437-4552

Charlie Prough: El Dorado Springs, MO
H (417) 876-4189, M (417) 876-7765

Dennis Raucher: Mount Vernon, MO
M (417) 316-0023

Russ Ritchart: Jasper, MO
M (417) 483-3295

Lonnie Robertson: Galena, MO
M (417) 844-1138

Justin Ruddick: Southwest City, MO
M (417) 737-2270

Alvie Sartin: Seymour, MO
M (417) 840-3272
*Cattle Receiving Station

Jim Schiltz: Lamar, MO
H (417) 884-5229, M (417) 850-7850

Cash Skiles: Purdy, MO
M (417) 669-4629

David Stump: Jasper, MO
H (417) 537-4358, M (417) 434-5420

Matt Sukovaty: Bolivar, MO
H (417) 326-4618, M (417) 399-3600

Mike Theurer: Lockwood, MO
H (417) 232-4358, M (417) 827-3117

Tim Varner: Washburn, MO
H (417) 826-5645, M (417) 847-7831

Brandon Woody: Walnut Grove, MO
M (417) 827-4698

Misti Primm and Clay Eldridge: Office
(417) 548-2333

VIDEO CATTLE PRODUCTION

Matt Schlaeger: Mount Vernon, MO
(417) 548-2333

INSIDE THIS ISSUE

Preconditioning: An ounce of prevention is worth a pound of cure!

*Cover photo by Cattlemen's News staff.

About the cover: The processing crew from the Animal Clinic of Diamond is composed of 7-8 team members who are trained in animal/product handling to efficiently/safely process stocker cattle. Duties include vaccine administration, oral and injectable deworming, implanting, ear tags/fly tags, branding, and castrating. When running at full speed, they have completed the processing of 2,000 yearlings in one day.

Left: Jami Todd, graduate of Crowder Veterinary Technician Program

Center: Kacie Strickland, veterinary technician for Animal Clinic of Diamond

Right: Dylan Lewis, large animal technician for Animal Clinic of Diamond

IN EVERY ISSUE

- 3** | View from the Block
- 6** | Data Driven Decisions - Justin Sexten
- 8** | Under the Wire with Gary Hodgson
- 12** | Network Know-How with Erin Hull
- 16** | Home on the Farm with Anne Kennison
- 35** | MoBeef for Kids
- 45** | Market Report
- 45** | Prime Time Livestock Sale Schedule

Management Matters

- 10** | Summers Annuals and Grazing
- 14** | Feeding and Marketing Fall Weaned Calves
- 20** | Selecting Your Next Bull
- 22** | Vaccination Protocols for Fall Weaned Calves
- 28-29** | Selecting Replacement Heifers
- 31** | Being Alert for Grass Tetany
- 32** | Stocking Rates in Southwest Missouri
- 33** | Forage Considerations
- 39** | Rotational Grazing Systems

Trending Now

- 18** | Are You Covered?
- 21** | Mental Health Resources
- 23** | Callicrate Banders
- 24/26** | Spring Health Strategies for Calves
- 30** | Protecting Health of Animals Across Missouri
- 34** | Financial Focus
- 38** | Why Show Livestock?
- 41** | From the Tailgate

Industry News

- 7** | Spring KOMA Conference
- 15** | Four State Farm Show
- 27** | Southwest Center Update
- 36-37** | Four Approaches to Genetic Awareness
- 40** | Bull Breeding Soundness Exams
- 42-43** | JRS Value-Added Vac Forms



CONTACT US

Publisher/Advertising:
Mark Harmon

Phone: 417-548-2333

Mobile: 417-316-0101

Fax: 417-548-2370

markh@joplinstockyards.com

Editor/Design/Layout:
Jocelyn Washam
Cassie Dorran

Rural Route Creations

CN@joplinstockyards.com

AD DEADLINES

*2nd Monday of each month
for next month's issue.

Print deadlines, ad sizes and
pricing can be found in the
2020 print media guide.

www.joplinstockyards.com

OUR MISSION

Cattlemen's News, published by Joplin Regional Stockyards, was established in 1998. With 12,000 customers and 450,000 plus cattle sold per year, this publication is an excellent advertising avenue for reaching customers from across the region. The publication puts today's producers in touch with the tools and information needed to be more efficient and profitable for tomorrow. Circulation 12,000.

Although we strive to maintain the highest journalistic ethics, Joplin Regional Stockyards limits its responsibilities for any errors, inaccuracies or misprints in advertisements or editorial copy. Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising from such advertisement made against the Stockyards and/or its publication.

SUBSCRIPTIONS

For subscription questions,
please call **417-548-2333**,
ask for Mark Harmon.

If you wish to discontinue a
subscription to Cattlemen's News,
please send request or address label to:

Cattlemen's News

Attn: Mark Harmon

PO Box 634, Carthage, MO 64836.

Due to the COVID-19 virus, Jasper County Health Department encourages our sellers to unload, head home and call back later to see what their cattle brought. We will mail checks the next morning or can hold them for you to pick up. If you do stay, social distancing is a must!

All buyers for the Monday and Wednesday sales - social distancing will be a must if you plan on attending.

Joplin Regional Stockyards is committed to serving our customers.

We will continue our normal sale schedules.

In order to serve your cattle selling needs as the leader in livestock marketing, please call the office at 417-548-2333 or your field representative if you intend to sell. We will provide you the best options for marketing your cattle.

Along with the uncertainty of the COVID-19 outbreak, we understand there are many unknowns.

We do realize that even in tougher markets some cattle producers must make hard decisions about bringing their cattle to market.

As always, we are committed to providing the best auction service for our customers.

We also understand the seriousness of the COVID-19 virus, and will take every precaution to keep the health and safety of our customers, employees and our communities a top priority.

We will be doing business as normal unless local agencies make decisions that would change our normal sale schedule.

We ask that everyone take personal responsibility with dropping off cattle and not attending our sales. We must follow the guidelines and recommendations from the CDC.

Thanks for understanding and helping. We are here to serve you in these difficult times we are facing.

Until further notice, our cafe will be closed.

Thanks,
Jackie Moore - 417-825-0948
Bailey Moore - 417-540-4343
Skyler Moore - 417-737-2615
Dustin Eldridge - 417-548-2333
Office - 417-548-2333



Visit us at I-44 & Exit 22
Carthage, Missouri 64836

STAY CONNECTED

To learn more about Joplin
Regional Stockyards, visit
www.joplinstockyards.com

Follow us on social media:

Joplin Regional Stockyards



DOWNLOAD

JRS MOBILE

APP TODAY!



Lost Creek

CATTLE CO.

~ 40 Years of Crossbreeding ~

3 Breed, Crossbred Heifers For Sale

Spring Calving Heifers available after Nov. 1
Fall Calving Heifers after May 1



Excellent Brood Cow Prospects!

*Bred for easy calving, superior
growth, docility & a desirable end product.*

Highest Total Relative
Value ever recorded
by IGS Feeder Profit
Calculators for calves
of this weight.

9786-6944 jimandsara@hotmail.com	IGS International Genetic Solutions www.internationalgeneticsolutions.com <i>We Collaborate. You Profit.</i>						
medPolled: Polled Color: Mostly Smokes, few yellows, 5 blacks Sex: Steer Birth weight: 1025 Weight range: 900-1100 lbs Bred: 11/06/2017	Total Relative Value \$6.16/cwt Relative Management Value \$2.58/cwt Relative Genetic Value \$3.59/cwt						
Charolais: 40% Simmental: Angus, Virashield 6+L5 HB, son 8, Pinkeye Shield X14 son 8, Virashield 6+L5 HB, son 8, Pinkeye Shield son 8, Pinkeye Shield	<small>Relative Genetic Value: Predicted difference in value due to genetics between the calves being evaluated and the average Angus calves of the same sex, starting weight and management conditions. Relative Management Value: Predicted difference in value due to management between the calves being evaluated and those same calves under the assumption of an industry average 60% BMD vaccinated and 60% marketed for 30 days or greater. Total Relative Value: A combination of Relative Genetic Value and Relative Management Value.</small>						
Deworming 10/06/2017 Ivermectin Deworming 03/14/2018 Ivermectin Implant 05/24/2017 Synovex C	<table><tr><td>Quality Grade ★★★★☆</td><td>Yield Grade ★★★☆☆</td><td>Carcass Weight ★★★★☆</td></tr><tr><td>Avg. Daily Gain ★★★★★</td><td>Feed Conversion ★★★★★</td><td></td></tr></table> <p>Certification Date 03/15/2018 No. 120</p> <small>The projections, values, and other calculations produced by Feeder Profit Calculator™ are based on user inputs. IGS does not independently verify the information provided by users. The information provided is for informational purposes only and does not constitute a guarantee. IGS makes no representation that any Feeder Profit Calculator™ projection will be realized and actual results may vary significantly from Feeder Profit Calculator™ projections. The Feeder Profit Calculator™ is a registered trademark of International Genetic Solutions, Inc. and is not to be used without written permission.</small>	Quality Grade ★★★★☆	Yield Grade ★★★☆☆	Carcass Weight ★★★★☆	Avg. Daily Gain ★★★★★	Feed Conversion ★★★★★	
Quality Grade ★★★★☆	Yield Grade ★★★☆☆	Carcass Weight ★★★★☆					
Avg. Daily Gain ★★★★★	Feed Conversion ★★★★★						



Our heifers are produced in a 3 breed crossbreeding system using Angus, Charolais and Black Simmental and every heifer is part of each breed resulting in heterosis (hybrid vigor) that is 86% of maximum. Our Fall calving heifers will calve from September 1 and for 75 days thereafter with most calving in the first 30 days. Most of these heifers will have strong SimAngus influence and are black or black motts and sired by exceptional sons of some of the most well known bulls in the Angus and Simmental breeds. We have some smokey colored heifers bred by equally impressive Charolais sires with the same calving dates. Our bulls are carefully selected with special emphasis on EPDs that are balanced to include maternal, growth, and carcass characteristics, as well as manageable dispositions

Our heifer bulls are Sim Angus sons of KCF Bennett Absolute and Hooks Beacon, both of which rank at the top of the breed for calving ease as well as the All-Purpose Index.

Our 2017 yearling steers were evaluated by the IGS, a division of the American Simmental Association, using their Feeder Profit Calculator and had the highest relative value of any yearlings they had EVER evaluated.

The heifers have an extensive health and vaccine program including 2 doses of modified live Virus vaccine prior to breeding, making them and their calves eligible for these vaccines in the future when done in compliance with the vaccine label.

We have been breeding and selecting from these superior animals for over 40 years.

**"CROSSBREEDING IS THE ONLY WAY I KNOW THAT
YOU CAN GET SOMETHING FOR NOTHING AND IT IS
CALLED HETEROSIS OR HYBRID VIGOR."**

LOST CREEK CATTLE CO. • WYANDOTTE, OK

Jim Beck, Owner 918-801-3649 • jimandsara@hotmail.com

Shannon Meador, Ranch Foreman | 417-456-2104

Options

Evaluating and making changes

By Justin Sexten for Cattlemen's News



While normally a technology focused article on the current environment warrants a temporary diversion from the latest advancements, it seemed timely to consider the value of a system built strongly around optionality as many operations look to navigate the challenges imposed by COVID-19. Apologies in advance for those looking forward to a thoughtful discussion of the futures market.

One of my favorite quotes is that of Ben Franklin, "If you fail to plan you are planning to fail." Most of us would suggest there was no way to plan for the market and lifestyle disruption of the magnitude we are experiencing today, yet each day we make and modify plans to address the challenge.

For some, the idea that plans may change is the very reason they choose not to make a plan. While the "flexibility" of such a model can be useful, the lack of focus on a clear goal often leads to underperformance. Others suggest they have a clear plan in place, but at key decision points indecision converts their plan into a similar "flexible" state, as not deciding is in itself a decision.

The absence of planning is not our focus, as luck is a poor business model. In many operations there is a well-tested plan in place. Unfortunately this plan called tradition, is one of the greatest enemies of optionality. Not only are there few options built into the system, but the available alternatives are often viewed through the lenses of personal experience rather than data.

After assaulting tradition and personal experience, it is time to take a minute and explain. Let's not assume tradition and experience aren't valuable teachers, however, when they limit consideration of viable alternatives can we agree they become more problematic than helpful? I'm reminded of an Eric Hoffer quote I saw every day as a kid, "In times of change learners inherit the earth; while the learned find themselves beautifully equipped to deal with a world that no longer exists."

It is safe to say the world continues to change, and clearly there are points in history like this one where change comes faster than expected. One of the best ways to prepare for change, whether large or small, is to build a system with embedded optionality.



In beef production systems, discovery and technology are the often overlooked supplements to experience and tradition. Historically, the adoption limit of novel practices was communicating the information to the masses. Today, we have more access to information than ever before, and some would suggest the biggest challenge is sorting through what works and what doesn't.

When considering management changes that expand marketing options or reduce dependence on a single point of failure an abundance of alternative models can be very beneficial. The right modification for your operation may be a combination of several options or a new hybrid idea you generate from other's ideas that don't work. The key is to continually explore options and build systems that prevent future barriers to implementation.

The current economic and infrastructure challenges are certain to impact your business. Any business with a single point of failure in the system has undue risk due to lack of options. One example we will see moving forward due to low oil prices is the slowdown of ethanol plants. Those operations reliant on a single source for feed ingredients will be challenged by what should be the benefit of cheaper fuel.

Another option is to quit making hay and expand or start a stocker enterprise. For those who think cattle are too cheap, perhaps buying hay with grass cattle profits is an option to consider. The economics of raising hay versus buying hay would be a great math exercise for kids looking for practical math problems.

Adaptable growing cattle management is another opportunity where options add value. The steers in the grow yard all winter have a very different market outlook than when they were placed. Now is the time to consider alternative management options to either expand the marketing window, or cut your losses and look to replace them with lighter cattle and "buy" more time.

There are many technology platforms where you can objectively evaluate your opportunity costs and alternative scenarios due to management and marketing changes. The key to making these platforms work is to evaluate the options often and be willing to make the change. 🐮

Justin Sexten is the V.P. of Strategy - Performance Livestock Analytics

YOUR

TO
Animal Health.

**SHIPPED OR
DELIVERED
TO YOUR
DOORSTEP.**

Antibiotics • Implants
Pest Control • Vaccines
Animal Health Supplies

**MAC'S
VET SUPPLY**

Exit 70, Springfield, MO

417.863.8446

1.888.360.9588

Spring KOMA Conference Highlights

Managing for weaning weight versus controlling cow cost

By Eldon Cole for Cattlemen's News

The 2020 KOMA (4-State) Beef Conference at Springfield, MO featured Dr. Dave Lalman, Oklahoma State University, professor and extension beef cattle specialist discussing, "Managing for Weaning Weight Versus Controlling Cow Cost."

He lead off by referencing a statement by long-time, OSU Animal Science Professor, Bob Totusek about beef cattle breeding and selection. He said, the 1940s and 50s were the first era of insanity as the industry bred for short, fat cattle. The second era of insanity followed in the 1980s as tall, lean cattle dominated the scene. Dr.Lalman didn't say what era we were currently in except that large cows might be a problem.

Lalman showed a Superior Livestock Video Auction comparison of delivery weights since 1995 comparing northern to southern calf weights. He pointed out that the northern states that came down to Iowa and Nebraska increased delivery weights until 2006 but since have plateaued.

In contrast, the six southern states have increased delivery weights all along and now in the last year of the study, 2015 to 2016, calf weights are actually 20 to 25 pounds heavier in Arizona, Kansas, Missouri, New Mexico, Oklahoma and Texas than the northern states average. Lalman pointed out that weaning weight can be changed by management and genetic selection. The study did clearly show that implanted cattle had a 30 to 35 pound advantage in both geographical regions.

As you'd expect, the trend in the Angus breed, since 1972 for expected progeny difference EPD is up for both yearling and mature cow weight. As cow size increases, so does feed intake. The comparison he showed varied from the 900 pound cow consuming around 25 pounds per day to the 1400

pound cow needing around 35 pounds of feed for lactation.

Lalman showed an interesting OSU comparison of three cows weighing from 1362 pounds to 1465 pounds. The variation in peak milk production went from 16 to 33 pounds. The dry matter intake varied from 20.2 to 44.5 pounds per day. The take-away from this comparison was there is tremendous variation in cows regarding input and output.

He stressed that commercial cow-calf herds should be selecting for moderate milk and moderate mature size. Keep in mind there are "curve bender" sires. Curve benders allow you to make selections that for instance are easy calvers yet have excellent growth without being overly large. The moderate to low genetic potential for milk should be advantageous in lower input systems. Exceptionally highquality diet forage will be required to sustain high milk yield throughout the grazing season.

The specialist mentioned, that you need to keep adequate records on what's happening at your place as you make breeding and management decisions about your cow-calf operation. 🤠



BLUEPRINT®
THE MINERAL FOR EVERY STAGE OF LIFE

Blueprint® is a premium nutrition program designed to build on genetic potential.

- Total Replacement Technology®
 - Contains optimal levels of Bioplex® organic trace minerals
 - Formulated with Sel-Plex®
- Easily absorbed and readily metabolized
- Supports improved performance

Blueprint
 NUTRITION PROGRAM

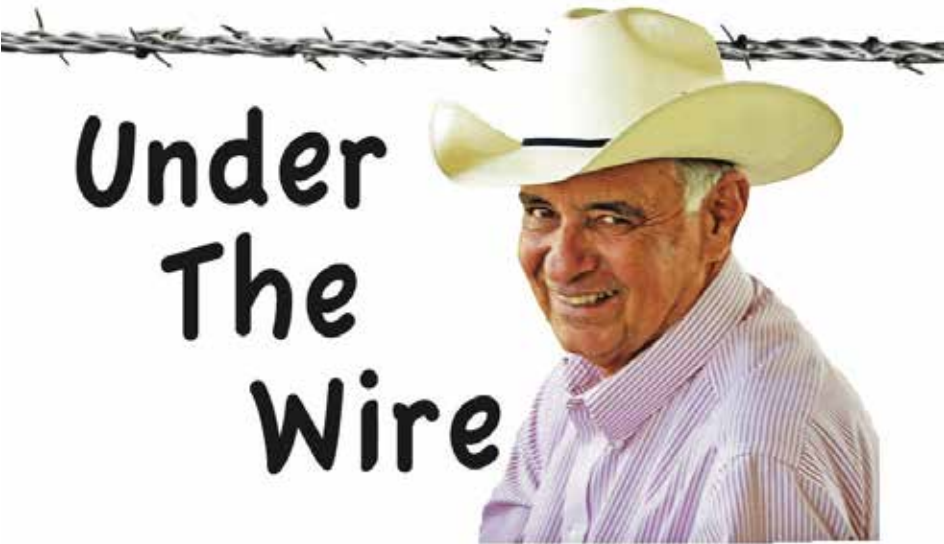
FIND YOUR BLUEPRINT:

SOMO Farm & Ranch Supply
 2850 W. Kearney | Springfield, MO
 417.865.0312

Hirsch Feed & Farm Supply
 1400 Nettleton | Thayer, MO
 417.264.7616

Kelly Smith
 Territory Manager
 417.855.9461





The Cows are Depending on Me

By Gary Hodgson for Cattlemen's News

Every cowman who has ever calved out a bunch of cows knows the stages an old mama cow goes through leading up to the big day.

Signs begin early with “looking calvy” to “springing up,” “making a bag”. The list and descriptions goes on and on.

Since I tend to give cows credit for being smarter than most humans, there is no doubt in my mind that they have developed a list of things us cowboys do as calving rolls around, too. I admit to being more than a little surprised, after thinking about it, of our own predictability.

We, of course, begin our own nature dictated routine by moving the herd closer to home into an area with some natural cover. This is a big management decision we are proud of for making. However, arriving at the gate to begin the gather and move, guess what? The cows are all standing there waiting for us. “We expected you yesterday,” their faces explain.

Our next step is to round up all our calving supplies - calf pullers, OB gloves, artificial colostrum packets, vaccinations and antibiotics. The list goes on and on. Don't worry about forgetting anything on the list. Every magazine and cattlemen's newspaper will have devoted page after page reminding us of it all.

The cows will soon be taking notice of the increasing number of pickup visits cruising through their midst. Eventually, nighttime visits begin. We humans tend to be impatient, and this all begins long before it is really necessary. In fact, after a week or so of unproductive tours through the herd, we get a little bored. “Think I'll just sleep in tonight,” Mr. Cowman decides.

What happens? You got it. The next morning there are one or more spindly-legged newcomers waiting for you.

Now, your terrific management skills kick in. As the cows begin to do what they always do, you hunt for your ear tagger and struggle to keep up with tagging. There is an occasional life saving manouvre to avoid a mama who sees no need for a plastic tag in her babies ear.

Finally, the trips to the co-op in town involve discovering others are also in calving mode.

Stories will be shared about the number of calves born every day, death loss or lack there of. All these containing just a slight bit of “embellishment”. Don't feel bad or embarrassed. It's just what we do as cowmen. As the cows have handed down their natural instincts through the generations, we grew up listening to grandpa, dad, uncles and neighbors all doing what we do during calving.

I love every minute of it, and have no intention to change anything about my routine. Don't dare. The cows are depending on me!



Extended-Release Injectable Parasiticide
5% Sterile Solution
For the Treatment and Control of Internal and External Parasites of Cattle on Pasture with Persistent Effectiveness
Not for use in female dairy cattle 20 months of age or older, including dry dairy cows. Not for use in calves to be processed for veal. Not for use in breeding bulls, or in calves less than 3 months of age.
Not for use in cattle managed in feedlots or under intensive rotational grazing.
CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.
INDICATIONS FOR USE
LONGRANGE, when administered at the recommended dose volume of 1 mL per 110 lb (50 kg) body weight, is effective in the treatment and control of the following internal and external parasites of cattle:

Gastrointestinal Roundworms	Lungworms	Parasites	Durations of Persistent Effectiveness
<i>Bunostomum phlebotomum</i> – Adults and L ₄	<i>Dictyocaulus viviparus</i> – Adults	Gastrointestinal Roundworms	
<i>Cooperia oncophora</i> – Adults and L ₄		<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia punctata</i> – Adults and L ₄		<i>Cooperia oncophora</i>	100 days
<i>Cooperia surnabada</i> – Adults and L ₄	Grubs	<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i> – Adults		<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>	<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i> – Adults		<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i> – Adults, L ₄ and inhibited L ₄	Mites	<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i> – Adults and L ₄		<i>Trichostrongylus axei</i>	100 days
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>	Lungworms	
		<i>Dictyocaulus viviparus</i>	150 days

Body Weight (lb)	Dose Volume (mL)
110	1
220	2
330	3
440	4
550	5
660	6
770	7
880	8
990	9
1100	10



DOSAGE AND ADMINISTRATION
LONGRANGE® (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight). Each mL of LONGRANGE contains 50 mg of eprinomectin, sufficient to treat 110 lb (50 kg) body weight. Divide doses greater than 10 mL between two injection sites to reduce occasional discomfort or site reaction.

Do not underdose. Ensure each animal receives a complete dose based on a current body weight. Underdosing may result in ineffective treatment, and encourage the development of parasite resistance.

LONGRANGE is to be given subcutaneously only. Animals should be appropriately restrained to achieve the proper route of administration. Inject under the loose skin in front of the shoulder (see illustration) using a 16 or 18 gauge, ½ to ¾ inch needle. Sanitize the injection site by applying a suitable disinfectant. Clean, properly disinfected needles should be used to reduce the potential for injection site infections.

Withdrawal Periods and Residue Warnings
Animals intended for human consumption must not be slaughtered within 48 days of the last treatment. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions
The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter.

Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

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

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

Other Warnings: Parasite resistance may develop to any dewormer, and has been reported for most classes of dewormers. Treatment with a dewormer used in conjunction with parasite management practices appropriate to the geographic area and the animal(s) to be treated may slow the development of parasite resistance.

Fecal examinations or other diagnostic tests and parasite management history should be used to determine if the product is appropriate for the herd/flock, prior to the use of any dewormer. Following the use of any dewormer, effectiveness of treatment should be monitored (for example, with the use of a fecal egg count reduction test or another appropriate method).

A decrease in a drug's effectiveness over time as calculated by fecal egg count reduction tests may indicate the development of resistance to the dewormer administered. Your parasite management plan should be adjusted accordingly based on regular monitoring.

Macrocyclic lactones provide prolonged drug exposure that may increase selection pressure for resistant parasites. This effect may be more pronounced in extended-release formulations.

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

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

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

Approved by FDA under NADA # 141-327
Made in Canada.

Manufactured for Boehringer Ingelheim Animal Health USA Inc., Duluth, GA 30096
“The Cattle Head Logo and “LONGRANGE are registered trademarks of Boehringer Ingelheim Animal Health USA Inc.

© 2019 Boehringer Ingelheim Animal Health USA Inc.
All rights reserved. 1050-2889-08, Rev. 01/2019,
8LON016E US-BOV-0277-2019



SUPER STRONG ALL STEEL BUILDINGS

- Custom Built to Size
- One Continuous Roof Sheet up to 50' wide
- All Welded, No Bolts
- Post Concreted in Ground 4-5' Deep



Size	Description	Price
40'x60'x14'	2 Ends, 1 Side	\$21,995
40'x80'x14'	1 End, 1 Side	\$25,900
50'x80'x16'	1 End, 1 Side	\$30,995
50'x100'x16'	1 End, 1 Side	\$36,500
60'x80'x16'	1 End, 1 Side	\$35,195
60'x100'x16'	1 End, 1 Side	\$43,995

Chris Lowak 417-682-1488
We Build Equipment Sheds, Hay Barns, Shops & More! **Travel required outside 100 mile radius



Gary and Sue Hodgson ranch near Brush, Colorado. While Gary is writing his “Under The Wire” column, Sue works on her award-winning photography and oil paintings. Together they team up to produce Livestock News Network, available Monday through Friday in Colorado and nine surrounding states plus the internet version, www.livestock-today.com. They can be reached at (970) 842-2902 or office@hodgson-media.com.

WITH JUST ONE DOSE, LONGRANGE® (EPRINOMECTIN) WORKS UP TO 5X LONGER.¹

By delivering up to 150 days of parasite control with just one dose², LongRange® (eprinomectin) offers the best economic return of any dewormer on the market. The season-long protection provided by Theraphase® technology means greater defense against nutrient-robbing parasites — and ultimately, heftier cattle.

25.4¹

MORE POUNDS THAN
Dectomax® (doramectin).³

Visit theLONGRANGElook.com to learn more.



WORTH ITS WEIGHT IN
POUNDS.



LONGRANGE IMPORTANT SAFETY INFORMATION: Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment. Not for use in breeding bulls, or in calves less than 3 months of age. Not for use in cattle managed in feedlots or under intensive rotational grazing.

¹ Results based on actual on-farm comparative demonstration. Individual herd results may vary. Data on file at Boehringer Ingelheim.

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

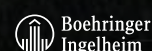
³ DECTOMAX product label.



Available in 500 mL, 250 mL and 100 mL bottles.
Administer subcutaneously at 1 mL/110 lbs.

LONGRANGE® THERAPHASE® and The Cattle Head Logo® are registered trademarks of Boehringer Ingelheim Animal Health USA Inc. All other trademarks are property of their respective owners. ©2019 Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. All Rights Reserved. BOV-2008-GEN0219

Cattle First.



Add Summer Annuals To Grazing Rotation For More Profit

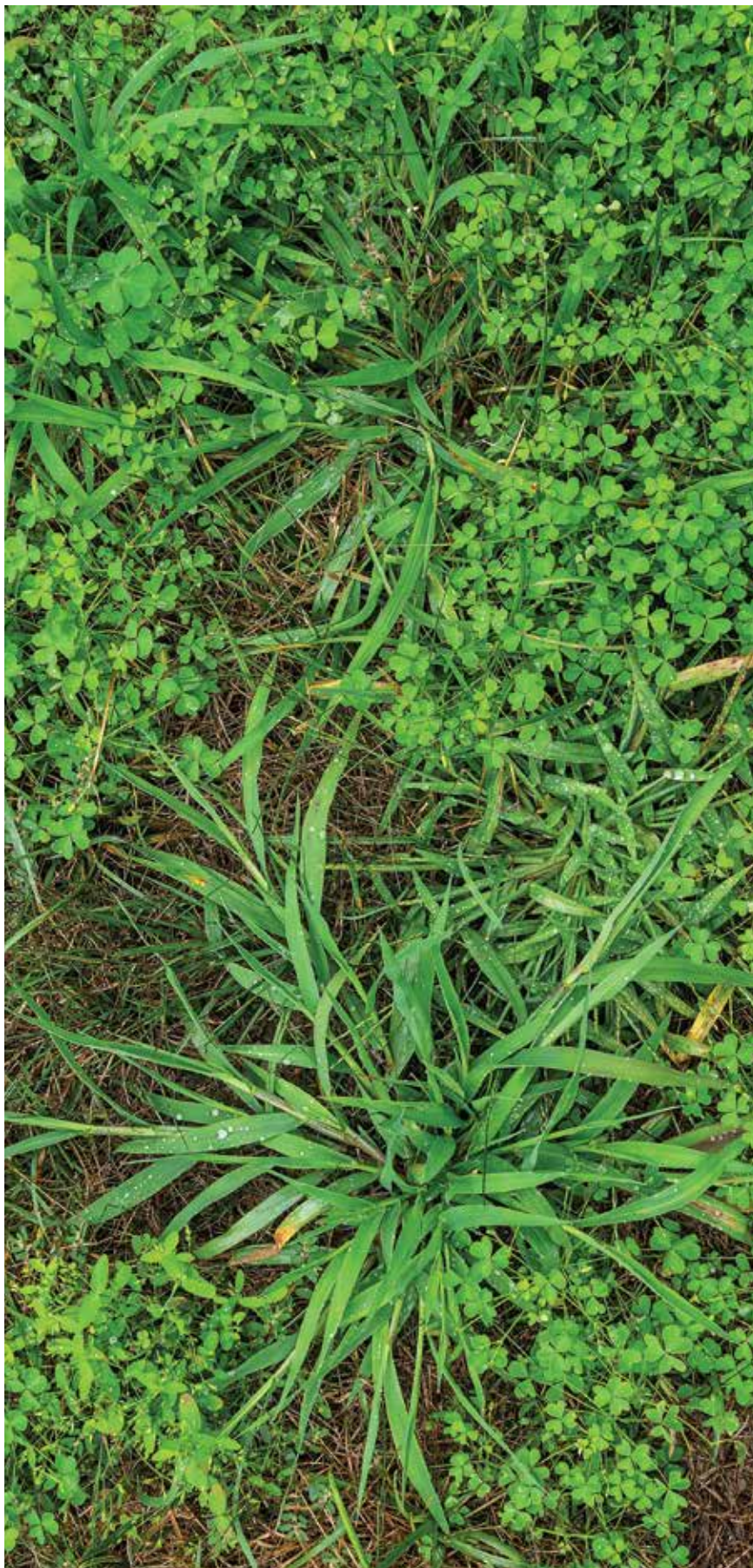
Planting and growing forages with proper management

For Immediate Release from the University of Missouri Extension



Stockton, Mo. - “Whether cattle producers keep calves for 60 days after weaning prior to sale or graze the calves as stockers prior to feedlot entry cheap gain is key to operation profitability,” says Patrick Davis, University of Missouri (MU) Extension regional livestock specialist.

As producers wean fall calves in mid-to-late spring, cool season grasses begin to lose their quality. This results in lower calf performance.



“Adding summer annuals to your grazing rotation may cost, effectively improve grazing forage quality leading to cheaper gains to improve operation profitability,” says Davis. “Seed annual lespedeza and crabgrass into grazing pastures to improve pasture quality and calf performance through the summer.”

Lespedeza, a legume, makes higher quality forage than grasses because it contains less fiber and more protein content. Both lespedeza and crabgrass in fescue pastures dilutes fescue toxicosis symptoms. This results in better calf health and performance, Davis explains.

Calves potentially gain 2.25 pounds daily on crabgrass pastures. Both of these forages grow better in the summer months, increasing forage availability for optimum stocking rate.

“Optimum calf and forage performance on crabgrass results from an ideal grazing height range of 10 to 3 inches,” says Davis. “Annual lespedeza’s ideal grazing range is slightly less at 6 inches to 2 inches.”

For more information on annual lespedeza and crabgrass, see MU Extension guide sheets G4515 and G4661.

“Seed sudangrass and pearl millet in May and June provide high quality forage for calves to graze through the summer,” says Davis.

He urges cattle producers to use these forages as smother crops in plans to renovate cool season pastures.

“Begin grazing sudangrass at a height of greater than 24 inches to prevent prussic acid poisoning in cattle herds,” says Davis.

Since pearl millet does not cause prussic acid poisoning in cattle. Begin grazing it at a height range between 18 and 30 inches. Do not graze either of these forages below 10 inches. For more information on these forages, refer to MU Extension Guide sheet G4661.

“Nitrate toxicity can be an issue with both of these forages during summer drought,” says Davis.

Contact your local MU Extension livestock specialist for cattle and forage management strategies to reduce potential nitrate toxicity issues.

“In addition to adding forage resources, grazing resource management is important for proper cattle intake and performance,” says Davis.

He urges cattle producers to use strip or rotational grazing of these forages for proper forage production and utilization as well as proper forage quality for optimum cattle performance and intake.

For more information on planting and growing these forages and proper calf grazing management of these forages, contact your local MU Extension agronomy and livestock specialist. Also, visit the MU Extension + NRCS Grasslands project website at <https://extension2.missouri.edu/programs/nrcs-mu-grasslands-project> for more information on grasslands management. 🤠



**We feed our nation
and the world.**



**We are
sportsmen.**



**We are neighbors and
friends and pass a
generational legacy
down to the next.**



**We have pets, and
raise and show
livestock and horses.**

Why Protect The Harvest was Founded

Protect The Harvest was created to defend and preserve American freedoms and to support farmers, ranchers, outdoor enthusiasts, and animal owners.

Our Mission: Inform. Protect. Respond.

- **INFORM** and **EDUCATE** Americans about the activities of animal rights groups, anti-agriculture groups and other non-governmental organizations that threaten agriculture, animal welfare, our traditions, and way of life.
- **PROTECT** our freedoms and way of life by supporting agriculture, land use, hunting and fishing, animal ownership, and animal welfare.
- **RESPOND** to laws, regulations, or misinformation that would negatively impact animal welfare, animal ownership, restrict our rights, and limit our freedoms.

Get Involved and Support Protect the Harvest in 3 Ways:

Make a Donation:

ProtectTheHarvest.com/Contribute

Subscribe to Our Newsletter:

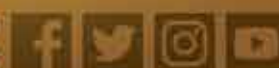
ProtectTheHarvest.com/Newsletter

Become a Social Media Volunteer:

ProtectTheHarvest.com/SocialVolunteer



ProtectTheHarvest.com
844-360-8300



NETWORK KNOW-HOW

Prove Me Right

Educating the public

By Erin Hull for Cattlemen's News



For many years now, I have opened our farm up several times a year for various groups. Usually these are groups of individuals with little-to-no agriculture background. The group could be teachers learning about “Ag in the Classroom” or registered dietitians learning about beef and how it helps them assist their clients in choosing a well-balanced diet. One point I always drive home to every group and/or tour is that what they see on my little farm in Upstate New York is truly no different than any other cow/calf operation anywhere in the U.S. I may only have a herd size of 50, but my point is that regardless of ranch or farm size, cows are still treated fairly, cows are grazing green pastures with calves at their side, the beef they buy in the store is no different than the beef I’m raising. I have always felt confident in saying this statement.

After I tell this to the group, I always get the “Yeah, but...” comments. “Yeah, but you’re small.” “Yeah, but you care more”. The “yeah, but...” list goes on-and-on.

I have always stood my ground and felt confident in driving home the point that regardless of size or location, cattle producers are working on producing a wholesome end product, and go to great distances to make that happen.

I have always been confident that is until I joined a few Cattle producers’ groups on Facebook. I won’t name the particular groups, but I’ll refer to two different ones as “CC” and “CW”. Both groups clearly state in the group rules that if you are not a veterinarian, you cannot dole out medical advice. That seems like a straightforward rule; if you’re not a veterinarian, don’t pretend to be one on Facebook.

Let me just say, this rule is not followed... ever. At least once a day someone will post a question about a sick animal. Let me tee this up for you, so you can get the gist of where I’m going with this... “I am new to cattle. I have a heifer who delivered a calf two hours ago and she still has “stuff” hanging out of her. What do I do?”

Now, this seems like a straightforward question with straightforward “suggestions.” Science has proven time, and time again, that a retained placenta (and in this case, we don’t even have that per say) needn’t be dealt with for several days unless the animal appears sick. Pretty straightforward, right? Oh, gosh no. The comments start coming in fast and furious: “She needs 10,000 cc of Oxyocin, followed by 27 cc of draxxin and 5,000 cc of LA200 just to cover your bases,” or, “she needs 28 cc of dragon blood and that needs to be boosted with 490 cc of off label penicillin.”

Truly, my head starts to spin. Maybe I’m naïve, maybe I have a small herd, so I don’t understand the “big guys”, but when I have an animal that looks “off,” the first thing that happens is into the chute she goes, and firstly, her temperature is taken. If she’s lame, she gets looked over well and possibly poked and prodded to determine where the lameness is coming from, but... no antibiotics are administered if her temperature isn’t elevated.

This is what I preach to my groups: antibiotics aren’t over-used; they’re expensive. They aren’t given willy-nilly because of that and because they’re not a prophylactic. I often bring this back to human medicine. If I got to the doctor with a sore ankle and no other signs of distress, they aren’t going to write me a prescription for a z-pack. The same goes for a snotty nose. If I go in with a runny nose and no elevated temperature, the doctor isn’t going to write me a prescription for any antibiotic. If I go in now not feeling well with a temperature of 102.8, the chances of me being given an antibiotic are pretty high.

This is what makes AgVocating so difficult. People within our own industry have gone rogue. Why? I don’t know. Laziness? Lack of education? Lack of time? I truly don’t know. If I were to print out the hundreds of responses given on Facebook to someone seeking help with a sick animal, any veterinarian or BQA educator would be beside themselves. As an industry, we need to work together.

I’ll be honest, when I give a tour now, I’m very hesitant to state that farms and ranches throughout the U.S., regardless of size, look just like me. As someone whose passion is AgVocating and AgDucating, I don’t want to be the person who doles our information that can easily be proven wrong by someone signing onto a cattleman’s Facebook group and reading the comments.

Now more than ever, we need to all work together for the greater good of our industry. I want to educate the population on beef production, not just how I raise beef on my farm. As producers within this industry, I beg you to prove me right not wrong. Please make me confident once again when I say that regardless of ranch size or location, we are all working toward healthy herds in agriculture and not overusing antibiotics. 🐮

GO TOPLESS!



**Save Fuel! Save Expenses!
Have More Fun!**

WE ALSO HAVE UTILITY, CARGO, DUMP, EQUIPMENT TRAILERS & MORE IN STOCK!



RICE TRAILERS

HILLSBORO

DELCO

Gooseneck
TRAILER MFG. CO., INC.

BOX
CARGO TRAILERS

O.K. Corrals
BULLDOG
TRAILERS

Hay Express Trailers
Hayliner Trailers

WAW



McCURRY
TRAILERS
AND EQUIPMENT, INC.

**Before You Buy,
Check With Us!**

www.mccurrytrailers.com

2645 W. KEARNEY, SPRINGFIELD, MO 417/862-4797



BITE BACK.



Help protect your bottom line from sucking.

Cattle infested with lice have shown a ~9.2% reduction in average daily weight gain¹, which can reduce your operation's ROI.

Clean-Up II™ Pour-On Insecticide with IGR requires **only one application** to treat biting lice, sucking lice and louse eggs (nits) before they hatch.

Just one application can help save time and money from being sucked out of your bottom line.

Visit your retailer or CleanUpYourCattle.com to learn more.

¹Drummond R.O. "Economic aspects of ectoparasites of cattle in North America." In: Leaning W.H.D., Guerrero J., eds. (1987). The Economic Impact of Parasitism in Cattle; 9-24.

See product labels for complete product information, indications and application instructions.

©2019 Bayer, Shawnee Mission, KS 66201. Bayer (reg'd), the Bayer Cross (reg'd) and Clean-Up™ are trademarks of Bayer. I192273

Feeding and Marketing Fall Weaned Calves

Remaining flexible with market prices

By Lisa Henderson for Cattlemen's News



If you've held fall-born calves over with intentions of taking them to grass, you've obviously watched as the coronavirus has erased much of their value. Your best option is likely to follow through with those grazing plans, and give the markets time to shake out.

"If you've wintered those calves you are now probably close to seeing more grass than you'll know what to do with" says Missouri Extension Beef Specialist, Eric Bailey. "Grazing calves can be a good way of harvesting this grass."

In normal years, calf and feeder prices reach a peak in April or early May before declining 13% to 15% by the summer slump. Market analysts and everyone else has been left scratching their heads this spring by the unprecedented reactions to the coronavirus outbreak. Seasonal patterns are out the window, yet, producers can still count on seasonal production from their grazing programs, even if the markets are volatile.

"Calves will have to deal with the summer slump in tall fescue forage systems from June 1 to September 1," Bailey says.

He recommends supplementing stockers with 1% of their bodyweight as a minimum while on those pastures after June 1, 2020.

"That supplement should contain greater than 12.5% crude protein," Bailey says. "The goal is to keep protein and energy up in the diet. Feed the lower quality forages to the cows that are not growing. Save the good forages for the calves."

If those fall-born calves are not yet weaned, Bailey says to remember to spread stressful events out over time.

"Weaning, castration, vaccination, transportation and significant diet changes are examples of stressful events a calf will face around weaning," Bailey says.

He urges producers to graze the calves while feeding a supplement equaling 1% of bodyweight.

"I might increase that to 1.5% of bodyweight if the quality of the grass is poor," Bailey says. "I would choose a supplement blend based on cost. Corn is cheap right now. A 50:50 mix of cracked corn and dried distillers' grains would be cost effective, if you have the equipment to store and feed it."

If pelleted feed is the only option, Bailey says to "price corn, soyhulls, wheat middlings and gluten pellets, make a third mix out of some combination. Corn should always be in it. Gluten or middling's should always be in it (both if they're cheap) and then soyhulls as the third component if it is cheap. If not, either go with a three-way blend or even just a two-way blend of corn and gluten or middlings. Bottom line, it is price dependent."

Cattle market analysts expected 2020 to bring better calf and feeder prices, largely because the January Cattle Inventory numbers were nearly 0.5% lower than in 2019. In Jan. 1 inventory of feeder cattle outside feedlots was estimated at 105,000 head (0.4%) lower.

During the CattleFax "Industry Outlook" at the NCBA Cattle Industry Convention at San Antonio in early February, analysts expected increases in 2020 beef production to be consumed by 5% higher beef exports. Those expectations are obviously derailed by the black swan that is the coronavirus.

"Producers who are grazing calves this spring and summer must pay constant attention to the markets," says Bailey.

When contacted in early March, he noted the value of gain to take a 500-pound steer to a 700-pound steer is terrible. The value of gain is the difference in price between two weight categories of calves, divided by the amount of weight gained. That's often very different than price-per-pound.

Whether agricultural markets stabilize and recover remains is up in the air, as this issue goes to press. Producers best plans are to remain flexible if possible, and continue to provide feed and care to their animals. 🐄



FOUR STATE FARM SHOW POSTONED UNTIL JULY



Due to the ongoing COVID-19 global pandemic and out of an abundance of caution, the Four State Farm Show will now be held July 24, 25 and 26.

"After careful consideration and consultation with area healthcare professionals, we have made the decision to

postpone the Four State Farm Show," said Lance Markley, Four State Farm Show coordinator and Farm Talk Newspaper publisher. "Please note that this is a postponement and not a cancellation. The health and safety of our exhibitors, spectators and employees is of paramount importance and guides us in this socially responsible decision."

The Four State Farm Show will still be held on the campus of Pittsburg State University with indoor booths located in the Robert W. Plaster Center.

"With nearly 700 indoor and outdoor booths already reserved in the new show location, the 2020 version has the potential to be very popular," Markley said. "It will just take place later than originally planned."

As always, parking and admission are free. Show hours are 8 a.m. to 4 p.m. on Friday and Saturday and 8 a.m. to 3 p.m. on Sunday.

Exhibit space is still being sold daily. For more information, visit FourStateFarmShow.com or call Farm Talk Newspaper at 800-356-8255. 🐮

Mushrush Red Angus Pasture Proven - Profit Driven Sale March 20, 2020

Bull average: \$4,471

18 month Red Angus fall bulls - \$5,152

Spring yearling Red Angus bulls - \$3,865

Sim Angus bulls - \$3,961

Red Angus fall bred commercial heifers - \$1,890

Red Angus open yearling commercial heifers - \$1,350

High selling bull:
Lot 1 - Mushrush Ole F572,
to long-time commercial
customer for \$13,000

Volume bull buyer:
W.J. Stovall, Augusta, KS
7 head

DOWNLOAD

JRS MOBILE

APP TODAY!



Focusing on What Matters Trouble-Free Efficient Fertile

*Thank You to everyone who participated
in our 2020 Spring Bull Sale last month!*



**500 Spring Calving Commercial Red Angus bred heifers
Available Private Treaty for Fall 2020 Delivery
Contract 1 to 100, Bred AI or Natural Service**

Call Joe or Daniel for more information.

Also offering a Deep selection of Private Treaty Red Angus bulls
Email us or visit our website for a Private Treaty sale list.

**MUSHRUSH
RANCHES**

2346B N Road · Strong City, KS 66869

620.273.8581 (Office)

620.340.7461 (Joe) · 620.340.9774 (Daniel)

redcows@mushrushredangus.com

MushrushRanches.com



The other day we had glorious weather. It was the kind of weather that makes you open up all the windows in your house and joyfully clean it from top to bottom.

And that is exactly what I was doing when I heard a voice from outside my bedroom window. It was my youngest daughter, Bella, and she was standing outside our back door speaking into the wind.

“Kitties! Kitties! Kiiittties! Kitties! Kitties! Kiiittties!”

Not 10 seconds later her two outside cats came running up the driveway from the depths of the barn. They were meowing as they ran to let their master, Bella, know they were coming. I have never seen anything like it. But truly, I have never met any cats like Bella’s cats.

Bella has always had a way with animals and a definite soft spot for kitties. And animals love her, too. She has that quiet, peaceful disposition that animals settle around (quite the opposite of me, honestly).

Around the farm, we have never had a shortage of animals for her to love on. Inside, we have a dog, two cats, and two rats. Outside, we have my eldest’s psycho rabbits, two dogs, and two cats. My friends know that if they find a stray or if they have unwanted kittens, I will take them. Barn cats are a must on the farm and since we got our two outside dogs, barn cats have been hard to keep around. Bella has made it her personal mission to keep each sweet, little kitty that comes to our farm alive. She will spend hours making them cozy spots in the chicken house. She will try to protect them from the dogs by locking them up when the dogs are out. Unfortunately, every single one of Bella’s sweet, tame little projects want to come out and play. And the dogs want to play, too. It never works out like planned.

About eight months ago I had a friend drop off the cutest set of siblings — three of the most adorable kittens you ever did see. All the kids were so in love with the little triplets. Bella worked HARD to keep them alive. She succeeded in keeping two of the siblings and today they are officially cats, but in the process of keeping them alive she spent an excessive amount of time with them which honed some very un-catlike behaviors.

I have seen them snuggling on the trampoline while she was doing her gymnastics. Not normal.

The cats follow the kids on their adventures wherever they go like dogs. When they get sick of walking, they stop and cry until somebody carries them.

One time I was taking a walk around the fields of our property. I was about halfway down the path of the first field when I heard meowing. It was Bella’s cats, of course. They were running down the path after me and crying for me to wait. So, I did. They followed me on my entire walk. Weirdos.

Bella will go out daily and put them in the garage to protect them from our dogs, who will always want “to play.”

These outside cats aren’t the only animals Bella has left her mark on. Our older inside cat, Patrick, who is about 12-years-old, recently underwent Bella bootcamp. She started eating dinner with him each night giving him little bites of everything. Now he’s pretty much a monster cat and will try to take food (even bread) off people’s plates. We sometimes have to lock him up in a room to keep him out of dinner! I have no hope that these bad habits can be undone. You know old cat, new tricks and all that.

Even though we found out recently that Bella is allergic to all things furry — especially cats — it has not tampered her devotion.

A stray cattle dog has adopted a herd of our cattle. The skinny and obviously people-shy dog is Bella’s latest project. We named him Samon, and Bella drives out there each day to leave him some dog food. There’s progress in his trust. He now eats while she is still in the field. She’s hoping to pet him soon. Time will tell, and time is what Bella spends most of when it comes to her animal projects. Time and devotion. 🐄

KNOW the SCORE for higher pregnancy rates

Don’t just detect cows for heat.

Using EstroTECT™ Breeding Indicators, identify when cows are ready to breed when the Breeding Bullseye™ or equivalent area rubs off.

Born from university research, the Breeding Bullseye supports a unique patch scoring system to determine estrus intensity.

Scores of 3, 4 and 5? Breed cows with up to 3x higher pregnancy rates. Scores of 1 and 2? Hold off on breeding.

Make easy yes or no breeding decisions with the EstroTECT Breeding Indicator.



Score your Indicators:

1



2



< **DON'T BREED**

BREED >

3



4



AS GOOD AS A BULL™ ESTROTECT.com

©2020. ESTROTECT AND AS GOOD AS A BULL ARE TRADEMARKS OF ROCKWAY, INC.

MAI ANIMAL HEALTH



Unsure about insecticide ear tags? *We're not.*



BITE BACK.



Bayer knows fly control. That's why we offer easy, effective ear tags in our insecticide product line. **Effective for up to five months,*** our pyrethroid and organophosphate ear tags can be rotated to help reduce the risk of insecticide resistance. Still skeptical? Cattle treated with Corathon® gained **16 lbs more** on average compared to untreated cattle in a 2011 study.¹

¹Data on file. Bayer, Shawnee Mission, KS.

Patriot™
Insecticide Cattle Ear Tag

Corathon®
Insecticide Cattle Ear Tag

CyLence Ultra®
Insecticide Cattle Ear Tag

*See product labels for complete product information, indications and application instructions.

©2020 Bayer, Shawnee Mission, Kansas 66201. Bayer (reg'd), the Bayer Cross (reg'd), Corathon®, CyLence Ultra® and Patriot™ are trademarks of Bayer.

120817

Are You Covered?

Learning to better protect your family

By Rebecca Mettler for Cattlemen's News



Farm liability insurance can be a tricky topic to understand, but one that's best not to avoid. In fact, have you reviewed your liability coverage within the last six months? Have you communicated with your insurance agent recently and asked, "Do I have insurance for—fill in the blank—risk?" The "blank" being whatever risk is unique to your operation because it's important to understand if the farm and its activities are covered or not.

"A lot of people will ignore their insurance until they actually file a claim, and they find out that this didn't work right. It's not doing what I had hoped," said Ray Massey, agricultural business specialist, University of Missouri Extension.

Liability insurance is one of the several types of insurance needed on a farm or ranch. General liability insurance covers the insured when the insured is legally responsible for damages to others caused by the insured entity's negligence.

"I meet a lot of farmers that put up some kind of land poster expressing, do not trespass, danger, or beware of dog signs. These are ways of managing some risk, but it's probably not the only way you'd want to manage it because you might still be liable even if you have a sign posted."

Again, Massey reiterates the importance of asking insurance agents these specific questions relative to each producer and their unique situation.

How much general liability insurance should you buy?

If producers are actively looking for insurance coverage, again, there could be a lot of questions surrounding the amount of coverage needed. Producers need to look at the aggregate limit, specifically the maximum amount the insurance company is willing to pay for a single accident. Then, look at the maximum amount for a term, generally one year.

"When I talk to insurance companies and to farmers, they frequently have \$1 million for a single accident and \$2 million for the term. That's very common, but is that what you should look into buying?"

A lot of the decision making to determine the amount of coverage comes down to the value of the assets, which the farm or ranch is trying to protect in case of a lawsuit. What might be suitable coverage for one farm, may not be suitable coverage for another. Each farm or ranch is unique, so treat the operation's liability coverage accordingly.

Another question when considering coverage amounts is defense costs and if there were to ever be a lawsuit filed against the operation. Ask if defense costs cover inside or outside of the limits.

"Do you know how much it costs to defend yourself in a lawsuit?" said Massey. "It's amazingly expensive."

Discuss and review the liability coverage areas with the insurance provider. For example, when the insured is found liable and the insurance company pays the injured, coverage areas include property damage, bodily damage, and financial liability. Each category has its own limits.

"If a person who incurs an accident doing business with you



can't work for the next month it may, or should, cover their lost wages," said Massey.

What's not covered?

Sometimes, people don't know what's covered under their insurance policy and assume that liability insurance covers everything, and that's just not true.

"You're a farmer and you happen to sell your product to a farmer's market. Are you covered? Probably not, unless you had bought an endorsement," Massey said.

The same goes with custom work. If a producer is going out and doing a custom activity for someone, such as spraying chemicals, those activities are frequently excluded from normal insurance policies and aren't covered unless specifically requested as an endorsement added to the policy.

Say what?

As mentioned previously, understanding liability insurance is a tricky subject to master, and there are details within the realm of liability coverage that make a person scratch their head. Trespassing is one such topic.

"Even if someone trespasses you can have liability, but there'll be different types of liability," Massey said. "So, if someone came on your property unbeknownst to you, and if they get hurt while on your property, it is still a liability concern."

Tips for Producers

Scenarios arise that may make a person question whether they are covered under liability insurance. For example, what happens when someone hires a contractor to do work on the farm or ranch? Massey encourages producers to ask for a copy or proof of insurance each time they hire a contractor.

"Again, when things go wrong, everybody's going to look for as many people as possible to collect from, so when you hire a contractor, ask for proof of insurance because it will go a long way in helping you out," said Massey.

Another topic on liability centers around the current fence law. In 2016, the fence law changed to provide producers different protection by law in some areas, which means producers should, again, assess liability.

Bottom line, insurance companies insure their clients in different ways. The best way for producers to learn about what coverage they have versus what they need is to ask their insurance provider plenty of questions. 🤠

70 YEARS



Deserves a Celebration!



Watch for details on how to win this trailer in December 2020.

Tune into KRM AM 990 or visit krmo.com to learn more!

ATTENTION FARMERS AND RANCHERS WHO HAVE DEGENERATIVE KNEE ARTHRITIS WITH CHRONIC PAIN AND REDUCED FUNCTION

Is your knee pain ruining your work life on the farm/ranch?

Is your knee pain ruining your family life?

Are the pain killers taking their toll?

Want to avoid knee-replacement surgery?

No time for post-surgical rehab and down time?

CONSIDER THIS:

9.3 million Americans have degenerative knee osteoarthritis

1.0 million Americans have meniscus surgery per year

Greater than 700,000 Americans have total knee replacements/yr

Stop the suffering and the worrying and take control because: Finally..... Non-surgical relief is here!!!

Marion Medical, P.C. Regenerative Medicine Program:

Announcing a revolutionary multi-modal, non-surgical, regenerative medicine treatment program that has a greater than 89% success rate. Consider that the average cost of a total knee replacement is \$68,000.00.

What if we could successfully address the problem for 85 – 90% less, and with no down time?

You may qualify for this cutting-edge program.

All that is required are 2 or 3 clinic visits, one of which will be an overnight stay in Tulsa, and rest can be done at home! This program is highly sophisticated yet easy to self-administer for the "at-home" treatment portion that includes daily "on-line" monitoring.

This revolutionary program was developed by a doctor with 40 years of experience, trains doctors all over the U.S., and was raised on a farm in S.E. Kansas.

Several Cattlemen's News readers from the 4 States region have already received tremendous benefit from our clinical program and are back working cattle, doing field work, and living life! Just ask Jackie Moore! And wives can also benefit.

"The Right Choice Changes Everything".....

Call us today at 918-749-3797 for an appointment.

Marion Medical, P.C.: "The Future in Regenerative Medicine"

3808 E. 51st Street /// Tulsa, OK. /// Just off I-44 near Harvard

FINK 12:00pm CST
BEEF GENETICS
Bull & Female Sale
Saturday-April 11
110 Angus & Charolais Bulls

New! 30 Angus Females Selling!
Bred helpers, young cows, past donors

70 Black Angus Bulls
50 Angus Bulls are 18-month-olds!

Maternal. Fertility.

Slick-haired. Moderate.

40 Charolais Bulls

Growth. Carcass (some of the top in the breed)! 'Kind.' Slick hair.

Fink Bulls:

Complete BSE approx. 12 months

No feet trimming

No 'flooring', no sale

No clipping, grooming

Athletic, not fat

3-year-guarantee: feet, semen

Free delivery on bulls

DNA-tested

finkbeefgenetics.com

FINK Galen & Lori Fink
Chad & Megan Larson
15523 Tuttle Creek, Randolph, KS 66554
Galen: 785.532.9936
Megan: 785.410.5559

Email: finkbull1@twinvalley.net
& find us on FaceBook

Commercial Services Reps:

Barrett Broadie: 620.635.6128

Gene Barrett: 785.224.8509

BARRETT B CATTLE

Gene, Anna, Payden & Ella Barrett

785.224.8509 barrettcattle.com

Twitter: [BarrettCattle](https://twitter.com/BarrettCattle)

One of the Nation's Largest Sources

FINK of Angus & Charolais Bulls

Stay up-to-date on
everything at JRS!
www.joplinstockyards.com

Follow us on social media!
Joplin Regional Stockyards



ADVERTISE IN CATTLEMEN'S NEWS! Contact Mark Harmon @ 417.316.0101

Know the End Game Before Selecting Your Next Bull

Having a plan to consider when making purchasing decisions

By Josh Worthington for Cattlemen's News

With a never-ending supply of sale books and ads coming in the mail during sale season, it may be easy to feel overwhelmed when it comes to selecting your next herd bull. It's important to have a selection plan in place in order to help guide you through the process and ensure that your selection decision is well-planned and not just left up to luck. There are several things that can be considered when picking your next bull, but ultimately it comes down to having a well-defined marketing plan in place that identifies what the end point for your calves will be and selecting a bull that will get you there.

Consider creating a specification list with the credentials that you require in a herd bull, and use it to help you narrow down the potential candidates. For example, do you need a calving ease bull designed for heifers, or will you be breeding mature cows with little need to worry about calving difficulty? Furthermore, understand your risk tolerance when it comes to calving ease. If you are only breeding heifers with limited ability to check or assist a heifer should she encounter calving difficulty, you most likely want to error on the side of caution, and select a high-ranking calving ease direct (CED) bull. On the other hand, if you are breeding a few heifers that you are able to keep a close eye on you may want a good calving ease bull but have the ability to lighten the amount of selection pressure put on that particular trait due to the limited amount of risk that you stand to encounter.

Next, we can talk about growth. While it is a given that in all aspects of our business we sell cattle by the pound, therefore growth is important. We must remember that some growth is more valuable. Just as a pound of gold is worth more than a pound of lead, high-quality pounds are worth more than pounds of low choice beef. In addition, if you are retaining replacement females it is important to consider mature size. Often large weaning weights and yearling weights come with rather large mature sizes. If you are operating in a terminal market and not retaining replacement females that is not a concern. If you are retaining replacements, you will indirectly increase cow herd size by selecting for high growth bulls with no selection pressure on mature size.

If you are retaining replacement females, then a host of additional criteria should be considered revolving around maternal function - milk, heifer pregnancy, stayability, udder quality and mature size just to name a few. Thankfully, most breeds offer some maternal selection indexes that combine many of these traits into one easy-to-use number that can be considered when selecting a bull, when producing replacement quality females is of importance. It is also important to point out that different environments present different challenges. You may have the forage to sustain a higher milk expected progeny difference (EPD) than someone in south-west New Mexico. The point is simply to identify herd bulls that can work in your environment with your management practices and your available resources. The easiest way to accomplish this is to purchase bulls that are already working in an environment like yours. For example, bulls that are developed in fescue environments most likely can work in other fescue environments.

The ultimate end point must also be considered. Regardless of how long you own the calves that you produce it's vitally important to understand that someone owns them all the way to the end, as they all end up in the beef supply chain. With that being said, we must all do our part to supply a high-quality beef product that the consumer wants and is willing to pay a premium for. Prime and upper choice beef continues to set the bar for price premiums, therefore carcass merit should be a factor when selecting a bull, even if you don't retain ownership in your calves.

Finally consider the source of your next herd bull. A trusting, reliable and mutually beneficial relationship with your seedstock supplier should be a given. Your seedstock supplier should be able to provide you with performance, DNA and EPD information that allows you to make the most informed and educated decisions when selecting your next bull. In addition, the best seedstock suppliers can and should work with you to understand your program, help you identify your end point, and provide marketing assistance to you when marketing your calves. Your next herd sire selection is not just about selecting the bull but selecting the people that you want to be in business with, and who can help you reach your end goal. 🤠





Midcontinent Livestock Supplements

mlstubs.com info@mlstubs.com
PROVEN PERFORMANCE

Gary West
731-335-3023

Jeff Anslinger
816-244-7340

THESE FLIES ARE THIEVES! WE CAN STOP THEM FROM STEALING FROM YOU BY USING MLS MINERAL TUBS WITH ALTOSID® IGR OR CLARIFLY™ LARVICIDE.



MLS #1 HI PERFORMANCE

- Maintains Cow Condition Through Calving
- Combination Mineral and Protein Supplement Tub

MLS #12 HI MINERAL

- Controlled, Consistent Daily Consumption
- Elevated Levels of Essential Vitamins & Trace Minerals

Altosid® IGR is an insect growth regulator (IGR) that passes through the animal and into the manure, where horn flies lay their eggs. It breaks the horn fly life cycle by preventing pupae developing into biting adult.

Clarifly™ Larvicide passes through the animal, into fresh manure, where flies lay their eggs. This prevents house flies, stable flies, face flies, and horn flies from developing into adults, interrupting the life cycle.



**Don't forget to control those biting flies on your ranch horses.
USE MLS #4 EQUI-LIX OR MLS #16 EQUINE MINERAL PLUS WITH CLARIFLY™**



TRENDING

Mental Health Resources

The economic and financial fallout of the coronavirus (COVID-19) is beyond comprehension. Producers are hurting and the Missouri Cattlemen's Association staff and leadership understand that. It would be careless for us to ignore the mental health aspect of this situation. It takes a toll on everyone in the industry. We want to be assured that members and leaders understand there are resources available to those individuals who are suffering. Below is a compilation of those resources available, but if someone is having unhealthy thoughts, a call needs to be made to the National Suicide Prevention Lifeline that is available 24 hours a day. That number is 1-800-273-8255.

Suicide Prevention Lifeline - 800-273-8255

This lifeline is available to everyone 24 hours a day, 7 days a week and is staffed by a network of crisis centers to provide free, emotional support to those in need.

Crisis Text Line - Text "MOTALK" to 741741

For those of us that are not always able to put into words how we are feeling or are not comfortable vocalizing our fears, the Crisis Text Line is also available 24 hours a day, 7 days a week. Text MOTALK to 741741 to converse with a trained crisis counselor.

Access Crisis Intervention Line

Formerly known as the Behavioral Health Crisis Line, the Access Crisis Intervention Line provides access to services in your area such as resources within your community, behavioral health appointments, and mobile responses. Each region in Missouri has its own hotline number to contact, so please visit <https://dmh.mo.gov/mental-illness/program-services/behavioral-health-crisis-hotline> and select your home county to get in contact with a behavioral health specialist in your area.

Disaster Distress Helpline - 800-985-5990

The Disaster Distress Helpline is dedicated to providing immediate crisis counseling for anyone experiencing distress due to a natural or human-caused disaster. Use of this helpline is free of charge and available to any United State resident experiencing stress, anxiety, and other symptoms related to distress. Call 800-985-5990 or text "Talk-WithUs" to 66746 to connect with a trained crisis counselor. 🐾

MEAD FARMS FEMALE PRODUCTION SALE

Noon • May 9, 2020

**At the Mead Sale Headquarters
Versailles, MO**

300 HEAD SELL!

180 ANGUS FEMALES:

50 Elite Red Angus Cows • 70 Performance Tested Bulls,
All bulls genomic tested, first breeding season guarantee,
Fall bred cows, Spring pairs & Bred heifers sell



**Missouri's
#1 Pathfinder
Program!**



Call or email to request a sale book on this female offering!

www.meadfarms.com

DVAuction
Broadcasting Real-Time Auctions



Since 1942

MEAD FARMS

21658 Quarry Lane • Barnett, MO 65011
Office (573) 302-7011 • Fax (573) 348-8325
email: meadangus@yahoo.com
Alan Mead, Owner (573) 216-0210
Jennifer Russell (573) 721-5512

Vaccination Protocols For Fall Weaned Calves

Producing a product to stand behind

By Will Gentry for Cattlemen's News

I want to start off this topic by making myself clear that I don't want this article to come across politically charged in anyway, but I would like to address a topic that's become a household term over the last couple weeks - coronavirus. In the wake of this nationwide public health issue, it may sound strange, but my passion for the American beef and agricultural industries have been reignited. I want to take this opportunity to give American farmers, ranchers, and producers a well-deserved thank you!

Over the years I have cringed listening to consumer's concerns of antibiotics and hormones in our meat and GMO crops. The power of the media may not have ever been more apparent than over the last month. Misinformation about the improvements we have made in livestock and crop production have hurt the American producer. I want to thank our nation's producers who have continued to pursue science-based advancements in agriculture, despite media and celebrity backlash. It is because of you that our American-made food supply is among the safest and most efficient in the world. We can produce more safe, usable beef from the carcass of one individual animal giving us the ability to feed more families than ever before. In a time where our nation's food supply has come into question, thank you!

Thank you for weathering the undeserved media and celebrity spread of misinformation about your product. Thank you for loving what you do so much that you took the consumers' concerns about our already incredible product and made it even better. Thank you for not backing down from developing more



efficient beef producing animals with your genetic selection. Thank you for the hard work you have put in daily to make sure that our nation is fed despite often feeling attacked for your hard work. You are so incredibly appreciated.

It's my hope that as we restock the shelves of our supermarkets we not only choose to eat beef, but we understand just how important it is to pay a premium for those products made in the USA. By supporting American-made products we are helping to ensure our nation's own food supply. We are making sure that the American farmer, rancher or producer receives the financial incentives to continue to expand and improve their current operations. In times like these, there should be pride in our nation's ability to feed itself, not doubt. Be aware that by supporting imported products, you are not supporting your neighbor. Recognize the importance of product labeling for American versus imported products if not for the safety, then for who it is directly supporting.

I am so proud to say that I was raised a part of the American beef industry. I have dedicated my career to being a part of its continued progress by helping my producers become more efficient while ensuring the health of cattle. I'm far from a market guru and have no claims on where this will take us over the next season, but I am and always will be thankful for the American cattlemen (and women!).

With viral outbreak in mind, let's transition to those fall-born calves that will be entering the spring run. I do the majority of my work with stocker calves, and respiratory viral outbreaks happen to be the world I am most versed in. Pre-weaning vaccine programs and wean/vac programs have always been important. Premiums aside, the unvaccinated individual is entering a very high-risk period of their life. In reverence to national beef supply and demand, we owe it to these calves to set them up for success in the stocker phase they are entering. At minimum, we should be giving our calves a clostridial vaccine along with a modified live respiratory vaccine pre-weaning or at the time of weaning. In a more ideal situation, these vaccines would be boosted and producers would take advantage of the increased gains associated with the use of implants and dewormers.

This year's market may look a little different, and I can't help with much insight on that. I did, however, pull some numbers for you to mull over from 2019. The way I'm presenting this the Vac24 calf is considered to be the base(premium=0.00) for the following sets of numbers. These figures are consistent with calves from our region or similar.

Premiums from this data from 2019 were as follows:
 Vac34 combo \$2.758/cwt premium over the Vac24
 Vac45 combo \$5.974/cwt premium over Vac24
 Vac60 combo \$6.163/cwt premium over Vac24
 Vac PreCon \$7.196/cwt premium over Vac24

Regardless of where the boards are, there will continue to be a premium associated with preconditioned calves. When you are marketing these individuals ensure that you are vocal about what they have received and how long they have been weaned. You put in the work, make sure it is known! Once again, a huge thank you to our producers! Eat (American made) Beef! 🍖

TRENDING

Not all Methods of Castration by Ligation are Equal

For Immediate Release - Callicrate Banders

St. Francis, Kan. - Proper tension is essential in ligating a body part. Studies of high-tension banding have demonstrated that the complete negation of blood flow triggers a natural analgesic effect that reduces pain, while minimizing swelling and related complications. This effect is called compression analgesic.

Compression analgesic was the term used by researchers in New Zealand when developing a humane and drug-free method of velvet antler removal. Without a band placed below the antler pedicle, the level of pain when removing the antler was excruciating (full body movement); with a properly tensioned Callicrate VELVET ANTLER Bander, the level of pain was undetectable (no eye movement).


The Callicrate WEE Bander, as with the Callicrate SMART Bander and the Callicrate PRO Bander, also provides compression analgesic. It is the only castration tool for newborns that achieves a level of tension sufficient to shut off the blood supply, while providing immediate pain relief. Proper tension is achieved with every application.

Managing stress is especially important with calves, lambs and kids in developing healthy immune systems essential to a healthy drug-free life. Another advantage of the WEE Bander is that you do not have to worry about incomplete castration when a testicle slips back up above the band. Keeping both testicles below the band with the elastrator pliers and 'cheerio' rings can be a challenge.

The elastrator ring is inexpensive but fails to provide sufficient tension for either proper ligation or pain relief. Other castration products on the market are either bigger versions of the elastrator ring, or depend on operator hand strength for tightening, failing to provide the proper tension.

Callicrate Banders, recommended by veterinarians and animal handling specialists worldwide since 1995, are the most humane and effective castration tools on the market. Due to emphasis on high-tension ligation, the banders excel at achieving a tight band every time. Easy-to-read tension indicators ensure the correct tightness essential for minimizing discomfort and reducing any complications.

For more information, visit www.callicratebanders.com, email rachel@nobull.net, or call 785-332-3344.



Tired of the stress and complications caused by elastrator rings?
... Put a **WEE** in your pocket today!

CALLICRATE
WEE
BANDER

COMPRESSION ANALGESIC

Made in USA

1-800-858-5974 CallicrateBanders.com



your **FIRST CHOICE** for **FREE CHOICE** SUPPLEMENTATION

So you can focus on what's important.

AMPT Advanced Mineral Performance Technology

MoorMan's

MINTRATE

Roughage BUSTER

Delivering the right product for a particular set of cattle at the right time to achieve desired health, production and efficiency goals is what we do best. Call us today for a solution specific to your operation.

ADM

866-666-7626 • ADMAAnimalNutrition.com/Beef

By Kevin Hill, D.V.M., Technical Services Manager, Merck Animal Health



For cattle producers, a successful cow/calf program starts in the spring. That's critically important this year, given the harsh winter that cattle across the country faced.

Among the many important management decisions producers need to consider are strategies to keep calves alive and healthy until weaning, and getting cows rebred. These will significantly impact fall profits on calves and be the start to next year's calf crop. Thankfully, there are several strategies producers can implement to help cows thrive through breeding and gestation, and to help calves maximize their growth potential to pay dividends as they transition to the feedlot. These strategies include:

1.) Build a herd health protocol

Your veterinarian can play an important role in helping you

2.) Implant calves for increased weight gain

To increase weaning weights by 20 to 25 pounds per calf, producers should consider implanting calves with a product such as Ralgro®. For an investment of approximately \$1.50 per head, implants result in a \$30 to \$40 increase in calf value in today's market. Over the last 50 years, Ralgro has been used in cow/calf herds to yield higher weaning weights. In these five decades since Ralgro was introduced in the marketplace, producers have benefited from implanting ease, flexibility and consistent results on their operations. A withdrawal period has not been established for Ralgro in pre-ruminating calves. Do not use in calves to be processed for veal. For complete information, refer to product label.

3.) Vaccinate cows for breeding success

In order to achieve maximum reproductive protection, producers should vaccinate cows five to eight weeks before rebreeding. This helps protect against viral and bacterial pathogens that can reduce fertility or trigger abortions. Combination vaccines, such as Vista® 5 VL5 SQ, achieve the necessary protection in one dose.

4.) Vaccinate calves to combat viral and bacterial diseases

Protecting calves against respiratory diseases is essential for a successful fall marketing program. Both viruses and bacterial diseases can significantly impact calf performance. The biggest concerns are Infectious Bovine Rhinotracheitis (IBR), Bovine Viral Diarrhea (BVD), Bovine Respiratory Syncytial Virus (BRSV), and pneumonia caused by *Mannheimia haemolytica* or *Pasteurella multocida*.

Better Calf Health Rebate

RECEIVE
\$20 BACK

NOW THROUGH MAY 31

*on select Merck Animal Health products
when purchasing \$250+ from three out
of four categories:*

✓ **Deworm**

All Safe-Guard®
(fenbendazole) cattle products

✓ **Vaccinate**

All Merck Animal
Health cattle vaccines

✓ **Control**

Merck Animal Health cattle
external parasites products

✓ **Grow**

Merck Animal Health
calf implants

safe-guard®
(fenbendazole)

Vista

ULTRA BOSS®

RALGRO
(zeranol)

REDEEM ONLINE: MerckAnimalHealthRebates.com

MAIL-IN REBATE INSTRUCTIONS

Step 1: Complete the information listed on the right.

Step 2: Enclose itemized receipts with appropriate products and prices circled. Important: Keep copies of all materials submitted for your own records.

Step 3: Mail this completed form and itemized receipts to:
Merck Rebate Center
Offer Code: CALF20
P.O. BOX 426027
Del Rio, TX 78842-6027

Step 4: Submissions must be received by June 30, 2020.

Terms and Conditions: Offer valid for purchases made between 3/1/2020 and 5/31/2020. To receive rebate, all fields must be completed online or via mail-in rebate form. Original itemized receipt for product(s) purchased, purchase price(s), and date(s) circled must accompany the submission and be dated on or before 5/31/2020. Rebate request must be submitted on or before 6/30/2020. Receipt must reflect purchase of qualifying listed cattle products. Multiple receipts may be combined for a rebate submission. No more than one rebate can be redeemed for each receipt/invoice. Maximum rebate per submission is \$20. Limit five (5) rebate submissions per household. Offer may only be redeemed by the cattle owner and must be 18 years or older to redeem. Current enrollees in the One Merck Rebate Programs or other bonus programs and those enrolled in supply agreements, corporate agreements, buying groups, non-profit organizations and government entities are ineligible to participate. Offer available on purchases made in the fifty (50) United States or the District of Columbia only. Merck Animal Health reserves the right to decline submissions for purchases from unauthorized distributors. Void where prohibited by law. Please allow up to 8 weeks for rebate check delivery. For rebate inquiries call 855-496-0146 or visit merckanimalhealthrebates.com and click Contact Us. You can also check the status of your rebate by choosing Track My Rebate. May not be combined with any other offers. MERCK ANIMAL HEALTH RESERVES THE RIGHT TO CHANGE OR WITHDRAW THE PROGRAM AT ANY TIME.

Contact Information:

Name: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone Number: _____
Email: _____

☐ I would like to receive email communications on products, programs, and scientific information from Merck Animal Health.

INDICATE ELIGIBLE ITEMS FOR REBATE
Must have at least one (1) item from 3 of the 4 categories.

DEWORM Safe-Guard® (fenbendazole) cattle products including authorized Safe-Guard® feed and mineral manufacturer products*

<input type="checkbox"/> Suspension	<input type="checkbox"/> Blocks: En-Pro-AL® Molasses or Protein	<input type="checkbox"/> Feed: 0.5% Pellets*, 1.96% Pellets*, or other formulation*	<input type="checkbox"/> Range Cubes*
<input type="checkbox"/> Paste			<input type="checkbox"/> Mineral*

VACCINATE

<input type="checkbox"/> Vista® Once SQ	<input type="checkbox"/> Vision® 8	<input type="checkbox"/> Guardian®	<input type="checkbox"/> Vista® 5 L5 SQ
<input type="checkbox"/> Vista® 5SQ	<input type="checkbox"/> Vision® 7 Somnus	<input type="checkbox"/> Bovilis® Coronavirius	<input type="checkbox"/> Vista® 5 VL5 SQ
<input type="checkbox"/> Once® PMH IN	<input type="checkbox"/> Vision® 8 Somnus	<input type="checkbox"/> PiliGuard® Pinkeye+7	<input type="checkbox"/> L5 SQ
<input type="checkbox"/> Nasalgen® IP	<input type="checkbox"/> Covexin® 8	<input type="checkbox"/> PiliGuard® Pinkeye-1 Trivalent	<input type="checkbox"/> VL5 SQ
<input type="checkbox"/> Once PMH® SQ	<input type="checkbox"/> Cavalry® 9	<input type="checkbox"/> 20/20 Vision® 7	
<input type="checkbox"/> Vision® 7	<input type="checkbox"/> Vision® CD-T		

CONTROL

<input type="checkbox"/> Ultra Saber™ Pour-On Insecticide	<input type="checkbox"/> Saber™ Pour-On Insecticide	<input type="checkbox"/> Double Barrel® VP Insecticide Ear Tags	<input type="checkbox"/> Dominator® Insecticide Ear Tags
<input type="checkbox"/> UltraBoss® Pour-On Insecticide	<input type="checkbox"/> Boss® Pour-On Insecticide	<input type="checkbox"/> Saber™ Extra Insecticide Ear Tags	


GROW

☐ Ralgro® (zeranol)

☐ Revalor®-G (trenbolone acetate and estradiol)

merck-animal-health-usa.com • 800-521-5767

Copyright © 2020 Intervet Inc., d/b/a/ Merck Animal Health, a subsidiary of Merck & Co., Inc. All rights reserved. US-ZEP-200200003 | RET-4506-BetterCalfHealthFlyer



RALGRO[®]
(z e r a n o l)



The gold standard in calf implants.


For 50 years, RALGRO has been known for heavier weaning weights that deliver greater revenue in your calf crops.

*Aim higher at **RALGRO.com.***

IMPORTANT SAFETY INFORMATION: A withdrawal period has not been established for Ralgro[®] in pre-ruminating calves. Do not use in calves to be processed for veal. For complete information, refer to product label.

MAHCattle.com • 800-521-5767

© 2020 Intervet Inc., doing business as Merck Animal Health, a subsidiary of Merck & Co., Inc.
All rights reserved. US/RAL/0419/0003

 **MERCK**
Animal Health

By properly vaccinating in the spring, calves are ready to respond rapidly to weaning vaccines, such as Vista Once SQ, a combination vaccine formulated to tackle the most important viral and bacterial pathogens.

5.) Use intranasal vaccines in calves to maximize immune response

Intranasal vaccines promote a strong immune response directly on mucosal surfaces in the nasal passages – the portal of entry for respiratory infection in cattle. Nasalgen® and Once PMH® IN are two effective intranasal vaccines that increase protection against pneumonia, avoid interference from maternal antibodies in colostrum that can block injectable vaccines and are less stressful on calves compared to similar injectable vaccinations. Bovilis® Coronavirus is another intranasal vaccine that can reduce scours in newborn calves.

6.) Eliminate internal parasites for increased performance

Prior to turnout, cattle should be effectively dewormed to help eliminate parasites and keep animals performing their best. This will keep cows eating more, milking better and ultimately producing a heavier calf. Research shows that a deworming program using fenbendazole, the active ingredient in Safe-Guard®, will consistently reduce fecal egg counts by more than 90 percent. When Safe-Guard is used in combination with an ivermectin product, producers achieve a near 100 percent efficacy, and help to avoid parasite resistance.³ Work with your veterinarian for the diagnosis, treatment and control of internal parasites.

7.) Control pinkeye to keep cattle healthy

Pinkeye causes significant health challenges in cattle across the country, but it can be controlled through on-farm fly control management and a vaccine that induces protection against bacterial infections of the eye. In areas with heavy fly pressure, fly tags in cows and calves can also provide significant protection from corneal damage due to flies.⁴

Not only will implementing these turnout strategies mean healthier cattle through the summer, but they will also result in added value when marketing calves in the fall. Providing buyers with a signed certificate, especially one verified by your veterinarian, documenting the health history of your calves will result in a premium paid by buyers of \$15 to \$35 per head. This documentation should include products and practices used, including vaccinations, parasite control and other treatments, and application dates.

To learn more about Merck Animal Health vaccines and protocols – such as Vac 45 preconditioning program for healthier, higher-value calves – contact your veterinarian and visit MAHCattle.com.



Back to Grass Sale

Friday • May 8, 2020 • Noon

Approximately 650 head will sell!

Offering 200 Registered Angus Female Lots and 200 Commercial Female Lots Spring Pairs, Fall Pairs (3-in-1s) and Fall Bred Cows, Fall Calving Bred Heifers and Spring Yearling Open Replacement Heifers

At Spur Ranch, 14.2 miles west of Vinita, OK on US Hwy 60 to Spur Ranch sign, then 3/4 mile south.

 <p>Spur Maureen 8431 • 19368087 CED +9 BW +2.1 WW +82 YW +152 Milk +26 Marb +.85 RE +1.08 \$M +37 \$B +224 \$C +328</p>	 <p>Spur Emulous Bell 8341 • 19364669 CED +5 BW +2.1 WW +72 YW +133 Milk +29 Marb +.84 RE +.73 \$M +43 \$B +190 \$C +290</p>	 <p>Spur Irene Lass 8173 • 19368134 CED +1 BW +3.8 WW +73 YW +135 Milk +24 Marb +.90 RE +.63 \$M +59 \$B +179 \$C +291</p>
 <p>Spur Lady Pride 8149 • 19371085 CED +12 BW +1.1 WW +73 YW +131 Milk +22 Marb +.37 RE +.38 \$M +70 \$B +139 \$C +250</p>	 <p>Spur Irene Lass 8165 • 19371095 CED +13 BW -.4 WW +68 YW +116 Milk +31 Marb +.82 RE +.84 \$M +70 \$B +147 \$C +261</p>	 <p>Spur Blackbird 8101 • 19103379 CED +9 BW -.2 WW +62 YW +123 Milk +34 Marb +1.11 RE +.76 \$M +43 \$B +173 \$C +268</p>
 <p>Spur Pride 7191 • 18793413 CED +8 BW +2.0 WW +56 YW +106 Milk +24 Marb +.47 RE +.45 \$M +44 \$B +144 \$C +231</p>	 <p>Spur Miss Phoenix 6121 • 18459402 CED +6 BW +1.8 WW +65 YW +107 Milk +23 Marb +.70 RE +.27 \$M +58 \$B +145 \$C +246</p>	 <p>Spur Maureen 5311 • 18409177 CED +12 BW +.2 WW +62 YW +120 Milk +38 Marb +.87 RE +.43 \$M +64 \$B +155 \$C +265</p>



Producing Cattle that Grow, Gain and Grade Since 1930

www.spurranch.com

Vinita Ranch Office
(918) 256-5850 • Fax (918) 256-6638
PO Box 307 • Vinita, OK 74301
Clay Hartley, Owner - Cell (918) 633-2580
Jeff Owen, Ranch Manager - Cell (918) 244-2118



MCS
MATT C. SIMS AUCTION
INCORPORATED
PO Box 1219
Edmond, OK 73083
(405) 641-6081
matt@mcsauction.com
www.mcsauction.com

EPDs as of 3/12/20

MAY

7

Mark Your Calendar!

Thursday, May 7

COW SALE

@ 5 P.M.

NOW TAKING
CONSIGNMENTS!

INDUSTRY NEWS

Southwest Center Update

FFA students focus on career development contests

By Jendel Wolfe for Cattlemen's News

FFA Career Development (CDE) and Leadership Development contest season is upon us. Each year, thousands of students all over the United States learn a variety of skills to compete in local, district, state, and national contests. The MU CAFNR Southwest Research Center offers a free FFA contest workshop to all southwest Missouri schools. In March 2020, ten CDE workshops were offered - agronomy, soil judging, cattle judging (beef and dairy), nursery and landscaping, poultry judging, food science, entomology, farm management, and forestry. Each workshop is setup to resemble an actual contest.

"This gives the students an opportunity to experience what a contest is like without the stress," explains Steven Prewitt, Mt. Vernon High School agricultural teacher.

This year 1,050 students representing 54 schools registered for the various contests, reports David Cope, Southwest Research Center Superintendent. One school, Plato, drove close to two hours and 125 miles one-way to participate.

"Food Science is a relatively new contest to the state of Missouri," said David Cope. "We were able to add three new contests this year, including Food Science, because of the additional space from the new Education Center. That was part of the plan for this new facility. Not only does it allow more meeting space, it affords us more space for outreach and education efforts."

Partnerships are what make this event possible. The Southwest Research Center's seven staff partnered with 17 other individuals from government agencies such as: NRCS and Missouri Department of Conservation, along with MU Extension Specialists, Crowder College, local producers, retired teachers, and volunteers to make the event happen. It takes planning, time, and effort to put on such a varied event. The event itself utilizes six buildings and spreads over three pastures.

"We keep this event free because we feel this is our opportunity to give back to the 22 counties we serve and further part of our mission of outreach and education," explains David Cope.

Some schools will attend up to 10 different contests given by other schools or colleges during March and April. Each contest has a cost in order to cover the fees associate with scoring the scantrons and giving out trophies.

While the Southwest Research Center does not score each contest or give out trophies it does give valuable teaching time to the agricultural teachers. After the students have completed the contests, the teachers are then given an opportunity to go over the answers with their students. This is valuable teaching time for their teams. Feedback forms are sent to the agricultural teachers after the event. One teacher writes, "Being able to teach our students outside of the classroom is extremely helpful. That is why we come back each year." Another teacher writes, "I appreciate giving my students a non-competitive hands-on experience."

Cope further explains the comraderie involved.

"This event has developed a great working relationship between the FFA advisors and the University of Missouri's



Southwest Research Center," said David Cope. "We look forward to this FFA event each year."

The FFA Contest Workshop is different than the annual Career Exploration Day. While both events draw over 1,000 students, the workshop focuses on specific students. The Career Exploration Day focuses on any student wanting to know more about careers in agriculture. Each event focuses on a variety of students to have the most impact in our area.



We didn't just give her a loan, we invested in rural Missouri.

Young, Beginning or Small Farmers

If you're a farmer age thirty-five years or younger, a beginning farmer or a small farm operator, we have a loan program to fit your needs. Most of us grew up on farms or in rural communities, and many of us still live there today. Our passion for rural Missouri drives us but our experience and knowledge of rural financing sets us apart from other lenders.

Growing Relationships. Creating Opportunities.™

- ✓ You may be eligible for lower percentage down payment in partnership with Farm Service Agency loans
- ✓ We can help coordinate with federal and state loan guarantee programs
- ✓ Loans available for real estate, operating expenses, machinery and equipment purchases, capital improvements
- ✓ Experienced staff to help you through the financing process

 **FCS FINANCIAL**
Growing Relationships. Creating Opportunities.™
A FARM CREDIT COOPERATIVE

Find an FCS Financial office near you:
1.800.444.3276
WWW.MYFCSFINANCIAL.COM

Growing Relationships. Creating Opportunities. is a trademark of FCS Financial, ACA.



Smarter Selection of Replacement Heifers (Part 1)

Criteria for choosing heifers to retain and develop in your herd

By Jordan Thomas for Cattlemen's News



Selection of replacement heifers should really happen at pregnancy diagnosis, not at weaning. Let me say that one more time: selection of replacement heifers happens at preg check, not at weaning. If this were a lecture, I would ask students to repeat that out loud. Heifers need to calve early in their first calving season in order to become productive cows. Heifers that conceive later in their first breeding season, calve later in their first calving season. As a result, they are more likely to conceive later in the next breeding season or even fail to conceive at all. Long term research efforts have made this clear: heifers that conceive early in their first breeding season, stay in the herd longer, wean more total calves due to their longer productive life in the herd, and even wean heavier calves each year. Not every bred heifer is a profitable investment.

If she isn't an early-conceiving heifer, she shouldn't be considered as a potential replacement. Replacement heifer selection should happen at preg check. To drive the point home, I like to refer to the heifer calves you retain after weaning as replacement heifer candidates. That's all they are up until pregnancy diagnosis: candidates to potentially join the herd as replacement females.

With that in mind, we are really talking about two topics when we talk about selection of replacement heifers. Many of you will be weaning fall-born heifers in the coming months, so first, what criteria should you use in choosing heifer calves to retain and develop as replacement heifer candidates? Let's jump right in with some Q&A's.

Should I be restrictive at all about which heifer calves to retain as replacement heifer candidates? Should all heifer calves get a chance at breeding?

In general, the recommendation to develop a large proportion of your heifer calf crop as replacement heifer candidates is wise. Don't just keep the biggest, prettiest heifer calves at weaning. You need to retain enough heifer calves at weaning to allow you to be selective later on—remember, heifer selection should actually happen at preg check. Being overly restrictive at weaning and developing too few heifers leaves you stuck with what you get at preg check. Don't single-trait select for the heifer's appearance at weaning.

With that being said, it is also a very rare situation in which I would suggest every heifer calf be retained after weaning as a replacement heifer candidate. There are some heifers that

you can easily identify as having low likelihood of becoming pregnant early in the breeding season, so why on earth invest in a development and breeding program for them? We have several opportunities to be more cost-conscious and shuttle heifer calves with poor reproductive potential down a more profitable path.

Should age of a heifer influence whether she should be considered as a replacement heifer candidate?

Heifer calves that were born early in your calving season, no necessarily in the calendar year, are more likely to attain pregnancy early in their first breeding season. That's clear from classic research published in the 1970s and observed in the real world every day. Retaining late-born heifer calves as potential replacements just doesn't pay long-term, and those heifers also require a lot more inputs to get them to the same development target.

I suggest you only keep heifer calves born in the first half of your calving season. For example, if you use a 90-day calving season, keep only those heifer calves born in the first 45 days. That should be well over half of your heifer calves; if not, we have some other problems to address. This "born in the first half of the calving season" rule is just a rule of thumb. This becomes less of a consideration if you already manage for an ultra-short calving season in your cow herd, for example, something like 30 days. I rarely see that in practice, but I highly encourage moving toward that as a goal. For typical herds with calving seasons that are 60 days or longer, I wouldn't waste the time and money developing the later-born heifers.

Should reproductive tract scores or pelvic measurements be a deciding factor?

A pre-breeding exam consisting of a reproductive tract score and pelvic measurement can help you avoid unnecessary risks or expenses. Unfortunately, reproductive tract scores and pelvic measurements need to be done closer to the start of the breeding season to be very informative, so a pre-breeding exam is not a tool to screen heifers at weaning. This is a great way to avoid spending time and money further developing and breeding heifers that aren't likely to be profitable.

A reproductive tract score is a direct assessment of the pubertal status of a heifer. Your veterinarian will palpate the reproductive tract about 4-6 weeks before the start of the breeding

CONTINUED ON NEXT PAGE



season, evaluating the size of the uterus and the structures present on the ovaries. In addition to determining whether the heifer has attained puberty, this is a good opportunity to identify any heifers that have already become pregnant or have an abnormality (incomplete reproductive tract, ovarian cyst, etc). Will having reproductive tracts scored be a profitable investment? In many cases, yes. You can identify heifers that are poor candidates and avoid incurring additional development, breeding, and health costs on these heifers. Many producers value the information they get about the group. For example, if less than half of the heifers are cycling (reproductive tract score 4 and 5), there may be some nutritional adjustments than can be made.

Pelvic measurements are a screening tool that I consider essential, especially if you have a history of some calving difficulty in your heifers. Hard pulls, c-sections, dead calves, and dead heifers are all risks you want to take out of your program. Work with your veterinarian on pelvic measurements, and when he or she tells you to cull one based on an abnormally small pelvic area, do it. It will avoid some major risks, and that's also one heifer you can save further development, breeding and health costs on.


How short should the breeding season be for my replacement heifer candidates?

The length of the breeding season you should choose for heifers really depends on your goals and your marketing opportunities for bred heifers. If you have a profitable marketing opportunity for later-conceiving bred heifers, by all means use a fairly long breeding season and generate the maximum number of pregnant heifers possible. Just make sure you have a pregnancy diagnosis performed relatively early to accurately determine fetal age among the earlier conceiving heifers. A nice time point for that is 90 days after the start of breeding. Use that information and be sure all later-conceiving heifers are marketed.

If you don't have a profitable marketing strategy for later-conceiving bred heifers, here is a wild question: do you really want a heifer that doesn't conceive early, to conceive at all? If she is more profitable as a open feeder heifer than as a later-bred heifer, use as short of a breeding season as you can stand. It is a huge benefit to the long-term performance of your cow herd. Does a 30-day breeding season for heifers sound too radical? I certainly don't think so. Have you considered a total AI program for your heifers with no natural service, e.g. one round of AI followed by a second AI service for heifers that repeat? Depending on the cost struc-

ture of your program and your marketing strategy for open heifers, this can be a highly profitable strategy. If you can market open heifers profitably as stockers and you don't have much of a market for later-conceiving bred heifers, I don't really think there is such a thing as "too short" of a breeding season for heifers. Short breeding seasons put maximum pressure on your females for fertility as well, but that's another discussion for another time.

Next Time

In next month's article in Cattlemen's News, we'll talk about the criteria to select which of these replacement heifer candidates to actually retain and calve out. For more information on the topics in this article, check out my program's YouTube channel or Facebook page. We have short videos that go into more detail and show data on several topics covered in this article (reproductive tract scores, pelvic measurements, effect of the birth date of heifers, etc). Search for "Mizzou Repro" online. 

Jordan Thomas is the Assistant Professor – State Extension Specialist in Beef Reproduction at the University of Missouri.

IT IS A NEW DAY *at New Day*



New Day 837F ASA 3484473 SimAngus™
IR Fully Loaded son | \$API 151 | \$TI 85



New Day F652F ASA 3485324 SimAngus™
Brown Intrepid son | \$API 135 | \$TI 73



New Day F130 ASA 3530037 SimAngus™
MF/WEF Cool Beans son | \$API 145 | \$TI 84



New Day F194 ASA 3545049 SimAngus™
HPF Optimizer son | \$API 112 | \$TI 67



New Day 12F ASA 3470395 SimAngus™
WS Outcross son | \$API 118 | \$TI 76



New Day 8149F ASA 3471127 SimAngus™
Wilson Mr A30 son | \$API 122 | \$TI 67

THE NEW DAY ADVANTAGE:

Fescue Adapted - Age Advantaged - Customer Feeder Cattle Marketing

SPRING BULL SALE - APRIL 18, 2020

Cunningham Livestock. Salem, MO.

65+ 18 Month Old SimAngus™ and Simmental Bulls

New Day
GENETICS

TED CUNNINGHAM
573-453-0058

Request a sale book or for more information, contact any of the numbers below:

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
www.alliedgeneticresources.com

ALLIED
GENETIC RESOURCES

www.newdaygenetics.com

Protecting Health of Animals Across Missouri

Ag matters - the animal health division works to safeguard the food sector from farm to fork

By Chris Chinn, Director of the Missouri Department of Agriculture



Missouri agriculture is home to more than eight million cattle, hogs, sheep, goats and horses. Simply put, we have more livestock in our state than people. When you add production numbers from our poultry industry, that number climbs to a staggering 316 million livestock and poultry animals that are cared for daily by our dedicated farmers and ranchers.

As farmers, we count on two very important items each day: healthy livestock and the ability to buy, sell and move our herds as needed. The Missouri Department of Agriculture's Animal Health Division works quietly around the state to protect both.

A primary role of the Animal Health Division is animal disease control and prevention. Our team of eight district veterinarians work alongside the state veterinarian, assistant state veterinarian and epidemiologist to conduct routine disease surveillance, implement biosecurity measures, and provide direct support to farmers and their fellow veterinarians.

The team's disease control and prevention responsibilities also include the poultry health program, livestock movement permits, disease traceability and, of course, our laboratory staff.

Safety system

When an agricultural emergency strikes, our Agri-Security team begins work immediately with state and federal partners to initiate a response and recovery strategy. An agricultural emergency may include those caused by natural disasters or a livestock disease outbreak.

The Agri-Security program also works with producers and industry leaders to develop enhanced biosecurity plans that will allow producers some business continuity during an outbreak. By working with partners such as USDA and the State Emergency Management Agency year-round, our team remains ready when farmers and ranchers need it most.

The Meat and Poultry Inspection team is dedicated to ensuring that the commercial supply of meat and poultry products within Missouri is safe, wholesome, accurately labeled and secure.

Small-business owners who want to sell meat and poultry products at the wholesale or retail level, or offer custom exempt processing services, work with this team to ensure they are within state and federal meat inspection laws.

Time for tests

There is one piece that ties the Animal Health Division together — our veterinary diagnostic laboratories. The department has two strategically located laboratories in the state of Missouri: one in Jefferson City and one in Springfield, Mo. These laboratories were established to help identify, control and eradicate diseases that threaten Missouri's animal, livestock, poultry and meat industries.

Our teams provide regulatory disease testing as required by state and federal meat inspection laws, while also offering diagnostic services to veterinarians and livestock producers. Our Springfield laboratory is proud to be one of two laboratories in Missouri certified by the National Animal Health Laboratory Network, which allows us to provide a wider variety of certified services.

As a team, the division also is responsible for livestock brand registration, livestock market licensing, the large carnivore program and more.

The Animal Health Division is led by Dr. Steve Strubberg, who serves in a dual role as state veterinarian and division director. Strubberg will celebrate one year with the department April 1, 2020 after 30 years of owning a mixed animal practice in Hermann, Mo. He is supported by Dr. Jean Schmidt, who was promoted to assistant state veterinarian last year.

To learn more about the Animal Health Division or the Missouri Department of Agriculture in general, visit agriculture.mo.gov.



Tom Kissee
Real Estate Co.

Specializing In SW Mo. Farms & Ranches!
"A Cattleman Who Knows Real Estate"

CAPE GIRARD - 100 Ac., 10000 ft. lookups, 159,000
UNDER CONTRACT

MT VERNON - 60 Ac., Law. 1070, Just off exit 38 of I-44. Nice farm ground, good fence on 3 sides, small woods, great for hunting, seller will lease back for row cropping\$207,000

MT VERNON - 72 Ac., great location at exit 49 of I-44, 4 Ac. fence, mostly open.....\$225,000

VERONA - 79 Ac., Law. 2210, good pasture, 3/4 open, 2 ponds, fenced, well, automatic waterers, great views ..\$237,000
SOLD

WILLARD - 50 acres, Fr Rd 94, mostly open, fenced, Hwy 160' frontage.....\$287,500

AVILLA - Lillac Rd., 40 Ac., wonderful family farm with several barns, great pens and corrals, cross fenced, improved pastures, 4 bedroom home, great setting.....\$380,000

MTN. GROVE - 40 Ac., Lone Pine Rd., great horse facility w/easy access to Hwy 60 just west of Mtn. Grove, 4 BR brick basement home, horse barn, horse safe electric fence, roping arena w/return alley, waterers, pond, great views\$415,000

SPARTA - 80 Ac. Hwy 14, Gentle rolling pastures, frontages on Hwy 14, pond, 10 acre woods, great building sites.....\$422,424

MT. VERNON - 158 Ac. Lawrence 2080, Open pasture, 2 large paved road frontage on 2 sides, great location off Hwy M\$553,000
SOLD

FAIR GROVE - 103 Ac., Hwy AB, Nice rolling pastures, 3 BR, 25'x40' shed, cattle barn, hay shed, 40x400 ft. operating poultry barns, ponds, waterers\$562,000
SOLD

BOLIVAR - 157 Ac., excellent grass, corrals, working\$574,500
SOLD

MT. VERNON - 84 Ac., Law. 2097, 5 BR, 4 BA home, full walkout basement, 40x80 insulated & heated shop w/upstairs apartment, large horse barn, ponds, bottom & upground, great views\$595,000

BUFFALO - 78 Ac., Hwy 64, 6 BR, 5 BA, finished walk-out basement, 60x60 heated shop w/concrete floors, great fencing, pond, automatic waterers, road frontage on 3 sides\$620,000

GROVE SPRING - 280 Ac., Red Barn Rd., hay ground & pasture, 14 paddocks, 2 barns, 8 waterers, 3 ponds, spring.....\$649,000
REDUCED

LEBANON - 193 Ac. Hwy. 0, Great Pastures, Fencing and Cross Fencing, Shop, Barns, Ponds, home, Hwy. Frontage\$720,000

VERONA - 205 Ac. Lawrence 2200, Nice rolling pastures, 60x60 shed, 12 cow milking parlor, beautiful views!\$875,000
UNDER CONTRACT

FLEMINGTON - 270 Ac., 110th Rd., great opportunity, 100x100 shed, 12 cow milking parlor, beautiful views!\$750,000
UNDER CONTRACT

MTN. GROVE - 200 Ac. Lone Pine Rd. Hwy 60 frontage, mostly open w/excellent pasture, 2 ponds, creek, barn, corral, 3 BR home.\$848,000

BUFFALO - 351 Ac. just off Hwy 65, pasture and woods, ponds, creek, lots of deer and turkey.\$1,053,000

BUFFALO - 365 Ac. Rocksdales Road, pasture & woods mixed w/a lot of frontage, just off Hwy 65, ponds, creek, lots of wildlife.\$1,095,000

MT. VERNON - 68 Acres, I-44 & Hwy. 174 - Turn-key equine boarding & training center, 55 stalls, large indoor and outdoor arenas, 5 BR home, separate office building\$1,200,000

MOUNTAIN GROVE - Hwy 95, 244 Acres. Beautiful cattle farm, 3 BR brick home, all open, excellent pasture/hay ground, 3 wells, 2 ponds, 8 waterers, pipe corral, large livestock barn & machinery shed\$1,339,000

GALENA - 365 Ac., Circle C Drive, 75% open, good pasture, fenced & cross fenced, frontage on state hwy, 3 BR manufactured home, several barns, corral, waterers, 2 wells, ponds, great location\$1,350,000

WILLOW SPRINGS - 683 Ac. CR 1870, 5 BR, 4 BA home, shop, hay barn, 165 acres open, marketable timber, great hunting, just north of Hwy 60.....\$1,725,500

MILO - 632 acres, Hwy. EE, 70'x48 cattle barn, equip shed, machine shed, waterers, fenced & cross fenced w/exc. pasture & hay ground, 9 ponds, 2 acre lake, corrals\$1,900,000

MTN. GROVE - 592 Ac., Williams Rd., very conveniently located w/frontage on Hwy 60, great pipe corrals, shop, commodity barn, over 1,000 bale hay storage, piped & natural water, great grass, mostly open, brick home\$2,985,000

OZARK - 439 Ac., Tennessee Road, Beautiful rolling pasture, fenced & crossed fenced, several ponds & waterers, pipe corrals, livestock barns, hay barns, 1 home\$3,051,000

FLEMINGTON - 1267 Ac., Hwy. 83, hay barns, livestock barns, 3 irrigation wells, 5 regular tillable acres, good pasture, office, machinery shed\$4,117,750
SOLD

417.882.5531 tomkisseerealestate.com

Be Alert for Grass Tetany

Awareness during the upcoming spring months

By Eric Bailey for Cattlemen's News

Spring is the season cattle producers must be aware of grass tetany, a highly fatal disease often associated with low levels of magnesium in the blood, and at times, other mineral deficiencies too.

Grass tetany can affect all classes of cattle, but older cows with calves at side during the winter and spring are at most risk. Very thin and overly fat animals are also more susceptible to grass tetany.

Missouri State extension beef specialist, Eric Baily says, lactating cows seem to be at highest risk of the mineral imbalances because minerals are used for milk production (greater mineral requirement).

"It (grass tetany) commonly presents as a magnesium deficiency, but nitrogen, calcium and sodium imbalances have also been cited as contributing factors to grass tetany," Bailey says.

Tetany can be common when cattle graze rapidly growing cool-season forages, Bailey explains. "Lush growth will contain significant concentrations of potassium and little sodium," Bailey says. "High levels of potassium decreases the ability of magnesium to be absorbed out of the rumen."

A major problem with grass tetany is that producers may not notice a problem until they find a dead cow. There may be marks on the ground beside the animal indicating they were leg paddling before death (lying on their side with stiff outstretched legs that thrash backwards and forwards).

Veterinarians say early signs include some excitability with muscle twitching, an exaggerated awareness, and a stiff gait. Animals may appear aggressive and may progress through galloping, bellowing and then staggering. In less severe cases, the only signs may be a change in the character of the animal and difficulty in handling.

Symptoms of grass tetany:

- Excitability
- Grinding of teeth
- Salivation
- Muscle spasms
- Loss of body movement control
- Death

Prevention of grass tetany:

Bailey says producers should eliminate factors which reduce magnesium absorption and provide a magnesium supplement.

Prevention:

- Increase magnesium content of diet
- Be aware of palatability issues
- Buy high magnesium mineral (mineral with greater than 6% magnesium)



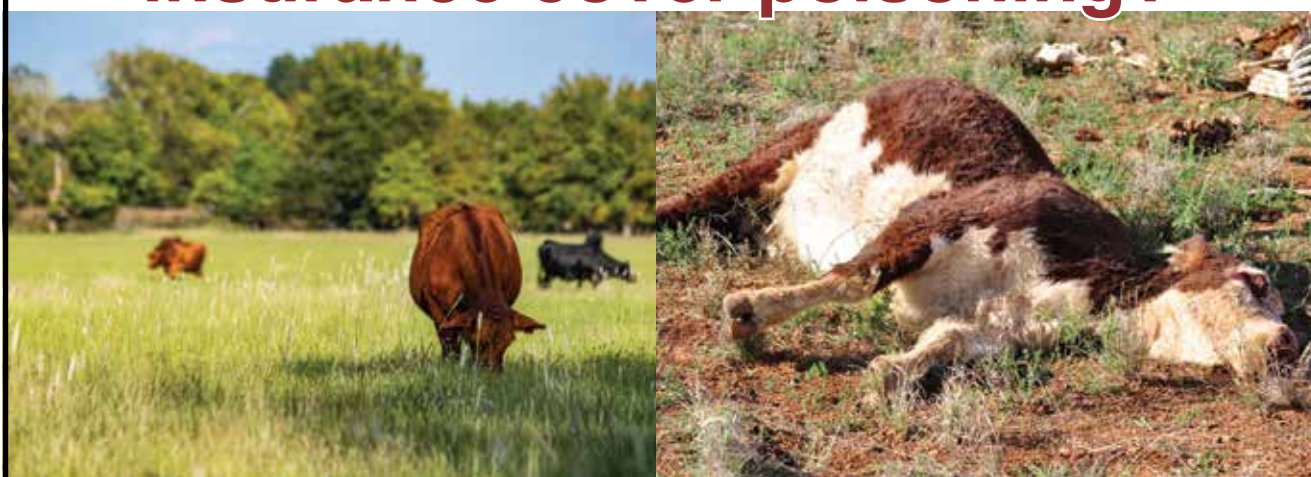
- Intravenous magnesium and calcium to treat clinical symptoms not commonly used as cattle at this stage are dead or near death
- Do not forget sodium - there is evidence suggesting that increasing salt in the diet improves the ability of magnesium to be transported out of the rumen.
- If a frost is coming, make sure that salt is available for the cattle. Maybe go as far as to mix salt into supplements that are hand fed. Try to feed cattle 0.25 pounds of salt per head per day around the time of a frost.

Long-term actions for prevention:

- Correct soil acidity with lime or dolomite (dolomite contains some magnesium)
- Plant clovers
- Apply phosphate fertilizer
- Limit potash and nitrogen applications until soil acidity is corrected and clovers are established 🤠



Does your current livestock insurance cover poisoning?



Give us a call 417.359.5470!

www.SpecialtyRiskInsuranceAgency.com

Maintaining Stocking Rates in Southwest Missouri

Utilizing resources and knowledge to sustain your pasture ground

By Cattlemen's News Editors

J.W. Henson, of Henson Farms in Conway, Mo., runs a commercial cow/calf operation that consists of 450 cows that are dispersed in herds on eight farms with a total of 1,800 acres of owned and rented ground. From those 450 cows he runs, Henson will wean 200 heifers each year that he will develop and breed with some being sold off the farm.

The cow-calf operation Henson runs allows for one cow to be ran on approximately 2.3 acres of land along with the availability of producing enough feed on a normal year with 40 inches of rain. To grow, maintain and breed the heifers he raises from his cowherd, he runs approximately one heifer per acre during grazing season. Additionally, the heifers receive five pounds of grain supplement.

To maintain his pastures that he utilizes for grazing and a hay crop, Henson said he fertilizes in the spring by spreading 175 pounds of urea per acre. Then, in the fall he spreads phosphorous (P) and potassium (K) on the hay ground, cutting hay during the summer months.

Most of his ground is Kentucky 31, some having clover in it. Although he doesn't sow much of it but may in the future, Henson mentioned clover can be beneficial. Kentucky 31 is drought, shade and traffic tolerant and has high disease resistance and low-maintenance, therefore the cool-season grass is

suitable for the Missouri climate. In a year where there is good rainfall, Henson explained he can run 150 head of heifers on 160 acres of pasture ground and still make hay on part of it during a normal year of abundant rainfall.

When asked about his seasonal stocking rates, he expressed that spring and fall grazing are not too different within his operation in regard to stocking rates. Henson's cowherd will calve during the early fall months, cattle get bred back in November through artificial insemination (AI), and the cattle continue to graze fall pasture through mid-December with a normal rainfall type of year.

Henson Farms utilizes rotational grazing over other grazing methods to aide in stocking rates. Henson will break large pastures up into 20 to 40-acre sections and graze the cattle with the use of hotwire fencing. Henson advises using movable hotwire fence to rotate cattle from one section of pasture to another.

"This helps cattle graze a certain area down before being moved to another section of ground to graze," Henson says.

Henson Farms has utilized rotational grazing for the last 20 years after attending grazing school to learn practices and how to manage grass properly. The information and skills learned are important to be more productive in your operation, he mentioned.

To make calculations for his grazing system, determining stocking rate, Henson uses his best judgement on factors such as weather conditions, stand of grass and his figured stocking rate for cows and heifers. Henson expressed that he knows how many head each farm will run on an average year with plenty of rainfall. He also mentioned each farm will produce enough hay for that particular herd of cows and/or heifers present on the ground.

Henson declared that the biggest problem he faces with his stocking rate is shade – almost all of his ground is open and doesn't have much shade at all. There are, however, ponds in each pasture that help when it becomes really hot.

Fertilizer is a must have when it comes to stocking rate Henson mentioned. There are so many advantages as fertilizing aids in good stocking rates through weed control and stronger stands of grass. Fertilizer is cheap compared to buying or renting land he said. Henson recommends to run the cow and heifer per acre stocking rates on a yearly basis, fertilizer must be used to both graze cattle and make hay on that same ground.

"The biggest key for maintaining the stocking rates that we do is fertilizing the ground," says Henson.

Henson has practiced this for years and has seen great results. He believes this practice keeps the stand of grass thicker and his stocking rate maximized. 🐮

230,000 EDUCATORS

The number of educators using science education curriculum accurately portraying beef production practices in 2020.

2,700 SCREENS

The number of movie screens promoting beef in December 2019.

55,000 PRODUCERS

The number of producers receiving *The Drive*, a quarterly Checkoff update publication.

\$7.4 BILLION+

The value of beef exports in 2019.

Funded by producers, the Beef Checkoff program was created to increase consumer beef demand.

For more Beef Checkoff results, visit DrivingDemandForBeef.com

MISSOURI

BEEF

INDUSTRY COUNCIL

STAY CONNECTED

To learn more about Joplin Regional Stockyards, visit www.joplinstockyards.com



Follow us on social media:
Joplin Regional Stockyards

MANAGEMENT MATTERS

Forage Considerations

Eliminating weak stands

By Rebecca Mettler for Cattlemen's News

With this year's wet, early spring, producers may be wondering what they can do to beef up their fescue stands. Some pastures have been torn up from haying, too much rain, and too many cattle standing in common areas.

"Pastures repair themselves better than you would think, assuming that you have fescue ground; it's pretty resilient," said Tim Schnakenberg, field specialist in agronomy with the University of Missouri (MU) Extension.

Schnakenberg spoke to the attendees of the Christian County Livestock and Forage Conference in early March.

However, if producers still have concerns, there are several options; it just depends on what the short-term and long-term goals of the operation include.

Short-term Options

When planting cool season grasses this late in the spring, it's hard for the grass to grow a robust enough root system that will survive the summer. This is especially true for fescue.

"I'm not a fan of planting fescue and other cool season forages in the spring," Schnakenberg said. "So many times, we get a good stand of fescue or orchardgrass in the spring and then we get to midsummer time and all we have is foxtail."

Improved varieties of crabgrass offer good options for spring seeding. While Schnakenberg usually isn't a fan of putting warm season and cool season together, if there are gaps in fescue stands, improved varieties of crabgrass are a good option.

Legumes are also considered this time of year, but Schnakenberg quotes MU research that indicates it is too late for success with clover. It works best in the fall or as a dormant seeding. Spring is the prime time to get lespedeza planted, an option for mid-summer grazing.

Schnakenberg also mentioned sunn hemp, which is a warm season legume crop and is a newer forage that is gaining some traction in Missouri. MU Extension has six years of sunn



hemp research done in northern Missouri and has found good success in broadcasting seed into fescue stands in May or early June at a rate of 30 to 40 pounds per acre. Alternatively, producers can also utilize a drill for seeding the crop. Schnakenberg describes sunn hemp as a tall, heavy-stemmed plant that produces a lot of nutritionally dense leaves up and down the stem. For this reason it is best used for grazing and not for hay.

Long-Term Options

If the opportunity arises to transition to a warm season grass or a novel endophyte fescue variety, evaluate the situation and act accordingly. Schnakenberg said it's not uncommon for producers to have worn-out fescue stands after droughts followed by wet summers, like what happened in 2018 and 2019. He's talked with several producers who are contemplating pasture transition.

"I've seen where producers thought they had enough grass to graze, but they ran out of pasture," said Schnakenberg.

For novel endophyte pasture establishment, the spray-smother-spray technique offers the best option. First, spray the current stand of endophyte-infected Kentucky 31 fescue to kill it in the spring, then in the summer "smother" by planting millet, or sudangrass. Finally, in the fall come back with a novel endophyte fescue variety.

For native warm season grass varieties, dates for planting are relatively flexible. Schnakenberg says that while establishing native grasses can be challenging, don't let that deter producers. With the right tools, such as a no-till drill adapted to native grasses, and proper timing, a good success rate can be expected.

"Dormant seeding is an option, but preferably if doing a spring seeding, do it late April through early June," Schnakenberg said. "However, you have to get the competition of the old fescue sod out of there; it has to be killed well in advance, so you have to be thinking about that, too."

This spring, producers should take the extra time it takes to walk through the pastures and evaluate the current forage levels. If any concerns arise, make a plan and determine the goals of the operation. Next, research forage species and variety options and make preparations for the future. 🐮



We Talk Farm & Ranch!

96.9 FM
KKOW
COUNTRY
860 AM ★ 97.5 FM
99.7
the BULL
BIG Country RADIO

KANSAS
OKLAHOMA
MISSOURI
ARKANSAS

Fredonia
Chanute
Independence
Coffeyville
Caney
Bartlesville
Claremore
Pryor
Miami
Ft. Scott
Pittsburg
Nevada
El Dorado Springs
Joplin
Carthage
Monett
Pineville
Bella Vista
Bentonville

Our Listeners Could be Your Customers Call Trey Coleman at 620-704-8701

Financial Focus

It's not easy, but look past the market selloff

By Kyle Newbold for Cattleman's News

These are challenging times. Like everyone, you are concerned about keeping your family safe and healthy, and you're doing your part to help protect your community from the effects of the coronavirus. If you're an investor, you must also address your financial situation. How should you respond to the current market volatility and recent declines in investment prices?

For one thing, try to avoid what many others seem to be doing: panicking. The market selloff may feel unsettling, but it appears to be driven as much, or more, by fear and panic than by economic or financial reality.

Uncertainty is high, but there are reasons – solid, objective reasons – that provide more confidence in the longer-term



outlook, suggesting that conditions still warrant an eventual rebound. The U.S. unemployment entered this situation near a 50-year low, with solid wage growth. We will see a temporary disruption to the labor market, of course, along with a decline in economic activity, but households entered this period in generally good shape. Furthermore, housing market indicators were moving upward and the decline in mortgage rates could add more strength. Also, the Federal Reserve's recent interest rate cuts, taking short-term rates back near 0%, will support the economic rebound as the impact of the virus containment efforts eventually fade.

In addition, while further volatility and the potential for further weakness will likely continue, the steep drops we've already seen indicate that the financial markets have "priced in" the likelihood of a short-term recession, which may mean that the worst of the stock market pain has already been endured, though, of course, there are no guarantees.

First, though, it seems likely that the investment world will finally calm down only when the health situation shows signs of containment – and this will inevitably happen, despite the grim reports we are seeing these days. As a country, we have the motivation, the will, the solidarity and the resources to defeat the coronavirus and its effects, despite the pain and trauma it is now undoubtedly causing.

So, back to our original question: What should you do? Here are a few suggestions:

- Remember why you're investing. Given the market decline, you may be tempted to change your investment strategy, but keep in mind that your financial goals, such as a comfortable retirement, are longer-term than the shelf life of the coronavirus. These goals, not today's headlines, should guide your decision making.
- Re-evaluate your risk tolerance. The recent volatility provides a good test of your ability to weather short-term swings in your portfolio. If you're having a hard time coping with these losses, your portfolio may be positioned too aggressively for your risk tolerance. If so, you might want to adjust your portfolio mix to include more fixed-income securities, which can help provide more "downside" protection. However, this would also affect your long-term growth potential.
- Look for buying opportunities. Stocks are now at their most compelling values in more than a decade – in other words, there are plenty of compelling investments out there. You can find many high-quality investments at very good prices, so you may want to consider taking advantage of opportunities.

These are trying times for all of us, but as an investor, you'll help yourself greatly if you keep the situation in perspective, take a long-term view, evaluate your own risk tolerance and be receptive to new possibilities. 🤠



MidMoBank.com

We remind ourselves often at Mid-Missouri Bank that any community bank can only hope to be as great as the communities it serves. That's why we're so thankful for the Joplin Regional Stockyards and the MO BEEF MO KIDS MO FIT program, fulfilling multiple needs of Southwest Missouri's schoolchildren by offering protein, knowledge, and wellness. We're proud to support this effort and we invite you to learn more or become involved by visiting www.mobeefkids.com. Today's students are our communities' future leaders.

©2020 Mid-Missouri Bank. Member FDIC.

Education Message Brings Beef Lunch Full Circle

Learning how beef is raised in the lunchroom

By Mo Fit (MoBKF) Program

“The store,” – a common student response when asking a classroom the general question, “where does your food come from?”

With a very small percentage engaged in agricultural production, we know society is vulnerable to misinformation around their food and how it gets on their plate.

As part of the Mo Beef Mo Kids Mo Fit (MoBKF), the program has a unique opportunity to capture the attention of many students and share an important message, as an extension to the lunchroom.

In addition to more protein on the lunch tray, participating MoBKF students will learn about the journey of their beef. The pasture to plate educational component focuses on fifth graders and allows them to explore the beef industry over the course of a three-part series. Students explore the beef industry, and dive in the complex story of raising cattle—cow/calf, backgrounding, feedlot and more. Students virtually meet farmers and ranchers who are a part of the story of their food, while engaging in hands-on, fun, interactive activities. The intent of this series is to tackle tough issues but a in a relative and educational way.

As part of week two, students learn about the nutrition profile of beef and its connections to their favorite activities—sports, academics, etc. As part of the curriculum, students engage in learning by moving. The FIT component of the program encourages physical activity and outdoor living, inspiring students and helping them connect protein to health and overall fuel for their bodies and minds.

In addition to learning how beef is raised and its nutritional profile, students take on the role of a future consumer and answer questions around beef cuts, purchasing and recipes.

Outside of the fifth-grade pasture to plate series, high school family and consumer science, culinary and nutrition classes can participate in Beef in the Classroom, a reimbursement program by the Missouri Beef Industry Council. For more information, visit mobeef.org. 🐮



Get Involved

The Mo Beef Mo Kids Mo Fit (MoBKF) program is looking for cattle donations in addition to monetary support. If you are interested in supporting the program, please contact Brandelyn Twellman at Brandelyn@mobeefkids.com.



About MoBKF

The Mo Beef Mo Kids Mo Fit (MoBKF) program connects schools and their food service professionals to cattle farmers and ranchers to “beef” up school lunches. Our goal is more beef, more often, while implementing food and nutrition education in the classroom. This powerful partnership highlights the important message and journey of food and nutrition, while adding important protein to a student’s diet. For more information on the program, to subscribe to Mo BEEF NEWS, or to get involved in your community, contact Brandelyn at info@mobeefkids.com.

www.mobeefkids.com



Four Approaches to Genetic Awareness

Using and profiting from data collected

By Chip Kemp, Rachel Endecott, Ph.D. and Jackie Atkins, Ph.D

Genetic awareness within the commercial beef sector has been a much-discussed topic and an ongoing challenge to make a pervasive reality. Ideally, commercial producers would see the rationale behind serious collection of phenotypes and genotypes, have the resources to capture them, and use the data to improve the profitability of the herd; however, the practicality of the matter may be very different. Given the limited time and dollars available within commercial environments, the expense of collecting records needs to be offset with a ready manner in which to use and profit from the data.

Clearly, commercial producers hold the keys to obtaining genetic knowledge on certain hard-to-collect traits such as cow longevity, feedlot, and carcass data. While progressive seedstock producers prioritize these data points, in many seedstock operations, cows turn over quickly in the pursuit of genetic progress, and a high percentage of male calves are destined for a bull battery and not meat production. Thus, commercial producers have access to insight that seedstock breeders may not have the ability to collect. Commercial data promises immense value in genetic prediction.

The difficulty of capturing value from commercial data collection may limit the bottom-line focus of the commercial audience unless the demand for data can be turned into tangible actions and subsequent dollars for the commercial operation.

There are two primary pivot points that will determine the uptake of serious data collection and use in the commercial sector:

1. The production of and demand for slaughter cattle with more predictable profit potential, whether that takes the form of retained ownership or the marketing of value-added feeder calves.

2. Replacement females with reliable predictability of long term cow performance.

The Beef Improvement Federation (BIF) and likeminded organizations need to continue to engage and relay information to those entities involved in the marketing of feeder cattle, cattle feeding, the harvesting of terminal cattle, and the promotion and sale of beef products if we are to significantly grow the appetite for serious genetic awareness of feedlot and carcass traits in the commercial sector. The beef cattle industry should continue to advocate for whole life-cycle indexes that reflect a holistic view of the impact a female has on the bottom line of an operation, including female longevity without ignoring the end product (beef).

Commercial producers recognize these fundamental ingredients of a herd improvement program:

- A controlled breeding and calving season(s)
- Adoption of a mating system that uses heterosis
- Selection and use of superior sires for traits economically relevant to the system
- Selection of replacement females
- Culling of the cow herd based on relevant criteria

For those commercial producers who seek to add genetic awareness to their decision-making process, there are multiple approaches available. The different approaches come with varying levels of ease, time commitment, expense, and

different levels of genetic insight. The ASA has programs specifically built for improved genetic awareness in commercial herds ranging from valuating feeder calves to full-scale genetic evaluation including genomics. If you are interested in learning more about ASA's commercial offerings, contact Chip Kemp at ckemp@simmgene.com.

Approach A: Bull knowledge alone

Purchase bulls from trusted seedstock providers and use the genetics of the bull battery as a proxy for herd knowledge. In this scenario, commercial producers are taking advantage of the genetic credibility provided by their seedstock supplier. No further steps are taken by the commercial operation to refine the genetic awareness of their herd.

Pros

- Easy –no added effort after purchase of bull(s) for record collection or DNA testing.
- No added expense after bull purchase.
- Allows access to most feeder calf verification programs (e.g. IGS Feeder Profit Calculator™) as doremaining approaches.

Cons

- Provides little to no understanding of genetic differences within the herd.
- Doesn't differentiate females based on their genetic merit.
- Provides the least genetic insight, therefore the poorest opportunity for genetic advancement of the approaches discussed.

Approach B: Bull knowledge and commercial DNA tests

In addition to the knowledge acquired with bull purchases, this option incorporates commercially-available genomic tests that give a basic genetic view for in-herd comparisons. These tests range in price, efficacy, and appropriateness for various breed types or breed compositions.

Pros

- Easy – typically requires only a blood or tissue sample captured chute side. The sample is sent to a commercial lab and results returned on a simplified scale.
- Provides information to make heifer retention decisions. It can be used on terminal calves, but that is usually price prohibitive. In lieu of sampling terminal calves, samples taken on replacement heifer prospects are usually viewed as a proxy for the terminal calves.

Cons

- Does not take into account the genetic awareness derived from pedigree and performance knowledge.
- Is better served as an in-herd comparison than an industry wide comparison.
- Moderate expense. Return on investment considered.
- Moderate knowledge.

BIF's guiding policy makes the limitations of this approach clear: "BIF believes that information from DNA tests only has value in selection when incorporated with all other available forms of performance information for economically important traits in the National Cattle Evaluation (NCE), and when communicated in the form of an Expected Progeny Difference (EPD) with corresponding BIF accuracy. For some economically-important traits, information other than DNA tests may not be available." In place of individual animal data collection, commercially available DNA tests can shed light on genetic differences in replacement candidates.

Approach C: Structured genetic evaluation using pedigrees and phenotypes only

This approach (and Approach D) require a more significant commitment to data collection. A structured approach to individual animal identification, performance records, and reporting identified phenotypes at regularly scheduled in-

CONTINUED ON NEXT PAGE

tervals is essential to gain meaningful results. This approach opens the door for serious knowledge, but also requires significant homework to make the data usable in NCE.

Pros

- Significant genetic awareness — on par with seedstock operators.
- EPDs and selection indexes can be generated across all females or an entire operation.
- EPDs and selection indexes allow for more precise decisions on heifer selection, mating, and marketing.
- Cost can be low when viewed on a per-cow basis through some genetic evaluation providers.
- Robust software, system support, and technical assistance available through some genetic evaluation providers.

Cons

- Greater time and labor commitment for data collection and reporting.
- Greater learning curve to understand the reporting software.
- Cost can be variable depending upon the provider.

Upon first glance, the demands of data reporting through a structured genetic evaluation are foreign to many commercial operations; however, many thorough and progressive producers are already capturing a large portion of the information needed — and often more. Seedstock operators should encourage their elite customers to consider this step. It empowers their customers and also provides an avenue to get more information regarding their own genetics into a genetic evaluation. All parties benefit from enhanced data collection, in particular, hard-to-capture phenotypes. The commercial customer gains more insight into their own ranch and is better equipped to determine the next step in their genetic purchases. This holds the seedstock operation more accountable for continuing to improve if they are to service that customer. In turn, the seedstock operator has greater knowledge to better consult and guide the commercial operation.

Approach D: Structured genetic evaluation using pedigrees, phenotypes, and genomic data

This approach is the pinnacle of thorough genetic awareness. Of course, that brings with it the greatest demand of time and dollars. This approach allows a committed commercial

operation to ultimately attain a similar level of genetic awareness with the most elite seedstock programs in the business. This approach isn't for every commercial program, but where appropriate adds a unique level of knowledge and informed selection not possible with the other approaches.


Pros

- Greatest amount of genetic knowledge. With time can attain a similar level of genetic awareness of elite seedstock programs.
- Provides powerful genetic insight for all facets of the operation.

Cons

- Most expensive approach. This is still quite varied depending upon the genetic evaluation provider and the relationship with the genotyping lab. These costs will range moderate to high.
- Largest commitment of time and labor for data collection and reporting.
- Learning curve for reporting software and DNA testing. 🤠

OUR DOORS ARE OPEN



IGS International Genetic Solutions

At **International Genetic Solutions**, your cattle and your data have a home.

That's why we offer the first and only free tool to reliably identify the value of feeder calves – regardless of breed.

The **IGS Feeder Profit Calculator™** combines genetic, management and health information to benchmark the best — giving buyers insight and giving you return on your investment.

IGS STAND TOGETHER
406.205.3033 • internationalgeneticsolutions.com

Why Show?

Preparing the next generation for the future

By Jessica Allan for Cattlemen's News



A few months ago, a colleague and I were discussing the future of agriculture and the generation coming up the ranks. The conversation turned to FFA and 4-H students and the importance of their projects to our industry, and their future, especially when it comes to livestock. Within days, I found myself interviewing several students from area schools on their livestock projects and the importance of the show arena to the industry at large.

I wanted to let these students explain, in their own words, why they chose the livestock show arena above any other extra-curricular activities. A bonus is the opportunity to showcase these students – Allison Brown, Diamond FFA and Round Prairie 4-H; Emily Meyer, Sarcoxie FFA; Kaitlyn Cloud, Carthage FFA; Emma Parrigon, Sarcoxie Chiefs 4-H; Karli Buggs, Carthage FFA; Kallie Cloud, Pleasant Valley 4-H; and Zach Baird, Diamond FFA – and the passion and hard work they exhibit.

The animals chosen by these students varies among hogs, sheep, beef and dairy cattle, goats and horses. Most students are showing multiple species and are all caring for, and preparing, multiple animals for the show arena.

Not only are the species varied, but also the years of experience among the students. One student has shown for four years, another for twelve years, and the rest range in-between. Regardless of years of experience in the show ring, all have life experience with livestock, whether from living on a working farm, being raised on the rodeo circuit, or having family in the industry.

Every single student agrees – their projects are a family affair, with the entire family involved. Some, like Emma, a third-generation farmer, got into showing because they watched their older siblings and fell in love with it. Karli echoed her, saying her family has supported her all the way. Kalli also agreed, saying the many hands makes the work faster, easier and more fun.

I asked the students what they hoped to get out of showing their livestock. Zach and Allison both mentioned educating the general public, who might not have hands on experience, on topics such as show procedure and advocating for proper and safe care of the animals, including nutrition and

training. Kallie agreed in that she has a chance to share with others outside of agriculture the ever-changing experiences that come with raising livestock.

Kaitlyn and Kallie both reiterated the life experiences they get through showing are a big incentive. They, and the other students, have opportunities to attend not just local county shows, but shows at the regional, state and national level as well. These shows aren't just an excuse to show our cattle, Kaitlyn said, but an opportunity to make friendships and connections in the industry, opening doors for college and future jobs. Benny McWilliams, Diamond FFA advisor, agreed that the connections these students make now can last a lifetime.

Perhaps the most important lesson that animal showmanship has provided, according to Eugene Meyer, Sarcoxie FFA advisor, is the real-life lessons that these students get every day. Emily, another third-generation farmer, agreed that while making new friends is fun, working with the animals is at the top of her list. Zach said his experience has taught him much about his chosen species, specifically how to care for them through feed and nutrition, how to recognize and treat illness, and how to maintain a clean and healthy environment his animals will thrive in.

Kaitlyn stated she is learning to run a business, how to manage her time and gaining skills in interacting and connecting with people. It's a trial and error type of learning, figuring out responsibilities and priorities. Any money won at jackpots and fairs is reinvested back in our animals, agreed Zach. We are learning that in order to make money, you have to spend it, but spend it wisely – feed and nutrition, better genetics, training and learning.

Everyone single student stated that they can't just go hang out with friends after school. They have other priorities and must feed, water, wash, walk, and do whatever else is required to make sure their animals are taken care of before they can even eat their own dinner. Zach said it is a challenge he gladly accepts in order to bring his animals to their best performance ability, like any other athlete. You must be willing to put in the long hours, early mornings and late nights, said Emily and Allison, without expecting any return.

After listening to these students talk about their passion for their animals and the industry, I would respectfully disagree with that last statement. The return these students are receiving may not be able to be physically measured, but it is massive, nevertheless. Even now, the investment in their future through showing animals is paying dividends through their learning experiences, connections and everyday interactions in the industry.

Whoever thinks the next generation isn't ready for the requirements demanded by agriculture needs to go to their local county fair this season and talk to these kids face-to-face. They will leave you with a better outlook on life and reinvigorated hope for the future of the livestock industry of the United States. 🤠

Jessica Allan is a commercial and agricultural relationship manager and lender with Guaranty Bank in Carthage and Neosho, Mo. She and her husband live in Jasper County and maintain a cattle herd with her parents in Newton County.



Rotational Grazing Systems

A technique to manage and maintain the grass

By Cattlemen's News Editors

John and Kathy Wheeler of Wheeler Farms in Marionville, Mo., have rotationally grazed for nearly 30 years. They run a heifer operation where they purchase weaned heifers, develop and breed them through artificial insemination (AI) to proven bulls in the industry and market them each spring and fall in Show-Me Select Replacement Heifer Sales as bred heifers. In the spring and fall, they have on average 100 head of heifers per season.

Through the use of rotational grazing throughout their entire operation, they will run on average one heifer per acre and hay is also made on that same grazing ground. Their farm consists of several smaller farms that are utilized throughout the year for both grazing and hay making. Each calendar year is different, however, because the rotational grazing and hay baled all depend on rainfall and availability and quality of the grass.

Their heifers are ran on smaller 80 acre farms. The farms have been divided in smaller paddocks by hot wire fencing allowing the heifers are rotated from paddock to paddock during grazing periods, depending on the weather and how much grass is growing. This process is very labor intensive, John mentioned, but he said it is well-worth the time and labor spent to maintain healthy stands of grass.

Wheeler has practiced rotational grazing for 30 years, a tradition started by his father that he has always continued. He went to grazing school and found it a very worthwhile experience. Wheeler recommends that as you gain more experience with grazing, the easier it gets. He finds through this rotational grazing process, it allows the grass to have "rest periods" and is overall better for grass growth. Wheeler also mentioned that this helps with manure distribution and organic matter.

"I get a lot more growth out of the grass, as it gets some rest periods," says Wheeler. "One thing I really like about it especially on these heifers, when I get them in for vet work or breeding, they are very easy to handle because they think they are being rotated to another paddock of grass."

Having a good perimeter fence is essential and was worth the investment when Wheeler first began his operation. Getting the fence construction right, to start with, is essential to making everything run properly. He said there are cost-share programs available to aide in getting your system set up and going.

Wheeler thinks implementing rotational grazing system can be essential to any operation, whether you have a few head of cattle or you are running a large operation, but it isn't for everybody. The time and labor with rotational grazing is a major deciding factor for many who are thinking about implementing the system. Wheeler said you must constantly be paying attention to your grass stand and your fences in order to make things work effectively.

"If you are willing to put the work in, you can run more cattle on a smaller number of acres using this particular system," says Wheeler. 🐮



A Cowman's Best Friend at Calving Time!



Easy and Safe Catching!

Fits ATV's and UTV's!

Designed for Processing Safety...

- Enables quick and safe calf catching!
- Convenient, step in access of producer!
- Holder secures calf for easy processing!
- User-friendly inside release of calf to cow!
- Move calves easier with cow following!
- Less cow stress, mother can see and smell calf!
- Reduces danger while working new calves!
- Quick Mount/Dismount on both ATV & UTVs!



Safe Processing!

DEALER INQUIRY INVITED

Watch action video at
SafetyZoneCalfCatchers.com
For local dealers or to order,
call **877-505-0914** today!

ONE PERSON

can now **SAFELY** and **EASILY**
process calves without concern
of the protective mother cow!

Michael Hornecker, WY - "I wish I had found out about the Calf Catchers years ago. No more rushing to get a calf doctored or tagged before the cow gets on the fight. I work by myself and this has made my job a lot safer."

Bar 4 Ranch, TX - "We love our Calf Catcher! No people or animals have been hurt. The cows are calm because they can see and smell the calves going to the pairs pasture. It really is a one-man job now!"

Cody Lee, MT - "After all was said and done, we have concluded that the Calf Catcher was the best use of money that we have made in the last twenty years. It was a huge time and labor saver and just simply made calving a much easier task. This is a very well made piece of equipment and it handled all of my concerns with rough terrain and ditches with flying colors."

Upcoming Education During Bull Breeding Soundness Exams

Improving bull selection and management prior to breeding season

For Immediate Release from University of Missouri Extension

Stockton, Mo. - "Proper selection and management of a bull prior to the breeding season is important for breeding season success and cattle operation profitability," says Patrick Davis, University of Missouri (MU) Extension Regional Livestock Field Specialist.

Furthermore, bull breeding soundness exams (BSE) prior to the breeding season help make sure bulls are physically and reproductively sound resulting in acceptable cow conception rates. Therefore, MU Extension is cooperating with veterinarians and ZOETIS to educate cattle producers during the BSE on bull management and selection strategies for optimum operation profitability.

"In addition to proper fertility, bulls need to be in proper energy status or body condition score (BCS) going into the breeding season," says Davis.

Davis will assess BCS during the BSE, educate owners on this tool for accessing energy status, and strategies as well as need

for managing bulls to a 6 BCS prior to the breeding season. This proper management should help to produce adequate conception rates during the upcoming breeding season.

"Structural soundness is key to a bull being successful during the breeding season," says Davis.

One measurement that is used to access bull structural soundness is foot scoring. Two components of foot scoring are the claw set and foot angle.

"It is important that you select bulls that have adequate claw set and foot angle prior to the breed season for adequate bull success during the breeding season," says Davis.

Therefore, Davis will evaluate bull foot scores and educate owners on adequate foot scores during the BSE.

Davis will also have handouts and answer questions related to genomic testing and expected progeny differences and how cattle producers can use these tools through bull selection to improve the productivity of the cattle herd.

"Giving booster vaccinations and treating for internal and external parasites at BSE time, ensures your bulls are healthy and do not pass disease or parasite issues onto your cows," says Davis.

To that extent, the partnership with Zoetis during the clinics may allow the veterinarian to provide these products to the bull owner at a reduced cost.

To participate in a bull BSE clinic, contact the veterinary clinic listed below to schedule your bull's appointment.

- **April 14th and 15th:** Cramer Veterinary Clinic, Stockton, Mo. (417) 276-3597
- **April 20th:** Lamar Animal Clinic, Lamar, Mo. (417) 682-3611
- **April 21st and 23rd:** El Dorado Springs Veterinary Clinic, El Dorado Springs, Mo. (417) 876-5805
- **April 22nd:** 54 Veterinary Clinic, Nevada, Mo. (417) 667-8381

"Whether you participate in the BSE clinics mentioned above or work with your local veterinarian, get your bulls tested," says Davis.

Identifying those low fertility bulls and replacing them will help the productivity and profitability of your cattle herd. For more information contact your local MU Extension Livestock Field Specialist. 🐮

Bull Breeding Soundness Exam Clinic

Dates/Locations

April 14th to 15th

Cramer Veterinary Clinic
Stockton, Mo.
417-276-3597

April 20th

Lamar Animal Clinic
Lamar, Mo.
417-682-3611

April 21st and 23rd

El Dorado Springs
Veterinary Clinic
El Dorado Springs, Mo.
417-876-5805

April 22nd

54 Veterinary Clinic
Nevada, Mo.
417-667-8381

Things that will happen at the clinic:

- Bull breeding soundness exam
- Booster vaccination and parasite control
- Education on
 - body condition scoring
 - foot scoring
 - genetic testing



To participate contact one of the veterinary clinics to setup an appointment for your bulls. Check with veterinarian for potential rebates on booster vaccinations and parasite control due to clinic participation and ZOETIS cooperation. All other questions contact Patrick Davis at the Cedar County MU Extension Center at (417) 276-3313.

zoetis  **Extension**
University of Missouri
an equal opportunity/ADA institution

TRENDING NOW

From the Tailgate

Southwest Missouri native shares rural life stories

By Macey René for Cattlemen's News

If you ever flip on the TV to channel KOZL-Z27 around 6 or 9:30 p.m., you probably recognize the name Jamie Johansen. A local celebrity, Johansen uses her skills in communication and broadcasting and her passion for agriculture to share the rural life with viewers across the Ozarks with her show “From the Tailgate”.

“Have you ever noticed the many conversations taking place at the back of a truck ... at the tailgate?” the show’s description asks. “Maybe it was in the pasture, at the farmers’ market, outside the local cafe or in a classroom. It’s just part of the rural lifestyle. But let’s be honest, not everyone fits this mold, but we all have a tailgate.”

A Southwest Missouri native, Johansen grew up in and around agriculture and rural life. Early on, she recognized the importance of the lifestyle and it led to her heavy involvement in the National FFA Organization. Eventually, this resulted in her return to the classroom as an FFA advisor after obtaining her Agricultural Education degree from Missouri State University. Although she loved her time with members, she transitioned to a business owner role when she founded Honey Creek Media. From the Tailgate is one of her many modes of telling the agriculture story.

“From the Tailgate basically started when I was contacted by the TV station,” Johansen said. “I started playing with the idea of just simply telling stories, but I wanted the audience to be not just those who have a vested interest in agriculture, but those who want to know more about agriculture and rural life. The daily consumer wanting to know where their food’s coming from is really important in our daily life. Ag news isn’t going to draw as many people in as stories that we share about their neighbors.”

To tell those stories, she enlists people of all ages and operations. She has featured operations from row crop to cattle, individuals from rural nurses to professional bull riders, programs from Ag Ed on the Move to 4-H, and events from Wagons for Warriors so MSU’s Salute to Agriculture. Before watching for too long, you’re bound to see a friend or neighbor down the road.

“I think that, when we’re trying to look at a 360-degree view of agriculture and rural life here in our area, you have to talk about young people,” Johansen said. “There’s always a story to be told, and you can’t help but get excited and be proud when you see a young person doing great things, but I don’t just want to feature kids. I keep the content diverse and relatable to everyone.”

Her goal moving forward is to keep doing the same thing in different ways: telling the agriculture story by sharing people’s lives from their version of the tailgate to yours, but she says everyone has a story to tell.

“I think we first have to sit back and be better listeners,” Johansen said. “That’s step one. We live in a society that’s so noisy and it’s sometimes hard to filter out what’s important. We need to listen to our parents, grandparents and neighbors, listen to the stories they



have to share. If we become better listeners, that allows us to better understand diversity and the uniqueness of everybody’s voice. It might spark some interest or spark that courage to tell your story.”

She said that, oftentimes, when we think of farmers, we probably think of our humble grandparents or neighbors. This humility keeps them from telling their story. She spoke of a gentleman she interviewed who made huge strides in the equine health industry and won impressive awards for his accomplishments. Even so, he struggled to talk about his journey to success. His customers, on the other hand, raved about him and truly told the story the man was too humble to tell. She encourages everyone to tell their own story but also to lend a voice to others who can’t.

From the Tailgate airs on KOZL-Z27 at 6 p.m. and 9:30 p.m. on Sunday evenings and can be found on YouTube every day of the week. 🤠

JRS VALUE-ADDED CALF TAGS



JRS CALF-VAC SOURCED (WHITE TAG)

Calves must be born on producer’s farm and given one round of shots within six weeks prior to sale date. These calves can be weaned but must still wear the calf-vac tag.

JRS WEAN-VAC 45 NON-SOURCED (GRAY TAG)

Calves must be born on producer’s farm and given two rounds of shots. The second round boosters must be given 2-5 weeks after the first round, modified-live vaccine is required for the booster shot. Cattle must be weaned for a minimum of 45 days.



JRS WEAN-VAC 45 NON-SOURCED (ORANGE TAG)

Calves must be given two rounds of shots with the second round booster given 2-5 weeks after the first round, modified-live vaccine is required for the booster shot. These calves must be weaned a minimum of 45 days. This program is for stocker cattle that are purchased and weaned for a minimum of 45 days.

I wish to enroll in JRS Value Added Program

Document No: JRS 1 Revised 03/25/2020

Check Protocol: ☐ JRS Calf ☐ JRS Vac 45 ☐ JRS
Vac Sourced ☐ Weaned Sourced ☐ Stocker Vac

RANCH/OPERATION INFORMATION

Name cattle will be sold under _____
Owner/Manager _____
Address _____
City _____ State _____ Zip _____
Phone/Cell _____ Email _____
Field Representative _____

Marketing Information

Total Number of Head Enrolled _____
Weaning Date, if applicable (mm/dd/yy) _____
Approximate Marketing Date (mm/dd/yy) _____
Approximate Sale Weight _____ lbs. to _____ lbs
Breed & Other Comments _____
Check Marketing Choice:

☐ JRS Livestock Auction ☐ JRS Video Auction

Other Management Practice Information

Please check and date all that apply:

☐ Castrated/spayed _____ (date) ☐ Dehorned _____ (date) ☐ Bunk broke _____ (date) ☐ Tank broke _____ (date) ☐ Guaranteed Open _____ day of Sale

Tags must be purchased through JRS _____ or a Complying Program such as MFA Health Track _____
Please attach proof of purchase and return documentation and completed form 15 DAYS PRIOR TO SELL DATE to:
JRS Value Added Enrollment Forms mailed to, P.O. Box 634, Carthage, MO 64836 or fax to 417-548-2370 – Can be scanned and emailed to markh@joplinstockyards.com Forms also available on www.joplinstockyards.com under services then click on Value Added. For more info or questions please call Mark Harmon at 417-316-0101 or office 417-548-2333.

COMPLETE FRONT AND BACK! INCOMPLETE FORMS WILL BE RETURNED!

Write date of administration for each product & Brand used in appropriate area, month & day.
Administration Information: JRS recommends a good vaccination protocol – Receipts Required for Enrollment

PRODUCT ADMINISTERED Vaccine Protocol		JRS Calf Vac Sourced
Respiratory Virals	List Product & Brand in this column	1st Dose Date
IBR-BVD-P13-BRSV 1st Round MLV or Killed	Brand	White Tag
	Product	X
Clostridia/Blackleg	Brand	X
	Product	
Haemophilus Somnus (Optional)	Brand	
	Product	
Mannheimia (Pasteurella) Haemolytica	Brand	X
	Product	
Parasite Control (Dewormer)	Brand	
	Product	
Implant	Brand	
	Product	

X indicates the vaccine is required and must be administered.

All males are to be castrated and all heifers are guaranteed "open". If any bulls are found, seller will be billed for the loss of the buyer; sellers any of 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 _____ YES

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

_____ Date- _____

Write date of administration for each product & Brand used in appropriate area, month and day.

Administration Information: JRS recommends a good vaccination protocol. Receipts Required for enrollment

PRODUCT ADMINISTERED		JRS Vac 45 Weaned Source	
Vaccine Protocol	List Product & Brand in this column	1st Dose Date	Booster Date
Respiratory Virals IBR-BVD-P13-BRSV	Brand	X	Gray Tag
	1 st Product		
1st Round MLV or Killed	Brand		X
	Product		
Booster Dose MLV only	Brand		
	2 nd Booster Product		
Clostridial/Blackleg	Brand	X	X
	Product		
Haemophilus Somnus (Optional)	Brand		
	Product		
Mannheimia (Pasteurella)	Brand	X	
	Product		
Haemolytica	Brand		
	Product		
Parasite Control (Dewormer)	Brand	X	
	Product		
Implant	Brand	X	
	Product		

X indicates the vaccine is required and must be administered.

All males are to be castrated and all heifers are guaranteed “open”. If any bulls are found, seller will be billed for the loss of the buyer, sellers any of 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 _____ YES
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 _____ Date- _____

Write date of administration for each product & Brand used in appropriate area, month and day.

Administration Information: JRS recommends a good vaccination protocol. Receipts Required for Enrollment

PRODUCT ADMINISTERED		JRS Stocker Vac	
Vaccine Protocol	List Product & Brand in this column	1st Dose Date	Booster Date
Respiratory Virals	Brand	X	Orange Tag
	1 st Product		
IBR-BVD-P13-BRSV 1st Round MLV or Killed	Brand		X
	2 nd Booster Product		
Booster Dose MLV only	Brand		
	Product		
Clostridial/Blackleg	Brand	X	X
	1 st and 2 nd Product		
Haemophilus Somnus (Optional)	Brand		
	Product		
Mannheimia (Pasteurella)	Brand	X	
	Product		
Haemolytica	Brand		
	Product		
Parasite Control (Dewormer)	Brand	X	
	Product		
Implant	Brand		
	Product		

X indicates the vaccine is required and must be administered.

All males are to be castrated and all heifers are guaranteed “open”. If any bulls are found, seller will be billed for the loss of the buyer, sellers any of 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 _____ YES
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 _____ Date- _____



FEEDER FLASH

5 DAYS A WEEK

With Corbitt Wall!

<https://www.nationalbeefwire.com/channels/3-feeder-flash>



Worthington Angus

Dadeville, MO

Auctioneer: Clint Hunter

Sale Date: 3/28/2020

Rep: Adam Conover

30 Older Bulls

Gross: \$188,500.00

Average: \$6,283.00

10 Yrlg. Bulls

Gross: \$44,250.00

Average: \$4,425.00

40 Total Registered Bulls

Gross: \$232,750.00

Average: \$5,818.00

22 Bred Cows

Gross: \$47,100.00

Average: \$2,140.00

12 Spring Pairs

Gross: \$31,800.00

Average: \$2,650.00

34 Total Registered Females

Gross: \$78,900.00

Average: \$2,320.00

74 Reported Sale Total

Gross: \$311,650.00

Average: \$4,211.00

Top Bull:

Lot 1 - \$40,000 (1/2 interest)

Worthington Discipline

Buyer: Wareham Genetics - Deepwater, MO; Carrier's Muddy Creek Angus Farm - Lockwood, MO; Goose Farms - Dadeville, MO; Weber & Associates - Jefferson City, MO

Lot 2 - \$8250 (1/2 interest)

Worthington Niagara 8104

Buyer: Sachs Farms LLC - Springfield, MO



Visit us at I-44 & Exit 22

Carthage, Missouri 64836

STAY CONNECTED

To learn more about Joplin Regional Stockyards, visit www.joplinstockyards.com

Follow us on social media:

Joplin Regional Stockyards



DOWNLOAD

JRS MOBILE

APP TODAY!



WE KNOW AG BANKING

.....

FOUNDED IN SOUTHWEST MISSOURI, OUR ROOTS ARE

TRULY TIED TO THIS LAND. AS A PREMIER AG BANK,

WE ARE UNIQUELY SUITED TO SUPPORT OUR THRIVING

AG COMMUNITY AND CONTRIBUTE TO YOUR SUCCESS.



SPRINGFIELD, ASH GROVE, WALNUT GROVE, BUFFALO, MT. VERNON AND CARTHAGE

417.869.9000 | OLDMISSOURIBANK.COM

MEMBER FDIC

MARKET WATCH

Market Recap: Feeder Cattle Auction

March 30, 2020 | Receipts 6918

CLOSE

Compared to a light test last week, steer and heifer calves and yearlings steady to 7.00 lower. Demand moderate to good, supply moderate to heavy. Several new crop calves in the offering along with the weaned calves and loads of yearlings. Supply included: 100% Feeder Cattle.

(57% Steers, 40% Heifers, 3% Bulls). Feeder cattle supply over 600 lbs was 53%.

Feeder Steers: Medium and Large 1 300-400 lbs 165.00-178.00; 400-500 lbs 160.00-175.00; 500-600 lbs 150.00-170.00; 600-700 lbs 138.00-153.50; 700-800 lbs 122.00-145.00; 800-900 lbs 110.00-127.00; 900-1000 lbs 106.00-111.00. **Medium and Large 1-2** 300-400 lbs 155.00-170.00; 400-500 lbs 152.00-166.00; 500-600 lbs 144.00-168.00; 600-700 lbs 131.00-146.50; 700-800 lbs 115.00-132.00; 800-900 lbs 108.50-119.25.

Feeder Heifers: Medium and Large 1 300-400 lbs 151.00-159.00; 400-500 lbs 134.00-153.00; 500-600 lbs 130.00-148.00; 600-700 lbs 117.00-131.00; 700-800 lbs 107.00-123.00; pkg 832 lbs 105.00; load 900 lbs 104.00. **Medium and Large 1-2** 300-400 lbs 140.00-152.00; 400-500 lbs 130.00-144.00; 500-600 lbs 112.00-137.00; 600-700 lbs 110.00-127.00; 700-800 lbs 110.00-114.00; 800-900 lbs 101.50-107.00.

Source: USDA-MO Dept of Ag Market News Service. Rick Huffman, Market Reporter, (573) 751-5618. 24 Hour Market Report 1-573-522-9244.

TUNE IN TO THE JRS MARKET REPORT

KKOW 860 AM
Monday & Wednesday
12:50 p.m. & 4:45 p.m.

KRMO 990 AM
Monday-Friday
9:55-10:05 a.m.

KRMO 990 AM
Monday, Wednesday, Friday
Noon Hour

KRMO 990 AM
Tuesday & Thursday
Noon Hour

Outlaw 106.5 FM
Monday & Wednesday
11:45 a.m.

The Z 102.9 FM
Monday & Wednesday
12:40 p.m.

KTTS 94.7 FM
Monday & Wednesday
11:30 a.m. & 12:30 p.m.

KGGF 690 AM
Monday & Wednesday
11:30 a.m. & 12:30 p.m.

KWOZ 103.3 FM
Monday & Wednesday
11:30 a.m.

KHOZ 900 AM
Monday & Wednesday
12:15 p.m.



Listen to WEEKLY MARKET REPORTS

Monday Feeder Market Live



Wednesday Cow/Bull Market Live



www.joplinstockyards.com



MARK YOUR CALENDAR! UPCOMING 2020 SALE DATES

Thurs., April 16 @ JRS

Thurs., May 14 @ JRS

Thurs., June 4 @ JRS

Thurs., July 2
"The Big Bang" at Downstream Casino

View More Information:



WWW.PRIMETIMELIVESTOCK.COM

AI SERVICE

THE BEST WAY TO PREDICT
THE FUTURE IS TO

Create It

SexedULTRA4M
High Fertility Sex Sorted Semen

Danny Beckman
319-750-1174
dbeckman@stgen.com

Luke Bradford
979-571-0028
lbradford@stgen.com

STgenetics
WWW.STGEN.COM

CATTLE



OGDEN ANGUS RANCH

BRANDON 417.813.0958
TREVON 417.366.0363
KENNY 417.466.8176
LOCKWOOD, MO 65682

OGDENANGUS.COM
OGDENANGUS@GMAIL.COM

CONSTRUCTION

JOPLIN TRUSS



PROMPT, RELIABLE SERVICE
2 Locations to Serve You

Hwy 86 Stark City, MO (417)472-6800
Hwy 96 Sarcoxie, MO (417)246-5215
1-800-695-1991 1-800-695-6371

FINANCING

Morgan Stanley



Tisha Trotter
Financial Advisor
1535 East Primrose
Springfield, MO 65804
417-885-1604
tisha.trotter@morganstanley.com
NMLS #1918463

© 2019 Morgan Stanley Smith Barney LLC.
Member SIPC. BCO07 CRC 2639038 07/19

State Farm **Eric Norris**
-Agent

Providing Insurance & Financial Services

Phone | 417.451.6666
Fax | 417.451.6766
eric.norris.r19k@statefarm.com


437 W Coler, Neosho, MO 64850

SEED

**WARM SEASON
GRASS SEED**
Caucasian Bluestem
Debearded & Cleaned
Hardy, Productive &
High-Quality Pasture or Hay

417.214.0419
Leon Luthi
605 SW 80th Rd. • Jasper, MO

GENETIC SERVICES



Protect your
INVESTMENT
Put your
BULL
In the
TANK

Custom Semen Collection
Bull Housing
Semen Storage & Shipping
Breeding Supplies

417-736-2125 • www.ShowMeGen.com
8134 E. State Hwy C, Strafford, MO 65757

**INTERESTED IN
ADVERTISING HERE?**

Contact Mark Harmon
for more information!
markh@joplinstockyards.com

SPRAYING

**HIMMERICH
CROP CARE LLC**
Custom Spraying
Specializing
in pasture & forage maintenance.
Licensed chemical & fertilizer dealer.
Call for free estimate.
David Himmerich
417.389.1740

**HUNKE
SPRAY SERVICE**
STARK CITY, MO

JARED (417) 437-4420
DELMAR (417) 825-4824

Providing liquid fertilizers, ag chemicals,
crop scouting and consulting to Southwest
Missouri Agriculture since 1974.

STOCKMANSHIP

Introducing:
Smile and Mean it
the Bud & Eunice Williams Story



www.stockmanship.com • 417-719-4910

Order your book today!
**Proper Livestock
Marketing 101**
by Bud Williams

stockmanship.com
417-719-4910



YOUR SUCCESS
Our Passion

TIMED A.I. BREEDING | CHUTE-SIDE SERVICE
SEMEN & BREEDING SUPPLIES | LIQUID NITROGEN

Contact Kent Daniels for more information
(417) 343-6157 | kdaniels.ssma@gmail.com

SELECT AI
YOUR SUCCESS Our Passion.
Genetics, Safety, Time, Control. Guaranteed. Phone: 817-823-1402 • www.selectai.com

**CATTLE
RECEIVING
STATIONS**



FIND ONE NEAR YOU!

ARKANSAS
Billy Ray Mainer
Branch, AR
479.518.6931

JR Smith
Melbourne, AR
870.373.1150

OKLAHOMA
Chester Palmer
Miami, OK
M) 918.540.4929
H) 918.542.6801

MISSOURI
Jared Beaird
Ellsinore, MO
573.776.4712

Kenneth & Mary Ann Frieze
Friedheim, MO
573.225.7932

J.W. Henson / Rick Aspergren
Conway, MO
J.W. 417.343.9488
Rick 417.547.2098

Alvie Sartin
Seymour, MO
417.840.3272



David Payne Law

Are you prepared for the Certainty of Uncertainty?

COMPLETE ESTATE PLANS

FARM LLCs



davidpaynelaw.com

Aurora, Missouri (417) 678-5161

Republic, Missouri (417) 233-5858

The choice of a lawyer is an important decision and should not be based solely upon advertisements.

A trusted advisor for the Missouri cattleman. Serving southwest Missouri for over 20 years.

NEWBOLD & NEWBOLD PC

Certified Public Accountants

Est. 1970

James E. Newbold, CPA

Kevin J. Newbold, CPA

Kristi D. Newbold, CPA

PAYROLL | FARM TAXES | ACCOUNTING | CONSULTING

417.678.5191

1402 S. Elliott Ave. • Aurora, Missouri

www.newboldnewbold.com



Looking for the RIGHT financial advisor?

Edward Jones[®]

MAKING SENSE OF INVESTING

Kyle Newbold

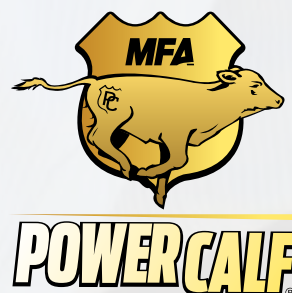
Financial Advisor, Edward Jones

766 US Highway 60 E • Republic, MO 65738

Phone: 417-233-1430 • Fax: 877-865-6656

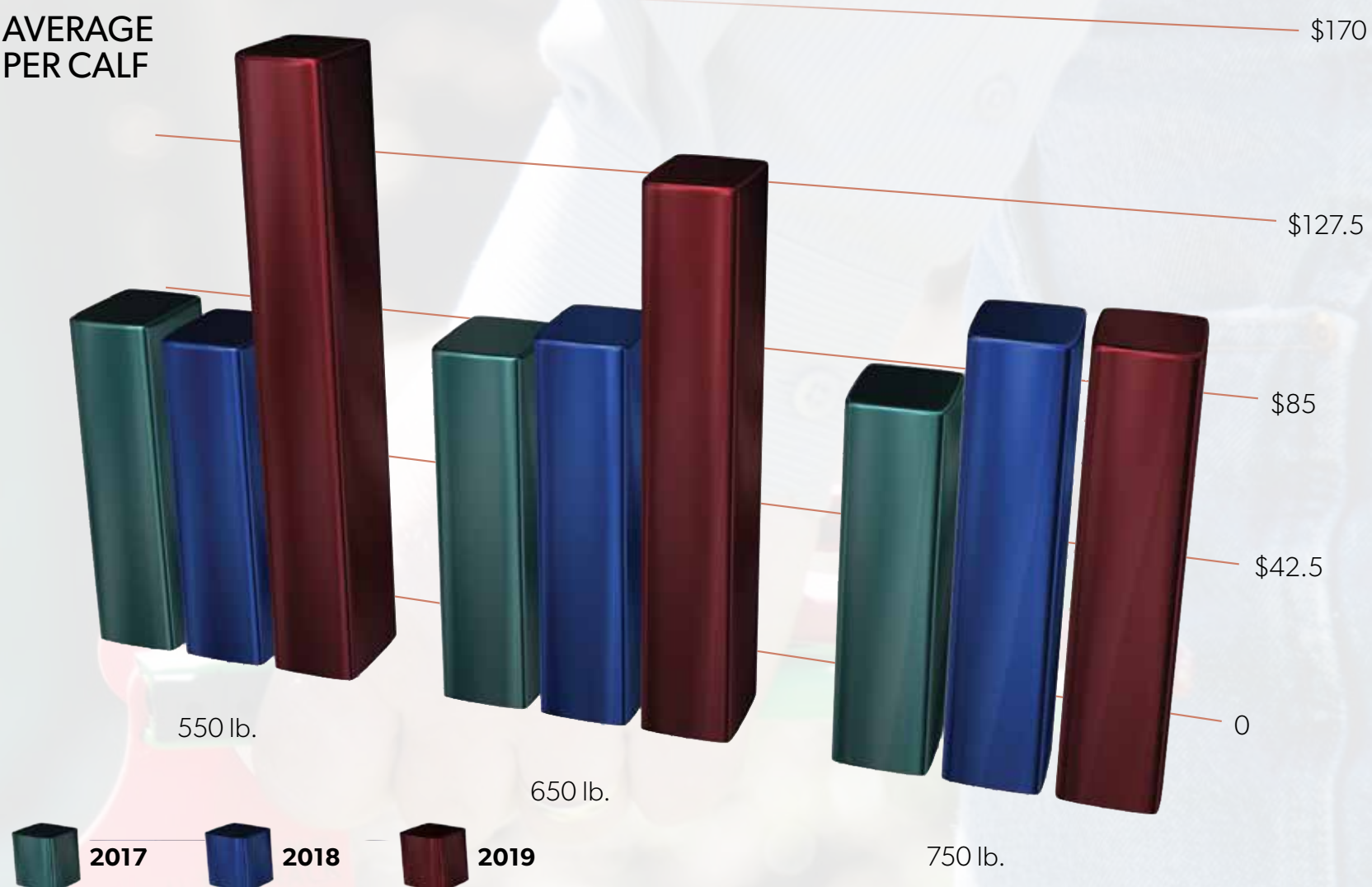
kyle.newbold@edwardjones.com

The program pays.



Health Track Premium

AVERAGE
PER CALF



MFA Health Track, a Vac 45 preconditioning verification program, offers producers and buyers proven value. And that value is growing. This chart shows the added premium that Health Track calves brought from 2017 to 2019. For example, 550 lb. calves averaged \$161 more than non-Health Track calves in 2019. Bottom line: the program pays.

**Discover the added
value of MFA Health Track.**

For more information about Health Track products, please visit
online at www.mfa-inc.com or call 573-876-5244.

