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*News*

FEBRUARY 2020



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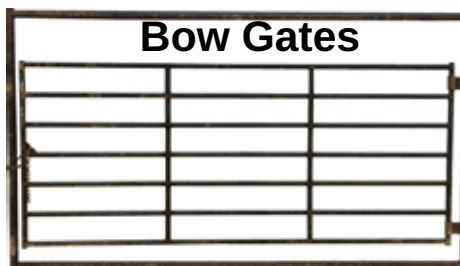


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ON THE BLOCK

with Jackie Moore

Well, here we are! January, the longest month of the year, has just wrapped up! We plod along in the mud and the rain with this, that, and something else, and we keep hanging in there like we do. The cattle market's have been pretty good until we received the repercussions of the flu in China. This caused the Future's Market to collapse by limit down in which it had been trading even lower before that. So, we have run out of steam here.

The fat cattle markets have been trading steady along all month at \$1.24, \$1.25 and \$1.26. The cattle that can go back to grass, have been in high demand. Some of the five weight steers are up to \$1.80 and the four weight steers are up to \$2.00 with the yearling trade steady. It took the wind right out of it the last week of January, and we have got some



pressure on this market for a minute. As we move into February, I suppose those grazing cattle are going to keep trading good. Yearling trade normally gets a little cheaper this time of year, and we'll just have to see how it plays out with the coronavirus that's going on around the world. Fear seems to be driving the market down, and it may be a little trying for a week or so.

Hopefully, as we get closer to spring and warmer weather, the grass will start growing and grass fever will set in! I am still optimistic for a good year; it's just a little bump in the road!

Good luck, and God Bless!

Jackie



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\*Cover photo by Cattlemen's News staff.

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\*2nd Monday of each month  
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## 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.

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**Jocelyn Washam**, editor



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Charolais: 40% Simmental: Angus: 5, Pinkeye Shield: 2, 1/4 son 8, Virashield 6+LS HB, chakra 5, Pinkeye Shield 4	<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><b>Quality Grade</b> ★★★★☆</td><td><b>Yield Grade</b> ★★★☆☆</td><td><b>Carcass Weight</b> ★★★★☆</td></tr><tr><td><b>Avg. Daily Gain</b> ★★★★★</td><td><b>Feed Conversion</b> ★★★★★</td><td></td></tr></table>	<b>Quality Grade</b> ★★★★☆	<b>Yield Grade</b> ★★★☆☆	<b>Carcass Weight</b> ★★★★☆	<b>Avg. Daily Gain</b> ★★★★★	<b>Feed Conversion</b> ★★★★★	
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<b>Avg. Daily Gain</b> ★★★★★	<b>Feed Conversion</b> ★★★★★						
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# Simple Technology to Improve Reproductive Success

Evaluating your cowherd and implementing advancing techniques

By Justin Sexten for Cattlemen's News



The number of sensor-based technologies available to livestock producers continues to advance. Today there are machines and sensors being used to replicate human observation related to sight, sound and even smell. Employing these senses allows enhanced diagnostics of every aspect of animal health, performance and welfare.

A recent review from Ilan Halachmi and co-workers in the Annual Review of Animal

Biosciences discussed the scope of technology available to land-based livestock enterprises. The scope of applications highlighted ranged from a simple camera image, to electronic sound and smell analysis. Between these extremes was 3D imaging, accelerometers, GPS, load cells and several types of boluses.

The characteristics measured and predicted by this technology ranged broadly from feed intake in nearly every

production livestock species, to a very specific aggressive behavior in swine. The details and the opportunity each technology represented is fodder for future articles. This month will highlight a technology the dairy industry continues to advance that many beef producers may benefit from implementing without the technology.

Whether your source of management information is digital or print, I'll wager

somewhere else this spring you will read about the importance of body condition scoring (BCS). There are few measurements as informative to the beef cattle management team as BCS at calving time.

Regardless of the method used to record calving information, I suspect too few producers capture this most important data point. If you think about it, aside from a breeding soundness exam on a potential herd sire there is no other measurement that provides greater insight into potential reproductive success of your cow herd.

The dairy cow proves this point as she represents the greatest challenge to the stockperson. Matching a dairy cow's nutrition to her milk production demands, while ensuring enough nutrients for reproductive success is daunting for even the most knowledgeable nutritionist.

BCS is such a key management tool in accomplishing this goal. Dairy researchers begin using ultrasound as an objective BCS tool as early as the 1970s according to Ilan and others. As camera technology advanced in the early 2000s, alternatives to ultrasounds were evaluated due to time and labor required.

Time and labor continue to drive technology in the dairy industry, from automation in milking and feeding to gathering critical management data. Few, if any, beef operations could justify the cost or even begin to implement camera technology to automate BCS. One has to ask how the data and resulting decisions from the same measure, at a similar point in production system, justifies decades of technological research in one industry while the other sees so little value in its capture.

Dairy operations can capitalize on knowing calving BCS by grouping cows according



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to condition score and milk production. While increased days open is never the goal, dairy operations have the “benefit” of directly capturing increased milk production attributed to increased feed to the thin cow groups. While these thin cows may be open longer, the increased milk may partially offset the higher feed cost. Coupled with high cost of developing heifers and daily demand for cows freshening, the dairy also benefits from more flexibility in breeding dates.

Unlike a dairy, little opportunity exists for beef operations to capture the inputs required to increase a thin cow’s calving BCS after calving. Trying to catch up to thin cows may increase milk production and weaning weight slightly, but in many cases the goal of enhanced reproduction is limited due to a restricted breeding season. This is especially true in young cows.

Most will argue weaning age and pregnancy diagnosis limit beef system market opportunities. Yet, the opportunity to manage groups of cows in a beef enterprise may be easier when you remove the need to come to a milking parlor at least two or three times a day.

The management options are varied. Perhaps it’s simply grouping thin cows before-and-after calving to optimize feed resources. It is recommended to delay bull turnout or removal to narrow the calving window of these reproductive challenges. Alternatively, wean calves early from the thin cows to eliminate the demands of milk production, or modify the “historical” weaning date to improve the condition of the entire herd.

While driving between pastures to feed hay, or waiting on that cow to calve, consider the idea of the dairy industry using technology to automate the capture of a data point we often don’t see the need to mark down because somewhere between the two there is an opportunity. 🤠

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

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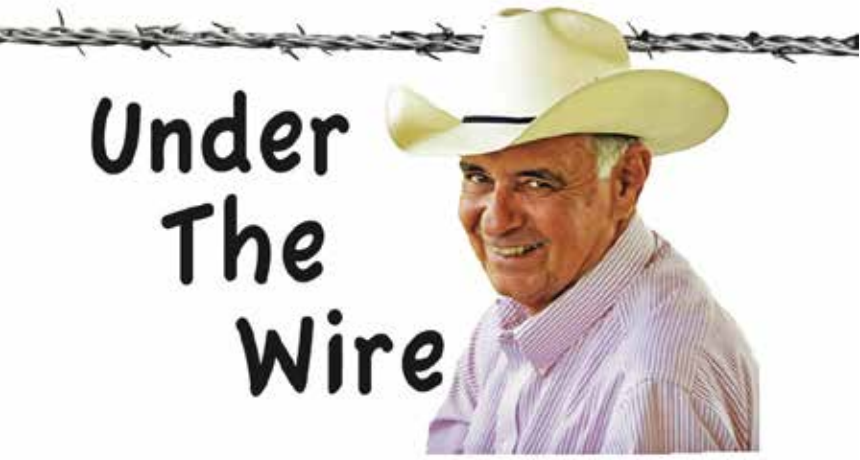
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## NATIONAL FFA WEEK

Each year, FFA chapters around the country celebrate National FFA Week. It’s a time to share what FFA is and the impact it has on members every day.

**Feb. 22 – 29, 2020**



# WE NEVER LET YOU DOWN

By Gary Hodgson for Cattlemen's News

The old ranch house television set was abuzz awhile back over the tragic crash of two airplanes that may have had similar malfunctions leading to their crashes. While most "Under the Wire" columns rarely begin with such a somber beginning, stick with me, this will make sense very soon.

These tragedies have left a black mark on air travel and a lot of red ink on some airplane manufacturers' balance sheets. With that said, I just came home after seeing a sight that renews my faith in the aviation industry's resourcefulness.

On my way from Brush to nearby Akron, Colorado, I passed a train parked on the tracks just outside of town. It was certainly not an uncommon sight, but what the train was moving across country was. Midway between box cars, huge shipping containers and flat beds full of who knows what, were four extra-long flat beds, each loaded with an entire airplane body, minus wings and tail feathers. The windows, the captain's cockpit, all else looked ready to take off and then it hit me.

I may have just had the idea of the century. They've got these planes that may or may not be safe to put in the air, fully equipped with seats, magazines in the pouch on the back of each seat, beverage trays, maybe even the little bags of peanuts have been loaded. Why not go ahead and

sell tickets? The trains have stations along the way to board passengers, who cares if they are being transported at 10,000 feet or just barely off the ground? If something goes wrong, they can stop and let folks jump into the grass along the tracks or just order another beverage and wait for a mechanic to come and fix what's wrong.

So, it takes a little longer. Who cares? Have friends meet you halfway, get in their car and probably beat the train to your destination anyway. I can just imagine the takeoff procedures: "Good morning everyone," the very competent voice on the loudspeaker begins, "I'm Justin Time. I'll be your engineer today. We will be traveling between 9-70 miles per hour at an elevation of 12 feet". The voice says, "Your attendants will be going over our emergency measures, mostly involving cattle on the tracks, which we always stop for, plus what you should do if there is need for an over water emergency landing." Jokingly the voice says, "We are in Eastern Colorado. Not much chance of that!"

The attendant exclaims, "Our arrival time should be somewhere between noon Tuesday and late Thursday, depending on how long it takes to unload the corn in the grain cars directly in front of you. Thank you for flying ... or ... traveling with 'OnTracks-sort of-airlines', where our motto is 'We never let you down.' Seriously."



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<i>Cooperia oncophora</i> – Adults and L <sub>4</sub>	
<i>Cooperia punctata</i> – Adults and L <sub>4</sub>	
<i>Cooperia surabada</i> – Adults and L <sub>4</sub>	
<i>Haemonchus placei</i> – Adults	<b>Grubs</b>
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L <sub>4</sub> , and inhibited L <sub>4</sub>	
<i>Trichostrongylus axei</i> – Adults and L <sub>4</sub>	<b>Mites</b>
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

Parasites	Durations of Persistent Effectiveness
<b>Gastrointestinal Roundworms</b>	
<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
<b>Lungworms</b>	
<i>Dictyoaulus viviparus</i>	150 days

**DOSEAGE 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).

**WARNINGS AND PRECAUTIONS**  
**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-ruminant 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:** Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

**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. Made in Canada. Manufactured for Merial, Inc., Duluth, GA, USA. \*The Cattle Head Logo and ®LONGRANGE are registered trademarks of Merial, Inc.  
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<sup>1</sup> Results based on actual on-farm comparative demonstration. Individual herd results may vary. Data on file at Boehringer Ingelheim.

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

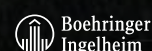
<sup>3</sup> DECTOMAX product label.



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Cattle First.



# The First Family of Stockmanship

*A legacy of properly handling livestock*

By Rebecca Mettler for Cattlemen's News

With an intense desire to change the way livestock were handled, events throughout Bud Williams' life set him up to ultimately teach producers from all across the world how to properly handle various species of livestock.

Bud passed away in 2012, but his legacy of teaching stockmanship is active through the Bud Williams Stockmanship, which Eunice Williams, Bud's wife, runs from her home in Springfield, Missouri. Also, Tina Williams, Bud and Eunice's daughter, and her husband, Richard McConnell, are two of the many instructors teaching proper livestock handling today who keep Bud's legacy alive.

While traditional livestock handling uses force and fear, Bud practiced pressure and release. Through a handler's position in relation to the animal's placement and pressure applied in the proper way, a handler can cause the animal to do what the handler wants them to do in a way that makes the animal think it was their idea.

"Bud was pretty upset how livestock were handled," said Eunice. "Back in those days, people didn't have much regard for the animal, and they handled stock roughly."

Bud's unique outlook and approach to livestock handling took him and Eunice into several adventures throughout their illustrious career in the livestock industry.

Once the couple's daughters grew up and left their California home, the couple began taking jobs across North America. These jobs were

difficult, and ones that other people had failed to accomplish, including a seven-month stint in the Aleutian Islands, off of the coast of Alaska in 1978.

Eunice explained that after World War II (WWII), the government provided incentives for expansion of the livestock industry on the Aleutian Islands. Since the environment was very extreme and isolated, not many people were able to rough it out and make a life on the islands. When they left, they abandoned the livestock on the islands, so the once domestic herds became wild and multiplied.

On the 224,000-acre half of Umnak Island their boss leased, they gathered 70 head and drove them 18 hours through rough terrain with obstacles such as streams and dilapidated bridges, which the Williamses made the cattle traverse.

"Bud said, 'Every cow is going across every bridge,' and there were about a dozen bridges," Eunice said, "By the time we got there, the cattle were not unmanageable because they had a little education along the way."

Once the cattle were driven to the coastline, they were expected to board an old WWII landing craft via a bowgate that was bobbing up and down with each wave that came ashore. To make it more unimaginable, the process was completed without the aid of holding facilities at the loadout site.

"When we've been asked about our most difficult task, neither of us thought of this," Eunice said. "It was



either going to be easy or impossible. By preparing the cattle ahead of time, this job wasn't impossible."

On another Aleutian Island, Simeonof, the couple had to adjust their strategy for gathering cattle. The cattle population originated from 35 Hereford and 35 Scottish Highland cattle left on the island 20 years previous. The 700 head roamed the 10,000 acre island where the Bureau of Land Management permit only allowed 300 head. Their boss had bought the cattle to move them to Umnak Island.

"These cattle had never seen a man, and there wasn't anything they were afraid of," Eunice said. "The only predators on the island were eagles and very small foxes."

"Normally when we would gather an area, we would completely clear the area of cattle, but we learned not to do that on this island because the cattle lived in family groups," Eunice said. "If they would mix the family groups, they would also be mixing the bulls, which would result in bull fights."

Eunice tells a story of one bull, who commanded so much respect from the other cattle that if he walked through a group of cattle, bulls and cows alike would part and let him through. She described his stroll through the herd should be preceded by horror movie music introducing the villain. In that case, Bud told them to let the bull do whatever he wanted, and it was one of the few times an animal was left.

"Bud loved to do difficult things," Eunice said with a laugh.

Shortly after, the Williamses took another job in Alaska, this time tasked with the duty of taming large herds of reindeer over vast tracts of land.

Eventually their travels led them back to the mainland U.S. and then Canada, before they began teaching stockmanship clinics in 1989.

Bud had the term "stockmanship" coined for him by Allan Nation, long-time editor of The Stockman Grass Farmer, and in 2013, BEEF magazine named Bud and Eunice Williams as one of the Top 50 Industry Leaders.

Eunice is writing a book, titled: "Smile and Mean It: The Bud and Eunice Williams Story", which refers back to one of Bud's favorite sayings. Even in cattle handling, Bud always stressed the importance of a good and positive attitude. The book, a compilation of Bud and Eunice's work, will be released in March 2020. 🤠





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<sup>1</sup>Drummond RO. Economic aspects of ectoparasites of cattle in North America. In: Leaning WHD, Guerrero J, eds. (1987). The Economic Impact of Parasitism in Cattle: Proceedings of the MSD AGVET Symposium: August 19, 1987, in Association with the XXIII World Veterinary Conference, Montreal, Quebec, Canada. Lawrenceville, NJ: Veterinary Learning Systems; 9-24.

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# Navigating Health Insurance

*Industry trends that producers should know*

By Kelsey Harmon for Cattlemen's News

For many producers, health insurance can be a headache. A dynamic industry with many different factors hanging in the balance, health insurance can be confusing and oftentimes expensive. Many producers realize there is a need for health insurance coverage but need assistance navigating the different types of insurance policies and understanding the proper level of coverage needed for their situations.

Quincy Charleston-Atwood, Employee Benefits Producer at Specialty Risk Insurance provides valuable insight into health insurance trends and helps inform producers about key aspects.

"Americans have had to continue to raise deductibles and lose depth of coverage to afford to keep any coverage," says Charleston-Atwood. "Our agency has been following these trends over the last few years and for the first time in a long time we have felt a shift in the marketplace."

Charleston-Atwood explains that with the addition of different health insurance plan structures, such as alternative level-funded options and Chamber Association plans, the playing field has begun to change.

According to Michael Levin with Benefits Pro, level-funded plans are essentially pre-packaged self-insured health plans with low attachment stop-loss coverage, that are now being marketed in most states to groups as small as 10 employees.

According to the Missouri Chamber of Commerce Association's website, Chambers of Commerce have banded together to offer a new solution with potential savings for their members.

In Missouri, The Chamber Benefit Plan (or MEWA) is a self-fund-



ed medical offering built on the multiple employer welfare arrangement model. This program enables smaller employers to join together to share in the overall claims risk. By being part of a larger, self-funded pool, employers have financial protection backed by Anthem Blue Cross and Blue Shield in Missouri. This health coverage is only available to businesses that are chamber members. In addition, only businesses with two, 50 full-time employees are eligible to participate.

Specialty Risk Insurance is a certified broker of the MEWA plan.

Charleston-Atwood addresses three other frequently asked health insurance questions that producers may be curious about:

## Can my spouse and I qualify for group health insurance?

You might! Each state and each carrier, or company, that holds your insurance policy have different rules regarding husband and wife groups. Recently, the state of Missouri has become a state that allows for such groups. The Missouri Chamber of Commerce has partnered with Anthem of Missouri and is now offering a MEWA or Multiple Employer Welfare Arrangement plan that does encompass the husband and wife group as long as there are few structural details in place.

## How does having health insurance affect my family?

Let's call a spade a spade here. Healthcare is expensive and the price is not decreasing anytime soon. One of our team members at Specialty Risk Insurance recently went to the doctor due to experiencing some side pain. After a day and a half, one appendix and a \$30,000 bill, she was sent home. Thankfully, with having a group health insurance plan in place, she was able to pay her deductible and co-pays to end up paying under \$3,000.

As an employer, it is important to consider the impact and stress that a health emergency has on your employees if you are not offering them employee benefits. There is an initial loss of productivity when an employee has a medical emergency and an additional loss of productivity when they return to work, especially if they are focused on \$30,000 worth of debt and still trying to provide for their family. Offering benefits can relieve the financial stress from you and your employees.

## What are you doing to recruit and protect your best employees?

Benefits are starting to be the question asked by the prospective hire before salary. Something good to remember is your best employee, is your best competitors' top prospect. The top talent in today's workforce are requiring benefits as part of their new career checklist. The individual healthcare market is not a pretty one right now. Quite frankly, it is a mess and an expensive one at that. Employees are looking for careers that can help protect themselves and their families in the form of medical insurance, life insurance and disability protection.

Specialty Risk Insurance Agency is a full-service insurance agency headquartered in Carthage, Missouri with additional offices in Sarcoxie and Joplin Missouri, and Fairfield Texas.

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- **PROTECT** our freedoms and way of life by supporting agriculture, land use, hunting and fishing, animal ownership, and animal welfare.
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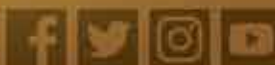
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**CAUTION:** Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

**BRIEF SUMMARY:** for full prescribing information use package insert.

**INDICATIONS:** Zuprevo<sup>®</sup> 18% is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni* in beef and non-lactating dairy cattle, and for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, and *H. somni*.

**WARNINGS: FOR USE IN ANIMALS ONLY. NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. DO NOT USE IN AUTOMATICALLY POWERED SYRINGES WHICH HAVE NO ADDITIONAL PROTECTION SYSTEM. IN CASE OF HUMAN INJECTION, SEEK MEDICAL ADVICE IMMEDIATELY AND SHOW THE PACKAGE INSERT OR LABEL TO THE PHYSICIAN.**

Avoid direct contact with skin and eyes. If accidental eye exposure occurs, rinse eyes with clean water. If accidental skin exposure occurs, wash the skin immediately with soap and water. Tildipirosin may cause sensitization by skin contact.

For technical assistance or to report a suspected adverse reaction, call: 1-800-219-9286.

For customer service or to request a Material Safety Data Sheet (MSDS), call: 1-800-211-3573. For additional Zuprevo 18% information go to [www.zuprevo.com](http://www.zuprevo.com).

For a complete listing of adverse reactions for Zuprevo 18% reported to CVM see: <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

**DO NOT USE ZUPREVO 18% IN SWINE.**

Fatal adverse events have been reported following the use of tildipirosin in swine. NOT FOR USE IN CHICKENS OR TURKEYS.

**RESIDUE WARNING:** Cattle intended for human consumption must not be slaughtered within 21 days of the last treatment. Do not use in female dairy cattle 20 months of age or older. Use of this drug product in these cattle may cause milk residues. A withdrawal period has not been established in pre-maturing calves. Do not use in calves to be processed for veal.

**PRECAUTIONS:** The effects of Zuprevo 18% on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond the slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter.

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<sup>1</sup>Menge M, et al., Pharmacokinetics of tildipirosin in bovine plasma, lung tissue, and bronchial fluid (from live, non-anesthetized cattle). *J Vet Pharmacol Ther.* 2012;35(6):550-559. The correlation between pharmacokinetic data and clinical relevance is unknown.

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## Bull Selection Matters

*Making proper decisions for your operation*

By Macy R. Hurst for Cattleman's News



The old saying goes, “One apple spoils the whole bunch,” but the consequences can be maximized if that apple is your bull. Knowing how to choose the right bull for your operation goals can curb years of damage on the genetic foundations of your herd. Jared Decker, Associate Professor at the University of Missouri and Beef Genetics Specialist at MU Extension, has some advice on how to choose the right animal for your operation.

“A typical bull will sire 20 to 40 calves per year,” Decker said. “A typical cow has one calf per year and because of this fact, bulls have a large influence on the genetics of a herd. Profit is the most important trait in beef production. The profitability of a bull’s calves should be our number 1 criterion when selecting a breeding bull.”

Many times, it can be tempting to choose a bull based on what we can see, like a solid, masculine build or a

single year’s calf crop. Decker quoted Robert Everett, a former professor of dairy genetics at Cornell University, who would say “producers should seek to find cows who make them money and learn to like the way they look.” Decker agrees.

“The phenotype of a bull is important only in as far as it makes or losses us money,” Decker said, “Beef producers can select for cattle that look a certain way, but this should never come as a trade-off for selecting profitable cattle using genetic tools.”

He notes that it is important for a bull to be structurally sound, which can be seen in his walk. If he places his back foot in, or near, the print of the left, he is likely fit for the job. Testicle size is another physical characteristic to be considered, as the larger the size results in more sperm production and more bred cows. Both of these factors will be considered in a breeding soundness exam, which Decker highly recommends.

The American Angus Association has further standards for structural soundness. These include foot angle, the angle at the pastern joint with a perfect score at 45 degrees, and claw set, the symmetry and spacing of the toes. This data is collected on a one-to-nine scale. Both will appear as an EPD where lower numbers are desired.

These qualities are important to bear in mind when selecting a bull, but for most genetic traits, there is a lot more than what meets the eye.

“We go to a bull sale to buy genetics for the next

generation for the next calf crop, but when we make decisions based on the phenotype of the bull (his actual birth weight, his weaning weight or ratio, his ultrasound scan data, etc.) we are trying to buy environment and pass that on to the next generation,” Decker says, “This doesn’t work well! When we are trying to buy genetics (DNA passed on to the next generation through sperm), we should make our decision using genetic tools.”

According to Decker, while the actual performance of a potential herd bull can be appealing, the EPDs and economic selection indexes actually predict the performance of his calf crop. An EPD uses the performance data but only reports the genetic effects that the sire will pass down to his offspring. Therefore, the genetics and heritable characteristics are the most important factor when selecting a bull for either natural breeding or artificial insemination (AI).

“For commercial producers, they should be minimizing their risk of making an unlucky decision,” Decker said. “EPD Accuracy is a measure of that risk. If a bull has genomically-enhanced EPDs (the bull has been DNA tested through a breed association), the risk of making an unlucky decision is greatly reduced.”

Decker said the genomic-enhanced EPD’s offer accuracy of selection and increased rates of herd improvement. Bulls with parent average EPDs, however, could leave room for discrepancies between predicted genetic merit and actual genetic merit. Keep in mind, though, increased accuracy is not the end goal; it is genetic improvement leading to more profitable cattle operations, Decker reminded.

Another critical step to determining the right bull for you is outlining your operational goals. Different needs call for different solutions, so knowing those factors before making a purchasing decision can make the process much more effective.

The process of identifying a bull is much the same. Decker said it helps to know what questions to ask seedstock breeders when looking for a bull.

Decker says, “Commercial producers should find a seedstock producer who is data-driven,” Decker asks, “Is the seedstock breeder reporting data to their breed association? Which traits are they reporting? Is the data complete or are they only reporting a portion of their calf crop? Is the seedstock producer providing extra customer service to their commercial customers by selling bulls with genomic-enhanced EPDs?”



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Once the ideal seedstock provider is identified, it once more comes down to your herd goals. If every calf in the field is going to the market, a terminal bull to maximize growth and carcass is ideal. If many of the calves go to market, but heifers are retained, a general-purpose bull will be needed. Each category has an index to help identify the exact right animal for your herd.

Decker also encourages taking advantage of the benefits that come with hybrid vigor, or heterosis.

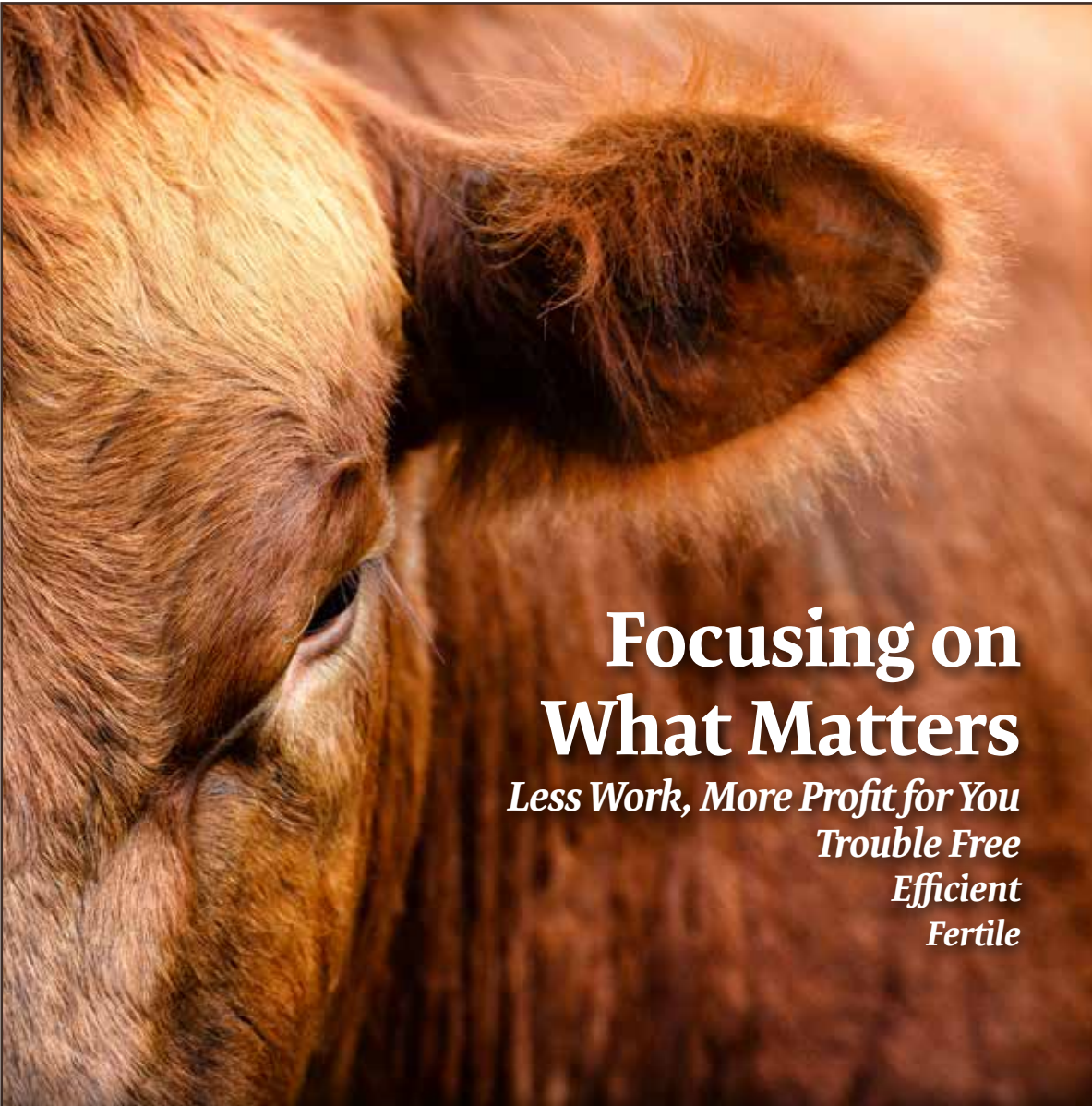
“Don’t forget the benefits of a planned crossbreeding program,” Decker said. “The crossbreed calves will outperform the parentage average. Crossbreeding improves the health and fertility of calves and replacement females, but, crossbreeding needs to be practiced in a consistent manner, two or three breeds used in a planned way, to create a consistent calf crop.”

Whichever direction you decide is most suitable for your operation, know it will have an impact on your herd. Using the resources available when buying a bull can prevent much disappointment and prove to be a wise and enduring investment.

Decker says, “It is important that we get bull buying decisions right more often than we get them wrong”. Decker suggests, “Utilizing EPDs and indexes to select your next bull will help you improve your herd and reach your marketing goals. Information reaped from data is going to be more advantageous in the long run than any other method used to select cattle.” 🤠

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# AgVocating Your Way

*Telling the story of agriculture*

By Erin Hull for Cattlemen's News

I fear I may sound like a broken record to all my readers: no one knows where their food comes from, the animal rights activists are gaining traction, you must stand up for your industry (yada, yada, yada). Does it sound familiar? It then occurred to me that many of you truly may not know how to AgVocate, or where to start. It is like telling someone they must enter a bike race, failing to realize that they may not own a bike, or even know how to ride a bike. I'll call that poor foresight on my part. For that I apologize.

### 1. So how do you AgVocate?

That is a big question with many answers. First and foremost, we must realize that not everyone advocates for agriculture the same way. I follow many different agriculture advocates on social media, and they are all very different. Think of ranching or farming, and if your neighbor ranches just like you? Most likely not. You have probably silently questioned some of their practices a time or two, but at the end of the day what they are doing is working. They do things differently than you would, and that's OK because you're both successful in your end goals. Advocating for our industry is much the same. For me, I love Facebook. It is a free platform for me to reach thousands of humans who may, or may not, like beef farming. I have followers who know nothing about agriculture, and I have followers who have herds with thousands of cows. Personally, for me, I generally keep the content fairly light, educational and non-combative. I like the dialog it creates. Of the AgVocates I follow, some are much like me and some are not. I follow "NY Farm Girls", they are young, they don't own their own farm (their parents own it), and they love to post things that get a rise out of people. They've had death threats from animal rights activists, and they just roll with it. For me, that doesn't work, but they do what they're comfortable with and it works for them. They have a lot of followers; on Instagram alone they have over 35,000 followers which is not bad for three young sisters from upstate New York. They also have their own website with some awesome items for sale. They're AgVocates, I'm an AgVocate, we do it very differently, but the end result is



the same: agriculture awareness and education.

### 2. I've had people tell me that their story is boring, and no one wants to hear it.

I am telling you right now that isn't true. When people ask me what I do, and I tell them I'm a farmer, they're usually in awe and have a zillion questions. The same will be true for you. Know your story and know it well! I always joke that the reason I raise beef cattle is because my boyfriend (now upgraded to husband) complained he couldn't buy a decent hamburger anywhere, so he went behind my back and bought 13 head of Herefords... all for a hamburger. Sure, my story is funny and catchy, but so is yours! Write it out, rehearse it, tell it to anyone who will listen, and trust me when I say this... more people than you realize want to listen. They really do. They just need to know it's an option.

### 3. Another important point when AgVocating is to keep it simple.

Have you ever been to a meeting that isn't in your wheelhouse? You sit there as they throw out acronym, after acronym, and you frantically write them down so you can look them up later? Admit it... it has happened. It is maddening and frustrating. Every industry has their own "alphabet soup" ... GMO, NCBA, MBA, BQA, the list goes on-and-on. We know what these all mean, but to everyone else it's just confusing. When addressing people who don't know our industry, keep it simple. Don't leave them with a laundry list of "alphabet soup" to look up later on, so they can make sense of your conversation.

### 4. Social media... I like it, but not everyone does.

If you're not a lover of social media, there are so many other ways for you to AgVocate, for example, sit on your local school board, be a town board member, volunteer in your community. The list is endless. I use social media because it is at my convenience, and I am comfortable with it, but that doesn't mean you need to utilize it. You do you!

### 5. I follow several social media pages that AgVocate, and I get annoyed with them. Why?

Because they're one dimensional. All they do is preach about their interest. To me, that gets boring and it starts to feel like propaganda after a while. It's nice to see a more personal aspect, so that followers (those you're educating) know you're human and do more than feed cows for a living. Some of the best posts I've made were about me wearing ski pants to feed the cows because I was either on the way to, or coming home from skiing (I ski a lot... ideally five days a week. I coach collegiate ski racing as a "side gig" and that allows me to be standing on snow several days a week). My followers know this about me only because I share it with them. They know recipes I like, my favorite cut of beef (it's a chuck roast, sure a ribeye is delicious, but it's a ribeye. Chuck roast takes patience and creativity). They know what I do for a "real job" (I'm a carpenter). They know I hate hot weather (I have no idea how you people live in Missouri... I'd melt. I'd literally melt. I want to melt just thinking about the heat). By sharing more than just "no farms, no food", they are able to form a personal relationship with me. That makes me more trustworthy, which is very important, so be more than a rancher. Be you!

### 6. Last but not least, you have to connect with your audience.

Historically, negative agriculture coverage has been combatted with facts, but facts are boring. No one cares how many pounds of beef we can produce today versus 50 years ago with the same amount of acreage. Facts are boring. You need to connect with your audience. Have someone standing in front of you who's concerned because your feed lot is "poisoning their water source"? Truly connect with them. Let them know that would be concerning and that your water source is the same as their water source. Let them know your children or grandchildren go to school together. If you don't connect, you've lost them from the start. From the ground up, you and those who have concerns with your industry are the same humans. If you can connect, you have a far better chance of them believing you when you say that you are not poisoning their water.

Have fun! Life is too short to drone on and on about how important our industry is. We know it, and deep down they know it. Get out and AgVocate for you, for your neighbor, for your entire industry. 🤠

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I have a very vivid memory from when I had my first baby over 16 years ago. There was a moment a day after her birth when we were alone in the hospital room, she in her see-through, plastic bed and me in my bed. She was awake and staring at me with those big infant eyes, and I remem-

ber thinking, "What am I going to do with this baby?" Maybe that's how all new moms feel. I don't know, but I do know that I was a completely overwhelmed 20-year-old who did not know a thing about being a mom; I still don't.

I keep waiting for the time when I will wake up and think, "Yes! Now, I know what I am doing." That day never comes. Tell me moms of adults, does it ever come? Do you ever know what you are doing? I don't. My life is just me treading water and then doggie paddling through one near-drowning situation after another. Sometimes it feels like my life is God's personal entertainment show. I imagine him saying, "Let's see how she handles a baby when she's nearly a baby herself!"

Boom!" He probably laughs, "Okay, that was pretty funny. Now, let's give her a couple more kids in a short period of time! Boom!" The crazy scenarios continue to this day. You know the saying 'we all plan while God laughs'? That's my life.

I was not surprised to hear that I had missed something pretty significant that had been going on in one of my kid's lives. It took her almost choking on dinner (twice) to know something was wrong. I came to find out that she has not been able to swallow food properly for as long as she can remember. Wow, mom of the year over here. Try explaining this to your child's doctor. It was truly a very humbling experience.


When it came to food, we had always thought this child was just a really light and slow eater, like really slow. After an endoscopy procedure she was diagnosed with a classic and pretty good case of Eosinophilic Esophagitis (EoE) a chronic, allergic inflammatory disease of the esophagus. It occurs when a type of white blood cell, the eosinophil, accumulates in the esophagus. To understand what this feels like, try to think of a time when you swallowed a large pill or a pointy Dorito. You know that "stuck" feeling? That is how she feels after every bite of food. There is no cure for EoE, but there is a fairly good success rate for remission when adhering to a strict diet avoiding allergens.

The day we got the diagnosis we found ourselves in the allergist's office. We left there with pages of printouts explaining how to survive life with this child who is apparently allergic to so many things. We already knew she was allergic to coconut (she is actually anaphylactic). Did you know there is coconut oil in some Pringles? Yeah, it's annoying. Now we know that she is also allergic to garlic, onions, eggs, pork, chicken (allergist mercifully said she can eat chicken), soy, shellfish, gluten, corn, dust mites, cats and dogs. I think that's it. Thankfully, she can still eat beef (phew).

We are now a few weeks in and are still navigating the ins and outs of life with a lot of food allergies. Thankfully, both of my girls love to cook and bake. My oldest has delved into sourdough. She created a gluten free sourdough starter as well as a regular one. We have found that as far as egg replacement goes, unsweetened applesauce and a leavening agent works best.


I am very thankful that we are living in a day and age with all the online health food stores. We live in an area where these types of foods are limited. I was able to find some compliant condiments online because who wants to make homemade ketchup? Nobody.

While my daughter's EoE symptoms have not changed, we can see a difference in her mood. She seems happier and that is pretty awesome. I'm starting to realize I will never truly know what I'm doing as a mom, but treading water is working so far for now! 🐮




# WRIGHT


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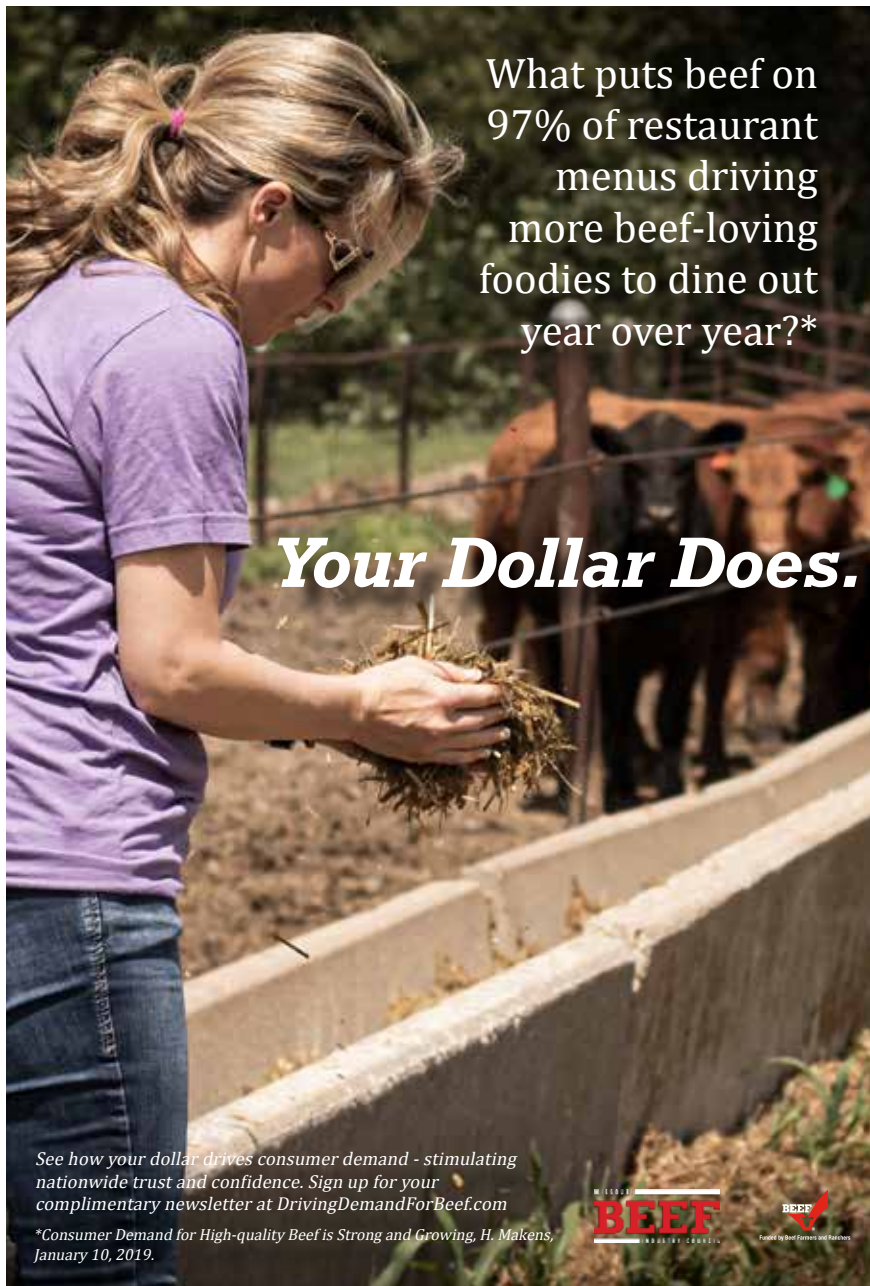
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# Prepare Your Bulls for the Breeding Season

*Utilizing management tips throughout the year*

By Lisa Henderson for Cattlemen's News

While you may be in the thick of calving season at the moment, it is also time to begin preparing your bulls for the breeding season. Cattlemen's News sought advice from University of Missouri on managing herd bulls Beef Reproduction Specialist, Jordan Thomas and Beef Extension Specialist, Eric Bailey.

**CN:** How do you manage a bull in the non-breeding season?

**Eric Bailey:** Bulls are separate from the cows. If the bulls are in poor condition, try to feed them to gain weight. If possible, give them access to high-quality pasture. Bulls coming



off an April-June breeding season should be fed hay and supplemented until fescue begins to regrow in the fall. The only exception is if you have a high-quality

forage option for August and early September. Bulls coming off a December-February breeding season need to be supplemented until the spring fescue growth ramps up. I would use high-quality hay to fill the two forage gaps identified above.

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Remember, a cow only gives you one calf per year, but a bull could be the sire of 50 calves. Do not cut corners when it comes to taking care of bulls. Losing body condition without the chance to recover, can be a real challenge for producers who plan to use bulls for both spring and fall calving herds. My recommendation would be to reduce the number of cows the bull is responsible for covering if you are using the bulls for two breeding seasons per year.

**CN:** How important is bull exercise for breeding season preparation?

**Jordan Thomas:** A bull's ability to cover cows is not just a function of reproductive physiology. A bull must maintain the physical ability to mate too. That means feet and leg structure must be solid, and bulls need to be in reasonably good physical fitness. Unfortunately, there is very little peer-reviewed research on the topic of bull exercise. A common recommendation is to have feeding areas, mineral feeders and water sources reasonably spread out in the bull pen in order to force bulls to maintain some level of activity during the off season. If you are keeping bulls up in a lot, rather than on pasture, I would also encourage you to pay attention to pen conditions and composition of the bulls' diet. Muddy conditions and hotter diets can both spell potential feet and hoof problems.

**CN:** How do I gauge the number of cows a bull can cover based upon his age for each breeding season?

**Eric Bailey:** There's an old rule of thumb: young bulls can breed a number of females about equal to their age in months. Thus, an 18-month-old bull could be placed with 18 cows or heifers. Management of the young bulls is absolutely critical for setting them up for success in the long run.

**ANGUS**  
THE BUSINESS BREED

<sup>a</sup> Here's the Premium study, 2016, Certified Angus Beef LLC.

It is important to not let their body condition drop significantly during the breeding season. Thus, we recommend limiting young bulls to sixty-day breeding seasons. A steep drop in body condition during their first breeding season will limit their productivity in subsequent breeding seasons. If possible, do not expect the young bull to be the only bull in the pasture.

Mature bulls can breed 40 to 60 cows per season. I only recommend the high end of this range if using for a single breeding season per year.

**CN:** How should I feed bulls being used in two breeding seasons?

**Eric Bailey:** Start with the best hay you can offer the bulls in between seasons. Then, provide mature bulls with 10-12 lbs of supplement per day if they have dropped more than a body condition score (1-9 scale) during the breeding season. Commodity mixes work well as a supplement. I have no hesitation starting the bulls off with 10 lbs of feed the first day you

start feeding them. They eat a lot of feed!

If you leave bulls out year round, make sure you are not asking that bull to cover 50 to 60 cows. There is no good way to supplement the bull separate from the herd, so if their body condition score (BCS) slips, that is an indication that you're asking more of them than they are capable.

**CN:** What vaccinations do I need to give bulls?

**Jordan Thomas:** Your whole herd needs a good vaccination program, including your bulls. At a minimum, vaccinate annually, roughly 30 days before the start of the breeding season against BVD, IBR, BRSV, PI3, Lepto and Vibrio. Visit with your veterinarian for specific recommendations and whether to vaccinate against other diseases based on the risk profile of your operation.

**CN:** How can I ensure my bulls are capable throughout the season?

**Jordan Thomas:** The tried and true BCS for bulls enter-

ing the breeding season is a BCS 6, that is a bull carrying a modest amount of extra fat cover. Extra condition is important. Bulls almost always lose condition during the breeding season. Bulls simply have more important priorities on their mind than feed intake. There is also a practical consideration here. In most cases bulls' nutritional requirements are higher than those of their female pasture-mates, and young bulls are still growing. It is rarely practical to specifically hand-feed the bulls in a pasture once the breeding season starts, so make sure bulls are tuned in with a little condition to spare, but, resist the temptation to cover your bulls in fat. Over-conditioning bulls can result in fat deposition in the scrotum, compromising a bull's availability to regulate testicular temperature.

**CN:** Does temperature affect semen quality before the breeding season?

**Jordan Thomas:** Compromising thermoregulation in the testes can reduce fertility in the short-term and even cause

long-term damage due to degeneration of testicular tissue. The testes need to remain at a slightly lower temperature than the rest of the body in-order to maintain proper health and function, but it is not as simple as just keeping the testes cool. Extremely cold temperatures can be a problem too, and blood flow to the testes needs to be functioning properly.

For most of us, raising cattle on endophyte-infected Kentucky 31 fescue, remember that the toxic alkaloids in this forage have vasoconstrictive effect on blood flow, including blood flow to the testes. That makes it even more challenging to maintain proper testicular function and thermoregulation. Make sure pens or bull pastures have a location where bulls can get a little relief from the elements. If there are not natural wind breaks and some ground cover in the area, some straw bedding will do bulls a lot of good.



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Milk: 10 TSI: 226.14



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**LT AUTHORITY X M6 MS FRESH GRID 2155 P**

CE: 10.1 BW: -1.6 WW: 23 YW: 50 Milk: 17 TSI: 200.92

**SAT 9205** •

M931390 BW: 86 lbs.

AWW: 833 lbs.

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CE: 8.1 BW: -2.2

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# Crossbreeding Doesn't Have to Be Complicated

*Utilizing the right genetics for the right purpose*

By Jordan Thomas for Cattlemen's News

Crossbreeding can be referred to as the only “free lunch” in the beef industry, and it is true; crossbred cattle simply outperform straightbred cattle in a number of different ways. Reproductive performance gets a major boost from heterosis, and so does calf growth performance. Combine that together, and you wind up with more pounds of calf weaned per cow exposed. In fact, some data shows as much as a 25% increase and it is not just those first generation F1 crosses that benefit. There is a lot to be said for the blending of complementary traits from two different breeds. An example is the complementarity of blending the heat and parasite tolerance of Brahman cattle with the performance and carcass merit of a British breed (Angus, Hereford, Shorthorn, etc). Those may or may not be your kind of cattle, but in parts of the Southeast, you have to admit they are hard to beat.

### Why Aren't All Commercial Cows Crossbred?

Why don't we see more crossbred commercial cattle around here? If I do the extension “windshield test” of noting what I see while driving around, most of the cattle I see are solid black. Most of those black cattle appear to be straightbred, or at least very high percentage Angus. Is that a problem? Are we missing an opportunity to be more productive? The simple answer is yes. Yes, commercial producers are giving up potential production using straightbreeding programs, but as with most things in life, the simple answer is a little too simple.

At the end of the day, we are really interested in the value of calf weaned and the cost to produce it. In other words, it is really the gross margin that we care about. What good would it do to produce more pounds of calf if you make less profit at the end of the day? That is a legitimate question, but understand that the answer has more to do with market conditions than with the scientific merit of crossbreeding. Crossbreeding works, but if the market is rewarding you with a hefty premium for straightbred calves, far be it for me to tell you to crossbreed. Is that really the market signal you are getting though? Run the math before you make the conclusion that crossbreeding doesn't pay. Depending on the breed composition, I often see crossbred calves holding their own if not even outselling straightbred calves on a per pound basis. The crossbred calves are also going to be selling at heavier weights. If crossbred cows are staying in your herd longer, that can translate into lower cost of production per calf too.

### Crossbreeding Systems Don't Have to Be Complicated

No one is telling you to run a mongrelized set of cattle of every size, shape and color. Those cattle are hard to market, and even harder to look at. I would much rather you have a well-managed straightbreeding program than a poorly managed crossbreeding program. Although crossbreeding does require a plan, crossbreeding systems don't have to be overly complicated.



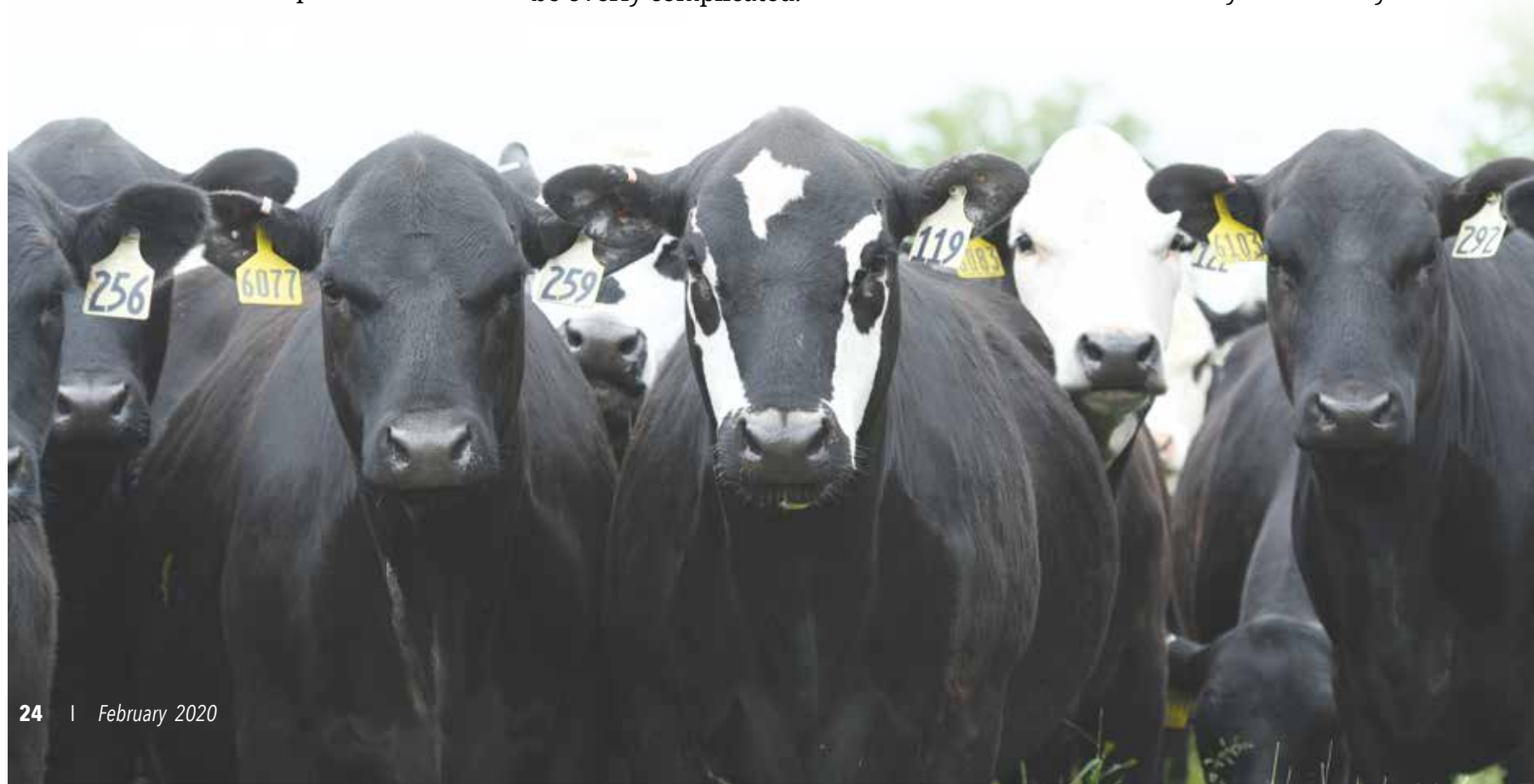
I will refer you to the University of Missouri (MU) Extension publication “Crossbreeding Systems for Small Herds of Beef Cattle” by Drs. Bill Lamberon, John Massey

and Jack Whittier. It is an older publication, but every bit as useful today as when it was first published. The only difference is that now I can tell you to “Google it”. Admittedly, there are some complicated crossbreeding systems for producers trying to capture every bit of hybrid vigor possible, however, there are also some good, simple systems that retain a lot of the advantages of crossbreeding without a lot of complexity.

### Reproductive Technologies Make the Whole Thing Easier

I will leave the technicalities on crossbreeding programs to the geneticists, but I would be remiss if I did not point out how much easier reproductive technologies have made it. If you are using an artificial insemination (AI) program, you can easily choose to AI your cows to a maternally oriented bull of the desired breed in order to generate potential replacement heifers. That means your replacement heifer candidates are all early-born, half-sibling heifer calves out of cows that conceived to AI. It is a great way to push for consistency, productivity and fertility, not to mention, it frees you up to use terminal bulls for natural service cleanup.

Even with a low-to-average pregnancy rate to AI, you can easily get these numbers to work for the replacement rate you need. That's with conventional semen; think of what sexed semen could allow you to do! My research



program at the University of Missouri is very active in this area, and it isn't pie-in-the-sky stuff of the future. We are already using sex-sorted semen fairly aggressively to generate high quality replacement heifers at the MU Southwest Research Center in Mount Vernon, Missouri.

You Don't Have to Raise Your Own Replacements... and Maybe You Shouldn't

Here's the opposite side of the same coin: it may be time you reconsider whether you really need to be in the business of developing replacement heifers in the first place. If you do not keep your own replacements, it frees you up to have an entirely terminal breeding program. Think of heifer development as its own enterprise, is it really profitable? If you can buy females of your desired breed combination for a similar, or even lower cost, than you could produce them yourself. Make the smart decision and buy rather than raise replacements. I advise you to look into our Show-Me-Select® Replacement Heifer Program as a source of high-quality females. If you do not develop your own replacements, it will free you up to run a few more cows or, even better, maintain a lower stocking rate and shorten your hay feeding season. That sounds like a win-win-win to me.

Think "Terminal vs. Maternal" Whether Crossbreeding or Not

There are several reasons to crossbreed, as previously mentioned, however, the chances are one article is not going to talk you into crossbreeding if you really like your straightbred cattle. If you are going to stick with a straightbreeding program, I would encourage you to at least approach your breeding decisions with more of a crossbreeding-like mentality. Some of the growth performance you want in feeder calves, you may not want in your mature cow herd if you are trying to keep mature cow size under control. Some of the traits that are favorable for maternal performance you may not need to emphasize in all matings. If you are straightbreeding, you can probably identify a portion of your cow herd you want to use to generate potential replacement heifers and a portion you simply want feeder cattle out of. You can, and probably should, emphasize different traits in those matings, even within the same breed. We aren't talking about hybrid vigor or heterosis in that case, but there is still a lot of value in using the right genetics for the right purpose. 🐮

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

Missouri House Passes Eminent Domain Legislation

The Missouri House of Representatives passed legislation Monday, January 27, 2020, addressing the issue of eminent domain. The legislation (HB 2033), sponsored by Rep. Jim Hansen (R-40), moved forward with a bipartisan 118-42 vote becoming the first piece of legislation to pass the House this legislative session. Missouri Cattlemen's Association Executive Vice President Mike Deering said the legislation will add clarity to eminent domain laws in the state and add protections for private property owners.

Rep. Hansen's HB 2033 now moves to the Senate for consideration. The Senate also has companion legislation (SB 597), which passed Wednesday, January 29, 2020, out of the "Commerce, Consumer Protection, Energy and the Environment Committee" by a 6-5 vote. Deering said the association appreciates all House members who supported the legislation and noted Rep. Hansen's leadership.

Source: Missouri Cattlemen's Association Prime Cuts



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TRENDING NOW

From Farm to Lunch Tray

A spotlight on agricultural education

Source: Mo Beef Mo Kids Mo Fit (MoBKF) Program

Mo Beef Mo Kids Mo Fit (MoBKF) believes in fueling Missouri students by filling both their bellies and their brains. In addition to adding Missouri beef to the lunch menu, MoBKF offers multiple educational resources to participating schools.

Beef in the Classroom

Beef in the Classroom is a reimbursement educational program for junior and senior high school instructors. The Missouri Beef Industry Council offers reimbursement for the cost of beef used in beef-related classroom lessons. Lessons can cover a variety of topics including beef storage, selection, preparation, nutrition and more. These lessons are typically, but not limited to, part of family consumer science or culinary classes.



Pasture to Plate Series

MoBKF participating schools engage in a 3 week beef elementary education series. This series is an in-depth look at the beef cattle industry and the farmers and ranchers who provide us with delicious beef. The curriculum highlights beef's journey from pasture to plate and allows students to explore beef via virtual farm tours. Students start to connect the dots between farm families participating in the program throughout the state and the beef served on their school lunch trays. Schools are also provided with program posters promoting beef facts and telling the stories of beef producers in Missouri.

Agriculture Education

Participating schools are encouraged to participate in Ag Education on the Move™ (AEOTM). This is a ten week interactive third grade agriculture education program through Missouri Farmers Care. Students learn about crops, livestock, nutrition and agriculture careers while engaging in hands-on STEM activities. Passionate educators visit participating classrooms and share the important message of today's farm families.

Students also learn about beef's role in healthy living throughout the program. A high-protein diet goes hand-in-hand with a healthy and active lifestyle. Physical activity and outdoor exercise are important elements of MoBKF, as this component is a key focus as the program expands.

These educational components are many beef donors' favorite part about supporting the program.

"The opportunity to establish an innovative program to place fresh, nutrient-dense, local beef on the school cafeteria menu was an easy 'yes' for me," said Megan Richner, a cattle producer whose farm family donated beef to Stockton's MoBKF program. "I love how this program fosters school, producer and community engagement, in addition to a farm-to-fork educational component. I am amazed at the growing support and positive conversation MoBKF has generated."

All educational components offer curriculum that meet state standards. More information on offered agricultural education, or the program itself, can be found at [mobeefkids.com](http://mobeefkids.com).

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To learn more about how Missouri farm families are **BEEFING UP** school lunches, visit: [mobeefkids.com](http://mobeefkids.com)!

26 | February 2020

## 2020 Spring Calving Clinic Highlights

The Spring Calving Clinic was held Jan. 14, 2020, at the University of Missouri SW Research Center in Mt. Vernon, MO. University of Missouri Extension Field Specialists Reagan Bluel, Andy McCorkill, Elizabeth Picking, Ted Probert, Jill Scheidt and Tim Schnakenberg along with Dr. Scott Poock, Missouri State Veterinarian.

There were 60 participants, eight high school GO CAPS!© students and two additional youth. Producers first sat in a classroom to learn different dystocia positions and appropriate mother cow and newborn calf care. Participants then went outside to experience hands-on training where they evaluated live cows to determine body condition score.

Participants also used cadaver calves to practice the correct way to tube a calf. They also were able to determine, correct and pull different forms of dystocia using cadaver calves.

"The goal was not only to pull a live calf safely, but also to do the least amount of damage to the cow, because we want her to breed back," said Dr. Scott Poock.



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# Lactating Animals Need Quality Feed in Late Winter, Spring

*Know the value of your forage and supplement accordingly*

By: Chris Parker - Reprinted from Beef Magazine

No matter what type of livestock you raise, chances are they're either lactating now or will be soon. Many beef producers, for example, breed for calving in March and April. This is a key time to make sure you're feeding your best forage. Lactating animals need higher levels of nutrition compared to gestating animals.

Hopefully, you kept your best forage until now. If not, size up the nutritional value of the forage you're feeding and supplement to supply enough energy, protein and minerals. You may want to invest in forage testing if you're not sure of the quality of your forage.

### Feeding Example

With my own small beef herd, I have a strategy for where I place big round bales when making hay. I may end up with a couple of rows of first-cutting bales, then rows of second- and third-cutting bales. When I begin feeding hay, I feed across the rows instead of down the rows. In other words, I feed some bales of first-cutting hay and then some bales from later cuttings, and rotate back and forth.

Here's my reasoning. This allows my cows to have a more consistent ration of mixed-quality forage instead of lower-quality forage for a long stretch. First-cutting hay tends to be lower in quality because it's the most mature. That was especially true in 2019, because wet weather delayed



harvest. It's the cutting that produces the most volume, but usually not the best quality.

The hay I will feed this spring during calving is rather mature alfalfa that was net-wrapped. Feeding mature alfalfa provides more nutrition than feeding mature grass hay during this crucial period. Net-wrapped bales have considerably less damage and loss.

### Forage Evaluation

In general, alfalfa hay tends to have higher crude protein and energy levels than grass hay, and less crude fiber. An alfalfa-grass mixed hay falls somewhere in between. When animals are pregnant, they don't require as much energy or protein as when they're producing milk.

One way to know how much nutritional value is in your forage feedstuff is to pull samples or have a consultant pull a sample and send it to a lab for nutritional analysis. Some

county Extension offices have metal probes which can be attached to a drill to core into bales to prepare samples.

Lab results will report crude protein, total digestible nutrients (TDN), crude fiber and relative feed value (RFV). For alfalfa or most mixed hay forages, crude protein should be in the double digits. Grass hay can run under 10% crude protein. An RFV of 100 is based on a full-bloom, mature alfalfa hay. A very good alfalfa hay cut on time might have an RFV above 125, whereas a poor-quality grass hay might be 75 or lower. More mature forages will tend to test lower for protein, higher in fiber, and lower in TDN and RFV compared to a forage cut at beginning bloom or younger, no matter what species it is.

There is still a place in feeding programs for grass hay, even with lower nutritional value, but it fits best for nonlactating animals. If it must be used for lactating animals, supplement with protein and minerals accordingly in your operation. 🐄

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A black and white photograph of a farmer wearing a cowboy hat, looking towards three calves standing in a field. The scene is set against a bright, hazy background.

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## TRENDING NOW

# ConnectMORE: Rural Broadband

Reaching key milestones in the internet world

By Chris Chinn, Director of the Missouri Department of Agriculture

Many people may wonder what the connection is between agriculture and broadband. For me, it boils down to bringing the next generation back home to my family farm. Much of agriculture today involves technology that requires broadband access, things like livestock veterinary records, mixing feed, precision agriculture technology, and farm machinery connectivity, all require high-speed

access in order to function at the level required on the farm. In the 1930s, 90% of homes in rural areas didn't have electricity. Through rural electrification, we were able to connect every home. The very same should be possible today for broadband internet connectivity.

Main street has changed dramatically from when I was growing up: fewer businesses, local newspa-

pers closing down and more people moving to urban areas. The one thing that hasn't changed is that agriculture is the center of rural Missouri. Revitalizing rural communities is a big passion of mine so that my kids have the opportunities that I did when I grew up. Over the last three years, we've seen a lot of progress.

Lack of broadband access in rural Missouri is a challenge



facing our small towns that impacts agriculture, economic development, healthcare and education. The Federal Communications Commission estimates that 1.2 million Missourians, 20% of the state's population, don't have access to high speed internet. We all know how limiting it can be to not have access to high speed internet. I'm very excited to work with a Governor and cabinet that supports rural broadband so aggressively.

The key milestones we've reached in the last three years fall into three categories for me: community support, federal funding and Missouri momentum.

**Community support:** It seems like everywhere you turn, leaders from the local to federal level are talking about broadband. As a team, Governor Parson and the Missouri Departments of Agriculture and Economic Development are finding real solutions for communities of all sizes. Almost always, successful projects start at the local level with the support of passionate leaders that aren't afraid of the challenge. With local support, we will deploy broadband capability to every last mile.

**Federal funding:** Shortly after I became Director of Agriculture, the state of Missouri was awarded \$254 million in federal funds for broadband deployment. That was the first of many awards from the federal government, which may spur the deployment of broadband to our rural and urban communities.

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\*50 mixed cows, 2 years to BM bred, 20 with calves under 250 pounds, calves are black, cows running with Hereford bulls, home raised complete dispersal. J.W. Henson - 417-343-9488.

\*1 registered black Gelbvieh, 4 years old, trich and semen tested. Bryan Haskins - 417-850-4382.

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\*35 mixed cow running ages, bred to black angus bulls (3rd period). Fred Gates - 417-437-5055.

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Recently, the United States Department of Agriculture - Rural Development announced another \$100 million in federal funding headed to Missouri. Grand River Mutual Telephone Corporation will receive \$41 million in funding to provide high-speed internet for families in Missouri and southern Iowa. And just this week, the USDA announced the remaining \$61 million investment in

broadband infrastructure that will create connectivity for more than 11,000 rural households, 81 farms, 73 businesses, 16 educational facilities, 12 critical community facilities and two health care facilities in rural Missouri. The funding will go to Mid-States Services in Trenton, Total Highspeed LLC in Springfield, Gascoage Electric Cooperative in mid-Missouri, Green Hills Telephone Corporation in north central Missouri and Marshall Municipal Utilities.

That brings Missouri's total of federal dollars working to deploy broadband to nearly \$375 million in the last three years.

**Missouri momentum:** In 2018, we established the Missouri Office of Broadband. With that office, we worked closely with our stakeholders to publish a statewide broadband plan, which helps unlock more federal funding for Missouri opportunities. Our plan includes working with county economic development offices, libraries, schools, agriculture stakeholders and so much more. Our goal in the State of Missouri is to achieve 90% coverage by 2025 in the state, focusing on unserved areas, and then we will start working to improve broadband speeds in underserved areas.

In 2019, Missouri also launched a new Broadband Development Grant for communities or companies looking to deploy high-speed internet to their citizens. The grant process will provide \$5 million to our communities in need and we couldn't be more proud of this initiative.

Outside of these three major categories, we were also thrilled to hear that the Federal Communications Commission formed the FCC Precision Agriculture Task Force, which will pull together leaders from across American agriculture to advise them how connectivity impacts precision agriculture. I was honored to be named to that committee alongside many other dedicated public servants



and I'm excited to see what work the committee can do together soon.

Rural broadband has the potential to make positive change in our lives in the areas of agriculture, busi-

ness, education and health care. We are energized at the Missouri Department of Agriculture to see the progress our state has seen towards connecting our homes, farms and businesses to high-speed internet.

We believe this is one of the most significant efforts we can undertake to bring the next generation back home to rural Missouri while simultaneously raising the quality of life everywhere.




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## IN THE SPOTLIGHT

# Livestock Marketeers 2020 Hall of Fame Induction

Source: The Livestock Marketeers Association

DENVER — An informal fraternity of livestock fieldmen, auctioneers, sale managers and related livestock business leaders met for their 55th annual banquet at the National Western Club on January 18.

The 2020 inductees into the Livestock Marketeers Hall of Fame were Hoover Case, Marshfield, Mo, Alan Sears, Eaton, Co and Jerry Gliko (Posthumous), Belt, Mt.

### Hoover Case

Hoover Case, Marshfield, MO, has dedicated most of his life to auctioneering purebred cattle and helping youth in agriculture. In 1966, 16-year-old Hoover Case stepped into the sale ring with his Charolais heifer at the American Royal Charolais Sale.

“George Morse was the auctioneer on the block,” Case remembers. “I listened to him and decided that was what I wanted to do.”

For the last 36 years, Hoover has been heavily involved with Santa Gertrudis, Beefmaster-Brangus, Simbrah and other “eared” breeds, auctioneering purebred sales from Texas to Florida. Highlights of his career include selling the King Ranch 150th Anniversary sale in 2003, as well as continuing to this day selling Registered Livestock around the country after a devastating onset of bacterial meningitis left him paralyzed in 1993.

Hoover and his wife Susan reside in Marshfield, MO. They have three children, six grandchildren and another on the way in March.

“It is truly an honor to be a member of the livestock marketeers,” Case stated. “The privilege of working with so many great people in the purebred livestock business is an honor I shall cherish forever. Thank You.” 🤠

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## Upcoming Programs For Your Calendar

### February 4:

**Beef Cattlemen's Conference**, 3:30 p.m., Monett National Guard Armory, Monett, MO.

### February 6:

**Stone County Livestock and Forage Conference**, 6:00 p.m., First Baptist Church, Crane  
Call 417-357-6812 to register or go online at <http://bit.ly/2R53Po7>.

### February 6:

**Industrial Hemp Production Workshop**, 1:00 p.m., Howell County Extension Center, W. Plains, MO. Register by calling 417-256-2391.

### February 6:

**Taney County Livestock & Forage Conference**, 6:00-8:45 p.m., Forsyth High School Cafeteria, Forsyth, MO.  
Pre-register by Feb. 10 to order your meal. Register on line at <http://bit.ly/2ReIRmU>, call 417-546-4431 or email [taneyco@missouri.edu](mailto:taneyco@missouri.edu).

### February 13:

**Taney County Livestock and Forage Conference**, 6:00 p.m., Forsyth High School, Forsyth, MO. To register, call 417-546-4431 or go online at <http://bit.ly/2ReIRmU>.

### February 18:

**KOMA Beef Cattle Conference**, 4:00 p.m., Springfield Livestock Marketing Center, Springfield, MO.

### February 25:

**Spring Forage Conference**, 8:00 a.m.—3:00 p.m., Ramada Oasis Convention Center, Springfield, MO.  
Temple Grandin is the keynote speaker. Register early because there are a limited number of seats.

### February 29:

**Introduction to High Tunnel Short Course**, 9:00 a.m., Springfield Botanical Center, Springfield, MO. Register at <https://extension2.missouri.edu/events/introduction-to-high-tunnels-short-course>.

### March 5:

**Christian County Livestock and Forage Conference** held at Clever High School, Clever, MO.

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- Coggins required; out of state horse—health papers required; vet on site for same-day coggins testing.

**Management will determine accepting or rejecting any consignments. We are accepting high-quality tack and gear to sell in the short time allowed before horses sell.**

**Tack and Western Décor Vendors on-site. Auction rate at Holiday Inn in Coffeyville, KS.**

**Catalog deadline is February 10, 2020.** Please call or email to put your horse in catalog. We welcome non-catalog horses and loose horses up to sale time.



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### March 17, 23, 24:

**Regional Hay School**, Nevada Centennial Fairgrounds, Nevada, MO.

### March 25:

**Novel Tall Fescue Renovation Workshop**, 8:30 a.m., Southwest Research Center, Mt. Vernon, MO.

### April 11:

**Missouri Pesticide Collection Event**, 8:00 a.m.-Noon, Heritage Tractor, West Plains, MO. No charge to collect waste pesticides.

# 7th Annual Crowder College Calf Auction



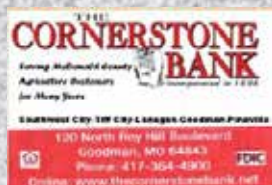
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## UPCOMING 2020 SALE DATES

**Thurs., Feb. 20**  
"The Spring Fling" at Downstream Casino

**Thurs., March 19 @ JRS**

**Thurs., April 16 @ JRS**

**Thurs., May 14 @ JRS**

**Thurs., June 4 @ JRS**

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

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## TRENDING NOW

# Freezing, Thawing Aid in Seeding Legumes Over Thinning Pastures This Winter

Source: Craig Roberts, 573-882-0481

COLUMBIA, Mo. – Present weather with frequent freezing and thawing helps farmers overseed weakened pastures. Natural fluctuations in soil help work broadcast seed into thinned grass stands.

“It’s no-till help,” says Craig Roberts, University of Missouri Extension Forage Specialist.

Thin stands of grass caused by summer weather, overgraz-

ing or other reasons can be rebuilt. Broadcast seeds are even helped by melting snow.

End-of-winter seeding improves pastures by adding legumes — a high-protein forage — to fill thin spots. That’s better than overseeding more grass, Roberts says. Long-term MU research plus farm experience show many legume advantages.

“Don’t wait for spring to plant,” Roberts says. “Get seed on early to gain growing time when spring returns.”

Tiny, hard-coated legume seeds remain viable in cold. They don’t sprout until warm weather arrives.

Legumes reinforce grass pastures by adding needed nutrients for livestock. Legume dilution helps especially in

fescue. Adding new forage dilutes toxicosis from Kentucky 31 tall fescue.

Legumes in a beef calf diet can add an extra quarter pound of gain per day. In addition, legumes help cow reproduction and lactation. Another benefit is that legumes fix nitrogen from the air to add to the soil.

Many legumes work in pastures, including white and red clover and lespedeza. All are popular in Missouri.

Overseeding works well in thinning stands but helps all grass stands. At planting, make sure seeds reach the soil surface. Too much thatch blocks contact. If not touching ground, seeds can’t sprout and put down roots.

Roberts recommends seeding rates of 1/4 pound per acre for ladino clover, 8 pounds for red clover and 10 pounds for annual lespedeza.

Adding legumes dilutes toxic fescue but doesn’t solve the problem altogether. Preventing fescue toxicosis takes replacing toxic plants with a novel-endophyte variety. Modern varieties contain a natural endophyte fungus that protects fescue grass but produces little or no toxic alkaloids.

Replacement requires totally killing old stands of K-31 before reseeding. Novel-endophyte varieties eliminate many of the workarounds needed to graze toxic fescue.

Ways to seed novel-endophyte fescue are taught in advanced fescue schools. Those are held by the Alliance for Grassland Renewal in seven states across the Fescue Belt from Missouri to the Atlantic Ocean. Other schools are in Arkansas, Tennessee, Kentucky, Georgia, Virginia and North Carolina.

The Missouri fescue school is March 25 at MU Southwest Research Center, Mount Vernon. SW Center is part of the MU College of Agriculture, Food and Natural Resources.

Stay informed on the website [GrasslandRenewal.org](http://GrasslandRenewal.org).



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**David Wood, MS** - “The Calf Catcher has vastly improved the safety and ease of tagging, weighing, and sometimes doctoring our calves. It can be safely done with one ranch hand, whereas previously it usually took more than one person to provide protection for the one who was handling the calf – and that just wasn’t safe enough. This product has brought added peace of mind during calving season and is sturdily built for this purpose.”

**Brett Swope, TX** - “I am very happy with my Calf Catcher, as it is a very good product. I have processed a number of calves that I would have never been able to get to because of their protective mothers.”

# MARKET WATCH

## Market Recap: Feeder Cattle Auction

January 27, 2020 | Receipts 5,007

Compared to last week, steers under 550 lbs steady, over 550 lbs 4.00 to 6.00 lower, heifers under 600 lbs steady to 3.00 higher, over 600 lbs 1.00 to 3.00 lower. Demand moderate to good for light calves, moderate to light for heavy calves and yearlings. Supply moderate. The Cronovirus out-break drove financial markets and commodity futures sharply lower. The USDA Cattle On Feed was neutral with 102 percent On Feed, Placements 103 percent, Marketing 105 percent. Supply included: 100% Feeder Cattle (58% Steers, 41% Heifers, 1% Bulls). Feeder cattle supply over 600 lbs was 45%.

**Feeder Steers: Medium and Large 1** lot 291 lbs 200.00; 350-400 lbs 190.00-205.00; 400-500 lbs 171.00-200.00; 500-600 lbs 148.00-177.00; 600-700 lbs 137.00-151.00; 700-800 lbs 134.00-145.50; 800-900 lbs 133.00-138.00. **Medium and Large 1-2** pkg 273 lbs 180.00; 350-400 lbs 175.00-190.00; 400-500 lbs 155.00-180.00; 500-600 lbs 139.00-165.00; 600-700 lbs 138.00-146.00; 700-800 lbs 131.00-141.50; pkg 815 lbs 135.00.

**Feeder Heifers: Medium and Large 1** 300-400 lbs 152.00-170.00; 400-500 lbs 146.00-165.00; 500-600 lbs 133.00-157.00; 600-700 lbs 130.00-138.00; 700-800 lbs 127.00-131.50; lot 914 lbs 127.00. **Medium and Large 1-2** 350-400 lbs 141.00-152.00; 400-500 lbs 135.00-146.00; 500-600 lbs 126.00-141.00; 600-700 lbs 120.00-131.00; 700-800 lbs 120.00-130.00.

**Feeder Bulls: Medium and Large 1** lot 642 lbs 113.00.

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

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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.



## Cattlemen Call Trade Deal with Mexico and Canada a Victory

National Cattlemen's Beef Association President Jennifer Houston, who attended the White House signing ceremony for the new U.S.-Mexico-Canada Agreement on Wednesday, January 29, 2020, said the ratification of USMCA comes on the heels of the game-changing trade deal with China, a new bilateral agreement with Japan and much-improved access to the European Union.

"This is a great day for America's cattle producers, and we were once again honored to participate in another great victory for our industry," said Houston.

Houston noted that 2020 is off to a good start and includes several victories on top of recent trade deals.

Source: Missouri Cattlemen's Association Prime Cuts

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