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News

FEBRUARY 2021



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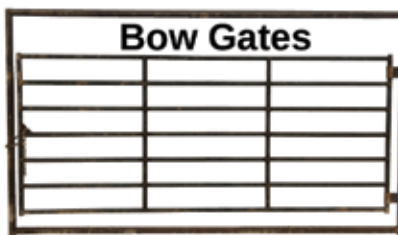
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ON THE BLOCK

with Jackie Moore

January is in the rearview mirror and it was quite a month from a “feed cost” standpoint. We see that corn is 64 cents higher this last week, and they are talking about the possibility of running out of beans sometime this year. As the commodity markets all seem to be at new highs, unfortunately that’s not the case for cattle.

Economists tell us that cattle are going to take off and be just like the grains, but so far that hasn’t happened. This last week we got \$1.12 for fats and at the same time box beef is \$2.25 to \$2.30. We should be getting \$1.25 or \$1.30 for them. With the cost of gains being somewhere between 80 cents to \$1.00 even with some cheap corn in them, those cattle are losers, so we are going to have to catch up somewhere.

The lighter end of the cattle that can go to either grass or wheat are definitely selling well. The futures markets tell us that when we get out into the summer, we have \$1.45 to \$1.50 feeder cattle futures. Those cattle that will go against those months should make money, but the cost of keeping them around is eating into that unless we get some help from these futures markets.

This fat cattle trade is really uncalled for. These packers are up to

the same tricks they’ve been doing for a long time, and we just don’t have any leverage to make them give any more. So it’s very concerning. With just a little help from them, it sure would make things a lot different! We’ve seen the packer cow market rebound some \$2-3-4-\$5 higher in the last 30 days. The feeder cattle market weighing above 600 pounds has traded sideways to lower all month because we are going out into the time of year when the fat cattle market is generally not very good in June, July and August. This is typically the worst time of year to sell one, and it’s tough to be optimistic when we can only get \$1.12 for them here the first of February.

At some point we’re going to need these futures to take off for things to get better and these fat cattle sure need to get higher for this thing to be any good. I guess if I had some feeder cattle to sell that weigh above 600, I’d trade them off because historically March is not a good time to sell. If you’ve got lighter cattle, you’re in the driver’s seat on them because the availability is not going to be very good, so they will continue to trade at a premium. So, I guess sell those big ones, and do what you want on those little ones! Every day is one day closer to spring, so keep on, keepin’ on!

Jackie



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Heterosis boosts your bottom line.

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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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DATA DRIVEN DECISIONS

Strategic Health Management

Recording a simple, visual data point in your cattle

By Justin Sexten for Cattlemen's News

While winter is far from over, spring is getting closer every day. We are already enjoying 30 more minutes of daylight than in early January. With higher feed costs this winter, the anticipation of spring and green grass is high.

The promise of spring forage brings the second wave of cattle processing events to the forefront. Lightweight calves will once again find friends in the market as seasonal demand for grass cattle increases.

If you are preparing to process those spring grazing cattle or just revisiting your arrival protocols from last autumn, the insights from a recent paper by Veronica Munoz and her co-workers at West Texas A&M University provide an interesting test of several common practices.

This applied animal science paper evaluated the efficacy of antibiotic metaphylaxis in high-risk calves while also looking at respiratory vaccination timing. A particularly interesting aspect of the article looked at the role an ear tag played in health and performance. Nothing special about the tag itself, just documenting whether or not the calf was tagged prior to arriving at the feedyard.

Previous work shows antibiotic metaphylaxis is an effective preventative to respiratory disease and leads to improvements in feedyard performance. What is increasingly debated is the ability of high-risk calves to respond to respiratory vaccines when administered at arrival.

While many veterinarians and consultants continue to recommend vaccination on arrival, the recent debate is focused on the role stress can play in a vaccine response. Short-term stress (less than 24 hours) may enhance the immune response, while longer-term stress, consistent with the process of weaning, commingling, and shipping may be disruptive to arrival vaccine efficacy. A quick read of most vaccine labels supports the premise as the product is intended to vaccinate healthy cattle against disease.

The authors included four groups: 1.) untreated, unvaccinated controls; 2.) vaccinated at arrival and boosted 14 days later; 3.) metaphylaxis at arrival; and 4.) combination of metaphylaxis and vaccination.

Metaphylaxis reduced first pull BRD to 18.5% while 51.2% calves without preventative antibiotics were diagnosed for BRD. Not only was BRD reduced by metaphylaxis but the days to first BRD diagnosis was

11.3 days longer. Delaying the BRD "break" later in the feeding period allows calves to increase feed intake and acclimate to the environment potentially enhancing the ability to recover from disease when diagnosed.

Performance over the 56-day feeding period followed the health outcomes. Control and vaccinated only calves gained 0.56 pounds per day less than groups receiving metaphylaxis. While not statistically significant the lowest incidence of BRD and greatest ADG was observed in the combination metaphylaxis and vaccination group.

The authors concluded metaphylaxis improved health outcomes in high-risk calves while the 5-way respiratory vaccine alone did not. These tangible conclusions were supported by behavior data collected using ear tags. Increased rumination time was observed in groups receiving metaphylaxis from day 9 to 20 of the feeding period.

By documenting the presence of an ear tag at feedlot arrival the West Texas A&M team converted a simple data point into a management indicator. An ear tag tells the new owner one thing – the calf has been handled at least once in their life. One might assume the management of tagged cattle is improved compared to untagged, but there are no guarantees.

The untagged calves were 18% steers, while tagged cattle were 34.5% steers further supporting the idea of greater management in tagged cattle. This castration effect confounds the data a bit because the bulls were banded at arrival. Calves arriving at the feedyard with a tag had a lower incidence of BRD (25.2% vs 37.6%) and gained 0.29 pounds per day more than untagged calves.

The number of calves in the experiment did not allow the authors to test the vaccine and metaphylaxis treatments against the presence of a tag. For those starting to purchase or process grass cattle, recording a simple, visual data point like an ear tag may inform current and future health protocols as well as your buying decisions. Imagine the day when we can share actual data across operations using the technology within those tags. 🐄

Justin Sexten is the Vice President of Strategy - Performance Livestock Analytics.

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INDUSTRY NEWS

Cattle On Feed Report

Source: United States Department of Agriculture

The nation's beef cow herd began this year with 31.16 million head, according to the semi-annual cattle report from USDA on Friday. That's 181,000 head fewer or 0.58% less than the previous year.

The number of beef heifers retained for replacement of 5.81 million head was 3,200 head more than the previous year, just 0.06% more.

As of Jan. 1, the calculated number of calves outside feedlots was 25.66 million head, which were 62,000 head fewer (-0.24%) than a year earlier. That's 3.35% less than 2 years earlier.

Milk cows Jan. 1 of 9.44 million head were 97,400 (+1.04%) more than the previous year.

The inventory of all cattle and calves was estimated at 93.59 million head, down 198,000 (-0.21%) from a year earlier. 🐮



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TRENDING NOW

Beef Passport Provides Traceability Verification

Industry to seek information on where and how animals were raised

By Lisa Henderson for Cattlemen's News

While the coronavirus pandemic created multiple disruptions and distortions to cattle markets, many believe one fallout will be an increased desire for animal traceability. That's because more consumers are shopping for groceries and beef online, and when they do, they are more likely to seek information about where and how animals were raised.

"Consumers are increasingly focused on transparency," said Nevil Speer, director of industry relations for Where Food Comes From (WFCF), an independent, third-party food verification company based in Castle Rock, Colorado. "They want to know whether the food industry is taking action on how food is produced, and younger consumers are even more concerned."

For instance, a 2016 study conducted by Sullivan, Higdon & Sink, found that two-thirds of consumers think it's "very or somewhat important to understand how their food is produced."

Speer and Andrew Dorn, global product marketing director for AllFlex, discussed the growing consumer desire for traceability during a webinar produced by WFCF in July 2020. WFCF offers cattle producers a voluntary traceability system called Beef Passport, described as a real-time traceability tool that verifies how and where cattle were raised.

"Our major intention is to help producers meet the needs of consumers," Speer said. "We're focused on helping producers in the marketplace," and traceability adds value to cattle that can be captured through various marketing channels including auction markets, he says.

Beef Passport uses a confidential, third-party, private industry database to contain all information captured related to cattle. Feedyards and packers are able to use the EID tag lookup system to verify cattle are meeting specific third-party verification programs. At the core of these programs is source and age verification. Beef Passport can also be used to sign up for source and age verification online.

For source verification, WFCF must know an animal's birthplace, which is most often done by utilizing an Electronic Identification (EID) tag. Age can also be added to a source verification program. This is done through records review. Additional verification programs can be added to a U.S. Verified Source program. This system meets Animal Disease Traceability (ADT) requirements and is an easy tie-in with voluntary verification programs. It also maintains and ensures export verification compliance.

Beef Passport uses electronic ear tags to identify cattle and document management practices, helping increase the volume of reliable traceability data and decrease labor requirements without slowing the speed of commerce.

Dorn described how panel readers are installed at auction markets, feedyards and harvest facilities to capture the data from the tags as cattle are moved through an alleyway.

"The data is collected and sent electronically to the Passport system that correlates the information with the program the cattle are enrolled," Dorn said. "The process takes less than a minute per load."

Reports generated include the list of tags, where the tags were detected, the date and time. Information about each animal includes source, age and any health programs that have been administered. Specific programs, for instance, may require non-hormone treated (NHTC), or other verifications. In the months prior to the coronavirus pandemic, approximately 400,000 to 500,000 Beef Passport tags were read by the company each month.

"Passport is a real-time traceability tool," Speer said. "It verifies that animals are enrolled in certain programs, and it helps reduce friction between the various segments. It's a passport for each animal through the marketplace to their final destination."

Dorn emphasized that Beef Passport is a secure data information system.

"The only way data gets shared is by permission from a producer; this is a very private database," he said.

While Beef Passport may represent the current state-of-the-art traceability system, many industry leaders expect increasing pressure on U.S. cattlemen to adopt an industry-wide system. A study conducted by the U.S. Meat Export Federation in 2014 found that India and the United States are the only two major beef exporting countries without mandatory traceability systems.

The study – "Economic Assessment of Evolving Red Meat Export Market Access Requirements for Traceability of Livestock and Meat" – found that Argentina, Brazil, Australia, New Zealand, Canada and Uruguay all have animal identification/traceability programs in place.

Of special note, Japan and Korea, among the highest value markets for U.S. red meat exports, have adopted mandatory traceability programs in their countries, which could eventually lead to similar requirements being applied to imports.

While exporters depend on a system that helps them verify product claims to foreign buyers, beef industry leaders claim animal health management and food safety are the primary drivers behind most countries' decisions to build animal ID and traceability systems. Improved supply chain coordination and enhanced producer management opportunities are secondary motivators.

"Beef Passport helps producers deliver what consumers want," Speer said. "Beef Passport is industry-oriented for animal disease traceability and food security, and it's used on behalf of producers to help make the industry better." 🐮

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NETWORK KNOW-HOW

The Things We Take for Granted

By Erin Hull for Cattlemen's News

We have a wonderful neighbor who farm sits for us when we are out of town. He is a retired Pediatric Intensive Care Unit doctor. He does not have much farm experience but he loves everything about the farm. Whenever we leave him in charge, we feed several days worth of feed to make his tasks lighter than normal. His job more or less is to make sure the waterlines do not freeze, there is in fact food in front of the cows and to make sure everyone stays where they are supposed to be. You see, as farmers we take for granted our rituals on our farms. We feed a certain way. Our tractors run a certain way. We know what to expect on a daily basis and we know when something is amiss. I have learned through the years that these are things we just DO and we fail to explain them well to outsiders. Because of this, when we get home and things are just as we would have left them we get upset. Through this learning process, we decided to buy extra round bale feeders so more hay can be fed when we are gone. We make sure the barn is cleaned out. We make sure no one needs extra attention.

Every New Year's Eve, we head to Vermont as a family to stay with friends who own a "ski house" at a ski resort. We spend three or four days skiing, socializing and just enjoying being away from the farm. We eat well, we drink well and we ski well. As a family, we look forward to this trip year in and year out. To say our friends are amazing entertainers is an understatement. This year was no different. The truck was packed, the skis were loaded and we were going to hit the road in an hour, but first the cows had to be fed "extra" so that our farm sitter just had to make sure no one died.

While I was enjoying my coffee and tending to the last minute details of getting 2 adults, 2 kids and 2 dogs into a car for a quick get a way, I cringed when my phone rang and saw that my husband was calling from the farm. This could not be good news. "Hey, you might want to get down here soon. You have a new calf." Ummmm... what?? You see, we calve out in the summer on lush green pastures. Why... because winter in Upstate NY is not much fun when you throw cattle into the mix. I assured him he must be wrong. He just laughed and said, "I'm quite sure I know what a newborn calf looks like." I head over the farm to be greeted by, believe it or not, a very healthy, very large heifer calf. You see, we had one cow not calve this summer. Her name is Simone. She is my pet. Whether or not she has a calf, I deep down do not really care because she is my pet. She has an awful udder; she is extremely large framed and a wee bit rotund. Some years she calves, some

years she doesn't. It's just the way it goes with Simone, and she gets a pass from me. There is nothing special about this cow, except I love her the most. She has awful conformation. She is stubborn as can be. She does not follow the herd. She truly is a pain in the backside. But I love her. A lot.

Well, apparently Simone was very late bred and I did not know it. She delivered a 130 lb. heifer calf in a driving snowstorm. I immediately knew our trip to Vermont would not be the same. Remember, we were scheduled to be on the road in less than an hour. Hubby and I talked and we agreed he would take the kids to Vermont. I would join them later that day once I knew all was okay at the farm and I felt comfortable leaving. I did not feel comfortable leaving a newborn calf I wasn't certain was nursing with our farm sitter. I stayed at the farm for hours that day. The calf would not nurse. The calf would not take a bottle. The calf would not even open its mouth. For hours I wallowed around in the manure trying to wrestle a wet 130 pound calf. That evening my family called begging me to join them in Vermont. I could not do it. The next day was not much different. Manure, milk, snow, more manure and having to tackle 130 lb to get a bottle in her mouth. Once again, my family begged me to join them. Once again, I could not do it. Everyone understood. The farm comes first. So, while my family was eating Beef Wellington and drinking fine wine, I was wearing manure soaked Carhartts. While they were off enjoying the skiing, I was wrestling a calf in the manure and mud and snow. I was not upset. I was not complaining. It was just part of what must be done to keep a calf healthy and alive.

This story does not sound foreign to any of you reading. At some point we have all had fun plans ruined by a disaster at the farm or ranch. We take it in stride. We know another fun event will come. We know that if we skirt our farm and ranch responsibilities we have no farm or ranch to come home to. We truly take this for granted.

Why do I tell you this story that you are probably all too familiar with? I tell you this to remind you all that these are the things the general public needs to see and hear about. They need to see us putting our cattle and farms first. They need to see us doing it because we love it. They need to know we (generally) do not complain about these things. This story was perfect for my social media outlets. It was a perfect story to show the general public what we are willing to do and sacrifice for our animals and our way of life. It was a perfect way to get the general public cheering on a farmer and a calf. It engaged them and made them feel like they were a part of the story.

I am happy to report that after ELEVEN days of bottle feeding and trying to get "Holly Hand-warmer" to nurse, she FINALLY figured it out. ELEVEN dirty, messy, frustrating days. In those eleven days, I mixed up twenty eight bottles, washed my Carhartt bibs a dozen times, missed numerous amazing meals, shed too many tears to count and bought myself a pair of new skis as a form of retail therapy. I cannot wait to test out those new skis on our upcoming ski trip to Utah... barring no unforeseen calving. 🐄

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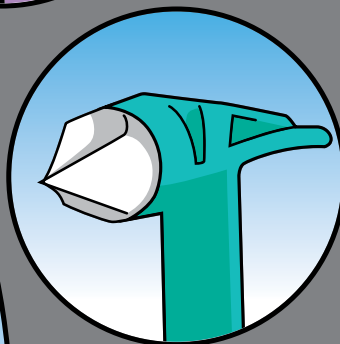


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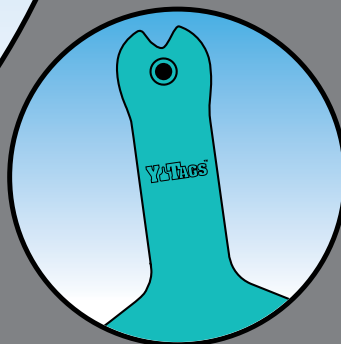
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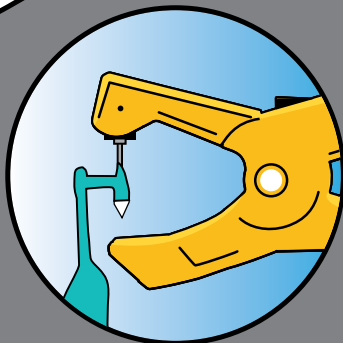
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MANAGEMENT MATTERS

Crossbreeding Beef Cattle

Evaluating your operation goals

By Eldon Cole for Cattlemen's News

Mt. Vernon, MO – Crossbreeding beef cattle has an interesting history. It was not generally viewed as an acceptable practice in the first of the last century. However, cattle producers in the southern part of the United States discovered that a Brahman cross on British breeds, such as Hereford, Angus and Shorthorn outperformed the average of the two parents. This extra performance is referred to as heterosis or hybrid vigor.

Until the 1940's and 50's, breeding cattle to raise purebreds was the normal and crossbreeding was viewed as a no-no. However, crossbreeding became a hot item about the time I began my Extension career in the 60s. Researchers at the University of Missouri were leaders in evaluating heterosis among different breeds.

The University was ahead of it's time when they established their heterosis project at their research farm near Spickard in north Missouri. The chosen breeds to be compared were Angus, Hereford and Charolais. Absent from the project was Shorthorn, which caused a little concern among that breed's faithful. Even though the researchers took some heat for the breed choices, it was soon forgotten and valuable crossbreeding data was generated from the effort.

In 1969, the United States Meat Animal Research Center (MARC), Clay Center, Nebraska established the "germ plasm evaluation program." The main objective was to develop an understanding relating to optimizing biological factors such as cow size, dystocia, milk level, weaning weight, post-weaning growth in different environments and production situations. This huge effort first compared

Hereford, Angus, Jersey, South Devon, Limousin, Simmental and Charolais bulls when mated to Hereford and Angus cows.

The MARC work expanded to numerous breeds and crosses. The latter are known as composites, which is similar to breeding purebred cattle where you develop a specific breed combination. The biggest concern with the composite is the loss of hybrid vigor. Today, the trend to composites results in basically a two-breed combination for example SimAngus, LimFlex (Limousin-Angus), Balancer (Angus-Gelbvieh). In this region, the Beefmaster with roughly one-half Brahman, one-quarter Hereford and one-quarter Shorthorn in the original composite remains popular.

Heterosis, based on research, does the following: improves calving rate; improves calf survival to weaning; improves weaning weight; improves yearling weight; and the sum of all this amounts to an improvement in weaning weight per cow exposed by 20 to 25 percent.

Brangus, Braford and Santa Gertaedis are crosses now considered as purebreds by most as they contain three-eighths Brahman and five-eighths either Angus, Hereford or Shorthorn. Numerous breeders have developed their own composites. Many of these blends will see the level of hybrid vigor diminished compared to the three-breed rotation. The latter rotation is considered tops when seeking maximum retained hybrid vigor.

To achieve maximum hybrid vigor is what MU did in the 60s with the Hereford, Angus-cross cow bred to a Charolais bull. However, if you retain heifers as replacements, you'll see a reduction in hybrid vigor. In order to simplify the program, the logical plan for small herds is to seek a source of two-way cross females that match with their environment and breeding objectives. Those females are bred to a third breed or a composite bull.

Each of you may have different preferences. The Angus-Hereford cow is still a popular cross in this area. We are seeing interest in Red Angus-Hereford, Red Angus-Charolais and numerous other two-way crosses for a cow that you can locate a reliable source from. The Missouri Show-Me-Select beef heifer program is proving to be a popular source of replacements. These females are bought to retain in your herd and mate to bulls of your choice as a terminal cross. The two-breed cow should be selected for maternal strengths, optimal milk, longevity, moderate size and adaptability to your environment.

The terminal sire you select should have expected progeny difference (EPD) data strong in growth and carcass quality traits and be an easy calver. Remember the offspring will be fed out and sold for beef rather than reproduction.

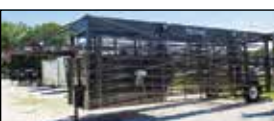
I realize cattlemen like to be individuals who have something different, but a lot can be said when you're crossing for hybrid vigor to have calves that easily match up with the kind your neighbors might be selling that same day. Order buyers like cattle that are uniform so having unusual breed combinations in your cross could be a detriment even though you really like them.

Here are a few closing comments. Use EPDs as you search for breeds that you'll use in your crossing system. Refer to the MARC data for breed strengths. It takes two good purebreds to make a good crossbred animal. Herds of fewer than 50 to 75 cows should not try to raise their replacements. Find a breeder you relate to that raises the kind of replacement crossbred female that work under your forage and management conditions. Utilize artificial insemination as much as possible in your sire searches. This way you do not have the expense of buying so many bulls as you seek breed complementarity.

Eldon Cole is the livestock field specialist for the University of Missouri Extension.



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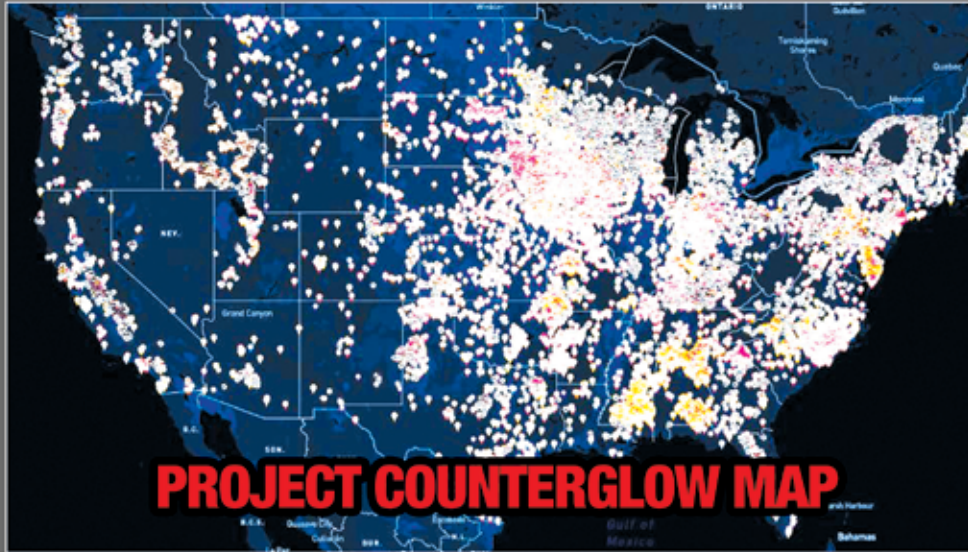


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MANAGEMENT MATTERS

Cut Seasons Short for More Profit

Are long hay-feeding seasons and long calving seasons related problems?

By Jordan Thomas - reprinted with permission from Beef Magazine

Long hay-feeding seasons and long calving seasons are really the same problem. In the Twitter world, I think I am supposed to say: “That’s it. That’s the tweet.”

But for the sake of making a complete argument, let’s flesh this out. Long hay-feeding seasons and long calving seasons really are just different manifestations of the same fundamental problem.

Admittedly, you can have one problem without the other. But in practice, it usually doesn’t happen that way. Most of the time, the

same operations that have extended-length calving seasons have extended hay-feeding seasons.

Why is that? What in the world does calving have to do with feeding hay? As with most things in life, the problem starts with the person in the mirror.

How did we get here?

Long hay-feeding seasons do not just happen. There are all sorts of strategies to extend the grazing season, even for the entire calendar year. In my home state of Missouri, it may be stockpiling fescue or grazing crop residues. In Mississippi, it may be seeding winter annuals or having some cool-season perennial forages on the farm. In Montana, it may be windrow or swath grazing.

The strategies vary. But why do we allow our operations to carry on with this hay habit when there are lower-cost strategies out there?

Long calving seasons do not just happen either. We know how to get bulls out of pastures, and we ought to know what happens if we don’t.

It is fundamentally, ipso facto impossible to have a long calving season without a long breeding season. We can even have a longer breeding season and still manage for a shorter calving season simply by marketing late-conceiving cows based on a pregnancy diagnosis.

So why do we allow our herds to calve over months-long periods when there are more profitable strategies?

Without a doubt, logistics play into both hay feeding and reproduction: fence and stock water infrastructure, labor, previous management and a host of operation-specific considerations. Ultimately, however, the root cause of a long hay-feeding season or a long calving season is our own decision-making.

You might even say our human nature is to blame. We have a nasty habit of wanting a large number of animals, and we make animal numbers a goal in and of itself.

Regardless of the reason, we seem to want more cows. As a result, we often keep cows around that really have no place on the operation.

The root cause

If we are feeding hay for too long or calving for too long, the root cause is fairly straightforward: We did not cull cows we ought to have culled. A cow that conceives late is inherently less profitable.

She will wean a younger and therefore lighter-weight calf next year. She will also conceive late in next year’s breeding season if she conceives at all. If she does breed

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back, the vicious cycle will just continue, with another year of calving late, weaning a lighter calf, and having a higher likelihood of falling out of the herd.

If we run the numbers on cows as if they were individual employees, we would find the revenue brought in by late-calving cows does not justify their “salary,” so to speak. We have better opportunities to reinvest the equity tied up in those cows and the operating costs tied up in carrying them all year long.

What does that have to do with hay? Before the advent of the large round bale, it seems that we realized the costs and labor associated with hay, and we minimized its use. Now, perhaps thanks to the convenience of the large round bale, hay has become a management crutch.

We use hay to run more cows than our land is capable of carrying in its current state. Maybe a long hay-feeding season made sense economically in the 1970s, but it just doesn’t today.

And it has never made sense ecologically; repeated haying year after year is about the most rapacious thing we can do to a grassland.

Carrying capacity of pasture and rangeland is not fixed, of course, and we can increase carrying capacity with management. But while I will concede that very few of us are overstocked relative to what the land’s carrying capacity could be, it is pretty hard to winter a cow on hypothetical forage.

Unless or until our management increases the carrying capacity of the land, the least profitable cows need to go find a new place to work for a living. Keeping them around just makes it more expensive to feed the entire herd.

Economies of scale

Scaling up an operation can make a lot of sense theoretically, spreading fixed costs like equipment and labor over more cows, and reducing those costs on a per-cow basis. But is that what actually happens?

The human urge to acquire even more usually gets the better of us; we usually scale up our overhead costs right along with our cow numbers. Worse still, we usually stretch our resource base too thin and wind up with higher operating costs, usually manifested as an increased number of hay-feeding days.

The wiser financial move is to get creative about cutting both overheads and operating costs, even if it means scaling down. Every piece of published literature I am aware of indicates that the effect of cow carrying costs on profitability is orders of magnitude higher than any effect of operation size.

If cows are generating net negative margins, that is not something you want to scale up. Having more cows that lose money just helps you lose more money faster.

Lifestyle

Some would say they see their farming or ranching really as a more of a lifestyle than a business. I can appreciate that, and I realize it might make the financial drain of long hay-feeding or long calving seasons less worrisome.

But if lifestyle is what you are after, is that really the lifestyle you want? Frankly, I can’t think of a worse lifestyle than feeding hay for five months of the year, or letting calving season

drag on and on. If you want to talk about quality of life, talk to ranchers who have their calving seasons and hay feeding seasons tightened to 60 days, or even just 30 days.

The good news is that it is really not that hard to turn either of these situations around. In fact, it can even feel good.

Culling cows, you have an influx of liquidity from the sale of animals that might have actually been losing money. Moving to a shorter hay-feeding season, you may be able to free equity currently tied up in equipment, or hours and hours of labor currently tied up in hay production.

I have yet to meet a cattle person who has made these changes and decided to go back to business as usual. They usually seem a lot less stressed, too.

You don’t need to make the move to an ultra-short calving season or hay-feeding season all in one year. In almost every case, this is a multiyear process that will take planning and replanning. 🐮

Jordan Thomas, a Ph.D., is the state cow-calf Extension specialist with the University of Missouri. Contact him at 573-882-1804 or thomasjor@missouri.edu.

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MANAGEMENT MATTERS

Expensive Supplements

Putting the pencil to your feed costs

By Eric Bailey for Cattlemen's News

Anyone buying feed recently has experienced sticker shock. The price of corn has sway over the price of other commodities commonly fed to beef cattle. Bushel price of corn has increased by 60% since August 1, 2020, so we are all feeling the pinch in terms of feed prices. Let's review the fundamentals of supplementation and identify any unneeded supplementation, which will help cut costs. I do not encourage cutting supplementation solely based on feed pricing.

Why are you providing a supplement to beef cows today? If your forage base is warm-season grasses, the most limiting nutrient is protein. Nutritionists recommend feeding between 0.5 to 1 pound of crude protein per cow per day when forage crude protein concentration is below 7%. If you are raising cattle on fescue, it is more likely that energy is limiting rather than protein. As it is the dead of winter and many folks are feeding hay, it is crucial to have an idea of hay's quality. Estimating based on your eye or the smell of the forage could lead to over-supplementation.

The other important piece of the supplementation puzzle is cow nutrient requirements. I like to use 7-9-11% crude protein and 55-60-65% total digestible nutrients (TDN) as my rules of thumb. These levels correspond to a mid-gestation, a late gestation, and a peak lactation cow. For fall-calving herds, you are likely on the backside of peak lactation, and TDN require-



ments are closer to 60%. A scenario that concerns me is winter-calving cows fed hay over the next 45-60 days. If your hay TDN is 48-52% TDN, cows will be energy deficient during a crucial time of their production cycle.

Ideally, beef cows calve at a body condition score (BCS) of 5 (on a 1-9 scale) and maintain a BCS of 5 through the breeding season. Cows calving below a BCS 5 have a longer time inter-

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Continued from previous page

val before being ready to breed. Unfortunately, to stay on a 365-day calving interval, a cow must rebreed within 85 days of calving. Increasing post-partum interval by 20-30 days decreases their chances of getting pregnant early in the following breeding season. Generally, a cow does not come open after one bad year. My experience with cows failing to rebreed is that they breed later each year for 2-3 years before they no longer line up with your defined breeding season. Keeping cows breeding early in the breeding season year over year is a hallmark of a successful cow-calf operation.

At the same time, I can understand the desire to cut feed costs this year. Try to identify unneeded supplementation and trim around the edges, rather than dipping into the body condition savings account. It is unprofitable to try and feed cows to increase a BCS if they have already calved. Test your hay if it has not been already and feed the highest quality (greatest TDN %) to cows with the greatest nutrient requirements (winter-calving cows, in this case). Feeding supplements designed to provide supplemental protein are often not the most cost-effective source of supplemental TDN nor do they provide enough calories to meaningfully affect the energy status of a cow consuming a forage that has less than 7% crude protein.

Ensure that if you are substituting feeds in or out of your supplement mix, you understand the differences in nutrient profiles. I like to index feeds by comparing the cost per pound of TDN. Despite its rapid price increase, corn is still the best deal per pound of TDN in many places. Do not substitute corn out of supplement mixes unless it becomes more than 25-30% more expensive than alternative supplements, such as soyhulls, gluten pellets, or distillers' grains. Remember, corn is not a protein supplement and should be mixed with a feed containing greater protein. However, a feed mix that is 80% corn and 20% dried distillers' grains could be an alternative

supplement. This mix will have roughly similar protein to a standard commodity mix yet have greater energy (roughly 10% greater energy than traditional commodity mixes).

One last tip. If you can add an ionophore into your supplement, do it. If you are concerned about the cost of ionophores, do not be. Ionophores are designed to enhance feed efficiency and are a real value. I recently received a question from a producer about removing it from his backgrounding diet. He paid roughly \$2.30 per 50 pound bag more for a feed containing an ionophore than one without. Based on an 8.5% increase in average daily gain reported by the manufacturer, which I verified independently, the cost per additional pound of weight gain during a 90 day feeding period due to the ionophore was \$0.30. A cost of gain at \$0.30 per pound is a real bargain in the market right now.

My best advice to y'all, do not trip over dollars to save pennies during times of expensive feed. Hope for early spring and for grass to start growing again soon. Until then, do not allow your cows to lose body condition due to the cost of supplemental feed. 🐮

Eric Bailey, PhD, is the State Beef Extension Specialist and Assistant Professor of Animal Science at the University of Missouri.



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MANAGEMENT MATTERS

Longevity in a Cowherd

Managing your cows for the long-term

By Anita Ellis for Cattlemen's News

In the cow-calf herd, managing for the stay-ability or longevity of a cow has to start early in her life. As a heifer, manage her reproductive performance and other important characteristics for long-term success. Much like a savings account or long-term investments, it is the upfront deposit (or inputs) and long-term management plan that accounts for the most return for your money. Whether purchased or home-raised, you should outline clear expectations of a heifer's performance before her first calf and for each following year.

One of the first characteristics to select for are heifers born early in the calving season. These heifers come from the early-conceiving—and therefore potentially more fertile—cows in the herd. Additionally, these heifers will have a longer period to become reproductively mature as well as meeting a defined target weight (55-65% of mature body weight) before the start of the breeding season. Instead of just selecting the largest heifers out of the group at weaning, consider their age carefully.

Screen replacement heifers before the breeding season for maturity of the reproductive tract and adequate size of the pelvic opening. Cull heifers that are likely to have calving difficulty (see the Show-Me-Select Replacement Heifer Requirements as guidelines). Setting these standards early on will 'weed out the weak' and prevent you from spending money and time on heifers that are likely to cause problems. Following this, it is time to plan for an appropriate service sire to breed your replacement heifers. Whether artificial insemination, natural service, or both are utilized for replacements, select a sire with a desirable calving ease direct expected progeny difference (EPD), coupled with a high accuracy. Selecting for these options results in a decreased likelihood of calving difficulty. Avoiding trauma to the uterus and birth canal can impact the female's long-term reproductive and calving productivity, let alone reduce the risk of losing her first calf. After



calving ease selection, choose a sire with other desirable traits that align with your production goals.

The next step is to maintain these young pregnant females to the best of their genetic ability. Bred heifers have significant nutritional requirements as they are still growing while maintaining pregnancy. Provide these females a higher quality forage and supplement as necessary. By meeting and exceeding their nutritional needs so that they calve at a body condition score of 6 (on a 1 to 9 scale), they are better prepared for the following step – rebreeding.

Many consider the hardest calf to get from a young female is not the first calf but the second or even third calf. It is not until after this point that the old adage states a cow begins to 'break-even'. If first-calf heifers tend to have difficulty rebreeding then consider the practice of breeding to begin calving before the rest of the herd, allowing them more time to

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Continued from previous page

become ready for rebreeding. The difficulty in rebreeding is due to uterine involution, nursing a calf, restarting the estrous cycle, all while still growing.

Yet, the hard work does not stop there. While fertility and reproductive performance of heifers and young cows is important, there are several more traits that factor into longevity: docility, soundness, udder conformation and finally, the ability to successfully wean a quality calf. Unfortunately, it is difficult to screen for most of these traits when a heifer is starting out. Because it is not typically economically wise to cull a young cow after investing so much into developing her as a heifer, be sure to check her dam for indications of these traits.

When it comes to her ability to wean an average to above average calf, consider a cow that has been in the herd many years. She always has a calf, but over the years, her calves begin to consistently weigh below average at weaning. If she requires the same inputs and resources as her more productive herd mates, does it make financial sense to keep her around? Record-keeping is a must!

By applying pressure on the initial input that is heifer fertility, then making thoughtful selection decisions to get desired traits, eventually culling



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Anita Ellis, extension field specialist,
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TRENDING NOW

Mindset Matters

Adjusting your mindset will elevate your outcomes

By B. Lynn Gordon for Cattlemen's News

February is Super Bowl month, a time when all eyes are on the two teams who made it through to play for the most coveted trophy in the sport of football. The look will be different for the 2021 championship game with the stands not full of cheering fans, but the dream for the players to play in the Super Bowl remains.

One young man who had that dream was Jordy Nelson, Leonardville, Kan. With less than two percent of college athletes making it to the pros, it was a dream with long odds.

Nelson grew up as a farm kid like many of you reading this magazine. He baled hay, calved cows, planted corn, and checked pastures. He was the quarterback on his high school football team and then made the tough decision to turn down several scholarships at lower-level division schools to increase his chances to make it all the way. He determined his best route to reach his goal and be seen by recruiters was for him to "walk-on" at Kansas State University (KSU), just 30 miles down the road from his farm.

He began as safety for KSU, later challenged by the coach to move to receiver, a position he had never played. Removing him from his comfort zone, Nelson, focused his mindset on doing what he could to "elevate his game" and be successful in this new role. His ability did not go unnoticed. He was drafted in the second round by the Green Bay Packers in 2008.

Arriving in Green Bay, he knew his ability to be successful would require new focus. As a professional athlete, his future was riding on his ability to perform. Waiting his turn to take the field he believed the best way to elevate his game was to watch and learn from the veteran players. Persistence and his willingness to learn and work hard – all skills he gained from working on his family farm – led him to be the fourth receiver in Super Bowl history with nine-plus receptions for at least 140 yards and a touchdown.

Coming off the momentum of winning the Super Bowl and one of his best year's professionally, Nelson was ready to help his team make another Super Bowl run. Then, just two games into the pre-season, Nelson tore his ACL. He was forced to sit out the remainder of the year, have surgery, and go through intensive rehabilitation.

The injury was a devastating blow to his dreams and created unbelievable uncertainty for his career. Nelson described the scenario as, "I gave myself two days to pout." Then he knew he had to change his mindset. He returned and ended his ten-year career holding the then record of 1,519 receiving yards for the Green Bay Packers. Now retired, he is the fourth generation involved on the family Angus farm.

Continued on next page

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Elevating our outcomes

Jordy Nelson was faced with the uncertainty of never playing football in the future after his injury. Would the injury heal properly? Would he be back to normal? What if rehab didn't work? If he returned, would he be able to play at the level he did before? These were all the many questions that circled through his thoughts.

Beef producers are also faced with many challenges and uncertainties. What can you do to elevate your game – to elevate your outcomes?

Learn from experiments – Nelson's role on the field changed three times in his football career not to mention the thousands of plays he practiced perfecting his abilities. He admits he made mistakes, one of which he recalls was very costly in a key game. Experiences allow us to identify our strengths and learn from our setbacks. Be open-minded to opportunities and new perspectives, and also strive for life-long learning.

Learn from others – Nelson knew his success would depend on his ability to learn from others. He allowed current players to be his mentors. Mentors help one along their path allowing them to continue to develop. They offer support and candor in your development. A mentor can relate to your situation. Is there a fellow cattleman or beef industry professional who can be another set of eyes and ears to help you reach your goals?

Learn to adjust your mindset – Changing our habits is hard work. They say it takes 60 days to be able to change a habit. Nelson gave himself two days and then dug deep to make the best out of his situation.

“Making lasting change requires a strong commitment to future vision of oneself – especially during stressful times or amid growing responsibilities,” says author Daniel Goleman in his book, *Emotional Intelligence*.

If we take a lesson out of Jordy Nelson's playbook, a positive and productive mindset is the “play” to attain goals and elevate outcomes.

Editors note: Jordy Nelson, Leonardville, Kan., was a keynote speaker at the 137th National Angus Convention, Kansas City, Mo., in November 2020



B. Lynn Gordon, Ph.D., LEADER Consulting, LLC, Sioux Falls, SD is an agricultural freelance writer and leadership consultant with an extensive background in the livestock industry. She can be reached at lynn@leaderconsulting.biz.



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TRENDING NOW

Two Takes on Direct Marketing Local Beef

Adding profitability and diversification to a beef operation

By Rebecca Mettler for Cattlemen's News

Direct marketing local beef to consumers provides a way for producers to add profitability and diversification to a beef operation. It also supplies a valuable link of open communication between customers and the beef producers, something that works to the favor of the entire beef industry.

The local beef buying trend has been on the ascent for several years, but the national beef supply disruptions felt in 2020 as a result of the COVID-19 pandemic put an increased spotlight on direct marketing beef. Many beef producers in the Four States Area have either jumped into the local beef products market or have increased their influence in the local direct market beef sector.



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Thogmartin Cattle Co., Neosho, Missouri Lucas and Jennifer Thogmartin

The Thogmartin family's involvement in the beef cattle industry spans four generations, mainly in the cow-calf sector.



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www.thogmartincattleco.com

In recent years they have found success through direct marketing beef in the Four States Area, delivering beef to customers within a 75-mile radius of their Neosho-area farm.

"We always thought the most rewarding part of raising cattle was seeing a heifer we raised deliver her first calf," Jennifer Thogmartin said. "It wasn't until we began delivering beef to customers from cattle we raised that we realized the value of what we were doing."

The Thogmartins have always taken pride in the cattle that they produce, but it wasn't until they began to harvest cattle on a regular basis that they realized they were onto something really special. The cattle were of the caliber that would grade well, and thus satisfy customers with high-quality cuts of meat.

"Last winter, we were facing the same challenge as every other producer with spring-born calves," Thogmartin said. "We had a pen full of calves that were worth substantially less due to circumstances out of our control."

While we had sold beef off the farm for several years, it had not been a primary focus for us."



Front: Kate and Mack Thogmartin, Back: Jennifer and Lucas Thogmartin

Market prices in 2020 pushed the

Thogmartins to focus more on selling beef to maximize profits as much as possible. Beyond the shift in their operation's focus, they also went through a rebranding in 2020 and recently launched a website to increase accessibility to current and potential customers. Thogmartin Cattle Co. offers half and whole beef options, beef bundles, and individual cuts.

Thogmartin credits 2020 with opening the eyes of many consumers and providing producers with the opportunity to showcase quality, locally sourced beef.

"For us, 2020 was a whirlwind," Thogmartin said. "We set goals and quickly exceeded them and then continued to build our business and focus on the product we were producing."

Since the inception of their direct-marketing beef business, quality and customer experience have been the foundational goals of Thogmartin Cattle Co. The pride and satisfaction of receiving positive feedback from customers after delivering a product that they have invested nearly two years of hard work

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into is by far the biggest benefit to the family, according to Thogmartin.

“Now, more than ever, people have a desire to know where their food comes from,” Thogmartin said. “We have found that customers are taking time to educate themselves on the product they are purchasing. They realize the value in quality and being able to have the beef cut to their specifications.”

Schuchmann Cattle Company and Schuchmann Meat Company, Springfield, Missouri



Chad and Julie Schuchmann

Chad and Julie Schuchmann credit the COVID-19 pandemic for indirectly propelling Schuchmann Cattle Company into a multi-faceted business that encompasses the entire local beef supply chain.

Chad brings a wealth of experience to the Schuchmanns' diversified beef operation. Beyond growing up in the beef cattle business, Chad began his

Schuchmann Meat Company
4660 South Campbell Suite 100, Springfield, Mo. 65810
Phone: 417-771-5339 www.schuchmannmeat.com

independent cattle buying and trucking business in 1995. Over the years Schuchmann Trucking Co., and Schuchmann Cattle Co. has expanded to include Schuchmann Meat Locker and soon-to-be Schuchmann Meat Company.

“In 2021, we will now have hands on our product literally from farm to table,” Julie Schuchmann happily explained.

The Schuchmanns purchased a custom exempt facility in Conway, Missouri, focused on beef and hog slaughter and processing in 2020, just in time to benefit from the COVID-19 pandemic-induced uptick in consumers sourcing direct from local beef producers. Within the first six months of operation, Schuchmann Meat Locker attained state inspection status and began slaughtering under inspection. While the processing facility offers a small amount of retail, at this time, its primary focus is meeting customer demand in response to the pandemic.

“Even before the pandemic, sourcing, traceability, and shopping local has become a trend in the consumer’s food buying process,” Schuchmann said. “When the beef industry encountered food chain disruptions due to COVID-19, we began marketing our cattle direct to consumers, joining in on that trend.”

The Schuchmanns are encouraged to see the potential for additional growth in the direct marketing sector within the agriculturally rich Four States Area.

“Buying local supports area farmers, but it also protects us from future market disruptions like what we experienced in 2020,” Schuchmann said.

In 2021 the Schuchmann family will celebrate the grand opening of Schuchmann Meat Company, a brick-and-mortar store, which is projected to open mid-February. The retail store will be located in Springfield, Missouri. The focus of the store is custom cut meat and meat accompaniments. The Schuchmanns will also stock specialty rubs, seasonings, sauces, jerky, olive oil, cocktail elixirs, honey, jam, pickles, cured meats, fine cheeses, other items consumers would find on a charcuterie board, and a curated selection of wine and liquor.



From left to right: Chad, Julie and Camella Schuchmann

“We want to make this an experience for the food fascinated,” Schuchmann said.

The Schuchmanns are excited about the future of the beef industry, the largest single sector industry in agriculture. After the volatility seen in 2020, beef demand is expected to move in an upward trajectory in 2021. The couple is ready to seize the opportunity of added demand and provide the Springfield area with local, high-quality beef. 🤠



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MT. VERNON - 231 Ac., Lawrence 1212, great hunting property w/mature timber partially fenced, pond, mostly wooded, very secluded, conveniently located just off Hwy 174 \$499,000

MTN. GROVE - Lone Pine Rd, 117 Ac., good pasture, fenced, live water, good location NEW PRICE \$411,250

MARIONVILLE - 109 Ac., Law 2145, great location, several ponds, well, ponds, mostly open, 20' with concrete floor, fenced & cross fenced \$430,550

GALENA - 160 Ac. Hwy FF, nice open property w/open access on FF just west of 265. 3 ponds, well, corrals, good grass... \$475,000

BILLINGS - 26 Ac. Hwy 60 & 413, 2 BR, 2 BA home, livestock barn, large equipment barn, prime location \$500,000

PIERCE CITY - 80 Ac., FR 2000, 4 bedroom 3 bath home, pool, 3 bay garage/shop, corrals, waterers, hay barns, equipment sheds, 4 ponds \$585,000

CRANE - 220 Ac., Farm Road 240, mostly open, good fence, ponds, great grass farm \$770,000

SCOTT CITY - 110 Ac. Hwy 97 & Law 2110, 5 BR home, 48x46 heated shop, 60x132 horse barn - new in 2020, 40x60 red iron hay barn, additional shop, outdoor arena, sheds, paddock, new fence, a must see .. \$780,000

BILLINGS - 120 Ac. Hwy 174, Great location, farm house, large pond, corrals, huge spring, creek run, must see!... **SOLD** \$780,000

REPUBLIC - 160 Ac. Hwy TT & PP, open & tillable, 88 ft. barn with concrete floor, several eq barns, 3 BR home, great road frontage **SOLD** \$880,000

SENECA - 282 Ac., Bethel Rd., nice level open ground, pasture or tillable, good fence & cross fence, pond, great location \$1,057,500

GALENA - 365 Ac., Hwy 173, 75% open, good pasture, fenced & cross fenced, frontage on state hwy, 3 BR manufactured home, several barns, corral, waterers, 2 wells, ponds \$1,249,000

AVA - CR PP 524, 270 Acres, great cattle farm on Beaver Creek, nice 2 BR, 2 1/2 BA home, huge 102x80 ft. barn w/office and shop, pipe corral, creek bottom, mostly open \$1,250,000

POTTERSVILLE - 504 Ac. CR 7040. Great grass farm, 9 ponds, well, 2 big pipe corrals, working barn, mostly open, new fence w/pipe corners \$1,375,000

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 .. \$1,415,000

WILLOW SPRINGS - 683 Ac., County Rd. 1170. Great cattle farm w/165 acres of open pasture, great fence, waterers, 5 BR, 4 BA home, shop, marketable timber, great hunting & fishing \$1,725,500

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

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MANAGEMENT MATTERS

To-Do or “To-Don’t”

Making decisions to best fit your operation

By Jordan Thomas for Cattlemen's News

Is it better to be competent at almost everything, or is it better to be really exceptional at just one thing? To put it differently, is it better to be a Jack-of-all-trades or a brain surgeon? There may not be a good answer. A Jack-of-all-trades is handy almost every day, and it's not very often you need a brain surgeon. That said, if or when you do need a brain surgery, a Jack-of-all-trades just won't cut it.

Just a century ago in agriculture, we would have been hard pressed to find farms that weren't diversified. Farms raised several types of crops and multiple species of livestock. It has idyllic appeal for some, and we see that concept of a farm romanticized in marketing. Many people both inside and outside of agriculture lament that today's farms usually have a narrower focus. Today's farmers are specialists—brain surgeons, if you will. Specialization does have many pitfalls. But there are also pitfalls that come with diversification. With too much diversification and too much on our radar, we may lose focus. We may underperform at each task because we simply have too many tasks going on. We may limit our ability to scale up efforts that are successful, because we are trying to keep other less successful efforts afloat. Diversification, especially when it is diversification for the sake of diversification, can get us into trouble.

Although we deal with a single species in the cattle business, most of our operations are more diversified than we realize. If you are running mature cows, developing heifer calves, grazing stocker calves, and making hay, take a step back for a second. Those activities might all be related, but there are really four different enterprises there. Is each of those enterprises actually turning a profit? More often than not, one or more of them is being subsidized by another or, worse, by off-farm income.

Hay production is an easy enterprise to pick on as an example. How many hours are spent pulling soil nutrients off your own land in the form of low-quality hay? How much of a premium above market value are you actually paying for your own hay, if all costs are considered? How much equity do you have tied up in equipment for that privilege of spending hours on a tractor each summer? How much profitability is being sucked out of your cow-calf enterprise because you're demanding it purchase overpriced low-quality hay from your hay production enterprise? I'll stop there before I get angry emails.

It's easy to pick on hay production. But it is easy to fall into a similar trap in our cattle enterprises too. Human beings are creatures of habit, and we often do things the way we have always done them. Maybe it's because the business of the farm or ranch is so wrapped up in our daily lifestyle. Maybe it's because we are too busy doing the work to stop and think about whether it is work we ought to be doing.

As we start off the new year, it's time to sit down and make ourselves take time to think. We need to visualize what the operation currently looks like, and we need to reimagine what the operation could look like if we stopped doing some of the things we are currently doing. We need to create a clear organizational picture of what enterprises we actually have on the farm or ranch. We need to look honestly at their costs and their return potential. And then we need to decide to what things we ought to do and, just as importantly, what things we ought not to do. We need a to-do list and a “to-don't” list.

Which list should development and breeding of replacement heifers be on? If you are honest about your costs, you might find it ought to be on the “to-don't” list. A lot of small to mid-sized producers should stop developing their own replacements. If it's cheaper to write the check for quality replacement females than to try to develop raised heifer calves, we ought to write the check.

Here is how to tell. If you had to purchase your weaned heifer calves from yourself at fair market value, spend the money developing them and breeding them, and sell them back to yourself at the fair market value of a bred heifer... would you have made any money on the heifers? Since ownership doesn't change hands, we often forget to think critically unless we do this kind of enterprise accounting. Take yourself out of the equation and just think about the profitability of the enterprise. Does your heifer development enterprise turn a profit?

If you find developing heifers does appear profitable, it still doesn't necessarily mean it belongs on the to-do list. The real question is whether heifer development generates as much profit as other options you have on the table. How many more cows could you support on your land if you freed up the pasture used by heifers? Remember, cows will wean off calves while you are still waiting on

Continued on next page



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The 27th Annual Tulsa Farm Show is set for Feb. 25, 26 & 27 with more than 325 exhibitors scheduled to display thousands of agricultural and ranching products and services.

The annual three day event is typically held in December, but was rescheduled to February this year due to increased Covid concerns during the Holidays.

This year's event will once again feature daily horse training demonstrations by Craig Cameron's and live cattle chute demos, featuring equipment from more than ten manufacturers.

Spartan Mowers will also be giving away a Spartan mower on the last day of the show. Attendees can register by taking a test drive on a zero-turn Spartan mower at the show. Attendees can also enter to win the daily one-thousand-dollar Showbucks drawing, sponsored by Can-AM.

A live auction will be held on Friday at Noon. All proceeds go to support the Live-stock Handling Skills Scholarship Competition. The Scholarship supports Oklahoma youth pursuing education in agriculture and livestock related fields.

Attendees can stay informed about the event and view the interactive show floor-plan at TulsaFarmShow.com. Show hours are 9am to 5pm on Thursday and Friday and 9am to 4pm on Saturday.

Look for the Joplin Regional Stockyards/Primetime Livestock booth #123!

Continued from previous page

bred heifers to have their first. Eliminating heifer development means more total revenue coming into the operation.

Additionally, think about what eliminating the development of your own replacements might allow you to do. Being both the buyer and the seller is a dangerous game if we are not careful. Often, we force our cow-calf enterprise to purchase replacements that we would never purchase from someone else. I am thinking specifically of the later-conceiving heifer that will calve too late in her first calving season to be a productive commercial female long-term. You may find it is easier to be disciplined and data-driven about the heifers you purchase when you didn't raise them. By purchasing replacement females rather than developing them, you set yourself firmly in only the buyer's chair at the table. Remember, the goal is to purchase high-quality, high-information replacements bred to calve early in the calving season.

Don't take this as me saying not to develop heifers. It's entirely possible your numbers may tell you that heifer development is one of the most profitable things you do. I know multiple individuals who, after running the numbers, realized they would be better off selling the cow herd and focusing on a custom heifer development enterprise. I know they are glad they took the time to sit down and ask the hard questions. Will you? What will be on your to-do and "to-don't" list for 2021? 🐮

Jordan Thomas, a Ph.D., is the state cow-calf Extension specialist with the University of Missouri. Contact him at 573-882-1804 or thomasjor@missouri.edu.

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Southwest Missouri Spring Forage Conference

FOR IMMEDIATE RELEASE

The 37th annual Southwest Missouri Spring Forage Conference will be held Tuesday, February 23rd and Wednesday February 24th, 2021.

This year's keynote speaker will be Dr. Peter Ballerstedt, Forage Ambassador for Barenburg USA. Dr. Ballerstedt has bachelors and master's degrees from the University of Georgia and a doctorate from the University of Kentucky. He was the forage extension specialist at Oregon State University from 1986 to 1992. The title of his keynote address on the first day is: Red Meat and Our Health: Separating Scientific Fact from Politics, Emotion, and Misinformation.

Along with the keynote topic on the first day, 13 other 45-minute sessions will be held throughout the two-day event. Topics include: beef cattle markets, Missouri climate trends,

VIRTUAL Online Event

year-round pasture management, matching cow size to forage resource, small ruminant pasture management, clover and nitrogen fertilizer management, strip grazing milo, bale grazing, managing the grazing system in the winter months, annual forages for livestock production, warm season grasses testing and performance, and forage pest issues.

The sessions will run from 8:00 am to 2:15 pm each day. Conference log-in begins at 7:30 a.m. Registered participants can enter or exit the conference as they want. After the conference, recorded sessions will be available to participants until March 24th, 2021. Participants can watch from home or 'watch parties' are being set up statewide for those with no or slow internet access or no home computer. Call for a list of viewing locations. RSVP is required for watch parties to ensure adequate social distancing.

Agricultural businesses and organizations will have commercial displays and logo representation before and between sessions. For more information on becoming a sponsor or exhibitor during this virtual event, visit the website or contact Nathan Witt at 417-451-1007 extension 3.

The cost is \$45 per person. Mail in registrations must be received by February 16th to assure access to the conference. Participants can find more information about the conference and register online at www.springforageconference.com. Contact Mary Jo Tannehill at 417-532-6305, ext.101 or Reagan Bluel at 417-466-2148 for additional questions.

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When Battling BRD, Speed and Duration Counts

By Dr. Jacques Fuselier, technical services veterinarian, Merck Animal Health

While not new, bovine respiratory disease (BRD) is one of the more common and costly health challenges in cattle. When it strikes, speed matters – both in the timeliness of diagnosis and the rate in which the antibiotic goes to work. Each is critical to ensure treatment success on the first pull.

“We’re looking for a rapid treatment response,” says Dr. Raymond Stegeman, Osage Veterinary Clinic near St. Thomas, Missouri. “The real cost of BRD is not just the mortality but the loss of performance. We want a quick response to treatment so calves get back on feed.”

In Dr. Stegeman’s area, the No. 1 bacterial cause of BRD is *Mannheimia haemolytica*, which causes the most death. *Histophilus somni* is not as well recognized but is a nagging cause of BRD, including sudden death in cattle.

Dr. Stegeman has practiced and consulted on food animal medicine for more than 30 years. Based on feedlot trial work he’s conducted and his experience, Zuprevo® (tildipirosin) is a frontline antibiotic for BRD for his clients.

Zuprevo reaches peak plasma levels in 45 minutes. Its unique chemical structure results in swift accumulation in the lungs and keeps working for 28 days in lung tissue to treat BRD caused by *M. haemolytica*, *Pasteurella multocida* and *H. somni*.¹ Zuprevo offers a 21-day withdrawal time.

“With Zuprevo, we have seen good first-treatment success and our case fatality rates have decreased,” he explains. “The quicker we can get cattle back on feed, the fewer losses we’ll sustain.”

“With BRD, we can have an 8% increase in production costs. Average daily gain can drop as much as .3 pounds per day, which over time causes a reduction in hot carcass weight.”

Dr. Stegeman says his clients like to use Zuprevo because it is a single, low-volume dose that is easily syringed. “It also has a low-volume, easy-to-calculate dose with 1 mL per hundredweight. You get a long duration of treatment with just one injection.”

Learn more about managing and treating BRD by talking to your Merck Animal Health representative or visiting zuprevo.com.

IMPORTANT SAFETY INFORMATION: FOR USE IN ANIMALS ONLY. NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. TO AVOID ACCIDENTAL INJECTION, 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.

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 residue. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. 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 slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter. **DO NOT USE ZUPREVO® 18% IN SWINE. FATAL ADVERSE EVENTS HAVE BEEN REPORTED FOLLOWING THE USE OF TILDIPIRO SIN IN SWINE. NOT FOR USE IN CHICKENS OR TURKEYS.**

1. 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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When you spot bovine respiratory disease (BRD), reach for the fast that lasts.

ZUPREVO is the only BRD treatment in its class that is rapidly absorbed in as little as 45 minutes and lasts up to 28 days.¹ Helping you win the race against BRD is just another way Merck Animal Health Works for you.

Talk to your veterinarian and get ahead of BRD at Zuprevo.com.



¹Menge 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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INDUSTRY NEWS

Missouri's Complex Fence Laws to be Explained

By Reagan Bluel for Cattlemen's News

A program to discuss Missouri's Complicated Fence Law will be held on Monday evening, February 23 from 6:30 to 8:30 p.m. The meeting will be held at the Southwest Research Center located at 14548 Hwy H, Mt. Vernon, MO. There is a \$15 charge for this meeting and that covers the program and materials. Pre-registration is recommended as space is limited.

"Missouri continues to have a very complicated fence law, in large part due to the fact that two separate laws cover the state depending on the county that your land is in," according to Joe Koenen, Agricultural Business Specialist with University of Missouri Extension who will be presenting the program that night. "If you own land you really need to know the law and how it impacts you whether you own livestock or not."

"Furthermore, in 2016 a portion of the law was changed to address livestock liability that affects livestock and non-livestock owners alike," said Koenen.

Other problems are that both laws are subject to interpretation and can be a little different, depending on the county you are in. A comparison of both laws will be given at this program. Koenen has been presenting programs on the fence law for over 30 years throughout the state. Landowners need to be aware of what the law is in their county and this meet-



ing will help them better understand their rights and responsibilities.

This program will be done live, via Zoom, so attendees can see the presentation and also ask questions of the presenter. This allows a candid conversation to address each individual situation. Visit Southwest Research Center's website and/or Facebook page to register for the event, or call 417-466-2148 if you have any questions.

A second fence law meeting will be also offered on March 8, 2021 at 6:30 in Cassville, MO. 🤠

Reagan Bluel is the Interim Superintendent MU's SW Research Center in Mount Vernon, MO.

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- Mike Colton, Former President of the Baker City Oregon Chapter Cattlemen's Association



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BEEF POT ROAST WITH CIDER GRAVY & MAPLE SWEET POTATOES

This pot roast recipe is sure to warm you and your family on a cold day. To make it even better, this heart healthy pot roast recipe comes with gravy and potatoes. Try this for dinner tonight. Beef. It's What's For Dinner. recipe is certified by the American Heart Association®. Recipe courtesy of BeefItsWhatsForDinner.com

- INGREDIENTS:
- 1 beef Shoulder Roast Boneless (3 to 3-1/2 pounds)
 - 2 teaspoons olive oil
 - 1-1/2 teaspoons salt
 - 3/4 teaspoon pepper, divided
 - 1 cup chopped onion
 - 1 tablespoon chopped fresh thyme
 - 1 cup unsalted beef broth
 - 3/4 cup apple cider
 - 3 pounds sweet potatoes, peeled, cut crosswise into 1 to 1-1/2 inch pieces
 - 2 teaspoons minced garlic
 - 2 tablespoons maple syrup
 - 1 teaspoon minced fresh ginger
 - 2 tablespoon cornstarch dissolved in 2 table-
spoons brandy or water

This recipe is an excellent source of Protein, Iron, Potassium, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium; and a good source of Choline.

COOKING:

Heat oil in stockpot over medium heat until hot. Place beef roast in stockpot; brown evenly. Remove roast; pour off drippings and season with 1 teaspoon salt and 1/2 teaspoon pepper.

Add onion and thyme to stockpot; cook and stir 3 to 5 minutes or until onion is tender. Add broth and cider; increase heat to medium-high. Cook and stir 1 to 2 minutes or until browned bits attached to stockpot are dissolved. Return roast to stockpot; bring to a boil. Reduce heat; cover tightly and simmer 2-1/2 hours.

Cook's Tip: Fresh apple cider is sold filtered and unfiltered. Filtered cider looks clear and is lighter in color than unfiltered cider, which is deep brown and cloudy due to apple pulp particles. Unlike apple juice, fresh cider is perishable and must be refrigerated before opening. Always purchase pasteurized cider.

Add sweet potatoes and garlic to stockpot; continue simmering, covered, 30 minutes or until sweet potatoes and pot roast are fork-tender.

Remove roast; keep warm. Remove sweet potatoes and garlic with slotted spoon to large bowl, leaving cooking liquid in stockpot.

Add maple syrup, ginger, remaining 1/2 teaspoon salt and 1/4 teaspoon pepper to sweet potatoes. Beat until sweet potatoes and garlic are mashed and smooth; keep warm.

Cook's Tip: Sweet potatoes may also be mashed using a food processor. Skim fat from cooking liquid; stir in cornstarch mixture. Bring to a boil, stirring constantly; cook and stir 1 minute or until thickened.

Cook's Tip: To easily skim fat from cooking liquids, use a fat or gravy separator. The spout on this special pitcher is positioned at the bottom so as fat rises to the surface the liquid below can be poured off separately.

Carve roast into slices; serve with mashed sweet potatoes and gravy.



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GROUND BEEF & PASTA SKILLET PRIMAVERA

This Italian-inspired recipe is a one-pot, fun to make and eat dish that combines ground beef, pasta, fresh zucchini and yellow squash. This Beef. It's What's For Dinner. recipe is certified by the American Heart Association®. Recipe courtesy of BeefItsWhatsForDinner.com

- INGREDIENTS:
- 1 pound Ground Beef (96% lean)
 - 1 (14-1/2 ounces) can reduced-sodium beef broth
 - 1 cup uncooked whole wheat pasta
 - 2 zucchini or yellow squash, cut in half lengthwise, then crosswise into 1/2-inch slices
 - 1 can (14-1/2 ounces) no-salt added diced tomatoes
 - 1-1/2 teaspoons Italian seasoning



This recipe is an excellent source of Protein, Iron, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium; and a good source of Dietary Fiber, Potassium, and Choline.

COOKING:

Heat large nonstick skillet over medium heat until hot. Add Ground Beef; cook 8 to 10 minutes, breaking into 3/4-inch crumbles and stirring occasionally. Pour off drippings.

Cook's Tip: Cooking times are for fresh or thoroughly thawed Ground Beef. Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of Ground Beef doneness.

Stir in broth, pasta, squash, tomatoes and Italian seasoning; bring to a boil. Reduce heat, cover and cook 9 to 11 minutes or until pasta and squash are almost tender and sauce is slightly thickened, stirring occasionally.

Cook's Tip: For early eaters (6-7 months), spaghetti can be hard to pick up prior to baby having the pincer grasp. Pieces of pasta about the size of an adult pinky finger are preferable early on it self-feeding. These include rigatoni, penne, cavatappi.

Embrace Pivots in Your BRD Management Program

Focus on finding the right BRD solution for your operation



For Immediate Release from Zoetis

Bovine respiratory disease (BRD) can be a challenge for all stocker operations as they try to raise healthy productive calves. However, there is no one magic solution for minimizing BRD that works across all herds. Jerry Armstrong, a stocker producer near Dime Box, Texas, recently saw that idea in action.

A tale of 2 BRD programs

Armstrong has two stocker operations: one in Texas and one in Missouri. For years, his BRD management strategy has involved vaccinating calves with Bovi-Shield Gold One Shot® upon arrival and under the supervision of his veterinary consultant, treating calves by pulse dosing the in-feed chlortetracycline product, Aureomycin®. While that management program has been successful on his Texas operation, it was not quite as effective in the Missouri operation.

Instead, he discovered that vaccinating calves on arrival with a combination of Inforce 3® respiratory vaccine and One Shot® BVD, along with Draxxin® (tulathromycin injection) Injectable Solution, with the option of a pulse dose of Aureomycin if needed, produced better results for that operation.

Looking at every angle

If Armstrong was trying to reduce the incidence of BRD on both operations, why did each one require a different set of solutions? On-arrival management involves more than just targeting a single type of disease — environmental and management factors play a key role in developing a BRD management plan.

There are many dynamics that can influence the incidence and outcome of BRD, but Armstrong believes that Missouri's wetter climate may have influenced the type and severity of disease that his calves developed. Also, his Missouri operation frequently purchases large groups of higher risk, commingled calves from sale barns, while his Texas operation tends to buy groups of moderate to low risk cattle from local ranches.

New calves could have respiratory disease prior to purchase, as well as more stress, which negatively impacts immune function. Since sale barn cattle have greater risk of BRD due to increased disease exposure and greater stress, the combination of Draxxin with Inforce 3 and One Shot BVD has proven to be an effective BRD management solution for Armstrong's Missouri operation.

Finding the right solution

While there is no one product that will control BRD on every operation, here are three steps you can take to help maximize the effectiveness of your on-arrival treatment program:

1. **Set goals for BRD management.** Use veterinarian recommendations as well as your operation's size and location to set realistic benchmarks for your operation's on-arrival BRD management program.


2. **Regularly assess your progress.** If you're consistently struggling to meet realistic expectations for BRD morbidity and mortality on your operation, consult your herd veterinarian to see if a different strategy might be better suited for your herd.

3. **Don't be afraid to pivot.** Armstrong's operations are a perfect example of how the tried-and-true method may not work best for every situation. Keep an open mind when it comes to ways of reducing the incidence of BRD, because what has worked in the past may not be the most appropriate choice for your current situation.

To ensure you're employing the right strategy for BRD management on your operation, work with your herd veterinarian to establish an effective on-arrival program, and visit BRD-Solutions.com or Cattle-FeedAdditives.com for complete animal health solutions.

Do not use AUREOMYCIN in calves to be processed for veal.

Caution: Federal law restricts medicated feed containing this veterinary feed directive (VFD) drug to use by or on the order of a licensed veterinarian.

IMPORTANT SAFETY INFORMATION: DRAXXIN has a pre-slaughter withdrawal time of 18 days in cattle. Do not use in female dairy cattle 20 months of age or older. Do not use in animals known to be hypersensitive to the product. See full Prescribing Information. 

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Real Estate & Estate Auction

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Address: 301 Estate Drive Sparta, MO 65753

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- 2016 Kubota L2501 tractor w/LA525 loader, 4x4, hydrostat transmission, only 97hrs., great shape!
- 2020 CanAm Defender XMR HD10, snorkel kit, custom tires & wheels, 21 hrs., 110 miles, top, windshield, 4500lb winch, Brand New!
- 2020 - 82" x 20' heavy duty bumper pull utility trailer, 2 5/16" ball, 2 - 5,200 lb axles, 15" wheels, like new!
- 2017 7'x14' cargo trailer, tandem axles, fold down rear door, Harley logo
- 2019 Kubota zero turn mower Z726X, 60" cut, Kawasaki motor, 73 hrs.
- Land Pride 5' 3 pt. bushhog
- Titan quick attach pallet forks
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Real Estate Preview:

Sunday, Feb. 21st
from 2PM to 3PM

HEART HEALTHY BEEF RECIPE

TANGY LIME GRILLED BEEF TOP ROUND STEAK

This steak is tenderized by a tangy marinade of lime, garlic and brown sugar. Throw on the grill for dinner in minutes. This Beef. It's What's For Dinner. recipe is certified by the American Heart Association®. Recipe courtesy of BeefIt'sWhatsForDinner.com

INGREDIENTS:

- 1 beef Top Round Steak, cut 3/4 inch thick (about 1 pound)
- 1/4 cup fresh lime juice
- 2 tablespoons lightly packed brown sugar
- 2 tablespoons vegetable oil
- 1 tablespoon Worcestershire sauce
- 1 tablespoon minced garlic

COOKING:

Combine juice, sugar, oil, Worcestershire and garlic in small bowl. Place beef steak and lime mixture in food-safe plastic bag; turn steak to coat. Close bag securely and marinate in refrigerator 6 hours or overnight; turning occasionally.

Remove steak from marinade; discard marinade. Place steak on grid over medium, ash-covered coals. Grill, covered, 10 to 11 minutes (over medium heat on preheated gas grill, times remain the same) for medium rare (145°F) doneness, turning occasionally. (Do not overcook.)

Cook's Tip: To broil, place steak on rack in broiler pan so surface of beef is 2 to 3 inches from heat. Broil 12 to 13 minutes for medium rare (145°F) doneness, turning once. (Do not overcook.)

Carve steak into thin slices.



This recipe is an excellent source of Protein, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium; and a good source of Iron, and Choline.

INDUSTRY NEWS

Online Two-Night Beef Cattle Conference to Discuss Various Aspects of a Stocker Cattle Operation

FOR IMMEDIATE RELEASE

Stockton, Mo.- University of Missouri Extension, the Missouri Small Business Development Center for Agriculture, Food and Forestry, and NRCS+MU Grasslands Project are working together to provide a two-night online workshop that will educate current or beginning stocker cattle operators on management strategies for optimum profitability of their operation.

“A properly managed stocker cattle operation can be a very profitable cattle enterprise,” says MU Extension Regional Livestock Field Specialist, Patrick Davis.

The *Online Southwest Missouri MU Extension Beef Cattle Conference* will be held on February 16 and 18 beginning at 7 p.m. both evenings.

The following topics will be covered by MU Extension agricultural expertise:

- stocker cattle nutritional and health management
- low-input heifer development system that produces profitable open feeder heifers
- business management, COVID-19 considerations, and economics of a stocker operation

The workshop will be provided at no-cost to you, and it will be held online via ZOOM. A link to the session will be emailed to you after registering online. Please register online by February 15 at <https://extension.missouri.edu/events/online-southwest-missouri-mu-extension-beef-cattle-conference>.

For questions related to the workshop, contact Patrick Davis at davismp@missouri.edu or by phone at (417) 955-0287.




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INDUSTRY NEWS

MCA 2021 Policy Priorities

Driving the industry into a new year

By Mike Deering for Cattlemen's News

Members of the Missouri Cattlemen's Association (MCA) attended the 53rd Annual Missouri Cattle Industry Convention in Osage Beach in person and virtually. In addition to the trade show and information gathering at the Cattlemen's Education Series, members gave staff and leaders direction. Our marching orders are clear when it comes to member-driven policy priorities for this year. Input was also taken from members not present at the convention virtually or in person through the 2021 policy questionnaire.

Members made clear that MCA should continue to push for meaningful reform to the state's eminent domain laws. Eminent domain was intended to be used as a last resort to acquire land for critical needs and infrastructure benefiting the citizens of this state. It was never intended to be used as a pathway for private, for-profit companies to buy cheap land while providing little to no benefit to Missourians. The integrity of the process needs reformed to protect private property rights of all land-owners. We will continue to push for change.

For the last two years, Rep. Kent Harden (R-43) has led legislation to make clear what entities have inspection authority on farms and ranches. MCA has always supported the legislation, but MCA members want the heat turned up a bit. This legislation will be a priority for the association in the current legislative session. As states continue to pass measures to dictate how other states must produce agricultural products, MCA will back this legislation to prohibit the inspection and enforcement of other state laws on agricultural property in Missouri. As noted above, the legislation also clarifies which entities or agencies have legal authority to inspect a farming or ranching facility in this state.

Last but certainly not least, MCA members will not tolerate a do-nothing approach to the cattle markets. Members want us to continue to work and lead initiatives to increase market transparency and robust price discovery. We will not let up on this issue. We will not wait for the next black swan event to act. This is an uphill battle but one undoubtedly worth fighting. Members who attended the convention heard from Sen. Deb Fischer (R-Neb.) and Congresswoman Vicky Hartzler (R-Mo.) about their Cattle Market Transparency Act fully supported by this association.

We have our direction, and we will not waver on these pursuits. We will not back down and will not fear failure. We appreciate your membership and your ownership in this association. If you are not a member, we invite you to join. We need to collectively push in the same direction to ensure success. I will offer no promises except that we will listen and work relentlessly to transform the goals of our members into reality. 🤠

Mike Deering is the executive vice-president of the Missouri Cattlemen's Association.

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Mo Beef Mo Kids Mo Fit

Celebrate Beef with Heart Health Month

February is heart health month. Did you know? Lean beef can be part of a heart healthy diet and support an overall healthy and active lifestyle.

By Mo Fit (MoBKF) Program

Recent research shows that eating lean beef as part of a heart-healthy dietary pattern can help maintain normal cholesterol levels.

In a study published in the American Journal of Clinical Nutrition, researchers from Penn State University found that people who participated in the Beef in an Optimal Lean Diet (BOLD) study, maintained healthy blood cholesterol levels while consuming a dietary pattern rich in vegetables, fruits, whole grains, nuts and beans, with lean beef as the primary protein source. The BOLD diets contained 4-5.4 oz (weights before cooking) of lean beef daily, while providing less than 7% of calories from saturated fat, consistent with current fat intake targets. The BOLD study is the latest addition to the body of evidence that supports including lean beef in a heart-healthy diet. In fact, over 20 studies of lean beef in healthy dietary patterns support a role for lean beef in a heart-healthy diet and lifestyle.

Source: Cattlemen's Beef Board, National Cattlemen's Association, [beefitswhatsfordinner.com](https://www.beefitswhatsfordinner.com). For more information on studies and sources, visit <https://www.beefitswhatsfordinner.com/nutrition/beef-and-heart-health>.

I Heart Beef

As part of Mo Beef Mo Kids (MoBKF) education outreach, students across the state will have the opportunity to learn about beef and its role in heart health and overall nutrition. Students can earn prizes this February in honor of heart health month by completing activities around beef nutrition and production. For more information, visit mobeefkids.com.

About

The 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 about the program or to participate, please contact Brandelyn at info@mobeefkids.com. MoBKF is supported through the beef checkoff and by more than 50,000 Missouri farmers and ranchers. 🐮



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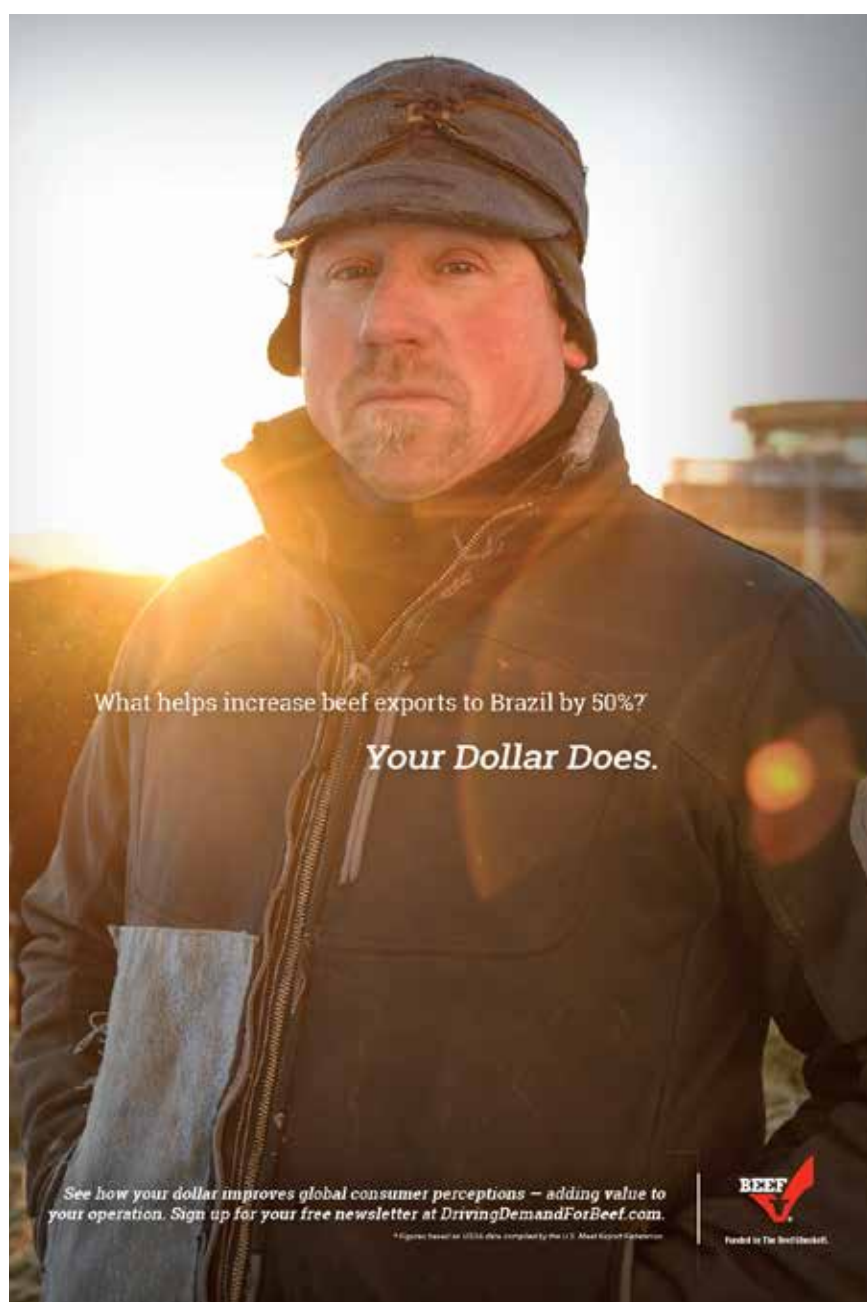
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MANAGEMENT MATTERS

Heterosis Boosts the Bottom Line

Considerations for your cattle operation

By Troy Rowan for Cattlemen's News

Sometimes, I get ahead of myself as a beef cattle genomics researcher. I'm always thinking about the "next big thing", or the next major step forward in the genetics and genomics space. While those occasionally happen (for example, the development of EPDs in the 1970s or genomic-enhanced EPDs in the 2010s), there are typically a host of the "little things" that we can do in our operation on the genetics side, that when done together make a big impact on a herd's profitability. When I'm asked what genetic strategy or technology would generate the greatest influx of profit into the beef industry, my answer isn't the shiniest new genomic test or even the universal adoption of EPDs. It's more crossbreeding. Geneticists have long known that when we

breed two divergent lines with one another, the progeny often outperform the average of their parent's phenotypes. The biological cause of this phenomenon, heterosis, has not been completely nailed down. Despite the unclear underlying biology, one fact is clear – it works! Crossbreeding, when used in conjunction with well-defined breeding goals, has the potential to improve every economically relevant trait in your herd.

According to a 2008 USDA report, only 45% of commercial cowherds were utilizing any form of crossbreeding, a number that has likely dropped in the years since. It is always surprising to me that so many commercial producers leave money on the

table by not leveraging crossbreeding in their operations. While other management interventions harbor additional costs to implement, the gains realized from crossbreeding are effectively pure profit!

Heritability, or the proportion of variation in a trait that is attributable to genetics, varies between traits (for example, see <https://www.angus.org/Nce/Heritabilities.aspx>). For a given trait, the increase in crossbred progeny performance compared to the average of its purebred parents' performance (heterosis) is inversely related to heritability. This means that for high heritability traits like carcass quality, heterotic gains are typically small (0%-5%). Crossbred calves have been shown to have weaning and yearling weights ~4% higher than their parent's average (Cundiff and Gregory, 1999). While this may seem modest, my cowboy math suggests that implementing crossbreeding could add another \$30-\$50 per head in weaned calf weight. Multiply this across an entire herd and suddenly we are talking about significant gains to our bottom line. For lowly-heritable traits like fertility, cow longevity, and health, crossbred animals can experience heterotic gains in excess of greater than 25% compared to their parent average. Cundiff and Gregory (1999) estimated that a crossbred cow would produce on average one more calf and wean off at least 600 more pounds of calf weight compared to a purebred counterpart over the course of their lifetimes. These effects of heterosis make multi-generational crossbreeding an attractive way to capture not only the individual performance gains of an F1 calf but even greater returns from maternal heterosis in replacement females.

As with any decision on the farm, we are always best served by approaching crossbreeding decisions with a plan in mind. Simply turning out a different breed of bull doesn't guarantee that you'll observe any performance or economic gain. Not every cross actually makes sense. An F1 Angus x Miniature Hereford calf will likely outperform its parental average for weaning weight, but it won't outperform a straight bred Angus calf. When crossbreeding, matching complementary breeds with one another is a great way to both exploit heterosis and the additive differences that exist between breeds (i.e. Charolais growth + Angus marbling & calving ease). Gains due to heterosis will also be greater in

Continued on next page

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crosses between more divergent breeds. An Angus x Red Angus (two closely related breeds) cross will have substantially lower heterosis compared with an Angus x Brahman cross (two different subspecies).

Introducing crossbreeding to your herd can be as simple or complex as necessary. We often think about heterosis in the context of producing terminal F1 animals. While individual heterosis is maximized in the F1, it is possible to retain heterosis for multiple generations through the use of rotational crossbreeding systems or advanced generation crosses. Complex rotational crossbreeding systems with more breeds will require a more hands-on approach and logistical planning but result in greater retained heterosis for both individual and maternal traits. A more detailed look at crossbreeding plans and programs can be found in this eBeef factsheet: <https://beef-cattle.extension.org/crossbreeding-for-the-commercial-beef-producer/>.

An easier way to exploit heterosis in your herd outside of a defined crossbreeding plan can be achieved through the use of composite females and a regularly rotating set of bulls. Composite females have long been popular in some commercial herds as a way to leverage heterosis in maternal traits. Further, Bos taurus x Bos indicus composite females have long been popular in heat-stressed environments. Recently, many major breed associations have opened their herdbooks to composite animals (i.e., the American Simmental Association and International Genetic Solutions). In doing so, they have enabled multi-breed genetic evaluations that make it possible to calculate accurate EPDs on crossbred animals. These more accurate selection tools make using crossbred bulls (SimAngus, LimFlex, Balancer, etc.) a practical approach to introducing further heterosis into herds.

While we as researchers are still trying to understand the

exact biological basis of heterosis, the gains resulting from crossbreeding are undeniable. By combining breed complementarity and heterosis, producers can increase the performance of their calf crop and replacement females for virtually every economically relevant phenotype. 🐮

Troy Rowan is an assistant professor at UTIA Genomics Center for the Advancement of Agriculture.

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TRENDING NOW

What Cattlemen Can Expect From the 117th Congress

By Lisa Henderson for Cattlemen's News

The coronavirus pandemic has impacted nearly every aspect of American life, including those who represent cattlemen in our nation's capital. But two National Cattlemen's Beef Association spokesmen told viewers of a webinar in mid-January the organization remains engaged on issues important to the cattle industry.

"We've had to adapt to new ways of engaging with Capitol Hill," Ethan Lane, NCBA's vice president of government affairs said.

That's because so many offices were closed, and employees were telecommuting.

During the webinar – What to Expect from the 117th Congress & the Biden Administration – Lane said NCBA is engaged with President Joe Biden's team and their agenda for the first 100 days of the administration.

"First, we expect to hear and see a lot about the Covid-19 pandemic," Lane said. "The Biden team is promising a renewed engagement, and they expect to spend a lot of time on the continued pandemic response as well as additional stimulus."

NCBA also expects the new administration to focus on job creation as well as public health and manufacturing and research. The most recent jobs report was not positive, and Lane said the Biden team will make it a "marquee issue." NCBA also expects a renewed emphasis on health care and a discussion of taxes.

"That's an area where we're going to make sure they understand the negative consequences to cattle producers and landowners to some of the tax changes they may be contemplating," Lane said.

NCBA expects the estate tax to resurface as a target for the new administration.

President Trump signed a tax overhaul in December 2017 that doubled the amount of wealth that is exempt from the 40% estate tax. That exemption is now \$11.58 million for individuals and \$23.16 million for couples, but the law expires in 2026.

Another key issue for the Biden administration will be climate change.

"We will see references to it throughout the federal system," Lane said. "That's something they plan to be very aggressive on and engaging across the federal system."

Regarding Biden's cabinet picks, Lane said there will be several "Obama alumni in the mix," including former Secretary of Agriculture Tom Vilsack.

"One thing we can tell is that Biden's team are looking to those people who understand the federal system, who understand the regulatory process and don't have a learning curve when they get to Washington," Lane said.

Groups like NCBA, however, are always seeking allies in an administration who are also seeking "ways to make sure that rural America, agriculture and other interests" are not excluded from policy discussions.

Katherine Tai, who worked as chief trade counsel on the House Ways and Means Committee, is Biden's pick to be the U.S. Trade Representative.

"She's somebody we've worked with, have a relationship with and expect to be able to work well with her on trade issues," Lane said.

Biden has also named Janet Yellen, the former chair of the Federal Reserve from 2014 to 2018, as his Secretary of the Treasury. Yellen also served as President Obama's chair of the White House Council of economic advisors. Michael

Continued on next page

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Regan, Biden's nominee to serve as EPA administrator, is one Lane also said NCBA "can work with – a guy who is open to talking to agriculture."

Discussing the 117th Congress, Tanner Beymer, NCBA director of government affairs and market regulatory policy, noted that Democrats now control both the House of Representatives and the Senate, though by narrow margins, and the Senate is 50-50 with vice president Kamala Harris as the tie-breaking vote.

"The Democrats technically have control of the Senate even though in terms of membership, they are evenly split," Beymer said.

But he called Joe Manchin, a moderate Democrat from West Virginia, and Susan Collins, a moderate Republican from Maine, the two "most powerful senators in the body" as their votes can sway legislation one way or another.

Beymer said it is expected that Debbie Stabenow (D-MI) will become chair of the Senate Agriculture Committee, a position held by Kansas Senator Pat Roberts (R-KS) until his retirement last year.

"She's very challenging on cattle issues coming from the state of Michigan; she has a very high specialty crop emphasis," Beymer said. "NCBA saw that when livestock were called out for additional funding through the cares act as well as specialty crops, she played a very big role in getting that over the finish line."

In the House, David Scott (D-GA) is the new chair of the agriculture committee, who Beymer calls "a really good friend of our industry."

A key issue for the cattle industry in the 117th Congress is climate change, Lane said.

"We're going to continue to advocate for common sense," said Lane. "We have a fantastic story to tell as it relates to climate and sustainability."

Lane acknowledges many people in Washington have erroneous, negative information about the environmental impact of cattle production, yet he believes the industry has the ability to overcome that misinformation.

"We will need to push back on that with facts," Lane said. "We'll push back on that with our low emissions footprint, the fact that cattle are only 2% of greenhouse gas emissions in the United States or 3% if you factor in feedlots. Those are the real numbers, so we'll need to engage aggressively." 🐮



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^a Here's the Premium study, 2016, Certified Angus Beef LLC.

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Monday Feeder Market Live



Wednesday Cow/Bull Market Live



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MARKET WATCH

Market Recap: Feeder Cattle Auction

February 1, 2021 | Receipts 4,016

****Close**** Compared to last week, steers under 700 lbs. traded 1.00-7.00 higher, over 700 lbs. traded steady. Heifers under 600 lbs. traded 3.00-7.00 higher. Over 600 lbs. traded steady. Very muddy conditions caused the supply to be light. Demand was good. Supply included: 100% Feeder Cattle (58% Steers, 41% Heifers, 2% Bulls). Feeder cattle supply over 600 lbs was 59%.

Feeder Steers: Medium and Large 1 300-350 lbs 185.00-192.50; 400-500 lbs 173.00-192.50; 500-600 lbs 152.50-173.00; 600-700 lbs 140.00-156.00; 700-800 lbs 132.50-140.00; 800-900 lbs 127.00-138.00; pkg 913 lbs 124.00. **Medium and Large 1-2** 300-400 lbs 172.00-181.00; 400-500 lbs 156.00-170.00; 500-600 lbs 141.00-157.00; 600-700 lbs 141.00-157.00; 700-800 lbs 127.00-140.75; 800-900 lbs. 120.00-126.50; 950-1000 lbs 112.00-116.00; pkg 1058 lbs 105.00.

Feeder Heifers: Medium and Large 1 300-400 lbs 144.00-152.00; 400-500 lbs 141.00-155.00; 500-600 lbs 130.00-149.00; 600-700 lbs 121.00-132.50; 700-800 lbs 122.00-132.50; 800-850 lbs 122.00-127.25. **Medium and Large 1-2** pkg 378 lbs 140.00; 400-500 lbs 135.00-140.00; 550-600 lbs 121.00-137.50; 600-700 lbs 114.00-121.00; 700-800 lbs 117.00-121.00; lot 905 lbs 109.00; lot 1030 lbs 100.00.

Feeder Bulls: Medium and Large 1 pkg 363 lbs 180.00; pkg 537 lbs 150.00; pkg 558 lbs 145.00; pkg 638 lbs 130.00. **Medium and Large 1-2** pkg 835 lbs 117.50.

Source: USDA-MO Dept of Ag Market News Service
Keith Hyde, 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.

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.



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MARCH 6, 2021

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SAT GRIDMAKER 0203 P M940446
DOB: 1-26-20 BW: 86 lbs. AWW/R: 834 lbs./106
SAT GRIDMAKER 6306 X PATRIOT X ELVIRA 696S
CE: 4.6 BW: 1.3 WW: 41 YW: 80 Milk: 14 TSI: 227.09

SAT RAINDANCE 9219 19795950
DOB: 9-3-19 BW: 65 lbs. AWW: 713 lbs.
SAV RAINDANCE X SYDGEN STACKED DECK
X S A LADY LUCK
CED: +7 BW: +1.4 WW: +63 YW: +115
Milk: +18 \$B: +141

SAT LT RIDGE 9238 P
M940410 DOB: 9-19-19
BW: 84 lbs.
AWW/R: 748 lbs./108
PVF RIDGE X
LT BRENDA 2184
CE: 5.5 BW: -0.2 WW: 46
YW: 85 Milk: 95 TSI: 229.30



SAT AUTHORITY 9049 P
M940443 DOB: 9-10-19
BW: 81 lbs. AWW: 681 lbs.
LT AUTHORITY X
LEDGER X LT CAROL 4105
CE: 9.0 BW: -1.4 WW: 28
YW: 54 Milk: 10 TSI: 202.01



SAT YELLOWSTONE 0301 P ET EM940417
DOB: 2-1-20 BW: 75 lbs. AWW/R: 833 lbs./ET
LT AUTHORITY X LT BRENDA 2184
CE: 10.0 BW: -2.4 WW: 35 YW: 63
Milk: 11 TSI: 209.14



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