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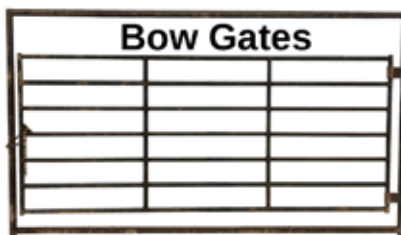
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ON THE BLOCK

with Jackie Moore

We made it...2021! Goodbye 2020... so happy it's gone! As we begin the new year, we will have a new President and a new party in office. What all those changes bring is probably going to be interesting. Hopefully it won't be so "up & down" as what we've just been through because it's been so stressful for all of us.

As we look at the market, we started off pretty good. We've seen the corn prices and all the grain prices go straight through the roof. I thought when the calendar year turned we might get a little momentum in this market, and we have in some aspects. The lighter cattle can go to grass, but these yearling cattle are just trading sideways and more likely they are trading lower than they were just because of the price of the grain. For whatever reason, we just can't get this fat cattle market going like we need to. We traded cattle this week for \$1.12, and probably they are losing a little at that price. It just keeps dragging on with these fats that keep mashing on the feeder cattle. I can tell you that what these buyers are giving for them, if you put the pencil to 'em with a \$1.00 cost of gain, most of them are losers so they are giving all they are worth. It just seems like to the rest of us producers that we need more, and I'm right there with you.

This first week of January we sold a lot of cattle - about 21,000 of them! The market has been 2-10 higher on some cattle if they were light enough and 1-5 lower on cattle weighing over 650 lbs. But, you've got to also understand that we are selling a lot of weaned calves that are just now 10-12 months old. We were selling a lot of cattle that were a year and a half old, and those weaned calves just don't perform like those older cattle do so that's one reason. We see them a little lower and most of them have a little meat on them because they've been taken good care of, and they just don't have the performance that those "true yearlings" have in them.

The market all goes back to what we are dealing with - cost of gains and the price of fat cattle. All this determines what those calves & yearlings are going to bring. Grass fever has set in and those cattle that weigh below 600 that somebody thinks they can turn out on wheat or go to grass with are selling really well. The cattle over 600 something are just trading sideways, maybe even a bit lower it seems to me. Here we go! Just remember, we are all in this together!

God bless and good luck,

Jackie



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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

Looking Forward

Starting fresh with a new year ahead

By Justin Sexten for Cattlemen's News

There is something about a new year that causes us to reflect on the past and look forward to the idea of starting fresh. Optimism is high for 2021 as few can imagine a year with more challenges than 2020.

Imagine a year ago if someone had suggested the U.S. Food & Drug Administration would approve a vaccine in eight months, face masks would be as common as a hat, states would shut down indoor dining and public schools would move to virtual learning. Each of these itself would be considered highly unlikely and the combination impossible as we started 2020.

Today we look back at the outcomes from 2020 through the lens of hindsight and context. The illness and tragic loss of life caused by Covid-19 caused the implementation of these extraordinary prevention measures. When you look back at how the seemingly impossible came to be, do you consider the outcome or the information available at decision time?

A new book, *How to Decide: Simple Tools for Making Better Decisions*, author (and poker player) Annie Duke brings to light the idea that an outcome focus can bias one's view of successful decisions. As you look back on your operation in 2020 was your most successful decision because the outcome was favorable or did you make the right decision using available data despite an unfavorable outcome?



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Market timing is a good illustration of the outcome bias question. When we sell cattle and watch the market drop the next two weeks, most of us are confident the marketing decision was a good one. Alternatively, if the market turns higher for two weeks after marketing are we still confident in the decision?

The decision and the data used to support it are the same; the only difference is the outcome. As the year ends, consider refining the process used to inform and accomplish the goals of 2021 rather than reflecting on the outcomes alone.

Outcomes based evaluation can be daunting in an industry where some have suggested black swan events are as common as migrating geese. Over 18 months the beef industry observed the impact a supply chain disruption can cause to the market, twice.

One cannot ignore the overall industry direction, history shows it can affect the marketplace. The number of outside influences challenging the beef industry continues to grow and

diversify their impact. No matter who or what you include on your list, the ability to control their effect on your business is at best marginal.

Resource allocation is one of the most challenging and important decisions operations make every day. Nearly every decision deploys some form of capital, labor or both. Fortunately, resource allocation is the one area operations have the greatest control over.

Purchase an adjoining pasture, raise or buy hay, keep more heifers and hire trucks are all resource allocation decisions. Even the decision whether or not to shut a gate when checking cattle is a labor allocation decision.

Many of these decisions are simple and for some even routine. While a routine process saves us time, the author highlighted the impact these routine decisions can have when not revisited occasionally. The example she shared was that eating a doughnut was not a poor health decision as a single event, however eating one everyday could become a poor decision without considering the long-term impact.


Don't sacrifice the long-term health of the operation by taking for granted small, repeated decisions. The 2009 University of Arkansas study where only 27% of tested refrigerators kept animal health products at the correct temperature is a good example of this decision type.

Before setting goals evaluate areas of the operation lacking actionable information to improve marketing and management decisions. In some cases data may indeed be the missing link. Few times in history have more technologies been available to collect data.

More often producers are drowning in data without the time to convert data to management decisions. A new year is a good time to visit with your advisors, nutritionist and veterinarian to revisit the success and challenges of the past and develop plans to inform the decisions of 2021.

Lessons learned from the pandemic marketing year suggest a decision structure built on gathering the most relevant data while minimizing the noise of the uncontrollable and maintaining execution flexibility offers operational resilience. While not a guarantee of favorable outcomes the odds favor planning over luck. 🦅


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



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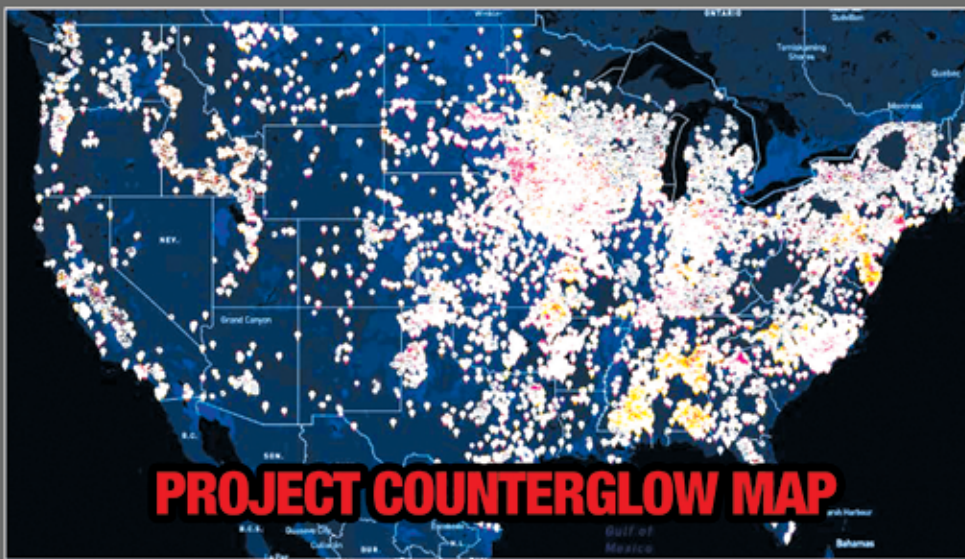
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MANAGEMENT MATTERS

Winter Tasks to Improve Cattle Health

Eliminating stress on your herd

By Lisa Henderson for Cattlemen's News

Winter can be a double-edge sword that can affect your cow herd profits the entire year. Winter is likely to be the most environmentally stressful for the animals, and the season typically requires the most expense as the cattle depend on harvested or purchased feed.

Cattle health is influenced by several factors, including nutrition, stress and exposure to pathogens. Colder winter temperatures increase the risk of health problems for your herd.

Your first defense against the stress of winter is to provide adequate nutrition so that the cows are in good body condition before fall turns in to winter. Cows in proper body condition (score of 5 or 6) will be better able to withstand the weather stress that lies ahead.

One of the first tasks to prepare for winter is to estimate your winter forage needs. Glenn Selk, Oklahoma State University emeritus extension animal scientist, says 1,200-pound cows will consume about 26 pounds of good quality grass hay that has an 8% moisture content. You should also estimate hay wastage of up to 15%.

"This means that approximately 30 pounds of grass hay must be hauled to the pasture for each cow each day that hay is expected to be the primary ingredient in the diet," Selk said.

After the cow has a calf, she may be 100 pounds lighter, but is likely to consume up to 2.6% of her body weight. That means with 15% wastage she'll need 36 pounds of hay per day.

Winter storms will increase the cow's energy requirement. Selk says the rule of thumb is that cows with a dry winter coat require 1% more

energy for each degree the wind chill is below 32 degrees. Cows with a wet hair coat, however, have a much greater need for energy to maintain body condition.

"Cows that are exposed to falling precipitation and have wet hair coats are considered to have reached the lower critical temperature at 59 degrees Fahrenheit," Selk said. "In addition, the requirements change twice as much for each degree change in wind-chill factor. In other words, the energy requirement actually increases 2% for each degree below 59 degrees Fahrenheit."

That means a wet cow in 55-degree weather will need twice the normal amount of energy. Such an energy change for cows accustomed to a high-roughage diet must be made gradually to avoid severe digestive disorders.

Keeping the cows healthy is all aimed at helping her produce a healthy calf, and, Selk says, some cows or heifers will still need assistance at calving.

"It's important to remember that every baby calf has a certain degree of respiratory acidosis, one reason why producers need to keep as close an eye as possible on newborns," Selk said.

Acidosis is the result of oxygen deprivation and accumulation of carbon dioxide that results from passage of the calf through the birth canal. The excess of carbon dioxide results in a buildup of lactic acid.

Typically, a healthy calf will pant vigorously shortly after birth, its body working to auto-correct the lack of oxygen and the excess of carbon dioxide and its by-products.

"Unfortunately, some calves may be sluggish and slow to begin this corrective process," Selk said. "It's imperative that newborn calves begin to breathe as soon as possible, and that means producers need to be both watchful and knowledgeable about how to render assistance."

To stimulate the initiation of the respiratory process, first manually clear the newborn calf's mouth and nasal passages of fluids and mucus. Selk suggests to briskly tickle the inside of the calf's nostrils with a straw. This will usually initiate a reflex action such as a snort or cough in the newborn, expanding its lungs and allowing air to enter.

"Expect the calf to pant rapidly for a few minutes after the snort or cough," Selk said. "Again, panting is the natural response, increasing oxygen intake and promoting carbon dioxide release and allowing the calf to reach normal blood gas concentrations."

Once you have a live calf on the ground, producers must watch for neonatal calf diarrhea (commonly called "calf scours"), one of the costliest diseases. In the spring, calving in wetter, colder temperatures and muddier pastures creates an environment favorable for calf diarrhea pathogens.

Selk says producers should ensure the cows can calve in a clean, dry area. Heifers should be bred to calve before mature cows. If hay is fed, use bale rings or hay feeders and move the feeders frequently.

Cow-calf pairs should be moved to larger pastures promptly, and you should use biosecurity and biocontainment measures for all herd additions.

If you buy pregnant cows to add to your herd, Selk says to add those cows at least 30 days prior to the start of calving to allow time for exposure to new pathogens, antibody development and secretion of antibodies into the colostrum.

Sick calves should be removed from the herd immediately and isolated. Visit with your local large animal veterinarian to determine best treatment options for the pathogens affecting your calves.

Treating the sick calves should occur after handling the well calves. Clean and disinfect all equipment. Clothing, boots, gloves, etc. worn while treating sick calves should not be worn when handling well calves.



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NETWORK KNOW-HOW

Hate Words

By Erin Hull for Cattlemen's News

There is a word I hate. I hear it and I cringe. It seems to be used by every “do gooder” group out there, regardless of industry. What is that word? SUSTAINABLE.

Direct from Merriam-Webster Dictionary, the definition of said hate word is as follows... Sustainable: 1. Capable of being sustained (thanks, but that is not immensely helpful), 2. Of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged.

When I think of agriculture, every farm that has been in business for any length of time, BY DEFINITION, is sustainable. For instance, my ancestors immigrated to the United States at the turn of the 20th century. They purchased a farm, and that farm is still in operation today. My family is farming the same fields, harvesting crops off the same land, and milking cows in the same barn. So, after 120 years, that conventional farm is still running. By definition, it is sustainable. This example is not a unique one. The majority of farms in this country share this same story.

This seems cut and dry, but sadly, it is not. It seems that every “green for the sake of being green” group has hijacked this word and turned it into something else. They’ve use one simple word to attack those that do not think like them. They have turned a simple word into a hate word.

While I was surfing a local women’s agriculture group on Facebook, I noticed an announcement of a new agriculture company looking for clients. It intrigued me, so I clicked on the link. At first glance, this company seemed to be bringing new technologies to small farms. I kept reading and noticed their use of the hate word in question. This “Cornell start up” (so, backed by our State’s land grant agriculture university) was seeking only “sustainable farms”. They then went on to define what a sustainable farm is. This is where it gets ugly. By sustainable, they meant and defined... “Organic, farm to table, hydroponics, aeroponics, regenerative, biodynamic and farms that use other environmentally friendly practices”. My head nearly exploded. Certainly I read that wrong. I had to have read that wrong.

My fingers started typing a response to this post faster than my brain could catch up. I was ANGRY. I reminded myself to

take a deep breath, remove my emotion and slowly type out a response that I would then read and reread several times before I pressed the send button. My first response was not nice. I sat on the comment for a while before I rewrote it several times and finally pressed “send”. During the time it took me to settle down and post a firm, yet polite comment, I did a little research on this new “Cornell start up” company that seems to have changed the meaning of sustainable. They are housed in a high rise in New York City and are associated with Cornell University. This made me even more angry. Here we have a brand-new company (which has not proven itself to be sustainable), while sitting in a major city telling the agriculture world and beyond that all those farms that have proven they can stand the test of time are not sustainable. They are defining a farm’s sustainability based on size. Big is bad. Micro is good. This message was loud and clear. This message was coming from a company associated with our Land Grant college and based in New York City. This just did not set well with me.

I did make my comment. I cited all the things I discussed above and how with the use of one word, they have now pitted Small agriculture vs. Big Agriculture. Nothing good can come of this. The woman who made the post quickly replied that she and her company do not mean to offend anyone and never saw how their definition of sustainable would make conventional producers (who have been sustainable for generations) feel. We had a genuinely nice “back and forth” session that was polite. She saw my issue with their advertising, and I felt I had done my good deed for our industry for the day. I am happy to report that when I now pull up that company’s website, they have reworded their advertising. The hate word is nowhere to be found. Clearly, they are catering to the startup micro producers, which is fine. It is a niche market. But their target audience is no longer defined as “sustainable”. Because I was able to settle down and have a polite interaction, I was able to prove my point and have them see it from the eyes of the farmers.

Sure, this is a small-scale company that probably will not change the word, but for me, it is a huge step for our industry. We need to be reminded to stand up for US and what we believe in even if it is against our own industry. 🤠



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TRENDING NOW

Considerations for Farm and Ranch Insurance in the New Year

By Kevin Charleston, Speciality Risk Insurance, for Cattlemen's News

It's important to re-evaluate farm and ranch insurance on a frequent basis and the beginning of a new year is the perfect opportunity to do so. When evaluating your insurance program, the farm or ranch needs to be treated like a business. Often, people let the little details slip by or don't consider some details to be a big deal until there's a problem, and then it's too late. Below are some points to consider as we move into the new year:

Liability

- Do you have all of the named insureds on the policy? Named insureds includes any LLCs, partnerships, and/or any trusts that hold the title to land. If they are not named, the policy has no duty to defend or respond to any lawsuits.
- Have you added new leased or rented ground? This needs to be listed on the locations to extend liability unless you have a blanket endorsement for all locations. Most people do not, however, a blanket endorsement is very helpful if you change locations or rent several places.

Inland Marine or Equipment

- Is your policy a blanket or scheduled policy? A blanket policy does not require you to have all of the equipment listed (while you do have to give an inventory list) on the policy, but the scheduled is only providing coverage for listed equipment.

**Make sure you have the equipment listed for current val-*

ue because most policies do not pay for replacement cost, so don't overvalue on the policy.

ATVs and UTVs

- Often, there is a misconception that the farm liability covers these vehicles on premise for liability, but most policies do not unless they are endorsed properly.

Cattle Insurance

- One area to consider with the use of silage this year: Do you have contaminated feed coverage on your policy? If you were to get nitrate poisoning from silage, this typically has to be purchased in a standalone livestock policy.

Farm Employer's Liability

- We recommend buying a true workers compensation policy, but the farm employer's policy does provide some limited coverage.

Umbrellas

- What net worth are you trying to protect? Everybody has a different comfort level with risk, but just understand when there is a problem you can't go back and get higher limits. We recommend everybody explore this option because they are relatively inexpensive. You may decide otherwise, but at least have your agent give you options.

The above recommendations may not be for everybody, so we recommend you call your agent and discuss your individual insurance needs. 🤠



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INDUSTRY NEWS

New Five-Way Intranasal Vaccine Leads the Way in Early Protection

By Chris Schneider, DVM, MS, Livestock Technical Services, Merck Animal Health

Calves are born with a developing, but not yet fully functioning immune system. That can take six months, or more, to fully develop. What we do to help them build immunity within the first weeks and months of life can set them up for success.

An effective vaccination protocol can help calves through times of stress and to be more resistant to harmful pathogens encountered throughout life. During a calf's first few months, there are periods of increased risk for respiratory disease, including summer pneumonia in many parts of the country, and weaning, which typically is a period of higher stress.

We used to assume vaccinating calves at an early age was ineffective as the maternal antibodies would neutralize antigens introduced by the vaccine.

But thanks to research done by Dr. Philip Griebel, professor and research chair in neonatal mucosal immunology at the University of Saskatchewan School of Public Health, we now know the mucosal immune system, which is part of the upper respiratory tract, in newborn calves is functional and excluded from the effects of colostrum immunity that would interfere with vaccination.¹

As a result, it's possible to avoid interference with maternal antibodies by using quality intranasal vaccines, which will begin to put protective immunity in place within three to

four days after vaccination.² Intranasal vaccines also stimulate nonspecific immunity at the mucosal surfaces, which help provide protection against pathogens not found in the vaccine. This provides more assurance calves will be capable of handling exposure to infectious agents.

The only 5-way intranasal BRD vaccine

This is why Merck Animal Health has invested in bringing new intranasal vaccines to market, including the latest Bovilis Nasalgen® 3-PMH. It is the only intranasal vaccine that protects against the five most common pneumonia-causing viral and bacterial pathogens in a needle-free, animal-friendly, BQA-friendly administration.

Because it's delivered directly to the mucosal surfaces in the nose, Bovilis Nasalgen 3-PMH avoids interference from maternal antibodies. It's also less stressful on the calves – and causes no injection site reactions – compared to similar injectable vaccines.

Bovilis Nasalgen 3-PMH offers 4-month duration of immunity against *Mannheimia haemolytica* and *Pasteurella multocida*, plus:

- 6.5-month DOI against infectious bovine rhinotracheitis (IBR)
- 11-week DOI against bovine respiratory syncytial virus (BRSV)
- 3-month DOI against parainfluenza 3 (PI3)

Flexibility to fit your operation

Bovilis Nasalgen 3-PMH offers optimal flexibility for beef producers and veterinarians. It's safe for use on calves as young as 1 week old, so can be given confidently at spring turnout to put protective immunity in place and help establish a foundation for future respiratory protection. Bovilis Vista® BVD CFP respiratory vaccine also can be given at turnout.

Bovilis Nasalgen 3-PMH also can be administered ahead of times of stress – when the calf's immune system is naturally depressed – such as weaning, pre-shipment, or on arrival in a stocker operation. Work with your veterinarian to determine what protocol is best for your operation.

Bovilis Nasalgen 3-PMH is administered in a single 2-mL dose that is easy to administer. It contains a unique BluShadow™ diluent that clearly indicates which animals have been vaccinated.

Building a robust immune system improves the health and future of your calves.

To learn more about the newest option in intranasal respiratory vaccines, contact your veterinarian or visit Nasalgen.com.

1. Osman R, Malmuthuge N, Gonzalez-Cano P, Griebel P. (2018) Development and Function of the Mucosal Immune System in the Upper Respiratory Tract of Neonatal Calves. *Annual Review of Animal Biosciences*, Volume 6.
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*Figures taken from a 2019 study conducted by Colorado State University on the Beef Checkoff-funded BQA program.





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MANAGEMENT MATTERS

Beef Supply Chains During COVID-19

Working together to ensure an adequate supply

By F. Bailey Norwood and Derrell S. Peel for Cattlemen's News



Any American who had never heard the term 'supply chain' before 2020 has certainly heard it now. Whether the news story was about the distribution of hand sanitizer or toilet paper it almost certainly used the term. Even those exposed to the words for the first time intuitively understood its meaning: the supply of any good requires resources passing

from one business to another until it is finally consumed, and so all these businesses must work together to ensure an adequate supply.

It is probably true that no one person actually understands the whole beef supply chain—not those who work within it, not professors who study it from afar, like us. The actual process of taking live animals and transforming it into one of the thousands of consumer food products involves so many people and so many complex business arrangements that it cannot be fully understood.

However, COVID-19 did teach us a few things about it. We

learned that there are really two highly specialized supply chains: one serving the everyday consumer at the grocery store and another serving food establishments like restaurants and schools. Beef is so inexpensive and abundant partly because these two supply chains are efficient, and they are able to be efficient because they focus on one type of customer.

In normal times this worked to everyone's favor, but in 2020 it caused problems. As restaurants and schools shutdown that supply chain found itself with lots of beef but few customers, whereas the other supply chain suddenly found itself with far more customers than they anticipated. The solution sounds simple: divert the beef intended for food establishments and send it to grocery stores instead. This sounds simple on paper but 2020 taught us it is not as easy as it seems.

Cattle producers are accustomed to fluid markets, where they can sell their cattle by negotiating one-on-one with a buyer or take the cattle to one of the many livestock auctions. Going from one buyer to another may not seem like a big deal to them, but to the food industry it is. First consider that grocery stores like to sell ground beef marketed as primal cuts, like ground chuck, so their supply chain is designed to provide such a product. Food establishments like schools care more about cost, and they tend to buy ground beef from specialized grinders who use a combination of fatty and lean trimmings. Both of these supply chains have their own established customers for whom long-term contracts have already been established, contracts that differ in style and terms. Both chains also

have their own unique form of record keeping; product packaging and design, and transportation systems.

Asking these two supply chains to suddenly work together is a tall order. New contacts must be made, new contracts written, and both must compromise and adjust their ordinary operations. Both sides must ask: is it worth it? If the pandemic causes only a temporary shutdown of food establishments it might not be, but if the shutdown persists and causes permanent changes in beef purchasing patterns it will be profitable to do so, and new transition supply chains will be established that divert supplies from one chain to another.

In fact, the beef industry did just that, and this is evident in the prices of beef products. Beef chuck prices are normally lower than the price of lean trimmings, but as food establishments shutdown, the demand for ground beef from lean trimmings plummeted at the same time the demand for beef chuck (used to make ground beef for grocery stores) rose. This resulted in an inversion in the normal pattern of the two prices. Chuck was selling at a premium and trimmings at a discount. Over time, though, the food industry learned how to create a junction

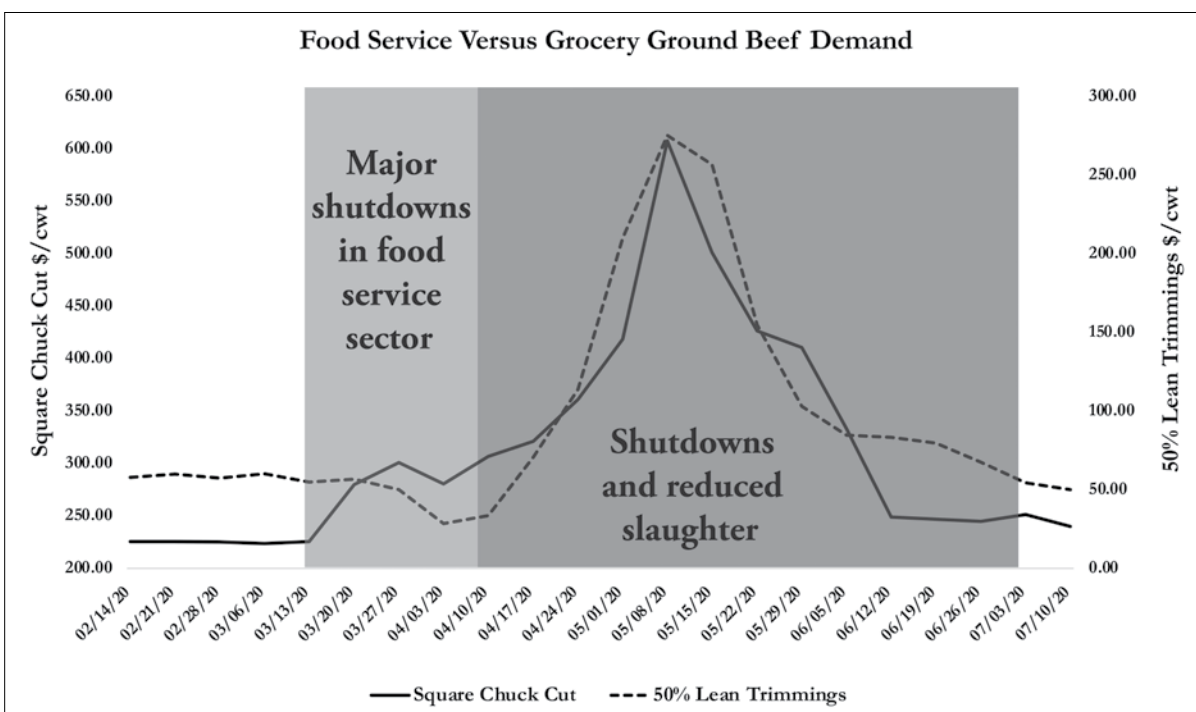
in the two supply chains, and the normal price patterns returned.

This presents another lesson about beef in today's world. When growing and selling live animals that sell on a per pound basis it is easy for cattle producers to forget just how complex this thing we call 'beef' really is. Any one animal is broken down and used to create hundreds of different products, each of which may

be handled by different supply chains and each subject to their own unique patterns of demand. Ranchers are not producing this one product called 'beef'. They are producing tenderloins which experience their highest demand by women on Valentine's Day. They are producing briskets used for barbeque in the Midwest, tongue exported to Japan, chuck roasts which are made into hamburgers for sale at the restaurants, and trimmings containing variable mixtures of fat and beef which are processed into hamburgers for school children.

As 2021 is underway we all hope this year will be better than the last. We will never forget 2020 and all its challenges, but we should also remember what we learned about the food system. What we learned is that it is easy to underestimate all that goes on past the farmgate, and that a head of cattle may be one animal, but it is raised to serve hundreds of different markets. 🍔

F. Bailey Norwood is a professor and holder of the Barry Pollard, MD / P&K Equipment, Inc. Professorship, Oklahoma State University, Department of Agricultural Economics. Derrell S. Peel, Oklahoma State University, is a Extension Livestock Marketing Specialist.



MANAGEMENT MATTERS

Q & A: The Cattle Diet

Importance of Minerals

By Jack Oattes, BioZyme® Inc. Regional Business Mgr.

1. What minerals are needed in cattle diets?

Minerals are one of the critical nutrients that are necessary for bodily function, overall wellbeing and performance of cattle. Requirements for minerals in diets can vary depending on cattle class, age and stage of production. These minerals are divided into macro minerals including calcium, magnesium, phosphorus, potassium, sodium, chlorine and sulphur as well as microminerals or trace minerals as they're sometimes referred to, including copper, cobalt, chromium, iodine, manganese, iron, selenium and zinc. That said, it is important for producers to supplement a mineral program that is suitable to their operation, region, feedstuffs and type of cattle. One way to identify what's needed is through the use of feed analysis or forage testing

2. Why are these minerals important?

These minerals are critical for performance of proper bodily function and processes like maintenance, growth, lactation and reproduction.

3. What is the difference between macro minerals versus microminerals?

The major difference is that macro-minerals are required in much larger quantities and are usually expressed as a percentage of the diet or grams. On the other hand, microminerals which are just as critical are required in much smaller amounts and are usually expressed in terms of parts per million within the diet.

4. What causes a deficiency in these minerals?

A mineral deficiency can result if supplemented feeds don't supply the required amount of minerals to the cowherd for performance. There are a host of implications in terms of decreased health or performance that are specific to each mineral deficiency.

5. How do you incorporate minerals within your cattle herd?

There are many ways to ensure proper-mineral nutrition within your cowherd, and BioZyme® Inc. offers a wide array of products suited to meet the needs of cattle producers. I would suggest reaching out to your local Biozyme dealer or area sales manager to find an option that best meets your individual needs.



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TRENDING NOW

Beef Supply and Production Levels for 2021

Demand for U.S. beef

By Gregory Bloom for Cattlemen's News

Well, we made it through 2020! What will 2021 be like? The Lord only knows for sure, but as for meat supply and production in the U.S., it looks like both will continue to be strong and demand robust for beef.

Since the plant closures that were caused by COVID in 2020, we've seen packers slowly work their way out of the backlog in beef cattle that were in the pipeline, but we've still got a way to go. We need demand for our high-quality beef to continue both in the U.S. and abroad.

Recently, I called up my friend Dan Timmerman, at Timmerman feedlots to see what he's seeing for 2021. Dan believes we will see a lot of feeder cattle in January and February. Prices will remain low in the first quarter, possibly the second quarter and perhaps by summer we'll see some better prices for beef cattle, he estimates. But what we will see for 2021 overall really depends on demand.

Speaking of domestic demand, I have a few hundred restaurant customers that are just chomping at the bit to get going again this year. Their hopes are that with the COVID vaccine and the virus having run its course over the last year, that they will again be fully open for business. There's a lot of pent up consumer demand, and I believe we will see a robust recovery this year for the embattled food service sector.



I believe the biggest story for beef demand for this year will be increased demand by China.

Three years ago, and again last year, I was in China meeting with prospects and customers. I learned that China can never produce grain-fed beef like we can here in the U.S.. Chicken, yes. Pork, yes. But not grain-fed beef. China does produce some domestic beef, but not of the same quality as U.S. beef, and so China depends on imports to meet the ever-growing demand for premium beef protein.

There are other reasons why they will become the largest customer of U.S. beef in the next 60 months, namely:

- China's economic recovery is faster than expected and is robust. Their economy is doing very well now.
- China's growing middle class will continue to want to consume more beef.

Continued on next page

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Continued from previous page

- Australia, which has supplied a lot of beef to China, is struggling with drought and production issues. Cattle slaughter numbers are down 30% year-to-date in recent months.
- China will continue to drive growth in world meat trade. This year China accounts for 36% of all world meat trade and is up 26% from last year.
- Marketing at food shows in China is now completely normal. The largest food show in the world, SIAL takes place later this month in China.
- So far, not all our major packers are selling to China. I predict that for those holding out with a wait-and-see approach, after they see the continued success of exports to China in 2021, they will get off the bench.

According to a U.S. Meat Export Federation (USMEF) report, published this summer, "Since its March implementation, the U.S.-China Phase One Economic and Trade Agreement has sparked growth in China's demand for U.S. beef. July exports were record-large at 2,350 metric tons, up 160% from a year ago, valued at \$14.9 million (up 92%). Through July, exports were 95% above last year's pace in volume (9,262 metric tons) and 82% higher in value (\$68.9 million)."

In 2019, the largest buyers of U.S. beef in the world according to the United States Department of Agriculture were Japan, South Korea, Canada, Mexico, Hong Kong, Taiwan and China. Mainland China came in 7th. By 2025 or before, I believe we will see China far surpass Japan as the number one destination for U.S. beef.

I've experienced tradeshow and seminars put on for chefs in China by the USMEF. Using well trained Chinese staffers the USMEF is working hard to introduce new ways for Chinese food service operators to utilize U.S. beef. Tasting is believing, and it's been fun to witness Chinese chefs and consumers taste for the first time, highly marbled U.S. produced grain-fed beef.

Last year in Hong Kong, at one of Asia's largest food shows, I worked a booth near the USMEF pavilion, and it was exciting to see all the energy and excitement of participants to watch the cooking demonstrations and tastings of various brands and types of U.S. produced beef. China loves U.S. beef and needs U.S. beef.

Of course, I could be wrong about the future of beef sales to China. Duty exemptions could rebound next year, political tensions could disrupt trade and China may prove to be an unsteady buyer if politics gets mixed in with beef trade. But I believe the strong desire for our grain-fed beef will prevail.

I truly hope you get a chance to go to China one day and experience U.S. beef served up Chinese style. COVID, will soon be behind us, God willing, and we'll be able to plan trips again soon. If you do get to China, make sure you leave a couple days in your travel schedule to Beijing and see parts of the Great Wall and the Forbidden City. 🐮

Gregory Bloom is the owner of U.S. Protein, an international distributor of premium meats. Contact him at greg@usprotein.com.



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TRENDING NOW

Scours

The bane of producers

By Jessica Allan for Cattlemen's News

It would come as no surprise to most of us that the Midwest has the highest concentration of cow/calf herds in our nation. The top five states are Texas, Oklahoma, Missouri, Nebraska and South Dakota, according to the National Cattlemen's Beef Association. To say the beef industry has a significant impact on our local economies would be putting it mildly, and the fact that it takes two to three years for a calf to either become a producer on the farm or end up on a dinner plate means that any change has a long-term effect on the industry. Can you really blame a rancher then for groaning when he or she comes across that tell-tale runny manure in the pasture? Scours are one of the leading causes of calf sickness and death in the United States, currently, and can run through a herd like wildfire.

For definitive purposes, we asked Dr. Carley Brucks with Animal Clinic of Diamond to describe scours.

"Scours are watery stools that can cause calves to become dehydrated, weak, and possibly even die," said Brucks.

Most often, they affect calves from birth to a few days old, but older calves can still be affected.

Brucks states that scours have multiple causes. They can be caused by infectious bacteria such as E. Coli, Salmonella or Clostridium, or by parasites such as coccidia or Cryptosporidium. By far, however, the most common cause is viral, such as coronavirus or rotavirus.

With so many avenues for a calf to contract scours, how can a producer give their calving herd the best chance to avoid getting it? Brucks provided multiple preventative measures to do so. First and foremost is colostrum. Calves need it ideally within two to four hours of birth. If the calf isn't nursing, a producer should make sure the calf received either (thawed) frozen colostrum or colostrum replacer in the first 12 hours. The colostrum is rich in antibodies, which calves are not born with, therefore a calf that has received colostrum is receiving antibodies to protect it from infection.

The best practice to ensure the most antibodies are present in the momma cow's colostrum is to have a vaccination program in place, says Brucks. The best programs are in place both before and during gestation. This allows the most protective antibodies to be passed down to the colostrum at calving.

Brucks also recommends rotating your pastures. This can help keep cows from calving in pastures previously infected by



scouring calves. It can also keep cattle from being stocked at high densities for extended periods of time, increasing fecal content in pastures.

Another strategy is to sort your calves. Keeping younger, immunologically naïve calves from older calves can prevent disease, says Brucks. Even seemingly healthy, older calves can pass scours to a younger calf through fecal matter in pastures and paddocks.

Lastly, ensuring proper body condition in a herd both during gestation and after calving can boost a herd's overall health and thereby help prevent diseases, such as scours, from occurring. A producer needs to be mindful of a cow's micronutrient, energy and protein needs, says Brucks. Proper testing of forages and hay can help a producer know which quality supplements need to be provided to the herd. Working even further back, proper soil testing and the application of proper fertilizers can help produce quality forages and hay.

But what about when my herd does get scours? Are there any remedies or relief a producer can provide?

The first remedy, says Brucks, is prevention through the methods listed above. However, there will be times that a calf will get scours no matter how good the preventative program is.

When that occurs, the most often recommended treatment is replacing lost fluids and electrolytes, says Brucks. As stated above, viral causes are the most common, and the only remedy for those is supportive care and fluid therapy. A producer can mix electrolyte powder with water and split it into two to three daily feedings for sick calves. This can be done through bottle feeding, esophageal tube feeders, or, in extreme cases, intravenous fluids, but only under veterinary supervision. If a calf is too sick to nurse, supplemental milk may be needed in addition to the electrolytes.

A producer can also provide supportive care by making sure sick calves are sheltered from the elements (especially this time of year). Quarantining a sick calf and its dam from the rest of the herd until the scours is resolved can also help prevent transmission of the disease to the rest of the herd.

In some cases, a veterinarian may make a specific diagnosis of the scours, other than viral, in which case, antibiotics or anti-parasites may be prescribed, depending on the diagnosis.

It may be impossible to keep scours from occurring in a producer's herd, but to help prevent it from recurring, Brucks recommends cleanliness and the preventative practices described above. Remember the mantra: a pound of prevention is worth an ounce of cure. 🤠


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

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Q & A: The Cattle Diet

Importance of Minerals

By ADM Animal Nutrition

1. What minerals are needed in cattle diets?

Macro minerals include Calcium (Ca), Phosphorus (P), Magnesium (Mg), Sulfur (S), Sodium (Na), Chloride (Cl) and Potassium (K). Micro minerals include Cobalt (Co), Copper (Cu), Molybdenum (Mo), Iodine (I), Manganese (Mn) and Zinc (Zn).

2. Why are these minerals important?

Overall, body mineral status influences growth, reproduction, milk production and health. That's a proven fact. These amazing elements are crucial for a myriad of body processes (see Amazing Mineral Functions). The importance of mineral nutrition cannot be overstated.....without adequate mineral nutrition, production and health are compromised. The degree to which production and health are impacted will be dictated by forage mineral content/bioavailability and mineral needs based on production stage.

3. What is the difference between macro minerals versus microminerals?

Minerals are classified as macro or micro, not because one group is more important than the other. Macro minerals are needed in larger amounts than micro minerals. The following minerals have proven important to beef cattle nutrition:

- Macro Minerals include Calcium (Ca), Phosphorus (P), Magnesium (Mg), Sulfur (S), Sodium (Na), Chloride (Cl) and Potassium (K)
- Micro Minerals include Cobalt (Co), Copper (Cu), Molybdenum (Mo), Iodine (I), Manganese (Mn) and Zinc (Zn)

4. What causes a deficiency in these minerals?

Stress, whether it is from calving, weaning, shipping, immunological challenges or environment, places a greater demand on the body for minerals, particularly trace minerals. More often than not, mineral deficiencies go undetected because they typically are manifested in sub-clinical forms in terms of lower forage intake, slower gains, poorer feed efficiency, lower reproductive efficiency and lower immunity. One must also consider the fact that minerals interact with each other, often not in a friendly manner. Too much of a good thing (specific mineral), just might actually create a deficiency by tying-up another mineral, making it unavailable. Consequently, it's not only the amounts, but the ratios of various minerals that must be taken into account when formulating mineral supplements.

The rumen environment also impacts mineral availability. While there are rumen microbial mineral needs, these needs are small in comparison to the amounts needed by the body. One exception is the need for cobalt by rumen microbes for synthesis of vitamin B12 (more about that later). Ru-

men-soluble minerals interact with other components during rumen fermentation, resulting in forms of minerals that are less available for absorption from the small intestine into the blood stream for distribution throughout the body. How well a chosen mineral supplement can fill the gap between what the forage supplies and what the animal needs will be the deciding factor impacting production and possibly health.

5. How do you incorporate minerals within your cattle herd?

Free-choice mineral supplementation pays. Return on investment can be evaluated in terms of better gains and reproductive efficiency, the ability to digest forages more thoroughly and efficiently, and better immune response. In stocker cattle an average increase of 0.1 lb ADG due to mineral supplementation will overcome a \$6.00 per bag price difference and still provide a 3:1 ROI. And, better reproductive response in terms of conception rates also yield dividends. Don't forget about better body condition score due to extracting more energy from available forages. Cows in better body condition have better reproductive efficiency and feed cost may be reduced as less energy supplementation is required.

The production returns for adequate and effective mineral supplementation far outweigh the cost. While cost will always be an important factor dictating mineral supplement selection, the "cheapest" product doesn't mean it will provide the greatest economical return. Producers need to consider the following factors:

- Mineral sources used in the product
- Research, formulation and manufacturing expertise backing the product
- Consistency of product
- Palatability
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- Results

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MANAGEMENT MATTERS

Cow Depreciation:

The “silent killer” of cow-calf profitability

By Jordan Thomas and Genna VanWye for Cattlemen's News



Throughout their lifetime, cattle will appreciate and depreciate as a function of female age and production. Because depreciation cost is a non-cash expense, it is often overlooked. However, depreciation is typically the first or second largest expense of a cow-calf operation, next to feed costs. This cost really has to be counted against the value of every

calf sold, making depreciation costs the “silent killer” of cow-calf profitability.

Depreciation of assets is typically calculated by taking purchase price minus salvage value, divided by the number of years the asset is owned. This assumes that the asset is depre-

ciating in a “straight line” and losing the same amount of value each year. The annual depreciation of a cow in the herd is different from the annual depreciation of machinery or other assets, however. The value of a cow fluctuates throughout her lifetime, and depreciation from year to year will vary accordingly. In most markets, females actually appreciate in value until about 3 years of age, at which point their value often levels out until about age 6. From there, a cow generally begins to depreciate rapidly, leveling out at a low value around age 9.

Straight-Line Versus Reality

Average annual cow depreciation cost can be calculated by taking the purchase price or cost of bred replacement females minus the salvage value of cows when they leave the operation. This number is then divided by the average number of years that females remain in the herd. This value is a helpful number in estimating the overall annual cost of depreciation for every cow in the operation. However, as mentioned, a cow does not actually depreciate by the same amount each year. Therefore, average annual cow depreciation is not necessarily the best representative of cost of depreciation per year for a particular female.

For individual cows, it is helpful to consider the cow value curve. Cow value changes over the female's lifetime, creating a value curve that is quite different than a straight line of declining value. For example, a first-calf heifer (two-year old cow) bred with her second calf will be worth more than a bred heifer in many markets around the country. Producers will pay more for a female that is bred back after having and raising her first calf. So, from bred heifer to young bred cow, the female appreciates rather than depreciates. This has some implications when we consider the return-on-investment from reproductive and nutritional management of first-calf heifers.

Bred-Open Price Spread

The cow value curve is different for open versus bred females. Of course, an open heifer or cow will be valued at less than one that is bred. The curve is similar in how it trends over time, but a female is almost always more valuable when she is pregnant at the time of sale. Depreciation is ultimately dependent on the price spread between bred and open females. This means the difference between the value of a bred female and an open female also drives depreciation costs. This spread is dependent on markets and season, as well as the annual trend in beef value. As the bred-open price spread increases, however, depreciation increases if females are marketed as open rather than bred at the time of sale. This has implications when considering at what stage of production to market females and what their pregnancy status will be at the time of sale.

Managing Depreciation Costs

Cow depreciation can be managed several different ways, but no single way is the “right” way. The best method to control this cost is highly dependent on what advantages a particular operation has. Below are several strategies, some of which are potentially complementary and some of which are very different.

Continued on next page



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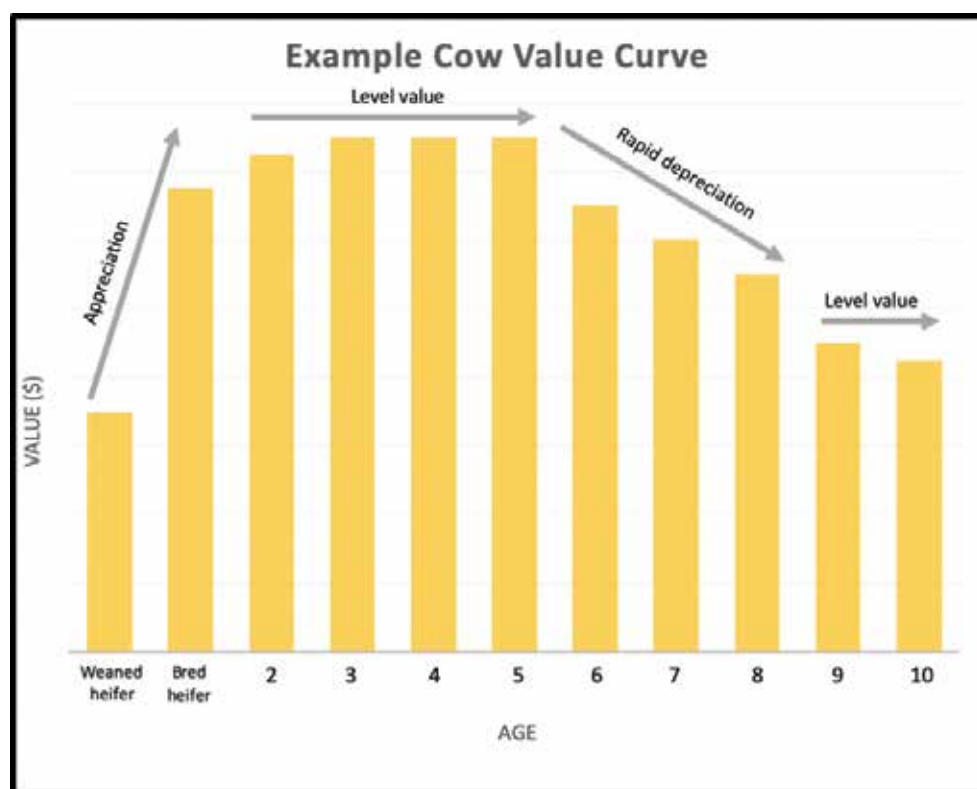
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Continued from previous page

One method to decrease depreciation costs is to input replacements into the herd at a low cost, whether that be through purchasing or raising replacement females. If, for example, we are actually spending more money to raise our own replacement heifers than we would otherwise spend to buy similar quality replacement heifers, choosing to purchase replacements would result in a lower effective purchase price. A large amount of our depreciation cost is determined simply by the initial purchase price of the female. By reducing that initial purchase price of bred females or by reducing total development costs per bred heifer retained, we decrease the amount of value that can be lost over time.

Another method to decrease depreciation costs is to market each animal to her greatest potential. This means finding the best market no matter what type of female you are selling. This could involve direct marketing of beef, special sales of cattle, or other methods. By doing this we increase the salvage value of the animals we sell, decreasing overall depreciation.

Another approach is to increase salvage value by changing the stage of production, age, or pregnancy status of cull cows

at the time of sale. Ultimately, this is something under our control. For example, if there is a strong market for bred females, market every female that becomes pregnant outside of a very short desired calving season (e.g., 30-60 days). This can be achieved by using a longer breeding season but having a veterinarian determine pregnancy status so that later-conceiving females can be sold. There are numerous benefits associated with this, as low-productivity, later-calving cows are sold at their peak value as younger bred females instead of as open cull cows the following year.

Of course, cow longevity can impact depreciation costs as well. The longer a cow remains a productive member of the herd, the greater number of years cost can be divided. Most cow depreciation occurs in cows ages 6, 7, and 8 years. After about 8 years of age, the cow value curve flattens. This means that the sale value of that cow does not change substantially over the following years. At this point, actual annual depreciation costs of that cow are minimal, and she may generate substantial returns as long as she continues to be a productive member of the herd, raising a live calf each year. Conversely, value can be conserved by identifying cows that are unlikely to remain productive for such a long period of time and marketing them as younger, higher-value females.

What Are You Good At?

What does your operation do well? How can you use the cow value curve to minimize depreciation costs? The answer will look different in every operation. It may be valuable for you to increase replacement rates and sell younger cows when they still hold substantial value in the market. On the other hand, it may be effective to select for longevity, increase the number of years you maintain cows in the herd, and decrease overall depreciation costs. It may be possible to use both approaches strategically based on market conditions. Ultimately, regardless of the strategy used, there is a lot of profitability to be gained by getting those "silent killer" depreciation costs under control. 🐮

Jordan Thomas, Ph.D., is the Assistant Professor and State Beef Reproduction Specialist for the University of Missouri - Division of Animal Science. Genna VanWye is a Graduate Research Assistant at the University of Missouri.



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TRENDING NOW

Setting Goals in the New Normal

By B. Lynn Gordon for Cattlemen's News

Each year we aim to start the new year on the right foot by setting one or more resolutions. It seems to give us a fresh perspective. However, heading into 2021, not as many people seem to be focusing on their new year's resolution. Instead, their focus appears to be on the simple things –simple items that never topped their past resolution's list.

The resolution to spend more time with family and friends due to relentless hectic and busy lives has taken on a new meaning. For some people, they spent a great deal of time with their family this past year. For others, including me, restrictions have not allowed us to see our parents or grandparents. We have called regularly or even tried FaceTime or Zoom but have realized it's not the same. 2020 shone a new light on many things we have taken for granted.

Not that long ago, a friend told me the cattle business is a people business as much as anything else, and they are struggling with not being able to see their customers, friends, or business partners due to COVID. On another call with a seedstock producer, he mentioned, they typically have between 150 to 200 people on the seats at their annual spring bull sale. In 2020, they had 13 people in attendance. He was scared and nervous, not about the virus, but about how he was going to market more than 100 bulls. Thankfully, he had already planned to have the sale broadcast on the internet. More than 80% of his bulls sold online.

As I write this column, our hope to nudge our way back to normal appears to be on the horizon due to the amazing work done through 'Operation Warp Speed.' The distribution of a vaccine against COVID-19 is underway. We won't take 2020 lightly, but we will carry forward into 2021 some of the lessons it has taught us.

I recently read an article about setting goals during chaos where three entrepreneurs shared how they are approaching the new year. Here are a few take home messages I gleaned from their comments:

1) Seek out like-minded people.

No matter what aspect of the business you are in, there is a community of like-minded people you can connect with, learn from, or find support from. If you are struggling with your business or what's ahead, think back to your initial goals. What empowered you to do what you do? What impact did you want to have? Revisit those goals and allow them to inspire you to move to the next step.

2) Be open to new ideas.

In times of chaos or disruption, it is more important than ever to pivot quickly and be open to new ideas. For example, the pandemic sent shockwaves across consumers and impacted the food supply channel. Food production plants were forced to close and hoarding left grocery store shelves empty. How and where consumers could fill their freezers was opening new doors to the conversation between consumers and producers and leading to new marketing opportunities. Do you need to pivot in 2021 to keep your business viable? Should you reevaluate long-term goals or adjust their timelines? Take this opportunity to anticipate new ways to shift your business in a direction that is a better fit in today's current model. When circumstances out of your control have changed, it is OK to adjust or be flexible. You don't have to stick with your original plans or goals; now is the time to be innovative.

3) Give yourself grace.

I have heard the comment, 'give yourself grace' (or give others grace), numerous times over the past year. Each time I heard this statement it was comforting. 2020 threw us a curveball and impacted our personal and professional lives in many ways, leaving us to wonder what is the 'new normal'. I often discuss how uncertainty is more challenging than the known. We don't have a crystal ball to know what's ahead. If we did, none of us would listen to the cattle markets on the radio to try and determine what position to take with our pen of cattle. We would already know. When we try and outpace chaos, we find ourselves working harder, longer, and faster. We become overwhelmed, unproductive, and emotional. One way to bring things back into control is to accept we can't control everything in our environment – we can only control how we react. Encourage yourself to have added patience in your business, with your family, and your customers.

Disruption brings challenges, but it can also create opportunity. Remain flexible, adaptable, and resilient as you set your goals or resolutions in 2021, and give yourself some grace to learn as you go. 🤠

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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MANAGEMENT MATTERS

Start 2021 Off Right

Beef cow nutrition strategies

By Eldon Cole for Cattlemen's News

We have a lot of beef cows in the four states area. In fact, there's likely more cows per square mile than there is in about anywhere in the United States. As I drive around the region, I find all different levels of management from extremely good to total neglect. Profitability of the beef cow enterprise likely follows the same pattern.

As we embark on a new year, I'd like to offer some beef cow herd management tips you may or may not practice at your place. You might even call them resolutions. Well, maybe not resolutions as they get broken in a few weeks. These practices will help you if you implement them and they become a regular part of your herd management routine, contributing to your herd's success.

Pregnancy Check – Don't assume just because the bull or bulls were out all summer with the cows that each cow got bred in a timely fashion. Non-pregnant cows likely need to find a new home or at least a different pasture for the sake of nutrition management. Here's where you save hay or pasture by getting rid of the loafers. While working cows at preg-check time it's an excellent practice to place a body condition score on them. You can score them yourself with a little bit of practice. The scale runs from a 1, terribly thin and weak, to a 9 which is bad but they are obese, likely because they've not raised a calf for a year or so. The sweet spot for condition scores is a 5 and 6. The 5 cow may appear a little thin. The last pair or two of ribs may barely be visible unless the cow is wet or shrunk. A 6 score is smooth all over with some fat in the brisket. There is also small deposits of fat on either side of the tailhead.

Body condition is important in late pregnancy as it influences post-calving interval to estrus, which brings a well-bunched calf crop the following calving season. A desirable condition score may help with quality and quantity of colostrum. These attributes are especially helpful during stressful, cold weather calving.

A problem, 4 condition cow will need to add 80 to 100 lbs. of weight to get into the desired 5 range. To make that much gain



requires a high intake of high energy feed such as corn, corn gluten feed or dried distillers' grain or wheat middlings. Low quality hay won't do it.

Before going to a feed supplier, if you're not happy with your cow's condition, check the quality of hay at a testing lab. A \$20 forage analysis could save quite a bit of money if you find your hay is better than you thought. I've been pleasantly surprised at the quality of several samples of June, fescue hay this year. The total digestible nutrient (TDN) values are in the upper 50's and protein at least 12%. With those forage values, your trips to the feed store could be reduced.

Most people do not test for mineral content of forages, but it's good to test every now and then. The extra cost is about \$10 to \$12 and might reveal an unusual trace mineral need. Vitamin A is very likely to be needed this winter, either in the mineral, the concentrate supplement or as an injectable. The latter is the most economical way to administer it.

The efficient use of forages may be enhanced by feeding an ionophore in a supplement. The extra cost is minimal. If you must buy hay, buy good hay, perhaps alfalfa, with a test on it. Oh, don't buy by the bale; buy hay by the ton or at least weigh a few bales.

An increasing number of beef cow owners give cows and heifers a scour vaccination ahead of calving season for protection of their calves. This is an excellent time to inject Vitamin A and treat them for lice. Don't wait until you see lost patches of hair in March to control lice.

Following these suggested strategies will pay dividends over time. 🤠

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

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MANAGEMENT MATTERS

Protein Levels for Cattle in Winter Months

Increased nutrient requirements for cows and calves in winter

By Andy McCorkill for Cattlemen's News

Expenses surrounding winter feeding make up a large chunk of the expenses a beef operation incurs throughout the production cycle. Spotty rains throughout summer and early fall left even the best of forage managers facing costly roadblocks feed wise. With a little planning, some pencil pushing, and herd management, producers will more likely to make it through winter unscathed.

First, evaluate what you have and compare that to what you need from a forage standpoint. That requires having a decent understanding of the nutritional requirements of the cattle you're taking care of and an inventory of your winter forage supply. Each mature cow requires between 2 to 2.5% of their weight in dry matter each day. That's roughly 30 pounds of hay per cow each day for most

herds. You also must consider hay waste, which will vary greatly depending on storage and feeding methods. Waste is commonly in excess in 10% and can be as high as 50% if setting out several days of hay and not using a rack or ring to protect it from trampling.

Beyond dry matter, the herd's requirements for protein, energy must be met in order to maintain productivity. In fescue country, our hay is generally adequate in protein, and we don't have to focus as heavily as some parts of the country where the breeding herd is concerned. This year may be an exception however, excessive rains this spring meant a lot of first cutting hay was harvested later than optimal and protein could be little low. Later, a lack of rain kept a second cutting from happening for many. Protein requirement varies a bit depending upon the cow's stage of production from a low below 7% for a dry 1200-pound cow to a peak of 10-12% in early lactation, dependent upon milk production. Fall calving cows are at or slightly past the peak of their protein requirement, while spring calvers are starting the rise in protein requirement as they put more nutrition into the late gestation calf they are carrying. Yearlings have a higher protein requirement, in the mid-teens, to support growth and muscle development.

Energy is the nutrient most likely to be deficient in cool season forages. With beef cattle, we typically utilize TDN as the estimator of energy. Energy needs for the cow herd are also tied to the production cycle, with peak requirements in the first 60 days or so of lactation. Levels vary with milk production. Average milking cows require 57-60% TDN, while heavier milking cows will require as high as 67% TDN to meet their needs. Most fescue hay analysis is well below the required levels for lactation beef cows, more likely to test in the 50-52% range. Some supplementation is going to be needed to keep animals in shape. Growing yearlings TDN requirement is based upon desired gains. In order to get 2.5-3 pounds per head, per day of gain, TDN needs to be 75-80%. More moderate gains of 1.5-2 pounds require TDN in the mid 60's is adequate.

Keep an eye out for visual cues telling how you're doing. First look at the manure, it should be relatively flat and uniform; if it's piling up, that's a sign you need to up your energy and protein game. Keep an eye on body condition, the amount of fat cover on your cows. If you start to see more than a couple of ribs, that's a sign they need energy. It's harder to make up for lost ground than to maintain what you have too.

We've got a number of options available when it comes to supplementing energy and protein. Byproducts like distiller grain, corn gluten feed and soyhulls have gained loyal followings over the years because of favorable pricing, their energy and protein density, and they're fiber-based so they can be safely fed to cattle on pasture with little risk of gut upset. Alfalfa hay is another tried and true supplement option for the cow herd; feeding 5-7 pounds per head, per day seems to provide even better results than tests results may suggest.

There's no one size fits all solution to the winter-feeding puzzle. Feedstuff pricing has been on the rise over the last several weeks and signs indicate the trend will continue. Shop around and put a pencil to your feeding options. Find a choice that makes sense, with consideration for the number of cattle you'll be feeding, the equipment and time you've got available to feed supplement.

Pay attention to hay quantities. Cull cows that aren't performing, older ones, open ones, those with an attitude or udder issues. They don't have a place on your farm and feeding them can be costly. When feeding, keep waste to a minimum. Feed a day's worth at a time and protect it from trampling and other animal damage. A keen eye and a sharp pencil will help make 2021 a profitable year.

Andy McCorkill is the livestock field specialist for the University of Missouri Extension.



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MANAGEMENT MATTERS

Off-Season Bull Management Influences Breeding Season Success

From the University of Missouri Extension

Stockton, Mo. - "Bull management outside of the breeding season prepares the bull for success in the next breeding season," says Patrick Davis MU Extension Regional Livestock Field Specialist.

As winter is upon us, Davis will discuss management strategies for bulls during the off season.

"Proper bull nutrition through the winter months is key to maintaining an optimum body condition score (BCS) of 6 prior to the next breeding season," says Davis. A BCS of 6 is a bull carrying a modest amount of extra fat cover. One management strategy to promote this is to feed and manage bulls based on age. Davis urges cattle producers to manage yearling, two-year-old and mature bulls in separate feeding groups after the breeding season. This is due to their differing size and growth potentials which results in different nutrient needs. If you have questions or need suggestions on a proper bull winter-feeding program contact your local MU Extension Livestock Field Specialist.


"Winter months can result in cold stress for your bulls and this could influence fertility during the next breeding season," says Davis. Since sperm is produced over 60 days prior to breeding a cow, cold stress in late winter may negatively impact sperm production and fertility resulting in low fertility early in the spring breeding season. Also, cold stress may cause frostbite on the scrotum and sheath which negatively impacts a bull's ability to breed cows, resulting in poor conception rates in the upcoming breeding season. Davis urges cattle producers to provide proper shelter and cover for bulls to reduce cold stress during the winter months.

"Exercise prior to the breeding season is important to make sure bulls are physically ready for the breeding season," says Davis. Bulls can potentially travel a lot of distance and have long periods of physical activity during the breeding season. Therefore, Davis urges cattle producers to consider strategies like placing as much distance as possible between water, feed, and mineral to promote exercise among the bulls.

"If bulls are wintered in a lot rather than pasture, watch lot conditions," says Davis. Muddy conditions can lead to hoof problems which will affect the bull's ability to do his job come breeding time. Davis urges cattle producers to implement strategies in bull lots to reduce muddy conditions.

"As you prepare bulls for the next breeding season, work with a veterinarian to make sure bulls are physically and reproductively sound, as well as in proper health prior to turnout," says Davis. To determine physical and reproductive soundness, Davis urges cattle producers to schedule a bull breeding soundness exam with their veterinarian within 30 to 60 day prior to the breeding season. Furthermore, this is an ideal time to booster vaccinations and provide parasite control to help promote optimum health of the bulls as they enter the breeding season.

"Bull management is important to reproductive success and optimum profitability of a cattle operation," says Davis.

For more information on proper bull management, contact your local MU Extension Livestock Field Specialist. 

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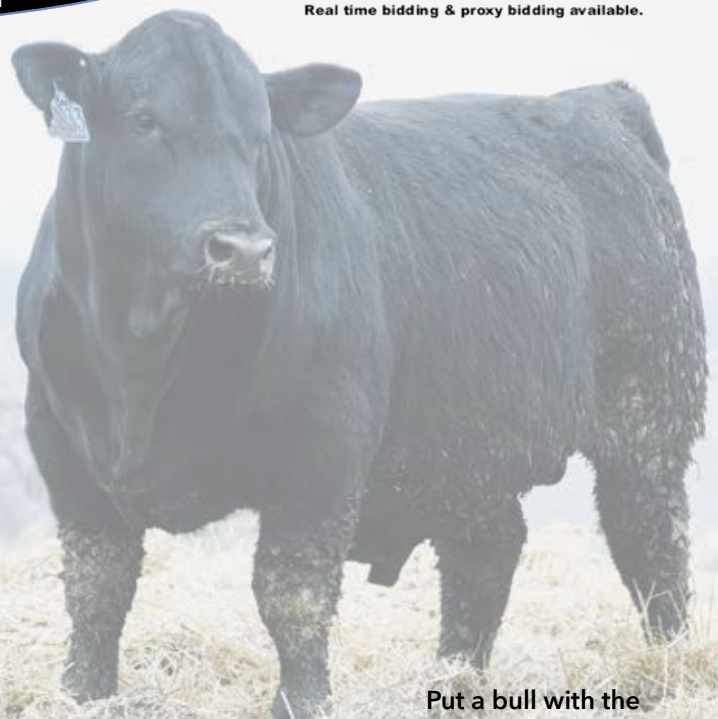
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TRENDING NOW

Borrowing a Page from the Livestock Playbook

Exploring the intersection between human and animal health

By Chris Chinn, Director of the Missouri Department of Agriculture

Farmers face a lot of decisions. From livestock feed to seed technology, and from the timing of selling our finished product to where and how we will market, its experts in the agricultural industry that help us sort those decisions. Those of us in the livestock business rely on advice from our veterinarians and nutritionists to find the right solution for our farms.

After living through nearly a year of COVID-19, I think there's a lot that the medical community can relate to in agriculture. Looking back, there are many ways that the COVID-19 response has been borrowing from the livestock biosecurity playbook.

Many of the decisions that farmers make concerning the health of their livestock is very similar to the decisions that healthcare workers across the country are making for their communities right now.

When I read various safety protocols proposed by local, state and federal partners, I thought that they sounded very familiar. That's because in a very similar way, our hog farm has been using these measures as biosecurity on our family's farm. Our farm has a biosecurity plan to prevent the outbreaks of disease, and a plan for our response if a disease ever hit our herd. Part of that plan includes biosecurity maps that limit the contact that our hogs have with other parts of the barn when we move them around. If a sow becomes ill, we can isolate her from the rest of the herd. We also make sure that we're practicing good hygiene by keeping clean shoes in each barn, disinfecting equipment and showering in and out of our barns. An integral part of our operation is the expertise that comes

from the veterinarians that we work with. They are professionals trained in the field of animal health, and while my husband and I know a great deal about animal health after spending our whole lives as farmers, we rely on our herd veterinarian to stay up on the latest advancements in animal health. If he tells us to do something for our herd, we do it.

Doctors are doing the same thing in America right now. While nobody knows their body better than themselves, most of us don't have the years of medical experience and training that doctors and health professionals do.

It was 19 years ago that my son Conner was born. Kevin and I already had one child together and she had already decided that she'd like to be a nurse one day. It's amazing what having kids can make you aware of. One of those lessons learned for us very early on was the importance of protecting your children when they are vulnerable. Our pediatrician recommended strongly that we get vaccinated for the flu. We trusted him and have gotten our flu shots consistently for 19 years in a row.

If an outbreak would occur that is very deadly to our herd, we use whatever vaccination precautions are necessary to save our animals. Even animals that aren't sick may need to be vaccinated to ensure the health of the whole herd.

That's very similar to how I view the COVID-19 vaccine. With infection and death rates much higher in our vulnerable population than many of our common illnesses, it's so important that we each do our part to protect the health of the whole "herd." In this case your herd is your family, your neighbors, your coworkers and your community. You may not be sick, but a vaccine can help protect the health of those around you.

We trust our veterinarian every day to give us sound advice for our operation, as many farmers do. If you trust your veterinarian to recommend vaccinations and practices to protect your herd's health, then you should trust the advice that your doctor is giving you too.

There's a lot of misinformation circulating online about the COVID-19 vaccine. I've seen it too and the claims I see are generally very concerning until I am able to use my understanding of animal health to research them further. There is no tracking device or DNA altering technology. The vaccine will not sterilize humans. These are just a few of the rumors that I've seen created and spread through social media fears.

Governor Parson and the cabinet team have developed a website so you can get the true facts about this vaccine, verified by his administration & infectious disease experts in Missouri. You can view the site by visiting [MOStopsCOVID.com](https://moplastopsCOVID.com).

I encourage you to ask critical questions and consult with medical professionals to get reliable information about the COVID-19 vaccine. It's critical that our communities know the impact that this breakthrough science can have on our health.

For years, we have implemented the best practices for our herd and our family to keep them both safe. I will put into practice that same diligence when it comes to protecting the health of those around me by preventing the spread of COVID-19, using the best science and vaccines that are available. 🤠

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INDUSTRY NEWS

Missouri Beef Producers Begin GrowSafe System Research at MU

By Reagan Bluel for Cattlemen's News

MT. VERNON, Mo. – In the first week of January, researchers at University of Missouri Southwest Research Center welcomed spring-born beef heifers to begin the “Heifer Efficiency Test, a program to identify beef cows that use their feed efficiently.

Extension researchers will mine data from the GrowSafe system to help producers select breeding stock cows that eat less than other cows while producing calves with similar growth, says Reagan Bluel, interim superintendent for the center.

The GrowSafe system tracks feed intake through a computerized process. Researchers use this data to look at individual consumption and weight gain.

Currently, most measure feed efficiency by feed-to-gain and feed-conversion ratios by pens, which do not give individual data.

Individual data is important to long-term herd profits as producers generally keep and feed cows for 8-10 years, says Bluel. “Cows that eat less will reward producers by reducing ongoing production costs over long periods,” says Bluel.

“Imagine, your herd of cows producing a growthy calf –every year. Now, imagine being able to find the mamas in your herd doing this while eating less forage. It’s a game changer for your cow herd. Determining the efficiency of your replacements will reap costs savings in maintenance feeding throughout the heifer’s entire life,” says Bluel.


Producers who then breed identified cows with efficient sires can further improve herd profits. “It is very hard to measure in a historical beef system,” she says. “In beef, you have a birth weight, then typically nothing until weaning. Even then, we still don’t have intake”

Heifers fed total mixed ration by MU specialists will remain on test for 63 days to determine typical dry matter intake.

“We’ll take good care of the girls over winter and will have them back just in time for spring breeding,” Bluel says.

They also will weigh heifers during test to measure rate of gain.

“We can determine the efficiency of gain by simply dividing the pounds of feed required by the pounds gained,” said Eldon Cole, University of Missouri Extension field specialist in livestock.

Southwest Research Center plans to complete a similar contract for fall-born heifers, this coming summer. To learn more about this program and other MU learning opportunities contact the University of Missouri’s Southwest Research Center by email at SouthwestCenter@missouri.edu or call 417-466-2148. 

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

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TRENDING NOW

Smaller Cattle Inventories Should Help Stabilize Markets in 2021

By Derrell S. Peel for Cattlemen's News

After all the ups and downs of the past year, the feedlot situation in late 2020 was very similar to where the year began. The December USDA Cattle on Feed report showed that December 1 feedlot inventories were 12.04 million head, equal to one year ago. November marketings were 1.782 million head, 98% of last year. November feedlot placements were 1.906 million head, down 8.9% year over year.

Feedlot dynamics made it a challenge to determine exactly what was going on in fed cattle markets in 2020. Monthly feedlot placements varied from 23% down year over year in March to 11% higher year over year in July, to 11% below one year earlier in October. For the January to November period, total placements were down 4.4% year over year. Most of the feedlot inventory in December consisted of placements from June-November, which were up 0.5% compared to the same period the previous year.

Feedlot marketings were likewise very volatile last year with monthly marketings varying from 13% higher than the previous year in March to 27% below 2019 in May and back to 6% higher year over year in September. For the year to date through November, total marketings were down 3.1% year over year. From June -November, feedlot marketings were just fractionally higher than the same period last year.

Flows of cattle through feedlots should begin to show more consistent tightening in 2021. The beef cowherd peaked in January 2019 and led to a 2019 calf crop that was down 0.7% from the 2018 peak calf crop of 36.4 million head. The estimated feeder cattle supply on January 1, 2020 was down 0.4% from 2019 levels. The estimated 2020 calf crop in the July 2020 Cattle report is down another 0.7% from 2019. The July estimate of feeder cattle supplies was up slightly but was likely pushed higher due to the intra-year dynamics of delayed March and April feedlot placements. Current estimates suggest that the total calf crop in 2020 was 35.8 million head, which is 513,000 head less than the peak in 2018.

Herd dynamics can also impact short-term cattle slaughter and beef production. Herd liquidation will maintain higher slaughter rates for a time, even as cattle numbers are declining. Total female slaughter (heifers plus cows) is an aggregate indication of herd dynamics. For example, in 2016, active herd expansion resulted in female slaughter of 43.6% of total slaughter, the lowest level since 1973. By 2019, female

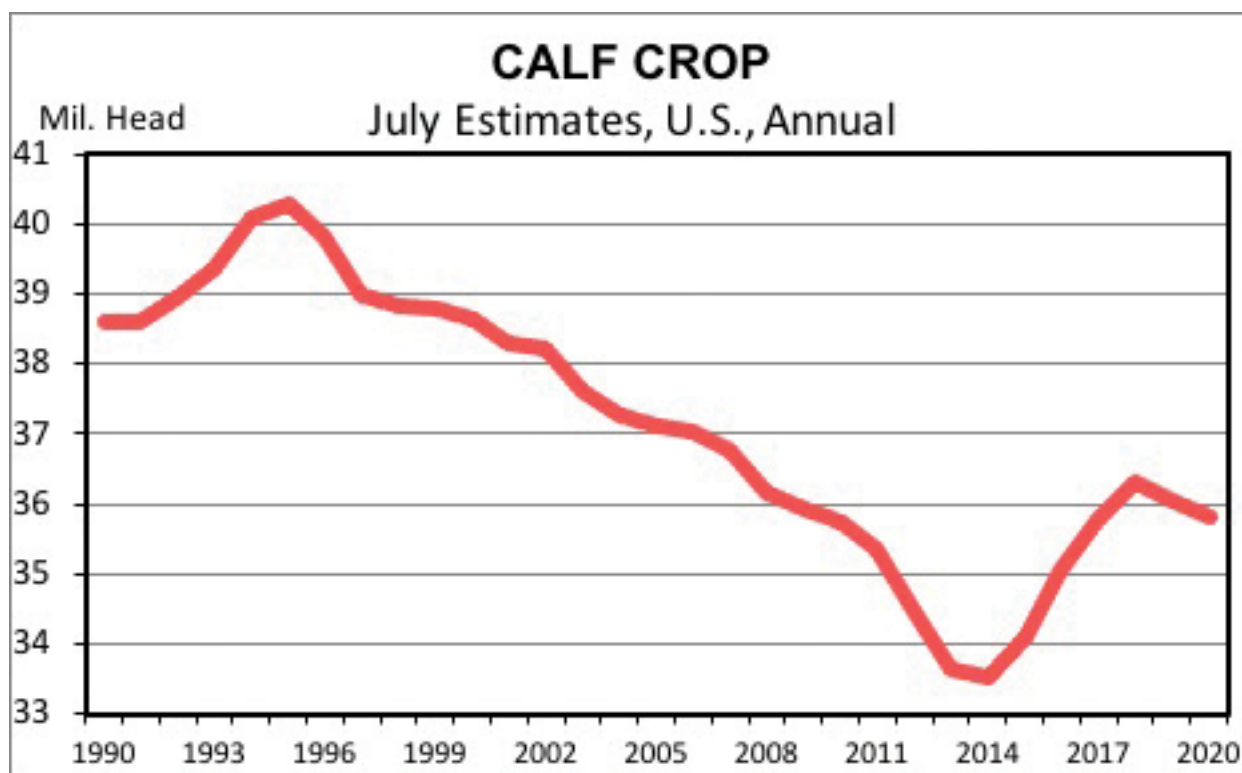
slaughter was at 49.1% of total slaughter, which corresponded to a 1% liquidation of cows as of January 1, 2020. Heifer slaughter through early December 2020 was down 3.7% year over year and total cow slaughter was down 1.3%, with dairy cow slaughter down 5.3% and beef cow slaughter up 2.7%. Through early December 2020, weekly average female slaughter as a percent of total slaughter was 49.1%, equal to the previous year, and consistent with modest additional herd liquidation.

The annual cattle report is scheduled to be released on January 29 and will confirm cattle inventories as of January 2021. Overall, cattle inventories are expected to be lower than 2020 levels. Market conditions will determine the direction of cat-

tle inventories in the coming year. Market improvement in a post-pandemic world could lead to renewed herd expansion and tighter short-run cattle supplies from increased heifer retention and reduced cow culling. Conversely, worsening U.S. and global economic conditions could prompt additional herd liquidation and temporarily add to cattle slaughter.

Total cattle slaughter was down 2.8% as of early December 2020, and is expected to decline again in 2021. With herd inventories continuing to drift lower, total cattle numbers should be generally supportive of cattle prices in 2021. 🐮

Derrell S. Peel is an Extension Livestock Marketing Specialist at Oklahoma State University.



Source: USDA-NASS



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MANAGEMENT MATTERS

Winter Brings Challenging Conditions

Managing herd health, nutrition – cold stress on cattle

By Eric Bailey for Cattlemen's News

Winter weather can be a drain on cowherd productivity due to lost body weight. Thin cows are harder to get bred, and it is tough to put weight on a lactating cow. The goal of our winter-feeding program should be to maintain cow body weight. Every 100 pounds of weight is equal to one body condition score (BCS), using the standard 1 to 9 BCS scale. Our goal is to have cows calve at a BCS of 5 or greater. Here are a few tips to keep cold stress from draining BCS off your cows.

Cold stress occurs when skin temperature drops. Cows may shiver, have increased heart rate, and most importantly, an increased need for energy. Also, cows may prefer to huddle in a group or stand in a windbreak rather than eating. The best thing we can do is make sure cows have plenty to eat and can access the feed. Put additional hay out if a storm is coming. Winter storms are not the time to make cows clean up the last bit of a hay bale. Cattle respond to cold stress events by increasing dry matter intake. Assume the cattle will eat 3 to 3.5% of body weight per day during cold stress events. Under normal conditions, cows will consume roughly 2.5% of body weight per day in feed. If you have hay of varying quality, winter storms are a great time to put the best hay out. Greater energy concentration helps meet the increased demand for energy due to the winter storm.

Mud also can impact cattle performance. It is less of a concern on pasture. Still, if cattle are confined to a small area and must walk through hock deep (or worse) mud conditions to get feed day after day, energy requirements increase.

Under what conditions do cold stress occur? Temperature, precipitation, and wind determine the severity of cold stress in beef cattle. When cattle have a heavy winter coat, temperatures have to drop below 20 degrees Fahrenheit for cold stress. If hide becomes wet, any temperature under 60 degrees

is considered cold stress. My nightmare cold stress event is a significant rainfall event with a temperature below 40 degrees. Wet skin and hair reduce insulation from the cold. We often associate cold stress with large snowfall accumulation. However, unless the wind is significant, cattle will not be at risk of significant cold stress. A rule of thumb is that every mile per hour (mph) increase in wind decreases the "effective" temperature by at least a degree. If it is 20 degrees outside with a 30-mph wind, it feels like at least -10 degrees.

Do not overlook water during the winter months. One surefire way to keep cattle from eating is not to offer access to water. Ponds and tanks freezing over are the risk factor in this example. Keep a close eye on water sources, and ensure cattle have access to drinkable water.

There are several other management options to consider during the winter months. If possible, sort cows into feeding groups based on body condition. The goal of this practice is to provide higher quality feed to thin cows. Bedding is common practice in colder climates. It is worth considering as temperatures get near-zero or if cattle lack a dry place to get out of the elements. Be wary of cattle's ability to graze after an ice storm. They are not efficient grazers when the grass is coated with ice. Make sure to keep hay out if an ice storm hits your area. Remember, cattle have one significant advantage over other livestock species during the winter months. Cattle have a 50-gallon fermentation vat called the rumen. Fermentation produces heat as a by-product, which is the primary way cattle digest feed. This process also helps keep cattle warm during the cold months. The best thing you can do to help cattle through the cold is to keep the rumen full of feed. 🐮

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

2021 Missouri Cattle Industry Convention Highlights

Southwest Missouri Cattlemen's Association was well represented at Missouri Cattlemen's Association annual meeting in Osage Beach January 8-10, 2021.

Jim McCann was recognized for all his hard work and passion that he has put into making MO Beef MO Kids Program a success!

Longtime SWMO Cattlemen member, Leon Kleeman, was recognized and received the Pioneer Award. Leon has put his heart and soul into what we call today, Gleonda Angus Farms. As the years have gone by, Leon has continued to strive to produce the best seedstock for the industry.

Cade Shepherd, one of our junior members, was named the MJCA points champion for 2020 with VBCC Grace 910 ET.

Southwest Cattlemen's Association was recognized for Overall 2020 Awards for Excellence.



The Southwest Missouri Cattlemen's Association is made up of cattle producers and industry partners located in Lawrence, Barry and Dade counties in Southwest Missouri.



MANAGEMENT MATTERS

Methane's Opportunity for Livestock Producers

By Lisa Henderson for Cattlemen's News

Methane is a powerful greenhouse gas (GHG), and a primary source of methane pollution is livestock, but methane is greatly misunderstood and its threat as a pollutant is widely exaggerated.

That's the conclusion of Frank Mitloehner, a University of California/Davis animal science professor and air quality expert. During an hour-long webinar last month sponsored by the Kansas Beef Council, Mitloehner called methane the Achilles heel of animal agriculture because it is the number one compound that drives the carbon footprint of food and meat production.

However, Mitloehner says emissions from methane are in sharp contrast to the emissions from fossil fuels, and activists and many journalists do not make the distinction in their reporting.

Mitloehner, who holds a Master of Science in animal science and agricultural engineering from the University of Leipzig, Germany, and a doctoral in Animal Science from Texas Tech University, is considered a world authority on air quality and greenhouse gas emissions. He also serves as the director of the Clear Center at UC/Davis that is "committed to high quality research and science communication" and bringing clarity to the relationship of animal agriculture and the environment.

During the webinar, Mitloehner acknowledged that methane is a potent greenhouse gas, one molecule of which scientists say has 28 times the heat trapping capability as one molecule of carbon. The difference, he says, is that a molecule of methane only remains in the atmosphere for about 10 years, while a molecule of carbon remains in the atmosphere for 1,000 years. That's an important distinction that is not routinely reported in stories about GHGs and climate change.

"So, if you are the owner of a feedlot or a ranch that is more than 10 years old, you are not adding additional methane into the atmosphere," Mitloehner said.

That's because of the chemistry that takes place – called oxi-

dation – where a hydroxyl radical steals the hydrogen from the methane molecule, destroying it. Important, Mitloehner says, because it allows methane to be destroyed at "almost the same rate that it is produced." He said that means that after the first 10 years of a livestock operation's existence "we're in balance."

Livestock has been "mischaracterized" over the past few decades for its contribution to climate change, Mitloehner says, due to falsely equating methane with carbon.

"Carbon dioxide is called a stock gas," he said, "because every time you burn fossil fuel you put new additional carbon into the stock. But methane is not a stock gas. Methane is a flow gas. That means methane does not accumulate in the atmosphere, methane is produced, and methane is destroyed."

Because methane is a flow gas, livestock producers have the "power" to reduce warming of the atmosphere. Mitloehner said it is not important for livestock producers to agree with the science of climate change. What's important is that your customers – consumers of meat and dairy – want to spend their food money with companies and producers who are working to reduce their environmental footprint.

"When we decrease methane in the atmosphere, we see an instantaneous decrease of the related temperature. That's means decreasing methane will induce cooling. That's the power that you have," he said.

"You have the power to pull carbon out of the atmosphere by reducing methane. That can be done through use of feed additives, through composting and use of manure," he said.

In California, SB 1383 mandated a 40% reduction of methane to be achieved by livestock operations by the year 2030, a regulation that brought objection from much of agriculture. But, Mitloehner said, the state incentivized reduction of methane by investing in technologies to reduce livestock emissions. One of the investments was in the construction of anaero-

Continued on next page

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Continued from previous page

bic digesters for dairies, which included covered lagoons that trapped the gases from the lagoon. Those gases are now turned into fuel for trucks. Mitloehner says this is a “double-whammy” of first not releasing the gas into the atmosphere, and now turning it into fuel.

“This means that the dairy sector in California has already achieved a 25% reduction in its methane production,” Mitloehner said. “So, of the 40% reduction we are to achieve in 10 years, we are already halfway there. That means that by reducing methane emissions we are pulling carbon out of the atmosphere and inducing a cooling effect.”

The contrast with carbon dioxide emissions from burning fossil fuels is evident, he says.

“Over the past 70 years we have extracted fossil fuels from the ground at a rate such that we have removed about half of all fossil fuels,” he said. “That is a massive amount of carbon that we have released into the atmosphere and it is the main culprit of human activity on climate change, responsible for at least 80% of greenhouse gases associated human activity, both in developed countries and throughout the world.”

The battle against climate change will continue, he says, and more states will offer incentives for farmers to reduce methane in the future.

“I think animal agriculture has a very positive story to tell,” Mitloehner said. “Methane is not a super-pollutant gas. Carbon dioxide is a super polluter, and that’s a big problem. But methane is a super opportunity, because if we find ways to reduce it, we induce cooling. And that is a super opportunity.”

Mitloehner also addressed the 2050 challenge, which describes the challenge agriculture has of feeding 9.5 billion people by mid-century. During the webinar he showed an image with a circle over South and Southeast Asia, which contains more people than the rest of the world combined. He called South and Southeast Asia and Africa “hotspots” because they will double their population every decade, and those are the areas with the greatest food insecurity. Feeding this growing population is a challenge, but Mitloehner notes that while two-thirds of all agricultural land is not arable – meaning it cannot grow crops – it can produce cellulose in grasses used by ruminants.

“Without ruminants such as cattle, we will not be able to use that land for human food production,” he said. “So that’s a story that is hardly ever been told, but I think very, very important.”

Important because the United States has shown that increased produc-

tion from dairy and beef cows can help reduce the carbon footprint of food production.

“The more efficient we become, the more productive we become per unit of food produced and the relatively lower is the environmental footprint,” he said. “So agricultural productivity, and emission intensity are inversely related.

Mitloehner said developed countries such as the U.S. have learned to use four main tools to decrease their environmental footprint: improved reproduction, improved veterinary systems, improved genetics, and learned to feed more energy dense diets.

“These four tools have allowed us to shrink our herd and flock sizes to historic lows, and that has decreased the amount of environmental pollutants to a large extent,” he said. 🐮

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MARKET WATCH

Market Recap: Feeder Cattle Auction

January 4, 2021 | Receipts 11,730

Close Compared to the last auction two weeks ago, feeder steers under 600 lbs. sold 2.00-5.00 higher, over 600 lbs. steady to 5.00 lower. Feeder heifers sold 3.00-5.00 lower, except those under 500 lbs. which sold steady to 4.00 higher. The supply of feeders was heavy with several load lots of heavier weight yearlings in the offering. Demand was moderate to good especially for thin fleshed pee wee calves. Conditions in the country are getting muddy as snow and ice melts following some winter weather over the last few day. The market remained strong all day despite everyone in attendance watching futures drop all day. Nearby live cattle contracts closed 2.72 to 3.00 lower, and feeders closed 4.00- 4.20 lower Supply included: 100% Feeder Cattle (61% Steers, 39% Heifers, 0% Bulls). Feeder cattle supply over 600 lbs was 63%.

Feeder Steers: Medium and Large 1 350-400 lbs 180.00-188.00; 400-500 lbs 165.00-183.00; 500-600 lbs 154.00-175.00; 600-700 lbs 140.00-145.50; 700-800 lbs 132.00-145.50; 800-900 lbs 130.00-139.50; load 1003 lbs 126.10. **Medium and Large 1-2** 300-400 lbs 170.00-182.00; 400-500 lbs 160.00-177.00; 500-600 lbs 138.00-167.00; 600-700 lbs 130.00-143.00; 700-800 lbs 129.00-138.00; 800-900 lbs. 125.00-130.50; 950-1000 lbs 120.00-121.50.

Feeder Heifers: Medium and Large 1 pkg 361 lbs 150.00; 400-500 lbs 138.00-152.00; 500-600 lbs 126.25-135.00 600-700 lbs 125.00-129.85; 700-800 lbs 121.50-129.00; 800-900 lbs 125.75-126.50.

Medium and Large 1-2 350-400 lbs 134.00-141.00; 400-500 lbs 122.00-142.50; 500-600 lbs 119.00-136.00; 600-700 lbs 117.00-128.50; 700-800 lbs 109.00-125.50; 800-850 lbs 117.00-123.50.

Feeder Bulls: Medium and Large 1-2 500-600 lbs 118.00-148.00; lot 616 lbs 125.00.

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

MARKET WATCH

Market Recap: Prime Time Livestock Video Sale

January 7, 2021 | Receipts 1,840

Demand was moderate for this Prime Time Video Auction. The cattle offered are in Missouri, Kansas, Oklahoma, Texas and New Mexico. Deliveries are current through June, 2021. Current deliveries are cattle that will deliver up to 14 days from the video sale date. Current delivery is through January 21, 2021. Feeder Cattle prices FOB based on net weights after a 2-3% pencil shrink or equivalent, with a 8-10 cent slide or 8-12 cent slide.

STEERS - Medium and Large 1 (Per Cwt / Est. Wt)				
Delivery	Head	Wt Range	Avg Wt	Price Range
Current	72	725	725	136.00
	68	780	780	133.00
	125	850 - 875	863	132.00 - 134.50
Jan	68	800	800	130.00
	172	850	850	133.50
Feb	60	850	850	130.00
Mar	60	850	850	130.00

STEERS - Medium and Large 1-2 (Per Cwt / Est. Wt)				
Delivery	Head	Wt Range	Avg Wt	Price Range
Current	88	690	690	135.25
Split Loads				
Jan-Feb	120	875	875	130.00
Feb	134	750	750	133.00

HEIFERS - Medium and Large 1 (Per Cwt / Est. Wt)				
Delivery	Head	Wt Range	Avg Wt	Price Range
Jun	270	750	750	132.00

HEIFERS - Medium and Large 1-2 (Per Cwt / Est. Wt)				
Delivery	Head	Wt Range	Avg Wt	Price Range
Current	200	750 - 775	758	116.50 - 122.00

MARKET WATCH

Market Recap: Special Wean Vac Sale

January 7, 2021 | Receipts 8,336

Comparable sales to Monday's regular feeder cattle sale, steers under 600 lbs were steady to weak, while steers over 600 lbs were steady to 3.00 higher, with the largest advance in the 600-750 lb steers. Heifers sold steady to 2.00 higher, with the exception of 500-600 lbs heifers selling 3.00 to 4.00 higher. Demand good, supply heavy. The bulk of the calves in medium plus to fleshy condition with a few thin flesh calves in the mix. Calves are weaned 45 days or more, on a vaccination program and heifers are guaranteed open. Supply included: 100% Feeder Cattle (60% Steers, 40% Heifers). Feeder cattle supply over 600 lbs was 62%.

Feeder Steers: Medium and Large 1 300-400 lbs 182.00-192.00; 400-500 lbs 165.00-185.00; 500-600 lbs 155.00-174.00; 600-700 lbs 139.00-152.00; 700-800 lbs 133.00-144.50; 800-900 lbs 130.00-137.50; 900-950 lbs 128.00-131.00. **Medium and Large 1-2** 300-400 lbs 170.00-185.00; 400-500 lbs 157.00-174.00; 500-600 lbs 142.00-168.00; 600-700 lbs 133.00-143.00; 700-800 lbs 130.00-135.00.

Feeder Heifers: Medium and Large 1 300-400 lbs 150.00-147.50; 400-500 lbs 135.00-148.00; 500-600 lbs 127.00-140.00; 600-700 lbs 124.00-134.00; 700-800 lbs 123.00-130.00. **Medium and Large 1-2** 300-400 lbs 137.00-151.00; 400-500 lbs 130.00-143.00; 500-600 lbs 123.00-132.00; 600-700 lbs 121.00-127.00; 700-800 lbs 120.00-126.50; 800-850 lbs 116.00-121.00.

Source: USDA AMS Livestock, Poultry & Grain Market News
MO Dept of Ag Market News
Jefferson City, MO (573) 751-5618



Source: USDA AMS Livestock, Poultry & Grain Market News
MO Dept of Ag Market News, Jefferson City, MO
(573)751-5618
www.ams.usda.gov/lpgmn

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