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CATTLEMEN'S



News

JULY 2020



Spotlighting on Young
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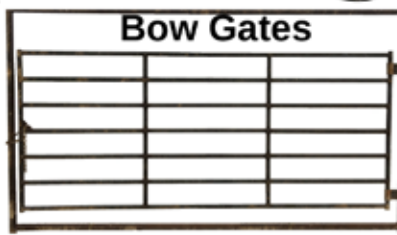


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ON THE BLOCK

with Jackie Moore

Big month here at Joplin Regional Stockyards...about 53 or 54,000 cattle! We are finally catching back up on some of those cattle we missed back in the midst of the covid pandemic. Now everyone is selling them and it has worked out because the market has been pretty dang good all month.

We had our big Value-Added Sale on June 25th and those cattle I'd say straight through brought \$3-\$15 a hundred more than they did at the Monday sale which was definitely a big success! There was strong buyer attendance, a desire to get hold of some of those weaned value-added calves and that market was really good.

We rolled around and had our Yearling Special on Monday, June 29th with 10,700 of those cattle. The yearling trade was steady to \$3 or \$4 higher. We got some big eight and nine weight cattle sold that had been waiting on the market to get better and it finally did. Luckily that worked out good too!

On July 2nd, we had the "Big Bang" Video Sale, held every year right before the 4th of July, with 25,777 of those cattle. That thing was really good! It looked like to me that some of those big eight and nine weight steers that come out there July/August bring \$1.30



to \$1.35/\$1.36. That was a really big "up" in the market compared to what it has been over the last three or four months.

The cow and bull market has been strong as well. Packers need that lean meat from those cows and bulls to grind with the over fat cattle coming out of the feed yards that are 50 pounds bigger than a year ago. When the industry kills 675,000 cattle a week that increases the demand for lean meat.

The market as a whole when you look at the fat cattle trade is trading .92 to .95...this feeder cattle and calf market is really good right now. I'm "cautiously" optimistic. Looking down the road a little further when we get some of this mess behind us hopefully, we get back to normal and maybe even take off...which still remains to be seen! Looking at the positive side, we have seen some rebound from all of these problems we've had and if we can avoid any other detours we can gain back a little ground and even make some money!

Good luck, and God Bless!

Jackie



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INSIDE THIS ISSUE

Spotlighting Young Leaders in Agriculture

On the cover: (from left to right) Kennedy Tool, Ben Greer, Dr. Carley Brucks and Jon Rodriguez

*Cover photo by Cattlemen's News staff.

IN EVERY ISSUE

- 3** | View from the Block
- 6** | Data Driven Decisions - Justin Sexten
- 8** | Under the Wire with Gary Hodgson
- 14** | Network Know-How with Erin Hull
- 22** | Home on the Farm with Anne Kennison
- 30** | MoBeef for Kids
- 32** | Prime Time Livestock Sale Schedule

Industry News

- 24** | Trump Administration Invests In Rural Broadband
- 26-27** | No Such Thing As Too Much Information
- 29** | 4-H Goes Online

Management Matters

- 13** | Battling BRD
- 20** | Harvesting Your Summer Hay Crop
- 23** | Summer Deworming
- 25** | Ergot Is Prevalent This Year

Trending Now

- 10** | Dreams Do Come True
- 12** | Chasing Red Angus Dreams
- 16** | Charting A New Course
- 18-19** | A Hard And Rewarding Choice
- 21** | Growing Ag Leaders
- 22** | A Passion For FFA
- 28** | Economists See Challenges
- 31** | Burgers Pay The Bills

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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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Deworming 10/06/2017 Ivermectin Deworming 03/14/2018 Ivermectin Implant 05/24/2017 Synovex C	<table><tr><td>Quality Grade ★★★★☆</td><td>Yield Grade ★★★☆☆</td><td>Carcass Weight ★★★★☆</td></tr><tr><td>Avg. Daily Gain ★★★★★</td><td>Feed Conversion ★★★★★</td><td></td></tr></table> <p>Certification Date 03/15/2018 No. 120</p> <small>The projections, values, and other calculations produced by Feeder Profit Calculator™ are based on user inputs. IGS does not independently verify the information provided by users. The information provided by users is not intended to be used as a guarantee of performance. IGS makes no representation that any Feeder Profit Calculator™ projection will be realized and actual results may vary significantly from Feeder Profit Calculator™ projections. The Feeder Profit Calculator™ is a registered trademark of International Genetic Solutions, Inc. and is not to be used without written permission.</small>	Quality Grade ★★★★☆	Yield Grade ★★★☆☆	Carcass Weight ★★★★☆	Avg. Daily Gain ★★★★★	Feed Conversion ★★★★★	
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Remote Control Grazing Management

Advancements in technology on the farm

By Justin Sexten for Cattlemen's News

Farming and ranching simulators can be found on the digital devices of kids and adults across the country. Some suggest these games have led to a consumer's view that food pops out of the ground and can be harvested with a swipe of the finger. Coupled with the row and vegetable crop technology showcased on social media one can easily imagine a digital farm.

Cropping systems are relatively uniform in management with straight rows, singular crops and similar management applied across the field. This consistency is often cited as the reason cropping systems are more digitized than livestock. The plant's inability to move makes for simpler system design, note simpler not necessarily easy.

Precision farming is often focused on offering solutions to variable soil and plant conditions or minimizing labor needs. Two recent articles highlight technology advances graziers may someday implement to digitize pasture management addressing variable pasture conditions and labor needed to manage them.

Adrien Michez and Belgium co-workers reported pasture monitoring results in the Remote Sensing journal where they used several drones to quantify forage availability and

quality of pastures. Forage researchers are always interested in both forage quality and quantity whereas producers tend to have different focuses depending on animal performance goals.

For grazing dairy and pasture finishing systems quality is key. In most beef cattle grazing systems the amount of forage drives stocking and grazing management decisions long before quality becomes an issue. High quality forage is of little value if there isn't enough grass to graze, regardless the system, so the ability to quantify grazable forage is a key metric of the technology.

The drones were flown over the test pastures at solar noon to minimize the effects of shadows and the pastures were a single species, timothy, to minimize prediction variation. To implement the technology we would agree the prediction models would need to evolve to evaluate multiple forage pastures and allow for morning and evening flyovers to combine pasture and cattle checking.



The drones used in this test were off-the-shelf models fitted with common sensing equipment to demonstrate the ability to use readily available and cost effective technology. The test was successful at predicting forage height, biomass and various measures of quality. Forage availability predictions were better than some more refined manual methods such as a rising-plate meter.

Another interesting grazing focused article was a virtual fencing report from Animals by Dana Campbell and Australian co-workers who tested the eShepherd® virtual fence's ability to create exclusion areas to prevent grazing of an environmentally sensitive area. The concepts outlined in this report combined with the drone experiment highlights how we can integrate technology advancements to develop actionable data driven grazing management plans.

This electronic fencing test was implemented over a 44 day grazing period in a 34.5 acre pasture. The exclusion zone was changed slightly over time to train the animals and had an irregular boundary. The irregular boundary is significant as cattle were forced to respond to the audio cues rather than respond to a site line of exclusion. The ability to implement irregular boundaries will be key to commercial adoption of virtual fencing.

During the grazing period forage availability within the included pasture declined while the exclusion increased, suggesting the grass was greener across the virtual boundary. The cattle proved this by continually encountering the virtual fence.

Despite this increased forage availability, cattle remained outside the exclusion 99.8% of the grazing period. Additionally the cattle received a greater number of audio warnings than electrical corrections. These results suggest the cattle were responding to the cues when they did enter the exclusion area.

There were a couple animals that persisted in entering the excluded area despite the cues. I suspect regardless of the fencing type many of you will agree there is always "the one" who finds the weak link in the fencing system.

These experiments offer us a look into the future of ranch management technologies. A way to remotely monitor pasture conditions, set up exclusion areas based on forage quantity and quality and deploy a virtual fence while setting at the pasture gate. For many, automated pasture allocations may not be in your immediate future, however, the technology is advancing.

Today grazing management is limited to permanent fences, our ability to set up temporary paddocks and moving animals when we can. Imagine the day where we set up a weekly pasture flyover, weather data are integrated, waterers are waypoints and stocking rates are adjusted by virtual fencing. What we consider a simulation today could be tomorrow's routine management. 🤖

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

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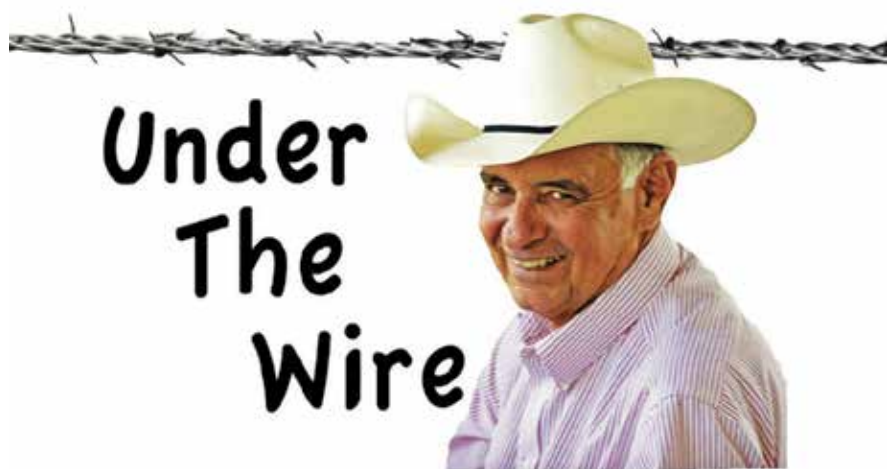
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HOPE YOU HAVE BETTER LUCK

By Gary Hodgson for Cattlemen's News

It goes without saying there is nothing funny about Covid-19. My sincere sympathies go out to those who have lost loved ones to the virus.

That said, I have often heard the phrase, "Even in the darkest storm, there will be a flash of light." Today's column is about such a flash during the darkness of this pandemic.

While she repeatedly denies it, I have a younger sister. I cannot divulge her name since previous such exposure has resulted in phone calls threatening disclosure of embarrassing moments in my earlier years.

As formidable as she may sound, the truth is, she may be funnier and stranger than me, difficult as that may seem, our unique talents differ, however. While I write about funny subjects, her talent involves doing weird funny things while living an otherwise normal existence.

This story is about an event she related a few days ago. She and her husband live near a small town far from here. Like most of us, they have been staying close to home. Finally, a trip to the local Walmart became necessary. Heeding all safety recommendations, she donned her face mask and pulled on a pair of blue surgical gloves as well.

After negotiating the isles trying to stay six feet away from little old ladies bulldozing shoppers out of their way with their shopping carts, she decided a trip to the ladies room was necessary. Once inside a stall, she proceeded to re-zip her blue jeans, only to be stopped half way with a snag. One of the blue gloves had gotten snarled in the zipper. It would not pull out and the zipper would not budge. There she stood, half mast, if you will, faced with a problem. She could return to the isles sporting a blue glove hanging from her zipper or use more force and dismantle the entire zipper.

She was laughing so hard telling me the story, I forgot how this ends. Promised not to tell anyone which of course I am, so I can't call her for the outcome. Guess each of you will have to add your own ending. Just how would you "handle" such a problem? Hope you have better luck than her. 🤠

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

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Dreams Do Come True

Through hard work and perserverance

By Carson Andersen for Cattlemen's News



I was born and raised in Texas and will be the first person in my family to pursue a career in agriculture. First generations have to start somewhere, right? People almost always ask “Well, how the heck did ya end up in the beef industry?” To me, it is a very easy question to answer. It always goes back to wanting to have a positive impact in life, to help people, and to do good, meaningful work. My passion for wanting to work in the industry stems from the people and meaning behind it. People: good, humble people who would give you the shirt off their back after shaking your hand once. And the meaning: Hard work, dedication, family, life lessons, and feeding the world.

It wasn’t until high school FFA when I was introduced to animal agriculture and decided then and there that it was something I wanted to be a part of. With not having grown up with livestock, I wanted to broaden my experience and knowledge in any way I could. I more than willingly set aside volleyball to chase after agriculture and scrummaged together the few pennies in my savings account to purchase a few goats to show in my annual high school show. I had no idea what I was doing at first but always knew I was right where I was supposed to be.

I attended Texas A&M University and received a bachelor of science degree in animal science. While I was at Texas A&M, I was involved in undergraduate research focusing on beef cattle nutrition and beef cattle reproduction. After exploring various animal science disciplines through classes and research, I decided my passion was focused on beef cattle reproduction, and more specifically applied reproduction.

I am currently working on my master’s degree at the University of Missouri in reproductive physiology focusing on applied beef cattle reproductive technologies such as sexed semen and estrus synchronization. Being in an applied program has helped me gain face-to-face insight on how the beef industry works—assisting in everything from reproductive management, sire selection and culling decisions to tract scoring, estrus synchronization and AI. I was told that you always learn more with hands on experiences than you do sitting in a classroom and heck, I probably have spent more time in cows and heifers performing AI, tract scoring and ultrasounding than in class and let me tell you, I have never learned so much.

My time at Mizzou has allowed me to work closely with producers across the United States and it truly has been my favorite part of the program. It has been an enriching experience to hear each producer’s story. Each story is so different, but they are all full of true dedication to the industry. There is not a “one story fits all” for being a producer. It is the diversity of stories that makes the industry what it is, and the uniformity of dedication and passion for beef that brings us all together.

Nothing has been more rewarding then carrying out research that has the opportunity to have a positive impact on producers and operations across the beef industry. After I graduate, I plan to go work in the beef AI industry where I will work with producers on reproductive management, bull selection, estrus synchronization, AI and anything else that may improve their profitability and productivity of their operation. I hope to one day have a positive impact in the beef



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INDICATIONS:
Baytril® 100-CA1 is indicated for the treatment of clinical anaplasmosis associated with *Anaplasma marginale* in replacement dairy heifers under 20 months of age and all classes of beef cattle except beef calves less than 2 months of age and beef bulls intended for breeding (any age). Not for use in any other class of dairy cattle or in veal calves.

RESIDUE WARNINGS:
Cattle intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for use in female dairy cattle 20 months of age or older including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

HUMAN WARNINGS:
Not for use in humans. Keep out of reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Product Support at 1-800-422-9874. For product questions call 1-800-255-6826.

PRECAUTIONS:
The effects of enrofloxacin on bull reproductive performance have not been adequately determined. Subcutaneous injection in cattle can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.
Baytril® 100 and Baytril® 100-CA1 contain different excipients than other Baytril® products. The safety and efficacy of this formulation in species other than cattle has not been determined.
Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

ADVERSE REACTIONS:
No adverse reactions were observed during Baytril® 100 clinical trials.

ANIMAL SAFETY:
In feeder calves, clinical signs including depression, incoordination, muscle fasciculation and inappetance have been observed at higher than approves dosages.
An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle. No painful responses to administration were observed.
In two reproductive safety studies, enrofloxacin treatment had no adverse effect on reproduction or cow health in either study. Three calves in the first trimester study that were born to enrofloxacin-treated cows died due to perforating gastrointestinal ulcers. No congenital anomalies were observed in either study, and calf body weights and general health were otherwise normal.

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industry by helping create sustainable protein to feed the world, by closely working alongside producers and families, and advocating for this industry any chance I get. 🤠

Carson Andersen is a Graduate Research Assistant in the Division of Animal Sciences-Applied Reproductive Physiology at the University of Missouri-Columbia

NEW OPTION FOR TREATMENT OF POTENTIALLY DEADLY ANAPLASMOSIS



Bovine anaplasmosis isn't a new disease but it can come as a surprise to producers who have not yet seen it in their herds. "It is the most humbling experience. You think you're doing your best to prevent illness in your cattle, then anaplasmosis hits," recalls Jason Lewis of Division Ranch near Strong City, Kan. "I thought I was doing everything I could for my herd, and it was like a slap in the face. In one week, everything changed."

September 2017 was when everything changed. Lewis received a call from his youngest son, Jaron, who was checking on their herd and reported eight cows were dead. "I was on the phone with my son when one cow dropped dead right in front of him." Lewis lost 14 head in that outbreak, and he's been vigilant ever since.

Dr. Kathryn Reif, assistant professor in the Department of Diagnostic Medicine/Pathobiology in the College of Veterinary Medicine at Kansas State University, has been studying anaplasmosis in cattle for nearly 10 years. "Anaplasmosis is a disease caused by a bacterial pathogen, *Anaplasma marginale*, the pathogen that lives inside red blood cells of cattle. It is the destruction of those red blood cells that ultimately causes the hallmark sign of anaplasmosis, which is anemia," Reif explained.

"Ticks are the natural vectors for disease transmission, and cattle of all ages are susceptible to becoming infected. However, adult animals about two years old or older are more susceptible to showing greater clinical signs of disease because they are slower to replace the destroyed infected red blood cells compared to calves," Reif added. "Once an animal is infected, those animals tend to remain infected for the duration of their life and serve as reservoirs for subsequent transmission events."



Anaplasmosis, like bovine respiratory disease, can be difficult to diagnose. Similar to Lewis, sometimes the first indication of a problem is the discovery of dead cattle.¹ Until now, tetracycline antimicrobials, oxytetracycline or chlortetracycline (CTC) medicated feed, were the only drugs used in the U.S. for treatment of anaplasmosis. In some areas, vaccines are available to increase resistance to animals developing clinical anaplasmosis.

In April, Bayer Animal Health received conditional approval from the FDA for **Baytril® 100-CA1 (enrofloxacin) Injectable Solution** for the treatment of clinical anaplasmosis associated with *Anaplasma marginale* in replacement dairy heifers under 20 months of age and all classes of beef cattle except beef calves less than 2 months of age and beef bulls of any age intended for breeding.

"Baytril 100-CA1 contains the proven molecule, enrofloxacin," said Dr. Jim Little, veterinary scientific liaison with Bayer Animal Health. "Because of the need for additional options for treatment of clinical anaplasmosis in cattle, the FDA granted Baytril 100-CA1 a Conditional Approval (CA) to make it available to cattle veterinarians and producers sooner, pending a full demonstration of effectiveness."

With positive cases of anaplasmosis in cattle found in almost every U.S. state^{2,3}, Lewis believes it isn't a case of if, but when producers will experience the disease in their herds.

Map indicates the greatest risk areas for anaplasmosis infections.



Source: Kansas State University

Little also reminded producers that tick control is an important part of an overall parasite management program. "There are a variety of effective parasiticides available in many convenient forms such as ear tags, pour-ons and sprays." However, when an anaplasmosis outbreak hits, he reminds producers to "always consult your veterinarian for treatment options."

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

Federal law restricts Baytril 100-CA1 to use by or on the order of a licensed veterinarian. Extra-label use of Baytril 100-CA1 in food-producing animals is prohibited.

¹ Whittier, D. Anaplasmosis in beef cattle, Drover's. <https://www.drovers.com/article/anaplasmosis-beef-cattle> Oct. 27, 2015. Accessed February 21, 2020.

² Kocan K, de la Fuente J, Blouin E, et al. (2010). The natural history of *Anaplasma marginale*. *Vet Parasitol.* 167(2-4):95-107.

³ Iowa State University. VDL Anaplasmosis. Available at: <https://vetmed.iastate.edu/story/vdl-anaplasmosis>. Accessed: April 21, 2020.



Chasing Red Angus Dreams

Building a program at an early age

By Rebecca Mettler for Cattlemen's News

Kyle Roder of Bar R Farms near Crane, Missouri, understands it takes hard work and sacrifice to chase his dreams.

Bar R Farms has two components to the cattle operation: a registered Red Angus herd and a commercial herd consisting of Red Angus and Angus-cross cows. He utilizes both AI and embryo transfer (ET) for genetic improvement in the herd; some of the commercial cows are used as recipients for the ET work.



Many late nights, early mornings, and plenty of weekend work keep his cattle operation going, all while maintaining a fulltime job off the farm.

“It’s always what I’ve wanted to do,” Roder said. “I’m surprised I’ve come this far at this age from where I started to where I am now.”

Roder grew up showing Red Angus cattle, and when he was 15, he started his operation in earnest with five registered heifers. The expansion in his operation has taken place since he graduated from high school in 2012. Over the years, he’s gradually built up his herd. Currently, he runs 100 cows, 40 are registered Red Angus, and the remainder are commercial cattle. Each year, Bar R Farms markets 15 to 20 registered Red Angus yearling bulls. Roder’s ultimate goal for the operation is to transition to a completely registered herd of Red Angus cattle.

Roder is thankful for the help of his wife, Sydney, and sister, Shelby Roder. Shelby works a great deal with the registered show cattle on Bar R Farms. His mother and father are also pillars of support, even though they have their own cattle operations to attend to.

Roder also credits Weaver Forest, a local cattle producer, for being a lifeline of encouragement and says that he can’t thank the man enough.

“He’s always been full of knowledge and has helped us out along the way,” Roder said. “He’s always said, ‘If you think about something long enough and hard enough, you’ll justify why you do it.’ I’ve been lucky enough to take Weaver’s advice in several areas of our farm, and that has benefited us.”

In fact, Roder’s addition of a red Beefmaster bull for the commercial herd came as a recommendation from Forest. The addition of both a Beefmaster and Polled Hereford bull has introduced hybrid vigor into the herd.

“I run the registered herd and the commercial herd the same,” Roder said. “If the cows can’t do it themselves, there are too many good cattle out there to keep the bad ones.”

When making genetic selection decisions, Roder pays close attention to calving ease, growth, carcass numbers and style because of the operation’s show aspect. He also has a hard stance on structure. Cattle have to be good footed and the “easy moving type.”



While Roder does have a handful of donor cows, he doesn’t necessarily have a “donor pen.”

“I’ll flush a cow and then make her go out and be a cow and raise a calf,” Roder said.

Bar R Farms markets registered cattle by private treaty and does a lot of promotion and advertising on the internet through Facebook and Craigslist with good success.

Roder markets his commercial feeder calves after backgrounding them for a minimum of 60 days.

“With COVID-19 this spring I had to background my calves a little longer than I wanted, but just recently sold the fall calves after 60 days of backgrounding,” Roder said.

As anyone in agriculture knows, farm life is not without its challenges. Between the farm, a full-time job and navigating his new parental role, Roder is a busy young man. Plus, 2020 hasn’t been the easiest rollercoaster for the beef industry to ride.

“Trying to keep everything afloat with cattle prices going up and down is hard, and so is keeping up with the operation with a fulltime job off the farm,” Roder said.

However, the opportunities outweigh the risk, as far as Roder is concerned. He’s just thankful to be a part of the beef cattle industry.

Roder’s advice to young producers would be to start small and grow. Plus, buying good genetics can help the operation further advance. He also believes that keeping the best heifers to put back into the herd is a smart decision for growth.

In the future, Roder hopes to keep expanding his registered herd, have a yearly production sale, and eventually share all of these opportunities with his four-month-old son, Tyson. 🐮



PRODUCT INFORMATION
NADA 141-334, Approved by FDA.

ZUPREVO® 18%
(tildipirosin)
Injectable Solution for Cattle

ANTIMICROBIAL DRUG
180 mg of tildipirosin/mL For subcutaneous injection in beef and non-lactating dairy cattle only.

Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

BRIEF SUMMARY: for full prescribing information use package insert.

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

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

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

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

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

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

DO NOT USE ZUPREVO 18% IN SWINE. Fatal adverse events have been reported following the use of tildipirosin in swine. NOT FOR USE IN CHICKENS OR TURKEYS.

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

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

Made in Germany
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When Battling BRD, Speed and Duration Counts

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

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

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

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

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

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

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

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

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

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

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

RESIDUE WARNING: Cattle intended for human consumption must not be slaughtered within 21 days of the last treatment. Do not use in female dairy cattle 20 months of age

or older. Use of this drug product in these cattle may cause milk residue. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. The effects of Zuprevo® 18% on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond slaughter withdrawal period. This may result in trim loss of edible

tissue at slaughter. **DO NOT USE ZUPREVO® 18% IN SWINE. FATAL ADVERSE EVENTS HAVE BEEN REPORTED FOLLOWING THE USE OF TILDIPIROSIN IN SWINE. NOT FOR USE IN CHICKENS OR TURKEYS.**

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

READY. SET. ZUPREVO® (tildipirosin)

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

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

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



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

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Don't Judge a Book by it's Cover

Our youth of today

By Erin Hull for Cattlemen's News

It's so easy to look at the youth of today and feel there is no hope for our future. As I write this, I feel old. I'm quite certain every generation has said this at some point. Usually this statement is made in regards to work ethic. As someone who truly loves to work, it's very easy to look at the younger generation and get discouraged.

If you talk to any business owner in nearly any industry, they will tell you first hand how hard it is find part time help. When saying this, I speak from personal experience. At times it is very easy to get discouraged and blame it on our youth today and their lack of work ethic.

Recently I attended a Farm Bureau meeting and a local FFA member stood up and spoke. She presented in hopes of get funding for a project that her FFA chapter was working on. The longer she spoke, the more stunned the attendees became. She blew us all away. She spoke from the heart. She spoke with passion. And more than anything, she gave every single person in the room a renewed hope for the youth of today and their involvement in modern day agriculture. Needless to say, the board voted unanimously to fund the project. I have attended a lot of Farm Bureau meetings. Never has a presenter left the audience with so much hope.

After this meeting, I sat down and reevaluated our youth population. Maybe we are all looking at the younger generation wrong. Maybe this girl was just a needle in a hay stack? Maybe it was a combination of both, but her presentation definitely made me take notice.

When I was young(er), it was a given that I would work on the our farm. In fact, it was not a choice, it was a demand. If I wanted to have my car insurance paid for, I had to work when I was told to. My brothers were given the same ultimatum. The work was awful, but I learned very quickly that regardless of what the work was, it was up to you to make the best of it. We sang songs while unloading hay bale after hay bale after hay bale. We ridiculed one another to make every-



thing a competition. You all know what I mean.

Sadly, it seems those same unspoken rules of yesteryear do not apply today. That made me sad. It made me feel that our youth today were missing out on a passage of time that we all look back on adoringly. We can look back because it

was the past. I assure you that in the moment of that awful work, we were not having fun. It is far too easy to forget that and only focus on the highlights and remember the fun. All of this made me sad until I sat at that Farm Bureau meeting. Rather than focusing on the negatives regarding our youth, I chose to focus on the positives. I remind you, I am raising 2 teenagers. I'm not sure if this gave me a leg up or was a hinderance to my mission.

Once I started to focus on the positive versus the negative, my eyes were opened. As someone who lives and breathes AgVocacy, I was quick to notice that some of the AgVocates for our businesses are youth. But why? I can tell you right now, they definitely have us beat for a few reasons.

1. They are tech savvy. They know more about technology that we will ever dream to know. What might take us minutes to figure out, they have mastered in seconds. They know who to get their voices heard farther than we do.

1. They don't own their own farms and ranches. This is an interesting one. If you don't personally own the ranch, you're not held back by the "what ifs" that owners are. I stop myself from commenting on many things because "what if that animal rights activists attack MY farm and livelihood". This is a big hinderance in getting our voices out there. We don't want the attention brought home to our own farm. If you don't own the farm, these things don't even cross your mind.

2. They're young. Remember when you were 20 and didn't have the good sense to bite your tongue? In this instance, that's an asset. As you age, you slowly learn that not all battles need to be fought. At 20, every battle is an opportunity and there's no such things are backing down. This helps us all. When we roll our eyes and say to ourselves "I'm not going to touch this topic", they jump in.

While I may not be overly thrilled that my 16-year-old son

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doesn't want to work in a hot hay mow singing songs and picking on his friends, I am over the moon happy that he's the first one to stand up for our industry when someone pushes his buttons. I'm proud that he won't back down. I'm proud that while not showing any interest in being a farmer himself, I know he'll be the one to stand up for me and my business when I'm too guarded to do it myself because of all the "what ifs".

So, next time you feel discouraged with the youth in your community, have faith that the principles you have instilled have them are there, just waiting to boil over and AgVocate on your behalf. 🤠



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MISSOURI BEEF INDUSTRY COUNCIL

Mark was nominated by MCA and MFA for this election and his support team includes Joplin Regional Stockyards and SWMO Cattlemen's Association.

The schedule for the upcoming election is as follows:

July 20 – Voter registration closes

August 14 – Ballots mailed

August 31 – Postmark deadline for valid ballots

September 10 – Election results announced

Mark Harmon has worked with cattle producers through Joplin Regional Stockyards for the past 35 years and has a great relationship with producers in their thoughts and concerns about how the Checkoff funds are spent and allocated. Being the publisher of Cattlemen's News magazine, published monthly out of Joplin Regional Stockyards, he is always in contact with the producers that Joplin Regional Stockyards collects the Checkoff funds from. Mark has served on several boards with the MCA, Ozark Empire Fair and SWMO Cattlemen's Association.

Mark has been married to Cathy for 33 years and they have three grown children, seven grandchildren and a grand dog named Luna. Mark and Cathy enjoy playing golf and keeping up with the family.



To register to vote in MBIC elections go to: <https://agriculture.mo.gov/councils/beef/votingregistration.php>

An Old Farmer's Advice:

- * Your fences need to be horse-high, pig-tight, and bull-strong.
- * Keep skunks, bankers and lawyers at a distance.
- * Life is simpler when you plow around the stump.
- * A bumble bee is considerably faster than a John Deere tractor.
- * Words that soak into your ears are whispered...not yelled.
- * Meanness don't just happen overnight.
- * Forgive your enemies. It messes up their heads.
- * Do not corner something that you know is meaner than you.
- * It don't take a very big person to carry a grudge.
- * You cannot unsay a cruel word.
- * Every path has a few puddles.
- * When you wallow with pigs, expect to get dirty.
- * The best sermons are lived, not preached.
- * Most of the stuff people worry about ain't never gonna happen, anyway.
- * Don't judge folks by their relatives.
- * Remember that silence is sometimes the best answer.
- * Live a good, honorable life. Then when you get older and think back, you'll enjoy it a second time.
- * Don't interfere with somethin' that ain't botherin' you none.
- * Timing has a lot to do with the outcome of a rain dance.
- * If you find yourself in a hole, the first thing to do is stop diggin'.
- * Sometimes you get, and sometimes you get got.
- * The biggest troublemaker you'll probably ever have to deal with watches you from the mirror every morning.
- * Always drink upstream from the herd.
- * Good judgment comes from experience, and a lotta that comes from bad judgment.
- * Lettin' the cat outta the bag is a whole lot easier than puttin' it back in.
- * If you get to thinkin' you're a person of some influence, try orderin' somebody else's dog around.
- * Live simply, love generously. Care deeply. Speak kindly.
- * Leave the rest to God.

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Charting a New Course

Tips for young producers starting a business

By B. Lynn Gordon for Cattlemen's News



If we have learned anything from COVID-19, it is that we need to be nimble and creative. As the world shifted into “quarantine”, the way we did business changed. It forced many to uproot their traditional business model and find ways to adapt. For young men and women who want to be involved in production agriculture, it requires being agile and innovative as well.

The 2017 USDA Census data reported 3.4 million producers, a 6.9% increase over 2012 as more farms reported multiple individuals involved in farm decision making. The complexity of agriculture is demanding a more diverse and broader knowledge base. It is nearly impossible for one individual to be an expert in operating a farming business.

Besides, how does a producer enter the business when the capital investment needed is daunting. The average U.S. farm acre sells for \$3,140 and in Missouri, it is even higher at \$3,700 per acre. All land values, whether for crop or pasture, continue to increase, also impacting higher cash rentals; meanwhile, record commodity prices have eroded. Young men and women seeking to develop an agricultural enterprise, have not had enough time or opportunity to build the capital needed nor are they able to start with the scale of operation to result in a profit, that provides a viable living.

“Their biggest fear entering the business is the debt load and understanding the dollar value associated with the debt load,” said Lori Tonak, a farm and ranch management advisor in South Dakota. Tonak explains their fear grows even more if the individual or their spouse did not come from a farm. “When they see the financial numbers associated with the needed investment, it’s hard to wrap their thoughts around that kind of dollars,” she says. Add in the challenge to identify enough margin to have an affordable lifestyle, most young farming couples must work off the farm. The result; 20-hour days to try and make their dreams work.

Facing uncertainty

One of the greatest impacts on stress is uncertainty, says leadership expert John Maxwell. Believe it or not, failure is easier to digest than living with uncertainty because there is an ending or resolution. Building a business from the ground-up means producers are dealing with continual uncertainty, but Maxwell believes within every challenge is an opportunity to learn, grow, and lead.

A young producer I have visited with and watched start his ranching business is a testament to dealing with uncertainty by focusing on the opportunity. Here are a few things he did.

Build a team of experts. Your team may consist of a banker, nutritionist, veterinarian, financial management advisor, accountant, etc. These professionals can serve as a resource in their areas of expertise providing critical information to impact the business plan and goals. Identify team members willing to spend time working with you, that have a stake in your success. Then your role is being open and honest with them. Don’t be afraid to discuss your fears, concerns, or finances with them. You should be in this together as a team.

Seek out mentors. He not only built a professional team but sought out mentors representing additional areas of expertise applicable to goals he set for his operation, e.g. rotational grazing. These mentors were innovators who thanks to Twitter and Facebook, he can easily follow and dialogue with, even without ever meeting them face-to-face.

Don’t overlook retired producers. The agricultural community is unique. Competition is often left at the door. The older generation has great pride in agriculture and thrives on sharing their experiences and supporting the next generation. Take the time to ask questions and learn from their trials and errors.

Snapshot of U.S. Farmers

Number of U.S. Farmers	3.4M
Number of U.S. Farms	2.0M
Male farmers	64%
Female farmers	36%
Average age	57.5
<35 age	8%
35-64 age	58%
65+ age	34%
10 years or less farming	27%
11 years or more farming	73%
Did not work off-farm	39%
Worked off-farm 1 to 199 days	21%
Worked off-farm 200+ days	40%

Source: USDA Census Data, 2017 www.nass.usda.gov/AgCensus

Capitalize on opportunities. Incorporate technology into decision-making, record-keeping, and accessing new initiatives. This young producer researched ways to find partners willing to help him learn and achieve his goals. He started to run trials for a major agricultural company that was seeking to learn more about the regenerative agriculture process. By working alongside an industry leader, he was able to test out cutting-edge initiatives plus receive financial support. He could experiment with these practices, protecting his liability. If these practices were effective, he was then already further down the pipeline with methods to apply to business plan.

Get involved. Free time is limited but getting involved may prove to be more fruitful than you might think. He joined many local and regional livestock and industry organizations and started to build a network with like-minded individuals. Not only was he learning about topics and policies directly impacting his business, but he was creating a network of individuals that were also his customers. Trust is important in any relationship and when it comes time to market your calves or sell bulls, having already built a relationship with a potential customer will go a long way. 🤠

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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A Hard and Rewarding Choice

The bond between human and animal

By Jessica Allan for Cattlemen's News

Veterinarian Appreciation Day is approaching as I write this article, and if anyone should have such a day, it should be our local veterinarians. These are some of the hardest working, most compassionate, and most honest people I have the honor to know. Growing up on a beef farm, we got to know several of the area vets, from our regular veterinarian, to the dogs' veterinarian, to the many others we had out for emergencies when our regular veterinarians happened to be unavailable.

Most people in Southwest Missouri know exactly who you are talking about when you mention Doc Haskins. He and his clinic, Animal Clinic of Diamond, have become something of a legend, especially in large animal practice. His wife, Jayne, continues to grow his practice since his passing with veterinarians who exhibit the same passion and love for agriculture and livestock animals as Doc.

We were lucky enough to get to interview one of those new vets, Dr. Carley Brucks, and several students working at the clinic who are looking forward to furthering their careers in veterinary school.

When asked why she chose to be a veterinarian among all the other options available to her, Dr. Brucks explained she knew she wanted to be a veterinarian as a small child, and her passion for agriculture only grew as she participated in 4-H and FFA growing up. For her, she found that becoming a veterinarian was a "great way to help both large and small animals, and their owners, while being an advocate for the agricultural industry."



Veterinarian student Ben Greer said that although he grew up watching his dad in the industry, he didn't see it as his chosen profession until he found himself graduating Missouri State University with an acceptance letter in hand to the University of Missouri School (MU) of Veterinary Medicine. Other veterinarian students Jon Rodriguez (Ross University in St Kitts) and

Kennedy Tool (also MU), knew from early on that this was what they would do as a career. All three have worked as interns and/or assistants at local clinics, including Animal Clinic of Diamond.

Animal Clinic of Diamond is both a small and large animal practice, something that Dr. Brucks says she enjoys, as she completed externships at both large and mixed clinics all over the country while in school. The students enjoy the challenges that come with a mixed practice and see the need to work in both sides.

"I think there is something truly special about the human-animal bond, and that is what small animal medicine is all about, however, working at Diamond has shown me how strong of a need there is for large animal doctors," said Tool.

As the students prepare to get back to school this fall, Dr. Brucks advised them that although it is hard work with many years of schooling, the profession itself is rewarding in the end. One must want it though, to make it. The students agreed and said that the mentors who they have had to this point have been very helpful in letting them see all sides of the profession, not just the cute, cuddly situations. For Greer, he saw the challenges and rewards daily as he watched his dad work in the profession. Rodriguez grew up around animals and learned from his dad how to spot and treat sick ones, but he also credits Dr. Gentry at Diamond for taking time and effort to explain and teach things to him, even after hours. Tool also grew up in the animal business and has been able to enjoy a wide variety of animal care experiences from large businesses to local clinics and even non-profits.

continued on the next page





Jon Rodriguez



Dr. Carley Brucks



Kennedy Tool



Ben Greer

“All of the doctors I have worked with here at Diamond have been a huge help,” said Tool. “It was great getting perspective about school from so many younger doctors.”

Now that Dr. Brucks is out of school and practicing full time, she does realize it takes a conscious effort to change her mindset from student to doctor, but credits her team at Diamond with helping her face that challenge head on. Her goal now is to continue to develop client relationships and fully integrate with the Diamond team. While her favorite rotations in veterinary school were equine and food animal ambulatory services and large animal theriogenology (i.e. reproduction), she is now adding to those specialties by getting her certification in animal chiropractic with a focus on equine.

As for the students’ future plans, Tool is concentrating on finishing school at this time, although she does see herself working in her own practice some time in the future. Rodriguez wants to work for a clinic for a couple years after he graduates, in order to hone in on his skills, before opening his own practice, hopefully in the Neosho area. Greer is looking to be a multi-tasking veterinarian after graduation by working with a mixed practice somewhere in rural Missouri while helping his family manage their cow/calf operation. He also plans to complete his Masters of Public Health in or-

der to become involved in city/country public health safety, and possibly advise and/or teach at a local university.

Dr. Brucks, Greer, Rodriguez and Tool all agree that the profession itself is what drew them to it. With their careers, they are able to combine their love of learning, science and animals into one.

“Veterinary medicine is an essential profession that provides a large variety of opportunities and responsibilities, said Greer. “It provides aid in public safety for the community. I have always had a passion for animal agriculture and a love for science and understanding how things work. I felt nothing fit those desires better than becoming a veterinarian.”

Well put, Greer! And I, for one, am glad we have veterinarians like Dr. Brucks and her team at Diamond, and congratulate Greer, Rodriguez, and Tool as they move forward with this next step in their careers. I hope we get to welcome them and their new practices in the area in the near future! 🤠

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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Harvesting Your Summer Hay Crop

Discussion on quality and storage of hay

By Eric Bailey for Cattlemen's News

Farms across Missouri have been baling hay over the past few weeks. Hay remains an important component of many farms across the state. Storing forages produced during times of excess is our primary method for ensuring cattle do not go hungry during times when forage production is low. Let's discuss the quality and storage of hay harvested recently.

The most common forage in pastures across Missouri is tall fescue. A cool-season grass, tall fescue develops stems and seedheads in May. During this period, tall fescue switches from leaf growth (vegetative growth stage) to producing stems and seedheads (reproductive growth stage). The change in growth pattern corresponds with a decrease in the nutritive value of the forage, as the leaves are higher quality than stems and seedheads.



In recent years, wet baling (baleage/ grass silage) has become popular among producers making hay. A common question I hear is, "My cows prefer the wet hay. Does that mean it is better feed than dry hay?" Palatability (preference for a feed) does not equal higher quality feed. I could cover corn stalks or wheat

straw with molasses, and the cattle will eat it like candy. That does not mean they are getting more nutrients out of the corn stalks.

When forage is baled wet, we are ensiling it. Ensiling is similar to pickling cucumbers. We are preserving the feed, not changing its nutritive value. June harvested baleage and June harvested dry hay will likely have similar energy and protein content. The calendar date is a greater factor influencing the forage quality than the storage method. In a perfect world, we would harvest excess forage in May, when the plant is still in the vegetative stage of production. Unfortunately, May is the wettest month of the year, so the chances of getting in the field, harvesting, drying, and baling occurring without a rain-fall event are low.

Speaking of forage quality, another question I am often asked is, "When should I have a hay test done? When I bale it or when I feed it?" The factor influencing this decision is how the forage is stored. The ideal storage of dry is in a covered barn, off the ground (likely on pallets). That is not a luxury many folks have. The more the bales are exposed to the weather, the more likely it is that nutrients will leach out from the bale. If storage conditions are ideal, test it going into the barn. If the storage conditions are less than ideal, try to sample it as close to feeding as possible. Your local MU Extension Specialist will help you get hay sampled and sent off for analysis properly.

Ordering lab tests for your forage samples can appear complicated, but here are a few recommendations to help simplify this process. There are two types of lab analyses; wet chemistry and near-infrared reflectance spectroscopy (NIRS). Labs have drifted towards using NIRS in recent years because of the ease and speed of the analyses. You also might see that they are cheaper than wet chemistry. *One caution, the less familiar the feed analyzed, the less likely the NIRS test is to be accurate.* If you are testing fescue hay, NIRS is just fine. If you are testing "ditch hay" or a relatively uncommon forage (Example: giant miscanthus grass), I encourage the use of wet chemistry analyses.

Most labs will have several bundles of tests to choose from. I recommend having protein and fiber (acid detergent fiber & neutral detergent fiber; ADF & NDF) tested. We do not have a direct measurement for the energy content of feeds in the lab. Instead, the lab uses the ADF content to predict the energy content of the feed. Choose the bundle that focuses on energy, fiber, and protein in most situations. The test bundles that include minerals can be useful if a nutritional issue is being troubleshooted, but can be expensive for everyday testing.

Next month, we will discuss the interpretation of lab analyses and how to match supplementation strategies up with your hay. If you have any questions or follow up, send me an email at baileyeric@missouri.edu. 🤠

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

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Growing Ag Leaders

By Eldon Cole for Cattlemen's News

Have you ever been around farmers as they discuss local, national and world events? If you have, there's a good chance the topic of the future of agriculture comes up. It may involve "where will your food come from in 2050?" Perhaps it's something regarding "where will ag leadership come from?"

The first thing you know there's a real pity-party going on, and everyone questions if there's any light at the end of the tunnel.

Even though the older generations may be skeptical, we have to admit that today's youth will help lead the way for a bright future. They always have in the past, and they will in the future whether they're baby boomers, millennials, Gen Xers, Gen Zers or whatever the next generation is known as.

We have great organizations that help in agricultural leadership development through 4-H, FFA, Young Cattlemen or Pork Producers, Young Farmers and Ranchers from MFA or Farm Bureau. Also, the various beef breed associations have great leadership opportunities at the state and national shows. Just think of some young people from these organizations. With their talent and enthusiasm, you'll decide, "The sun will come up tomorrow."

As I look around southwest Missouri I see beneficial evidence of the above programming beginning with eight-year-olds entering 4-H for the first time. As they mature, they may not be directly involved in production agriculture, or they might have a small acreage and raise a few beef cattle. Several will evolve into leaders. In my early years of Extension in southwest Missouri, I helped a young boy and his family find a Hereford steer to show as a 4-Her. Recently, I read that this same boy had retired from an administrative position with Mercy in Springfield. You just never know where leaders might come from.

Missouri has an organization Agricultural Leadership of Tomorrow (ALOT) that's been around since 1983, which takes some of these young agricultural leaders into graduate training. ALOT's mission is "to provide advanced leadership experiences that will make a positive impact to the future of agriculture and agribusiness in Missouri and beyond." The two-year adult leadership training is aimed at rural leaders and agricultural producers.

The alumni of ALOT is impressive with members serving on many boards of Missouri agricultural organizations. Moreover, fifteen have served in the Missouri legislature, one in U.S. Congress and five as Missouri Directors of Agriculture.

Agriculture has been and will continue to be a big part of the state's economy. Young leaders are in demand, and it all begins in the elementary schools, moves to high school, colleges and universities and for a select few, ALOT every couple of years. A new class will be chosen beginning with the application process beginning in August for the 2021-2022 group. For more details you may contact Kristin Perry, Bowling Green, Missouri, at 573-324-6538. 🐮

Eldon Cole, Missouri Extension Field Specialist in Livestock
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A Life-Long Passion for FFA

Setting goals and leading the youth of tomorrow

By Macey René for Cattlemen's News

Although high schools were closed and extracurricular activities were cancelled, the Missouri FFA Association continued to develop and identify young leaders across the state. One of these, an 18-year-old Mount Vernon native, has a passion for FFA that runs as deep as the organization's roots in his family.

"Most members are only in FFA for four years maybe five if they want to be become state officers," said Cade Shepherd, newly selected Missouri FFA Vice President for 2020-2021. "I tell people that I am an 18-year-member."

Shepherd, son of Jay and Crystal Shepherd and older brother to Camryn, says he was born and raised in FFA. His father's career as an agricultural teacher allowed him to experience the organization at a young age. To his many years as an official and unofficial member of the nation's leading youth organization, Shepherd attributes many of his greatest life lessons.

"My freshman year I was giving a Division 1 speech, and I made it to finals at districts," Shepherd recalls. "When they started naming off all the kids that would move on to state, my name wasn't called. I was devastated. The reason I share that story is because it taught me that when you get knocked down, you can't stay down. You have to get back up."

Shepherd says it was this learned determination that helped him reach his goal of winning first place at the state Missouri Institute of Cooperatives speaking contest just years later. That is just one of the many accomplishments Shepherd's résumé boasts.

"I held two offices within my chapter," Shepherd said. "I was secretary for two years, and this past year, I was fortunate to serve as chapter president, along with Area 11 president. I am a member and club president of my local 4-H chapter, the Lawrence County Stockmen. I have also been a member at Miller Christian Church since 2003."

He said in his years of leadership within his chapter, he learned many lessons that he believes will make him effective as a state officer and in his career.



Cade Shepherd

"Spending two years as the chapter secretary and a year as president taught me a lot about being open-minded and listening to everybody's ideas," Shepherd said. "I learned that we call it an officer TEAM for a reason and a great deal about leading a team of chapter and area FFA officers. I have learned how to use the strengths in others to help the team achieve more."

While Shepherd's list of accolades is lengthy and impressive, his supervised agricultural experience (SAE) project is equally as notable. Over the duration of his FFA membership, Shepherd has developed, grown and improved a diverse agricultural business of his own.

"I have three different types of SAE's: Diversified Livestock Production, Poultry Production and Agricultural Services," Shepherd said. "My SAEs have grown very steadily over the past four years. I have raised Hereford cattle, Miniature Hereford cattle, Spot and Berkshire show pigs, broilers for showing, and even a market lamb. I love raising and showing livestock."

Moving forward, Shepherd hopes to continue doing what he loves, including caring for his livestock, studying all things agriculture and serving Missouri FFA members. He is appreciative of his family and friends for the support and life advice he said help him in accomplishing so much at such a young age. As Missouri FFA State Vice President, Shepherd is most anticipating meeting and encouraging members.

"The part that I am most excited about is meeting the members on a one-on-one basis and trying to make a positive impact on them," Shepherd said. "Hopefully, I will be able to go on chapter visits for that instead of doing it behind a computer screen, but either way, I can assure you that all officers are ready to serve the members of Missouri FFA." 🐮

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Summer Deworming to Maximize Cattle Performance

By Harold Newcomb, D.V.M., Technical Services Manager, Merck Animal Health



Parasite control should be the cornerstone of your animal health program because parasites negatively impact the overall health and performance of cattle. If you're only using an endectocide, such as ivermectin, you may only be getting half of the reduction in worms necessary to maintain feed intake, average daily gain, milk production, as well as create a positive immune response to vaccines and diseases.

For more than a decade, Merck Animal Health has maintained the world's largest Fecal Egg Count Reduction Test (FECRT) database to monitor field use efficacy of dewormers approved for use in cattle in the U.S. From 2009-18, results from 721 trials and more than 24,000 samples, representing more than 24 states, have been compiled.

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1) If you're using a dewormer that ends in "-ectin", consider adding another product where the active ingredient ends in "-zole", such as Safe-Guard or Panacur, which contain the active ingredient fenbendazole. Not only does a concurrent deworming program most effectively control internal parasites, it also ensures a sustainable deworming program that helps keep resistance to a minimum.

2) Deworm cattle at the right time. Treat cattle at turnout. Then, treat again in 28 days to interrupt the worm lifecycle. In high-parasite burden areas, retreat four to six weeks later. Deworming cattle that are on pasture doesn't require gathering and processing cattle, and can be highly effective. Using feed and mineral forms of Safe-Guard – such as range cubes, dewormer blocks or mineral – require relatively little time and labor.

3) Properly estimate animal weights so a full dose of dewormer is used. If you are dosing based on the average weight of the group, you're actually under-dosing some of animals, which can contribute to reduced efficacy.

4) Work with your veterinarian to do FECRT testing annually. It is important that 20 samples are taken both at treatment and 14 days post-treatment. If there is less than a 90-percent reduction in fecal egg count, a Polymerase Chain Reaction (PCR) test – which is a DNA-based test – should be conducted to determine which parasites remain. These tests are not expensive.

Consult your veterinarian for assistance in diagnosis, treatment and control. Learn more at [SafeGuardWorks.com](https://www.SafeGuardWorks.com). 🐮

Ostertagia (shown here), also known as Brown Stomach Worm, likes to burrow into the stomach lining, where it bides its time, suddenly emerging all at once to wreak economic havoc.

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¹Lawrence JD, Ibarburu MA. Economic analysis of pharmaceutical technologies in modern beef production. Proceedings of the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management. 2007;1-18.

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Trump Administration Invests \$86 Million in Rural Broadband Service in Eight States

Projects will Expand Business, Economic Development and Educational Opportunities

From the United States Department of Agriculture

WASHINGTON, June 24, 2020 – The Trump Administration today announced that the U.S. Department of Agriculture (USDA) is investing \$86 million in rural broadband service (PDF, 110 KB) for 17,000 people and businesses in eight states.

“Access to high-speed broadband internet, or e-Connectivity, is a cornerstone of prosperity anywhere, but especially in America’s rural communities,” said USDA Deputy Under Secretary for Rural Development Bette Brand. “Under the leadership of President Trump and Agriculture Secretary Perdue, USDA is committed to using all available tools and resources to increase e-Connectivity across rural America because we know when rural America thrives, all of America thrives.”

USDA is providing loans to six telecommunications providers to build, expand and improve broadband services in Alabama, Arkansas, Iowa, Illinois, Indiana, Tennessee, Texas and Wisconsin. Below are examples of projects that USDA is funding through the Telecommunications Infrastructure Loan and Loan Guarantee Program:

- The Ardmore Telephone Company Inc. is receiving a \$20 million loan to install 435 miles of Fiber-to-the-Premises (FTTP) in Ardmore, New Market and Elkmont, Ala.; and in Minor Hill and McBurg in Tennessee.
- The Pulaski-White Rural Telephone Cooperative is receiving a \$19 million loan to install 355 miles of Fiber-to-the-Home (FTTH) technology in the Buffalo and Star City exchanges in Indiana.
- In Wisconsin, the Chibardun Telephone Cooperative Inc. is receiving a \$10 million loan to install 328.5 miles of Fiber-to-the-Premises (FTTP) to serve the rural areas of the Prairie Farm and Sand Creek exchanges.


Since October 2019, USDA has invested \$744 million to bring high-speed broadband e-Connectivity to 172,000 households, 19,000 rural small businesses and farms, and more than 500 health care centers, educational facilities and critical community facilities in 34 states.

The Telecommunications Infrastructure Loan and Loan Guarantee Program is one of several USDA rural broadband programs. On April 20, 2020, USDA announced the department has received 172 applications for \$1.57 billion in round two of the ReConnect Pilot Program. The second round will enable USDA to implement innovative new solutions to rural connectivity by leveraging financial options with our partners and continuing the success of the first round of funding. The application window for round two closed on April 15.

USDA Rural Development provides loans and grants to help expand economic opportunities and create jobs in rural areas. This assistance supports infrastructure improvements; business development; housing; community facilities such as schools, public safety and health care; and high-speed internet access in rural areas. For more information, visit www.rd.usda.gov.



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UNDER CONTRACT

MARIONVILLE - 47 Ac., Law 1225, mostly open, great building site...\$164,500

MT VERNON - 52 Ac., Law. 1181, Interstate 44 open frontage, mile marker 50, fenced rolling cattle pasture w/great views, an excellent building site, 2 ponds, corral, waterer & well located at dead end road...\$206,500

MT VERNON - 60 Ac., Law. 1070, Just off exit 38 of I-44. Nice farm ground, good fence on 3 sides, small woods...\$207,000

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

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

GREENFIELD - 66 Ac., Hwy. H, just minutes from Stockton Lake, beautiful gently rolling farm with 4 bed 2 bath all-brick home, 70x80 hay barn, 30x42 horse barn, 30x42 shop, outdoor arena, multiple paddocks w/sheds, 4 ponds, 2 wells, 4 waterers...\$385,000

MARIONVILLE - 32 Ac., Law 1225, 3 bedroom, 2 1/2 bath stone home, full basement, large hay barn, shop, 6 stall barn, fenced & cross fenced, private setting, automatic waterers, corrals...\$390,000

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

LEBANON - 10 Ac., Hwy 5, stately gentleman's estate w/brick 5,000 sq. ft. w/o basement, multiple paddocks, automatic waterers, pond, barn, just off I-44 \$425,000

MARIONVILLE - 109 Ac., Law 2145, great location, several pastures, well, ponds, mostly open, 20x110 barn with concrete floor, fenced & cross fenced...\$430,550

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

UNDER CONTRACT

AURORA - 50 Ac., Law 1200, beautiful 4 bed 3 bath home, 60x60 shop barn, pond, new fence, a must see...\$589,150

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

GROVE SPRING - 280 Ac., Red Barn Rd., hay ground & pasture, 14 paddocks, 2 barns, 8 waterers, 3 ponds, spring...\$775,000

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

SOLD

FLEMINGTON - 270 Ac., 110th Rd., great opportunity, 3,000 h hay, commodity barn, starter pens, 100' barn, lots of pipe, mostly open...**REDUCED** \$750,000

VERONA - 205 Ac. Lawrence 2200. Nice rolling pasture, 30' wide, 4 BR home, 12 cow milking parlor...\$875,000

ELKLAND - 259 Ac., Hwy DD, good pasture ground, good fence & cross fence, year round creek...\$880,600

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

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

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

GALENA - 365 Ac., Circle C Drive, 75% open, good pasture, fenced & cross fenced, frontage on state hwy, 3 BR manufactured home, several barns, corral, waterers, 2 wells, ponds...**REDUCED** \$1,299,000

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

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

MTN. GROVE - 432 Ac., Hwy. 60, great cattle ranch, 2 pipe corrals, fenced & cross fenced, automatic waterers, several ponds, hay barns...\$1,895,000

MILO - 632 acres, Hwy. EE, 70'x48 cattle barn, 60x100 shop, 100' wide, 100' deep, 9 ponds, 2 acre lake...\$1,900,000

UNDER CONTRACT


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

OZARK - 432 Ac., Kentucky Rd., beautiful rolling pastures, fenced & cross fenced, several ponds & waterers, pipe corrals, livestock barns, hay barns...\$3,240,000

FLEMINGTON - 1267 Ac., Hwy. 83, hay barns, livestock barns, 3 irrigation wells, 5 regular ponds, 100' wide, 100' deep, good pasture, office...\$4,117,750

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Ergot is Prevalent This Year - Livestock Producers Beware!

Clip seed heads to minimize toxicity

By Tim Schnakenberg, University of Missouri Extension

If there was ever a year to clip seed heads in pastures, this may be it. If you have been participating in MU Extension's weekly Forage and Livestock Town Hall Zoom meetings, you have been hearing the warnings on how conditions this spring and summer for ergot have been ideal. Cool, cloudy and wet weather during the prolonged flowering period is a perfect setup for this infection. High heat and humidity that follows this period contributes to the problem.

Ergot is a fungal disease of the seed heads of grasses and cereal crops that is transferred by wind from overwintering sclerotium in the soil to susceptible plants. Susceptible plants include tall fescue, orchardgrass, smooth brome, timothy, perennial ryegrass, millet, rye, triticale, wheat, oats and barley. See the attached pictures that I took this morning in a Stone County hay field.

Ergot alkaloids that are produced by the ergot bodies in seed heads are toxic to both humans and most classes of livestock such as cattle, horses, small ruminants, llamas and alpacas and swine. The toxicity to humans from eating infected rye or wheat can lead to severe illness or death. It is believed that the Salem witchcraft trials of 1692 resulted from insane behavior and hallucinations by ingesting ergot-infested flour. These toxins are chemically related to the substance LSD.

Severe infection can lead to a constriction of small blood vessels hampering blood flow leading to possible gangrene, issues with regulating body temperature during periods of high heat and reproductive failure and abortion. Cattle will often pant in the heat excessively mimicking a respiratory disease and be excitable.

With tall fescue being a dominant forage in Missouri, it is the forage grass where we see ergot the most. Cattle have a tendency to strip infected seed off the seedheads with their mouths and ingest an exceptionally high dose of toxins.

Farmers and ranchers should watch their pastures for this infection. It is easy to identify when the seedheads are present. Infected seedheads will start with the appearance of a yellow honeydew on the heads. This will later develop into darkened ergot bodies (sclerotia) that are horn-like and up to ten times the normal size of the grain. They resemble mouse droppings in the seed heads.

If livestock producers see this in significant numbers, moving livestock to other summer non-infected pasture is a good cure to remove them from the contamination until the infected seeds naturally drop. Another option is to clip pastures and get the heads on the ground so that cattle are less prone to consume them. If harvested in the hay, dilution with other feed is recommended. Some sclerotia may fall out of the hay in the haymaking process, but it's difficult to judge how much may be lost. Count on significant infestation.

A common question is if this toxin is the same toxin that is produced internally as endophyte in Kentucky 31 tall fescue. The source of infection is very different but with ergot, many of the same ergot alkaloid toxins are produced, leading to similar cattle symptoms. The toxin infection with ergot is much greater compared to fescue toxicosis, leading to quicker and more pronounced symptoms in cattle.

Producers who have fields of novel endophyte fescue are not immune to ergot problems. Even though internal sources of ergot alkaloids may be eliminated or reduced using these products, the external infection source from ergot can be just as toxic in novel fields as in Kentucky 31 fields. 🐄

*Tim Schnakenberg is the Field Specialist in Agronomy / Extension Professional
University of Missouri Extension; Stone County Extension Center*



Ergot on Fescue - Stone County, Missouri



American-International Charolais Association

“Listening & Learning” Industry Session
August 27, 2020
Joplin Regional Stockyards
Joplin, Missouri

TENTATIVE SCHEDULE

2:30 p.m.	Registration
3:30 p.m.	Welcoming Remarks Mark Harman, Joplin Regional Stockyards, Mike Schumacher, AICA President, Rex Ricketts, AICA Breed Improvement Committee Chair
Segment 1	Cowboy Arithmetic Bill Bowman, Method Genetics, LLC
Segment 2	Ultrasound Technology for the Beef Industry Mark Henry, CUP Lab
Segment 3	The Charolais Bull at Work Jim Hacker, Commercial Cattlemen, Bolivar, MO Max Martin, JX Ranch, Loving, TX
Segment 4	Adding Value with Charolais Genetics Jackie Moore, Joplin Regional Stockyards Ken Danzer, Danzer Cattle, Manhattan, KS Colt Keffer, CharAdvantage
Segment 5	Understanding Who The Consumer Is Gretchen Mafi, Oklahoma State University
Segment 6 6:30	Cattlemen’s Question & Answer Cattlemen Social, Dinner & Entertainment

More Information & Pre-Registration
Available at www.charolaisusa.com

Pre-Register Online or Contact:
David Hobbs: (816) 464-2474 ext. 200 • Rachel Booth: (816) 464-2474 ext. 102



INDUSTRY NEWS

**No Such Thing As Too
Much Information**

By: Neil Orth, Executive VP of the American Charolais Association

A few years ago, your American-International Charolais Association board of directors approved a communication program designed to share a wide range of relevant information across all geographic sectors. The AICA “Listening & Learning” Industry Sessions accomplish exactly that. The objective is clearly stated: To illustrate the added value of utilizing Charolais genetics through the various phases of the beef cattle industry, while developing more marketing options for producers utilizing Charolais genetics.

There may have been a time in beef cattle history where the producer was considered to be “on a need to know basis.” Today, that statement is as obsolete as a No. 2 pencil! Every segment of food animal production has become more complex and relies on copious amounts of data. Historically, seedstock producers had access to information that commercial cow-calf producers didn’t. Feedyards had data that wasn’t shared with customers. Packers shared with no one. In fact, very little transparency was happening up and down the supply chain.

Value-based marketing slowly began to change the information equation. It became apparent that only by sharing information, technology and tools, stakeholders throughout the entire system had a chance to get better. Today, registered and commercial producers simply can’t absorb enough information.

The L&L 2020 will be held at Joplin Regional Stockyards near Joplin, Missouri. JRS is one of the largest marketing facilities for cows and calves in the U.S., with a weekly capacity of 10,000 head. More than 70 field representatives work with beef producers to maximize the opportunity to add value to their product. JRS was one of the first auction facilities to embrace the concept of adding value by better health and vaccination practices. Today, the facility encourages their customers to include best practice management and enroll in the JRS Value-Added Programs as a routine component of their marketing plans.

This year’s L&L will be held Thursday afternoon, August 27, 2020. Attendees can register at 2:30 p.m. Welcoming remarks will begin at 3:30 p.m. by Mark Harmon, JRS; Mike Schumacher, AICA president; and Rex Ricketts, AICA breed improvement committee chair. The remainder of the afternoon will feature five segments, chock-full of timely, relevant information followed by a social and dinner at 6:30 p.m. A brief synopsis of the afternoon includes:

Segment 1: “Cowboy Arithmetic” is an ideal description for Bill Bowman’s, Method Genetics, LLC discussion. There are few, if any, in the beef industry better equipped to explain the importance and practical application of genomic information in modern beef production.

Segment 2: Ultrasound Technology for the Beef Industry is a topic that focuses on another important tool being implemented across many production sectors today. Mark Henry, president of Centralized Ultrasound Processing (CUP), will discuss the value of ultrasound in combination with genomic and phenotypic data to improve the predictable outcomes across industry sectors.

Segment 3: The Charolais Bull at Work will look at production snapshots from two progressive commercial cow-calf producers. Jim Hacker, Bolivar, Missouri and Max Martin, Loving, Texas, represent two very different production

continued on the next page

environments, yet both are striving for the same goals of profitability, predictability and sustainability.

Segment 4: Adding Value with Charolais Genetics will be a panel discussion featuring Jackie Moore, JRS owner; Ken Danzer, Danzer Cattle Co., Manhattan, Kansas; and Colt Keffer, AICA director of industry relations and sales. As the owner of one of the largest auction facilities in the U.S., Moore has seen it all, from the worst to the best of beef cattle. Danzer is an order buyer that also works with his customers to improve the quality of the feeder cattle he's asked to bid on each year. Through his role at AICA, Keffer assists beef producers using Charolais genetics to add value to their outputs. These three panelists represent industry diversity and will quantify the value of Charolais throughout the supply chain.

Segment 5: Understanding Who the Consumer Is, a discussion Dr. Gretchen Mafi, Oklahoma State University, has every single day. Gretchen was a participant in the first Listening & Learning Session, and we are fortunate to have her return. Dr. Mafi is a professor of meat science and instrumental in the research and development of new fabrication techniques that lead to better utilization of affordable, high quality beef products.

We are very grateful to our sponsors for the 2020 Listening & Learning Sessions: the Missouri Charolais Association, Neogen and ImmuCell and our gracious host, Joplin Regional Stockyards. We hope you can join us Thursday, August 27, at the Joplin Regional Stockyards, for an afternoon packed with information presented by engaged stakeholders that also recognize the value of Charolais to quality beef production.

For more information, contact David Hobbs (816) 464-5977 ext. 200, dhobbs@charolaisusa.com or Rachel Booth (816) 464-5977 ext. 102, rbooth@charolaisusa.com.



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CATTLE: From 1-2 years..... 1 mL/per 150 lbs. bodyweight
CATTLE: Over 2 years 1 mL/per 200 lbs. bodyweight

CAUTION:
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	4 weeks before calving		
DAIRY COWS	4 weeks before calving		
	4 weeks before insemination at dry-off		
CALVES	at birth		
	at 3 months and/or weaning		
HEIFERS	every 3 months – especially 4 months before breeding		
(program gives planned dates that can be varied to suit management programs)			

DOSAGE TABLE			
ANIMAL WEIGHT (lbs)	CALVES UP TO 1 YEAR 1 mL/100 lb BW	CATTLE 1 - 2 YEARS 1 mL/150 lb BW	CATTLE > 2 YEARS 1 mL/200 lb BW
50	0.5 ml	-	-
100	1 ml	-	-
150	1.5 ml	-	-
200	2 ml	-	-
300	3 ml	-	-
400	4 ml	-	-
500	5 ml	-	-
600	6 ml	-	-
700	7 ml	-	-
800	-	5.3 ml	-
900	-	6 ml	-
1000	-	6.6 ml	5 ml
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1200	-	-	6 ml
1300	-	-	6.5 ml
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Economists See Challenges

Opportunities ahead

By Lisa Henderson for Cattlemen's News

With cattle producers across the nation working to cope with disruptions to their markets caused by the coronavirus pandemic, the National Cattlemen's Beef Association hosted a webinar June 17 featuring two of the industry's leading economists.

Don Close, senior animal protein specialist with Rabo AgriFinance, provided an updated cattle market outlook, and Derrell Peel, PhD, Oklahoma State University Extension Livestock Marketing Specialist shared strategies for managing risk through turbulent markets with a focus on the cow-calf producer.

Close began with a slide showing decline in what he described as an overall economic barometer – the RV market.

“That’s the first market to shut down sales when the economy starts to contract and it’s one of the very first ones when consumer confidence starts to increase,” Close said.

His point was that the U.S. and global economies are likely to see some recessionary pressures. However, Close says he does not expect to see a secondary wave of economic recession due to the coronavirus.

While Close believes the U.S. beef industry was on the verge of expansion in late 2019, now he says “we’re in a position to see some contraction in the market. We are looking at a very conventional correction that will probably last 18 months to two years.”

However, Close is optimistic the beef industry will hold steady at 30.5 to 31 million beef cows, calling that “really good news.”

“That’s a comfortable level to keep existing infrastructure in place,” said Close.

One factor that could become problematic for the beef industry is the escalation of the drought conditions in Colorado, Western Kansas, Oklahoma and the Texas Panhandle. The industry is not to the point of liquidating cows, yet, but it deserves attention.

However, Close says he is concerned about the backlog of cattle in feedlots caused by the coronavirus slowdowns and how that will impact this fall’s calf market.

“If the backlog goes on through the summer, I think it will leave some vulnerability in the calf market as we go into late summer and early fall,” Close said.

Noting that feeder cattle and calf markets have rallied since the initial coronavirus disruption, Close says he could “argue today that the feeder market has rallied back too much too fast.”

“I think we could see it level off and even have a more modest correction, short-term,” Close said. “My expectations are that we could see feeder cattle above the \$135 to \$140 level for an absolute high this fall.”

Close said the recovery of slaughter numbers by the packing companies was faster than he believed possible, but the major hurdle going forward is the escalating carcass weights that were the result of the slaughter slowdowns.



“Carcass weights are running 50 pounds over a year ago, and that’s absolutely counter-seasonal,” said Close. “Higher average carcass weights are going to be an issue we’ll have to deal with the remainder of the year.”

Combined with additional production from pork and poultry, Close believes the large protein supplies will put pressure on the market. On a positive note, Close said he is “incredibly optimistic with the expectations from the trade deals that were completed in 2019. I still think there’s some better opportunities for cattle feeders as we get later in the year.”

While Close indicated a lot of risk remains in the cattle market, Peel was charged to help producers navigate the market’s volatility.

Peel acknowledged producers still don’t know where the market for calves will be this fall, but he encouraged them to identify the issues affecting each individual operation and begin to address them sooner rather than later.

“The question is, how do we develop a plan that brings in all of the relevant parties, from the family to the banker?” Peel said. “The sooner you do that, the better chance you have to maintain some of the flexibility you’re going to need to adjust to changing conditions to be as nimble as you can, from a production standpoint, from a management standpoint, and from a financial standpoint, to be able to get through this.”

A producer’s first question, he said, is “can I survive this year?” He said if survival is not really a concern, there is still a potential for damage to a producer’s financial situation.

“I think that’s where quite a lot of folks are this year,” Peel said. “That comes from market risk and the production risks, and it comes down to what sort of damage are we doing to the financial situation?”

Producers need to focus on what they can do to manage risks, he said, and managing the cost side of the equation.

“Honestly, that’s probably where you need to spend as much or more time as on the output side,” he said.

Peel advised producers to look at backgrounding their calves as opposed to just selling them as weaned calves. He said such strategies can offer opportunities to manage risk.

“That’s going to change the timing of when those cattle will be ready to market and it changes what we’re marketing,” he said. “We may not want to sell a 500 pound calf in October, depending on where the market is at that time, but we’re not going to be then selling a 500 pound calf in February or March. We’re going to be selling something bigger than that.”

“Most of what we do on a farm or ranch is oriented towards generating returns to our biggest investment, which is the resource base, the forage base that we have. So, retaining ownership on the ranch in terms of backgrounding or a stocker type program is really going to be evaluated relative to the best use of those resources and generating better returns to those resources.”

Peel said producers should expect market challenges for the rest of 2020, but, thinks longer term there are lots of reasons to be optimistic about our potential with opportunities coming out of something like this.

“It always creates opportunities as well as challenges,” Peel said, “so, to the extent possible, try to maintain a situation where you’re situated to capitalize on opportunities that are inevitably going to be there.” “I have absolutely no doubt that they’re going to be there.” 🤠

MU Extension Announces '4-H Goes Online'

Missouri 4-H now has a statewide canvas course for all youths and volunteers

For Immediate Release from the University of Missouri Extension

KANSAS CITY, Mo. – Starting this fall, Missouri 4-H will be able to reach more youths and families across the state through an easy-to-use online learning platform called Canvas that brings 4-H project-based learning directly into the home.

This fall, Missouri 4-H youths, volunteers and faculty will have access to 4-H Goes Online Canvas for projects in Clover Kids, Shooting Sports, Engineering and Technology, Environmental Science and Natural Resources, Plant and Animal Science, Healthy Living, Leadership and Personal Development, Communication, and Expressive Art.

Set to debut in October, the 4-H Goes Online Canvas course and its projects have had a soft rollout this summer for those in need of resources. These families and communities are now providing feedback to the team of lead instructors who are making further improvements.

“We are constantly striving to open our doors to more families, and these projects in Canvas offer families greater flexibility to participate,” said Sarah Morefield, Canvas project leader and a 4-H youth development specialist for University of Missouri Extension in Clay County. She says the Canvas course will make 4-H more accessible to families with limited transportation options or with schedules that make it difficult for their kids to attend in-person meetings.

For youths interested in projects that aren’t available through their local clubs, the Canvas option offers a way to match with instructors and other youths across the state.

“We hope not only to reach new audiences but also improve the experience for the families we already serve,” Morefield said.


The research-based Canvas curriculum helps youths learn through online videos, lesson plans, discussion boards with peers and videoconferences with lead instructors.


“We plan to put together project kits and USB drives that can be mailed to families without stable internet so that the time and effort being put into this online course will truly benefit all of our Missouri 4-H community,” she said.

The new Missouri 4-H program year runs Oct. 1, 2020, to Sept.

30, 2021. Information about registration, the Canvas projects and more than 100 online and in-person 4-H programs will be available in the Missouri 4-H Clover Catalog and on the Missouri 4-H website starting Aug. 15. Families can sign up online anytime during the program year. An annual \$5 registration fee gives families access to all 4-H programming and projects within the 4-H Canvas course.

Learn more about Missouri 4-H at 4h.missouri.edu.


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MO Beef MO Kids – Coming Full Circle

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By Mo Fit (MoBKF) Program

The Beginning

Mo Beef Mo Kids was initiated in 2016 with a conversation between the Missouri Beef Industry Council (MBIC) Executive Director, Mark Russell, and the Missouri Department of Agriculture's, Missouri Grown program. They wanted to create a way to get more Missouri beef on school lunch trays, as had been done with several other Missouri products. Mount Vernon native, Jim McCann, quickly became the lead contact for rallying producers in the area and organizing cattle donations for the school. In 2017, MO Beef MO Kids was introduced into the Mount Public Schools. "In the first month, school lunch usage went up 20 percent," said McCann. "We also saw more teachers start eating the school lunches as a result." The program was quickly considered a success, and many people attribute the 2017 Class 3 State Football Championship win to the added beef in the school lunches.

Progress and Expansion

After the first year in Mount Vernon, the program has grown to nearly 40 schools with several more in queue to start as soon as possible. About 20 miles southwest of Mount Vernon is Pierce City, another school that has adopted the program. Kleiboeker's Clover Creek Farms donated the first beef at Pierce City, and the farm's owner, John Kleiboeker, took the lead for Pierce City mimicking the model McCann started up the road a couple years prior. "We're extremely fortunate," Kleiboeker said, "We have very, very dedicated farmers here



at Pierce City who are contacting me wanting to donate beef. The program has really taken off, and we are excited to facilitate the expansion of the program in the upcoming years."

Intern for Summer 2020

Donell Kleiboeker is serving as Mo Beef Mo Kids' first intern this summer. Kleiboeker hails from Stotts City, halfway between Springfield and Joplin. Donell's family owns and operates Kleiboeker's Clover Creek Farms, where they raise SimAngus and Red Angus cattle and act as a turkey brood hub for Butterball. Kleiboeker currently attends the University of Missouri in Columbia, majoring in Agribusiness Management and minoring in Animal Science, with hopes to return home after he graduates. While on campus, Donell spends most of his time working at the Mizzou Meat Market and volunteers for the Mizzou Football program.



"I am excited to be working for the Missouri Beef Industry Council and Mo Beef Mo Kids because the beef cattle industry is where my biggest passion lies," Kleiboeker said. "While I am most familiar with the production side, I also really enjoy being able to have conversations about beef with consumers and producers alike. This unique opportunity is helping to find ways to drive beef demand through consumer appeal, while also learning new techniques to implement on the farm. I also feel as though it's extremely important to help educate people about beef, while continuing to learn about it myself as I grow and become a better cattleman."

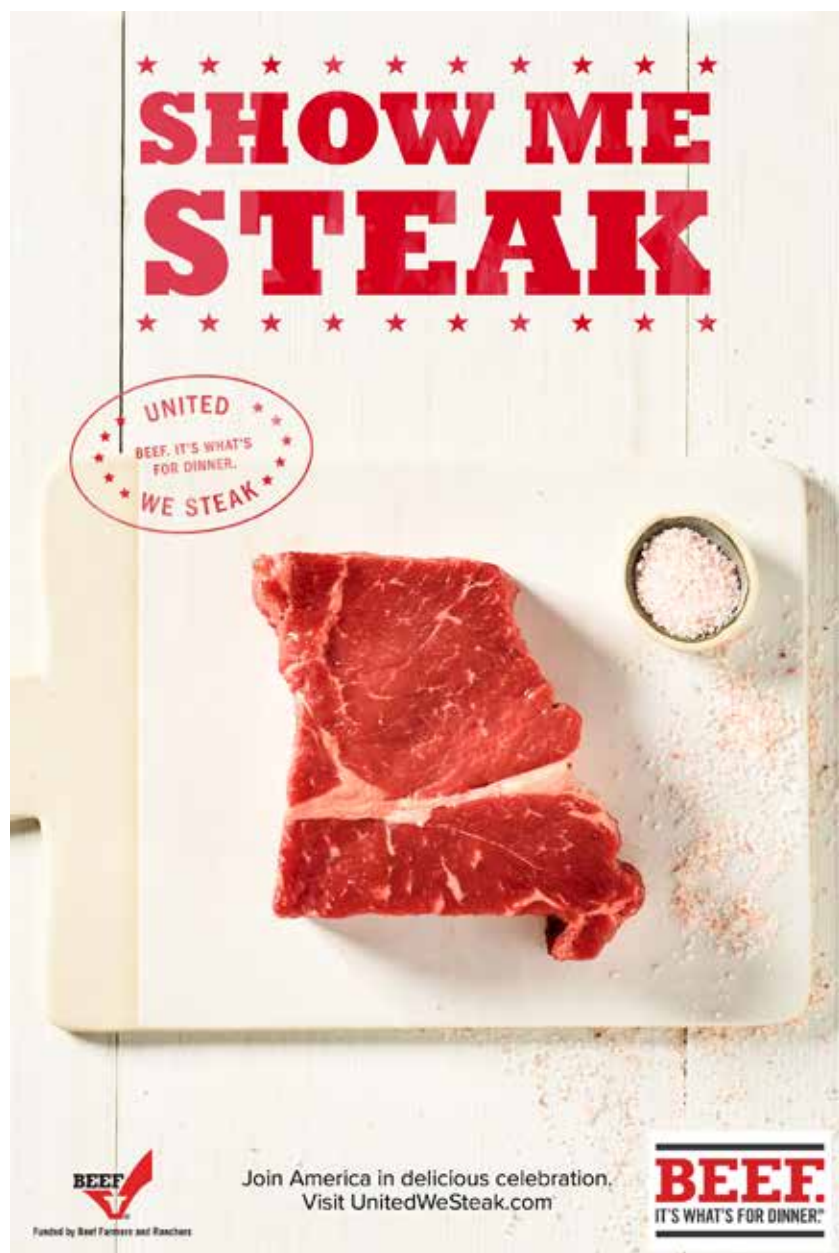
About

The Mo Beef Mo Kids program connects schools and their food service professionals to cattle farmers and ranchers to "beef" up school lunches. Our goal is more beef, more often, while implementing food and nutrition education in the classroom. This powerful partnership highlights the important message and journey of food and nutrition, while adding important protein to a student's diet. WIN-WIN! For more information about the program or to participate, please contact Brandelyn at info@mobeefkids.com. Mo Beef Mo Kids is supported through the beef checkoff and by more than 50,000 Missouri farmers and ranchers.

Get Involved

The Mo Beef Mo Kids Mo Fit (MoBKF) program is looking for cattle donations in addition to monetary support.

If you are interested in supporting the program, please contact Brandelyn Twellman at Brandelyn@mobeefkids.com. 🍴



Burgers Pay the Bills

By Gregory Bloom

Forget about a chicken or tuna salad sandwich or even a faux-meat veggie burger. For restaurants, real beef burgers rule.

I think most of us have a new “normal” or at least a temporary new normal week.

My new normal work week on the front lines of selling beef to food service accounts is using voice and video calls to talk with my food service distributors, restaurant chefs and owners. I’ve become very proficient with Zoom, Skype and Facetime video calls from my living room.

Lately, I’ve been talking with a dozen or so customers a day to see how they are faring with their take-out orders. Some accounts are doing amazingly well with take-out order business. A few of my accounts have crawled up to 50% of normal sales by being innovative.

Using existing customer email lists, social media ads, delivery services and efficient make-shift drive through systems, gritty restaurateurs are crawling through the COVID-19 closure of in-store dining.

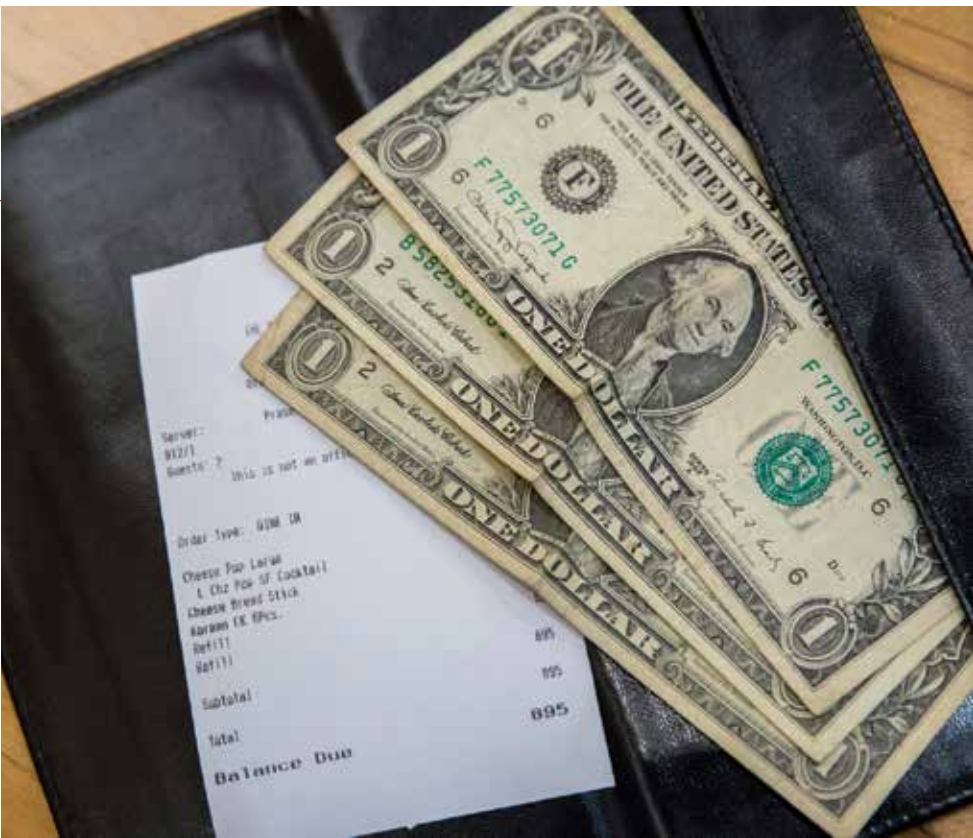
Beef burgers, even though prices have increased over the past weeks, are still paying the bills and are the number one item sold as take out for most of my accounts.

Forget about a chicken or tuna salad sandwich or even a faux-meat veggie burger, hot all-beef burgers rule...

Like any business, restaurants watch their input costs very closely. Restaurants live by the 30% food cost rule: they must keep their overall food costs below 30% to stay in business. With minimum wage hikes last year, combined with higher costs for rent and now the coronavirus closure, food costs are even more important.

Fake meat, while trendy for a season, doesn’t provide enough gross profit margin or sales volume to benefit a casual dining restaurant. One of my larger customers next to Coors Field called Cherry Cricket sells a couple hundred cases of beef burgers per week. Even with the coronavirus shut down, they are going through about half of normal cases of beef patties. By contrast, they sell only one or two cases of veggie patties per week. Their all-beef burgers allow them to be at a 23% food cost, while the fake meat burgers are over 45%. Beef brings in the takeout orders and beef pays the bills.

This week, because of the increasing cost of grinds, many of my accounts have changed their beef patty portion sizes to smaller portions. Those using 8



oz. burgers are going to 6 or 7 oz. Those using 3/1 patties (5.33 oz.) are trading down to 4 oz. patties. This isn’t great news for overall consumption of beef as an industry, but for the restaurateur it’s been a good move.

Some restaurants are also selling raw beef patties in take-out kits. I’ve had to change packaging this week from the normal 5-pound bags of beef patties to 1-pound packages that are more consumer friendly. New health department rules in many states allow restaurants to buy and sell raw meat as long as it’s packaged separate and has safe handling instructions on the package.

Even with hard times and higher prices, beef sales still rule. Let’s hope and pray that the supply side can hold up over the next month as restaurants are allowed to reopen in-store dining. 🍔

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

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Final A large turn-out of Cattle Buyers and Producers on site as well on the internet for the Prime Time Livestock Video “The Big Bang” Sale. Demand was good and supply heavy. The cattle offered are in Missouri, Oklahoma, Kansas, Texas, Arkansas and Mississippi. Deliveries are current through January, 2021. Current deliveries are cattle that will deliver up to 14 days from the last video sale date. Current delivery is through July 16, 2020. Supply included: 100% Feeder Cattle (81% Steers, 19% Heifers). Feeder cattle over 600 lbs was 99%. Feeder Cattle prices FOB based on net weights after a 2-3% pencil shrink or equivalent, with a 8-10 cent slide > 600 lbs and 8-10 cent slide < 600 lbs.

South Central (KS, MO, NM, OK, TX)

STEERS - Medium and Large 1 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Current	86	550	550	150.00	150.00
Jul	52	550	550	151.00	151.00
	287	785	785	137.50	137.50
	233	810	810	137.50	137.50
	1160	850 - 875	872	131.75 - 132.75	132.65
	55	930	930	124.50	124.50
Jul-Aug	119	850	850	136.25	136.25
Aug	70	725	725	137.50	137.50
	210	775	775	137.25	137.25
	60	825	825	135.50	135.50
	2591	850 - 865	851	131.25 - 134.50	131.80
	180	900	900	129.75	129.75
Sep	893	850 - 880	859	132.50 - 136.00	133.69
Nov	130	775	775	135.75	135.75
Nov-Dec	62	800	800	132.00	132.00
Dec	67	750	750	133.50	133.50

STEERS - Medium and Large 1-2 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Current	68	725	725	137.50	137.50
	130	825	825	132.50	132.50
	579	850 - 875	869	123.75 - 130.25	127.09
	3663	900	900	122.50 - 126.00	122.71
Jul	320	640	640	145.25	145.25
	142	700	700	139.25	139.25
	600	750	750	136.25	136.25
	3162	820 - 840	828	126.00 - 133.75	132.01
	1236	850	850	127.50 - 131.75	131.26
	212	925	925	121.50 - 123.75	123.16
Jul-Aug	465	850 - 875	862	127.00 - 130.50	128.39
Aug	495	800 - 825	809	130.00 - 135.50	132.77
	696	850 - 890	869	126.50 - 129.50	127.74
	537	900 - 910	909	126.50	126.50
Aug-Sep	56	900	900	125.75	125.75
Sep	122	825	825	130.50	130.50
Oct	60	900	900	126.50	126.50
Jan	69	725	725	132.00	132.00

STEERS - Medium and Large 2 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Current	120	885	885	123.00	123.00
Aug	728	900	900	117.50	117.50

HEIFERS - Medium and Large 1 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Current	160	760	760	128.25	128.25
	185	800	800	119.25	119.25
Jul	52	515	515	139.00	139.00
	70	735	735	128.25	128.25
	64	830	830	120.75	120.75
Jul-Aug	80	590	590	139.50	139.50
Aug	77	685	685	128.00	128.00
	140	750	750	128.85	128.85
	63	800	800	117.00	117.00
Sep	210	720	720	135.75	135.75
	70	750	750	131.75	131.75
Oct	134	750	750	128.75	128.75
Oct-Nov	260	775	775	129.00	129.00
Nov	134	750	750	126.75	126.75
Nov-Dec	67	750	750	126.00	126.00

HEIFERS - Medium and Large 1-2 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Current	81	600	600	134.50	134.50
	140	725	725	124.85	124.85
Jul	62	800	800	116.00	116.00
Jul-Aug	140	735	735	125.25	125.25
	63	800	800	118.50	118.50
Aug	945	800 - 810	809	125.50 - 127.10	127.00
Sep	332	750	750	125.00 - 129.25	126.72
Sep-Oct	70	750	750	125.50	125.50
Oct	750	675	675	129.85	129.85
	68	700	700	128.25	128.25
Nov	134	750	750	124.75	124.75
Jan	70	700	700	120.00	120.00

Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)

STEERS - Medium and Large 1-2 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Sep	206	750 - 775	758	130.00 - 132.10	131.41
Nov-Dec	180	825	825	130.00	130.00

STEERS - Medium and Large 2 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Aug	90	550	550	152.00	152.00

HEIFERS - Medium and Large 1-2 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Aug-Sep	65	750	750	125.50	125.50

HEIFERS - Medium and Large 2 (Per Cwt / Est. Wt)

Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Sep	74	690	690	122.00	122.00

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MARKET WATCH

Market Recap: Feeder Cattle Auction

June 25, 2020 | Receipts 5914
Special Wean-Vac Feeder Cattle Auction

CLOSE
Joplin Regional Stockyards held their Wean-Vac feeder cattle special Thursday, June 25, with good offering of feeder cattle that were 45 days or more weaned with vaccination programs many selling with good weighing conditions sold with good demand. Many long strings of feeders sold on and active market with a firm to higher undertone with no recent wean vac special for a comparison. Supply included: 100% Feeder Cattle (59% Steers, 41% Heifers). Feeder cattle supply over 600 lbs was 47%.

Feeder Steers: Medium and Large 1 300-400 lbs 163.00-187.00; 400-500 lbs 164.00-181.00; 500-600 lbs 150.00-169.00; 600-700 lbs 142.00-157.00; 700-800 lbs 128.00-143.00; 800-900 lbs 124.00-130.50; 900-950 lbs 123.00-126.00. **Medium and Large 1-2** 350-400 lbs 162.50-175.00; 400-500 lbs 152.00-167.00; 500-600 lbs 145.00-155.00; 600-700 lbs 136.00-149.00; 700-750 lbs 130.00-133.00; pkg 836 lbs 123.50.

Feeder Heifers: Medium and Large 1 350-400 lbs 150.00-156.00; 400-500 lbs 138.00-150.00; 500-600 lbs 134.50-148.00; 600-700 lbs 128.00-143.50; 700-750 lbs 122.00-125.00; 800-850 lbs 112.00-115.00. **Medium and Large 1-2** 350-400 lbs 141.00-146.00; 400-500 lbs 135.00-144.00; 500-600 lbs 124.00-137.00; 600-700 lbs 124.00-137.00.

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

MARKET WATCH

Market Recap: Feeder Cattle Auction

June 29, 2020 | Receipts 10,786

CLOSE
Compared to last week, steer calves steady, heifer calves steady to 3.00 higher, yearling steers steady to 3.00 higher, yearling heifers steady. Demand moderate to good, supply heavy. A Yearling Special with loads of true yearling cattle, off the grass, in the offering. Supply included: 100% Feeder Cattle (60% Steers, 38% Heifers, 2% Bulls). Feeder cattle supply over 600 lbs was 65%.

Feeder Steers: Medium and Large 1 350-400 lbs 168.00-172.00; 400-500 lbs 150.00-173.00; 500-600 lbs 141.00-159.00; 600-700 lbs 134.00-150.00; 700-800 lbs 128.00-145.00; 800-900 lbs 119.50-130.00; 900-1000 lbs 112.25-120.00. **Medium and Large 1-2** 350-400 lbs 147.50-160.00; 400-500 lbs 139.00-157.00; 500-600 lbs 132.00-148.00; 600-700 lbs 130.00-144.00; 700-800 lbs 121.00-139.00; 800-900 lbs 113.00-126.00; 900-1000 lbs 111.10-116.00.

Feeder Heifers: Medium and Large 1 300-400 lbs 137.00-148.00; 400-500 lbs 131.00-147.00; 500-600 lbs 129.00-141.00; 600-700 lbs 118.50-135.00; 700-800 lbs 112.00-125.00; 800-900 lbs 106.00-116.50; lot 959 lbs 99.00. **Medium and Large 1-2** pkg 275 lbs 132.50; 350-400 lbs 130.00-144.00; 400-500 lbs 126.00-138.00; 500-600 lbs 121.00-134.00; 600-700 lbs 111.00-128.00; 700-800 lbs 108.00-120.00; 800-850 lbs 101.00-110.00.

Feeder Bulls: Medium and Large 1 pkg 281 lbs 175.00; 500-550 lbs 130.00-133.00; pkg 643 lbs 124.00. **Medium and Large 1-2** lot 256 lbs 150.00; pkg 369 lbs 159.00; 500-600 lbs 124.00-129.00.

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

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