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JULY 2021





What a month June was! The cattle market took off like a rocket on these yearlings toward the end of the month. We had the big Value-Added sale which was a huge success! Then, we turned around and had the Video Sale which was really good too. The grain came lower and the buyers took to these feeder cattle. We saw a lot of those 800 pound steers bring up there in the upper 40's to the middle 50's, and some of those seven weight cattle bring up there towards 1.60.

We've had plenty of rain, and we are growing forage all over the country. We keep hearing about a drought, but so far that hasn't happened. The places it has rained there is going to be more feed than there ever has been in history. I'm optimistic that we are going to have a good grain crop. If this feed stays down there where we can handle it, these feeder cattle should keep gaining strength. As we go through the rest of summer, typically it's the best time of year

to sell feeder cattle and calves. They generally top sometime in August, and then from there it usually trends lower as we get into the end of the year be-cause there are a lot of cattle around.

ON THE BLOCK

with Jackie Moore

If this grain stays lower and the deferred futures on these fats stay like it is, these cattle have some real value. It's been a tough last two years, but I'm starting to feel better about things. Finally, it's looking like some of these cattle are going to make some good money. I'm looking forward to the rest of the year. Unless somebody throws a wrench in things, it looks like we've got some good times ahead of us.

I hope you have a good "rest of the summer" and enjoy this market while it's good. It's sure been tough, and we all deserve some good times!

Good Luck and God Bless,

Jackie

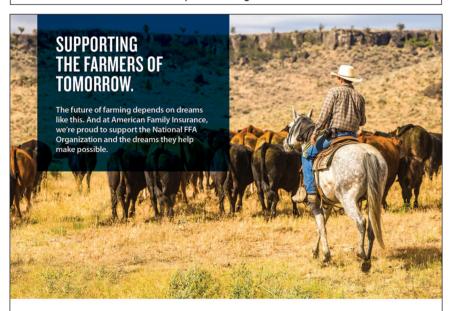


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View a complete listing on PAGE 32





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DATA DRIVEN DECISIONS



Rapid Changes Require Flexible Systems

By Justin Sexten for Cattlemen's News

As I write this month's article the range in future cattle and feed grain values has experienced historic swings in both directions. Industry experts have pointed fingers at inflation, weather and politics, but in reality, no one is really sure.

Regardless of the actual cause, this market offers several lessons worth considering. Most major market movers reside beyond the ranch gate. The information you need to anticipate market movements may or may not be available at the time you need to make a decision. Even if you have the information, the market may not respond the way you anticipate. Market prophecy and weather prediction rarely lack for debate in conversation.

There are many factors we can control that affect the bottom line despite market volatility and unpredictable weather. In many cases these factors are not difficult to implement with a bit of planning. We plan for many aspects of beef production, and fortunately, making key adjustments are often not a new practice but rather changing the timing on a common practice.

For example, in many places it's hot and dry, pastures and forage supplies are getting short, and early weaning discussions abound. Same practice, differential timing. Early weaning is a solid method to reduce the nutrient demand of the beef herd very quickly. Stopping milk production offers additional benefits beyond reduced forage intake. Late calving cows are likely



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to return to estrus faster. High production cows will lose less body condition, and the whole herd can begin accumulating condition sooner.

The only downside to early weaning is cows do a good job of feeding calves. Weaning shifts the feeding responsibility to the producer, which is no small task. Many operations are challenged by preconditioning traditionally managed calves, and early weaned calves present some unique circumstances.

The pen environment is key to success for early weaning. Lightweight calves will often find holes in fences you didn't know you had. A good weaning pen will pay dividends the first week after cows and calves are sorted.

Making sure water and feed are within reach is the second key to calves getting started. Starting calves on creep feed before early weaning is a good practice to get them adjusted to eating feed while providing a familiar feeding location. Calves develop functional rumens around 60 days of age, so putting out creep feed any time after this will begin the adjustment process.

This timing coincides with branding or turnout processing. Vaccination and processing, while nursing the cow, provides opportunity to build immunity prior to early weaning. Since early weaning is typically caused by drought, these dry, hot and dusty conditions will provide an environmental challenge mandating respiratory vaccines for success.

For those where early weaning calves is a challenge, another perhaps more practical method is early wean the cows. I realize we don't wean cows per say, however, we can "wean the unproductive" from the herd using early pregnancy diagnosis.

Cull cow prices are generally seasonal lowest in the fall. Regionality will influence the pattern based on number of cows being marketed. Skilled veterinarians whether by palpation or ultrasound provide producers the ability to market pairs 30 days after the last day of breeding season.

If selling pairs does not match the market in your area, consider honing your early weaning strategy on calves from early open cows. Ideally, the pasture saved from early culling is minimal due to high conception rates, however the return on early culling is high due to the failed reproductive success.

Being prepared offers the most valuable asset to the ranching enterprise after land options. Early calf processing or pregnancy diagnosis offers the option but not a mandate to make a change. Success favors the prepared, and being prepared is key to navigate rapidly changing market dynamics.

The ability to not do something you plan for is much easier than dealing with the regret of wishing you had been prepared. Over the next month 1000's of cattle will trade in video auctions. Every lot will reflect the planning and preparation of the manager. This is one of the best times to watch and observe the practices others use to enhance value.

Not all practices that add value will fit your operation, just like early weaning isn't for everyone. However, because it doesn't fit today doesn't mean you cannot plan to make the change down the road. Video sales help identify the primary value drivers to consider while providing a tangible financial indicator outside the ranch gate.

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

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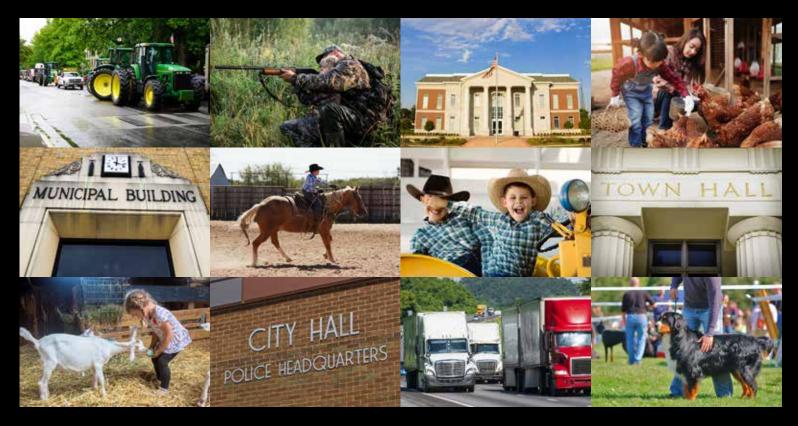
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MANAGEMENT MATTERS



Lessons in Sunk Cost Fallacy

By Eric Bailey for Cattlemen's News

Sunk cost fallacy: A tendency for people to irrationally follow through on an activity that is not meeting their expectations because of the time and/or money already invested.

Have you ever gotten a cheeseburger at a fast-food restaurant that was not prepared to your liking, yet you ate it anyway? If so, you have fallen for the sunk cost fallacy. "I already paid for it, so I better eat it." The sunk cost fallacy is holding many, many beef operations back in Missouri. For years, my wife has listened to me preach about how hay production and feeding is a drag on cow-calf profitability. Recently, she was having a conversation with another person about this idea, and they flat out rejected my wife's arguments. "Well, I don't see us ever going away from feeding LOTS of hay in the winter. We already own the equipment. Why would we not use it?" Classic sunk cost fallacy!

I am running a series of articles on strategies to increase beef cattle operation revenue without increasing costs. However, it occurred to me that if the readers come at the new ideas without learning to recognize how the sunk cost fallacy affects their operation, we will not get anywhere. Thus, this month's strategy is to learn to recognize and apply the teachings of the sunk cost fallacy on your farm.

If you bought a heifer bull that sired 120 pound calves, would you keep him? He's paid for. Better get some use out of him. None of you are going to keep that bull around. You already apply the sunk cost fallacy in your operation. Now, we need to look at some other areas where you may not immediately see the sunk cost fallacy.

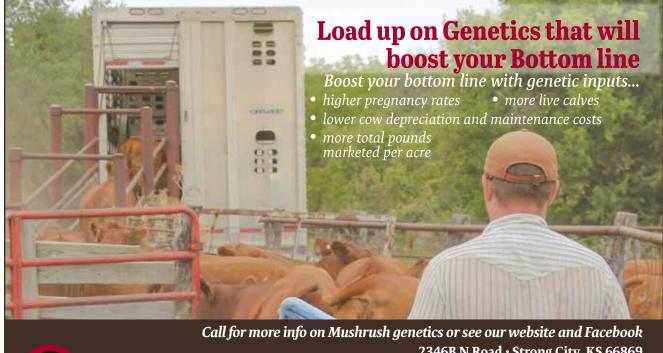
Hay that you bale, store, and then feed to a cow costs your operation at least two times compared to using your biological lawnmowers (the cow) to harvest it themselves. I estimate that pasture forage grown and grazed in Missouri costs around \$30 per ton. Most hay that is put up and then fed back to cows later costs at least \$70 per ton, IF we are honest about our costs. Folks that challenge (that number) is not factoring in the opportunity cost of doing something else with the land. Also not factored in is labor time. I drove across the state in mid-June and saw many a pasture being baled for hay. Back to the earlier example, if you have 20-year-old equipment that is paid for, yet still functional, why get rid of it? To me, it is about the other costs that you're not factoring in. How much time do you spend handling hay? You have time swathing it, raking it, baling it, stacking/ storing it, and finally feeding it. What else could you be doing with your time?

Let's use an example farm that has dedicated hay ground and pasture. A lack of infrastructure (fence and water) is keeping the hay ground from being grazed. This farm starts feeding hay in early December and feeds through March. The farm owns the equipment to make hay but does not generate additional revenue custom baling. The hay ground is an 80-acre square (7,467 linear feet). In my neck of the woods, it costs about \$1.50 per foot, plus materials (~\$1.00) to have someone build a five-strand barbed wire fence. So, it would roughly cost \$19,000 to fence the hay ground.

Now for water. I am going to assume that we must run 5,000 feet of underground pipe at \$3 per foot (\$15,000), plus install tanks (\$2,500). Not everyone is going to have the ability to run pipe. Certainly, digging a pond may be more palatable for some folks. However, the variability in price of pond digging is why I chose to standardize water costs with laying pipe underground.

Building fence and developing a water system costs \$36,500 in this example. What does that investment buy you? Is it worth it if grazing the former hay ground now reduces your hay feeding season to 45 days? Imagine feeding hay from Feb 15 to April 1, instead of from December 1 to April 1. My assumption is that the sale of equipment financed at least 75% of the cost of building infrastructure. Adding fence and water likely improved land value. You traded depreciating assets (hay equipment) for land improvements with a much longer usable life.

This is not the only place the sunk cost fallacy applies to operations across Missouri (and other states). None of us are mak-



ing much money in the cattle business these days. Do not let a fixed mindset hold you back from making improvements to your operation, even if they seem like radical changes. Graze as much as possible and hay as little as possible!

If this article sparked a thought (even a negative one), send me an email (baileyeric@missouri. edu). I would love to hear your thoughts about the sunk cost fallacy and beef cattle operations.

Eric Bailey is the State Extension Beef Nutrition Specialist for University of Missouri.



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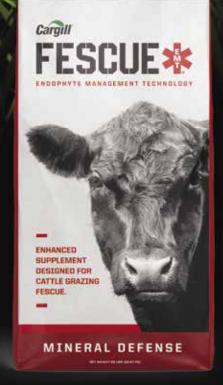
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My kids in Agriculture and Life

By Erin Hull for Cattlemen's News

As my children grow older, I love seeing them morph into young adults, but also become more involved on our farm. When they were younger, they had little to no interest. When our son (Oliver, now seventeen years old) was very small, he loved the tractors and excavation equipment as much as every little boy does, but as he grew older, he lost interest. My daughter (Elsa, now fourteen years old) has gained interest through showing cows, but the interest has always focused just on showing. As of late, they have both started to help out more, and it is enjoyable for me to see. I have always been envious to the producers whose children love to be involved. I sat down with them for an interview to learn more about their likes and dislikes regarding agriculture. Let me start by saying that my children are VERY different from one another, as you will soon see for yourself.

Question 1: Let us start with something simple.... What is your favorite activity in all of life?

Oliver: *Relaxing alone or with people I don't mind being around.*

Elsa: Being active and talking and socializing. (I swear they are not related)

Question 2: What do you want to be when you grow up? **Oliver:** *A Pilot*







Elsa: A stay at home mom. But, maybe not a stay at home mom. Mom.... Seriously, I'm fourteen. I have no idea what I want to be when I grow up.

Question 3: What is your favorite farm animal and why? Oliver: Lambs. They are cute and taste good. Elsa: Zinnia (Zinnia is her Red Angus show heifer). I love her because she is my buddy, and she is mine.

Question 4: What is your favorite thing about living on a farm?

Oliver: *I get to drive all the "toys" (equipment).* **Elsa:** *Showing cows*

Question 5: What is your least favorite thing about living on a farm?

Oliver: *Physical labor and small square bales* **Elsa:** *Manure*

Question 6: What is your favorite piece of farm equipment and why?

Oliver: Simple. The skid steer because it is like a forklift on crack. It can do just about anything you need it to do and more. I love skid steers, and I think we need another one. **Elsa:** The side by side (side note: Elsa is a BAD driver. She crashes everything she drives, and usually at a fairly high rate of speed when damage is done).

Question 7: Do you foresee yourself having a future in agriculture?

Oliver: Possibly. I may want to own a beef farm like we do now. (This answer was very surprising to me. Oliver is generally VERY hands off when it comes to the cattle. He had to assist me with pulling a backwards calf last week, and while I was "in the thick of it", he was gagging and asking to leave.) **Elsa:** Yes, but not after I graduate high school. (Elsa loves 4-H and FFA. Again, this answer surprised me because she is the one who is always ready to jump in and help with the cows.)

Question 8: If someone were to tell you that farming is bad for the environment, how would you respond?

Oliver: I would explain to them in very simple terms that without agriculture, they would be dead. **Elsa:** I would tell them they need to fact check from themselves, with real facts, not made up "facts".

Question 9: What is your favorite cut of beef?

Oliver: Tenderloin, cooked medium rare with a side of oven roasted potatoes

Elsa: *Either a flank or a skirt steak with homemade chimichurri sauce with a side of Asian coleslaw*

To say my children are night and day is an understatement. Neither has a strong interest in the farm life, but they both show up when needed. Oliver is always quick to jump on any piece of equipment and learn, while Elsa always has her eyes peeled looking for a new cow to show. But at the end of the day, one thing will always remain a constant with both of them... when it is time to stand up for agriculture as a whole, they will always rise to the occasion. If neither of them is ever involved in agriculture, I am certain they will defend us all when needed. In the end, this is all I can ask for...AgVocates in their hearts and souls (and voracious beef eaters).

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BEEF COWS	4 weeks before breeding				
	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 weeks before breeding					
(program giv	es planned dates that can b	pe varied to suit manageme	ent programs)		
DOSAGE TABLE					
ANIMAL WEIGHT	CALVES	CATTLE	CATTLE		
(lbs)	UP TO 1 YEAR 1 - 2 YEARS > 2 YEARS				

(lbs)	UP TO 1 YEAR	1 - 2 YEARS	> 2 YEARS	
	1 ml/100 lb BW	1 ml/150 lb BW	1 ml/200 lb BW	
50	0.5 m	=	-	
100	1 m	-	-	
150	1.5 m	-	-	
200	2 m	-	-	
300	3 m	-	-	
400	4 m	-	-	
500	5 m	-	-	
600	6 m	-	-	
700	7 m	-	-	
800	-	5.3 m	-	
900	-	6 m	-	
1000	-	6.6 m	5 m	
1100	-	-	5.5 m	
1200	-	-	6 m	
1300	-	-	6.5 m	
1400	_	_	7 m	

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MANAGEMENT MATTERS

Habits of Successful Young Farmers

Learning early the significant practices

By B. Lynn Gordon for Cattlemen's News

It's no doubt, we all want to be successful. This is reconfirmed when one of the most influential business books of all time is "The 7 Habits of Highly Effective People", authored by Stephen R. Covey, with more than 40 million copies sold. The book has impacted business owners of all occupations, even those in agriculture, striving to find ways to lead to success. What are some successful habits we have found to be consistent among successful farmers and ranchers? Agriculturalist economist David Kohl, professor emeritus at The Virginia Tech and well-known agricultural speaker, has studied and visited with many young farmers and found several habits tied to success. Some of these habits include:

1. Setting goals

Setting both business and family goals is aligned with success Kohl has found. Setting one, three, and five-year increment goals and committing these goals in writing is an exercise that helps farmers and ranchers prepare for and make changes in their business plans. He often tells agricultural producers, "If you can have your goals articulated, you're balance sheet updated, and your cash-flow plan by Groundhog Day, you will be well-positioned to make business decisions for the year ahead." Other business and leadership experts also note success can be found by maintaining a forward-thinking focus, including prioritizing strategic thinking over day-to-day tasks.

2. Aim for the five percent rule

He encourages young producers to do a financial sensitivity analysis and follow the five percent rule, asking themselves, "How am I able to be five percent better in three years?" As an economist, Kohl supports putting money toward efficiency, first, and growth, second. He also supports building up some working capital and cash.

3. Know your cost of production

Kohl has traced successful young producers who know their cost of production, and if multiple operations exist, they know and understand the cost of production for each enterprise. In addition, they have taken the time to develop a risk management or marketing plan and allocate land, labor, and capital associated with efficient and effective production. Many young producers today are entering their agricultural business with higher education than the generations before them. They have the education to understand business principles. Their ability to utilize technology has also allowed them to efficiently access computerized programs where tracking of costs, budgets, etc., come quickly to them, and thus, they often have their cost of production numbers at their fingertips.

4. Network and Collaborate

Successful producers are not an island. They are open to networking and collaborating with their peers, from sharing equipment to sharing expertise. Although producers often enter agriculture because of the ability to be independent, they soon learn finding mentors to help guide them in the decision-making process and seeking out experts (even outside of agriculture) opens more doors and can lead to new opportunities, growth, and a support system.

5. Character

Those in the financial lending industry are very familiar with the "Five C's of credit," one of which is "character." Kohl believes this might be the most crucial element of the five.

Character means you will follow through with what you say you will do, which is vital to those who are lending you money and believing in your ability to implement your business plan. Kohl refers to the example of using borrowed money for the intended purpose, not allocating it elsewhere, and keeping open lines of communication with your financial partners.

6. Core Values

He encourages the younger generation to put value into family and people. Kohl often says, "The best crop you'll ever raise is your children." He believes we are witnessing a shift back to what the older generation has valued, with more focus centered around being involved in agriculture and raising their children in agriculture. The focus has shifted to more family-life balance, and Kohl sees this as a positive for long-term happiness and success. In addition, he encourages producers to stay positive even during the challenging times and lows in the market. "Develop core values by identifying five to seven words that mean success to you," says Kohl, "and these words don't have to have anything to

do with economics."

7. Coin the phrase – "GWC"

Kohl explains GWC stands for, "Get it, want it, and have the capacity to get it done." Having this focus may not guarantee success, the economist tells farmers and ranchers during his presentations, but it can significantly increase the chance. Kohl believes it's not the amount of land, make-up of equipment, or even enterprise that brings success rather sustainability results from consistent practices and habits that bring logic, balance, opportunity, and return to one's life.

As young leaders, practicing the ability to communicate, prioritize, and continue building their skill set are tools to think strategically now and in the future. "Learning to manage the things you can control and manage around the factors outside your control," says Kohl, has proven to be a significant practice of successful producers.

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@leaderconsultina.biz.



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A Q&A ON BOVINE ANAPLASMOSIS

WITH KATHRYN REIF, MSPH, PH.D.

For the past 10 years, Kathryn Reif, assistant professor in the Department of Diagnostic Medicine/Pathobiology in the College of Veterinary Medicine at Kansas State University, has researched anaplasmosis in cattle. Recently, Dr. Reif answered questions on what cattle producers should know about this potentially deadly disease and about a new option in its treatment.

Q: What is bovine anaplasmosis?

DR. REIF: Anaplasmosis is a disease of cattle, and it's a bacterial pathogen, *Anaplasma marginale*, that causes this disease. It lives in the red blood cells of cattle, and destruction of those red blood cells ultimately causes the hallmark sign of the disease, which is anemia.

Q: How is anaplasmosis transmitted?

DR. REIF: Anaplasmosis is a tick-borne disease, and the primary vector is *Dermacentor variabilis*, commonly known as the American dog tick. On more rare occasions, anaplasmosis can be transmitted by biting horse flies in some areas or blood transfer via needles or other equipment.

Q: How prevalent is anaplasmosis?

DR. REIF: Overall, tick-borne diseases affect or threaten roughly 80% of the world's cattle¹ and account for nearly \$19 billion² in annual losses worldwide. Anaplasmosis is the most common tick-borne disease of cattle. In the U.S. alone, anaplasmosis costs the U.S. cattle industry \$300 million³, which is likely a very conservative estimate.

My lab participated in a large-scale study in Kansas and found 47% of beef cattle herds tested were actively infected with the anaplasmosis pathogen, in the eastern part of the state up to 80% of herds were actively infected. In Arkansas, 90% of herds and 50% of total individual animals tested were actively infected with the anaplasmosis pathogen. Kathryn Reif, MSPH, PH.D.



Q: What are the signs of anaplasmosis?

DR. REIF: A lot of times, the first sign that leads producers to realize there's a problem is when they see a dead cow in their herd. When examining a cow to determine the cause of death, we look for pale mucous membranes, or yellow mucous membranes, which is an indication that the animal may have died from bovine anaplasmosis. Other signs include weakness and anemia, and infected cattle will often stop eating and drinking, resulting in rapid weight loss. Labored breathing and even aggressiveness in generally docile animals are also signs of anaplasmosis, and pregnant cows can abort because of the lack of oxygen resulting from anemia.

Q: Are certain animals more at risk that others?

DR. REIF: Cattle can be infected with anaplasmosis at any age. However, the disease is most dangerous to cows 3 years of age and older. Younger cattle can be infected but not show clinical signs. Cattle that recover from infection remain carriers for their entire lives and have the potential to transmit disease to other animals. Although cattle that carry the pathogen generally don't display signs of clinical disease, clinical disease may occur again (recrudesce) if carrier cattle become immunosuppressed.

Q: How has anaplasmosis historically been treated?

DR. REIF: Up to this point, the only antimicrobial drugs for the control and treatment of anaplasmosis have been tetracycline, either injectable oxytetracycline to treat the disease or chlortetracycline administered in feed to control it. At K-State, we recently wrapped up a year-long study with groups of calves infected with different strains (some older 'historic' strains and some recently isolated 'contemporary' strains) of the anaplasmosis pathogen. We examined the susceptibility of the different *A. marginale* strains to in-feed CTC and tentatively found that the 'contemporary' strains were less susceptible to the CTC than the 'historic' strains.

Q: Are there any other options for anaplasmosis treatment?

DR. REIF: Up until last year, only oxytetracycline injectables had an indication for the treatment of anaplasmosis. We are excited that enrofloxacin [Baytril[®] 100-CA1], a bactericidal, was conditionally approved by the FDA for treatment of clinical anaplasmosis. It's great to have a new treatment option. Tetracycline stops the bacterial in its tracks, but doesn't kill it. Enrofloxacin actually kills the bacteria.

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³ Kocan, K., de la Fuente, J., Guglielmone, A., Melendez, R. 2003. "Antigens and alternatives for control of anaplasma marginale infection in cattle." Clinical Microbiology Reviews 16 (4): 698–712.





MANAGEMENT MATTERS

Navigating Success Ups and downs of the beef industry

By Garth Gatson for Cattlemen's News

I think about cows. A lot. Grazing, management, reproduction, genetic selection, herd health, cattle marketing, fencing, facility design, cow depreciation... My mind spends a lot of time on all of them.

I also think a lot about the future. I forecast it, I plan for it, and I try to position myself for success in an inherently uncertain future.

And, of course, I often think about the future of cows. I will turn 28 years old later this summer, and every one of those years have prominently featured cattle. It is my hope that cattle will be an important part of my future as well. Ensuring the long-term viability of my cattle business will require growth and adjustment as the realities of the industry continue to evolve.

In the fall of 2012, I left my family farm in northeast Missouri to attend college. Over the next six years, I learned as much as I could about beef cattle production. I picked up a pair of animal science degrees from the University of Missouri and Kansas State University, spent a summer on a ranch in South Dakota and another at the Noble Foundation in Oklahoma, evaluated beef carcasses in packing plants from west Texas to Pennsylvania, and artificially inseminated cows across the northern plains. Then, in the spring of 2018, I moved back to the family farm, along with my wife and newborn son, to put that knowledge to work.

I have experienced successes and failures in the early phases of my business. Reflecting on them has given me, I hope, a small measure of insight into the future of the cattle business for myself and my contemporaries. In particular, two seemingly contradictory principles come to mind.

The first of these is the importance of maintaining fidelity to the central tenets of my operation's mission. Whenever I become distracted and pursue competing ideas, my business suffers. Achieving economies of scale is one of my biggest challenges as a young producer. To do so, it is vital that all of my limited time, capital, and land resources are rowing in the same direction.

The second principle is the value of integrating multiple enterprises within a single framework. On my family's farm, we are gradually integrating cattle into our row crop enterprise using cover crops and annual forages. I believe we are only scratching the surface on what is possible. I am also beginning to integrate heifer development into our cow-calf enterprise. Integration offers the opportunity to start new enterprises and to more rapidly achieve scale for the business as a whole, even as the individual enterprises grow more slowly.

I believe that successfully navigating the push and pull between maintaining focus and integrating enterprises will be an important key to success for my generation of cattle producers. Loss of focus can lead to endless branching out until there is no longer adequate space, capital, labor, or management for the business to remain viable. Proper integration, however, can layer all of the available resources together into a single pathway to success.

Garth Gatson is a cattle producer from Missouri; he can be reached at garthgatson@ gmail.com.

INDUSTRY NEWS

American Angus Association

20 and 19 Millionth Angus Registrations are Assigned

For Immediate Release, written by Karen Hiltbrand, Angus Communications

The very first Angus animal was registered in 1883, and since then the American Angus Association® has registered more than 20 million Angus cattle over the years. Among the vast database of registrations that have built up, there have been a handful of milestone registration numbers that have been purchased and assigned by breeders to stock that show both phenotypic and genotypic excellence to set them apart from the rest.

"We typically do 300,000 registrations in a year, so it takes about three and a half years to amass enough registrations to reach another milestone registration," said Jerry Cassady, director of member services at the American Angus Association. "These milestone registrations are a testament to the efforts and dedication of our membership to the Angus breed."

Most recently, both the 20 millionth registration number and the 19 millionth registration number have been assigned. Both registration numbers were sold, and the funds raised went to support the Angus Foundation's mission of education, youth and research.

The 20 millionth registration number was purchased by Tom Burke of the American Angus Hall of Fame at the 2020 Angus Annual Meeting for \$10,000. The registration number was recently assigned to S A V Scale House 0845 owned by Schaff Angus Valley, in Saint Anthony, North Dakota; TK Angus in Wood Lake, North Dakota and Voss Angus in Dexter, Iowa.

"I purchased the 20 millionth registration for history's sake," said Burke. "I bought the 20 millionth registration because I knew the money went to the Angus Foundation; and the second reason was because I wanted to get it for a special bull. The notoriety this bull will have carrying the 20 millionth registration will always be something you can remember."

S A V Scale House 0845 was the high-selling bull in the Schaff Angus Valley Sale in February of 2021. Burke said the registration milestone shows the stability of the Association since 1883 and demonstrates the growth of the breed.

The 19 millionth registration was purchased at the 2018 Angus Convention for \$7,000 by Whitestone Farm, LLC.

As time passes the number of Angus cattle will continue to rise and continue to prove the steadiness and importance of the breed to the beef industry. For more information on Angus cattle, visit Angus.org or to support the future of the breed visit *AngusFoundation.org*.

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AMERICA



MANAGEMENT MATTERS

Busyness as Usual

Intentionally Creating Efficiencies through Planning

By Jordan Thomas, Reprinted with permission from the Farm Journal

This is a busy time of year. But then again, when is it not?

When bumping into a farm or ranch neighbor, have you ever noticed the conversation is peppered with a bunch of _____ing words? No, I am not talking about profanity (although I suppose that might depend on which neighbor you bump into). I am talking about gerunds, or words that end in -ing. We always share how we are calving, branding, weaning, doctoring, planting, harvesting, clipping, mowing, raking, baling, feeding, chopping, hauling, spraying... the list is endless. We are always busy with something.

Then there is another topic of conversation: costs. Whether it's feed, fuel, fertilizer, lumber, or equipment, costs are up this year. All could be big challenges depending on how you operate. Those of you in the western U.S. and the northern Great Plains are also dealing with extreme drought on top of it all. Suffice it to say, it looks like a tough year to be in the cattle business.

The specific challenges we face from year to year vary. But at its core, the cattle business is the business of dealing with challenges. The planning it takes to get through these kinds of challenges is the real work of the business. All those gerunds feeding, harvesting, baling, calving, etc—those things sure can keep us busy. But especially in a year with costs of production like this one, we need to make sure all that busyness doesn't get in the way of running the business.

The Most Costly Input: Time

I am slowly learning that being "busy" isn't necessarily something to be proud of. Reading Greg McKeown's book Essentialism: The Disciplined Pursuit of Less was particularly convicting for me, because the author frames busyness as failure. He argues that being busy is not evidence that we are being productive with our time but rather that we are failing to choose what we use our time to do. If we want to be effective and accomplish high-impact things, we have to actively choose to not spend our time accomplishing other lower-impact things. We have to proactively build open time in our schedules. We have to plan time for, well, planning.

The scary thing about busyness is that it robs us of the time and capacity to really get down to business. We only have so many hours in a day, and we only have so many days here in general. Time we spend on the busyness of our daily lives is time we don't have to spend on the real business of our life. When we don't build a life intentionally, with adequate time budgeted for all of the planning life requires, we will never get around to whatever it is we think is really important. Everything else, even though less important, will always be more urgent. I have gone through seasons of life feeling like I was constantly in triage mode, juggling a lot of relatively unimportant urgencies. Have you? If we aren't careful, those seasons turn into years, and those years turn into our lives.

There's more to life than the cattle business, but often our business structures are reflections of how we structure our life in general. What do you want your life to look like? What do you want your cattle business to look like? Is it a meaningful, thought-out business, or is it a bunch of busyness?

Business Decisions

I am a reproductive physiologist by training and a grass farmer at heart, so I can't help but use a couple examples of ignored business opportunities in those areas.

In the most recent USDA National Animal Health Monitoring System survey from 2017, only about 12% of beef cattle producers report using artificial insemination. What is a main reason cited for not using AI? Time. Too busy. Now, I won't argue everyone needs to be artificially inseminating cows necessarily, but general reproductive management for a shorter, tighter calving season has tremendous return-on-investment potential for cow-calf producers.

Continued on next page



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Continued from previous page

Surveys for the percentage of cattle producers that practice rotational grazing vary widely depending on how that is defined. But look out the window as you drive around, and do your own survey. It's pretty unusual to see really good grazing management. Why is that? Again, I won't argue everyone needs to move cattle every day necessarily. But the costs of stockwater development and a little fencing are pretty trivial when considering the return-on-investment potential of better-managed grazing. There are more grazing school opportunities than ever before, and there is no shortage of information online. Yet it seems like we can't quite find the time to get started. Too busy baling hay, perhaps.

It is telling that the reasons given for not doing these things are usually more related to time than profitability. Do those sound like business decisions or busyness decisions?

We are often more skilled at production than at the business of production, so we can get locked into one particular production model pretty easily. Instead of taking the time to plan and replan what we actually do based on a profitable business model, we can easily fall into the trap of what I call "busyness as usual." Here's a challenge. As you go through your tasks at hand this week, ask yourself the following:

- Do I have a clear idea about what the job I am doing right now is worth?
- Do I have a clear idea about what my costs of doing the job are, including equipment, tools, fuel, etc?
- Do I have a clear idea about what kind of return potential this job produces?
- Did I have at least one other option for how to do the job?
- Did I consider not doing the job at all?

You may find you are doing a lot of work without having thought it through sufficiently. That's not to say it isn't work that needs to be done. It may be work that you would decide to do after making a well-thought-out business decision. But we can't lie to ourselves and say we have thought things through or done the math if we have not. This year—and every year there is just too much at stake.

If You Want to Be a Cowboy

A quote by the late Stan Parsons comes to mind: "If you want to be a cowboy, get a job—not a farm or ranch." If that stings a little, read it again. There is nothing wrong with the day-to-day work that keeps a cowboy busy. But the ownership of a farm or ranch comes with business planning obligations. When you as the business owner are busy, no one else will take care of those obligations. Fixing fence and checking water is extremely important work. But that work is worth the fair market value of what it would cost to hire the job done, and we can't make it pay us more just by staying busy at it. The business planning is our real responsibility and our greatest opportunity to actually create returns for the farm or ranch.

If the daily work is keeping you from the strategic planning it takes to have a profitable cattle business, it's time to make some changes. We may decide to hire some help, do it differently, or just flat out stop doing it. Any one decision itself may not be critical, but it is when we dedicate time to spend in decision-making that we find real business opportunities. Don't get caught up doing the day-to-day work of busyness while leaving the work of the business undone.

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



TRENDING NOW

Making Sales and Marketing Work in Today's World

How Young Industry Leaders are Excelling

By Jessica Allan for Cattlemen's News

In today's world, we are constantly bombarded by ads and information, whether from internet searches, social media, and/or traditional media. With all the knowledge we could need, and more, at our fingertips through these sources, most of us tend to conduct our own research when making decisions regarding our own health and nutrition and those of our animals. This brings a unique situation to young producers entering the sales and marketing world, so we asked two up-and-coming sales managers for some tips and advice.



Klair Dahlstrom is a territory business manager for Zoetis, the world's largest producer of medicine and vaccines for livestock. A graduate of Oklahoma State University, she worked with United States Department of Agriculture, Alltech and Merck before landing at Zoetis in February of 2020, overseeing the Central Arkansas region.

Logan Kennedy is a territory sales manager for MidContinent Livestock Supplements (MLS), which produces high performance, low moisture molasses supplement tubs for all types of livestock. He has been involved in the feed industry since his graduation from Missouri State University, working with an Ar-



kansas co-op and a national feed company before joining MLS in November 2019, covering the Four State Region.

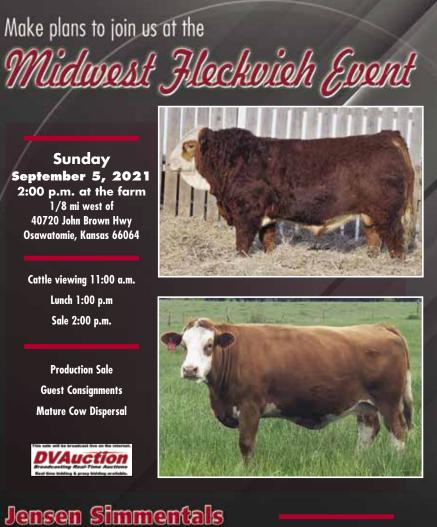
Personal interaction and relationship building are important to any career, but perhaps more so in sales and marketing. In 2020, COVID brought many challenges to the business world, and sales was no exception. When asked how she made it work, Dahlstrom said while it was definitely a unique experience, the struggles that her customers face, regardless of pandemics, are the biggest opportunities she has to create partnerships. The changes COVID brought impacted each business she works with differently, and she really strives to meet her customers where they are, to understand where they are at, in order to create a successful partnership. For Kennedy, although travel was limited due to safety issues, he and his team continued to meet with customers, although the format may have changed. Phone calls and emails became an even more important source of contact to continue conversations. The challenge, he felt, was learning to still support customers while learning to work with them through different technologies than have been used in the past.

Marketing uses lots of tools to gain a potential customers interest and then to hold it after their business is awarded. For Kennedy, he believes that making sure the right support material can make the difference. Once a customer is interested in their product, he can use that material to support his statements on the efficiencies and productiveness of that product in a producer's herd. Dahlstrom also believe that word of mouth is key. For some customers, knowing someone else who has used the product and can testify as to personal experience can be the tipping point, whether good or bad, she said.

So, once you have the customer's attention, how do you make the sale and keep that business in the future? It all boils down to relationship, Kennedy and Dahlstrom agree. Search for the best product to fit your customers' needs, said Dahlstrom. You may provide them a product today, but if it isn't what they really need, it could cost you their business. Spend time with your dealers and producers, said Kennedy, and get to know them while sharing information about your products to help them make the right decision. Don't force a potential customer to purchase a product, but do challenge them to think outside the box, said Dahlstrom. Sometimes just listening and making sure you understand their needs, struggles and goals puts them that much closer to achieving those goals, and that may mean going with the same product as in the past or trying something new.

Relationships are critical in agriculture, said Kennedy. Following up and making a positive impact on a customer's operation is the best way to build those long-term relationship. And follow through shouldn't just happen after a sale, said Dahlstrom. The most critical time to reach out to your customer is when issues come up and you can provide the solution. A representative has to be there through thick and thin in this industry. Spending time with customers and building relationships outside of sales calls is what makes customer retention. As Kennedy puts it, people buy from people; without building these relationships, opportunity for sales and improving customers' businesses would be limited. And this author couldn't agree more. Agriculture and relationship go hand in hand, no matter the vendor, provider or service.

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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INDUSTRY NEWS

Southwest Research Center Field Day

By Reagan Bluel, Interim Superintendent of Southwest Research Center, MU Extension Dairy Specialist

University of Missouri (MU) Southwest Research Center (SWRC) is continuing the broad mission of doubling the economic impact of Missouri's agricultural industry by 2030 through researching a variety of topics. The SWRC beef herd, located in Mt. Vernon, MO, shared the research farm with 120 contract steers to determine the possible profit potential with backgrounding.

This spring is the third year of data collected on this topic for Dr. Eric Bailey, assistant professor in the Division of Animal Sciences and state beef specialist with MU Extension.

"Missouri's beef cattle industry produces about 1.7 to 1.8 million beef calves per year," said Bailey. "Only 500,000 of those calves are backgrounded in the state."

Bailey's project investigates the ideal forage management for backgrounding on KY 31 Tall Fescue to take five cwts to seven.

These same replicated pastures will host our replacement heifers for Dr. Jordan Thomas, assistant extension professor in the Division of Animal Sciences.

"Although low-input heifer development systems have worked well in other states, there is little long-term data from the fescue belt," said Thomas.

Thomas is interested in low-cost grazing systems for rearing replacement females through the breeding season, complementing his efforts in reproductive management of the center's cow herd.

High quality vegetative forage is the name of the game. During the replacement heifer project, we'll also be exploring different pasture record keeping methods to document pasture growth.

A forage sorghum and sorghum sudangrass variety trial research plot went in last month. These timely, surprisingly excessive (not complaining) rains this summer challenged getting it in the ground. However, the test is in and growing nicely. Tim Schnakenberg, MU Extension agronomist explained, "Prior to this planting, growers would look to KY or TX for variety tests." Now we'll have SWMO data.

High quality, and quantity, forage production can be challenging. In many cases, cattlemen find themselves overstocked on their existing grazing platform. To help remedy this situation, Dr. Ashley Conway, assistant research professor for MU's Center of Agroforestry, has teamed up with Practical Farmers of Iowa to be the state host for *www.MidwestGrazingExchange.com*. This online platform pairs grazers with land-owners looking to lease grazing land across six states in the Midwest.

Dr. Conway also studies silvopasture, the agroforestry practice of grazing livestock in areas with trees. Be on the lookout for her survey coming out soon to help better understand how our state's cattle herd uses their forested resources.

The MU College of Agriculture and MU Extension have faculty and staff working hard for you

every day. Dedicated to helping expand our state's agriculture through helping your operation. The SWRC is just one experiment station state wide, testing varieties and concepts in and on Missouri soil to ensure our results are relevant to your farm. We hope you'll find interest and time in one of our upcoming IN PERSON events listed below.

Please "Follow" our Facebook page at @SouthwestResearchcenter for our upcoming events:

• July 20, 10 a.m. – 2 p.m. | Forage Sorgham and Sorghum Sudangrass demonstration field day

• July 26, 3 p.m. | Vegetable and Fruit Irrigation Workshop

• August 10, 1-3 p.m. | Open House and ice cream social for Missouri's Bi-Centennial Celebration

• September 16 | FFA Career Exploration Day

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Diversification is Key to Vaught Farms' Success

THE MINERAL

FOR EVERY

STAGE OF LIFE

Resiliency is created through a sustainable business model

By Rebecca Mettler for Cattlemen's News

UTRITION PROGRAM

TRENDING NOW

Bryant Vaught, Aurora, Missouri, is a fifth generation beef producer and owner of Vaught Farms. In 2014, Vaught bought his grandparents' cowherd when they retired and ever since, he's been growing the operation through diversification, a whole lot of hustle, and adaptation to market trends.

"There has definitely been a lot of shifts in the industry the past few years, and I've adapted to those the best I feel possible," Vaught said.

Blueprint

Vaught has been able to successfully integrate multiple steps of the beef supply chain into his operation, which provides additional revenue streams and cash flow that is easier to manage throughout the year. His operation consists of a spring-calving cowherd, where he not only markets calves

at Joplin Regional Stockyards through the value-added sales, but also grass-fin-

ishes some steers to sell beef to the local community, and sells a handful of commercial composite bulls and heifers.

"Diversification to me is a way of building resiliency in the business that I'm striving to develop for the next generation of my family to operate on these pastures," Vaught said. "By doing this, I would hope the business will be less vulnerable to unpredictable market swings and other road blocks that monoculture businesses run into."

In year one of his farm-to-market beef venture, Vaught simply sold a few halves of beef a year and then expanded to sell at farmers markets, stores and selling to restaurants as the demand for locally-grown beef grew. In the beginning he was selling 100% grass-fed beef, but then he phased into a pasture-finished product that was fed enough grain to add white fat and slightly speed up the finishing process.

Currently, Vaught Farms beef can be found at Murphy Orchards, in Marion-

Continued on next page



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Continued from previous page

ville, Missouri, Farmers Market of the Ozarks and Horrmann Meats, both of Springfield, Missouri, and featured in beef dishes at the Farmhouse on Boone Cafe, in Ash Grove, Missouri.



Adopting new cowherd management practices has allowed Vaught to propel his cowherd forward. In the beginning, he developed the commercial seedstock animals in a high input system that required a lot of trips through the chute, a lot of labor, and numerous trips to the feed store. Now, he raises seedstock bulls and heifers in a predominately grazing system, which has lessened the labor load and helped pinpoint the most efficient animals.

ment puzzle at Vaught Farms. "It also helps show

which matings work and which ones don't for my environ-

ment here at the edge of the Ozark mountains," Vaught said.

Soil health is an integral piece of the resource manage-

Vaught couples strong stockman evaluation skills with progressive DNA technology to assess the genetic progress in his three-breed composite cowherd, which consists of predominately Angus, Hereford, and Gelbvieh genetics. He utilizes a genomic panel designed specifically for crossbred cattle to better understand the genetic merit of his seedstock bulls.

While Vaught doesn't solely make keep/cull or mating decisions off of genomic test results, those results do hold substantial weight and help speed up genetic progress. Utilizing genomics helps weed out potential undesirable



Bryant Vaught and girlfriend, Shayde Elliott



sire selection choices that would normally take several years to determine through the lifecycle of the breeding stock's progeny.

"Maybe there's a bull with tenderness

Bryant Vaught practices high density grazing, which allows him to more effectively utilize his pasture acres. Vaught moves cattle into fresh paddocks every one to three days.

values less than average, so I know I won't be using him for the beef program," Vaught said. "Or, if there's a bull that isn't going to be a calving ease sire, I'll cull instead of developing him."

Land management is also an important aspect of the operation. Vaught practices regenerative grazing, which is an agricultural practice with the goal of increasing soil health through proper livestock management and utilization of perennial and annual forages.

High density grazing and the addition of winter annuals such as turnips, annual rye, and vetch has extended his grazing season tremendously and thus positively impacted the bottom line. Vaught didn't start feeding hay until after the first of the year and was done by March 30. In total, he fed 1 1/4 bales per cow-calf pair during the first quarter of 2021.

Strategic planning for Vaught Farms has been integral to the growth of the operation. One of Vaught's main goals is to find ways to stack complementary enterprises on top of each other. Many of his owned and rented acres will serve multiple purposes, e.g., winter grazing with cover

crops followed by summer cash crops. Additional value is garnered when these strategies are integrated into a system that is already highly diversified within the beef industry. Vaught's focus on adding other complementary enterprises will continue into the future.

At the end of the day, Vaught is working to create a sustainable business model that works well for his operation, so he can continue to do what he most enjoys, which is raising cattle made to thrive in the Ozarks, finish on grass, and hang a high-quality carcass.

"Whether it's retaining ownership through the feeder stage, or conventionally running cattle like your grandpa did, I want the cattle to work well, and I want the consumer to have a pleasant eating experience with my products," Vaught said.



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Ready for a Loan?

Best practices for obtaining capital for your operation

By Jay Sloniker, FCS Financial Vice President - Commercial, Livestock

Whether it's an opportunity to purchase a group of heifers or the chance to buy a farm, preparing for a loan can be a daunting process for any producer, especially those young and beginning producers who may not have been through the agricultural loan process before. As the largest agricultural lender in the state and a cooperative focused on providing capital to farmers and ranchers, FCS Financial has insight into best practices for making the loan process less intimidating.

First, start the conversation early. One of the most common mistakes producers make is waiting to begin conversations with a lender until just a few days before major decisions need to be made or money is needed. Once they reach out, they often find that more information is needed than anticipated or that certain parts of the process will take longer than they had assumed. The

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best practice is to reach out early on and engage with the lender throughout the decision process. Even better is for producers to maintain a regular working relationship with their agricultural lender, checking in regularly with each other and providing updates on the plans, outlook, and potential opportunities for the operation.

Next, be prepared with all the information needed. The amount of information needed to make a loan decision varies based on the dollar amount, purpose of the loan, and the complexity of a producer's operation. Regardless of the loan size or complexity, a producer should always be prepared with basic and current financials including a financial statement or balance sheet, a projected cash flow, and the most current tax returns. Depending on the details of the loan needed, a producer may need to be prepared to provide more to ensure the lender has everything needed to accurately, and quickly, analyze the loan request. Again, the best practice here is to have a strong working relationship with the lender and provide them with updated financial information regularly so that when the time comes, they already have a firm grasp on where the producer and the operation currently stand.

Finally, be prepared to receive feedback. If a producer has maintained a good working relationship with a lender who is aware of the financial position of the producer and the operation and understands both short- and long-term goals of the operation, the lender will likely have feedback on how the capital needs could be structured. A lender might suggest borrowing less to improve capacity or borrowing more to preserve working capital. They might suggest a different loan term, different repayment frequency or even different repayment dates. The best practice is to not only be prepared to consider this feedback, but to also actively seek it out.

Obtaining a loan for an operation will always take some effort, but producers can help the process by involving their agricultural lender early on in conversations, being prepared with all needed information and seeking feedback from a trusted lender. For more information from FCS Financial or to find an office near you, visit www.myfcsfinancial.com.

MCA Elects new Region 7 VP The Missouri Cattlemen's Association Executive Committee recently elected Josh Worthington, Dadeville, Mo., to serve as Region 7 Vice President.

Worthington operates Worthington Angus with his wife of 17 years, Corry, and their three sons, Wriston, Grayson and Corbin. They have a total arti-



ficial insemination and embryo transfer program developing cattle for registered and commercial cattlemen.

He is a graduate of Missouri State University where he earned a master's of animal science. Before transitioning to his cattle operation full-time, Worthington served as General Manager of the Missouri Angus Association.

Worthington serves as a deacon at the Bona Church of Christ and a member of the Dadeville R-2 Board of Education.

He was selected by the Executive Committee after an interview process on June 10, 2021.

Old Farmer's Advice Advice for this Summer

Your fences need to be horse-high, pigtight and bull-strong.

Keep skunks and bankers 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 and honorable life, then when you get older and think back, you'll enjoy it a second time.

Don't interfere with something' that ain't bothering 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'.

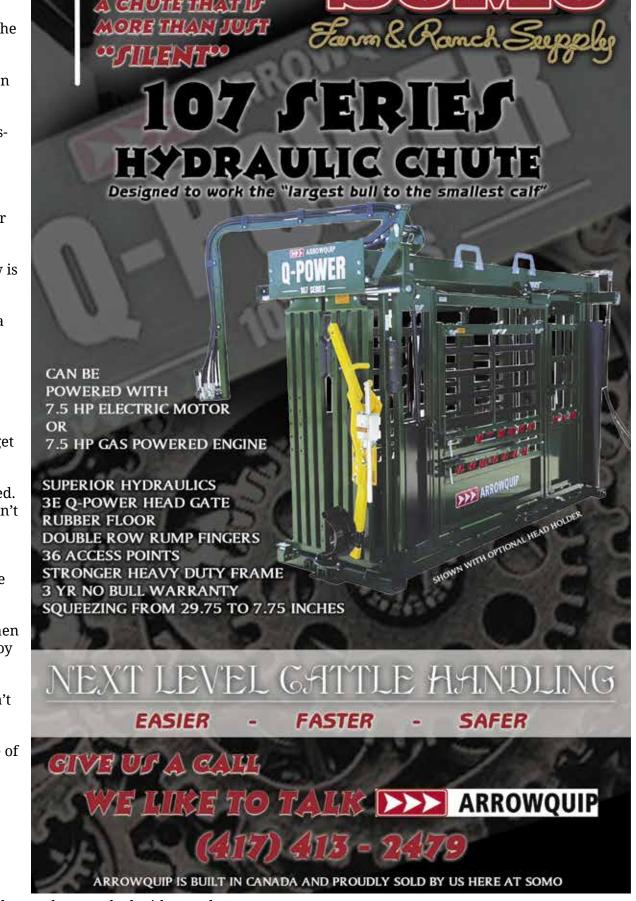
Always drink upstream from the herd. Good judgment comes from experience, and a lotta that comes from bad judgment.

Lettin' the cat outta the bag is a whole lot easier than puttin' it back in.

If you get to thinking' you're a person of some influence, try ordering' somebody else's dog around.

Live simply, love generously, care deeply, speak kindly, and enjoy the ride.

Don't pick a fight with an old man. If he is too old to fight, he'll just shoot you!





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MANAGEMENT MATTERS

How Lenders Provide Business Loans

Steps on preparing and positioning for a successful loan

By Janieca Hancock, President of MidMoBank, Bolivar, Mo.

Applying for loans as an agricultural producer can be a challenging task. As a beginning farmer there are many items to consider to make the loan process productive and successful. As lenders we start with a discussion with the borrower then review the 5 C's of credit – capacity, capital, collateral, character and conditions. Understanding what is being evaluated will help you prepare for a successful loan request.

The capital component of a financial decision determines the investment you will be making in your business, both financially and personally. Lenders want to see that you have some "skin in the game". As a borrower, you need to have some financial investment into the operation. We will also review your request to make sure you have enough cash or available credit to support your operation until your crops or livestock are sold.



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Condition is a broad category and is somewhat discretionary. Market conditions in your industry are considered in each loan request. Local and non-local economies have major impacts on agriculture. Most agricultural industries are cyclical so understanding where you are in that cycle will help determine financing. You and your lender need to have a pulse on market conditions at all times. Flexibility is key to staying viable.

Capacity reviews your ability to repay your debts. This is one of the most important pieces of the loan request. Analysis of capacity takes into consideration personal and business debts. If historical financial information is available, it will be evaluated to determine repayment ability. If historical financial information is not available projections will be necessary to make a best-effort at determining the cash flow for your income cycle. A cash flow exercise is very beneficial for producers and lenders alike to look at timing of income versus expenses, evaluate line of credit needs, plan for capital expenditures and review year over year financial information.

Collateral that is pledged for the loan request will need to be sufficient for your lender's policy. Matching collateral types with the loan request will usually allow repayment structure to coincide with the loan purpose. Each lender will have different policies for collateral loan to values (LTV).

Character evaluation is done by the lenders experience with you in discussions and references. Your discussion with the lender will provide insight as to your experience, professionalism, business plans and knowledge of your industry. Credit scores also help lenders in determining character. I encourage you to review your credit report annually through annualcreditreport.com. Every lender has different criteria for credit scores. Always pay your payments on time, as past due payments negatively impact your score for up to seven years!

Owning and operating a farm should be viewed as a business. Create a written business plan that addresses goals in production, marketing and finance. Having a written plan with goals will force you as a producer to determine where you currently are and where you want to be in the short and long term. Your business plan will provide vital information to your lender, which demonstrates you have addressed each of the credit criteria that will be reviewed in the loan application process. Evaluating your business plan on a regular basis will allow you to adjust your business practices to what works for you. As you work through your business plan, determine how you will structure your business (sole proprietorship, partnership, corporation, LLC). A solid record keeping system will improve business decisions with factual information about your operation.

Surround yourself with a great support team. You can't know everything, so having a network of trustworthy people in the industry will allow you to make educated business decisions. Establishing relationships with lenders, Farm Service staff, accountants, fellow farmers and key suppliers will help in communicating the best type of funding tools for your operation in addition to other business decisions. Do your homework when finding a lender. Ask fellow farmers for recommendations of agricultural lenders. Visit with a several lenders until you find one you are comfortable with making financial decisions regarding your operation. Share your business plan with these lenders. Be open to suggestions for improvement from others, but don't compromise on your core focus.

Take the bull by the horns with your financing needs by being prepared and addressing the key areas a lender will review in your request. Find an agricultural lender you are comfortable with, and communicate with that lender throughout the process. We want to see producers succeed! ~~~~~~

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INDUSTRY NEWS MU Report Looks at Population Trends in Missouri



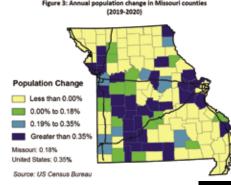
For Immediate Release from the University of Missouri Extension

COLUMBIA, Mo. – Missouri's population grew by about 11,000 people from 2019 to 2020. This 0.2% increase is only half the national rate of 0.4%, though it is typical of the modest growth experienced by many other Midwestern states.

But the picture gets more complicated when you zoom in to specific regions and counties. "This growth is uneven," says Mark White, University of Missouri associate extension professor and policy research professor at MU's Truman School of Public Affairs. For example, certain areas are seeing strong growth, such as the area around Springfield and some of the suburban areas around St. Louis and Kansas City, White says. However, many rural counties throughout Missouri are steadily losing residents.

White is the author of "Population Trends in Missouri and Its Regions," which draws on the U.S. Census Bureau's population

estimates released in May. His report looks at population change at the state, region and county level over the past year (2019-2020) and last decade (2010-2020), during which the state's population increased by 2.6% to 6.2 million.



White says the information can aid decision-makers in the private and public sectors by helping to

pinpoint trends, opportunities, needs and areas of concern.

"This can help people understand why some places are on the trajectory they're on," he says.

It's not enough to know if a particular place is growing or shrinking, he notes. The main reasons for population change can vary: There's natural change—the number of births vs. the number of deaths—as well as domestic and international migration into or out of an area.

White says that examining these numbers in the context of other information can help create a clearer picture of who is moving in or out of a specific area and why. "A growing area that attracts retirees or second home buyers—like around the Lake of the Ozarks—may face challenges if they can't attract or retain working-age people to keep pace with its population growth," White says. The increasing popularity of remote work creates opportunities for some communities to attract new residents or retain existing ones, but only if there is sufficient infrastructure, including broadband access.

The 30-page report, available as a downloadable PDF at *extension.missouri.edu/mx55*, looks at population change in the state by region:

- Central Missouri's growth has slowed over the last decade due to lower rates of natural change (births vs. deaths) and a decrease in international in-migration. Boone County, home to Columbia and the University of Missouri, was a major source of growth in the region.
- The Kansas City region, home to almost a fifth of the state's population, added 85,000 new residents over the last decade. Platte and Clay counties were among the state's fastest-growing counties.
- The St. Louis region's suburban counties are among the state's fastest growing, but the city of St. Louis and St. Louis County have been losing population, offsetting some of the

region's overall growth.

- To the north of St. Louis, growth in suburban Lincoln and Warren counties gave northeastern Missouri a net gain in population over the last decade, but most of the region's predominantly rural counties lost population due to domestic out-migration.
- Northwestern Missouri's population has fallen almost 5% since 2010. Buchanan County, which includes St. Joseph, lost 10% of its population in the last decade due in large part to domestic out-migration.
- The seven-county Ozark region grew 8.1% from 2010 to 2020, increasing its population by 42,300. Almost half of that increase was in Greene County, as the Springfield metropolitan statistical area was one the state's fastest-growing regions.
- Southeastern Missouri lost 7,800 residents overall since 2010, though Cape Girardeau County added 3,600 residents.
 - Southwestern Missouri has seen steady growth, mostly in the Joplin metropolitan statistical area, despite the disruption of the 2011 tornado. Several of the region's largely rural counties lost population.
 Much of west-central and south-central Missouri has

seen significant losses in population, but those trends have started to reverse in parts of west-central Missouri, with growth in Johnson, Pettis and Benton counties.

Annual population change in Missouri counties (2019-2020). From 'Population Trends in Missouri and Its Regions' by Mark White, University of Missouri associate extension professor.

What drives beef demand to a record high while meat substitutes are less than 1% of total market share? Your Dollar Does.



Mo Beef Mo Kids

Moore Shares her Beef Experiences

By Kaleigh Moore, Mo Beef Academy member

Hello, my name is Kaleigh Moore. I just recently graduated from North Callaway High School and will be attending State Fair Community College in Sedalia this fall. I hope to obtain an Associ-

ates in Health Sciences and be accepted to the dental hygiene program. Although this is going to be a big change, I am not as nervous or scared to meet new people and see new faces because of experiences like the Mo Beef Academy. I have learned to step outside of my comfort zone and get involved in organizations and local community.

Role through Mo Beef Academy

Being selected as one of the Mo Beef Academy members for the Mo Beef Kids program was a great opportunity in so many

aspects. It not only opened my eyes to many new experiences and new faces but also provided new industry knowledge. The experience itself helped me gain more leadership and communication skills with others. Furthermore, I learned more about how youth and community members view the beef industry and the need for education.

In my role as an ambassador, I was given the opportunity to travel to different schools and share the beef message.



Kaleigh shared the beef story with elementary students as part of her Academy role. Students learned about the beef life cycle, passionate farm families, animal care, beef byproducts and how beef fills their bellies with essential nutrients to fuel their day!

One of my visits included Hatton McCredie Elementary, where I had an opportunity to share the story of beef and its importance to kindergarten through fifth grade students. I discussed where beef comes from, the cuts of beef, and I asked them questions about their knowledge of beef cattle from pasture



Kaleigh Moore is pictured with Missouri Beef Industry Council Executive Director Mark Russell and Board Member Daniel Shafer, after being recognized as the recipient of a \$1,000 scholarship. Kaleigh was selected based on her level of engagement as a Mo Beef Academy member and classroom outreach. The scholarship is sponsored by the Mo Beef Mo Kids program and its Foundation.

to plate. Many students did not know where hamburgers came from or that they even came from a cow. The most common answer I received when I asked where hamburgers came from was that they came from McDonalds. I had previously thought that living in a rural area, students would have a better knowledge about this topic or be more familiar with beef. Additionally, I presumed that students would have to drive by cows and pastures on their way to school. To my surprise, many did not live on a farm or have much knowledge about cattle in general.

With having an active lifestyle and a connection to beef, I am deeply passionate in promoting beef as part of a healthy diet. I joined Team Beef, which is a group of



runners that promote beef and how it supports an active lifestyle. It creates the opportunity for conversation and to tell the story of beef nutrition.

School District Benefits from Participation

The Mo Beef Kids program has helped our school district as well as others greatly. It provides additional protein to students and teachers who may not have access to it at home. I have personally heard fellow students say they are less hungry throughout the day when eating beef at lunch. Not only does it help keep our students and teachers full, but they have more energy and feel better throughout the day as well. Families that donate their beef to our district get recognized with a poster in our cafeteria. Students that are in those families constantly get questions from other peers about why they are up on the posters and what does this program mean? It has positively impacted our school district by opening conversations at the lunch tables about beef and expanding students' knowl-

edge about agriculture. I think that this program has also helped our community get closer and connect on multiple levels. I hear more thank yous and appreciation to the families that donate and the kitchen staff through our school district as well.

In today's world, there are many challenges that the beef industry faces, one being misinformation. When showing cattle, I often had to defend my way of caring for animals and combat the myths around animal care. I also had questions around beef and health. Many feel it is not a healthy choice, and I shared the facts that support beef as part of a healthy diet. With being a Mo Beef Academy member, I had the opportunity to let others know that this

information is not true and help them understand why.

My favorite beef recipe during the summer is T-bone steaks on the grill: the smell of steaks on the grill says summer is here. Enjoy this recipe!

GRILLED T-BONE STEAKS WITH BBQ RUB

INGREDIENTS:

- 2 beef T-Bone or Porterhouse Steaks cut 1 inch thick (about 2 pounds) **BBO Rub:**
- 2 tablespoons chile powder
- 2 tablespoons packed brown sugar
- 1 tablespoon ground cumin
- 2 teaspoons minced garlic
- 2 teaspoons apple cider vinegar
- 1 teaspoon Worcestershire sauce

COOKING:

1. Combine BBQ Rub ingredients; press evenly onto beef T-Bone Steaks.

2. Place steaks on grid over medium, ash-covered coals. Grill, covered, 11 to 16 minutes (over medium heat on preheated gas grill, 15 to 19 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally. Remove bones and carve steaks into slices, if desired. Season with salt, as desired.

Cook's Tip: To broil, place steaks on rack in broiler pan so surface of beef is 3 to 4 inches from heat. Broil 15 to 20 minutes for medium rare to medium doneness, turning once.





MANAGEMENT MATTERS

Four Basics Every Young Cattle Producer Should Know

The meat side of the business

By Gregory Bloom for Cattlemen's News

Time flies when you're having fun. I've been selling beef for nearly thirty years now. My first job, right out of college, was working for a Japanese-owned beef processor. At a plant in Denver, we purchased truckloads of beef navels (aka short plates) and sliced them very thin, marinated them in our secret recipe, froze the sliced beef and exported it to Japan in small vacuum-sealed pouches.

This company closed their Denver operation just two years after I started. Since then, I've worked in five other USDA packing and/or processing plants. I've also had great opportunities to work with many cattle producers, learning their side of the



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MT. VERNON - 231 Ac., Lawrence 1212, great hunting property "(mature timber partially fenced SOLUD), pond, mostly wooded, very secluded, conveniently locat-ed just off Hwy 174.......\$499,000

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

FLEMINGTON - CR 143, 73.7 Ac, Beautiful, 4 BR, 3.5 BA all brick walk-out basement home, livestock Soup ns, 40x60 iron hay barn, 24x60 woi soup new provide the second second fencing, live water, automatic waterers, only minutes to the lake......\$545,000

MT. VERNON - 80 Ac. Law. 2160 Historic "Meyer Farms Vineyard" w/32 Acres of productive grapevines w/6 varieties, 2 irri-gation well, century old barn w/60x40 pole barn\$575,000

SARCOXIE - Hwy 37, 94.6 Ac., really nice open property w/frontage on Hwy 37 & Apple Road, just west of High School, city water, automatic waterers, cross fencing, 6 Ac. pond ..\$585,000

PIERCE CITY - 80 Ac., FR 2000, 4 bedroom 3 bath home, por Couparage/shop, cor-rals, waterers, h. Couparage/shop, cor-rals, waterers, h. Souparage/shop, cor-sector and sector FAIR GROVE - 145 Ac. Hwy AA near Elkland cattle pasture w/hwy frontage, live waterers & multi ponds, great building opportunity, Marshfield school district......\$652,500

BILLINGS - 120 Ac. Hwy 174, Great location, farm house, larg South n, corrals, huge spring, creek running through \$780,000 REPUBLIC - 160 Ac. Hwy TT & PP, open & tillable, 88 ft. by SOLD rn with concrete floor, several equiver and the several equipment of the seve SENECA - 282 Ac. Bethel Bd., nice level open ground, pasture of the provided o POTTERSVILLE - 504 Ac. CR 7040. Great grass farm, 9 pc 2 big pipe cor-rals, working ba 0 pen, new fence w/pipe corners\$1,257,480

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business, and have shared my experiences with the meat side of the beef industry.

For this month's edition of Cattlemen's News, I'd like to share four basics about the meat side of the industry that I think every young producer should know.

#1 Understand the beef carcass cutout. The beef carcass can seem complex at first, with all the ways there are to cut it up, but with time and a little practice you can become proficient at distinguishing the rounds from the chucks and everything in between.

I've created a few short videos that explain the beef carcass from the inside of a packing plant. You can find these on You-Tube by searching for "The Beef Pro."

Since you are raising beef for food as your end product, it's important for all young producers to know the basics of the beef carcass parts. Can you explain the difference between a short loin and strip loin? How about what cuts come off the bottom sirloin? How about the difference between a T-bone and a Porterhouse?

Get ahold of and carry around a very handy beef cut-out teaching tool called "Beef Cuts for Foodservice." You can download this from https://www.beefitswhatsfordinner.com/ cuts/cut-charts. Also, your state Beef Checkoff office can send you a hard color copy if you contact them.

There are also some great apps you can download on your smartphone that are great tools for understanding the beef cutout. My favorite is called BEEFFoodservice put out by the California Beef Council.

#2 Become proficient with cooking, smoking or grilling a few beef cuts. You don't have to become a chef, but get good at cooking at least a few cuts of beef. Learning how to consistently smoke a beef brisket is considered an advanced technique, but I think it's worth-while to master. Get good at how to cook a perfect, restaurant quality steak. There are many beef cuts that need to be slow-cooked at low temperature. Know which cuts these are and how to best prepare them. I think learning how to use sous vide (French for 'under vacuum') with a lowcost sous vide cooking stick is important as this cooking technique can help make even the toughest cuts of beef turn out tender and juicy. There are many good videos on YouTube to help you learn this cooking-in-the-bag method.

#3 Understand how ground beef is made. This sounds so basic that it might seem hardly worth mentioning, but few truly know how it's actually done. Beef burgers are an American classic, and most of the beef consumed in this nation is consumed as ground beef. Explaining the process at most mid-tolarge size USDA beef plants is an article all by itself. I've made a short video that explains the process and you can find it on YouTube by searching "The Beef Pro" or you can copy and paste this URL, https://youtu.be/XQ3HGzEmdSo.

#4 Know how to explain why beef steaks should be aged properly before serving. This may also seem basic, but many people just don't know how or why beef steaks should be aged. Great restaurant chefs always ensure that the steaks they serve are aged for normally 21 to 40 days. Know the difference **Continued on next page**

Continued from previous page

between wet aging (in a vacuum-sealed bag) and dry aging. Sadly many, if not most, retail stores sell beef steaks that are not properly aged.

Yes, raising cattle is your area of expertise, but in the final analysis, you're producing center-of-the-plate beef for consumers to eat. Most beef consumers are so far removed from food production that they're clueless about the basics. By mastering the basics yourself, you'll be better enabled to promote the entirety of our vital industry, and you'll gain confidence in yourself as a spokesman. Don't be shy; get out there and influence all those you can about the positive stories of beef production and its final preparations. Eat, beef, and be merry! 1

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



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TRENDING NOW

How Effective is Your Deworming Program?

Controlling parasites to increase performance

By Grant Crawford, Ph.D., Associate Director of Cattle Technical Services, Merck Animal Health

No matter your operation's size or type, an effective deworming program is critical. Located in southwest Oklahoma, Cody and Stacy Pearce have a 70-head cow/calf ranch specializing in purebred Charolais and commercial cattle.

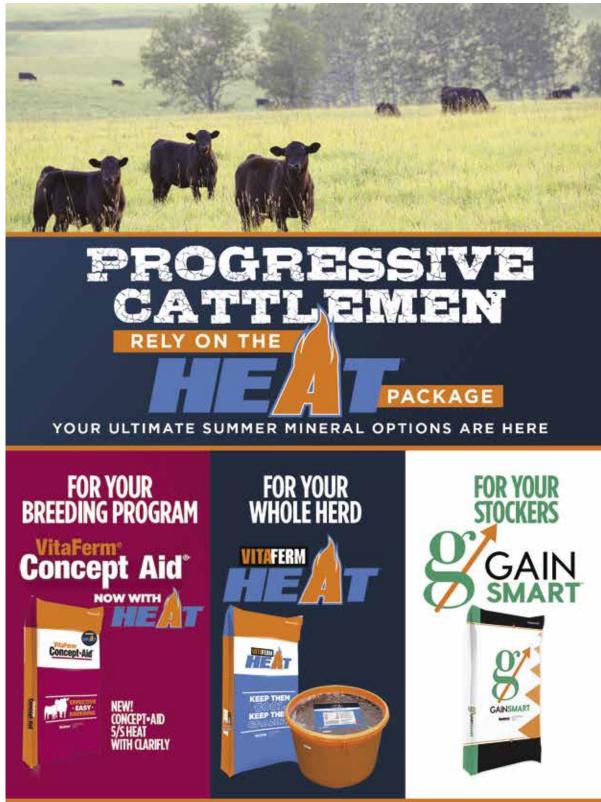
"We do fecal egg count testing so we know our deworming program is effective," says Cody Pearce. "The test is convenient and cost-effective, especially when you consider the performance benefit of having an effective deworming program."

With antiparasitic resistance on the rise, it is important to take

steps to evaluate the effectiveness of your deworming programs – and adjust internal parasite control strategies accordingly.

The Fecal Egg Count Reduction Test (FECRT) offers a standardized diagnostic tool to test manure for the presence of eggs. It involves collecting sample manure from 20 head of cattle, all from the same age and management group, before treating animals with a parasite control product and then doing the same process 14 days after treatment.

A successful deworming should result in a 90% or greater reduction in parasite eggs in feces.1



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Pearce says they run their cows through the chute twice per year from a health protocol standpoint – in the spring for vaccinations and deworming – and then again in the fall. He gives Safe-Guard® (fenbendazole) drench, along with generic ivermectin injectable. Using two different classes of dewormers, such as Safe-Guard and ivermectin, helps keep resistance to a minimum.

"I noticed while helping a friend with his stocker cattle several years ago that he used two classes of dewormers together," he explains. "Knowing that they raise a lot of cattle on tight margins affirmed my decision to use Safe-Guard with ivermectin."

Easy summer deworming

In the summer, he uses Safe-Guard Range Cubes when cattle are on grass. The feed forms – such as range cubes, blocks or mineral – require relatively little labor and no extra cattle handling.

In addition to raising cattle, Cody is an agricultural education instructor and FFA advisor, while Stacy is a photographer and creative designer. They also raise American Quarter Horses and Great Danes and trust Safe-Guard with them as well. They like the safety and efficacy of Safe-Guard, no matter the species.

Discuss diagnosis, treatment and control of parasites with your veterinarian. Learn more at SafeGuardWorks.com.

Consult your local veterinarian for assistance in the diagnosis, treatment and control of parasitism.

1. Dobson R, Jackson R, Levecke B, Besier B, et al. Guidelines for fecal egg count reduction tests (FECRT). World Association for the Advancement of Veterinary Parasitology (WAAVP) (2001) Proceedings: 23rd International Conference of the World.

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Safety Information continued on page 32

Cooperia (shown here) is one of the most prevalent internal parasites in U.S. cattle herds. And infected calves experience 7.4% less average daily gain.¹

DON'T LET MICROSCOPIC MONSTERS BITE YOUR BOTTOM LINE

Add Safe-Guard[®] (fenbendazole) when you deworm to take out the profit-eating parasites that your ivermectin alone just can't.²

If you've only been using ivermectin (or any other kind of -ectin), it's time to add a dewormer from a different class to your protocol. Because you're leaving resistant parasites in your cattle – and potential profit on the table. By adding Safe-Guard, you can kill more of those microscopic monsters than you could with ivermectin alone.³ This different-class dewormer is one more way Merck Animal Health Works for you.

BITE BACK AT SAFEGUARDWORKS.COM

IMPORTANT SAFETY INFORMATION | RESIDUE WARNINGS: Safe-Guard Paste and Suspension: cattle must not be slaughtered within 8 days following last treatment; Mineral and feed through products: 13 days; EN-PRO-AL Molasses Block: 11 days; Protein Block: 16 days; For dairy cattle, the milk discard time is zero hours. A withdrawal period has not been established for this product in preruminating calves. Do not use in calves to be processed for veal. For complete information, refer to the product label.

 ¹Stromberg BE, et al. *Cooperia punctata*: Effect on cattle productivity. *Vet Parasitol*. 2012;183(3-4):284-291.
 ²Lawrence 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.
 ³Merck Animal Health National FECRT Database. MAHCattle.com • 800-521-5767

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Continued from page 30

IMPORTANT SAFETY INFORMATION FOR SAFEGUARD CATTLE PRODUCTS: Do not use in beef calves less than 2 months old, dairy calves and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Additionally, the following meat withdrawal and milk discard times should be observed:

Safe-Guard Paste: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time for Safe-Guard Paste is 96 hours. Safe-Guard Suspension: Cattle must not be slaughtered for 8 days. Safe-Guard En-PRO-AL Type C Medicated Block: Cattle must not be slaughtered for 11 days. Safe-Guard 20% Protein Type C Medicated Block: Cattle must not be slaughtered for 16 days. Safe-Guard medicated feed products (pellets, cubes, free-choice mineral, or free-choice liquid): Cattle must not be slaughtered for 13 days.

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2 Tournaments AM & PM Groups

AM Group

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7 am Buffet Breakfast 7-8 am Registration 8 am Tee Off 12-1 pm Prime Rib Dinner in Mulligans PRIZES!

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PM Group

11:30am-1pm Burger Buffet 1 pm Tee Off 5-6 pm Prime Rib Dinner in Mulligans PRIZES!







COW AND BULL SALE August 4, 2021

4:30 PM following regular cow sale Expecting 700 head!

150 Tiger Stripe Pairs – 4 years olds (Golden Certified) Fathers are registered Herefords and the females are registered Brahman.
Calves weigh between 200 and 300 pounds. Bred back to Charolais – Angus or Brangus bulls. – Skyler Moore – 417-737-2615
Watch for video of cows on Cattlemen's View!

Anderson Ranch Complete Dispersal – 150 Black and BWF fall calving cows bred to Gardner Angus bulls. Starting to calve Sept. 15. 30 – 2nd calf heifers • 30 – 4-year-olds Balance 5-7 years – **Bryon Haskins – 417-850-4382 Watch for video of cows on Cattlemen's View!**

100 blacks and BWF cows 3-7 yr old. All are bred to top quality registered Horned Hereford bulls to calve in the fall. – James Kennedy – 337-274-7406

25 fancy Angus cows – 3 to 4 years old bred to Angus bulls. Fall calvers. – **Skyler Moore – 417-737-2615**

20 Black & BWF cows – 5 to SS – with 17 calves by side. Calves weigh 300 to 350 pounds. Cows bred back to BWF bull. Pairs will be 3-In-One packages. – **Sherman Brown – 417-693-1701**

20 Black & BWF cows – 5 to SS – with 17 calves by side. Calves weigh 300 to 350 pounds. Cows bred back to BWF bull. Pairs will be 3-In-One packages. – Sherman Brown – 417-693-1701

10 Red Angus heifers bred to low birth weight Angus. Start calving in September. – **Dave Donica – 417-316-3031**

5 Cows - blacks and reds – 4 year olds that were purchased as Show Me Select Heifers. They are bred back to SimAngus or Red Angus registered bulls. Start calving in October. All are up to date on the vaccinations.

- Mark Harmon - 417-316-0101

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TRENDING NOW The Future of Cattle Marketing

By Thomas Mershon for Cattlemen's News

When I'm asked to consider what the future looks like, I can't help but look to the past. While I still believe in a com-

mon disclaimer on many futures broker market reports, "past performance is not indicative of future results," I think there is a way to thread the needle in balancing the past's ability to repeat itself but looking out for variations.

For instance, I believe the last 20 years of increasingly volatile futures markets is going to continue. In my day job I work as a grain merchant with a focus on exporting soybeans overseas. From this vantage point I've noticed how the Chicago Mercantile Exchange expanded the limits for speculators trading corn, wheat, and other products back in March. It is likely this will increase volatility as large funds are able to build larger positions. Low interest rates in many countries around the globe also should encourage large funds to put their capital to work in the market. These recent developments combined with the trend in previous decades leaves me thinking of advice I received early in my career; buckle up buttercup.

Long before I traded grain, I grew up helping with chores like grinding corn to feed hogs on my family farm. Today, we don't feed hogs thanks to the turmoil in the hog market during the 90s. Instead, my family focuses on row crops and cattle while I help on weekends. The core of the cattle operation is in cowcalf, and we maintain ownership through harvest.

We still talk about the lessons learned from the consolidation in the hog sector. I don't believe we'll see the vertical integration of the large packers owning cattle at birth like we see in hogs and poultry. That's because beef packers don't need to integrate to achieve the same stranglehold. They already have a guaranteed supply of cattle thanks to formula feedlots contracts. In most weeks the industry has 60% of the cattle harvested priced as such. Combine that with the consolidation in the packing industry and in some regions of the country there are weeks when packing plants never show a bid, let alone negotiate with suppliers, for any cattle and yet still run at full capacity. The history of capitalism and free markets has shown the destructive power of monopolies. We're currently seeing it in action as beef prices and demand are at all-time highs while the national cow herd is in liquidation phase. I believe this will force cattle producers to either partner with feedlots who have formula contracts or market their beef directly to consumers. Both options are easier said than done.

I don't think it is all ominous risks out there. Today, it's easy to set up a hedge account to manage the risk from volatile markets. Afterall, I've found it's hard to sell at the top if you never sell until you have to.

In the last year I've started to implement Management-intensive Grazing and strip grazing. I'm excited about the impact of these practices when it comes to managing the most important resource in our care, the land. I'm finding these have a positive influence on the animals and offer a more cost-effective way to feed.

Thanks to COVID, I watched webinars by university extension programs that previously were only in person meetings. Other learning opportunities have popped up from podcasts like, "Working Cows," "UNL BeefWatch," and "BCI Cattle Chat," to name a few.

Seizing on these opportunities while mitigating the risks will help us as a family, and as an industry, navigate volatile and competitive markets. Hopefully that will make a bigger needle-eye opening for us to pass the threads of our lives (and livelihoods) through.

Thomas Mershon is a senior merchant at The Andersons and helps on the family farm.

Tri-L Story

In 1979, Bob Lynch was looking for a better way to move round hay bales on the family farm in Ozark, Missouri. Round balers were beginning to sell, and he decided to put his mechanical en-

gineering background to work. He designed a hay spear which attached to the three-point mount on his tractor. The neighbors were soon asking Bob and his sons to duplicate this!

As farming continued through the years, Tri-L Manufacturing was incorporated and has continued to grow ever since, adding new products, equipment and employees.

Today, Tri-L manufactures 370 products. Our catalog includes not only hay handling items, but also cultivation and cleanup equipment, pallet forks, buckets, adapter plates and much more. As a customer-oriented company, Tri-L designs products to meet the individual needs of the end-user.





MARKET WATCH

Market Recap: Value Added Sale

June 24, 2021 | Receipts 5,142

CLOSE No recent Value Added sale for a price comparison. Comparable sales to Monday's regular feeder cattle sale, steers under 550 lbs sold 3.00 to 6.00 higher, while steers over 550 lbs were steady to 3.00 higher. Heifers under 700 lbs selling 3.00 to 5.00 higher; over 700 lbs not well tested. Demand good to very good. Supply moderate to heavy. Calves are weaned 45 days or more, on a vaccination program and heifers are guaranteed open. Supply included: 100% Feeder Cattle (62% Steers, 38% Heifers). Feeder cattle supply over 600 lbs was 50%.

Feeder Steers: Medium and Large 1 400-500 lbs 175.00-196.00; 500-600 lbs 164.00-186.00, fancy 190.00; 600-700 lbs 154.00-173.00; 700-800 lbs 145.50-159.00; 800-900 lbs 140.00-147.50; load 905 lbs 141.85. Medium and Large 1-2 350-400 lbs 175.00-185.00; 400-500 lbs 167.00-186.00; 500-600 lbs 138.00-175.00; 600-700 lbs 145.00-163.00; 700-800 lbs 137.00-150.00; 800-900 lbs 135.00-146.25.

Feeder Heifers: Medium and Large 1 350-400 lbs 158.00-160.00; 400-500 lbs 146.00-168.00; 500-600 lbs 144.00-156.00, fancy 161.00; 600-700 lbs 140.00-155.00; 700-800 lbs 135.00-145.00; 800-850 lbs 136.50-137.50. Medium and Large 1-2 300-400 lbs 151.00-159.00; 400-500 lbs 139.00-158.00; 500-600 lbs 135.00-151.00; 600-700 lbs 134.00-145.00; 700-800 lbs 134.00-139.75; few 831 lbs 128.00.

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

Market Recap: Livestock Auction Report June 28, 2021 | Receipts 8,740

CLOSE Compared to last week feeder steers traded 4.00-6.00 higher, with the most advance on weights over 700 lbs. Feeder heifers traded 1.00 - 5.00 higher. A special yearling sale was included in the offering. Supply heavy with demand good to very good. Supply included: 100% Feeder Cattle (62% Steers, 37% Heifers, 1% Bulls). Feeder cattle supply over 600 lbs was 76%.

Feeder Steers: Medium and Large 1 350-400 lbs 185.00-190.00; 400-500 lbs 173.00-182.00; 500-600 lbs 170.00-185.00; 600-700 lbs 155.00-170.50; 700-800 lbs 143.50-156.25; 800-900 lbs 135.50-154.00; 900-1000 lbs 134.50-148.25; pkg 1010 lbs 138.00. Medium and Large 1-2 350-400 lbs 175.00-182.50; 400-500 lbs 162.00-172.00; 500-600 lbs 154.00-170.00; 600-700 lbs 141.00-154.00; 700-800 lbs 130.00-143.50; 800-850 lbs 125.00-133.00; pkg 989 lbs 128.50.

Feeder Heifers: Medium and Large 1 pkg 341 lbs 155.00; 400-500 lbs 150.00-158.00; 500-600 lbs 140.00-156.00; 600-700 lbs 139.00-153.00; 700-800 lbs 130.25-144.00; 800-900 lbs 128.00-139.00; 900-925 lbs 126.00-131.50; pkg 1030 lbs 116.00. Medium and Large 1-2 300-400 lbs 140.00-152.00; 400-500 lbs 135.00-149.00; 500-600 lbs 128.00-144.00; 600-700 lbs 125.00-137.00; 700-800 lbs 120.00-128.00; few 901 lbs 114.00.

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

MARKET WATCH

Market Recap: JRS Video Auction

July 1, 2021 | Receipts 30,162

***Joplin Regional Stockyards had a heavy supply at their annual Big Bang Video Auction and cattle sold with moderate to good demand. The cattle offered are in Missouri, Oklahoma, Kansas, Texas, Arkansas and Kentucky. Deliveries are current thru Dec 2021. Current deliveries are cattle that will deliver up to 14 days from the video sale date, which is July 15th, 2021. Supply included: 100% Feeder Cattle (70% Steers, 30% Heifers). Feeder cattle over 600 lbs was 99%. Feeder Cattle prices FOB based on net weights after a 2-4% pencil shrink or equivalent, with a 0-10 cent slide > 600 lbs and 8 cent slide < 600 lbs.

STEERS - M	ledium and La	arge 1 (Per Cwt / E	st. Wt)			HEIFERS - I	Medium a	nd Large 1 (Pe	er Cwt / Est. W	(t)	
Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price
Current	78	665	665	156.00	156.00	Current	81	600	600	148.50	148.50
	364	800 - 815	812	150.25 - 154.0	0 153.35		78	650	650	143.50	143.50
	300	850 - 875	865	144.00 - 147.7	5 145.47		550	750	750	140.75 - 141.25	141.06
	388	900 - 925	911	136.50 - 141.5	0 140.67		185	800 - 825	816	135.50 - 137.00	136.02
Jul	3165	800 - 825	809	146.00 - 151.7	5 150.18	Jul	75	715	715	145.00	145.00
	2040	850 - 885	870	146.00 - 153.7	5 150.54		78	785	785	146.50	146.50
	345	925	925	139.75	139.75		150	835	835	152.25	152.25
	429	1000	1,000	133.60 - 140.5	0 134.47	Jul-Aug	90	600	600	151.00	151.00
	470	750	750	150.00	150.00		180	780	780	146.00	146.00
Jul-Aug	90	600	600	159.60	159.60		124	800 - 835	817	137.00 - 139.25	138.12
. 0	135	750	750	149.25	149.25	Aug	80	680	680	145.50	145.50
	327	800 - 825	816	149.00 - 150.5		U	75	700	700	145.50	145.50
	1680	850 - 875	867	145.50 - 149.2			580	750 - 775	756	140.00 - 145.75	144.43
	513	900	900	140.00 - 146.7		Aug-Sep	425	725 - 740	730	142.00 - 145.25	143.20
	486	825	825	147.00	147.00	8 - · · ·	567	750	750	138.25 - 144.00	143.32
Aug	68	775	775	148.75	148.75	Sep	200	515	515	153.00	153.00
8	4104	800 - 840	825	148.25 - 151.2		- 1	240	625	625	149.50	149.50
	1453	850 - 890	880	143.00 - 149.5			130	775	775	141.75	141.75
	656	900 - 920	915	144.00 - 147.5			63	800	800	140.00	140.00
	195	1050	1,050	138.00	138.00	Sep-Oct	132	750 - 775	762	144.75 - 147.00	145.88
Aug-Sep	77	650	650	160.50	160.50	Oct	1210	700 - 725	704	147.25 - 150.00	147.74
nug oop	45	725	725	155.25	155.25 Split Load		300	750	750	140.00	140.00
	400	750	750	155.75	155.75		63	800	800	143.00	143.00
Sep	180	535	535	169.50	169.50	Nov	140	725	725	146.00	146.00
Jep	320	675	675	155.00	155.00	100	134	750	750	143.50	143.50
	520 60	850	850	147.00	147.00		63	800	800	146.00	146.00
	68	775	775	161.00	161.00		05	000	000	110.00	1 10.00
Oct	122	825	825	153.00	153.00	HEIEERS - 1	Medium a	nd Large 1-2 (Per Cwt / Est.	Wt)	
000	60	850	850	151.25	151.25	Delivery		Wt Range	Avg Wt	Price Range	Avg Price
	56	900	900	146.00	146.00	Current	60	835	835	138.00	138.00
Nov	120	850	850	150.00 - 152.0		Current	40	1350	1,350	91.00	91.00 Split Loads
Dec	120	850 850	850 850	151.75	151.75	Jul-Aug	1010	1330 740	740	149.75	149.75
Dec	120	050	850	131.75	151.75	Jui-Aug	1010	740 795	795	149.75	149.75
STEEDS M	Indiana and L	anga 1 2 (Dan Crist /	Eat W/t)			4			795 760		
		arge 1-2 (Per Cwt /		Duice Dance	Arra Duico	Aug	101 588	7 60 775		138.75	138.75 Split Loads
Delivery	Head	Wt Range	Avg Wt	Price Range	Avg Price			775	775	144.75	144.75
Current	176	850	850	145.50	145.50		450	825	825	147.50	147.50
	110	940 950	940 050	137.50	137.50	A	524 20	850	850	141.50	141.50
	54	950 1250	950 1.250	137.75	137.75	Aug-Sep	30 76	675	675	145.25	145.25 Split Loads
	40	1350	1,350	101.00	101.00 Split Loads	Sep-Oct	76	650	650	150.50	150.50
Jul	120	920	920	139.00	139.00	Sep	127	785	785	151.25	151.25
Jul-Aug	80	660	660	158.00	158.00	Oct	310	825	825	151.00	151.00
	56	945	945	137.00	137.00	Nov	310	825	825	153.00	153.00
Aug	86	780	780	148.75	148.75 Split Loads						
	270	825	825	140.25	140.25						
Aug-Sep	124	850	850	143.00	143.00						
Sep	58	860	860	149.00	149.00	Source	USDA		stock. Pou	ltry & Grain Mar	·ket
Sep-Oct	76	650	650	159.50	159.50					-	
	124	850	850	146.25	146.25	News, M	IO Dep	t of Ag Ma	arket New	S	
Nov	130	775	775	153.00	153.00		-	-			
						Jefferso	n, City,	MU 573	-751-5618	5	

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TRENDING NOW



Keeping a Thoughtful Eye on Washington, D.C.

By Chris Chinn, Director of the Missouri Department of Agriculture

It's easy for farmers & ranchers to tune out what's happening in Washington, D.C. on any given day. In fact, it is kind of nice when you get a chance to turn the radio to anything but politics and focus on farming. We're also pretty good about putting our heads down and not asking for much attention. In today's social-media driven world, I find that distance harder and harder to find.

I remember when my husband Kevin and I started farming alongside his parents full time. We were so excited for the extra responsibility and decision-making authority. Our young family was just beginning, with the birth of our daughter, Rachelle. It was an exciting time, but it can also be stressful. Today, we have more questions on our mind about estate planning and the future of family farms after watching some of the policy moves happening in Washington, D.C.

Farmers & ranchers like myself continue to be concerned about potential changes to the federal tax code that bring agriculture into the conversation. Many view the proposed

changes to be harmful not only to current generations of agriculture, but also future generations.

The American Farm Bureau Federation estimates that 82% of farm assets are farm real estate that cannot be liquidated. Many times, those who inherit farm assets must sell land or equip-



ment simply to pay their estate taxes. Farmers & ranchers know that, but sometimes I question whether policy makers do.

A few things to keep your eye on:

• **Stepped-Up Basis:** Democratic Senators Cory Booker, Bernie Sanders, Elizabeth Warren and others have introduced a bill that would eliminate the stepped-up basis. A stepped-up basis allows those who have inherited appreciated assets to adjust the basis relative to the price they would pay for it today. Farmers and ranchers believe that this current system protects burdening generations who inherit farm assets by considering inflation and fair market value for taxes.

• Estate Tax: The current Estate Tax exemption is \$11.7 million per individual, which was set by the American Tax Cut and Jobs Act in 2017. President Biden's proposal says, "the reform will be designed with protections so that family-owned businesses and farms will not have to pay taxes when given to heirs who continue to run the business." However, due to the complexity of many families' legal farm structure, many of us in agriculture are waiting to see those assurances in



writing before we put much stock in them.

There is pressure on both sides of the aisle to either raise or lower the exemption level. Experts speculate the price tag of the White House's infrastructure package (also known as the White House's Green New Deal) will drive the conversation. The package will determine how much tax revenue the U.S. will need to generate to pay for it, so we may see changes in the tax code to allow for that type of fundraising. Regardless, the current exemption expires in 2025, when it will return to \$5.5 million per individual.

> Researchers at the Agricultural and Food Policy Center (AFPC) at Texas A&M University studied nearly 100 farms in 30 states to see how these potential changes would impact farmers. They found that 98 percent of those farms would see higher taxes, with an average liability of \$1,431,408. According to Joe Outlaw, AFPC co-director and ag economist, "This is one of the most serious policy analyses we've done, meaning that it impacted almost every farm we have significantly."

There's no doubt that farmers & ranchers benefitted under the Trump Administration when it came to real policy issues affecting our operations. Whether it was trade

agreements or revising the Waters of the United States, we've seen the Biden Administration reverse course on many of these topics. USDA is clearly headed in a different direction today with big investments in socially disadvantaged farmers, climate change and the conservation reserve program.

I encourage all producers to keep a thoughtful eye on Washington, D.C. in the coming years and stay in close communication with Missouri's Congressional Delegation and agriculture groups that advocate on their behalf. While these policies are not set in stone, it's important that we remain aware of these policies and ensure that our voices are heard.



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MANAGEMENT MATTERS

Financing your Agribusiness or Farm Operation

Factors for receiving a loan

By Austin Mooneyham, community bank President for Old Missouri Bank, Buffalo, MO

Launching your agribusiness or farming operation is an exciting opportunity. But, where do you start? How will you finance your venture? This article will guide you through the key points of getting your business off the ground, so you can focus on achieving your goals.

The first thing to know is that loan decisions are based on several factors. Familiarize yourself with "The Five C's of Credit." The Five C's include capacity, capital, character, collateral, and conditions.

Capacity – How do you plan to repay the loan?

Capital – Do you have money saved up to inject into your business? Will a personal investor be involved? Do you have the means to operate the farm through tough times?

Character – What qualifications, experience or management do you have?

Collateral – What will the bank use to reduce its risk?

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Conditions – What are the local trends, demands and outside factors? The lender will determine these.

Second, have a business proposal that adequately covers each of the Five C's. A proposal addressing each of the Five C's

INVESTE

shows the lending institution that you have researched the potential investment while also illustrating a stable plan to keep the business on track.

We understand it may be challenging to have the equity required to start a large-scale operation initially. Starting small and growing over time is a great way to build credit and trust with a lender. You will be better prepared for a larger loan after running a successful business for a few years.

Several government programs are available that can help you qualify for an agricultural loan. For example, Farm Service Agency (FSA) has several options to potentially assist you in obtaining financing by working directly with FSA or through a bank on specific programs designed to help jump-start your operation. In some cases, you may even qualify to buy a farm with very little or no money down.

Once you are ready, kick off the process by gathering three years of tax returns. Next, schedule an appointment with your lender to review your options. They will discuss how to alleviate any concerns or help you gather additional information.

It is never too early in the process to call your lender with any questions. Old Missouri Bank's team of experts are ready to assist you in helping turn your agribusiness aspirations into reality.

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INDUSTRY NEWS Missouri FFA President Discusses Organizational Goals and Personal Experiences

Q&A with Kaitlin Kleiboeker, Missouri FFA President

Every year the Missouri FFA Association elects a new president to lead their organization. This year, Kaitlin Kleiboeker was chosen as chairwoman to leave a "lasting impact" on the state's membership, as her FFA advisor Isaac Melin points out.

Kleiboeker was a member of the Piece City FFA chapter, fondly known by her peers as hard working, humble and kind.

"I have never met a young lady willing to work so hard and learn to accomplish her goals," said Melin. "No matter how much success she experiences, she is always willing to listen, learn and grow."

Kleiboeker is excited about her year of service and sat down with us to answer a few questions about her year ahead!

Q. Congratulations on being named State FFA President! What are your top three goals while you will serve FFA members within the state of Missouri?

A. My top three goals for Missouri FFA align with the three parts of the FFA vision: Growing Leaders, Building Communities, and Strengthening Agriculture. The first is growing leaders. Throughout the year I will have the opportunity to meet countless members, each with their own unique potential to be a leader. My goal as an officer is to be the motivation and inspiration members need to crack out of their shell to reach their potential. Each and every member is special and will make a difference in this world. As a state officer team, I plan for us to help each and every member realize their potential and be more than they ever imagined.

The next goal is building communities. FFA works to instill a servant heart in each and every member. FFA is only made possible because of the incredible community that supports us. My goal is to help provide FFA members with as many opportunities to give back and serve the community. This includes being positive when working with members at different community service events and showing them what an impact they can have when serving others.

My final goal is strengthening agriculture. FFA was created to provide an educational home for rising agriculturalists. As state officers, my team and I have the opportunity every single day to share our passion for agriculture. My goal is to use the skills I gained throughout my own FFA journey such as public speaking and communication skills to effectively and efficiently advocate for agriculture and pass my agricultural knowledge onto FFA members. I want to instill my own burning passion for agriculture into members across the state.

This in turn will provide members with skills to do the same and agvocate to others, creating an incredible domino effect where the maximum number of community members are able to gain agriculture education.

Q. Being named the Missouri State FFA President is a huge accomplishment! Who in your life has been influential in helping you chase your dream of becoming a state officer? How have they influenced your experiences in FFA thus far?

A. I want to start off by saying that I have an absolutely incredible support system behind me,

including my parents, brothers, family, FFA chapter, advisors, and community. However, the person who had been most influential in inspiring me to reach my dream as a state officer would have to be my dad. Throughout my life my dad has instilled in me a passion for agriculture and the FFA organization. Once I reached high



school, him and my mom encouraged me to become active within FFA. He helped me from the start, teaching me how to succeed in public speaking, interviews, and other contests within FFA. He also taught me how to be independent and pushed me to my limit where I was able to find growth and would one day be able to pass these skills onto other members. My dad has been with me through thick and thin; he has taught me throughout my life the importance of honesty, hard work, and kindness. I have watched my dad go through struggles and come out the other side a better man. He is my inspiration to follow my passions, and I know he will be there to help me every step of the way.

Q. Over the past year and a half, our world and industry has been through a lot with the COVID-19 pandemic. What advice would you give young people in the agricultural industry who are pursuing their dreams in college, starting their own agricultural business or taking over a family ag business?

A. The biggest piece of advice I would give to young agriculturalists pursuing their passions would be to rely on your support system and those around you willing to help. No matter what new adventure you are starting, be it going to college, starting a business, or taking over the family farm, you are going to have challenges. However, you do not have to go through these challenges alone. In the agricultural community there are an abundance of people who want nothing more than to encourage and support the rising youth in agriculture. Take advantage of their offer to help, learn from those older and wiser than you, and no matter what stay positive, and do not give up. You are the future of agriculture and should be excited for the opportunities a new adventure has to offer.

Q. After graduating high school, you are planning to pursue a doctorate in veterinary medicine to become a large animal veterinarian. What are your goals and challenges you foresee within the agricultural industry as it continues to experience changes for years to come?



Kleiboeker graduated from Pierce City High School. Several past family alumni joined her after being elected as president including from left to right David Kleiboeker (Sentinel 1960-61), John Kleiboeker (President 1990-91), Brenden Kleiboeker (President 2019-2020), Kaitlin Kleiboeker (President 2021-22), Margaret Kleiboeker (Area 12 Vice President), Philip Kleiboeker (President 1993-94) and Donald Kleiboeker (Treasurer 1966-67).



A. Growing up on my family farm I have watched my dad, grandpa, and neighbors go through many struggles with animal agriculture. There are times they have tried their best to save a new heifer calving or help a sick pig, but eventually they have no other options to help save the animals. Watching my family go through different challenges within animal agriculture inspired me to pursue a future where I can make a difference in animal agriculture. This may include working in research to find vaccines and methods of treatments for illnesses. However, my real goal is to settle down in a rural community and be a large animal veterinarian. I plan to be the helping hand for farmers and agriculturalists in their time of need. One challenge I foresee within agriculture in the coming years is different demands of consumers. A lot of consumers have different ideals or qualities that they expect of their crops or animals. However, sometimes these demands do not appeal to agriculturalists because they are not the most efficient, effective, or most practical way to practice agriculture. While this can seem challenging or frustrating, it is the perfect opportunity for rising agriculturalists to discover new, innovative ways to meet consumer needs. Young agriculturalists have the chance to find compromises that give consumers the products they



ARKANSAS CATTLEMEN

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THE SATURDAY OF ACA CONVENTION IS

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 Image: Comparison of the state of th

desire, while also allowing agriculturalists to continue producing food and fiber in the most efficient and logical way possible.



During the 93rd Missouri FFA Convention, Kaitlin Kleiboeker was named the 2021-2022 State President. Kleiboeker is a member of the Pierce City FFA Chapter. Her parents are Philip and Margaret Kleiboeker of Stotts City. Her advisors are Heather DeOrnellis and Issac Melin.

Kleiboeker's supervised agricultural experience program consists of finishing 150 market hogs annually for an all-natural pork company and owns a herd of Simmental cattle. Kleiboeker also works on her family's diversified crop and livestock farm.

After graduating high school, Kleiboeker's plans include attending the University of Missouri, Columbia, to study animal science. She then will obtain a doctorate in veterinary medicine. Kleiboeker said she hopes to become a large animal veterinarian.

TRENDING NOW

Where There's a Will, There's a Way

By Samantha Athey for Cattlemen's News

It may appear to be business as usual at the Animal Clinic of Diamond, but big things are happening in the small-town business. Dr. Will Gentry, DVM, has purchased the clinic and aims to continue the legacy founded by the late Dr. Harold "Doc" Haskins.

Gentry has worked at the animal clinic for several years and credited Doc as the deciding factor in originally landing at the southwest Missouri business.

"To know him is to love him," Gentry said. "I'm a huge believer that passion recruits passion... It was 100% palpable how much he loved his career and loved cattle."

Doc's confidence and excitement for Gentry to join the clinic was evident when Doc introduced the Mississippi State graduate as the clinic's new veterinarian before Gentry had even accepted the job.

"I just laughed and accepted my fate," Gentry said.

Jayne Haskins, Doc's wife and co-owner of the clinic with him, said Gentry was the right choice to carry on Doc's work because of his eagerness to learn from Doc as well as his ability to bring a new approach to the team.

"When Will came to us fresh from college and sporting new and updated ideas and techniques, he met Doc Haskins," she said. "Doc has experienced, diagnosed, and dealt with more illnesses and calamities than probably any other vet on this planet... Will recognized that, even though college was behind him, he had just met the man who would truly mold him into a great vet."

Gentry's goal of owning a vet clinic like the Animal Clinic of Diamond began as a child, and his roots in agriculture run deep. The 30-year-old veterinarian comes from a farming family, and he grew up with his father who owned and managed several stockyards and his mother who encouraged his interest in any and all aspects of agriculture.

"Pretty early on in life, I saw the respect my parents had for our local veterinarians," Gentry said. "I can remember telling myself, 'I want to be that guy.' I loved watching our vets work, but I loved even more how I never doubted how much my parents respected them and valued their words."

Buying the clinic was no easy feat — Will said earning the trust and respect of the Haskins family, clinic staff and the community was a large part of the challenge. He also credited aggressively tackling his student loans from vet school and learning financial self-discipline and sharpening his business skills for being able to achieve this goal at a relatively young age.

"I was one of those kids who said they wanted to be a veterinarian from a very early age, and I never really changed my mind," he said.

He added he had been discouraged by several people that money would be an issue as a large animal vet. However, he said he hopes other young people see that it is possible to make a living as a cattle vet in 2021.

"To young people in agriculture, you must remain respectful but do not let someone else discourage you," Gentry said. "Quietly and confidently continue on your path just as determined as before."



He suggested young people find a successful mentor, learn all they

can, and remain open to adapting and honing their craft. This is one of the keys to his success in achieving his childhood dream.

"Located on over 400 acres of the best-looking grass I had ever seen and a fully operational stocker calf ranch, I'm not sure childhood me could have found a more perfect spot to do what I love," he said. "It probably comes as no surprise, but Doc and Jayne welcomed me and treated me like family."

This family atmosphere coupled with a clinic focused on beef cattle made it clear to Gentry that this is his home, he said.

Doc's legacy will forever be imprinted in the clinic and the community, Gentry said. His work set the bar for veterinarians in the area.

Gentry also recognized Jayne with the success of the clinic and acknowledged the legacy she has created with the business.

"Jayne should be credited equally for turning this business into what it is," he said. "While she may take advantage of some much-needed vacation time, I wouldn't have continued with this purchase if I hadn't made her swear to stay with me. Her legacy and business standard will remain because she now has just as many or more cattle to work."

Gentry said all joking aside Doc had often told him the clinic would be nothing without the woman behind it all and made it clear she was an essential part of the business.

"The owner of the Animal Clinic of Diamond might have changed but rest assured I still know who the boss is," Gentry added.

Gentry emphasized he plans to uphold the high standards established with clinic staff and clients while continuing to adapt and improve veterinary practices over time.

"Doc would be over-the-top proud to pass on his legacy, work ethic and stubbornness to Will," Jayne said.

Her advice to Will as he shouldered Doc's legacy was a quote from Will Rogers: "If you want to be successful, it's just this simple: Know what you are doing, love what you are doing, and believe in what you are doing."

"Doc always said every day is a vacation because I love what I do," she said. Jayne continued, "My hope for the future is to see the Animal Clinic of Diamond grow and prosper under the leadership of Dr. Gentry."

Looking forward, Will said he plans to do all he can to continue the clinic's growth while retaining the feel of a rural practice.

"I love the feel of the place, and I have no intentions of changing that," he said.



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