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News

JUNE 2020



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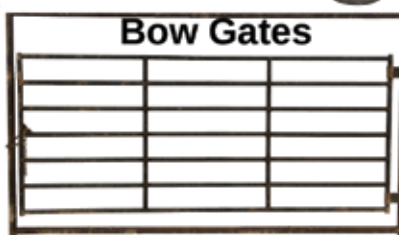


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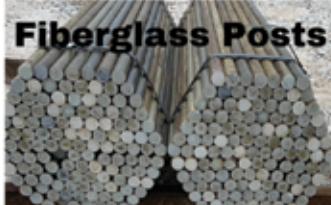
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ON THE BLOCK

with Jackie Moore

Well, I guess maybe we're getting somewhat back to normal! The kills are picking up, we're trading some fat cattle around and it's getting us a little bit of room so we've got a place to go with some of those yearlings. The calf market is pretty good! We've gained \$10-12 on a lot of these cattle in the last two or three weeks and that allows for more optimism and for sure more opportunity in front of us. As we go along, there will be plenty of fat cattle and plenty of these other cattle to sell too because everybody knows we've backed them up, not sold them and tried to hold on 'til the market got better. That seems to have worked for the short term, and it will definitely be interesting to see how it works in the long term.

As we go through the month, we've got a special cow sale on Friday night, June 12th. We've already got a lot of good cows for that. Then, we roll around to the end of the month and we've got the Value-Added Sale on Thursday, June 25th - that's always a really good sale. On Monday, June 29th is the Special Yearling Sale which gives our customers a chance to sell those yearlings in a special sale. We've got a lot of things going on in June you won't want to miss.

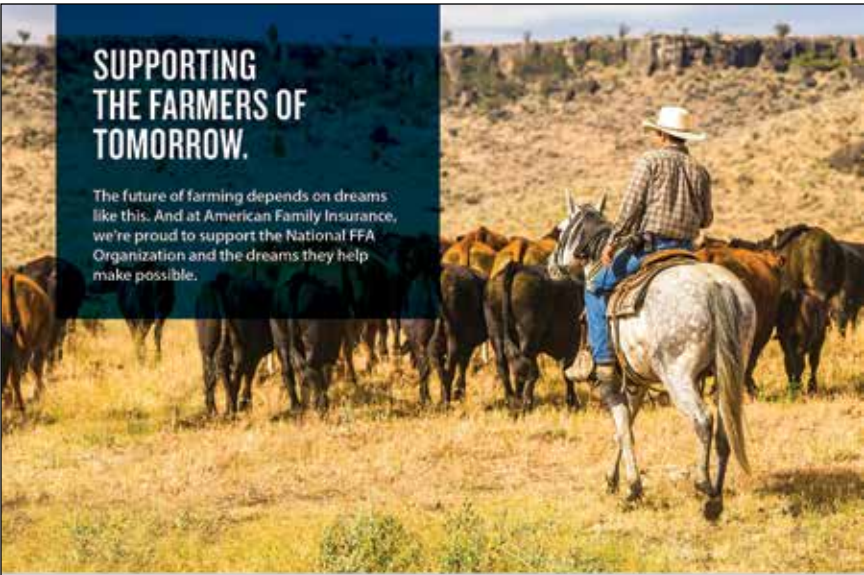


It's spring! A beautiful morning here. The sun is shining and no rain! I sure don't want to not wish for rain as we head into summer because you know how that ends up! As we go along, this yearling trade I think is going to be kind of sideways just depending on what the fat cattle market does, and we're not out of the woods yet on that. As long as the calf market holds together, you're probably looking at a steady affair as we go through the rest of this month. As we get into July, we'll just have to see how it all plays out as far as how the kills are and if they can keep the packing houses open. I just hope and pray it keeps raining because that will give us a chance to hold on and do some different things with these cattle that we wouldn't do without this ample supply of grass.

These are definitely trying times, but we'll all get through it!

Good luck, and God Bless!

Jackie



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*Cover photo by Cattlemen's News staff.

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Technology’s Role in Traceability

Staying focused on technology enabled marketing

By Justin Sexten for Cattlemen’s News

An unexpected outcome of the COVID-19 pandemic is the growing consumer interest around traceability. The supply chain challenges faced by the livestock industry have been front and center in the news and on social media. The stress this placed on prices and availability of meat and milk at the consumer level led to panic buying and ultimately consumers increasingly asking where their food comes from.

An interesting product of this question is the rapid growth and interest in local processing and freezer beef. Many local processors are booked well into autumn already. What remains unclear is whether this expanded interest is a product of a consumer wanting a “captive meat supply” or truly wanting to know the source or more likely some combination of the two.

Another COVID-19 related primer for consumer interest in technology and traceability may stem from proposed solutions for contact tracing. For those new to the term, contact tracing is where health officials track down disease exposure based on who the affected have been in contact with. Imagine writing down the “chain” of personal contacts you had pre-quarantine and you can see how social distancing makes this job a bit easier and is cited as the key to reducing disease spread.

Technology is under development to further automate and improve the accuracy of this task. You may have seen news reports showing cell phone movement records as a way to demonstrate quarantine success. Anonymous personal movements do not provide much ability to truly contact trace but provide indicators of where movements are occurring.

As I write this article, Apple and Google announced the release of device technology that software developers can use to track and automate notifications of COVID-19 exposure. Using Bluetooth technology within the device, the proximity to other app users can be logged and later used to notify individuals of a positive test by someone they were in proximity to. As a part of the data privacy efforts these systems are voluntary and work only for users on a common platform.

What does this human coronavirus technology update have to do with traceability in the beef supply chain? Historically most would suggest tracking animal movement was too challenging across the beef industry and the data privacy associated with such data may represent an equal if not



greater challenge. The advancements in technology and handling of data privacy we are currently witnessing provide a useful structure to look at options for a traceable beef product.

Cattle are not walking the pastures with Bluetooth enabled devices that can later be used to notify ranchers of an exposure to a herd mate diagnosed with pinkeye. However, the development of systems using RFID technology is well underway in the beef industry.

Disease traceability capacity continues to grow with the expansion of the CattleTrace initiative. Similar to the contact tracing technology, this system offers traceability only to those who participate. Partial participation allows for a real-time systems test but true disease tracking will require industry wide participation and for many the value proposition for industry level disease monitoring is challenging with partial participation.

There are several objections to participation in current industry-wide traceability efforts: data privacy concerns, inability to monetize the data and difficulty implementing the programs. As the summer video auctions begin you can watch different segments of the industry overcome many of these objections at an operational level.


There will be numerous strings of cattle sold at a premium with traceability built in. For some it will be age and source verification, others capture value reducing the technology used in cattle management by marketing non-hormone treated or natural cattle. Others are providing cattle care and management verifications. Regardless of the practice, each carries some level of practice verification tied to a document and an electronic tag linking the cattle to the operation.

For those looking for opportunities and options in their cattle marketing program perhaps now is the time to re-evaluate the operational barriers to participating in a traceable food system. Many will ask, does consumer interest equal more dollars spent on beef with adjectives? A fair question, and one frankly that is difficult to value at the ranch level. A more relevant question asks what operational efficiencies can technology provide that qualifies cattle for traceable programs.

For many simplifying data capture in a way they can make actionable decisions while validating practices for the next owner. Here is an example of evaluating technology adoption against the opportunity to enhance marketing or reduce costs. Systems accomplishing both are more likely to provide a faster ROI.

We have discussed several technology opportunities from predicting illness, monitoring performance, and assessing grazing patterns. Let’s not overlook the simplest adoption opportunity, an electronic tag coupled with production records. Now is the time to start planning to leverage this technology at the ranch to enhance management decisions while staying focused on a technology enabled marketing program.


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



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TRENDING

Foot Rot Issues

Affecting your bottom line

For Immediate Release from the
University of Missouri Extension

Stockton, Mo. – “Foot rot can lead to cattle lameness resulting in lost performance and profitability to your cattle operation,” says Patrick Davis Regional MU Extension Livestock Field Specialist.

Furthermore, the spring time of the year is when cattle are spending time in wet, muddy places which can increase the incidence of foot rot. Below, Davis shares thoughts on cause, signs, treatment and prevention of cattle foot rot.

“Foot rot is caused by causative bacteria entering the compromised skin or hoof wall integrity,” says Davis.

Factors that lead to the compromised skin or hoof wall integrity include moisture, injury, disease, and or nutrient deficiency.

“Since trace minerals zinc, selenium and copper are important for skin and hoof wall integrity, deficiencies in these areas can increase the incidence of foot rot,” says Davis.

Davis urges cattle producers to provide adequate level of these minerals free choice to their cattle.

“Combination of skin or hoof irritation by rough surfaces and cattle standing in mud or manure can increase the incidence of foot rot,” says Davis.

Davis urges cattle producers to reduce the time cattle are standing on rough surfaces such as rocks, gravel, and concrete to reduce the incidence of foot rot. Furthermore, Davis urges cattle producers reduce time cattle are standing in the mud, manure and pond to help reduce the incidence of foot rot.

“Since cattle lameness can influence performance and operation bottom line it is key to identify and treat foot rot immediately,” says Davis.

Davis urges cattle producers to work with your veterinarian to develop a plan understanding the symptoms of foot rot and proper treatment protocol.

“Lameness is one of the typical symptoms that we see with cattle foot rot,” says Davis.

This symptom is brought on by other issues which include swelling and redness of interdigital tissue and adjacent coro-

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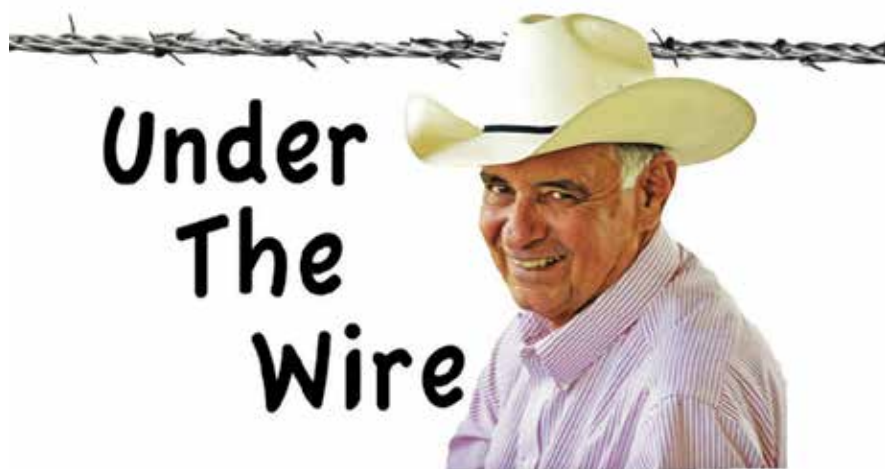
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nary band. There will be a foul odor associated with foot rot which is necrotic lesions in the interdigital space. Left untreated the infection continues with swelling around both digits and the hairline of the hoof causing separation of the claw.

“When treating foot rot consult a veterinarian,” says Davis.

Treatment options should begin with problem identification, cleaning the foot and providing topical antimicrobial treatment. Pain relief might be recommended by the veterinarian. Improvement should be seen in 3 to 4 days. If not consult a veterinarian for advice on treatment for more severe cases.

For more information on cattle foot rot and how to reduce the incidence please contact your local MU Extension Livestock Field Specialist. 🐄



All Ya Gotta Do Is Wait

By Gary Hodgson for Cattlemen's News

"What comes around, goes around." I have no idea who to attribute this quote to. It's about as common as "look at the sunset", so I'm going to guess nobody knows who said it first. This concept has expressed itself in clothing for men and women, furniture styles, even eating habits as evidenced by the movement toward chemical free "organic" food. Great Grandpa and Grandma were eating "organic" 100 years ago. There weren't any chemicals invented yet, if you don't count moonshine.

The point is, if you stay hooked with an old-fashioned idea, way of life or just the day to day possessions we surround ourselves with, sooner or later they are going to be the new best thing.

Without really planning to do so, I am finding myself approaching this full circle concept here on our ranch. Over our lifetime, Sue and I have accumulated most of the ma-

chinery, long ago paid for, to conduct the haying, feeding, weed and brush control operations we find necessary every year.

Needless to say most is very old. We rake hay with a 1958 Ford tractor pulling a New Holland rake about the same age. Our mower, yes I said mower, not swather or disc mower was built, along with a bale wagon, manure spreader, three point blade and much more, in the 1960s and 70's. I know because I was operating them for my father and uncle as a teenager about then. My point is, this stuff is OLD.

Recently, a story I was reading on the internet, yes we have some newer stuff, was a dairy farmer complaining about dirt and dust in his premium alfalfa. "How can I prevent this?" he asked the world? Several readers responded that he must be using a big wheel rake because the teeth must contact the ground to turn, churning up a certain amount of debris. The answer several suggested, is a bar rake, with teeth driven from ground driven rubber tires, allowing the teeth to stay suspended above the dirt. One helpful sole included a picture of ... a New Holland model 56 hay rake, exactly what is sitting in our machinery row. Sixty years later we have the best hay rake in the industry.

Best of all, it has been paid for, all four hundred dollars of it, for about fifty years. All ya gotta do is wait. You will become modern sooner or later! 🤠

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

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Natural Service Synchronization

Improving reproductive performance in your herd

By Emily Smith for Cattlemen's News

Estrus synchronization has been a hot topic in the world of beef cattle reproduction for quite some time now. Almost always, the term “synchronization” is followed by “AI” despite the fact that the vast majority of the cattle industry still relies on natural service bulls for breeding. While artificial insemination is an excellent choice for an increasing number of producers, it is not the only option after a synchronization program. A variety of simple synchronization protocols can be used effectively with natural service. This can allow producers to capture some of the benefits without making the full jump to an AI program. Sometimes we say that half of the benefit of an AI program is really the synchronization program. Adding in a synchronization program in bullbred herds provides many of the benefits seen by producers who are implementing AI, but with less out-of-pocket costs, labor, and time commitment. Could synchronization with natural service be the next step in improving reproductive performance for your herd?

Goals and Gains

The goal of any estrus synchronization program is to increase the number of females bred early in the season. Success here starts a profitable cascade: more cows bred early = more calves on the ground early in the calving season = increased age, uniformity, and value of calves at weaning. Not only this, but increasing the proportion of the



herd pregnant early in the season can help to shorten the length of the calving season. This in turn results in reproductive improvements in future breeding seasons. Replacement heifers retained are at slightly older age and more likely to have reached puberty by the start of their first breeding season. Cows calving earlier have an increased number

of days after calving before being expected to breed back. These advantages can all be directly attributed to the synchronization program.

Bull Bred

Natural service programs are dependent on bulls for success, so ensuring that the right bulls are selected and reproductively sound is essential. Synchronization means that a larger proportion of females will be in heat during a shorter window of time. Research shows that young, inexperienced bulls are variable in their ability to cover cows in a synchronized setting, making mature bulls (≥ 3 years old) the best choice for the higher volume of a synchronized herd. Even mature bulls have their limits though, so it is advisable to err on the conservative side. Most recommendations are to stock mature bulls at a rate of 1 bull to no more than 25 cows. As always, be cautious about single sire breeding groups and devote some time to observing these groups during the breeding season. Regardless of breeding program or bulls selected, a bull breeding soundness exam before the beginning of the season is crucial to give cows the best chance of being pregnant at the end of it! A veterinarian should evaluate the semen quality, scrotal circumference, condition, and overall physical structure of all herd bulls before synchronization begins.

Cow Considerations

It is important for producers to remember that no technology will replace good management or make up for cows that are in poor condition. Ideally heifers should be managed to 55-65% of their expected mature body weight and should be reproductively evaluated by a veterinarian prior to breeding. For best results in a synchronization program, cows should be at least 45 days postpartum and have a body condition of 5. Consider culling animals that aren't meeting these criteria; this ensures that the expense and effort of synchronization and bull power will not go to waste!

Protocol Possibilities

A variety of protocols may be selected based on factors like cost, labor, and the composition of the cow herd. Options for natural service synchronization include:

Cows

- 1 Shot PG: A single dose of prostaglandin F2a is administered to each cow either on the day bulls are turned in or no later than 5 days after bulls are turned in.
- 7-day CIDR: An intravaginal progesterone insert (CIDR) is placed in each cow 7 days prior to the start of the breeding season. Bulls should be turned in at CIDR removal.

Heifers

- 1 Shot PG: The same 1 Shot PG described above for cows can work among heifers, but bear in mind this will only be effective among heifers that have already reached puberty.
- 14 Day CIDR: CIDR are placed for 14 days. Bulls are turned in 7-10 days after CIDR removal.
- 14 Day MGA: MGA is fed to heifers in a feed carrier

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for 14 day. Bulls should be turned in 7-10 days after of removal of MGA from the feed. Note that MGA is FDA-approved only for use in heifers and should therefore not be used in protocols for mature cows.

Synchronization Selection

The goal of all protocols is to induce estrus, but some protocols may give cows or heifers an extra boost. Synchronization protocols that utilize progestin products, like MGA or CIDRs, have proven effective at hastening puberty attainment in heifers. This is also as an excellent tool to drive late-calving cows towards resuming estrus more quickly. It is important to adhere to the suggested timing of each protocol. Longer term protocols like the 14-Day CIDR and 14-Day MGA protocols require a waiting period between progestin removal and bull exposure. Heat activity will occur in this period of time after progestin removal, but exposing animals for breeding on this heat results in subfertility. Instead, plan on waiting 7-10 days before introducing bulls, and expect the start of your breeding season to begin approximately three weeks after progestin withdrawal as those heifers begin to come in heat again. These are excellent protocols for heifers in particular. In synchronization programs, the producer has full control of the calendar and should carefully plan out the start of the protocol to ensure availability to work cows at each step. Though it might be tempting to avoid some protocols due to length, labor, cost, producers should keep in mind that every cow pregnant earlier in the season is money in their pocket!

Making Money

Synchronization can seem complicated. In fact, that's probably the biggest reason reproductive technologies are not implemented despite their clear benefits. The truth is that synchronization can be incredibly simple. Think about this example – placing a CIDR in a heifer at the normal time of pre-breeding vaccination and pulling it 14 days later might allow her to conceive one cycle (21 days) sooner. 21 days of gain could add about 45 lbs to her calf at weaning, and increase her likelihood of breeding back as a two-year-old cow. And that comes at just the cost of a CIDR and one extra trip through the chute! It's easy to see the direct effect on profit, but the unseen improvements in tightening up the breeding and calving seasons, increasing the days postpartum, increasing heifer age at puberty, and making a more uniform calf crop are also huge contributors to increased performance and profit.

Transition Today

Using bulls doesn't exclude the possibility of using reproductive technologies! Synchronization programs can be the next step toward reaching reproductive performance goals in your herd and can be a great transition to more advanced reproductive technologies like AI. If you have questions about implementing synchronization in your herd, contact the Extension Livestock Field Specialist in your region. They would be thrilled to help you find a plan that works for you, and you just might be thrilled by the results. 🐮

Emily Smith is a dual DVM-MS candidate working with Dr. Jordan Thomas at the University of Missouri - College of Veterinary Medicine - Division of Animal Sciences - Applied Reproductive Physiology.

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USDA Announces Details of Direct Assistance to Farmers through the Coronavirus Food Assistance Program

For Immediate Release from the United States Department of Agriculture

U.S. Secretary of Agriculture Sonny Perdue today announced details of the Coronavirus Food Assistance Program (CFAP), which will provide up to \$16 billion in direct payments to deliver relief to America's farmers and ranchers impacted by the coronavirus pandemic. In addition to this direct support to farmers and ranchers, USDA's Farmers to Families Food Box program is partnering with regional and local distributors, whose workforces have been significantly impacted by the closure of many restaurants, hotels, and other food service entities, to purchase \$3 billion in fresh produce, dairy, and meat and deliver boxes to Americans in need.

Beginning May 26, the U.S. Department of Agriculture (USDA), through the Farm Service Agency (FSA), will be accepting applications from agricultural producers who have suffered losses.

Background:

CFAP provides vital financial assistance to producers of agricultural commodities who have suffered a five-percent-or-greater price decline due to COVID-19 and face additional significant marketing costs as a result of lower demand, surplus production, and disruptions to shipping patterns and the orderly marketing of commodities.

Farmers and ranchers will receive direct support, drawn from two possible funding sources. The first source of funding is \$9.5 billion in appropriated funding provided in the Coronavirus Aid, Relief, and Economic Stability (CARES) Act to compensate farmers for losses due to price declines that occurred between mid-January 2020, and mid-April 2020 and provides support for specialty crops for product that had been shipped from the farm between the same time period but subsequently spoiled due to loss of marketing channels. The second funding source uses the Commodity Credit Corporation Charter Act to compensate producers for \$6.5 billion in losses due to on-going market disruptions.

Non-Specialty Crops and Wool

Non-specialty crops eligible for CFAP payments include malting barley, canola, corn, upland cotton, millet, oats, soybeans, sorghum, sunflowers, durum wheat, and hard red spring wheat. Wool is also eligible. Producers will be paid based on inventory subject to price risk held as of January 15, 2020. A payment will be made based 50 percent of a producer's 2019 total production or the 2019 inventory as of January 15, 2020, whichever is smaller, multiplied by the commodity's applicable payment rates.

Livestock

Livestock eligible for CFAP include cattle, lambs, yearlings and hogs. The total payment will be calculated using the sum of the producer's number of livestock sold between January 15 and April 15, 2020, multiplied by the payment rates per head, and the highest inventory number of livestock between April 16 and May 14, 2020, multiplied by the payment rate per head.

Dairy

For dairy, the total payment will be calculated based on a producer's certification of milk production for the first quarter of calendar year 2020 multiplied by a national price decline during the same quarter. The second part of the

payment is based a national adjustment to each producer's production in the first quarter.

Specialty Crops

For eligible specialty crops, the total payment will be based on the volume of production sold between January 15 and April 15, 2020; the volume of production shipped, but unpaid; and the number of acres for which harvested production did not leave the farm or mature product destroyed or not harvested during that same time period, and which have not and will not be sold. Specialty crops include, but are not limited to, almonds, beans, broccoli, sweet corn, lemons, iceberg lettuce, spinach, squash, strawberries and tomatoes. A full list of eligible crops can be found on farmers.gov/cfap. Additional crops may be deemed eligible at a later date.

Eligibility

There is a payment limitation of \$250,000 per person or entity for all commodities combined. Applicants who are corporations, limited liability companies or limited partnerships may qualify for additional payment limits where members actively provide personal labor or personal management for the farming operation. Producers will also have to certify they meet the Adjusted Gross Income limitation of \$900,000 unless at least 75 percent or more of their income is derived from farming, ranching or forestry-related activities. Producers must also be in compliance with Highly Erodible Land and Wetland Conservation provisions.

Applying for Assistance


Producers can apply for assistance beginning on May 26, 2020. Additional information and application forms can be found at farmers.gov/cfap. Producers of all eligible commodities will apply through their local FSA office. Documentation to support the producer's application and certification may be requested. FSA has streamlined the signup process to not require an acreage report at the time of application and a USDA farm number may not be immediately needed. Applications will be accepted through August 28, 2020.

Payment Structure

To ensure the availability of funding throughout the application period, producers will receive 80 percent of their maximum total payment upon approval of the application. The remaining portion of the payment, not to exceed the payment limit, will be paid at a later date as funds remain available.

USDA Service Centers are open for business by phone appointment only, and field work will continue with appropriate social distancing. While program delivery staff will continue to come into the office, they will be working with producers by phone and using online tools whenever possible. All Service Center visitors wishing to conduct business with the FSA, Natural Resources Conservation Service, or any other Service Center agency are required to call their Service Center to schedule a phone appointment. More information can be found at farmers.gov/coronavirus.

Questions?

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Part 2 Introduction

By Erin Hull for Cattlemen's News

Where did we leave off last month? Ah yes... I was in a hot tractor cab while my friends were enjoying beer on the boat and water skiing to their heart's content. I shall pick up from there.

I'll never forget one of the first dates that my boyfriend (now husband) came to my parents' house to pick me up. It was before cell phones. Our date was at 7 p.m. At 7 p.m. he was at my house waiting for me as I continued to bale hay. I was *not* a happy camper. I had no way to tell him I'd be late. I will never forget the look on his face when I pulled into the driveway in a JD4050 with a baler and kicker wagon behind it. I was sweaty. I was dirty, and I was angry. I had just blown my chance to have a relationship with this guy who did not grow up on a farm.

Little did I know, that moment planted the seed in my “city boy” boyfriend to start his own farm that he had long dreamed about. He looked at me and saw hundreds of green acres. I looked at him and saw a boat on the lake. We both had stars in our eyes. Little did we know how different these stars were.

One day in passing my now husband mentioned that he couldn't find a good hamburger anywhere. That statement seemed innocent enough. We had been together for five years, and I knew the man loved a good cheeseburger. With those words he and my grandfather formed a plan behind everyone's back. They bought 13 bred Hereford heifers. I laughed because I wasn't going to be a farmer. I wasn't going to be married to a farmer. I truly figured this phase would fizzle out once my husband realized it would be much easier to just keep searching for his unicorn of a burger.

You must remember that my grandfather had been born and raised a dairy farmer and now owned his own dairy farm. In his eyes, your milking herd is your bread and butter. These ladies are, for the most part, hand tame and are very used to



people and being handled multiple times a day. Bull calves are “shipped down the road” and you don’t waste your milk replacer feeding them when someone else is willing to do it. Cows are fed as much as their hearts desire to increase their milk production.

My grandfather was raising this small herd of beef cows like they were Jerseys. The females were fat. The bull calves, while not underfed, weren't being fed what they should have been to get daily gains. Bred heifers were being separated from the herd when they were due to calve (or "freshen" in dairy terms... this is a vocabulary word I still find myself using from time to time) and not dealing with the stress very well. I could no longer keep my mouth shut. It only took a matter of months before I bullied my way to the front of the line and started changing daily protocol. I still didn't want to be a farmer, though. That all changed when it was time to finally slaughter and sell our first steers. While talking to people about buying beef from us, my mind was blown. The questions I was being asked made my head spin. These people had no idea where their food came from or how it was being raised. It didn't matter if it was a glass of milk, a bunch of celery or beef.

I had taken my agricultural background for granted. I always knew where my food came from. I was *blown away* with the lack of education regarding our food production. It was in that moment that I realized my passion in life. Not only did I now *have* to be a farmer, I *had* to start educating consumers about agriculture. When you are born and raised on a farm, you are proud to be a farm kid. You are proud of the work your family does. To step out into the world and have people disgusted that your family is “dirty farmers” is a knife to the heart. Because the cold, cruel world pulled the carpet out from underneath me, a fire was ignited in me. That fire burns hot and strong today. I *am* a farmer. I *am* married to a farmer, and above all, I am *proud to be a farmer*.

That moment was almost 20 years ago. In these 20 years, we have changed over to all Red Angus cattle. Why? Because they look good on pasture. Laugh if you must, but it's a fact. There is something about solid red cows on bright green pasture that draws people in and makes them stop and take notice. I'll be honest. I wanted Belted Galloways. I loved those fat Oreo cookie cows. My husband stood his ground and insisted on Red Angus. He knew what he was doing, and he wasn't wrong. I couldn't love a breed more than I do our Red

Angus. Please don't ask me the difference between black and Red Angus because if you're a black Angus breeder, you may not like my answer... the difference is the red ones are prettier.

In those 20 years we've tweaked things here and there, but for the most part, our mission is still the same. We want to raise consistent beef that people enjoy when they sit down at their dinner table. My ways of educating have also changed. Twenty years I was naïve and not very polished. I spoke my mind when I shouldn't have. I spoke when I should have listened. With age comes growth, and at the age of 53 with eight kids (hehe), I can say I've grown quite a bit. 🤠

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Meat Demand in a Post COVID-19 World

By Scott Brown for Cattlemen's News

COVID-19 will have marked effects on the makeup of 2020 U.S. meat consumption. Several factors are at play, some of which will likely be short lived while other may persist for years. Livestock producers will need to focus on these longer-term changes as they consider how COVID-19 will affect their future profitability. The meat industry has grown into a just in time delivery model with separate markets for grocery, foodservice and export markets which makes adjustments to demand shocks like COVID-19 very different than was the case a few years ago.

The shutting down of the foodservice sector was the first critical change that affected meat consumption. USDA data shows 2018 food away from home expenditures totaled \$930.6 billion while food at home expenditures totaled \$780.9 billion. The continual trend towards more food consumed away from home has important implications for consumer choice. The days of consumers standing in front of the meat case and comparing meat prices are fading away and have often been replaced by a meat choice made by the restaurant where they choose to dine. That suggests less substitution than in the past between beef, pork and chicken alternatives. This trend is likely to continue for years to come and remains beneficial to future growth in the cattle industry as beef products are prominent at many restaurants.

The loss of foodservice with the COVID-19 outbreak was the hardest on products like steaks, ground beef, chicken wings and bacon. There are signs that the pull from foodservice as restaurants begin to reopen is pulling prices higher. That



should help demand for beef especially. Retail 90% lean ground beef prices have recently approached \$6 a pound due in part to the pull from foodservice.

Although meat demand may see some pull with the reopening of restaurants, the effects of COVID-19 on general economic indicators are large and will be important for months and perhaps even years down the road. Current estimates of real U.S. GDP growth for 2020 show a contraction between 5% and 10%. That will be the largest decline the U.S. has experienced in decades. Perhaps even more critical is the expected unemployment rate. In the 1st quarter of 2020, the unemployment rate stood at 3.8%. By the 2nd quarter it is expected to grow to over 18%. Although many predict some job recovery in the months ahead, an unemployment rate in excess of 10% is expected in 2021.

Lower incomes and high unemployment could be most beneficial for cheaper meat cuts. Chicken may see increased consumption as consumers look for ways to reduce their food expenditures. The effect of lower economic growth is not felt evenly across income levels. Those with lower incomes are harder hit by COVID-19 than those in higher income brackets.

This effect may allow demand for the highest priced meat to remain less affected in addition to cheaper meat cuts that get a boost from those in the middle-income brackets purchasing cheaper cuts of meat.

Do not let the effects of the worst of the COVID-19 outbreak cloud your longer-term vision for meat demand. The effects of COVID-19 the past few months have created amazing highs and lows for many meat prices in extremely short periods of time. Longer term, income and relative meat prices will be most important.

Consumers will continue to focus on the best-quality meat they can consume given their income level and the beef industry has done well at providing that product. This fact lends optimism regarding beef demand for years to come. 🐮

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Scott Brown is an Agricultural Economist at the University of Missouri

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Relearning Teaching

Maverick Minute videos become teaching tool

By Jessica Allan for Cattlemen's News

As teachers are wrapping up the 2019-2020 school year, many are looking back with mixed feelings. Just as mid-semester and spring break hit most area schools, they were faced with news that classrooms would be closing and moving to at-home learning and/or virtual classrooms. This put pressure on teachers to quickly come up with send home lesson packets and online lessons so that students could finish out the school year with some semblance of normalcy and be able to start off the next school year well.

Any teacher, regardless of grade or subject matter, would tell you that hands-on learning and in-person communication is key to a good education. Some things just cannot be taught with the same efficiency or student learning capability without that teacher-student personal interaction, and nowhere is that more evident than in agricultural classrooms.



Nathan Isakson, ag teacher and FFA advisor at Ash Grove High School, is very thankful for the changes his school district has made in recent years to incorporate more technology into the classroom, which made the transition easier. "Of course," he said, "technology has its limitation, and, in my opinion, is best used as a supplemental tool that is unable to replace the role of a classroom teacher." However, due to current rules and

recommendations, he and his students had to finish out the year without that in-person interaction.

Typically, Ash Grove High School has an FFA membership of 65 students, the largest school organization in their school district and which also happened to celebrate 100 years in the school last year. Not only are they the largest student organization, but in a normal year they are the busiest, with activities including re-chartering their booster club, launching the MO Beef for MO Kids Program, hosting the classroom based Farm to Fork tour (this year aired on "From the Tailgate"), and ranking as the No. 2 Agricultural Mechanics and Technology Systems team in Missouri, in addition to other FFA competitions and duties. Mr. Isakson, as the FFA advisor for the school, embodies community and industry involvement to his students outside of the classroom, from operating his own cattle operation to activities within the Southwest Cattlemen's Association, Farm Bureau (local and state), Missouri Cattlemen's Association and the National Cattlemen's Beef Association, and encouraging his students to also participate as possible.

When COVID-19 hit the scene this spring, many of the usual FFA activities came to a screeching halt, and Mr. Isakson was faced with helping his students finish well in a completely different world.

"As I began preparing my online coursework for my students," he said, "I remember thinking 'I have always felt being confined to a classroom was a barrier to teaching about agriculture, and now, I have the best agricultural classroom ever, our family farm.'"

Wanting to keep things simple, he decided to center on beef production exclusively. Not only is it the predominant agricultural industry in our area, it is also the part of agriculture his students seem to take the most interest in, as well as a subject that many area producers could find interesting. Calling on history, Mr. Isakson recalled that mavericks were unbranded yearlings that, when sent on cattle drives to the large stockyards, were branded to prove ownership as they traversed unfamiliar territory on their way. In deference to his chosen topic, the new teaching territory he was entering and the simplicity he hoped to teach, Maverick-Minute was forged as "an authentic attempt to enrich his students' lives."

The first episode of Maverick-Minute aired on March 19, 2020 (it and the rest of the series can be viewed on YouTube or accessed through the Ash Grove FFA Facebook page). Mr. Isakson arranges the content/lesson, which are then videoed by his wife, Taylor. He notes that his wife is used to co-sponsoring students' events with him and that the Maverick-Minute has allowed them to both continue to reach out to his students. He tries to keep the topics simple – forage ID, interpreting soil tests, herd health (including branding and vaccination), etc. Vid-



eos are filmed from a first-person view, allowing students and other viewers to see from angles that would be harder to attempt in person. A typical video will take up to ten hours to produce – four to shoot and six to edit and publish online. While he tries to keep the subject matter simple and to the point, Mr. Isakson hopes he is also producing content that encourages critical thinking in his students and discussion for all viewers as to the various methods and technologies available in all aspects of beef production.

In the two months since the first episode of Maverick-Minute has aired, it has had more than 1,200 views as of this writing, and not just locally but nationally and internationally as well. It has been featured on the nationally broadcasted “Working Ranch Radio” show, and guest appearances have been made by Dr. Jerry Crownover, renowned agricultural education legend, and National Cowboy Poetry Champion Mr. Danny McCurry. The videos have received high praise not only from students, parents, faculty and other high school agricultural teachers but also college level agricultural professors, university extension agents and agricultural journalists and radio hosts.

They say necessity is the mother of invention. Out of a national crisis, in which a local teacher had to figure out how to meet the frustrating challenge of teaching the most important basics of a hands on topic in such a way that students could teach themselves, came a virtual classroom that not only teaches those students but also others from around the world what beef production is all about. As the school year ends, Mr. Isakson is thrilled with success of his Maverick-Minute for his students and is not looking to stop any time soon. Be on the lookout for more video series to come! 🤠

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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What is a Good Cow?

Some simple explanations

By Eric Bailey for Cattlemen's News



What is a good cow? How do we make our cows better? Age-old questions that do not have a single correct answer. A cattleman recently asked me these questions in an email. Here's my answer.

For context, understand the boots I've walked a mile or two in. I grew up on a cow-calf operation in eastern New Mexico. We ran a cow to 55 acres and kept all our calves after weaning, through the next summer. If (when) it got dry, we partially destocked the ranch by selling calves at weaning. We fed range cubes to the cows for 60-90 days each year. Cows grazed 365 days a year. We kept a semi load of hay in the barn for emergencies but usually fed that to our horses.

A good cow is a simple answer for me. A good cow is ready to be bred on the day you turn the bull out and breeds successfully every 365 days. She also weans a calf that weighs half of her weight at 7 months of age.

How I get to a "good" cow might be a little different than what you expect. I believe a cow should not ever weigh more than 1,200 lb (and I like a 1,000 lb cow even more than a 1,200 lb cow). The ideal cow is successfully bred every 365 days (or less). I have to feed this cow very little purchased and raised feed (hay & supplement).



It is my opinion everyone who is producing commercial cattle should implement a crossbreeding system. Heterosis that comes from crossbreeding is as essential today as it ever has been. I am a fan of genetic selection for maternal traits. However, I think genetic selection for milk is misguided because beef cows are the primary marketing vehicle for low-quality forages in this country. The heavy milking cows do not make milk to their genetic potential in many environments or require significant inputs to remain productive.

So, I want a 1,000 lb, low-milking, easy-keeping, readily breeding, crossbred cow who produces 500 lb calves until she's 12+ years old.

However, the management of this ideal cow is even more critical. Producers should calve on green grass and not hesitate to wean calves early when pastures are short. In Missouri, I'd calve in September on K31 fescue and in April on Novel Endophyte fescue. I would spring calve on K31, but I'm concerned about the alkaloids produced by the endophyte in K31, making heat stress even worse in the breeding season. Winter calving (January-March) never makes sense for me because of the nutritional debt I have to pay for with supplement during the crucial time after calving. However, many producers calve in the winter because of labor in integrated cattle and farming operations.

I have concerns about fall calving because of filling the winter forage gap. However, if I was willing to spend money on fertilizer and aggressive to stockpile fescue, I could probably graze until Valentine's Day most years, on a forage that would be sufficient to maintain condition on a lactating cow. Filling the February 15 – April 15 gap for a lactating cow is difficult, but it is easily done with a pregnant cow, whose nutrient requirements are 40% lower than a lactating cow.

On visits to many farms across Missouri, I have seen many pastures that are over-stocked and under-grazed. The pastures are overstocked relative to their current management system (pasture + cattle). However, the forage resource is under-grazed because small management changes could significantly increase forage utilization rate by incorporating a management intensive grazing (MIG) system. Forage utilization rate is the proportion of grass produced in a pasture that ends up in a cow's mouth. An additional benefit of the MIG system is that research consistently supports a 30% increase in forage production in pastures where MIG systems are used.

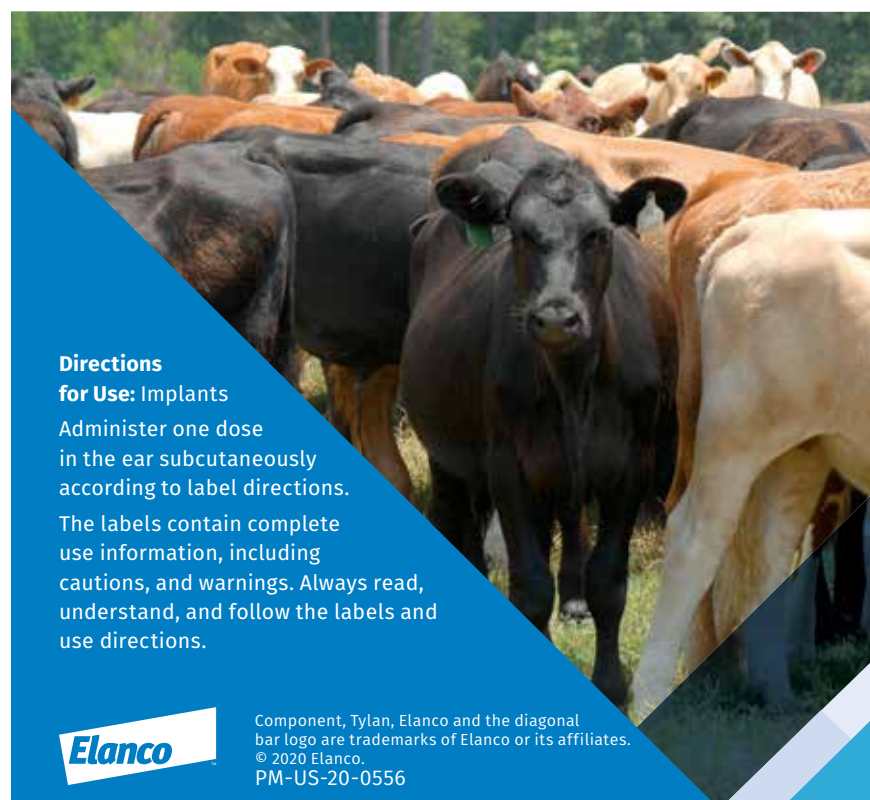
It will never be profitable to select for good cows and put them in a subpar management system. I would rather have average cows in a sound grazing system than great cows in a lousy management system because the system will hide their true performance potential. I would love to hear your opinion on this topic. My email is baileyeric@missouri.edu. 🤠

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

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Solid 42nd Show-Me-Select Heifer Sale

By Immediate Release from the University of Missouri Extension

The 42nd Show-Me-Select (SMS) Bred Heifer Sale at Joplin Regional Stockyards, May 15 saw a large turnout and active bidding on most lots. The average on 215 heifers was \$1,686. That price ratio compared to 550 pound, Medium-Large frame 1 and 2 muscle feeder steers for the week was right on target at 1.94:1. Overall the previous sales ratioed 1.99:1.

The sale started off hot with four of the first six lots topping the \$2,000 mark. The top of \$2,200 was paid for two Red Angus heifers consigned by Kunkel Farms, Neosho, who sold in his 22nd SMS sale. The buyer was Jordan Thomas, Columbia. Later in the sale \$2,200 was once again reached with four black baldy, AI-bred heifers from John Wheeler, Marionville. They were purchased by Jim Honey, Carthage, a repeat buyer. Wheeler has now sold in 32 sales at Joplin Regional Stockyards dating back to 2003.

The top average priced consignors were Kunkel Farms, six head, \$1,933; Marvin Phipps, Cassville, 26 head, \$1,906; John Wheeler, 51 head, \$1,865; Kathy Wheeler, Marionville, 35 head, \$1,719; Aspen Ridge, Carthage, 14 head, \$1,696 and Meadowlyn Farms, Cassville, five head, \$1,640.

The volume buyer was Steven Mattingly, Washburn, a first-time buyer who picked up 24 head of blacks and black baldies for an average price of \$1,900. His selections came from Dale Rector, Rogersville, Marvin Phipps, Cassville and Kathy Wheeler, Marionville.

Repeat buyers continue to be strong supporters of the sale. Randy Probstfield, Verona, started buying at the SMS sales in 2010 and purchased five head Friday. He said he keeps buying SMS heifers because of their performance consistency and has only remembered having to give one heifer an assist at calving. He likes to buy the red heifers and does save heifers from them to put back in his herd.

Mike Jones, Rogers, Arkansas, was a first-time buyer of six head. He commented that he was more than pleased with the heifers when he got them home, and he said he will for sure be a return customer. In addition to Arkansas, buyers were from Oklahoma, Kansas and on DVAuction to Indiana.

Even though the sale was held under unusual circumstances with the COVID-19 situation, sellers for the most part were pleasantly surprised with the turnout and the strength of the market.

The next SMS sale at Joplin Regional Stockyards will be November 20. The heifers in that sale are in the process of being bred. For more details on participating in the University of Missouri Extension SMS educational program contact your nearest field specialists in livestock. 🐄

Eldon Cole, Missouri Extension Field Specialist in Livestock
Headquartered in Lawrence County
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As a general rule, I don't get attached to farm animals. They move in and out of our lives so quickly it just seems reckless.

It only takes two fingers from only one hand to count the number of farm animals that I have had an emotional attachment to. One is our first bottle calf, Lucky Lady Sally, and the other is our first pig, Pork-n-Beans.

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Lucky Lady Sally arrived on the farm when our babies were still babies, and for convenience's sake, we tied her to the tree outside our back door rather than inside a barn or an enclosed area. I don't know how many times neighbors drove by, saw Lucky Lady in our yard, and called to warn us that we had a calf out, but at that time it worked for us. The kids loved her, and we loved her, too.

Even after we weaned her and moved her into the field, she was never just one of the herd. She would come to the fence as soon as she saw us, and we would pet her and talk to her. I'd like to think she was answering to her name, but who knows.

When she lost her very first calf, my husband said that was a bad sign and she needed to "go to town." See, cows cost *a lot* to feed, and to keep one around who isn't pulling her weight is a complete waste of time and precious resources.

So, he loaded her up. I was devastated.

I recall that morning like it was yesterday. After our good-byes and watching my husband prepare to pull out of the driveway, something came over me. I remember the feeling like it was yesterday. I ran as fast as my Muck-clad legs could go, screaming for him to stop. Somehow, I convinced him to keep my precious Lucky Lady.

She ended up living on the farm for several more years, and when all was said and done, she was probably the snottiest cow we ever had. She was always the ring-leader cow that led the rest in a break-out, broken fences, constantly having to re-sort and move animals. Eventually all the inconveniences outweighed the fond memories, and Lucky Lady had to make that trip to town. It was a sad day, but it was time.

Knowing how I reacted with Lucky Lady, my husband was pretty wary when I started bugging him about getting a butcher pig. Eventually he relented and brought home Pork-n-Beans. Man, she was a mean little sucker until she got used to us all. It didn't take long for us all to fall in love with her smart and sweet disposition. My husband could put her to sleep with a back scratch, and she would always talk to whoever came to visit her.

When the time came for her to take that ride to her final destination it was almost too much to bear. I had to remind myself over and over of her purpose on this earth. She was there solely to provide sustenance. Even though we knew and loved her, she was not a pet. All the fond memories were just a bonus to the yummy bacon.

I didn't say goodbye to her. I feared we would have a repeat Lucky Lady incident. It still hurts my heart to think of her taking that trailer ride alone and wondering what was happening. After Pork-n-Beans I vowed to never have a large animal again without a friend. In the years since we have raised several rounds of pigs and each one was able to ride away with at least one friend. That does ease my heart pains a little.

Raising animals for meat though is so worth it to me. Quality meat is the No. 1 reason to go through the hassle and heart-ache of raising animals, but it's also important that my kids are in on the process. It's vital that they recognize and take part in that God-given role between animals and humans. We give animals healthy, happy lives and they give us nourishment. This symbiotic relationship is truly what makes the world go round, and I'm thankful to be a part of it. 🐷

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View sale information after June 12 on www.joplinstockyards.com 

Parcel 1: house, cattle working facilities, two silos, one well, approx 160 acres of land, implement building (60x120), two hay barns (60x80 - open on two sides) and (40x60 - open on three sides)



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OPEN HOUSE: JULY 5, 2020 2:00-4:00 OR: call Jackie Moore @ 417-825-0948 for appointment

Parcel 5: house, barn (half concrete floor), open land - approx 40 acres



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Parcel 2: approx 80 acres - two sides of road frontage, pasture ground

Parcel 3: approx 80 acres - road on one side, pasture ground

Parcel 4: approx 40 acres, well, open land



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- 1989 Ford 350 Truck - gas, 80,000 miles with 180 Deweze flatbed
- Dodge Ram 2500 Truck (red) - 100,380 miles, turnover B&W hitch
- 2001 Dodge Ram 2500 Truck (white) - cummins turbo diesel, with Deweze bed and Range Trip Hopper Feeder
- 1963 Ford Truck with grain bed



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- 300 bales - year-old hay, bales are 4X6 size



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- Brillion Seeder
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- 2013 Polaris Ranger - 4X4, 326 hours
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- Bad Boy Elite Series Mower - 54 inch, zero turn, 162 hours
- 1989 Duetz Allis 7145 Cab Tractor - 145 HP, AC good, 3245 HRS turbo powermatic
- Legend 2615 Bush Hog
- 1989 Case IH 1155E Track Loader - 5500 hours
- 1991 Duetz Allis 7085 Diesel Tractor with loader - 85 HP, cab air, 2231 hours
- 2009 Duetz Allis Agropius 87 Tractor with Stoll loader, four-wheel drive, 1233 hours, AC works



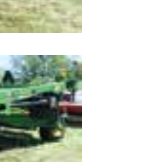
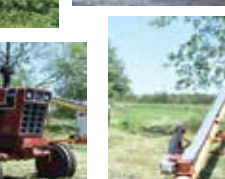
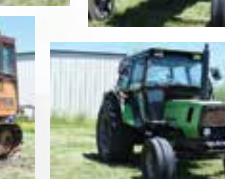
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Questions, please call: Jackie Moore 417.825.0948, Skyler Moore 417.737.2615, Bailey Moore 417.540.4343, Jason Pendleton 417.437.4552

The Importance of Broadband During a Pandemic

Advancements in rural internet for agriculture communities

By Chris Chinn, Director of the Missouri Department of Agriculture



The COVID-19 outbreak has changed the daily lives of all Missourians. There are fewer trips to the grocery store, more conference calls and video chats, longer and more demanding shifts for our healthcare workers and, for some, teachers working through virtual classrooms and parents homeschooling their kids. The pandemic has further emphasized the importance of strong connectivity for our families, business and communities, especially in rural Missouri. The demand on our digital infrastructure is unprecedented right now. We need every last mile connected to high-speed internet – all the way to the farm gate – for our rural students, workforce and entrepreneurs.

Lack of broadband access in rural Missouri is a challenge facing our small towns that impacts agriculture, economic development, healthcare and education. These impacts are only magnified during a global pandemic like COVID-19. The Federal Communications Commission estimates that 1.2 Missourians, 20 percent of the state’s population, do not have access to high-speed internet. We know it can be limiting to not have access to high-speed internet. However, those limits now also include connectivity to our family, our children’s teachers and even our jobs.

We often take these small things, like visiting with our family, friends and neighbors, for granted. Without them, these challenging times can be extremely isolating for those who call rural Missouri home. Connecting every last mile of Missouri to high-speed internet continues to be a passion of mine. Many aspects of agriculture today involve technology, which requires broadband access. Things like livestock veterinary records, mixing feed, precision agriculture technology and farm machinery all require high speed access in order to function at the level required on the farm. During this emergency, our farmers and ranchers are still farming; working hard day in and day out to ensure a safe and nutritious food supply is available for families in Missouri and across the nation.

I am proud of the work that has been done so far this year to help bring broadband access to more of our citizens. The state continues to work towards the goal of achieving 90 percent coverage by 2025, focusing on areas without connectivity first. In April, Governor Mike Parson announced 16 broadband development projects received a total of \$3.05 million through the state’s broadband grant program. Those projects will bring service to more than 4,400 homes, businesses and farms that lack access to high-speed internet. Funding these projects wouldn’t be possible without our partnership with the Department of Economic Development. Their team has also stepped up during the COVID-19 pandemic and created a resource center that includes broadband discounts, waivers and free resources that are currently available to Missourians.

Rural broadband has the potential to make positive changes in our lives in the areas of agriculture, business, education and healthcare. But more importantly, broadband connectivity is becoming a necessity to get Missourians through trying times like the COVID-19 pandemic. Access to high-speed internet allows people to keep businesses open from home, rural hospitals to continue treating patients, and farmers and ranchers to continue putting food on our tables. Broadband access now touches our lives in more ways than many realize. And without it, we may see seemingly unsurmountable challenges in an already challenging time.

At the Missouri Department of Agriculture, we are excited about the advancements Missouri has made in the last three years to connect our homes, farms and businesses to high-speed internet. But there is still much work to be done, and our team is ready to keep going until we’ve brought broadband access to every last mile of Missouri. 🤠



Cow and Bull Sale

Friday, June 12

Bulls sell at 4:30 PM, stock cows to follow



33 - Braford cows, 4 to 5 year old pairs, calves are all black baldies, bred back to black Balancer bulls, FMI Jackie Moore 417-825-0948.

20 black, black baldie cows, 4-6 year-olds, start calving in September, all bred to Buck Ridge Lim-Flex bulls, FMI Nick Flannigan 417-316-0048.

30 black & black baldie 1st calf heifers bred to Final Answer bulls, start calving August 15, FMI Nick Flannigan 417-316-0048.

20 black & black baldie cows, 4 to 6 year olds, cows bred to Investment bulls, will start calving in August, FMI Nick Flannigan 417-316-0048.

30 - 3-year-old black Angus pairs, spring calves born in March and April, Angus bulls turned in on May 6, FMI Bailey Moore 417-540-4343

30 - Charolais/Blacks/Red White face cows, 7-year-olds, bred to start calving August 15th, bred to either Angus or Charolais, FMI Tim Durman 417-438-3541.

41 home-raised black and black-white-face pairs, cows are 4 to 7 years old, calves are babies to 250 pounds, cows have been running back with a Balancer bull, FMI Colby Matthews 417-545-1537.

41 black and red fall calving cows, 4-6 year olds, all bred to Gelbvieh bulls, FMI Nick Flannigan 417-316-0048.

80 - mostly black and a few red cows, 4 to 8 years old, all bred to Sim-Angus bulls, start calving Sept 1, FMI Nick Flannigan 417-316-0048.

24 good quality home raised commercial Angus and SimX fall calving bred heifers. Heifers will be 30 months old at calving, bred to registered Angus low birth weight (70#) bull with 45 day calving window starting 09/15/20. window starting 09/15/20, heifers on a vaccination and mineral program.
FMI Glenn Hamill 918-915-0818.

I-44 and Exit 22 | Carthage, Missouri

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Skyler Moore 417.737.2615

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For a complete listing:

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Industry Session

8.27.20

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We invite you to join us for our American-International Charolais Association “Listening & Learning” Industry Session. Be on the look out for more details to come.



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Summer Grazing Plans

Preparing and planning your goals

By Rebecca Mettler for Cattlemen's News



The Four State Area has had more than its fair share of rain in the first half of 2020. In fact, most of the area has seen record, if not near record accumulated rainfall totals for the year. Cattle producers may be asking themselves what does that mean for summer grazing?

"Abundant spring rain is a good thing for summer grazing, but a cooler than normal spring has slowed growth down somewhat, but we anticipate it to catch up over time," said Tim Schnakenberg, field specialist in agronomy with the University of Missouri Extension. "Moisture stored in the soil may help extend spring growth further into the summer."

As the summer progresses with abundant rainfall, or not, Schnakenberg suggests producers pay close attention to which class of cattle they have grazing the best pastures.

"Cows with small calves on them have the highest nutritional needs due to heavy milking loads and the breed back season," said Schnakenberg. "Cows that have late spring calves may be most vulnerable during summer grazing."

Producers should, therefore, give spring-calving cows precedence over the dry cows or early gestation cows because those two classes of cows can handle grazing the poorer pastures better than the lactating cows.

Stocker calves should also receive special privileges when it comes to grazing pastures during the summer.

"Stocker calves also have a high requirement for excellent summer pasture," Schnakenberg said. "The better the pasture, the lower the need for additional grain to put gain on them."

With lower amounts of grain fed to stockers, a lower cost of gain can be achieved. The calculated cost of grass pasture is figured at roughly \$30 per ton of dry matter where grain supplement can range from \$150 to \$300 per ton.

"Grass should be viewed as a commodity on the farm that is preserved and rationed out to livestock," Schnakenberg said. "Grass provides a superior return on investment compared to supplements and grain."

Plan for Mother Nature

"We should always be prepared for a drastic change that could occur in the weather," Schnakenberg said. "Abundant rain in the spring sometimes ends in dryer than normal weather later in the year," Schnakenberg said. "There could come a time when the fescue growth starts to go downhill, and as that occurs, the producers who have a management intensive grazing operation and warm season grass options will have the upper hand in dealing with this problem."

While establishing warm season grass stands have benefits for improved summer grazing, Schnakenberg says that over the decades most farmers and ranchers have been focused on fescue pastures with clover intermixed. Establishing warm season varieties such as bermudagrass or crabgrass, or native warm season species such as big bluestem or Indiangrass, offer big jumps in summer forage production.

"Research from Kentucky averaged 3.1 tons of forage per acre with fescue and 4.7 tons of forage per acre with native grasses over several years," Schnakenberg said. He also spoke of demonstration plots in southwest Missouri,

currently in the establishment phase, that will provide data and education for Missouri cattle producers in the future.

Stockpile to Extend the Grazing Season

Even though the summer has barely begun, it's not too early to start thinking about stockpiling fescue for late fall and early winter grazing. In mid-August, producers should either graze off or hay the paddock intended for stockpiling. This practice helps reset the pasture to begin fall growth.

Schnakenberg also recommends applying 40 to 60 pounds per acre of nitrogen to kickstart fall growth.

"The goal is to shorten the length of time we are feeding hay," Schnakenberg pointed out. "Pastures should be our number one feeding source."

Producers can expect to start grazing fall fescue stockpiles around Thanksgiving. A strip grazing, or other intensive grazing strategies, work best for enhanced pasture utilization.

Another obstacle producers need to be prepared for in winter 2020 is the possible abundance of lower quality hay to feed. This problematic situation can be attributed to the abundant rainfall that occurred this spring, which disrupted the ability for producers to harvest hay at optimal times.

The more an operation can extend the grazing season, the better off the cow herd will be when the alternative is low quality hay.

Always Keep Looking to the Future

"Livestock producers should have short and long-term plans at all times for improvement of pasture resources," Schnakenberg said.

Short-term plans could include making sure pastures have adequate fertility, weed control, and improving forage utilization.

"Strip grazing goes every well with both summer grazing and stockpiling fescue," Schnakenberg said.

Long-term plans could include more permanent paddock development to aid in management intensive grazing, evaluating stands to ensure that they are producing as intended and seeking more extended grazing options such as the use of warm season grasses on the farm or ranch.

Schnakenberg believes that pasture stands aren't as pure as producers might think because of past weather adversities such as the 2018 drought experienced by many in area. Between summer annual weeds and an abundance of Kentucky bluegrass, fescue pastures might not be fescue pastures any longer.

"Kentucky bluegrass has become a very dominant species in some pastures," Schnakenberg said. "Kentucky bluegrass is an excellent feed source for a short time period, but not in the summer; it won't stick around."

If that's the case, future plans might include a pasture renovation, but whatever the scenario producers find themselves faced with this summer, preparation and planning with short-term and long-term goals can lead to productive pastures and successful grazing strategies. 🤠

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MANAGEMENT MATTERS

Trichomoniasis Signs

Prevention is key to keeping disease out of a herd since no treatment is available.

From Beef Magazine

Cattle producers need to be aware that non-pregnant cows going through the breeding season and those that abort might potentially be infected with the reproductive disease trichomoniasis, according to Oklahoma State University Extension experts.

Trichomoniasis is caused by the protozoan *Tritrichomonas foetus*. Infection in cows and heifers used as cow replacements can lead to abortions, which normally occur in the first four months of pregnancy. The protozoan also can cause infertility in female cattle.

Unlike some bovine diseases, bulls play a major role in trichomoniasis transmission. Older bulls are at greater risk than young bulls.

“Since infected bulls and cows look and act normal, trichomoniasis is not typically considered until cows that should be bred are found open when pregnancy checked or when cows that are with a bull year-round take over a year to calve,” said Dr. Barry Whitworth, Oklahoma State Extension veterinarian and food animal quality and health specialist.

In short, dollars lost to a cow/calf operator can be substantial by the time trichomoniasis is determined to be the cause behind a cattle enterprise’s reproductive challenges. Usually, the organism in females will clear, but it takes about four to five months. A cow’s immunity is short lived, and reinfection is possible in the next breeding season, Whitworth said. Sometimes, the protozoan in a cow can linger and infect bulls.

Since no treatments are available, prevention is the key to keeping the disease out of a herd, he said. Many states have trichomoniasis regulations that focus on bulls.

Whitworth said producers should work closely with veterinarians certified to collect samples for the testing and to ensure that they have good fencing to prevent contact with neighboring bulls.

“Be aware vaccinating cows does not prevent infection, though it



can reduce the incidence of abortions and decrease the length of time cows are infected,” said Dr. Rosslyn Biggs, Oklahoma State Extension veterinarian and director of continuing education for the university’s College of Veterinary Medicine.

Biggs said a defined breeding season and consistent pregnancy testing will put a cattle producer in the best possible position to notice reproductive problems that may exist in a herd. 🐮

The advertisement features a photograph of four men standing in a grassy field under a blue sky with clouds. The men are of varying ages and are dressed in business-casual attire. Below the photo, the text reads "WE KNOW AG BANKING" in large, bold, white letters. Underneath this, there are five dots. The text continues: "FOUNDED IN SOUTHWEST MISSOURI, OUR ROOTS ARE TRULY TIED TO THIS LAND. AS A PREMIER AG BANK, WE ARE UNIQUELY SUITED TO SUPPORT OUR THRIVING AG COMMUNITY AND CONTRIBUTE TO YOUR SUCCESS." At the bottom, there is the Old Missouri Bank logo, which consists of a stylized owl head inside a circle, followed by "OMB" in large letters and "OLD MISSOURI BANK" in a green box. Below the logo, the text lists locations: "SPRINGFIELD, ASH GROVE, WALNUT GROVE, BUFFALO, MT. VERNON AND CARTHAGE". The phone number "417.869.9000" and the website "OLDMISSOURIBANK.COM" are also provided. In the bottom right corner, it says "MEMBER FDIC". In the bottom left corner, there is a small logo for "Estate Planning LEADER".

The Upside of Disruption

By B. Lynn Gordon for Cattlemen's News

As I watched CBS Sunday Morning news recently, one of the reporters did a feature on the word “unprecedented,” and how it has been said, printed, and tweeted more times since early March than we could ever imagine. It goes without saying because of COVID-19, we are in “unprecedented” times.

Kevin Good, Vice-President of Industry Relations and Analysis for CattleFax, summarized the impact of COVID-19, on the beef industry while presenting to thousands of virtual viewers during the Alltech One Conference, May 18-22. Good reported on the tremendous supply and demand disruptions the virus has had on our industry stating “even with ramping up harvest in May and early June, we will be one million head behind in beef harvest numbers; thus, beef production has diminished dramatically by 30-35% compared to a year ago.” CattleFax predicts lower prices received for all classes of cattle moving through 2020 compared to the company’s earlier estimates, and, as a result, liquidation in both beef and dairy cow herds will continue.

The closing of processing plants, impacts on distribution, concern for the health and safety of workers, and the ripple effect to producers has occurred in an “unprecedented” way. What the food chain has experienced in the past 60-90 days has been a disruption of monumental proportion. Something we don’t have anything to compare to during our lifetime.

Lessons from disruptions

However, are there lessons from disruptions we have experienced, which we could apply to this current situation to help



give us a measure on how to act or react? Terry Jones, founder, and former CEO of Travelocity is well-versed on disruption. Jones, who was also chairman of Kayak.com, a company later purchased by Priceline.com, has witnessed the rise and fall of many startup businesses due to disruptions - disruptions caused by the adoption of new technology. Experiencing failure in his most recent startup after five successful business ventures, has reminded

Jones to not dwell on the failures. “It’s how you pick yourself back up and continue to experiment that will result in long-term success.”

He explained, Steve Jobs was successful in his launch of the iPhone, because of his clear vision of the desired goal and unwavering focus on getting there. “Those who never settle, make the difference.” Jones’s career path began as a receptionist in a travel agency business almost 50-years ago. Today, at 70-years-old, he is called a digital disruptor: someone willing to take the chance to adopt new technologies and think outside the box. “Change is inevitable - but growth is up to you,” he says.

COVID-19 is shining a new spotlight on the production of food. For many consumers, the thought of going to the grocery store to find empty shelves in the ground beef section or low stock on meat products was inconceivable. Suddenly, food production and access to food are top-of-mind.

The beef industry has been trying to get consumers’ attention for years, struggling to connect with the consumers about how their food is produced, clarifying misconceptions, and providing data and research as to why and how foods like beef are a nutritional, safe, and healthy choice. Now, due to a disruption we could have never predicted, consumers are placing more value on the food system. As one presenter, I heard on a recent webinar discussing the impact of COVID-19 explain, a new-found trust in science by the consumer towards agriculture, food, and nutrition, may be one of the outcomes of this crisis.

This disruption is opening the door for the beef industry and beef producers to inform, educate, and communicate with consumers. How this new focus and interest in the food supply and food production will play out is yet to be determined, but it has created an opportunity the beef industry might not have experienced without the disruption of COVID-19.

Today’s consumers have added the American farmer to their list of essential workers. And, in my hometown of Sioux Falls, SD, residents lined up outside the large Smithfield pork processing plant, displaying signs to say, “Thank You,” to the workers who have returned to the once shuttered plant.

But as Jones, learned how you evolve from the disruption will determine your future. “Apple didn’t invent the cell phone or the watch – they just made them a whole lot better,” says Jones. Through this crisis, what opportunities have or will evolve for the beef industry? The age-old reference of, “but we have always done it this way” results in shutting down new ideas. How can a growth-mindset develop in a contained environment?

Established organizations or companies often view disruptions as a threat. Do you find yourself asking, – “how can they (the competition) do that?” When you really should be asking yourself, “how can we do that?” Whether it is a ranch, an agricultural organization, or business, “You have to stop saying ‘no’ and realize you have to take risks. Saying ‘yes’ is hard; saying ‘no’ is easy.”

COVID-19 has presented us with an “unprecedented” time. But, let’s learn from past disruptions, and do what we can to take this unbelievable challenge and find within it, unexpected opportunities. 🐮

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

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OCA Webinar

Imports and exports

By Lisa Henderson for Cattlemen's News



America's historic shutdown due to the coronavirus pandemic disrupted cattle markets in every segment and left cattlemen questioning several issues. One such issue is why America imports beef when producers have been told domestic supplies are burdensome.

"To understand beef imports in the U.S. you have to understand the U.S. hamburger market," said Oklahoma State University agricultural economist Derrell Peel.

Because the rationale for importing beef has no simple answer, the Oklahoma Cattlemen's Association (OCA) held a webinar May 7, 2020, to explore the issue more thoroughly. Michael Kelsey, OCA executive vice president, hosted the webinar with Peel and Gregg Doud, economist and the Chief Agricultural Negotiator in the Office of the United States Trade Representative.

Peel began with an overview of U.S. and global beef exports and imports. He noted that the U.S. exports about \$8 billion worth of beef, with Japan our largest customer accounting for about 25%. Exports through the first quarter of 2020 show a year-over-year increase of 11% in volume and 8% in value.

For beef shipped to the U.S., Peel said through the first three months of 2020 imports were running about 4.8% higher, with annual imports projected at about 11% of domestic consumption. But, he emphasized the role imports play in satisfying America's desire for hamburgers.

"Ground beef consumption in the U.S. is about 26 pounds per capita per year," Peel said. "That's about 45% of our total beef consumption."

Peel noted fed steers and heifers produce about 140 pounds of trimmings, which is about 64% lean. To that, processors will add about 190 pounds of lean trim. The domestic source of that lean is primarily cull cows with some from slaughter bulls. Imports are the other source of the lean trimmings that make up the U.S. total, producing about 334 pounds of ground beef per carcass to get an average of 79% lean ground beef.

"Put it all together, ground beef production represents a little bit over 30% of total beef production in the US," Peel said. "Imported beef makes up about 26% of that total ground beef production."

Yet, without imported lean, Peel said America would need to double domestic cow slaughter in order to generate enough lean trimmings to satisfy domestic demand for hamburger.

"So, out of the total beef imports, lean trimmings represent somewhere between 70% and 75% of total beef imports," he said.

But, again, answering the question about why America imports beef requires further examination. There are options to the current system, though Peel says they are not likely preferable.

"If we didn't import any leans we would have several choices," he said. "We could decrease ground beef production by

45% or thereabouts, simply because we don't have enough lean. And so those fatty trimmings from fed steers and heifers would go into rendering and be sold as tallow prices rather than hamburger prices."

A second option would be to grind more whole muscle cuts into hamburger.

"We could take a more chucks and rounds and other products that we use other ways today, because they have more value, we could grind them down as lean for the for the ground beef market," he said. "We could also take 10% to 15% of our steers and heifers, let them run on range until they're two years of age and sell them like cull cows to get some additional 90% lean, which is essentially the kind of beef we're importing from Australia."

America's beef industry could do all of those things if we didn't want to import beef, but, "All of those things would result in lower value for the cattle industry. Imported beef makes fed cattle worth more because it gives us the ability to sell more fat in the form of ground beef."

Ambassador Doud followed Peel with a description of America's beef trade that is not readily apparent on the surface.

"This is a timely topic," Doud said. "Why do we export beef? Well, when was the last time you ate liver?"

Doud said liver does not have much value in the U.S., but it has much greater value in Mexico and countries like Egypt. But his favorite trade topic is beef tongue.

"We can sell tongue in the U.S. for 30 cents a pound," Doud said. "Or you can sell it in Japan for \$7 per pound. That total alone is \$25 per head, plus or minus. Historically, that's the profit margin on fed cattle."

Doud also said there is more to America's beef trade with Canada than meets the eye. The beef trade flow between the two countries, he said, is counterclockwise.

"Half of the imports from Canada, generally speaking, are trimmings that are shipped to Seattle, Portland and San Francisco," he said. "There are large grinding facilities in California that make a million pounds of hamburger a day. That's for McDonalds and the fast food business."

At the same time, Doud said, beef from the Grand Island, Neb., JBS facility is shipped to Canada's eastern cities such as Toronto, because, "Toronto is 1,000 mile closer to Grand Island than it is to Calgary" where Cargill's High River plant is located.

During the webinar's question and answer session, Doud addressed a question regarding Country of Origin Labeling (COOL) as it relates to imports.

"Advocates claim that if you decrease imports that decreases the supply of beef in the U.S., which raises the price of cattle," Doud said. "That's a fair point, except, name me another industry that gets ahead by shrinking their industry. If you shrink your industry, how are you going to compete with (other proteins)? Shrink your industry and you will need fewer packing plants, not more."

Doud also said the "vast majority" of imported beef goes into food service, which did not fall under previous COOL regulations. 🍔

Beef is Strength

Program focuses on education and nutrition messaging

By Mo Fit (MoBKF) Program

Overall program objectives:

- More beef, more often in the school lunchroom
- Education around beef production and nutrition in the classroom

The Mo Beef Mo Kids Mo Fit (MoBKF) program connects schools and their food service professionals to cattle farmers and ranchers to “beef” up school lunches. Our goal is more beef, more often, while implementing food and nutrition education in the classroom. This powerful partnership highlights the important message and journey of food and nutrition, while adding important protein to a student’s diet.

For more information about the program, visit mobeefkids.com.

As part of the program, students enjoy more beef on their lunch tray. For beef inspired meals and tips, visit beefitswhatsfordinner.com.



BBQ Beef & Cheese Quesadillas

INGREDIENTS:

- 1/2 package (2-pound size) fully-cooked sliced beef in barbecue sauce (about 2 cups)
- 8 small flour tortillas (6 to 7-inch diameter)
- 1-1/2 cups shredded Cheddar and Monterey Jack cheeses
- 1/2 cup chopped green bell pepper
- 1/4 cup chopped onion

COOKING:

1. Heat oven to 400°F. Lightly spray 2 large baking sheets with nonstick cooking spray. Place 4 tortillas on each baking sheet. Sprinkle 3 tablespoons cheese evenly over each tortilla.
2. Combine beef, bell pepper and onion in medium bowl. Spoon about 1/4 cup beef mixture onto each tortilla. Fold tortillas in half to close.
3. Lightly spray tops with cooking spray. Bake in 400°F oven 10 minutes or until tortillas are lightly browned.

For more recipes, tips and beef facts, visit beefitswhatsfordinner.com

Get Involved

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

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

www.mobeefkids.com

HOW IT WORKS

Step 1

WANT TO LEARN MORE?

Email info@mobeefkids.com to receive our program toolkit. You can also request a team member to present at a meeting or provide additional details. Visit mobeefkids.com to learn more.

Step 2

GETTING STARTED

Schools that decide to move forward with the Mo Beef Mo Kids program should complete the school participation form available on mobeefkids.com.

Step 4

PROCESSING

The lead school contact or food service contractor should communicate with a local processor on beef processing and packaging dates. **NOTE:** Beef processing may take weeks to months based on the processor’s availability and schedule.

Step 3

SOURCING CATTLE

Participating schools can contact local cattlemen groups, Extension, county Farm Bureau and other community organizations. If schools face challenges with recruitment, contact the Mo Beef team regional contact or email info@mobeefkids.com.

Step 5

KICKOFF CELEBRATION

Most schools choose to celebrate their participation in the Mo Beef Mo Kids program with a community-involved kickoff or launch event. This is an exciting opportunity for all partners.

Step 6

EDUCATION PROGRAM

As part of the program, the Mo Beef TEAM implements a fifth-grade Pasture to Plate curriculum series in the classroom highlighting beef production, nutrition and more. Curriculum meets state standards. Communication on the education piece occurs once a school commits.

TEAMWORK

Program implementation requires the following roles, which can be defined however in a school or community. Each school should designate one main contact to communicate with our team.

MO BEEF STAFF

The main duties of the Mo Beef Team include: speaking at informational meeting, attending kickoff, assisting with media and implementing education program.

CHAMPION

A contact in the community who has a network of producers and can help support donation outreach.

LAUNCH COORDINATOR

Plans and facilitates school’s kickoff celebration or launch event.

LEAD COMMUNICATOR

Works with the regional team member to communicate and track touch-points with the processor, farm families and school.

Utilizing Technology

Lessons learned to navigate the pandemic

By Macey René for Cattlemen's News

Have you ever been to the local grocery store and seen ground beef priced at close to \$9 per pound? If you have been shopping in the last few weeks, you probably answered yes. With much uncertainty and the many broken links in the meat supply chain, among other crucial markets, the beef industry and its consumers are encountering some unforeseen circumstances. To navigate this new terrain, Corbitt Wall of DV Auction, Eric Hull of Harter House Eastgate in Springfield, and Lucas and Jennifer Thogmartin of Thogmartin Cattle Company offer some lessons learned.

“The COVID-19 pandemic reared its ugly head in early 2020,” Wall said. “When early precautions started being announced most farmers and ranchers didn’t expect their lives to change as agriculture was immediately deemed essential and producers simply went about their daily routines. Little did they know that soon their marketing rug would be pulled out from under them.”

He went on to explain how restricted travel led to reduced usage of ethanol and biofuels. Many cattle feeders depend on the byproducts of these alternative fuels to feed their animals, however, that was unfortunately not the end of the pandemic related strife for Americans in livestock.

“The Coronavirus turned out to be much worse for livestock producers,” Wall said. “The outbreaks in major slaughter facilities crippled their ability to maintain harvest levels which resulted in a backlog of market-ready cattle. The initial fear and uncertainty actually hurt the feeder cattle and calf markets worse than any other facets.”

Wall compared this market reaction to that of the Tyson Fresh Meats plant fire in Kansas during the summer of 2019. Quick decisions made about buying cattle will likely have long-term effects on those trying to market them in that time. While prices eventually, and almost completely recovered, the effects were still seen by consumers at the meat counter. Hull, as manager of a meat department, saw it every day, even in his purchases for the store. Not only was it harder to find, it proved more expensive. However, their work to secure those meat sources paid off for their customers.

“On average, this time of the year and not counting Coronavirus, we would probably sell 85 to 90,000 dollars of product per week in just the meat department,” Hull recounted. “But through most of this year, until just the last couple of weeks, we were probably averaging closer to 150,000 dollars. We had a couple of weeks and then just in our department, 160 to 170,000 dollars.”

Hull says he buys only the best and is extra picky on behalf of his customers, and he encountered a steep challenge trying to secure this excessive amount of product. Although many producers struggled to meet this demand, Hull said it is not their fault, the industry was never built to sustain this.

“From the farmer, all the way down to the processing plants and the delivery from them to warehouses to the time that it leaves the farm till the time it touches consumer’s plates,” Hull said. “The system is not set up to do that much business for that long of a period of time and keep the ball rolling. It’s just impossible. It’s like a snow scare. Everybody goes out and buys everything that they possibly can, but this is a snow scare that that lasted seven weeks.”

He commends livestock producers for the work they have done during this time to continue to feed the world and provide this highly demanded product. For those who are selling direct to consumer or are exploring the opportunity, Hull has some advice, particularly when sold after processing or by the package.

“People buy with their eyes - plain and simple,” Hull said. “The biggest problem for local producers is that processing plants or whoever they use to process know nothing about presentation. It is not their job. I told this to local farmers and producers that have wanted to sell their stuff for the last 20 years and it never sold because it looked like crap, and it worked. Everybody perceives with their eyes and think if it looks bad, it’s going to taste bad.”

With many beef producers now taking this opportunity, it is important to know how to connect with individuals interested in purchasing locally grown meat directly off the farm. For these producers, the Thogmartins have some tips.

“The best advice we can give to others who are selling meat is to plan ahead,” the couple said. “As a producer, you have the opportunity to put on display the quality product that you are producing. Quality doesn’t happen overnight, and it is not a quick process. Take steps and precautions to ensure the cattle you are sending to process are ready for harvest and will leave a good impression with your customers. After all, the last thing we as producers want is to lose a beef consumer. So, take the time to provide them with a quality, satisfying product.”

When buying beef, they recommend asking these questions, and when selling it, they recommend you have the answers.

- How old is the calf, and at what age should they be to be in their prime at processing?
- What will the calves weigh at slaughter, and how long will it take them to get there?
- How long has the calf been on feed, and what kind?
- Who pays the processing, the buyer or seller?
- How much meat will I take home versus the weight of the whole carcass?

According to the Thogmartins, having these answers and helping consumers through the process is a big step toward being successful in off-the-farm beef sales. Planning is key, so start now and stay focused on quality to leave a lasting impression on your customers and give them a positive outlook on the beef industry.

Wall echoed these sentiments saying most consumers would actually prefer buying from a friend or neighbor than the grocery store, even if that might mean a few extra expenses. He said the ideal situation would include lots of availability of small processing facilities and loosened regulations of specialty plants to strengthen that link in the supply chain. In this circumstance, he predicts it would send a message to large scale meat packers that consumers truly care about where their food comes from and supporting local businesses. Either way, he said the focus is still on strengthening cattle producers’ relationships with consumers.

“Efforts should continue to educate consumers on where their food comes from and it should be easier for concerned consumers to have access to locally grown and processed meats,” Wall said. “Consumers indeed care about where their food comes from and are willing to pay for it.” 🍖

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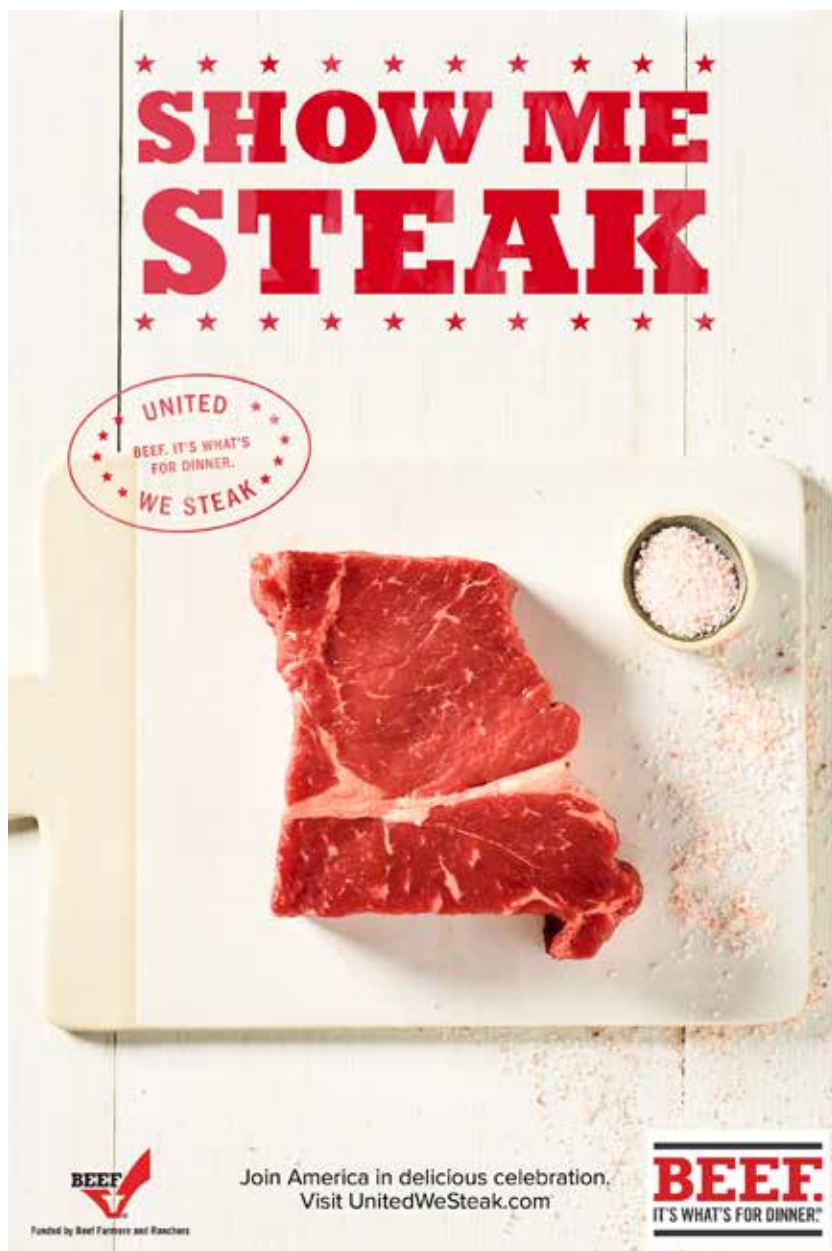
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MARKET WATCH

Market Recap: Feeder Cattle Auction

June 01, 2020 | Receipts 10,295

Special Note: Special Prime Time Video Sale, Thursday, June 4, 2020.
CLOSE

No sale last week due to the Memorial Day Holiday, compared to two weeks ago, steers under 500 lbs and heifers under 550 lbs steady to 5.00 higher, steer over 500 lbs steady to 2.00 higher, heifers over 550 lbs steady to 3.00 higher. Demand moderate to good, supply heavy.

Feeder Steers: Medium and Large 1 250-300 lbs 201.00-207.50; 300-400 lbs 173.00-200.00; 400-500 lbs 159.00-185.00; 500-600 lbs 150.00-165.00; 600-700 lbs 138.00-156.00; 700-800 lbs 124.00-145.00; 800-900 lbs 122.00-127.50; lot 966 lbs 111.00. **Medium and Large 1-2** pkg 290 lbs 175.00; 300-400 lbs 160.00-171.00; 400-500 lbs 150.00-169.00; 500-600 lbs 128.00-161.00; 600-700 lbs 131.00-150.00; 700-800 lbs 118.50-137.00; 800-900 lbs 113.00-128.35; 900-1000 lbs 108.00-121.50; 46 head 1010 lbs 105.00.

Feeder Heifers: Medium and Large 1 pkg 273 lbs 155.00; 300-400 lbs 150.00-166.00; 400-500 lbs 141.00-162.00; 500-600 lbs 130.00-147.00; 600-700 lbs 124.00-142.00; 700-800 lbs 117.00-132.00; 113 head 854 lbs 117.00; pkg 930 lbs 109.00; lot 1022 lbs 91.00. **Medium and Large 1-2** pkg 273 lbs 140.00; 300-400 lbs 139.00-148.00; 400-500 lbs 126.00-152.00; 500-600 lbs 119.00-139.00; 600-700 lbs 116.00-135.00; 700-800 lbs 109.00-121.00; 800-900 lbs 102.00-110.00.

Feeder Bulls: Medium and Large 1 pkg 299 lbs 197.50; 300-400 lbs 157.00-177.50; 400-500 lbs 158.00-165.00; 500-600 lbs 133.00-148.00. **Medium and Large 1-2** 100-200 lbs 165.00-200.00; 350-400 lbs 162.00-175.00; 400-500 lbs 135.00-157.00; 500-600 lbs 127.00-145.00; 600-700 lbs 120.00-128.00; 700-750 lbs 114.00.

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

TUNE IN TO THE JRS MARKET REPORT

KKOW 860 AM
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12:40 p.m.

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Monday & Wednesday
11:30 a.m. & 12:30 p.m.

KGGF 690 AM
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KHOZ 900 AM
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