

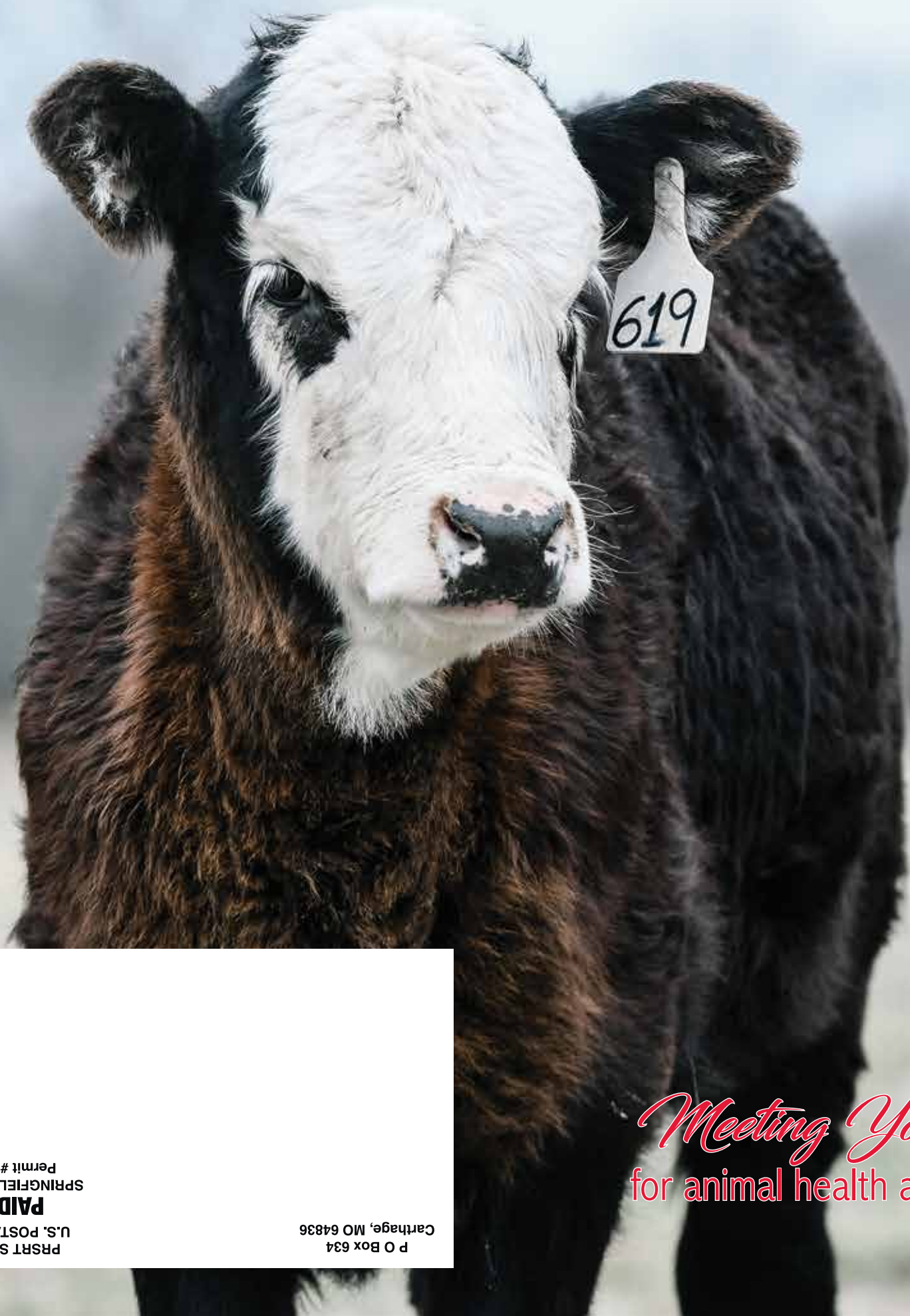
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News

MARCH 2020



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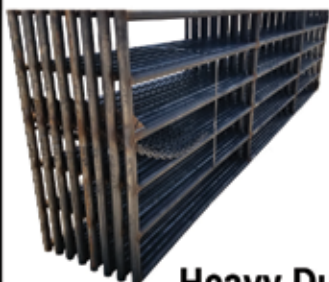
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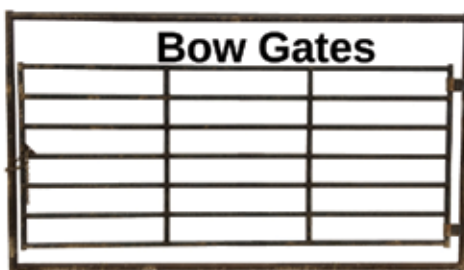
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ON THE BLOCK

with Jackie Moore

Disappointing...that is what I would call the cattle market at this point. Right here when it is supposed to be getting better and these fat cattle trades are supposed to be on the highs of the year. The coronavirus comes along and tanks the Dow Jones, tanks the cattle market and tanks everything to do with Agriculture and just about all the commodity markets around the world the last few weeks.

Just when we thought we were going to get into the time of year when we could make some money, here comes along something that we never expected to happen. It leaves me in a little bit of limbo not knowing where this thing is going with the market. Right here when I thought we were about to make some progress and the optimism was going good, the lighter cattle are sure trading well, the feeder cattle trading well, and the fat cattle market was supposed to be getting better. Well, none of that has happened over the last few days.

As we enter into March, it's going to be a guessing game as to what's going to go on because it's hard to know what's going to happen with outside factors within this market. As far as fundamentals of the market, it's fine, but we have the coronavirus which we have been dealing with for quite a while now and it is becoming more widespread



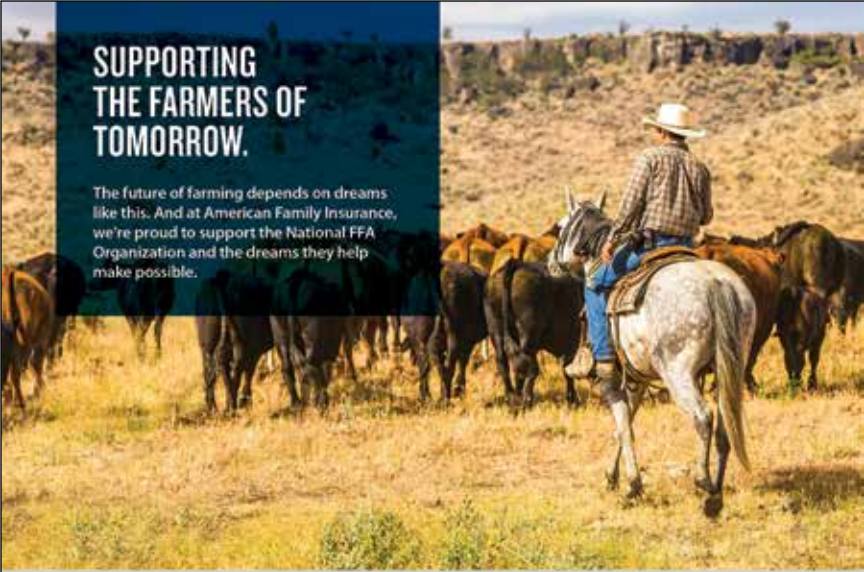
all over the world. We are just going to have to wait and see how all of it plays out.

One thing we can be excited about is spring is just around the corner with green grass & blue skies! This last month or so it has been muddy, wet and nasty. A lot of cattle are in thin condition and have a lot of value from that standpoint. We have seen a lot of those lighter cattle, even with the market tough, still selling very, very well. The feeder cattle end of it is pretty tough. Historically, it's not known for getting better in March. When you look out there at those summer futures at \$1.07, \$1.08, \$1.09 range on those fat cattle, it's hard to buy one cheap enough to sell him for that price so we're in a little trouble on these feeder cattle.

I sure wish I had some good news for you and some logical explanations as to what's going on within the industry, but it's a little hard to figure it all out at this point. All we can do is wait and see how long it will last. Like I said, spring is on the horizon and that is a very optimistic thing for me!

Good luck, and God Bless!

Jackie



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*Cover photo by Cattlemen's News staff.

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JOPLIN REGIONAL STOCKYARDS CATTLEMEN'S News

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Cattlemen's News, published by Joplin Regional Stockyards, was established in 1998. With 12,000 customers and 450,000 plus cattle sold per year, this publication is an excellent advertising avenue for reaching customers from across the region. The publication puts today's producers in touch with the tools and information needed to be more efficient and profitable for tomorrow. Circulation 12,000.

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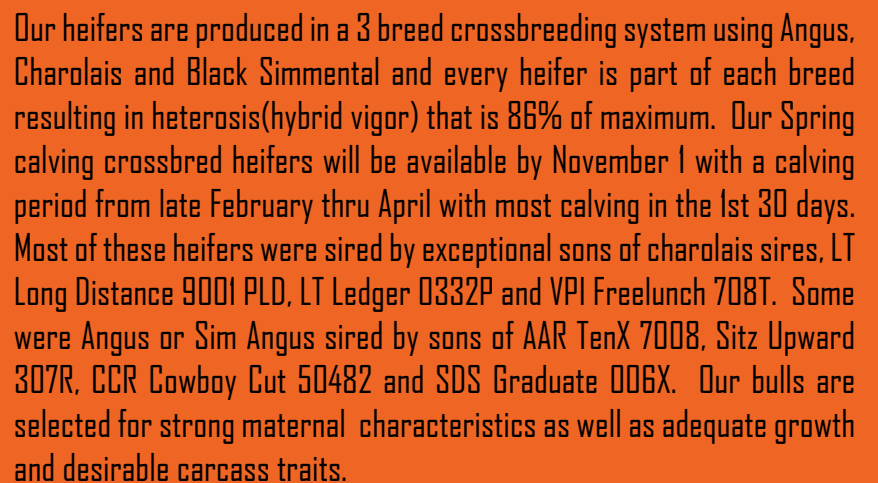
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Unseen Costs, Clear Opportunities

Diagnosing and overcoming BRD

By Justin Sexten for Cattleman's News



We all experience unexpected expenses from time to time. Even the best financial analytic teams suggest their past performance is no indication of the future. What we often forget when budgeting is every prediction has a confidence variation surrounding it. A good example is weather predictions. Each channel tries three times per day to predict the same thing, but I suspect each of you have a different confidence in the

prediction depending on the television channel.

A recent paper in the Journal of Animal Science by Claudia Blakebrough-Hall, and her Australian co-workers, highlights some novel methods to confidently diagnose bovine respiratory disease (BRD).

The initial method for (BRD) diagnosis used in the experiment was not all that different

from what you consider normal - depression, nasal discharge, or even coughing.

There were two additional components to the visual diagnosis used in the experiment. First, a visually healthy pen mate was also pulled with each visual BRD diagnosis animal.

Second, the initial visual BRD diagnosis was confirmed by evaluating lung damage at harvest.

Using this treatment and diagnosis “protocol” calves were sorted into five groups: healthy; visually healthy pen mate treated due to high temperature or lung sounds with no severe lung damage; visually diagnosed and treated, but no lung damage; visually healthy and untreated, but damaged lungs; and confirmed BRD due to visual symptoms accompanied by treatment and damaged lungs.

Not surprising, the calves with visual symptoms and severe lung damage were least profitable, slowest growing, and yielded the lowest quality carcasses. As expected, the greater the number of BRD treatments the poorer the cattle performed.

There were 145 calves (18%) treated at least once for BRD due to visual diagnosis, therefore 145 visually healthy pen mates were pulled for comparison. Of these randomly selected healthy appearing pen mates, 63 head, or 7.2% of all calves in the experiment, exhibited elevated temperature or lung sounds consistent with BRD when evaluated at the chute.

This diagnosis and treatment process occurred before the calves exhibited any visual symptoms resulting in comparable growth and carcass performance to the 67.5% of cattle that remained healthy. This suggests two possible outcomes: these randomly selected calves were actually sick and responded to early treatment, or they were healthy and have a higher than normal temperature and/or noisy lungs.

The idea that over 40% of healthy appearing, randomly selected pen mates were in early stages of BRD, demonstrates an opportunity for technology using process control, animal monitoring or even health history to assist with quantifying each animal’s normal behavior patterns and potentially limiting unnecessary treatments.

The calves visually diagnosed and treated during the feeding period, who didn’t exhibit lung damage at harvest (10%), were considered a treatment success. Despite having clear lungs, these calves were unable to perform as well as healthy

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calves but did exceed the 6.7% of clinically ill calves who exhibiting lung damage in addition to visual symptoms.

All cattle were sourced via auction markets, so no previous health history accompanied calves at arrival. Without history, the researchers could not determine the cause of lung damage at harvest, could be from sub-clinical BRD, a previous BRD infection or a combination. A 951 pound placement weight suggests the opportunity for previous respiratory disease certainly existed.

With this in mind, there were 8.4% of the cattle who were never pulled due to visual symptoms yet showed severe lung damage at harvest. These calves were described as sub-clinical, due to lack of visual symptoms. Performance and carcass merit of the sub-clinical group was less than healthy but better than the clinically ill.

When the research team evaluated the financials there was a wide range in net returns per head due to health, -\$16 for clinically ill to \$127 for the healthy calves. For many of you this is not an unexpected difference. The unexpected expense the authors highlighted was the \$45 per head opportunity cost of diagnosing the sub-clinical group.

When considering technology cost and use we often consider the obvious saving or revenue opportunities. This data is an example where the unexpected opportunity lies in the middle, preventing unnecessary treatment or finding calves we didn't know were ill.

Process control and advanced diagnosis technology aside, imagine a simple solution where we spend part of the \$45 to prevent subclinical disease with management and vaccines and then digitally communicate health history beyond the gate. 🐮

Justin Sexten is the V.P. of Strategy - Performance Livestock Analytics

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is here to put you in touch with the tools and information needed to be more efficient and profitable in the agriculture industry.



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The importance of minerals in cattle diets

Getting what you pay for in animal nutrition

By Chris Hagedorn, ADM Animal Nutrition Beef Business Manager

Building a Foundation

Forage is the foundation for grazing beef cattle diets. Unfortunately, the perfect forage simply doesn't exist even given ideal growing conditions. Depending on season and species, forage may provide sufficient energy and protein to meet brood cattle nutrient needs, yet that's not enough for even the healthiest of animals to attain the

best performance genetically possible. What's lacking? Minerals - it's the plain and simple facts.

Minerals?

Yes, minerals, and that's more than just salt. Overall, body mineral status influences growth, reproduction, milk production and health. That's a proven fact. These amazing elements are

crucial for a myriad of body processes (see Amazing Mineral Functions). The importance of mineral nutrition cannot be overstated...without adequate mineral nutrition, production and health are compromised. The degree to which production and health are impacted will be dictated by forage mineral content/bioavailability and mineral needs based on production stage. Stress, whether it is from calving, weaning, shipping, immunological challenges or environment, places a greater demand on the body for minerals, particularly trace minerals. More often than not, mineral deficiencies go undetected because they typically are manifested in sub-clinical forms in terms of lower forage intake, slower gains, poorer feed efficiency, lower reproductive efficiency and lower immunity. One must also consider the fact that minerals interact with each other, often not in a friendly manner. Too much of a good thing (specific mineral), just might actually create a deficiency by tying-up another mineral, making it unavailable. Consequently, it's not only the amounts, but the ratios of various minerals that must be taken into account when formulating mineral supplements.

The rumen environment also impacts mineral availability. While there are rumen microbial mineral needs, these needs are small in comparison to the amounts needed by the body. One exception is the need for cobalt by rumen microbes for synthesis of vitamin B12 (more about that later). Rumen-soluble minerals interact with other components during rumen fermentation, resulting in forms of minerals that are less available for absorption from the small intestine into the blood stream for distribution throughout the body. How well a chosen mineral supplement can fill the gap between what the forage supplies and what the animal needs will be the deciding factor impacting production and health.

Won't just any mineral source work? Not really. Mineral sources vary greatly in terms of bioavailability and concentration. Sulfate, oxide and carbonate-based trace mineral sources have been the industry standard for years. Oxide forms tend to be the least bioavailable with the degree of availability varying by mineral source. Magnesium oxide can be fairly available, but availability varies tremendously, and, to add insult to injury, magnesium oxide is not palatable to cattle, creating the need to "mask" its taste. Organic (chelates, complexes, proteinates and polysaccharides) minerals offer higher bioavailability; however, the cost is substantially more. Due to cost, the use of organic minerals, namely trace minerals zinc, copper, manganese and



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cobalt, are limited to periods where the animal is subjected to more stress, such as calving or weaning, and often a combination of inorganic and organic trace minerals are used in the mineral supplement.

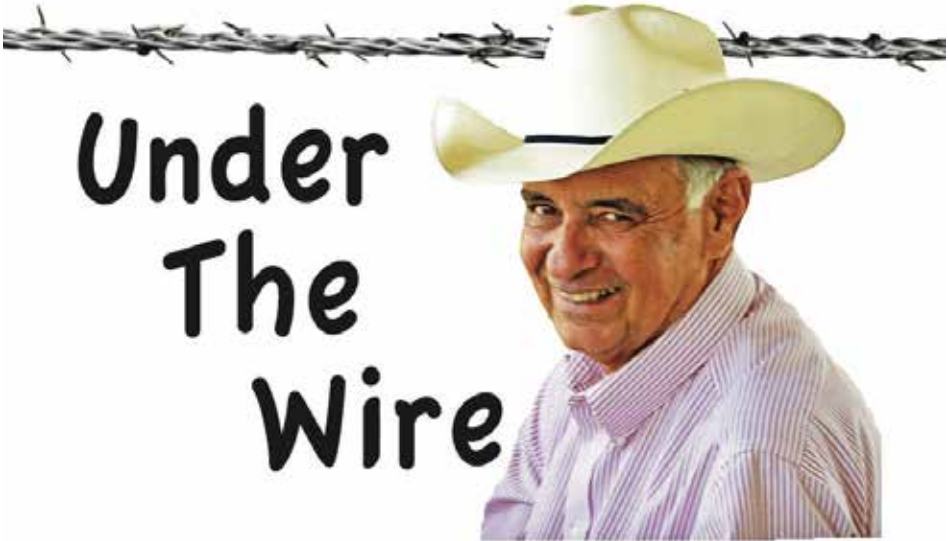
The Pay Back

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

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

- Mineral sources used in the product
- Research, formulation and manufacturing expertise backing the product
- Consistency of product
- Palatability
- Consumption rate and reliability of consumption
- Weatherization
- Results

You really do get what you pay for. Can you afford to give your herd less than what they need? Mineral know-how is not new to ADM, with roots in mineral manufacturing (MoorMan's®) dating back to the late 1800s. AMPT Mineral formulation and manufacturing is based on the expertise that can only be attained from a hundred plus year history of making minerals that cattlemen have relied on for decades. 🤠



STILL WAITING

By Gary Hodgson for Cattlemen's News

I have often said that everything I know about people I learned from a cow. Today, however, I am writing about something I doubt even a cow could understand or comprehend.

We all have heard about "Test Tube Meat," the brain child of some who wanted a part of the "huge" profits all of us have been making calving cows and running feedlots the past hundred years or so. They, however, did not like the idea of borrowing a few million dollars to buy land, machinery and cattle just to get started and then have the privilege of working 18 hours a day, forever, to collect those "big" profits. Instead, they bought a few test tubes, a petri dish or two and decided to make "T-bones from trash." They are trying to sell the idea that whatever grows in their lab dishes is healthier than actual, carefully grown, harvested, closely inspected beef and other natural meats.

I get their marketing plan, discredit our product to distract from the questionable origin of their "fake meat."

Some folks will be OK with the idea of going meatless because it just sounds better for them. "Red meat is bad for you and your kids" they will tell you. Here is where I get plumb confused concerning the human mind.

A television advertisement running lately has been appealing to dog owners to not feed harmful grain product-based pet food to their animals, exclaiming "nature intended them to eat meat." Their dog food, we are told is chuck full of beef, pork, chicken and fish as they display beautiful cuts for pet lovers to admire.

I guess it is OK for them to feed their kids "test tube T-bones," but when it comes to the family dog, hey, they were designed to chew on real, pure and healthy meat, safely and humanly harvested under the watchful eyes of the various meat industries.

Have I missed something here? Feed the dogs better than the kids? Still waiting for cow behavior to explain that one to me. 🤠

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.

Amazing Mineral Functions

Minerals, they're not just for skeletal and bone formation. Here's a list of vital functions that involve minerals.

Metabolic functions	Formation of B vitamins	Skeletal structure	Oxidative damage to tissues
Amino acid formation	Tissue integrity (hoof and skin)	Blood clotting	Oxygen and carbon dioxide transport in blood
Nerve impulse and transmission	Milk secretion	Membrane permeability	Enzymatic activation, function and component
Muscle building and contraction	Osmotic pressure regulation	Glucose breakdown	Rumen microbial growth and metabolism
Energy metabolism	Acid-base balance	Respiratory gas exchange	Genetic code transmission
Hormone function	Heart regulationProtection against		

Yuck! Who Cares About Lice?

Management practices for treatment

By Marc Campbell for Cattlemen's News

Well, right now it seems to be lice season, but in the cattle business, there is always some season of misery such as: calving, calf scours, fly problems and pneumonia!

Sometimes lice can be an afterthought because they will not actually kill your cattle, but they sure can hurt your pocketbook. Lice are a \$60 million dollar-per-year problem in the United States in production losses alone. Not to mention the damage caused to facilities due to itching and scratching. Cows with lice will not produce as much milk and may not breed back as well because a loss in body condition score. Calves with a louse infestation will decrease gains up to a 0.25% a day. With that said, it leads us to a few questions that most cattle producers have such as, "Where do they come from?" and "What can I do about them in a herd of cattle?"

Lice are small (< 5mm), wingless insects that can be divided into three groups: biting, chewing or sucking. This is very important because the injectable dewormers are labeled for only sucking lice and the pour-on dewormers, most topical insecticides are labeled for both. Cattle lice spend their entire lifespan on cattle but can't survive a few days off of their host. All lice are "species specific," this means that cattle can only get cattle lice, and humans can only get human lice, and so on.

Lice survive the hot summer months in protected areas such as ears and between the legs of cattle. As temperatures decline, their populations begin to increase peaking in February or March. This is why lice are usually worse in the North as horn



flies seem to be worse in the South. They have more time to complete more life cycles. Lice take about three to six weeks to complete their life cycle and have a very high reproductive potential, as one female louse can become one million in a little over three months. An interesting fact is that female chewing lice can reproduce by parthenogenesis, which means that they don't need a male to reproduce...sorry guys! Lice is spread almost exclusively by animal-to-animal contact when

an infested "carrier" animal comes into contact with a "clean" individual. This can certainly be exhibited in school children during the winter when kids share stocking hats, etc. This is why it is so important to treat your cattle as an "all in" and "all out" situation. Just missing one animal, such as a crazy cow or bull that will not come in (JRS always has a packer buyer at the sale), mixing with neighbors cattle, or not treating and quarantining new, incoming cattle.

Treating lice can be very frustrating because it is easier and more satisfying to prevent infestations from getting out of hand instead of treating them once they happen. Remember, an ounce of prevention is worth a pound of cure. Producers usually treat for lice at preg check time in the fall, but sometimes this can be too early. The lice may be dormant, or not active yet, so a second treatment in the winter may also be needed, especially if you are getting them up for scour vaccinations, etc. Usually, failures in treatment are blamed on resistance, but as of today there has not been any documentation of resistant lice in the U.S.

Many different lice treatments are available, but it seems that they always involve one or both of the two groups of chemicals: pyrethroids (pour on insecticides) or macrocyclic lactones (pour-on or injectable dewormers). The dewormers are a one-time treatment because they are systemic or absorbed into the blood stream. They are persistent enough to kill the adults and the eggs after they hatch out three weeks later. The pour-on permethrins usually require two treatments because they are not persistent enough to kill the adults and eggs which usually require a second treatment two weeks later.

There is a third option called Clean-Up II that is a mixture of a permethrin plus and insect growth regulator (IGR). It kills the adults and sterilizes the eggs with one treatment. It is a suspension just like penicillin, so it needs to be shaken up to mix it. The IGR works just like the IGR that you have in your mineral to help with horn flies. The permethrin kills the adults and the IGR kills the babies. It seems that the best combination is to use two products with alternate actions like an injectable dewormer and Clean-Up II to be sure to kill all of the lice.

Just remember that lice can be a huge problem in cattle. Lice causes discomfort and ultimately affects your bottom line by decreasing milk production and body condition in cows, resulting in lower vitality in bulls and loss of gain in cows. Take it from an expert, it is easier to keep your hair than to lose it and try to grow it back. I am still having trouble growing mine back!!

Marc Campbell, DVM - Veterinary Technical Services for Bayer Animal Health

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1. J. J. Williams, A. F. Thompson, R. DeRosa, J. Gass, B. D. Cooper, and C. L. Swanson (2011). "A comparison of parasitic infestations, efficacy of topical treatments of dewormers, nematodes, gastroenteritis and associated egg and larval mortality and weight gain in calves." *Am J Vet Res* 72(1):277-288.
2. Cydectin Inc. Data. (Bayer, Kansas, MO, USA)

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FSA Encourages Producers to Enroll Soon in Agriculture Risk Loss and Price Loss Coverage Programs

Producers, beat the rush - call today to make an appointment

Source: United States Department of Agriculture

WASHINGTON, D.C., Jan. 15, 2020 - USDA's Farm Service Agency (FSA) encourages agricultural producers to enroll now in the Agriculture Risk Loss (ARC) and Price Loss Coverage (PLC) programs. March 15, 2020 is the enrollment deadline for the 2019 crop year.

Although more than 200,000 producers have enrolled to date, FSA anticipates 1.5 million producers will enroll for ARC and

PLC. By enrolling soon, producers can beat the rush as the deadline nears.

FSA offices have multiple programs competing for the time and attention of our staff. Because of the importance and complexities of the ARC and PLC programs; and to ensure we meet your program delivery expectations, please do not wait to start the enrollment process," said FSA Administrator Richard

Fordyce. "I cannot emphasize enough the need to begin the program election and enrollment process now. Please call your FSA county office and make an appointment soon to ensure your elections are made and contracts signed well ahead of the most important deadlines."

ARC and PLC provide financial protections to farmers from substantial drops in crop prices or revenues and are vital economic safety nets for most American farms.

The programs cover the following commodities: barley, canola, large and small chickpeas, corn, crambe, flaxseed, grain sorghum, lentils, mustard seed, oats, peanuts, dry peas, rapeseed, long grain rice, medium and short grain rice, safflower seed, seed cotton, sesame, soybeans, sunflower seed and wheat.

Until March 15, producers who have not yet enrolled in ARC or PLC for 2019 can enroll for both 2019 and 2020 during the same visit to an FSA county office unless yield updates are requested. Additionally, farm owners have a one-time opportunity to update PLC payment yields that take effect beginning with crop year 2020. If the owner accompanies the producer to the office, the yield update and enrollments may be completed during the same office visit.

More Information

For more information on ARC and PLC, download our program fact sheet or our 2014-2018 farm bills comparison fact sheet. Online ARC and PLC election decision tools are available at www.fsa.usda.gov/arc-plc. To enroll, contact your FSA county office for an appointment. 🐮

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- **PROTECT** our freedoms and way of life by supporting agriculture, land use, hunting and fishing, animal ownership, and animal welfare.
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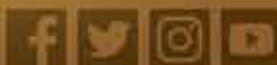
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Merck Animal Health Launches Nasalgen® 3

Three-way vaccine offers longest duration of immunity against IBR



For Immediate Release from Merck Animal Health

MADISON, N.J., February 6, 2020 – Merck Animal Health (known as MSD Animal Health outside the United States and Canada) has introduced Nasalgen® 3, a three-way intranasal vaccine that protects beef and dairy cattle from the most common pneumonia-causing viral pathogens. Administering intranasal vaccines to neonatal calves is considered one of the most effective strategies to put protective immunity in place quickly and establish a strong foundation for future respiratory protection.

Nasalgen 3 has the longest six-and-a-half-month duration of immunity (DOI) against infectious bovine rhinotracheitis (IBR), an 11-week DOI against bovine respiratory syncytial virus (BRSV) and a three-month DOI against parainfluenza 3 (PI3).

“Nasalgen 3 mimics natural exposure to the most common pneumonia viruses,” says Scott Nordstrom, D.V.M., associate director of ruminant life cycle management, Merck Animal Health. “The intranasal administration of Nasalgen 3 stimulates a strong, early immune response because the vaccine antigens are delivered to mucosal surfaces in the nose – an area loaded with immunologically active tissues.”

Nasalgen intranasal vaccines avoid interference from maternal antibodies in colostrum that can block injectable vaccines and are less stressful on calves compared to similar injectable vaccinations. Nasalgen 3 also is designed with an IBR that is not temperature-sensitive, so the vaccine will replicate and protect in a moderate to high temperature environment.¹

“If producers are working cattle in warm temperatures, Nasalgen 3 will still replicate,” says Dr. Nordstrom. “The IBR antigen elicits a rapid interferon response as well, which provides non-specific protection against many viruses. Cattle are protected early on and then develop both a serum and mucosal antibody response within two weeks of vaccination.”²

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Not only is the single 2-mL dose easy to administer, the unique blue shadow dye clearly indicates which animals have been vaccinated. With needle free intranasal administration, carcass quality is not compromised and the product meets best management practices outlined in the industry’s Beef Quality Assurance program guidelines.

Nasalgen 3 is proven safe for use in pregnant cows and in calves nursing pregnant cows, as well as young calves. The vaccine is

available in 2-mL, 20-mL and 100-mL packages. Consult your veterinarian for specific usage guidance.

Nasalgen 3 is an extension of the trusted Nasalgen portfolio and is supported by the expansive technical services and customer service network at Merck Animal Health. To learn more about the newest option in intranasal respiratory vaccines, visit www.Nasalgen.com.

About Merck Animal Health

For more than a century, Merck, a leading global biopharmaceutical company, has been inventing for life, bringing forward medicines and vaccines for many of the world’s most challenging diseases. Merck Animal Health, a division of Merck & Co., Inc., Kenilworth, N.J., USA, is the global animal health business unit of Merck. Through its commitment to the Science of Healthier Animals®, Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services as well as an extensive suite of digitally connected identification, traceability and monitoring products. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit www.merck-animal-health.com or connect with us on LinkedIn, Facebook, and Twitter at @MerckAH.

1. Grissett GP, et al. Effect of Ambient Temperature on Viral Replication and Serum Antibody Titers Following Administration of a Commercial Intranasal Modified-Live Infectious Bovine Rhinotracheitis-Parainfluenza-3 Virus Vaccine to Beef Cattle Housed in High- and Moderate-Ambient Temperature Environments. *Am J Vet Res.* 2014; 75(12):1076-1082.

2. Todd JD, Volenec FJ, Paton IM. Interferon in nasal secretions and sera of calves after intranasal administration of avirulent infectious bovine rhinotracheitis virus: association of interferon in nasal secretions with early resistance to challenge with virulent virus. *Infection and Immunity* 1972; 5: 699-706. 🐮



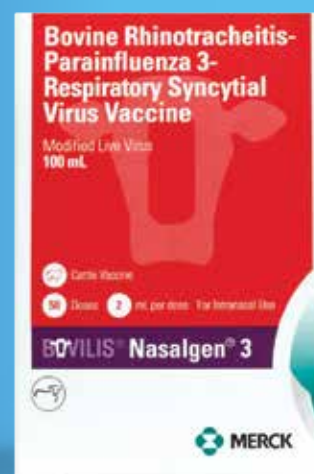
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WORKSHOP SCHEDULE

8:15 - Registration Opens

8:45 - Welcome David Cope,
University of Missouri

9:00 - Tall Fescue Toxicosis:
Symptoms and Causes Dr. Craig
Roberts, University of Missouri

9:20 - Toxicosis Management Dr.
Craig Roberts and Gene
Schmitz, University of Missouri

10:20 - Break and Microscope
Demonstration, Dr. Carolyn
Young, Noble Research Institute

10:45 - Video: Producer
Economics by Darrel Franson

11:05 - Establishment and First
Year Management Dr. John
Andrae, Clemson University

11:50 - Seed Quality and Testing
Dr. Nick Hill, Agrinostics

12:15 - Lunch and Microscope
Demonstration, Dr. Carolyn
Young, Noble Research Institute

12:50 - Novel Endophyte Products

1:20 - Drill Calibration Matt
Massie, University of Missouri

1:50 - Plot Tours Matt Masse,
University of Missouri

2:50 - Economics Dr. Matt Poore,
North Carolina State

3:20 - Cost Share and Incentive
Programs Mark Green,
USDANRCS

3:40 - Producer Panel

4:15 - Adjourn

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MANAGEMENT MATTERS

BQA Program

Industry standards to follow

By Macy Ren  for Cattlemen's News

If you have visited a cattlemen's meeting, beef conference or sale barn in the past few years, you have likely heard the acronym BQA. Beef Quality Assurance is a national program that raises consumer confidence through offering proper management techniques and a commitment to quality within every segment of the beef industry, according to BQA.org. Its necessity and simplicity make it a great fit for every operation and producer.

"The Beef Check-off funded Beef Quality Assurance (BQA) program was established to reduce violative residues and injection site lesions by focusing the producer's attention to daily production practices that influence safety, wholesomeness and quality of beef and beef products," said Jesse Fulton, Director of Producer Education for the National Cattlemen's Beef Association.

Since its inception in the late 1970s, the BQA program has done just that. With animal welfare and consumer protection at the center, the program continues to evolve to meet modern needs and upcoming concerns.

"While ensuring producers meet withdrawal periods to eliminate volatile residues and administer injections in the proper location to prevent injection site lesions, BQA also focuses on other day to day practices carried out on the operation," said Fulton. "Today BQA focuses on stockmanship and stewardship, record keeping, judicious use of antimicrobials, euthanasia and fitness for transport."

To meet those needs, BQA courses offered include cow-calf, stocker/background, feedyard, farmer/rancher transportation and professional transportation certifications. These online modules are offered in multiple languages and are accessible at any time. There are also resources available to dairy producers regarding animal care and quality assurance. Whichever course best fits your operational needs, taking the steps to get certified pay off tremendously.

"When producers become BQA certified, it sends the message that they want to ensure they are providing the utmost care for the animals they are raising, and they want to ensure they are doing their part to ensure they are providing a safe, wholesome and high quality end product for consumers," Fulton said.

Using skills and knowledge obtained from the courses will undoubtedly appear in improved cattle health and maintenance. Gaining the trust of consumers and cattle buyers will likely show up in market prices, however, when producers become dedicated to BQA certification and man-

agement practices, the overall enhanced reputation of the beef industry begins to pay dividends.

"Today, consumers are asking more and more questions about where their food comes from," Fulton said. "When it comes to beef, they want to know more about the welfare of the cattle used to produce that beef. This is where BQA plays a large role."

Fulton recommends completing training in-person and taking advantage of the opportunity to connect with the state BQA coordinator however, due to the nature of beef production and cattle ranching, there is online training available to be done at the producer's convenience and pace. Once certified, producers can download a

BQA self-assessment to help them evaluate their success.

"I challenge any and all, whether it be show, beef production,

dairy, one head or one thousand head, cattle producers to become BQA certified today," Fulton said. "Show that animal welfare and doing what's right is always top of mind on your operation. When it comes to BQA, the right way is the only way!"

For more information or to become BQA certified, visit BQA.org. 🐮



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Frame of Mind

Finding the good in everything

By Erin Hull for Cattlemen's News



As you know, I live and farm in Upstate NY. Upstate NY is a long way from New York City and receives a lot of snow. Upstate NY has weathermen who aren't always so great at predicting when the snow is coming and how much snow will fall. Lately, it seems the weather report is written more as a scare tactic than an actual report. Many times, we've had several inches of snow predicted, and we have received none. It has gotten to the point that when the weathermen predict "excessive snow" I generally just change the channel and ignore their report and go about my daily business. But for once, the weathermen hit a homerun just last week and I wasn't listening. They were calling for 12" to 18" of snow in a matter of just a few hours.

After diligently working away inside a house all morning, I looked up and realized that my day was about to go south quickly. It was snowing. Not only was it snowing, it was snowing heavy, wet snow at the rate of about 3" per hour for quite a few hours. After it was all said and done, we had 18" of concrete heavy snow blanketing our entire area. The skier in me was very happy because, while this wasn't ideal skiing snow, it would make a fabulous base for many more weeks to come. The farmer in me groaned. Many times, I have people ask me why I would choose to raise cattle in an area that can only graze six months out of the year and is covered in snow a good portion of the other six non-grazing months. Frame of mind, that's why. There's a saying that goes something like "You can choose to not find joy in the snow, but you will have less joy and the same amount of snow in your life."

Even I will admit that Mother Nature tested my own "frame of mind" that day last week. Cows had to be fed. The round bales were now under 18" of snow, down a trail that had no frozen ground and 18" of snow, the gates to get out to feed the cows were now buried in the snow. Nothing that afternoon was going to be easy. What normally takes me 30 minutes to do would now take me in excess of three hours,

caused me a few broken fingernails enough to cuss so bad a biker gang would blush. After sheer exhaustion and frustration, I finally fell down in the snow and started laughing. I believe that "You can choose to not find joy in the snow, but you will have less joy in your life and the same amount of snow." Truer words could not be spoken. So, it was in the moment that I chose to change my frame of mind and keep on keeping on. Cows still needed to be fed. I could be miserable about it or smile and enjoy the white blanket that surrounded me. Frame of mind.

Just a few days after all the snow fell, I got a call from a friend who is a Sheriff. He was a little stressed on the phone and told me I had to call my cousin's husband because a good portion of his dairy heifers had gotten out at dusk, and he was currently standing over a heavily bred heifer who was lying dead on the road. To say it was a bad scene is a vast understatement. I call my cousin's husband, and he quickly picked up after just one ring. I explain to him what is going on and he calmly replied, "Yup... I'm on the scene. It's pretty brutal and cars refuse to slow down and I have between 60 and 80 heifers running free in the neighborhood in the dark." I start to panic and offer to drive over to help. He replied, "I appreciate the offer, but I think we have it under control." Not once did he sound panicked or flustered. Frame of mind. His "cool as a cucumber" response was not what I expected. He simply said, "It is what it is, and I'm dealing with it as quickly and safely as possible." I spoke to him the next day. Thankfully the driver of the car wasn't injured. Their car was totaled, and the dead heifer was a week away from calving, but no one was hurt, and it was dealt with. Frame of mind.

And, just yesterday a friend of my son's posted on his social media page, a picture of himself smiling a wide smile. He looked adorable, except he was covered in cow manure. I mean covered. He was moving the herd when one of the ladies coughed and caught him square, covering him from head-to-toe. This is a perfect example of frame of mind. Fifteen years old, covered in manure and finding the humor in it all.

The jist of all of this is our industry is hard. We can choose to me miserable or we can choose to find the good in even the worst tasks. You can choose to not find the joy in cow manure, but you will only have less joy in your life and the same amount of cow manure. 🐄

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The number of educators using science education curriculum accurately portraying beef production practices in 2020.

2,700 SCREENS

The number of movie screens promoting beef in December 2019.

55,000 PRODUCERS

The number of producers receiving *The Drive*, a quarterly Checkoff update publication.

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All announcements made day of the auction will take precedence over any previous written or verbal communications.

ADVERTISE IN CATTLEMEN'S NEWS! Contact Mark Harmon @ 417.316.0101

Home on the farm

by Anne Kennison

When we moved to the country in spring 2004, a house on the way caught my eye. It was an all-white farmhouse with a red barn off the driveway. Perfection.

"I am going to live there some day," I prophetically told my husband. We both truly believed that my statement equated to nothing more than a dream. There was really no way we would ever be able to live there.

The farmhouse wasn't fancy. It was anything but. It was old. Very old, in fact. It needed lots of work and updating, but it had my two musts: lilac bushes and a porch swing. I have never been a very fancy person, but I am sentimental and there is something about lilacs and front porch swings that mean home to me. Thinking about it now I can't really pinpoint why, they just do.

As fate would have it, we eventually rented land that adjoined my "dream place" and as cattle neighbors do, we became friendly with the home's owners. Their names were Kenneth and Faye. He was a World War II veteran and the two had raised their four children, two boys and two girls, in the 1930s built home. My husband and Kenneth became fast friends. He helped them out around the farm, and he would spend hours chatting and hearing stories of the good ole days. When Faye's health began to fade, Kenneth devoted himself to her care. After her death, he gave us the surprise of our lives.

"You can have my place," Kenneth told my completely shocked husband.

This was a chance of a lifetime. My husband had always wanted to own land, and I liked the porch swing and bushes, remember? It felt like our destiny.

The only problem was we looked pretty bad on paper. We were young. We both had solid jobs, but we had two kids and another on the way. We had only rented up to that point, and our rent land only kept a meager herd. There really was no way we could afford this farm, but God did not agree.

Over the next few months, we devoted hours and hours to making the dream house into reality. We visited many different professionals, and although the chance for success was bleak, the pieces began falling into place.

We signed the mortgage papers seven days before I gave birth to our beautiful third child, Bella Rose.

That next January we welcomed our fourth baby home to the farm, a boy, Masen Timothy. Just like Kenneth and Faye, we began raising our brood of four kids in the white farm house.

All these years later (Bella just turned 13 in February) it still baffles me that we actually live here. Despite all of the problems associated with owning an older home, it truly is heaven on earth.

It is so easy to feel close to God on a farm; step outside, take a deep breath, gaze into the blue skies, feel the cool breeze on your face, get swallowed up in the vastness. Our farm is the perfect distance from town. We have a big garden and space for the kids to roam.

I love the summer evenings on the porch swing shucking peas; large cups of cut lilacs scenting the wind blowing through the old windows; clothes flapping on the line; picking blackberries straight from our backyard with the kids; watching the husband shoo cows out of our hay lot; the sounds of the kids running (some sliding) down the stairs in the morning; and how it's cozy in the winter and has the perfect place for a nice-sized, beautiful Christmas tree.

When we are here, it feels like home. I know walls don't make a home. The people do, love does. It all boils down to memories.

Life on this farm has given our children opportunities to see, feel and experience life. We have created more memories here than I could ever remember.

There's not much more I could ask for in a house or in a home. I try to remember to thank God every day for this place. The lilacs and porch swing are a happy bonus. 🐾

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World's First Public Feed-Efficiency Database Launches

Residual feed intake (RFI) EPDs help producers compare cattle across breeds and select for feed efficiency genetics

For immediate release by Growsafe Systems

CALGARY, Alberta, February 7, 2020 – GrowSafe Systems Ltd. announces the inaugural release of The 2020 Top 150 Proven Bulls. The first-time public release includes all bulls with a 0.6 accuracy rating for their RFI EPD with either data collected by GrowSafe technology or three-generation pedigrees from tested animals.

“We’re delighted to share this elite list of high accuracy bulls which are a testament to the breeding programs within the GrowSafe Network,” said Gareth Llewellyn, chief executive officer, GrowSafe Systems. We would like to thank our network of producers who made this possible by agreeing for their data to be made public. The beef industry is changing and facing more pressure than before. Our aim at GrowSafe is to help producers respond to new threats by providing the data that can help create a sustainable beef industry.”

GrowSafe’s feed efficiency database is the world’s largest multi-breed repository with over 238,530 individual EPD animals. More than 150 producers from across 13 countries have collected phenotypes from 64,757 animals using GrowSafe technology.

“Our standardized trial protocols and strict data analysis procedures enable us to provide consistent data across breeds and the globe.” said Nicky Lansink, Research Analyst, GrowSafe Systems.

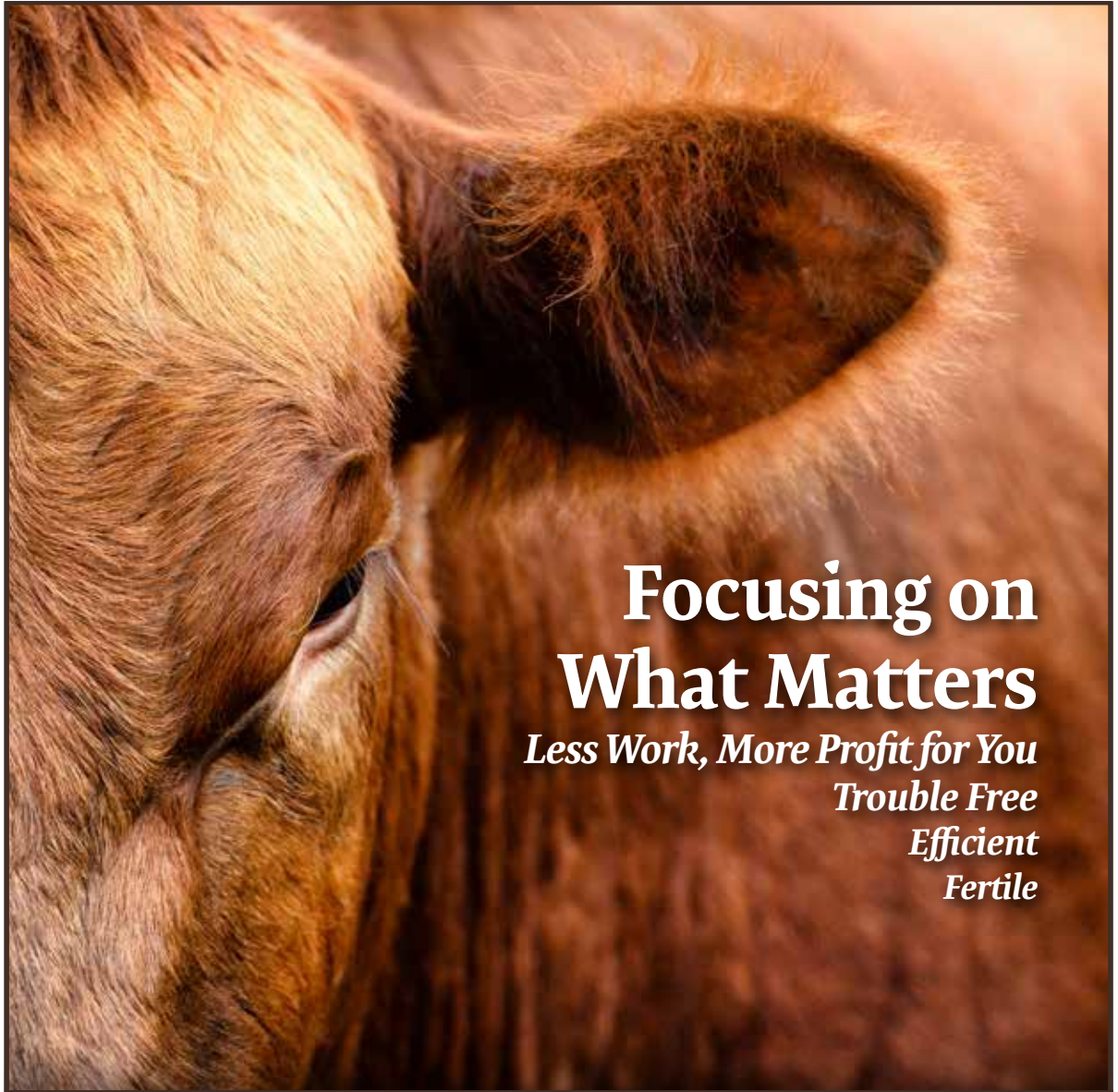
Phenotypic data is captured through the use of GrowSafe Beef and Feed Intake technology. The Feed Intake technology measures feed disappearance every second an animal is feeding, each time an animal feeds, to a 10-gram resolution. GrowSafe Beef non-invasively measures individual animal partial body weights and watering behavior, while animals drink at a water trough. The technology weighs every second an animal is standing at the trough, which can mean an average of 45 weights, 8-10 times per day.

To find the full listing of The 2020 Top 150 Proven Bulls, visit <https://growsafe.com/breeding-values/>.

GrowSafe Systems Ltd. builds advanced animal agriculture systems to help producers optimize their operations. GrowSafe's advanced data acquisition platform features integrated hardware and software analytics that provide producers with data to make better decisions for their operations.



The GrowSafe feed efficiency database is the world's largest multi-breed repository with over 238,530 individual EPD animals. For the first time, GrowSafe is publicly releasing the top proven feed efficiency bulls.



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Ten Years of Multimin® 90

For immediate release from Multimin USA

FORT COLLINS, CO., Jan. 27, 2020 - MULTIMIN USA is celebrating 10 years of MULTIMIN® 90 in the USA cattle market. At the end of 2019, more than 12 million doses of MULTIMIN® 90 were injected into cattle in the USA with great success.

Over the last decade millions of dollars have been invested in research at land-grant universities all over the USA to build a data library behind the product. It is important for us that customers know when, why and how to use MULTIMIN® 90 to help to get the best benefit and ROI. The data is critical to show where MULTIMIN® 90 fits into each management program so that it is practical when ranchers are working their cattle.

MULTIMIN® 90 is the only injectable, fast acting trace mineral supplement with copper, selenium, zinc and manganese for cattle. Being an injectable, the poor intestinal absorption of trace minerals and the gut-level antagonists such as sulfur, iron and molybdenum are bypassed. Variable feed intake and at times of stress when cattle don't eat are also managed best by giving an injection ensuring that each animal is supplemented. Research also showed that an injection of MULTIMIN® 90 at the same time as vaccination, helps cattle to respond properly to the vaccines. As the use of antibiotics in cattle becomes more restricted, using products supporting healthier cattle such as MULTIMIN® 90 will become even more important.

MULTIMIN USA not only cares for cattle, but also cattlemen and cowboys. We support the Working Ranch Cowboys Association (WRCA) Foundation through the Bison Union Company`s coffee project. The WRCA Foundation assists working ranch cowboys and their families through scholarship and crisis funding.

In December 2019 MULTIMIN USA was purchased by Paine Schwartz Partners a global leader in sustainable food chain investing. Paine Schwartz Partners is a private equity firm based in California and is focused exclusively on investment opportunities in the fast-growing, dynamic global food and agribusiness sectors. The firm's investment, operations and finance professionals invest throughout cycles across the food and agribusiness value chain, and bring a collaborative and active management approach to portfolio companies. For further information, please see www.paineschwartz.com.

MULTIMIN® 90 is a proudly American owned product and we would like to thank all our customers and their veterinarians for their support. We are looking forward to the next 10 years. For further information, please visit www.multiminusa.com.

Contact: MULTIMIN USA, INC
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Always follow recommended label dose.
Do not overdose.

It is recommended that accurate body weight is determined prior to treatment.

Do not use concurrently with other injectable selenium and copper products.

Do not use concurrently with selenium or copper boluses.

Do not use in emaciated cattle with a BCS of 1 in dairy or 1-3 in beef.

Consult your veterinarian.

DOSAGE RECOMMENDATIONS:
CALVES: Up to 1 year1 mL/per 100 lbs. bodyweight
CATTLE: From 1-2 years.....1 mL/per 150 lbs. bodyweight
CATTLE: Over 2 years1 mL/per 200 lbs. bodyweight

CAUTION:
Slight local reaction may occur for about 30 seconds after injection. A slight swelling may be observed at injection site for a few days after administration. Use standard aseptic procedures during administration of injections to reduce the risk of injection site abscesses or lesions.

DOSAGE TABLE			
ANIMAL WEIGHT (lbs)	CALVES UP TO 1 YEAR 1 mL/100 lb BW	CATTLE 1 - 2 YEARS 1 mL/150 lb BW	CATTLE > 2 YEARS 1 mL/200 lb BW
50	0.5 mL	-	-
100	1 mL	-	-
150	1.5 mL	-	-
200	2 mL	-	-
300	3 mL	-	-
400	4 mL	-	-
500	5 mL	-	-
600	6 mL	-	-
700	7 mL	-	-
800	-	5.3 mL	-
900	-	6 mL	-
1000	-	6.6 mL	5 mL
1100	-	-	5.5 mL
1200	-	-	6 mL
1300	-	-	6.5 mL
1400	-	-	7 mL

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TRENDING NOW

Fake Meat Claims

By Colin Woodall, NCBA CEO

There are countless articles about the fake meat business lately and most of them are little more than promotional pieces for the companies producing plant-based alternatives to meat. A recent Wall Street Journal (WSJ) article titled “This Anti-CEO’s Mission Impossible: Use Capitalism to Kill Meat,” took a slightly different path, expressing a small dose of skepticism about the long-term prospects for fake meat products and the ability of companies such as Impossible to turn consumers toward a vegetarian lifestyle in large numbers. We take the fake meat industry’s attacks and attempts at growth very seriously. However, there is little evidence to suggest that plant-based alternatives are anything more than a fad being driven by massive investments in advertising, outdated information and many false or misleading claims about the impact U.S. beef production is having on the planet.

Impossible Foods CEO Pat Brown, who was profiled in the WSJ piece, is well-known for his slanted views on this topic, and his outrageous plans for his products. However, his bluster isn’t being matched by performance. Despite spending millions to promote plant-based alternatives to meat, these products have failed to make significant gains in market-share. The reason is simple. The products Mr. Brown and others are producing aren’t being demanded by consumers.

Despite an admission by Mr. Brown that “It’s not going to work telling people how to eat,” he’s doing exactly that by using misinformation to paint a false narrative. Mr. Brown and his followers are using the popular tactic of climate shaming to advance the Impossible cause. Citing global livestock GHG emission numbers to lure consumers into his snare, he ignores the fact that U.S. beef’s footprint is miniscule. According to the U.S. Environmental Protection Agency, beef production in the United States is responsible for just 2 percent of all U.S. greenhouse gas emissions. American beef production’s contribution to greenhouse gas emissions is far less than sectors such as transportation, at 29 percent or electricity generation, which accounts for 28 percent.

If solving climate concerns was Mr. Brown’s intention, he should have focused his energy on replacing fossil fuels, not replicating pro-

tein. Trying to solve a climate crisis by removing beef from American diets is the equivalent of trying to make it to the moon using a ladder. It’s likely Mr. Brown and others promoting their alt-meat products know the facts and choose to ignore them; instead they spout misleading emissions numbers and rely on the basest form of marketing to guilt American consumers into buying something that they don’t want, while enriching themselves.

While Impossible may continue to refine its products, they will still be the opposite of what consumers

expect when making a purchasing decision. Today’s consumers want simple, easy-to-understand foods. They want natural products that are minimally processed and fresh. Over time, when consumers compare a single-ingredient product such as beef to the periodic table of chemicals included in an Impossible product, no amount of climate shaming will convince consumers to ignore the fact that Impossible’s Frankenpatty was created in a lab. Until then, we must continue to fight together against the misleading claims and false promises being made by Mr. Brown and those like him. 🐮

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Cowherd Vaccinations

Evaluating the health of your herd

By Tim Parks for Cattlemen's News



We are upon that time of year again. The fall cattle processing has been done, hay and protein supplementation throughout the winter is still ongoing, and the heifers are calving. The cows will soon follow, and we have successfully started another production cycle in the cow-calf industry. The vaccinations that we give to our cow herd have multiple roles as we look at the health of our herd. Not only are we trying to protect the breeding females from disease, but we are also trying to set them up to be able to make high quality colostrum. We rely on the colostrum to help those newborn calves fight off clinical illness from pathogens they are exposed too early in life, but we also need to start considering what we are going to do to help these calves succeed through suckling and grazing phases until the time of weaning.

There are many different vaccination strategies utilized in our industry, but no one knows the challenges your herd will face better than your local veterinarian. Spending time with your herd veterinarian prior to spring processing, can help you to best set up your cows and calves for success in the spring and summer grazing season. Each herd is a little different in the level of disease challenge, as well as the type of disease challenges that they face. Keeping this in mind helps to formulate health programs utilizing the best types of vaccinations to meet the need. Modified live versus killed viral vaccines in the cows may be determined by the goal of the herd. Modified live vaccines tend to create a more robust immune stimulation and result in better fetal protection, specifically against Bovine Viral Diarrhoea (BVD). However, due to timing and management schemes, herds may not be set up for safe use of modified live vaccines. There is always a little give and take when designing herd health programs so let your veterinarian help with those decisions.

When it comes to the vaccination of those calves, injectable vaccines have been the standard, realizing that the maternal antibodies that these calves received from colostrum may have an effect on the vaccine's ability to stimulate the immune system. However, the presence of intranasal (IN) vaccines really create opportunities to stimulate the immune system of these young calves, not only to recognize an invading pathogen but also stimulate active antibody production. Recent studies have demonstrated that vaccination with Nasalgen IP, a modified live infectious bovine rhinotracheitis (IBR) and PI3 intranasal vaccine, not only stimulates antibodies at the mucosal surface of the nasal cavity where the vaccine is administered, but also can stimulate the production of circulating antibodies that are still elevated at preconditioning time a few weeks prior to weaning. Being able to have these circulating antibodies present at preconditioning allows us to have a booster, or anamnestic, response when we give our preweaning vaccines that can enhance the protective levels of the calf at the time of weaning.

If summer pneumonia is a problem in your herd, the addition of Pasturella and Mannheimia vaccines can also benefit these calves. There are both parenteral and intranasal vaccines available for these pathogens, but visit with your veterinarian to select the vaccine that is going to work best in your herd. Intranasal vaccines, like Once PMH IN, create local immunity in the nasal cavity and reduce the number of needles that we put into these calves at pre-turnout vaccination. We can't forget about clostridial diseases like Blackleg either. Coming out of extremely wet environmental conditions, clostridial spores that have been hanging out in the environment may have been disturbed and brought closer to the surface where our cattle can more easily encounter them. Pinkeye is also a concern, so be sure to take appropriate steps to reduce the chance of the negative economic impact from this disease. Vaccination against Moraxella bovis and Moraxella bovovuli, along with good pasture management and fly control can go a long way toward helping to reduce the impact of pinkeye in your herd.

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There are numerous different products out there to help you with preparing your cattle for the disease challenges of summer. Work with your veterinarian to put a health program in place that has a realistic chance of helping reduce the impact of the various diseases cattle encounter. Reduction of disease, whether it be pneumonia or pinkeye, means that your calves continue to graze and continue to grow, and every pound will pay.

There are numerous different products out there to help you with preparing your cattle for the disease challenges of summer. Work with your veterinarian to put a health program in place that has a realistic chance of helping reduce the impact of the various diseases cattle encounter. Reduction of disease, whether it be pneumonia or pinkeye, means that your calves continue to graze and continue to grow, and every pound will pay.

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TRENDING

Cyber Crime Risk Mitigation

What Business Owners Should Know

By Kelsey Harmon for Cattlemen's News

The Fraud and Cyber Risk Summit at Missouri Southern State University educated attendees about current cybercrimes and risks when conducting business online.

Jon Pascoe, director of privacy risk management at Arvest Bank, presented on the topic of cybercrime and ways to mitigate it. His presentation consisted of information from a collaboration of sources such as the United States Secret Service, the Federal Bureau of Investigation, the Internet Crime Complaint Center and the Financial Services Information Sharing and Analysis Center.

Pascoe started his presentation by explaining that a simple mouse click can lead to perpetrators installing malware on a victim's computer, which enables them to steal personal information and login credentials. These crimes can impact large corporations, municipalities, smaller businesses and non-profit businesses alike.

Common methods of perpetrating cybercrime involve email links and attachments, or fake friend requests on social media sites. Victims can also put themselves at risk by simply visiting a legitimate, yet compromised, website that then installs malware on their computer(s). Three significant cybercrime threats are corporate account takeover, business email compromise and the ransomware issue.

"I want you to think of yourselves and myself as the softest layer of security protecting the vital information that your business or yourself has and your money," said Pascoe. "We are the weakest link of protection that stands between a perpetrator and you."

Oftentimes cyber criminals will disguise emails to appear to be from legitimate sources and send emails claiming to be from the postal or delivery services, financial institutions, the Better Business Bureau, or industry associations.

"Computer and computer systems have gotten pretty tough, and they are more secure than they have ever been," said Pascoe. "We see perpetrators targeting the human. They are very skilled at presenting you with an email, social media advertisement or a text message that seems perfectly believable."

He explains that a victim will then click on a link or call a number for technical support that pops up on their computer, and the perpetrator gains access to their proprietary information, including financial account information. The result can be substantial monetary losses, and these funds may not be recovered.



"When it comes to corporate account takeover, a victim will click on an infected link, resulting in the installation of malicious Banking Trojan software in their web browser," said Pascoe.

He explains that a Banking Trojan can avoid the encryption that is put into place to keep information secure and can therefore see anything that is coming to and from your bank, and it can also alter information that is coming to and from your bank.

With an active Banking Trojan installed, when you log in to your bank, you effectively log the perpetrator into your account as yourself.

Ransomware is a type of malicious software that encrypts and locks the contents your computer until a sum of money is paid. Information locked by Ransomware may not be recoverable, even if you agree to pay the ransom. This can occur from simply clicking on a link in an email.

While these threats from a business and financial perspective are very real, the types of things that you can do to mitigate these risks are not as high tech as you might imagine. The following federal law enforcement recommended tips can help you stay protected:

- Dedicate separate computers for online banking and financial accounting, which should not be used for email and general web browsing.
- *Educate employees about how to avoid these types of fraud.*
- Don't respond to or open attachments or unknown links in unsolicited emails.
 - If a message appears to be from your financial institution or an apparently legitimate source and requests information, do not use any of the links provided. Contact the financial institution or business using the contact information provided upon account opening to determine if any action is needed.
- Install and use automatically updated antivirus and firewall on your computer.
- *Keep operating systems, browsers, and all other software and hardware up-to-date.*
- Use, install and maintain email spam filters.
- *Remove administrative privileges from the computers used for online banking.*
- Change default passwords.
- *Maintain regular, current off-line backups of important files.*
- Initiate ACH and wire transfer payments under dual control using two separate computers if possible. For example, one person authorizes the creation of the payment file and a second person authorizes the release of the file from a different computer system.
- *Review and reduce ACH wire transfer transaction limits to the lowest acceptable dollar amounts for routine transactions.* 🐮



Seeding Oats and Clovers

Improving spring grazing

For immediate release from the University of Missouri Extension

Stockton, Mo. – Now is the time to seed oats and clovers to improve spring cattle grazing resources and reduce costs, says University of Missouri Extension livestock specialist Patrick Davis.

“Feed cost is a major cow-calf operation cost,” says Davis. “Seeding forages improves spring grazing pastures, reduces supplemental feed costs, and potentially improves operation profit.”

Oats and clovers are forages to seed now for spring grazing to help reduce supplemental feed costs.

“Proper establishment and grazing management of oats and clovers is key for optimum cattle performance,” says Davis.

MU Extension guide sheet G4652 offers helpful guidelines on how to do this, Davis says.

“Proper grazing management is achieved through strip or rotational grazing,” says Davis.

Graze oats approximately 60 days after planting, says Davis. Begin grazing oats at 5 to 6 inches for optimum cattle performance. Initial stocking rate can be one animal to three acres. Adjust as growth changes, he says.

“Clovers have more flexibility in establishment than oats because they can be broadcast or drilled,” says Davis.

However, drilling is the preferred method. Drilling improves seed-to-soil contact and results in better establishment.

If you broadcast seed, use cattle hoof action as well as the freezing and thawing process to work the seed into the soil. Clover grazing management is key for optimum cattle performance and persistence of the plant in the pastures.

“Grazing red clover when approximately half the plants are blooming will yield a feeding value similar to alfalfa,” said Davis. “Longer periods between grazing white clover plants in grass stands will reduce its proportion also.”

White clover is a low dry matter, high digestibility forage that has potential to cause cattle bloat. One way to prevent this is to slowly adapt the cattle to grazing the white clover.

Other preventative measures include providing supplemental proaxalone or bloat blocks to cattle. Place white clover in a mixed grass stand to reduce the chance of bloat.

Red clover, a high quality legume, improves spring grazing resources with less bloat potential. Red clover, which is high in magnesium, can reduce the incidence of grass tetany. Cattle face greater

risk of grass tetany during spring grazing because of low magnesium levels in lush grass. In addition, older early lactation cows are more susceptible to grass tetany due to reduced ability to mobilize magnesium and high nutrient demand.

In addition to adding red clover to pastures, producers should feed a high

magnesium mineral 30 days prior to green up until grass growth is past the lush growing period to prevent grass tetany problems.

For more information on these topics, contact your local MU Extension agronomy or livestock field specialist. Find additional resources at <https://extension2.missouri.edu/programs/nrcs-mu-grasslands-project>.

Patrick Davis - Regional Livestock Field Specialist
University of Missouri Extension





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6:30 P.M. Meal & Program

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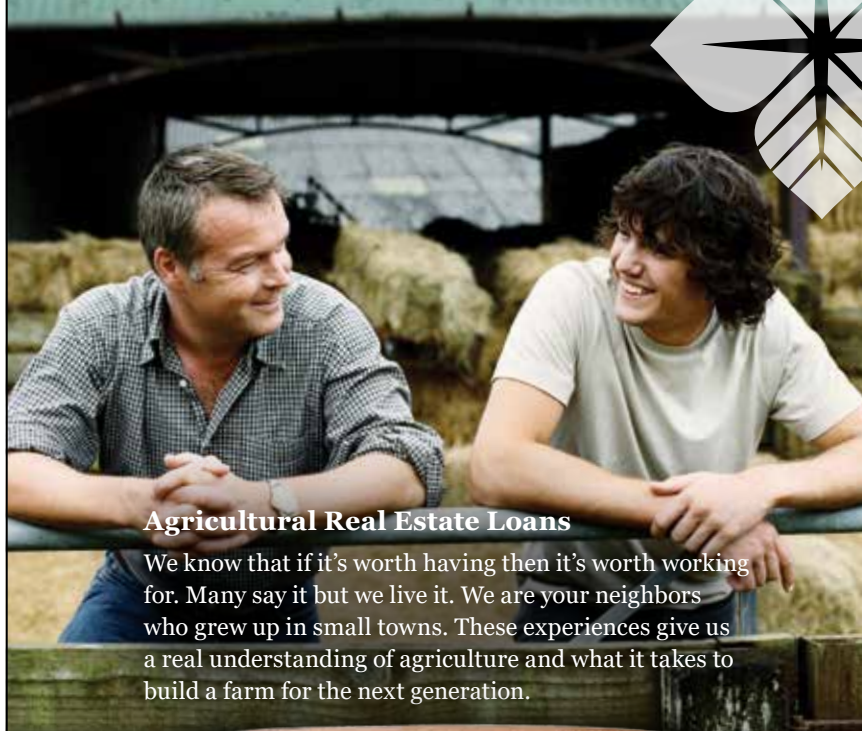
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INDUSTRY NEWS

Trust Insurance

BQA helps ease consumer minds

For immediate release from Certified Angus Beef LLC

As consumers glean more information about where their food comes from, producers need to focus on how they manage their farm or ranch.

“Beef Quality Assurance (BQA) certification is a good place to start,” said Josh White, the National Cattlemen’s Beef Association executive director of producer education and sustainability, at the Angus Convention in November.

The National Cattlemen’s Beef Association executive director said “BQA positively impacts consumer confidence, and we see more and more supply chain interest as well. Buyers of cattle and beef are interested in knowing producers are taking the time and initiative to get certified.”

Most cattlemen today are familiar with the program and more than 85% of beef comes from BQA-certified producers. It covers common topics such as animal handling, herd health and record keeping, working in tandem with the National Beef Quality Audit conducted every five years. All of that helped reduce injection-site lesions and bruising since the 1990s, adding more value to each animal carcass.

“I would encourage producers to be certified, not only because it’s great for your operation,” White said, “but also consumers have more confidence about how we raise cattle when they know cattlemen are certified properly.”

As raising cattle becomes more advanced, topics have expanded to biosecurity, transportation and worker safety. The latest science and research go into program material, with information constantly updated.

The latest example is transportation training, especially critical for anyone shipping cattle directly to a packer. Starting the first day of 2020, many packers will require BQA transportation certification for anyone hauling cattle to plants. That’s not yet an issue for transporting cattle to auction markets and feedyards.

It ties back to consumer interests.

“Consumers are really interested in knowing where their food comes from,” White said. “We found through our consumer market research that BQA is proof that cattlemen really care about how they raise their animals.”

Because of the consumer market research results, leveraging BQA to consumers has been a focus of Beef Checkoff. BQA was introduced to non-producer audiences through digital marketing and communication efforts, including a new video and audio ads from “Beef. It’s What’s for Dinner.” These efforts hope to bring awareness to how farmers and ranchers across

the country raise cattle under BQA.

The first round of digital ads launched mid-October across national platforms like YouTube, Hulu, Spotify, iHeart Radio, Facebook, Instagram and Twitter. Since launching, the ads have more than 11 million video views, 10.5 million audio listens and nearly four million social media engagements. These ad results delivered more than 58.6 million media impressions—a significant value for producer Checkoff investments.

Consumer earned media was also a focus of the campaign. The press release was published in 146 outlets nationally, reaching an audience of more than 78 million. A week later, White participated in 16 back-to-back radio interviews. Those interviews aired

more than 700 times and reached more than 22 million consumers. To view the consumer facing content, visit www.beefitswhatsfordinner.com.

While the consumer marketing campaign is exciting, it doesn’t work if producers don’t continue to “walk the walk” by engaging in BQA training and certification. New online material will be live in 2020 for BQA certification, making it a great time to re-certify since certifications are only active for three years.

“If it’s been two or more years since you were certified, mark your calendars and get it done this spring,” White said.

Training is available online and in person. Visit www.bqa.org for more information.



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8320F • 4009062 • 9/19/18
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8528F • 4009076 • 9/10/18
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189HB, 49GM, 15CED, -2.4BW, 63WW, 102YW, 31MILK, 2ME, 10HP, 8CEM, 17ST, 0.42MB, 0.03RE, \$10,300PRO, \$40RAN
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Are your misconceptions about implants leading to missed opportunities?

Knowledge to capitalize on opportunities available

By Will Gentry for Cattlemen's News



With spring on the way, I wanted to shine a little light on a topic that seems to get plenty of media attention and probably not enough attention from my producers: implants. If there is one cringeworthy situation I get myself in, it's when someone not well versed in the industry realizes that we utilize growth promoting implants in the cattle industry. Let's face it, fear-based marketing has done an excellent job of teaching today's consumer to fear hormones in meat. Fear stems from a lack of knowledge, don't let the same fear-based marketing schemes keep you from capitalizing on opportunities available to you as a cow-calf producer.

Growth promoting implants are typically composed of estrogenic compounds, occasionally combined with androgenic compounds, that work with the body's natural hormones to increase feed efficiency, weight gain, and leaner carcasses. Drug companies that make and market implants have performed extensive research to ensure that their products are safe. The approval for such products is anything but easy. A three-ounce serving of beef from an implanted steer contains 1.9 nanograms of estrogen, while the same size of beef serving from a nonimplanted steer contains roughly 1.3 nanograms of estrogen. Whatever you do, don't stop reading at that sentence. That's exactly how these

fear-based marketing strategies work: a small amount of truth, but not the whole truth. The rest of the story is that three ounces of peas contain 340 nanograms of estrogen, three ounces of potatoes contain 225 nanograms of estrogen, there are 11,250 nanograms of estrogen in three ounces of soymilk, and 2000 nanograms of estrogen in three ounces of cabbage. I could keep going, but we should be able to agree that the fear of implants leading to increased hormones in beef should not be the reason we are not using them in our calves.

Is it beneficial to implant calves while on the cow? One hundred percent yes. There have been numerous studies on this. The sale price for non-implanted calves are not statistically different than that of the implanted calves. What is statistically significant, is the 23lb weaning weight advantage of implanted steers over non-implanted steers demonstrated over 23 trials!

I'm not directly affiliated with any drug company, but I like the example provided by Merk. Assume we have 100 hd of calves with an average weaning weight of 500lbs. If the calves sold for \$1.75/lb., then the price received would be \$875 per hd. If we had implanted these same steers, the studies suggest the average weaning weight would increase to 523lbs. They account for a slide,

assuming that the 523lb steer would not bring the same price. If the slide is 10 cents, then the price of the implanted steer would be $\$1.75 - (.23 \times \$0.10 = .023) = \$1.727$. The value of the implanted steer is now \$903.22 which is a \$28.22 advantage over the no-implanted steer.

Let's take this a step further to drive it home. With the above example, a producer would have to receive a \$5.40 CWT premium ($\$28.22 / 5.23 = 5.40$) to breakeven with the heavier implanted calves! Are there premiums for non-implanted calves? The short answer is yes in certain markets, but are they \$5.40 CWT? No way, or we would all know about it.

Another question I often get from producers is in regard to their replacement females. Many assume that implanting replacement females will negatively affect conception rates. Implants exist that are labeled for use in replacement females. When used according to label, these implanted females have actually demonstrated as much as a 4% increase in conception rates along with a weaning weight advantage.

In short, fear-based marketing has already affected our industry enough. I hate to see it directly affect the pocketbook of my producers. We can only fear what we don't know. There are multiple growth promoting implants on

the market, all have safely demonstrated economic advantages when used correctly. Different implants offer different advantages during the different phases of a calf's life. Ask your veterinarian about the implants available for whatever stage of production you are involved in. Are you missing an opportunity for increased revenue?



Will Gentry, DVM
Animal Clinic of
Diamond, Missouri



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Better Weather, More Optimism

Expect continued volatility

Re-printed from Beef Magazine - Alan Newport, Burt Rutherford

The wet weather across much of the U.S. will soon end as the El Niño phase of sea surface temperatures switches back to the warmer La Niña phase climate.

That's the forecast from Art Douglas, climatologist for CattleFax and a climatology professor emeritus for Creighton University. Douglas shared his forecast Thursday morning during the annual CattleFax seminar at the NCBA Cattle Industry Convention in San Antonio, Texas.

Douglas explained sea surface temperatures (SSTs), which drive the two alternating weather patterns known as El Niño and La Niña, are showing classical patterns of change and are well predicted by weather models to shift this year. Although SSTs along the equator have not yet shifted from cool to warm, SSTs off the coast of Chile are moderating back toward warm and this fits the pattern of shift back toward El Niño.

For most U.S. beef and crop producers, Douglas said this will mean a shift back toward drier and warmer weather patterns. The exception typically occurs in the Pacific Northwest and Southeast. Douglas said the length and intensity of La Niña will influence drought conditions in the Southwest and Plains, although warmer SSTs may influence the northern Pacific Ocean which may slow development of the La Niña weather through the summer months.

The shift in SSTs will help relieve drought in Australia, and in fact that appears already to be beginning, he says. Conversely, the shift also typically brings more droughty weather to the Southwest, including Texas. This is concerning for cattle production, concerning the large number of cows that live in the state of Texas, added Kevin Good, one of the CattleFax' analysts.

Douglas said he expects this weather pattern in the El Niño to La Niña transition this current year.

This spring colder temperatures will persist into the Great Lakes into March, but above-normal temperatures should happen in the Corn Belt in April and May. He said the western one-third of the nation will stay warmer from late winter into spring, with drier conditions intensifying from Southwest into the central Rockies and Plains through spring months.

Douglas said to expect hotter weather across the West and High Plains this summer,

although he called for summer temperatures closer to normal in the central part of the country. If La Niña strengthens early, though, the warmth could expand into the Midwest. He added that the Corn Belt will not see a repeat of last year's flood issues.

Cattle markets look positive

Turning to the market, Good said CattleFax is forecasting fed cattle to average \$120 per cwt this year, with a range from \$106 to \$130.

"While we'll have ample on-feed numbers and carcass weights hovering around 10 pounds heavier than we saw in 2019, domestic and export demand, along with fewer beef imports will keep tonnage growing only slightly from 2019," said Good.

For feeder cattle, good forecast 750-pound steers to average \$150 per cwt, ranging between \$140 and \$160. Calves at 550 pounds are forecast to average \$170 per cwt with a range of \$155 to \$180.

"Utility cows are forecast to average \$65 per cwt, ranging between \$55 and \$72," Good said.

For bred cows, he prognosticated they will trade around \$1,500 per head on average, ranging between \$1,200 and \$1,800.

"As we look at 2020, all industry segments will be profitable," said CattleFax CEO Randy Blach. "We estimate there will be around \$500 per head in profitability to split up among the segments." Saddle up. 🤠



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Youth Engages as MoBKF Expands Statewide

By Mo Fit (MoBKF) Program

Youth Engages as MoBKF Expands Statewide

As more communities get involved with the Mo Beef Mo Kids Mo Fit (MoBKF) program, FFA members see an opportunity to engage with their communities and highlight the connection between agriculture and nutrition. For Dillon Magers, Ash Grove FFA member, it is about making those connections with students while they are young and impressionable.

“It has been an honor to promote the beef industry and be a part of an effort that puts beef directly on the lunch tray,” said Magers. “Education is crucial for the future of our industry.”

Dillon has been supporting efforts in Southwest Missouri, representing the program at community kickoff events and sharing information with neighboring schools.

“Dillon’s leadership and level of engagement catapulted the idea of getting other FFA students involved,” says Program Director Luella Gregory.

FFA Leadership Academy Launches

The Mo Beef Mo Kids Mo Fit (MoBKF) program is launching its FFA Leadership Academy this year, creating opportunities for young people to become engaged in the MoBKF program and learn more about Missouri’s beef industry.

Selected students will participate in an educational workshop and consumer-based tour in St. Louis as part of their experience. Other requirements include completion of the Masters of Beef Advocacy, an online advocacy certification by the Cattle-



men’s Beef Board. Students will also create an outreach plan for education and advocacy in their communities.

About

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. WIN-WIN!

Contact Us

For more information on the program to get involved in your community, contact Brandelyn at info@mobeefkids.com or visit mobeefkids.com. For more information about the FFA Leadership Academy and to view the application and program requirements, visit mobeefkids.com/getinvolved. 🤠



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MANAGEMENT MATTERS

Cattle Industry Market Update

Opportunity around the corner

By Mike John for Cattlemen's News

It would be a gross understatement to simply say that cattle markets have been "active" lately. It's been really hard for anyone to accurately predict spot markets in the middle of African swine fever and Coronavirus, insane political theatrics, fires, flooding, etc. On the positive side, trade deals with Japan, USMCA, the EU and (gulp) China are the groundwork for adding some real strength to cattle prices the further we get into 2020, but we are not going to be allowed any break either. There are so many new efforts underway it's hard to know what to do.

I attended the NCBA convention in San Antonio last week, and it would be a disservice if I didn't leave you with the impression that beef industry change is accelerating. Technology deployment, whether it is with genetics, animal health, ID/Traceability, or data collection and management, are being affected by many consumer perceptions and the pace of reacting to that challenge is furious.

The Health Track program continues to grow, and we are going to add Ultra High Frequency (UHF) tags to our repertoire. There are a growing number of feedlots and backgrounders who are employing UHF technology in order to read ID tags at the speed of normal commerce without having to catch heads, or even single file cattle to read the tag. Our tags will not be USDA (840) tags and will not be accessible by USDA, they will simply add a benefit for some of the yards that will be buying Health Track calves.

At MFA, we are striving to make our PowerCalf App and herd management system compatible with the new and rapidly expanding supply chain management systems. We had discussions with folks involved in almost every aspect of the beef industry, either directly with management programs or as subtly as through an interest in sustainability documentation. It is becoming clear to me that scientific fact won't be able to alter the course of these actions as much as we would probably like.

PowerCalf is going to give cow/calf producers access to these markets. By creating a standardized data platform and a pathway for data points required for access, we believe we can interact with any of the supply chain systems. This will be done by collecting the individual ID related activity that is crucial to being allowed to participate starting at the cow/calf level, which believe it or not, is the hardest part for most supply chains. I am overwhelmed at how

many new supply chain opportunities there are, and I can assure you more will be on the way. There are breed based options that will require documentation of sire genetics, some that will actually provide breeding service to build supply, others that are more health and welfare related, and many more.

The new block chain technology is a way to create an environment for both public and private data sharing for certification and data collection. Make no mistake, these



market access criteria will siphon off more and more of the higher value end of the calf offering in future years. I hope we can always be in a position to help our customers participate where and how they want. The beauty of the technology is that it will allow participation without having to change sale location or process.

I believe 2020 will be a watershed year for the cattle industry. There are many challenges, but I have found that with those challenges opportunity always seems to follow. I hope you have green grass, abundant hay and water, and a profitable marketing experience! 🐮

Mike John, MFA Director of Health Track Operations

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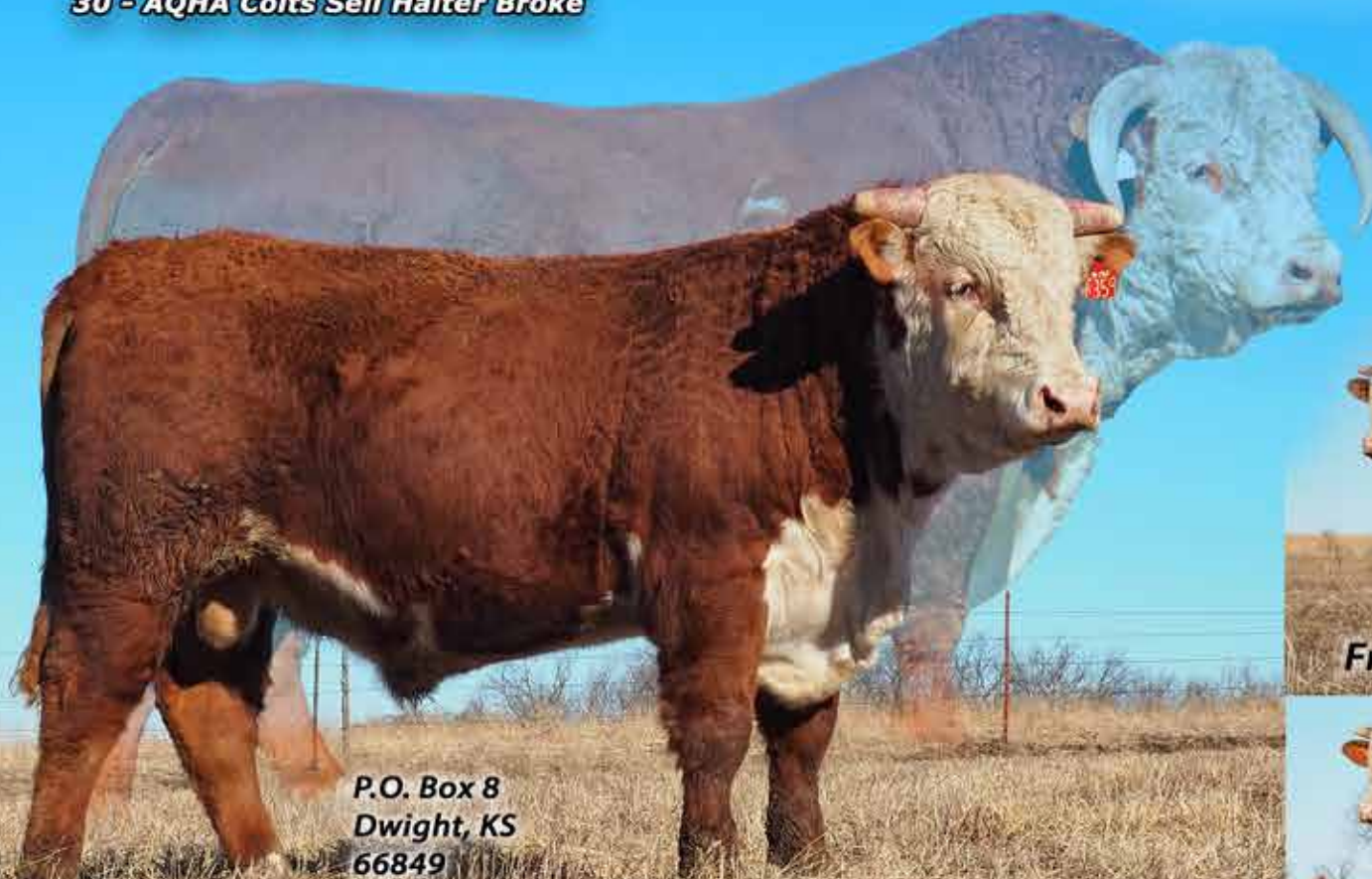


Production Sale:

March 23rd 2020 @ Noon
60 - Angus Bulls • 70 - Hereford Bulls
90 - Heifer Pairs (BWF, HH)
115 - Bred Heifers (BWF, HH, AN)
30 - AQHA Colts Sell Halter Broke

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March 24, 2020 is National Ag Day, a time when producers, agricultural associations, corporations, universities, government agencies and countless others across America gather to recognize and celebrate the abundance provided by American agriculture.

As the world population soars, there is even greater demand for the food, fiber and renewable resources produced in the United States.

The National Ag Day program believes that every American should:

1. Understand how food, fiber and renewable resource products are produced.

2. Value the essential role of agriculture in maintaining a strong economy.

3. Appreciate the role agriculture plays in providing safe, abundant and affordable products.

4. Acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industries.

Agriculture provides almost everything we eat, use and wear on a daily basis, and is increasingly contributing to fuel and other bio-products. Each year, members of the agricultural industry gather together to promote American agriculture. This effort helps educate millions upon millions of consumers.

By far, the most effective part of this program is the role you play in helping spread the word. A few generations ago, most Americans were directly involved in—or had relatives or friends involved in—agricultural-related endeavors.

Today, that is no longer the case. That is why it is so important that we join together at the community level...our voices, in concert, become a shout that carries our message a great deal further than any one of us can do alone! We are pleased that you have joined this effort to promote American agriculture.

Food Brings Everyone to the Table

Source: Agriculture Council of America
www.agday.org



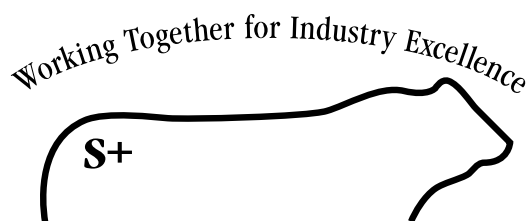
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Plus! Red Females!***



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Why Celebrate Ag Day?

Americans need to understand the value of agriculture in their daily lives. Here are just some of the key reasons why it's important to recognize—and celebrate—Ag Day each year:

*Increased knowledge of agriculture and nutrition allows individuals to make informed personal choices about diet and health.

*Informed citizens will be able to participate in establishing the policies that will support a competitive agricultural industry in this country and abroad.

*Employment opportunities exist across the board in agriculture. Career choices include:

- farm production
- agribusiness management and marketing
- agricultural research and engineering
- food science
- processing and retailing
- banking
- education
- landscape architecture
- urban planning
- energy
- and other fields

*Beginning in kindergarten and continuing through 12th grade, all students should receive some systematic instruction about agriculture.

*Agriculture is too important a topic to be taught only to the small percentage of students considering careers in agriculture and pursuing vocational agricultural studies.

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*Agricultural literacy includes an understanding of agriculture's history and current economic, social and environmental significance to all Americans.

This understanding includes some knowledge of food, fiber and renewable resource production, processing and domestic and international marketing.

Source: Agriculture Council of America www.agday.org

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March 3rd (Area 9)
James Ranch,
Pocahontas

March 9th (Area 3)
Howard County
Fairgrounds, *Nashville*

March 10th (Area 4)
Hempstead County
Fairgrounds, *Hope*

March 16th (Area 1)
Pauline Whitaker Arena,
Fayetteville

March 17th (Area 2)
Johnson County
Fairgrounds, *Clarksville*

March 19th (Area 5)
Drew County Fairgrounds,
Monticello

March 23rd (Area 6)
Clark County Fairgrounds,
Arkadelphia

March 24th (Area 7)
Conway Expo Center,
Conway

For more info:

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BHSF MAIN EVENT 705F ASA# 3663581									
CE	BW	WW	MK	YW	MB	REA	API	TI	
11.8	0.9	90	30	138	0.44	0.89	147	90	
50%	60%	1%	4%	1%	25%	10%	10%	1%	

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65 SimAngus &
Simmental
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30 Fall Bred heifers



BHSF BEACON 520F ASA# 3663545									
CE	BW	WW	MK	YW	MCE	MB	REA	API	TI
16.6	-1.4	70	25	103	11.5	0.5	1.08	158	82
10%	15%	35%	25%	45%	2%	15%	2%	3%	5%

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UPCOMING 2020 SALE DATES

Thurs., March 19 @ JRS

Thurs., April 16 @ JRS

Thurs., May 14 @ JRS

Thurs., June 4 @ JRS

Thurs., July 2
"The Big Bang" at Downstream Casino

View More Information:



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SHOW-ME-SELECT REPLACEMENT HEIFER SPRING SALES

Coordinator	Location	Date	Time
Erin Larimore (573) 243-3581	SEMO Livestock Sales LLC Fruitland, Missouri	May 1	7:00 p.m.
Kendra Graham (573) 756-4539	Farmington Regional Stockyards, LLC Farmington, Missouri	May 8	7:00 p.m.
Eldon Cole (417) 466-3102	Joplin Regional Stockyards, Inc. Carthage, Missouri	May 15	7:00 p.m.
David Hoffman (816) 380-8460	Kingsville Livestock Auction Kingsville, Missouri	May 16	11:00 a.m.
Anita Ellis (573) 642-0755	South Central Regional Stockyard Vienna, Missouri	May 22	6:00 p.m.
Daniel Mallory (573) 985-3911	F & T Livestock Market Palmyra, Missouri	May 30	6:00 p.m.

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Heifer Development Workshop

MU Extension faculty will discuss beef heifer nutritional and reproductive management strategies including topics of:

- Replacement heifer selection
- Replacement heifer nutritional management
- Heifer management so they are retained in the herd as cows



Registration

Meal will be served and workshop is free to public. To attend register by March 6th to the Vernon County MU Extension Center at (417) 448-2560 or online at <https://extension2.missouri.edu/events/heifer-development-workshop-nevada>.



Location/Date/Time

Centennial Building
Vernon County Fairgrounds
1488 Ashland Street
Nevada, Mo. 64772
March 12th
6:00 p. m.

Sponsor



For all other questions, contact Patrick Davis at (417) 276-3313 or by email at davismp@missouri.edu



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Monday, Wednesday, Friday
Noon Hour

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11:45 a.m.

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12:40 p.m.

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

KGGF 690 AM
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11:30 a.m. & 12:30 p.m.

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11:30 a.m.

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Calves must be born on producer's farm and given one round of shots within six weeks prior to sale date. These calves can be weaned but must still wear the calf-vac tag.

JRS WEAN-VAC 45 NON-SOURCED (GRAY TAG)

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JRS WEAN-VAC 45 NON-SOURCED (ORANGE TAG)

Calves must be given two rounds of shots with the second round booster given 2-5 weeks after the first round, modified-live vaccine is required for the booster shot. These calves must be weaned a minimum of 45 days. This program is for stocker cattle that are purchased and weaned for a minimum of 45 days.

Call for catalog or directions. Lunch served at noon. Farm is 15 miles east of Butler, MO

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28th and 29th, Ozark
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Springfield, MO

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