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News

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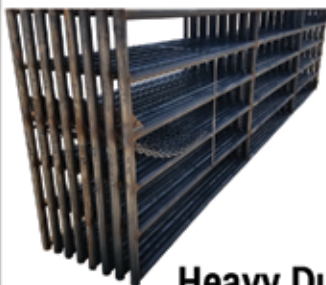
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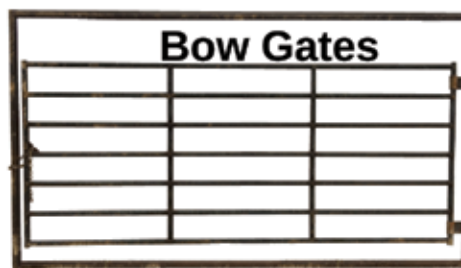
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ON THE BLOCK

with Jackie Moore

I'm sitting here at my desk with the window cracked, and I can hear birds singing and a few calves bawling. I look out and I see the grass is green and growing. What a beautiful day! We are all very blessed to live in this country for sure. My biggest concern and frustration is I've read everything, listened to everything I can, and I've talked to everybody in the whole world that I think knows something. I can't seem to get any encouragement or any sign as to what is going to happen here in this market from anyone.

Things are tough and if things don't change, it's going to get tougher because we are backing these fat cattle up in the feed yards by killing 200,000 a week less than we should be. At the same time, we are creating a lot more tonnage that we're going to have to work through if we ever get all these packing houses back open and running up to speed and getting everything back on track. I'm definitely frustrated because I've usually got a pretty good idea as to what's going to happen, but at this point I am totally lost in this market. Box beef prices are at "all time highs" and we've got the packers giving \$1200 for a fat steer, then doubling their money on him which I think is price gouging. They are manipulating the market and we

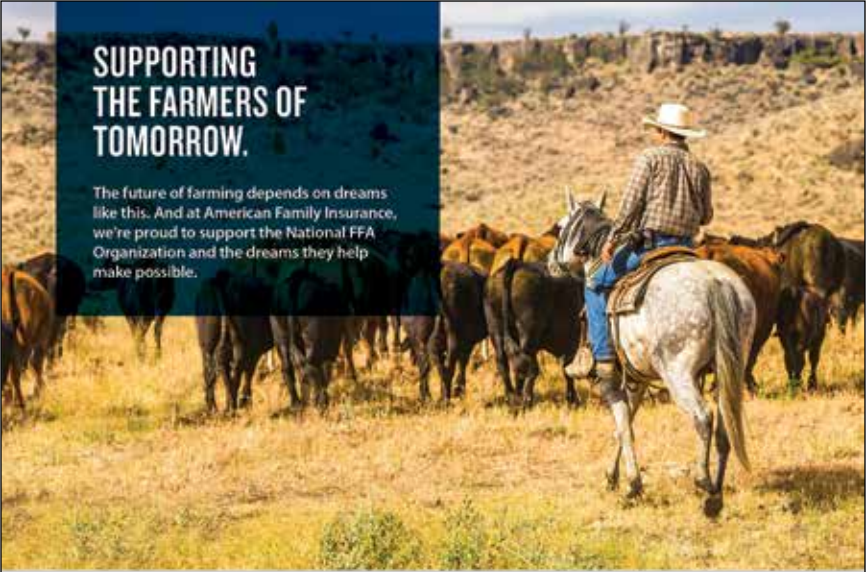


don't seem to be able to get anything done about that. As we go through summer, at least we've got plenty of grass and water, and we've got a way to stay for now. If it was dry, we'd all be in a lot worse shape.

Our "Cattle on Feed" report just came out and it stated we placed 77% as many cattle in March as we did a year ago, and this tells me those cattle are out there somewhere. We've all been hanging on to them (including me) thinking we would get to a better market, but as summer progresses, a lot of times the market reacts and it turns lower. I want to be optimistic and I've never been a pessimist, but this thing is ugly and I'm afraid it's not going to change a whole lot. It's tough times, and so many people look to me to try and find out what's going to happen and make decisions based on that. My best advice to you is to make your own decision based on your feed and your financial situation because only you know that.

Good luck, and God Bless!

Jackie



Steven Haskins, Agent
1901 E 32nd St Ste 16
Joplin, MO 64804
Bus: (417) 624-6200
shaskins@amfam.com



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Billy Ray Mainer: Branch, AR
M (479) 518-6931
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Jr. Smith: Melbourne, AR
M (870) 373-1150

Kent Swinney: Gentry, AR
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Trent Johnson (Video Rep): Ft. Scott, KS
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Chris Martin (Video Rep): Alma, KS
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Bob Shanks: Columbus, KS
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Jack Chastain: Bois D'Arc, MO
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Jerome Falls: Sarcovie, MO
H (417) 548-2233, M (417) 793-5752

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Kenneth & Mary Ann Friese: Friedheim, MO
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Skylar Moore: Mount Vernon, MO
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Bruce Hall: Mount Vernon, MO
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Mark Harmon: Mount Vernon, MO
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Kenny Ogden: Lockwood, MO
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Jason Pendleton: Stotts City, MO
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Dennis Raucher: Mount Vernon, MO
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Justin Ruddick: Southwest City, MO
M (417) 737-2270

Alvie Sartin: Seymour, MO
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David Stump: Jasper, MO
H (417) 537-4358, M (417) 434-5420

Matt Sukovaty: Bolivar, MO
H (417) 326-4618, M (417) 399-3600

Mike Theurer: Lockwood, MO
H (417) 232-4358, M (417) 827-3117

Tim Varner: Washburn, MO
H (417) 826-5645, M (417) 847-7831

Brandon Woody: Walnut Grove, MO
M (417) 827-4698

Misti Primm and Clay Eldridge: Office
(417) 548-2333

VIDEO CATTLE PRODUCTION

Matt Oschlaeger: Mount Vernon, MO
(417) 548-2333

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Agriculture: Remaining Strong and Resilient

*Cover photo by Cattlemen's News staff.

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CONTACT US

Publisher/Advertising:
Mark Harmon

Phone: 417-548-2333

Mobile: 417-316-0101

Fax: 417-548-2370

markh@joplinstockyards.com

Editor/Design/Layout:
Jocelyn Washam
Cassie Dorran

Rural Route Creations

CN@joplinstockyards.com

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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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Due to the COVID-19 virus, Jasper County Health Department encourages our sellers to unload, head home and call back later to see what their cattle brought. We will mail checks the next morning or can hold them for you to pick up. If you do stay, social distancing is a must!

All buyers for the Monday and Wednesday sales - social distancing will be a must if you plan on attending.

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We will continue our normal sale schedules.

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Along with the uncertainty of the COVID-19 outbreak, we understand there are many unknowns.

We do realize that even in tougher markets some cattle producers must make hard decisions about bringing their cattle to market.

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We also understand the seriousness of the COVID-19 virus, and will take every precaution to keep the health and safety of our customers, employees and our communities a top priority.

We will be doing business as normal unless local agencies make decisions that would change our normal sale schedule.

We ask that everyone take personal responsibility with dropping off cattle and not attending our sales. We must follow the guidelines and recommendations from the CDC.

Thanks for understanding and helping. We are here to serve you in these difficult times we are facing.

Until further notice, our cafe will be closed.

Thanks,
Jackie Moore – 417-825-0948
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Charolais: 40% Simmental: Angus, Virashield 6+LS HB, son 8, Pinkeye Shield X14 son 8, Virashield 6+LS HB, son 8, Pinkeye Shield son 8, Pinkeye Shield	<small>Relative Genetic Value: Predicted difference in value due to genetics between the calves being evaluated and the average Angus calves of the same sex, starting weight and management conditions. Relative Management Value: Predicted difference in value due to management between the calves being evaluated and those same calves under the assumption of an industry average 60% BMD vaccinated and 60% marketed for 30 days or greater. Total Relative Value: A combination of Relative Genetic Value and Relative Management Value.</small>						
Deworming 10/06/2017 Ivermectin Deworming 03/14/2018 Ivermectin Implant 05/24/2017 Synovex C	<table><tr><td>Quality Grade ★★★★☆</td><td>Yield Grade ★★★☆☆</td><td>Carcass Weight ★★★★☆</td></tr><tr><td>Avg. Daily Gain ★★★★★</td><td>Feed Conversion ★★★★★</td><td></td></tr></table> Certification Date 03/15/2018 No. 120	Quality Grade ★★★★☆	Yield Grade ★★★☆☆	Carcass Weight ★★★★☆	Avg. Daily Gain ★★★★★	Feed Conversion ★★★★★	
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Alternative Feeding Value

Overcoming challenges in the cattle business

By Justin Sexten for Cattlemen's News



Today most would suggest the most value one can add to cattle is time. The reality of an expiring commodity continues to challenge nearly every segment of the cattle business. In times like this the value the stocker and background segments offer the beef supply chain is in clear view. These shock absorbers of the beef industry will be key to helping work through the supply challenges of the next few months.

Adding time to cattle offers a couple different outcomes. The first is simply owning them longer and marketing the resulting heavier calf. The alternative is management modifications that may not change the ownership time but rather reduce the market weight goal. For some the current value of gain calculations suggest the opportunity for the stocker backgrounder lies closer to option two where advancing age pays better than increasing mass.

This makes the decision to provide supplemental feed on pasture a bit trickier this year. For some, limited distillers grains availability or increased cost due may cause your nutritionist to seek other supplement options. For others providing additional nutrients is contrary to the profit opportunity of time versus performance.

In reality for many operations the reason for supplementing cattle on pasture goes beyond increasing animal performance or pasture stocking rates. Supplement provides

intrinsic “values” such as simplified pasture movement, easier cattle inventory management or enhanced health detection.

The final point leads us to the subject of a recent paper from Will Kayser and co-workers at Texas A&M. In this Journal of Animal Science article they evaluated several behaviors into a statistical process control model to diagnose BRD earlier than simply looking for sick cattle. A unique aspect of this experiment was rather than developing prediction models looking backward at treatment data, they inoculated calves to establish a known day of exposure to respiratory disease.

Unlike previous studies comparing the cowboy's ability to pull calves relative to historic treatment records, they determined when technology could diagnose a calf's deviation from normal, knowing when and what animals were exposed. The research group looked at feeding behavior, movement patterns and rumen temperatures to diagnose BRD onset. The methods of evaluation were also part of the experiment in order to categorize which technology methods are best suited to measure items of interest.

The most accurate early diagnosis method was achieved using feed intake or time spent at the feed bunk. Other traits such as time the animal spent eating, how often and fast they visited the bunk after feeding in addition to rate of feed consumption were accurate predictors more often than not. Similar results were reported with rumen temperature.

Movement based measurements such as standing, ruminating and resting were good at diagnosing animals without BRD but not as effective at diagnosing sick animals. Accuracy is the combination of sorting both the ill and healthy. For technology to have value, it must be predictive in both the sick and healthy to minimize treating healthy calves and find those sick calves early.

Another interesting aspect of these data was the mild disease state. Only one calf exhibited clinical symptoms of BRD. Even under this low disease state, the models using feed intake, feed bunk visits and duration and active feeding behavior all indicated a deviation from normal in less than one day after exposure. Imagine detecting BRD one day after exposure in cattle not showing symptoms.

An important note, one must determine normal before a diagnosis can be made using deviation from normal. These calves were monitored for 28 days prior to disease exposure to establish a normal baseline. Despite the longer observation time this and previous work indicate 4 days of baseline monitoring provides adequate indication of normal.

Feed intake is a challenging measure to capture, requiring specialized bunks and to some extent a deviation from normal operation feeding systems. An interesting aspect of these data was the discovery one could monitor bunk visit duration as a proxy for feed intake. Proximity and movement measurements to and from the bunk are much simpler to capture than actual feed intake.

Providing supplement to calves on pasture should not be compared to this technology focused experimental approach. However, staying aware of cattle's response to the feed truck continues to provide operational value beyond nutrition as the technology catches up. The keen eye of a feed truck driver continues to serve as an early barometer of health. 🐮

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

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Shade For Cattle

Factors to consider during hot temperatures

By Eldon Cole for Cattlemen's News

Do beef cattle need shade? At one time the mindset was shade was a luxury but not a necessity. People would point to cattle grazing in the Flint Hills or the Sand Hills in Nebraska and say, "they get along fine without trees." Also, western feedlots did not provide shade.

However, beef cattle in the Ozarks on toxic fescue must not have read the articles stating they could perform quite well without shade. In the early 2000's we ran shade trials at the University of Missouri's Southwest Research Center, Mt. Vernon. Those trials with both stocker cattle and beef cows told us that shade pays.

The grazing yearlings on hot fescue gained just over 0.20 lb. more per day than those with no shade. Dry cows on hot fescue lost 0.45 lb. per day while those with shade gained 0.27 lb. per day. I've seen trials from other states that showed up to 0.75 lb. per day advantage to cattle with shade.

The Southwest Center trials with the cows revealed that there were greater pregnancy losses from May to September when no shade was available on Kentucky 31 fescue. We only ran the cow trial one year but in the fall the no-shade cows had a preg rate of a crazy-low 37.5%. The shade cows had an 87.5% preg rate in the fall. Heat stress in early pregnancy is a big factor in lost pregnancies thus if you're breeding cows or heifers in early summer, shade really pays especially on hot fescue.

What is the best type of shade? The data clearly shows that natural shade, that is trees, comes out the winner. Again, comparing artificial vs. tree shade, the difference favored mother nature by 0.20 lb. per day. The SW Center studies used metal, portable shades but no trees were in the comparison.

Unfortunately, trees can be destroyed by cattle and will not last forever. Trees have even been known for high death losses in thunder storms. However, there are plans for portable shade using shade cloth that blocks 60% of the sunlight. Some companies have portable shades running in excess of \$10,000 to \$14,000 which may be challenging to pencil out.

Shades do need to be sized properly for cows with a bare minimum of 25 square feet per adult cow. As cows get bigger, that number is probably closer to 40 feet per animal which enhances air movement. Shade height is also important with 10 to 12 feet tall preferred.

Other shade factors to consider include:

- Dark-haired and cattle with heavier hair coats benefit more from shade.
- Slick-haired breeds like Brahman and their crosses benefit less from shade.
- Even cattle within a breed vary in their ability to cope with heat.
- Fall-calving cows are less prone to heat stress.
- Some feedlots are finding shade may pay when daily gain, feed intake and carcass quality grade are considered.
- Cattle grazing novel fescue and other non-toxic species will have less response from shade. 🤠

Eldon Cole, University of Missouri Extension, Field Specialist in Livestock

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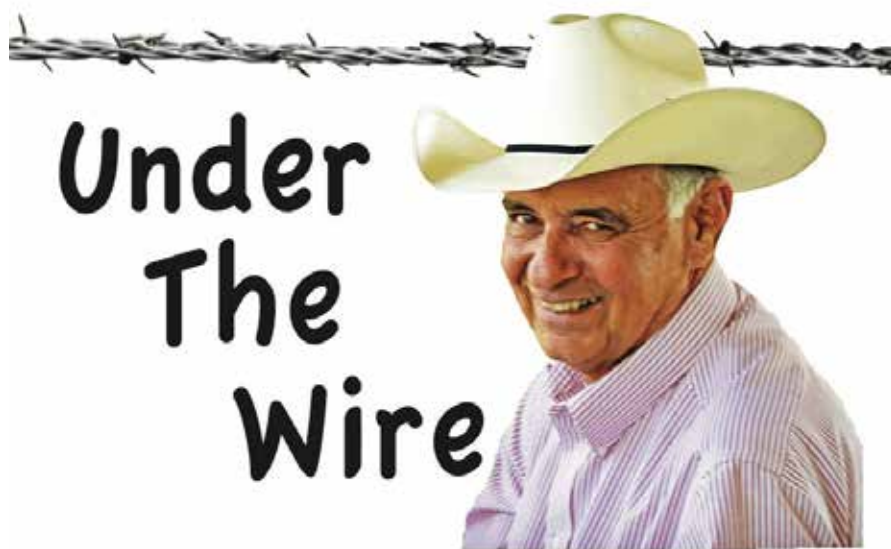
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Got TP?

By Gary Hodgson for Cattlemen's News

Years ago, a wonderfully cranky old lady, Clara Petter, became famous for asking the question, "Where's the Beef?". After years of well known TV and movie stars proclaiming the virtues of my favorite main course, "Where's the Beef" still ranks high in our memories.

With all due respect to Clara and admittedly also without her permission if she is still with us, I am going to plagiarize her with a new, more relevant question, "Where's The Toilet Paper?" I must admit, after writing "Under The Wire" for nearly 35 years, cranking out over 1,600 columns, I have never included the words "toilet paper" in one, let alone have it be the entire subject of a column.

As the horrible Covid-19 pandemic rages on, one subject has claimed national prominence, T.P. Not cans of Denny Moore Beef Stew, sacks of pinto beans or my mainstay for existence, ketchup. The world now is occupied with the pursuit of, not happiness,

but toilet paper. Add to this phenomenon the outburst of binge shopping or hoarding as some call it.

I am constantly amazed as life rolls along, how old ideas and customs keep popping up as new concepts.

Years ago, when most in agriculture lived far from towns on homesteads or remote ranches, a trip to town was rare and a pretty big undertaking. Weeks of planning went into assembling a list of food and necessities that would last several months in some instances. Enter the first recorded hoarding activities. Then, however, it was called stocking up. The list was obviously different with no frozen veggies or TV dinners. Absent also were packages of cookies, potato chips and instant anything, replaced by baking soda, lard and big bags of beans, flour, the flour sacks later to become a dress for the lady of the house plus anything else the farm or ranch didn't grow themselves. Talk about binge shopping. Even in my later entry into the activity as a small boy, we made the trip in the pickup and hoped we could get it all.

Since the Chinese are credited with the invention of paper, it would follow they also invented toilet paper. Nobody cared, though, because most farms in those early days grew corn and it's by-product corn cobs.

I am happy to report I missed that part of history. Very happy. Over the years, I had the occasion to handle corn cobs in the course of feeding my grandfather's pigs and a few cattle on a whole grain ration. Without going into details, just let me say, I am happy the Chinese invented paper. If nothing else, when it began appearing as mail order catalogs, it served a dual purpose role for many a rural families.

Come to think of it, we never threw away a Sears catalog. Guess we were hoarding even then. 🐮

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

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Smarter Selection of Replacement Heifers (Part 2)

Criteria for choosing heifers to retain and develop in your herd

By Jordan Thomas for Cattlemen's News



If you have retained some of your heifer calves after weaning and developed them as potential replacements, what criteria should you use to select which heifers get to remain in the herd? If that seems like an odd question because you are planning to keep any heifers that conceive, you need to rethink your replacement heifer selection strategy. In Part I of this series in last month's Cattlemen's News, I tried to hammer home that replacement heifer selection really ought to be happening at preg check, not at a weaning. It's critical that a heifer conceives early in her first breeding season in order to be a profitable cow. If she isn't an early-conceiving heifer, she shouldn't even be considered as a potential replacement.

With that in mind, think about these next questions as what to ask at preg check when considering which of the heifers to retain long-term in your cow herd. I will also touch on a couple bigger picture questions, like whether it makes sense to develop heifers to calve at later ages or whether it makes sense to develop heifers at all. Let's jump right in.

Should I consider a heifer's phenotype at all or only her genetics?

This might surprise some of you who think Universities have not "gone off the deep end" and look only at genetics, but yes, of course you should consider a heifer's phenotype. It's actually a false choice to say you have to choose between phenotype and genetic merit. First though, let's be clear about what we really mean by the word phenotype. You often hear the word phenotype used to refer just to the visual appearance of the animal. That's not really correct. That's a phenotype, but it's not what phenotype means. There is an old animal breeding equation of " $P = G + E$." Phenotype is the sum total of the genetic effect on ___ and the environmental effect on ___, with environment in this sense meaning everything that isn't genetic. Phenotype is just the ___; it's a word we use to talk about whatever it is we observe. In that sense, the pregnancy status of a heifer is a phenotype. If a heifer has a poor disposition, that's a phenotype. If she is blind from a bad case of pink eye, that's a phenotype. There is a genetic component to phenotype—and it may be trivial or it may be very large depending on the heritability—but there is an environmental component too.

Sometimes when making selection decisions we want to ignore the environmental piece and just focus on the genetic

piece. That's why we should ignore some phenotypes when selecting a bull. For example, you should ignore a bull's actual weight at birth. Yes, I said that: ignore the birthweight of a bull. That phenotype includes a big environmental effect. You care about the genetic effect—what he actually passes on. In the phenotype of his actual birth weight, that genetic effect is totally confounded by an environmental effect (how old was his dam, what was she fed, what was the year like, etc). If you want to identify a bull with calving ease genetics, you are way better off to focus on the genetic prediction (EPD) for calving ease. We make better decisions with EPDs in our sire selection because EPDs by definition just focus on the genetic effect. In other words, we ignore everything except the part we care about: the genetics the bull passes on.

In other cases, we care about the actual phenotype. Let's go slow here. Sometimes we care about the actual phenotype, because sometimes an environmental effect might limit our ability to capture the value of the genetic effect. Here's an example. If a bull is lame from a hoof injury, I may not be able to capture the value of his genetics—even if it's genetic merit for exceptional feet and leg structure. Why? The environmental effect of his injury might make him unable to actually service cows. If that's the case, of course we want to know about that phenotype. Likewise, some phenotypes should inform your selection decisions for commercial replacement heifers. In some cases, an awful environmental effect will actually keep a heifer with good genetics from being a profitable commercial investment. For example, I wouldn't keep a late-conceiving commercial heifer regardless of her genetic merit. She might just be later conceiving because she is younger or for any other random reason rather than because of her genetics, but she just won't be a profitable commercial investment regardless.

Here's the other side of the coin though: some early-conceiving heifers will have poor genetic merit for profitable traits. If you single trait select on that one phenotype of early conception, you're also missing an opportunity to weed out some heifers with poor genetics. Genomic testing, which we'll talk about next, can be a great way to do that. Remember though, most of the industry is selecting heifers the wrong way: retaining only the biggest, prettiest heifers at weaning and keeping everything that gets pregnant. That's

CONTINUED ON NEXT PAGE



just a mistake for so many reasons, and it sets you up to get stuck with later conceiving heifers and heifers with poor genetic merit.

Should genomics play a role in selecting replacement heifers?

Genomic testing is an incredible tool to more accurately assess the genetic merit of animals. Use that tool whenever you can do it profitably. For registered seedstock breeders, you are probably missing an opportunity if you are not genomic testing almost everything. For commercial producers, the question is really at what stage in the heifer development process genomic testing is most profitable. My suggestion is to collect samples from commercial replacement heifer candidates at the time of pregnancy diagnosis. Test heifers you would consider retaining as replacements—remember, that's the early-conceiving heifers—and use that information to decide which to sell and which to retain. For genomic test results to have commercial value, they need to cause you to make a different selection decision than you otherwise would. I'm not sure it always makes sense to test your entire heifer calf crop, but that is one strategy. I would highly encourage at least pulling samples on your early-conceiving bred heifers. If you have more than enough to hit your desired number of replacements, it just makes sense to use a genomic test to identify the best to retain.

Should I really just develop heifers to calve at 30 or 36 months of age?

Nope. It doesn't pay. I have heard all the arguments, and I enjoy the spirited discussions I have had on this topic. But I have never seen a set of numbers where a later age at first calving actually made sense when doing honest accounting for all costs. Developing those heifers another 6 to 12 months inflates the development cost for all heifers and masks any problems. "But they breed back better!" Again, I've heard it all. If you have to spend an additional year worth of development costs to get heifers to breed back, you're keeping the wrong kind of heifers. Even if those are just days grazed on grass, that resource could be used more profitably. There is a smarter, cheaper way to go about solving these problems.

Should I just purchase replacement heifers rather than try to raise my own?

Maybe so. I love developing and breeding replacement heifers as much as any cow-calf producer, but the truth is that most of us shouldn't be developing our own replacements. Do the honest math. Think of your heifer development program as its own enterprise separate from your cow-calf herd. That heifer development enterprise really ought to be profitable in and of itself if you are going to do it. If you can't produce heifers for cheaper than you can buy similar quality heifers, don't develop your own. It's also worth pointing out that you may be able to buy better heifers than you can raise, and buy them bred to calve exactly when you want them to. Check out the Missouri Show-Me-Select Replacement Heifer Program as an excellent source.

Another way to think of it is this: if you can't turn the same profit per dollar invested on your heifers as you do on your cows, invest those dollars in your cow herd instead. The acreage, labor, and other inputs you are using for your heifer development program could be put to better use. This is the beef *business*. In the business world it is usually better to do one thing at an exceptional level than to do several things at a "just ok" level. Not developing heifers inherently makes a cow-calf enterprise more efficient and productive. You may be able to run a few more cows on those freed-up acres, allowing you to wean more calves and spread your fixed costs over more animals. Alternatively, you may be able to extend the grazing season for your cow herd and feed less hay and supplement, lowering your annual cow carry cost. Don't forget all the other benefits of simplifying your breeding program to just having a terminal focus: you could then use growth and carcass focused bulls, worry less about calving ease, crossbreed, implant all calves, market larger numbers of calves, etc. Not developing your own heifers can really make sense.

Of course, your numbers will be different than mine or your neighbors. Developing heifers might actually be the most profitable thing you do. Or, profitability may not be a big concern for you if this is a hobby or lifestyle. I would just encourage you to do the honest math and take a look at your options.

Final Thoughts

Sometimes when we think about reproductive management, we immediately think "estrus synchronization and AI." Listen, you will find no bigger advocate than me for the value of those technologies, but I will still tell that the lowest hanging fruit to improve the reproductive performance of your cow herd is a commitment to only retain early-conceiving replacement heifers. At the end of the day, selecting early-conceiving, high quality replacement heifers is probably the single most impactful reproductive management practice that there is. That's followed closely by the practice of managing for a short, defined calving season in your cow herd. Perhaps next time we'll talk about that. 🐮

Jordan Thomas, Ph.D. - Assistant Professor - State Extension Specialist in Beef Reproduction at the University of Missouri



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Fly Control for Grazing Cattle

Controlling the fly population

By Dr. Larry Hawkins for Cattlemen's News

There are three kinds of flies, horn flies, face flies, and stable flies, that commonly attack grazing-cattle, either cow calf pairs or stocker cattle. Let's take a look at each of these flies individually to develop an understanding of why they are present and what can be done about them.

The horn fly

The horn fly is the small fly that makes up the black patch of flies on the backs of cattle. It rarely leaves the animal and lays its eggs in fresh manure on the pasture. It sucks blood approximately 30 times a day by piercing the skin and sucking a drop of blood for each meal. That blood sucking isn't much of a problem if there are only a few flies, but when more than 200 flies are present, animals are irritated, stop grazing, find a shady spot to fight flies, and production goes down. Research indicates stocker animals with adequate horn fly control will weigh approximately 10 lbs. more at the end of the grazing season than cattle without horn fly control. Further, with good horn fly control, cows weaned calves that weighed 12 to 15 lbs. more than cows without adequate horn fly control.

The horn fly information above tells us three things about controlling these flies: First, horn flies rarely leave the animals so these flies must be controlled on the animal. Second, they lay eggs in manure so a feed-through larvicide will work. Third, the reduction in gain makes it economical to treat for them.

The face fly

The face fly has a sponge mop mouthpart with a few teeth protruding from the bottom. It feeds by "mopping" tears from the corner of the eye, and uses the teeth to irritate the eyes to create more tears. During feeding activity, the pinkeye bacteria, *Moraxella bovis*, is carried from infected animals to susceptible animals resulting in pinkeye outbreaks. These flies get a meal then go rest and digest on nearby objects such as post or trees. Then they lay their eggs in fresh cow manure on pasture.

The cost of pinkeye outbreaks is difficult to determine because of the variation in the number of infected animals



and the severity of lesions within the herd. However, when animals have pinkeye, they want to be out of the sun so they are not grazing and gaining weight, and there are also treatment costs. In addition, there are often market discounts for animals with pinkeye lesions, even after the lesions have healed.

Again, the only opportunity to control this fly is on the animal and by using a feed-through larvicide.

The stable fly

The stable fly is a bloodsucking fly that attacks the lower legs of cattle, legs and ears of horses, shorn sheep, dogs' ears, and you. It has a very painful bite that drives cattle into huddles in an effort to protect their legs. This activity and the accompanying lack of grazing have been shown to reduce weight gains by as much as 0.48 lbs. per day. After feeding, stable flies rest on nearby objects to digest the meal and returns later to feed again, often feeding two or three times each day. After three feedings, it lays eggs in decaying vegetation mixed with manure; commonly the place where the hay ring was last year, the pile of straw and manure behind the calving or horse barn, hay storage where decayed hay has fallen off the bottom of the bales, or piles of grass clippings.

Controlling flies on pasture cattle

The most effective way for most producers to control flies on pasture cattle is insecticide ear tags. They have the advantages of once-a-season application and are always present to control face flies and horn flies. To be most effective, insecticide ear tags should be applied when a few flies are beginning to be present on the cattle. If this timing of application does not fit into the management system, tags can be applied earlier but realize that the fly season may not be over when the tags are depleted.

Other products such as pour-on, sprays, dust bags, oilers, or backrubbers can provide effective fly control but they require several applications throughout the summer. These products should be used to supplement insecticide ear tags when fly populations increase toward the end of summer.

Using two or three fly control methods will provide the best control. Consider using insecticide ear tags as the primary fly control and adding bullets or oilers treated with insecticide to the mineral feeder to provide supplemental control of the adult flies. In addition, use a feed-through larvicide in the mineral or salt to prevent the eggs laid in the manure from becoming homegrown adult flies. Yes, adult flies will come from the neighbors but your fly populations will be reduced because you don't have homegrown flies.



Control of stable flies involves cleaning up breeding areas. It is impossible to keep sprays applied to the lower legs of animals because they wash off as the animal walks through wet grass. However, in some cases, a blow mist sprayer in an ATV does allow spraying the legs of cattle being attacked by stable flies for short-term relief.

Talk to your veterinarian for help with a fly control program designed for your herd. Remember, those flies are taking \$20 to \$30 per animal profit from your herd so it is worth some effort to control them. 🐄

Larry Hawkins, DVM, is the Senior Veterinary Scientific Liaison for Bayer Animal Health



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Meet Me

Part 1 Introduction

By Erin Hull for Cattlemen's News



Any “Harry Potter” fans in the crowd? I find myself referring to the current state of the Nation as “these times” rather than mentioning either word that starts with a “C”. For the “Harry Potter” fans, this is the equivalent of referring to “He Who Shall Not be Named” as “He Who Shall Not be Named”. “These times” have me referring to my favorite summer beer as “The one from Mexico”.

I am a social person. If you ask my husband, I’m a *very* social person, too social at times for his reclusive ways. Rather than getting on my soapbox like I do every month in the name of AgVocacy, I think this month is quite fitting to truly introduce myself to you. In return, I would love for any interested readers to reach out to me and introduce yourself to me. You can reach me via Facebook (@lucky13beef) or email (*lucky13beef@yahoo.com*). I would love to hear from the farmers and ranchers in Missouri and beyond to learn your stories.

I’ll start by saying that I’m a 43-year-old woman with two children, and I reside in Upstate New York. For those who are geographically challenged that puts me about 4.5 hours north of New York City. I’ve only ever been to New York City once, and I wasn’t a fan at all. I prefer cows over cars. If anyone ever asks me my age, I lie, as do most women over a certain age, but I don’t lie like most people. I lie to make myself 10 years older than I truly am, so, if you ask, I’m 53 years old and have eight kids. This answer always gets me the response I’m fishing for. “Wow, you look amazing for your age! You’re so thin for having

eight kids.” Boom. Mission accomplished. Now that we have that fun fact out of the way, we can continue.

I am the fourth generation to farm within the county I reside. My great grandparents immigrated from Switzerland at the turn of the century and somehow ended up in Upstate New York. Why anyone would emigrate from Switzerland is beyond me, but they clearly knew what they were doing. They started a wonderful dairy farm (with yellow barns, clearly, they were a little quirky) with registered Jersey cows and started their family and their legacy. To this day, the farm is owned by my second cousin. He still milks Jersey cows and continues to produce some of the best Jersey stock in the country.

My mother was, and still is, horse obsessed. We always had at least two horses in the pasture, and she rode every moment she could. I won’t tell you her age in fear that she will read this article, but at her “advanced” age, she is still riding almost every day. She eats, sleeps and breathes horses. I knew early on that I was *not* horse obsessed. If I were to go to the barn, I would always have been found tagging along with our herdsman, Paul. I *loved* Paul. I could spend hours chasing after him during milking hours. He would tell me funny stories about various cows in the barn. I have no idea to this day if his stories were true, but they kept me coming back. Oddly enough, my father had almost no interest in the cows. My father was and still is a master mechanic. He can sit on a bulldozer and make magic. I was always “Daddy’s little girl”, but not in the way that most little girls are. You see, I had three brothers. This meant that my father knew boys, and girls were just boys with longer hair in his eyes. As long as I could hold a flashlight in just the right spot to help him wrench on a tractor, he always had a stool for me in his work shop. There was never so much as a mention to a princess in my childhood. Ever. The closest feminine reference I was given was the nickname of “Sissy”. To him, I was just one of the boys, and since my brothers don’t read this publication, I can say I was the *best* boy of the bunch. My brothers had zero interest in cows, tractors or anything farm related.

As I started to mature, I could easily see the long hours my family members put in each and every day. I realized that while most families took an annual vacation, we would try to sneak away when the weather looked too poor to make hay. The older I got, the less inviting this looked. I swore at the age of 18 I would never be a farmer, and I would never marry a farmer. I was tired of sitting on a tractor “making hay when the sun shone” while all my friends were out on one of the many nearby lakes perfecting their water-skiing techniques. I’m sure many readers said those same words and failed, just as I have.

For this month, I think I’ll stop here. I’ll conclude my very late introduction next month. In the meantime, send me a message, and introduce yourself! During “these times” I need social interaction, even if it is from a thousand or more miles away and through the computer. Cheers and stay safe during “these times”. 🤠

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Over 80 percent of feedlot cattle in the U.S. are slaughtered by four large meatpacking companies: Tyson Foods, JBS, Cargill and National Beef. Because these companies control a large percent of slaughter and processing capacity in the U.S., they have the unique ability to unduly influence the price of live cattle through the employment of tactics like bottlenecking processing speeds, importing chilled foreign meat to decrease demand for domestic supply, collaborating on pricing mechanisms, utilizing private forward-formula contracts, and piling up meat in cold storage to delay the need to purchase live cattle.

Fewer and fewer cattle are sold on a negotiated cash basis, which reduces the ability for true price discovery in the cattle marketplace. Negotiated cash cattle make up less than 20 percent of the market yet set the price for the other 80 percent of cattle sold through formula contracts and or cattle futures market.

With the reauthorization of the Livestock Mandatory Reporting Program (LMR) on the horizon, the United States Cattlemen's Association (USCA) presents the following changes to be made to the current economic activities within the beef industry:

Require minimum 30 percent of each packer processing plant's weekly volume of beef slaughter to come as a result of purchases made on the open market or spot market, defined as those purchases which fall under Negotiated Purchase (*Forward Contracts and Formula Marketing Agreement are not considered Negotiated Sales*).

- *The minimum would be mandated for each and every packer processing plant required to report daily slaughter numbers to USDA Agricultural Marketing Service (AMS).*
- *The minimum excludes dairy-bred, dairy-bred cross, beef animals over 30 months of age, and/or foreign-born beef animals.*
- *Beef cattle purchased on the open or spot market, under the required minimum, are to be delivered to the packer not more than 14 days after the date on which the livestock are sold to the packer.*
- *Furthermore, no packer can discriminate against a seller for choosing to sell his cattle to negotiated cash sale purchases from that of other sales transactions.*

With these changes in place, the Mandatory Livestock Reporting system could then be used to provide accurate and transparent reports of daily prices and number of cattle purchased via cash market, providing great-

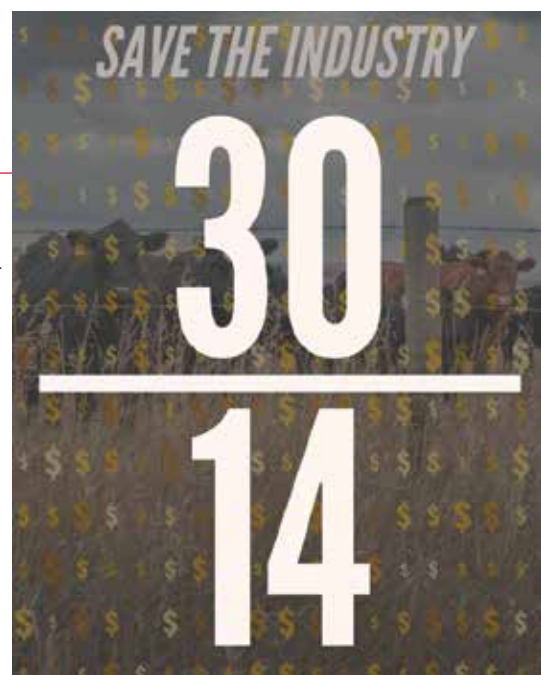
er market opportunity and price discovery for independent cattle producers. For further clarification or questions on any of the above, please contact the USCA



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Planning Ahead for Hard Times

Remaining optimistic in trying times

By Scott Brown for Cattlemen's News

Cattle markets have been in shambles as the effects of COVID-19 continue to inflict injury across the industry. These effects will continue to be felt for at least several more weeks, affecting all cattle market segments from farm to retail.

Through the end of February, cattle markets looked poised to have a better year in 2020 than 2019. Domestic beef demand remained strong, the outlook for beef exports appeared bright and a slight downturn in beef cow inventory all helped frame a stronger outlook. While that optimistic outlook is gone today, it's important to remember that some of these factors remain in play for cattle markets for the rest of 2020.

COVID-19 has jarred the foodservice industry to a virtual standstill as restaurants and institutions across the country shuttered. With more than half of domestic beef consumption happening away from home cattle markets moved lower immediately. Since mid-February the June live cattle contract has lost in excess of 25% of its value, with beef's reliance on away from home consumption contributing to the large decline.

Grocery store demand initially required additional beef as consumers stocked up on product. The pull for beef was strong enough that wholesale beef prices moved higher even as cattle prices were moving lower. Once consumers' freezers were filled by late March, the demand pull began to slow.

The biggest issue facing the cattle industry today is the slow-down or shuttering of beef processing plants as their workers contract COVID-19. This may well be the most serious implication of COVID-19 for cattle producers depending on how many more plants shutdown in the coming days and weeks and how long the currently shutdown plants remain inoperable.

As we are slowing cattle slaughter, we will deal with heavier slaughter weights for some time to come. Cattle prices will struggle to move much higher from current levels until a clearer picture unfolds regarding the operation of cattle processing plants.

But there are still reasons for longer term optimism in cattle markets. The discussion across the country has turned to how to reopen the nation as the peak of the COVID-19 outbreak subsides in many areas of the U.S.. As the country reopens, restaurants will begin to restart. This recovery of the foodservice industry could create another round of strong demand for beef as the foodservice pipeline begins to refill. Consumers ready to get out of their homes with stimulus checks in hand may be more than ready to dine out, which typically helps beef more than the other meats. Of course, that demand could be short lived if a longer-term turndown in the general economy weighs on consumer spending.

The big question will be the status of cattle markets in late 2020. While that also depends on the COVID-19 outbreak from this point forward, it is important to return to two of the three positive issues that were helping fuel the optimism in cattle markets earlier this year. U.S. beef exports continue to grow as Japan and South Korea have increased imports of U.S. beef as Australia rebuilds cattle inventory following years of drought and tariffs on U.S. beef have been reduced. Chinese demand for U.S. beef may increase in late 2020 as the phase 1 trade agreement unfolds.

Also, despite the likely increase in cattle weights due to the current slowdown in slaughter, cattle supplies should moderate late this year as inventory growth has slowed substantially.

That leaves the question of what cattlemen should do when it comes to marketing cattle in 2020. Given the uncertainty about the future of the COVID-19 outbreak, there is not a perfect answer. If the current economic shutdown must continue for several months, there is substantial downside risk for cattle prices. However, if we are getting to the peak of the outbreak and the U.S. can begin to return to something more closely resembling normal, cattle prices could move higher given trade and beef supplies.

It is important for cattlemen to develop plans for how to manage their cattle herd, including available grass and cash flow ability, if they choose to hold cattle longer in hopes of higher prices. It will be important to assess each operation's risk tolerance including discussions with lending institutions. It is also important to set price triggers that would cause an operation to market or price their cattle. If cattle prices begin to move higher, careful consideration of downside risk must factor into the marketing decision.

The signs point to higher cattle prices later in 2020 but hinge on recovery from the current COVID-19 outbreak. 🤠



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Options for Feed Supplements Without Distillers Grains

By Eric Bailey for Cattlemen's News

As the MU Extension Beef Nutrition Specialist, I have received a number of calls recently about distillers grains not being available to cattlemen across Missouri. As if we needed any more issues to deal with in the cattle business! Luckily, MU Extension is here and ready to help address altering cattle diets and supplements to offset the loss of distillers grains. There are a number of alternative feedstuffs on the market that can replace distillers grains. The challenge will be to do it in a cost-effective manner and to maintain expected performance out of your cattle.

First, evaluate your feeding program. Are you raising breeding stock? Or, supplementing stocker cattle on tall fescue over the summer? Are you backgrounding calves on a total mixed ration (TMR) in a drylot? Are you finishing cattle? Or just hand feeding cows a few lb of supplement to offset the summer slump? Each of these options have unique conditions. It is important to consider what distillers grains was bringing to each of these feeding programs.

Growing cattle (seedstock, backgrounding, preconditioning and stocker cattle)
Just today, I talked with a producer getting ready to wean calves. They had been planning to keep the calves 45 days, graze fescue and feed a supplement containing 75% corn and 25% distillers grains. After confirming that the calves had access to enough pasture to not have forage limiting, I encouraged the producer to simply feed 2-3 lb of cracked corn per head per day. Even though tall fescue has a reputation for poor cattle weight gains during late spring without supplement, recent research at the Southwest Research Center in Mount Vernon has found stocker calves gain well during April and May. We grazed 550 lb steers from April 18th - June 14th last year as part of a study and are repeating the study again this year. Steers gained 2.2 lb per day from April 18th through May 17th on K31 fescue (88% endophyte infection) with only mineral supplement. Calves were stocked at 1.5 steers per acre. From May 17th through June 14th, the same group of calves gained 1.6 lb per day. So, if you're weaning calves soon and only planning to keep them 45 days, even K31 fescue can provide acceptable gains, assuming that forage availability does not become limiting. I advised to feed a couple of pounds to the calves above for sake of seeing them regularly. This allows for checking on their health and teaching them to come to a feed truck.

If you're planning to keep calves longer than 45 days, it may be wise to increase supplementation in late June. The summer slump in tall fescue pastures dramatically reduces average



daily gain in growing cattle. Feed at least 1% of the calves body weight per day of a supplement. There are a number of different options here. Since the amount of supplement is increasing, price shopping is important. See what commodity you can get a deal on. If corn is the best deal, mix a protein supplement in with it. Options here include soybean meal or a commercial protein pellet. Follow the manufacturer recommendations with the protein pellet. Another strategy for this scenario might be to just feed straight soyhulls or wheat middlings at 1% of body weight per day. Do not overcomplicate the feed program if you do not have to.

Finishing cattle
Losing distillers grains is especially tough on feedlots, where distillers was the primary source of protein and a significant contributor to energy. Remember, your target for the diet crude protein should be 12.5% (on a dry matter basis) and 0.62-0.65 mega-calories of Net Energy for Gain (NEg). Not only do alternative feeds contain less protein, they also contain less energy as well. A prime example is that to balance a finishing diet for 12.5% protein using gluten pellets containing 20% protein, you have to alter the ration to contain at least 25% gluten on a dry basis. Gluten is only a 0.54 Mcal/lb NEg feed though, so your overall diet energy concentration will likely drop by 10%, at least. For reference, corn is 0.68 Mcal/lb NEg.

For finishing cattle, consider the use of a high-protein pellet, soybean meal, or a liquid supplement containing urea. The goal here is to balance the diet for 12.5% crude protein with as little supplemental protein as possible. More corn will keep the energy density of the diet at an acceptable level. To be clear, I am not encouraging the use of moderate protein, moderate energy feeds like wheat middlings or gluten as a distillers replacement in this scenario.

Hand feeding cows
This is another instance where you must be clear with your intention. Are you cows thin coming out of weaning? Are your spring-calving cows in a poor body condition currently? If you hand feed a couple of pounds per day to keep them coming in, the composition of feed used does not matter as much as when you are feeding greater amounts to put weight on. If you are interested in putting weight on cows during the summer, consider early weaning spring-born calves. If it is for fall-calving cows, a great strategy is to feed 5-6 lbs of a commodity mix per day. Only feeding a couple lb of supplement per day is not going to provide enough additional nutrients to put weight on thin cows.

The removal of distillers grains from supplement programs is one of many challenges we face today as a cattle industry, but it is a solvable issue. First, take a good hard look at the goals of your feeding program. Has your supplement or TMR been evaluated by you or a nutrition professional recently? If not, now is a great time to reach out to myself or your local MU Extension Livestock Specialist. Second, if distillers needs to be replaced in your supplement, there are plenty of options out there. Just make sure that in switching to a new feed, you match the nutrient profile of your old feed. During these trying times, MU Extension would be glad to help address any beef cattle nutrition issues that you may be having. There are other scenarios not discussed (creep feeding, liquid feeds on pasture, etc...). Remember, tough times don't last, but tough people do. Let us know how we can help. I can be reached at baileyeric@missouri.edu or 573-884-7873. 🐮

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Common Sense Approach to Fly Control

By Dr. Harold Newcomb for Cattlemen's News

Well, it's that time of year when we start to think about spring and summer and most importantly no more feeding of the cow herd. However, just as we are starting to enjoy spring and warmer weather, we need to turn our attention to fly control. As we start thinking about fly control, we need to consider a few things, first fly control needs to be a multi-pronged attack. Generally speaking, to have a successful fly control program you need insecticidal and environmental management.

The first step is to know the enemies and why we are fighting them.

Horn Flies -

Horn flies generally found on the back and belly of cattle cost producers millions of dollars per year (\$730,000,000 + est.) in lost production and control cost. The biggest losses come from reduced feed efficiency, weight gains and lower milk production. Horn flies take 20-40 blood meals a day and can decrease weaning weights by 10-30 lb.'s per calf. The entire life cycle takes only 14-21 days to complete creating several generations over a single season. The female leaves the host just long enough to lay eggs in a fresh manure pat. Control of horn flies is imperative for optimum production and profitability in most cow herds in the US.

Control of horn flies is primarily accomplished by use and application of chemicals. The three chemical classes most



commonly used to control horn flies are pyrethroids, organophosphates and macrocyclic lactones (avermectins). Each of these chemical classes control horn flies differently. Therefore, judicious use of these classes concurrently (in combination) can help delay fly resistance to all three chemical classes. These chemicals and/or combinations of them are most commonly applied to the cattle by insecticidal ear tags. To help ensure a successful fly control program

one tag should be applied in each ear of both the cow and the calf. The tags should be applied when fly numbers reach approximately 200 per cow. The entire herd should be treated with a pour-on at the time of applying insecticidal ear tags using a different chemical class than that of the insecticidal ear tag. The pour-on will help eliminate existing fly numbers when the tags are applied. The use of back rubbers, oilers and dust bags that contain a different chemical class than the tags is also warranted to help extend the useful life of these tags. Fly tags should be removed in the fall to help reduce fly resistance to the chemical class in the fly tag. The next step in controlling horn flies is feeding an insect growth regulator (IGR). The IGR is consumed in the mineral and passed thru in the feces preventing development of fly larva in the fecal pat. Limiting the breeding fly population is beneficial to reduce fly numbers. IGR is an important part of a fly control program.

Face Flies-

Face flies are generally observed swarming around the nostrils, muzzle and eyes of cattle. They have sharp microscopic teeth, which they use to irritate the eye tissue of the animal. This irritation causes tear secretions which the female face fly ingests to aid in egg production. This irritation also allows pinkeye causing bacteria to attach to the eye and colonize, causing pinkeye. Unlike horn flies, which live exclusively on one host animal, female face flies can travel

CONTINUED ON NEXT PAGE



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miles to several different animals (potentially spreading pinkeye thru a herd or neighboring herd). Studies have shown that pinkeye costs cattle producers over \$150 million each year.

Optimal Face Fly control should include a pyrethroid class chemical (alone or in combination) because of pyrethroid's ability to repel face flies away from the face and eyes of the cattle. Oilers with face flips or dust bags may be used, placed where cattle must pass under them frequently (daily or every other day) such as around water troughs or mineral feeders. Combination insecticide ear tags (like Double Barrel VP) are good insecticide ear tags to use if both face fly and horn fly control is needed. Remember for optimal pinkeye prevention, pinkeye vaccines should be used along with fly control with the vaccination occurring 30-60 days prior to the start of fly season.

As always read and follow all label directions for all products and vaccines. Chemical Gloves should be worn whenever insecticide ear tags are handled. Consultation with your herd veterinarian on fly control and all other herd health matters is strongly recommended as they are your animal health expert.

Harold Newcomb, D.V.M., is the Technical Services Manager for Merck Animal Health

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

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¹Stromberg BE, et al. *Cooperia punctata*: Effect on cattle productivity. *Vet Parasitol.* 2012;183(3-4):284-291.

²Lawrence JD, Ibarburu MA. Economic analysis of pharmaceutical technologies in modern beef production. *Proceedings of the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management.* 2007;1-18.

³Merck Animal Health National FECRT Database.



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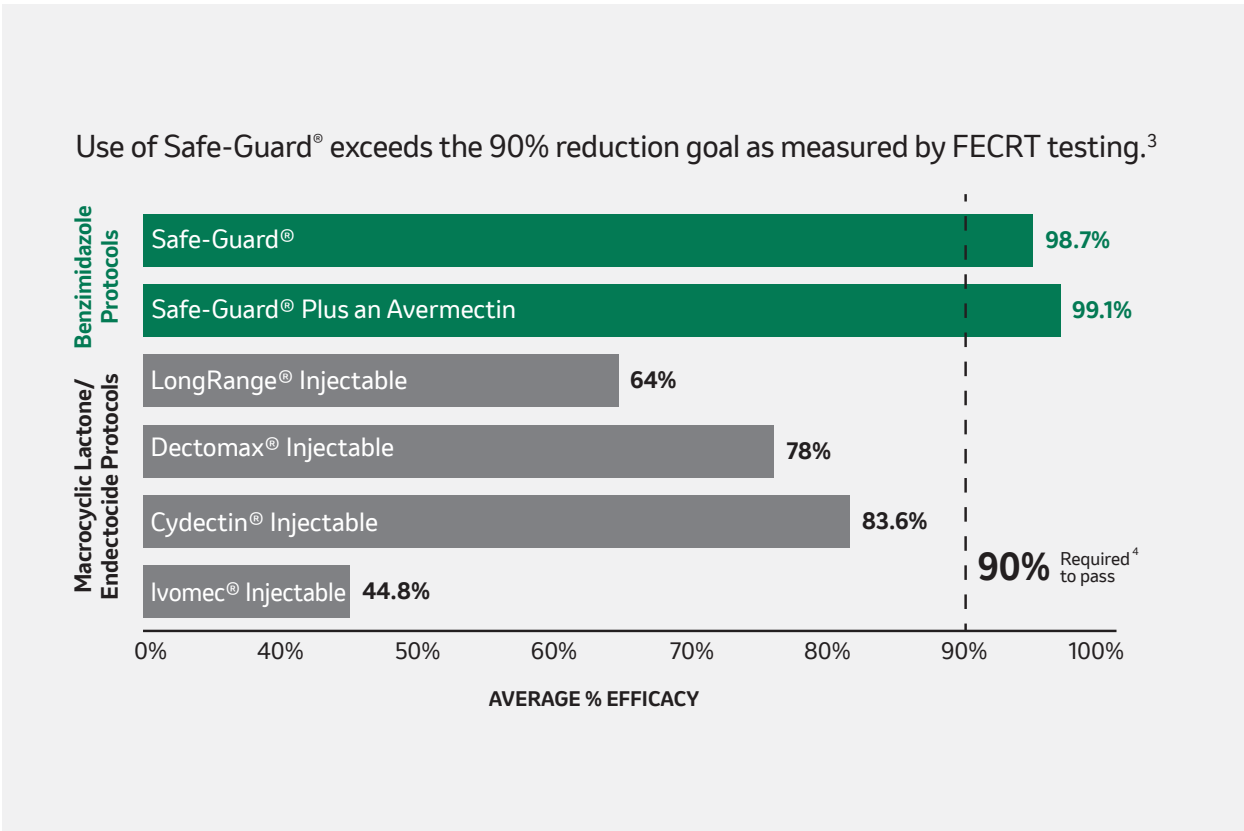
When two dewormers are better than one.¹

As you know, parasites compete with cattle for nutrition, suppressing dry matter intake and decreasing average daily gain, meaning they literally suck profit from your operation.² Which is one reason effective parasite control is critical for cattle performance and profitability.

But did you know that parasites directly suppress the immune system, decreasing the animal's ability to fight infection or respond to vaccines?

All these reasons are why choosing a dewormer - or two - is an important decision.

Two? Yes. Parasite researchers now recommend using two classes of dewormers (typically one benzimidazole and one macrocyclic lactone) for both effectiveness and to help curb dewormer resistance issues.¹



Double Down on Resistance

Benzimidazole Class (look for the “-zole”)	Macrocyclic Lactone (ML) /Endectocide Class (look for the “-ectin”)*
Work as a purge wormer in the gut, killing the parasites in the animal at the time of deworming.	Enter the bloodstream through injection or through the skin (pour-on) to provide residual control.
Fenbendazole (Safe-Guard®)	Ivermectin (Ivomec®, generics)
Oxfendazole	Doramectin (Dectomax®)
Albendazole	Moxidectin (Cydectin®)
⊙	Eprinomectin (Eprinex®, LongRange®)

*Macrocyclic lactones can also be broken down into avermectins and milbemycins but are still the same class.

Widespread use of endectocides over the last 40 years has contributed to a growing resistance concern. Resistance to one brand or compound of endectocide may cause resistance to other members of the same class. This is primarily because resistance to one particular compound/brand may cause resistance to other members of the same class. This is known as side resistance.

This is why it is important to look beyond brand names and active ingredients and choose products from different classes.

Expert opinion now suggests that if you're using a dewormer with an active ingredient that ends in “-ectin,” you should choose another product with an active that ends in “-zole.”⁵

This also ensures that you're getting both tough internal parasites which “-zoles” like Safe-Guard® (fenbendazole) excel at, including brown stomach worm (*Ostertagia*), small intestinal worms (*Cooperia*) and threadneck worms (*Nematodirus*), as well as the internal and external parasites that endectocides cover.

A Case for Adding Safe-Guard¹

Treatment	Percent Efficacy**
Ivermectin/Endectocide Pour-On Alone	45.9%
Ivermectin/Endectocide Injectable Alone	39.4%
Safe-Guard Alone	98.7%
Safe-Guard + Ivermectin/Endectocide	99.1%

**As measured by the National Fecal Egg Count Reduction Test Database

Improving your deworming program doesn't have to be difficult. By adding Safe-Guard, you can kill more of those microscopic monsters than you could with ivermectin alone.

Put Your Dewormer to the Test

Of course, whatever deworming program you're using, you need to check that it's working. The fecal egg count reduction test (FECRT) is the gold standard in efficacy testing on live animals. It will not only tell you which parasites you're dealing with, but also if they're responding to your current program.

Proper parasite management is the cornerstone of your animal health program.

That's why understanding which products belong to which class and consulting with your veterinarian can help producers make the right herd health decisions and aid in the development of parasite control programs that help achieve your operational goals.

¹Reinhardt, et al. A fenbendazole oral drench in addition to an ivermectin pour-on reduces parasite burden and improves feedlot and carcass performance of finishing heifers compared with endectocides alone. *J Anim Sci.* 2006;84(8):2243-2250.

²Lawrence JD, Ibarburu MA. Economic analysis of pharmaceutical technologies in modern beef production. *Proceedings of the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management.* 2007;1-18.

³Merck Animal Health National FECRT Database.

⁴Coles, et. al. WAAVP methods for the detection of anthelmintic resistance in nematodes of veterinary importance. *Vet Parasitol.* 1992;44(1-2):35-44.

⁵Data on file, Merck Animal Health.





All has been rather quiet on the farm lately, thankfully. Boring is good a lot of times. So, rather than lull you to sleep by re-counting our recent days, I found a story I wrote back in 2011. Things were much different then in regard to my cattle experience, but times were hard for farmers during that year. I hint at the drought at the end. Despite hard times, farmers were a “keepin’ on”. Sound familiar? Hope this little tale gives you a chuckle today.

My poor husband has such little help on the farm. Yes, he has me, but I am sometimes — let’s face it, most of the time — more of a liability than a help. Sometimes the little relief I can provide is worth the liability. We decided early on in this little farm venture that me having life insurance was a must!

On Sunday morning he was loading a set of calves to transport to the sale barn. He came to the all-too-familiar junction where the task would be much easier with another body to help. That other body was me.

He called into the house.

“I need you to come out here, and help me load these calves,” said my husband.

I responded, “Really? I have to go to the restroom, and I’m wearing flip flops!”

“It will just take a second,” said my husband. “HURRY!”

I obeyed.

Running like the diligent farmhand that I am, I entered the cattle pen. It had around seven calves. I’m not talking cute, dog-like calves. These were pretty much cows, but I get into trouble for calling technical calves, cows. Thankfully, we have very mild, even-tempered animals at least in the cow/calf category, but these animals did not feel like getting onto a trailer, understandably so.

He instructed his restroom-desiring, flip-flop-clad *farmhand* to “stand right here, and don’t let them go by you.”

“I want a weapon like you have,” I said.

He had one of those paddle things to motivate cattle.

“No, you will be all right,” he said. “Just DO NOT let them by you.”

By the way, at this point it had already taken WAY longer than he had promised, and I was standing precariously between cow patties, nervous as all get out. Then he started to run them around the outer edges of the pen, so they would accidentally end up on the trailer. I tried, without success, to swallow my knee-shaking fear because I worried they, like all the rest of the animals on the farm, could sense it.

All was going fairly well until the third guy rounded the bend. He was black with muscles and had little horn buds book-ending the cute little hair tuft on his head. The look in his eye told me he had figured me out.

He saw right through me, literally. I was the only thing standing between him and his freedom.

At the exact moment of his realization, time stood still. The next few moments all happened in slow motion.

His head was down. His legs were anxious with anticipation. I also realized what was happening, which caused me to freeze. I literally could not move. I could not yell. My arms hung limp at my side. My feet and flip-flops were stuck to the ground.

The stand-off felt like an eternity.

Thankfully, my husband broke my frozen trance.

He said, “Get out of the way!”

I dove out of his way like my life depended on it, which, of course, it did.

The calf plowed over the space where I had stood, and he and the rest of the calves danced and galloped off in their sweet victory. I, on the other hand, emerged manure-covered and shaken to the core. I couldn’t escape the pen fast enough, plus, I *still* had to use the restroom!

It felt like hours before the tremors of nerves left my body. I truly believe that was the closest I’ve come to dying.

Looking back on it, the only positive thing about that Sunday was hearing my husband laugh — a full on, gut-shaking laugh. The lack of rain had stifled laughs of farmers everywhere.

I can’t say that I learned any great lesson on how I could have kept those calves from escaping, but I did learn something vital. Next time I’ll wear boots. Always wear boots. 🐮

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Tips for the 2020 Grazing Season

Considerations for managing your acreage

By Rebecca Mettler for Cattlemen's News

Volatility in the current cattle market may leave producers with the urge to manage their operations a little tighter during the 2020 grazing season. With that in mind, below are some considerations if producers are faced with navigating late spring and summer on a budget.

Managing Soil Fertility

The first step to managing pastureland is to utilize a soil test to determine the soil's fertility. Soil testing is a cheap way to see where a pasture is in terms of fertility and gives producers direction on how to achieve yield goals, according to Jill Scheidt, agronomy specialist with University of Missouri (MU) Extension in Barton County.

Scheidt recommends producers conduct soil testing every three to five years and to utilize the results to prioritize fertilizer applications.

"If you're on a tighter budget, the places that have good fertility you can afford to skip the fertilizer this year and select the low fertility fields," Scheidt said.

If the soil test indicates a problem with soil pH, don't fear because correcting that could be within the budget.

"Lime is one of the most economical amendments that you can make to your land, so if you're on a budget, apply lime to the pieces of ground that need it the most," Scheidt said.

Special attention should also be paid to hay fields since haying can remove 80% of nutrients added to the field.

Pasture Utilization

Setting goals to increase pasture utilization can offer positive effects throughout the grazing season. In a continuous grazing system, pasture utilization may only reach 30%. Pasture utilization can be increased by 20% to 30% with the implementation of a rotational grazing system, according to Patrick Davis, field specialist in livestock with MU Extension in Cedar County.

"Rotational grazing systems don't have to be elaborate," Davis said.

If producers have never practiced rotational grazing, Davis suggests setting a goal to rotate pastures every five days to start out with, all while making sure the grass is not grazed below 4 inches. Then, as producers become more accustomed to the process, plan for movement every three days, which is where larger jumps in pasture utilization can occur.

Along with better utilization of the available forage, introducing rotational grazing can also lead to greater plant diversity in pastures, which can be of nutritional benefit throughout the grazing season.

Keep on Top of Weed and Brush Control

A timely herbicide application results in more grass for cattle to consume. Even when budgets are tight, farmers and ranchers should evaluate their pastures to keep on top of weed and brush control.



Scheidt suggests producers focus herbicide applications on the pastures that tend to have problems with noxious weeds such as sericea lespedeza or thistles, or if poisonous plants, such as perilla mint, are in abundance.

The word "timely" is very important when talking about herbicide application. For a successful herbicide application several considerations must be taken into account.

"A timely herbicide application is when the weed is small and actively growing but before it starts producing a flower," Scheidt said. "When it's bigger and has produced a flower, ideally, it's too late to spray."

Also, don't brush hog before herbicide application. Once the plant is cut it doesn't respond to herbicide as well because the plant has become less efficient at nutrient absorption, and therefore also can't take up the herbicide as good.

And, as always, read the herbicide label because the label will define the best practices to make your application most effective, according to Scheidt.

Keeping an Eye on Animal Performance and Health

While the topic of pasture management is largely focused on forage, one must not forget the importance of animal performance and health while grazing.

Keeping the forage in a lush and grazable state as long as possible can keep gains high compared to grazing on more mature stands. For example, holding stocker calves on lush grass will typically gain 2 plus pounds per day, if not more. Once grass approaches the seed head stage, Davis looks for producers to clip the pasture to defer maturity as long as possible.

"However, as we get later in the grazing season and we get out of the typical growing season for the cool season grasses that gain is going to drop off if there is not some other warm season grasses in the rotation for the cattle to graze," Davis said.

Cows should continually be monitored for changes in body condition, and calf performance should be noted because the nutritional value of forage shifts throughout the grazing season.

"When we get to the breeding season, which we will be getting there soon, cows should be at a body condition score 5," Davis said.

Evaluate Pasture for Future Improvement

While pasture renovation to a novel endophyte fescue variety doesn't necessarily scream budget-friendly, producers may find themselves in a situation where a weak stand of Kentucky 31 fescue may need taken care of. In this case, Davis recommends planting sudangrass or pearl millet in early May to begin the spray-smother-spray approach to fescue pasture renovation.

With proper planning, budget considerations for the 2020 grazing season can be made in a way that still leave room for productive pastures and healthy cattle poised to take advantage of the forage resources available. 🤠



New Realities in a Post-COVID Market

By Lisa Henderson for Cattlemen's News



With the changes to our everyday life brought on with COVID19 there are dramatic changes taking place that will have long lasting effects to the meat industry and the economy as a whole.

In a webinar sponsored by Boehringer Ingelheim Vetmedica, Inc, Brady Sidwell, founder of Sidwell Strategies, discussed the current challenges facing the food industry.

“We need to be cautious,” says Sidwell. “When we are opening back up, be careful holding on to unprotected cattle.”

Sidwell discussed the challenges the industry is facing with current and future cattle pricing. He also noted the current challenges the beef industry has when changing from supplying both restaurant and retail outlets to primarily supplying just retail stores. Before the coronavirus pandemic, analysts said about 54% of the beef supply went to food service and restaurants. Under the coronavirus stay-at-home directives, 70% to 80% of that food service product is now directed to retail.

“It is not easy to move supply from restaurants to retail services because there is a bottleneck in the supply chain,” Sidwell said.

On a larger scale, as oil prices are dropping, ethanol plants are shutting down and that also creates a gap for ethanol byproducts that become feed for cattle and other industrial inputs.

“Consumers aren’t driving, ethanol plants are shutting down and those create feed for cattle and CO2 used as refrigerants in the meat industry,” Sidwell said. “In order to rebuild the economy, we need to raise oil prices.”

The coronavirus crisis, Sidwell believes, may drive the U.S. economy into a recession as retail sales have already dropped by nearly 9% in March. “Over 70% of the U.S. economy is driven by consumer spending,” he said.

Additionally, Sidwell says with the summer months coming and many consumers are at home grilling, a meat and poultry supply problem could be created.

“We will see more at home consumption continue even after reopening, but in the short-term, we may see food shortag-

es before this ends as packing plants close and chain speeds slow,” he predicted. “Retail beef prices have already surged to all-time records again this week. With political pressure building, we need to be cautious holding cattle unprotected if you’re going to have to sell them soon. The USDA has finally announced some support measures to help beef producers, but as Friday’s Cattle-on-Feed report revealed, there are still large numbers of cattle continuing to be held by producers and out of feedlots.”

On the optimistic side, Sidwell said now is the time for local innovation and branding.

“There will be a resurgence in ‘Made in America’ brands and we’re likely to see more local farm brands launch direct marketing campaigns in the beef sector among others,” he said.

Freezers are selling out as consumers look to stock up on food and as a result, U.S. branded meat is also likely to increase. Sidwell believes the U.S. Country of Origin Labeling will gain momentum applying increasing pressure for Congress to put this in place.

Sidwell said while some “businesses won’t make it, new businesses will emerge, and how the election year plays into this will complicate the political landscape to fund programs. However, with food security becoming more top-of-mind among consumers, he hopes this will result in renewed support of our country’s support for production agriculture.”

Accompanying Sidwell on the webinar was Canyon, Texas, based Corbitt Wall who works for DVAuction and posts a daily video report on YouTube called “Feeder Flash.” Wall’s following is growing due to his tell-it-like-he-sees-it style and advocacy for ranchers.

Wall talked about the dramatic decline of cattle prices this spring, often coinciding with the stock markets that he says have little to do with the fundamentals of beef production. That price decline also coincided with a sudden spike in boxed beef prices, leading to extreme packer profits.

One solution to the lack of price discovery in the cattle markets Wall proposes is a minimum of 30% negotiated weekly cash fed cattle trade.

“Fifty-one percent would be fantastic, but it’s not feasible,” Wall said. “We have cattle feeders selling on a formula, and some of the corporate yards have long-term contracts with packers. In some cases those corporate feeders actually bought the yards from the packers.”

Wall said about 60% of fed cattle sales are now formula and contracts, which is not going to change. That’s why he pushes for 30% minimum negotiated sales.

“I feel like we can get 30% minimum, which would provide a robust price discovery at that point,” he said. “It will help the northern plains, which are already, in Iowa’s case, over 50% negotiated. In Nebraska’s case about 33% of the cattle are already sold on a negotiated basis.”

Wall said the proposal he is advocating for is 30% minimum negotiated trade per facility, not per area, or five-area of nationwide.

“There are facilities that below that [30%], and when they come to meet their obligation they’re going to cause competition for fed cattle and help support those prices,” he said.

Wall is also an advocate of country-of-origin labeling (COOL), but he says “it seems there are a lot of barriers” preventing COOL from being reinstated. 🤠

Changes/Opportunities As A Result Of Coronavirus

Brady Sidwell, founder of Sidwell Solutions, sees a variety of changes/opportunities that may be the result of the coronavirus crisis.

- Resurgence of Made-in-America
- More at-home freezer space means more eating at home
- Consumer interest in origin/traceability
- Digital, convenience shopping/delivery becoming more popular
- Time to start a local farm brand – direct to consumer marketing
- Food security and safety protocols increase
- Increased awareness of risk management tools
- Health screening becomes the norm

The Beef Cutout Explained

What it is and what it's not

By Paul Dykstra, Certified Angus Beef LLC



Boxed beef cutout values. We hear it on every market report and it sounds simple enough, but what does that number really mean?

Most cattlemen know that “cutout” prices are a reflection of the market value of beef to the people who sell beef, but how these prices are derived is a little less clear.

USDA’s simple definition of boxed beef cutout price is “the estimated gross value of a beef carcass based on FOB prices paid for individual beef items derived from the carcass.” That FOB or “Free on Board” means no shipping costs are included. More simply put, the cutout price is the aggregate value of all the parts of a carcass.

The Federal Livestock Mandatory Reporting policy holds the packers to reporting that value twice daily to USDA. We have access to those numbers in twice daily in USDA’s spot-market price report, which lists Choice and Select carcasses, primals and individual cuts, within a three-week delivery window. Prime, Branded and No-Roll cutouts are added to the weekly “comprehensive” report which includes all types of sales and all delivery periods.

Two overarching themes are important to understanding cutout values: First, the price and weight of each cut is taken into consideration for the final calculation. Second, the price differential between the quality grades and branded beef programs is not equal across each cut.

Cut by cut

The first point is simple enough, given what is widely understood about the difference between middle-meat steaks and end-meat roasts. But from the same primal, each cut contributes unique value to the carcass as well. For example, the strip loin and tri-tip both come from the loin primal. However, so far in 2020 the data shows a pound of Choice strip loin priced 29% higher than tri-tips. As well, the strip loin is much heavier at 14 lb. each while tri-tip averages 3 lb. Calculating the weighted-price differential tells us the strip loin contributes \$87.67 to the loin primal (remember, two of each subprimal cut per carcass) while the tri-tip contribution is \$14.69. All of the loin cuts are subject to the same weighted calculation before the final loin value is generated.

Calculate and repeat

The same procedure is followed for each primal so that the appropriately weighted boxed-beef value for each cut is quantified in the final carcass cutout price. Hide and offal value known as “drop credit” is not included in the cutout price, nor are processing costs. As such, these are gross values, not net values.

The second important point is that the price differential between Prime, Choice, Select and branded beef products such as the Certified Angus Beef® (CAB®) brand are not equal for each beef cut. In fact, premiums are normally significant (but seasonally impacted by demand) for higher quality, marbling-rich middle meats. By contrast, most end meats carry a smaller price difference between quality grades.

In fact, last year the chuck, round and plate primals featured no price difference at all between Choice and Select grades. Choice rib and loin primals, however, added 18.6% and 15% extra value over Select, respectively. Price increases continue to build for middle meats as marbling improves up through premium Choice and Prime, as buyer confidence increases linearly with grade. But while the Choice grade fails to add value to both ends of the carcass, CAB improved revenue by approximately 3% over Choice chucks, rounds and plates in the past year.

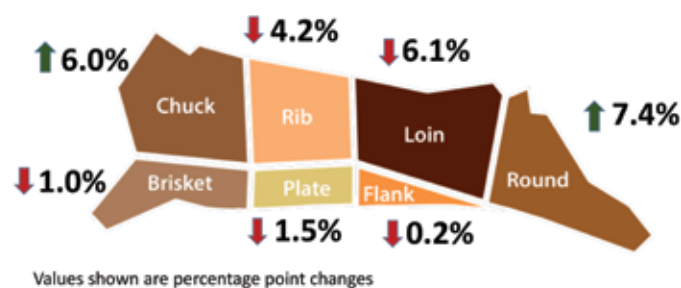
All near-term trends are off

Moving into the second quarter of 2020, we’ve seen many changes in the beef market associated with COVID-19. The temporary end to most dine-in restaurant business has not only shifted where consumers purchase their food, but also the relative value of beef carcass items. While total carcass cutout values have been erratic, notable price declines have occurred for several items traditionally used most heavily at restaurants.

From mid-March to mid-April, the wholesale price of Choice boneless ribeyes dropped \$2/lb., reflecting the decline in restaurant demand during a period when pre-orders for the upcoming grilling season would normally see ribeye price steadily increasing. Choice

tenderloins, a favorite of fine dining establishments, dropped even more with a \$4/lb. decline to \$5.42/lb. in one month. That’s a very steep decline in a season when tenderloins are normally stable. Briskets, skirts, flank steaks and steaks derived from the chuck have all suffered varying degrees of price degradation as their most common foodservice marketers saw dramatic declines.

Change in Contribution of Primals vs. Total April 2020 vs. Year Ago



As circumstances press consumers toward cooking more meals at home, the ends of the carcass have captured much more buying demand. Of course, Americans are fond of hamburgers and typical consumption tops 50% of the ground beef category. Flexibility and ease of handling afforded by ground beef extends its utility for home-cooked meals.

Under normal market conditions, the lion’s share of ground beef is sourced from domestic cull cows and bulls as well as imported “90% lean.” But today’s heightened retail ground-beef demand has redirected a larger portion of chuck and round cuts from young, fed steers and heifers toward ground beef utilization at retail. There is currently unseasonably higher demand for end meats at a time when prices for several of those cuts would normally be falling.

These unique circumstances have shifted the proportion of cutout value derived from each of the primals. Compared to a year ago, chuck and round primals each contribute 6-7% more to total carcass value while the rib and loin are down 4-6%.

Recent market dynamics show distinctly split pricing scenarios for beef and cattle, with a larger-than-normal gap between the two. Therefore, understanding cutout value and the calculations behind it does not inherently suggest a direct tie to live-cattle value. But the cutout price trend is a good indication of what beef marketers are willing to pay for beef and the distinctions between cuts and quality grades.

Adding sales volume to the equation gives us a measure of beef demand. When day-to-day fluctuations are hard to make sense of, we look toward those long-term trends. Decisions made today will impact calves sold in the years to come. 🐮

Dealing with Stress: You are the Ranch's Greatest Asset

The conversation on mental health and handling stress is not easy because of the uniqueness of each person's situation

By B. Lynn Gordon

In an occupation where stress seems to be the norm, identifying how cattlemen and their fellow producers can learn how to understand the factors and actions associated with mental health is important to the viability of the agricultural community.

"Mental health of our producers is a topic of concern for our industry," said Don Schiefelbein, NCBA vice-president, on a recent webinar hosted by the association to discuss this sensitive, yet critical topic. In fact, dealing with frequent elements out of their control, such as the weather, prices, diseases in livestock or crops, trade wars along with recurrent financial and business management issues, farmers and ranchers struggle with recognizing a time when they don't have stress, explains Ted Matthews, Minnesota Rural Mental Health director.

This presents the challenge of how to handle this persistent stress and identifying one's stress threshold. "When do you know how much you can handle?" he says.

Matthews, along with Adrienne DeSutter, a behavioral health consultant and agriculture wellness advocate, explained the response to stress and the need to focus on one's mental health varies from person to person. "Individuals need to know that what they are feeling can be, and is most likely, different from what another person is feeling," says Matthews. Understanding that the conversation on mental health and handling stress is not easy because of the uniqueness of each person's situation, Matthews and DeSutter outlined the following issues for farmers and ranchers to consider.

You are your ranch's greatest asset. "Without the rancher, there is no ranch," says DeSutter, who is actively involved in production agriculture with her family in Illinois.

"The individual is what matters. Put value in yourself, not just on the assets of the operation." She further encouraged individuals to give themselves some grace and room to be flexible with the decision-making process and the outcomes. When one is stressed, the brain doesn't function normally. This can result in poor decisions and unfortunate accidents.

Know what's in your toolbox. We know what tools we need to fix things around the farm, but have we taken the time to think about what tools we need to be good to ourselves, our family and our business?" adds DeSutter. Tools important for individual health and repair include getting enough sleep, regular exercise, balanced nutrition and allowing time away from the daily routine to focus on a hobby or other interest.

Busy schedules can result in forgetting to eat balanced meals, or long hours on the tractor result in limited physical activity to keep your heart healthy. "If you are checking regularly on your cattle, what about yourself, have you checked in on yourself lately?" she asks.

Recognize signs of crisis. Maintaining a healthy agricultural community means being aware of the changes you see in your friends and neighbors as well. Recognizing behavioral changes such as sadness, anxiety, pessimism, irritability or loss of interest and fatigue may be signs of added stress or other impacts on their mental health.

"Be proactive when you witness changes in typical behaviors," says Matthews. Let others know you notice a change in their actions and ask if everything is okay, but don't stop there, the experts emphasize. If the person is not ready to talk, remember to check back in with them regularly, to demonstrate that you are there and willing to listen when they are ready to talk. Taking the proactive approach to reach out to someone else may feel uncomfortable, but focus on your goal, which is to let them know you are concerned about them. "In the case you are the one needing help, don't be embarrassed to ask for it or reach out," says Matthews.

Seek out resources. If you are uncomfortable talking to a friend or neighbor about your situation, there are numerous resources available. Local resources include behavioral health counselors, doctors, and clergy.

"If you are seeking out resources because you are concerned about a family member or another individual, and you are struggling with what to do, take the time to start researching available resources to learn about the services they provide," says DeSutter. "Thus, you are prepared and will have more timely access to the resources when and if needed," says Matthews.

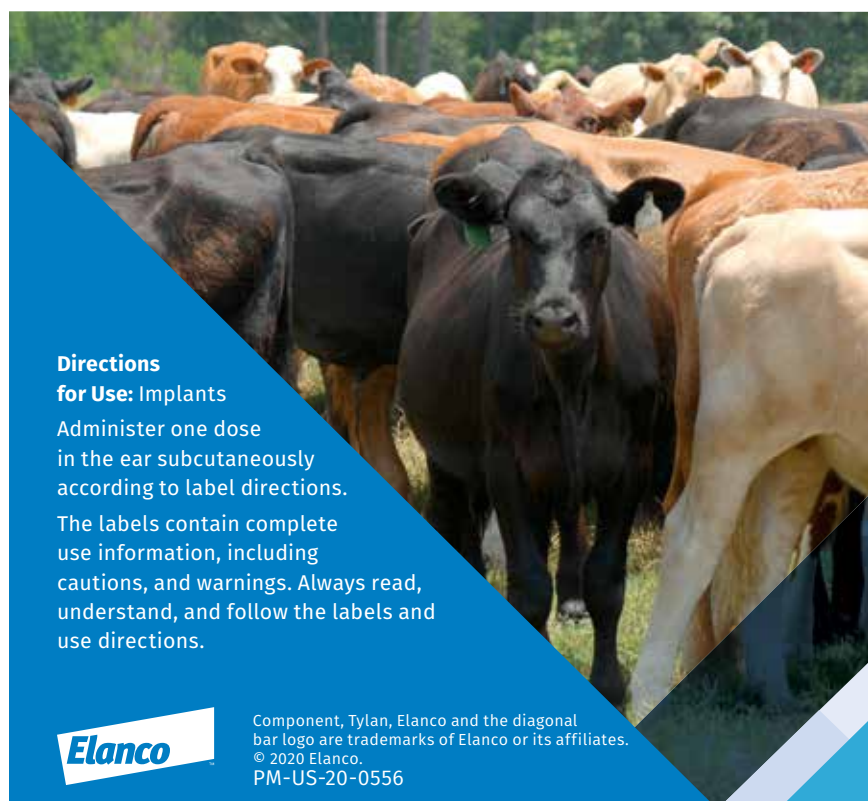
In addition to local resources, most states have farm, ranch or rural hotlines available. The experts mentioned that the National Suicide Prevention Lifeline, 800-273-TALK (8255) or FarmAid Farm Crisis Support, 800-FARM-AID (327-6243) are available resources at the national level. 🐄

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

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COVID-19 in Our Communities

By Chris Chinn, Director of the Missouri Department of Agriculture

COVID-19 has impacted every segment of our community: churches, diners, grocery stores, schools and, especially, farms. On our farms & ranches, we've been socially distancing since the dawn of time. But, COVID-19 hasn't differentiated between its affect among urban, rural and farming communities. By design, agriculture is the bedrock for our nation's food security. The past 60 days in the Midwest have been anything but steady and certainty has been absent from many rural communities.

It's easy to get dragged into the information overload each day. With every challenge, comes positive lessons. As a state, we've been able to quickly move to designate agriculture as essential, waive transportation restrictions on weight and hours-of-service, help grocery retailers to increase their milk supplies, and so much more. That's why it's so important we have a strong leader in Governor Parson – a farmer like us. Agriculture has seen many challenges throughout time and we know we will get through this challenge together.

When I travel back to our family farm each week, I have the chance to catch up with family and friends, helping me focus on what truly matters. COVID-19 has presented us the opportunity to rethink our priorities.

Agriculture is essential. Every time I log on to social media, I see thank you messages to those on the frontlines of the COVID-19 response. The list of essential workers provided by



the U.S. Department of Homeland Security includes healthcare professionals, first responders and, of course, food and agriculture. This list places our farmers and ranchers where we knew we always belonged – on the frontlines of every emergency. Our priority is always providing safe and healthy food for our families.

Connecting with those that matter. Communicating with family and friends may look different for some people during Covid-19. Technology and social media has allowed friends and family to stay connected. Thanks to technology, I was able to reconnect with a former English teacher of mine, Mr. Coon. Someone shared a video of Mr. Coon reading a short story on social media and I saw it. It was a story he read to my class years ago – the sound of his voice brought back many fond memories of my time in his classroom. Every story he read had a life lesson in it and he always found a way to connect with his students through these stories. English was always one of my favorite subjects and Mr. Coon had a tremendous impact on me as a student. I reached out to Mr. Coon and discovered he not only remembered me, but he had also been reading some articles I had written for Missouri Ruralist. This was a good reminder that our friends, family and loved ones will continue to be the one thing that truly matters during tough times.

Succession planning. The pandemic has raised questions many of us need to be thinking about. One questions is: if something happens to me, can someone pay the bills in my absence? During a public health emergency, it's hard not to focus on the "what ifs" on our farms and ranches. If you haven't already, I encourage you to develop a contingency plan for each of the vital roles on your operation and, where possible, cross-train the critical team members to be sure you're prepared.

Less is more. Do we really need all of the meetings on our calendar? Probably not. As we learn what life is like in slow motion, I think it's a great time to evaluate how we prioritize our time. Many times, we run way too hard. We try to take every opportunity. We seize every moment. As we reassemble our lives, it will be important to prioritize the things that matter most.

The importance of belonging. The COVID-19 pandemic has reminded me the strength that resides not only on our farms and ranches, but also the leadership in our commodity organizations. No matter the organization you choose to pay membership dues to, they are fighting for you during this pandemic. We hear from Missouri's agriculture organizations on a daily basis. We work closely with these agriculture leaders to take the grass-roots challenges we hear from you and find solutions as a team.

We will overcome the short-term and long-term challenges that result from COVID-19 together. Agriculture is accustomed to change, it's the foundation of every farm and ranch in Missouri. Our farms and ranches will weather this storm together and we will take the lessons we have learned to strengthen agriculture for the future.

To learn more about Missouri's COVID-19 response and recovery plan, please visit [Health.Mo.Gov](https://health.mo.gov). 🤠



Don't Let Pinkeye Ruin Pasture Cattle Profits

By Tim Parks - reprinted from Farm Journal

Infectious Bovine Keratoconjunctivitis (IBK) – commonly called pinkeye – is a highly contagious and costly disease that negatively impacts cattle production, causing estimated losses of more than \$150 million annually in the U.S. The painful infection can severely impact feed intake and ultimately calf weaning weight. It also can be labor intensive to treat the disease, especially when cattle are not near working facilities. What's more, calves with visible pinkeye infection often are docked at the sale barn.

To keep pinkeye at bay, the most effective and economical practice is to try and prevent it before it starts. Key considerations for your pinkeye prevention program should include:

A) Administering pinkeye vaccines for *Moraxella bovis* and *Moraxella bovoculi* at branding and/or weaning. *M. bovis*, has long been identified as the bacteria causing pinkeye. *M. bovoculi* has been frequently isolated in pinkeye cases, including in cases of winter pinkeye. To complicate prevention, both *M. bovoculi* and *M. bovis* often are found together, so for maximum protection, the vaccinations program should provide broad-spectrum protection against both types of bacteria.

There have been licensed vaccines for *M. bovis*. However, until recently, there were no licensed vaccines for *M. bovoculi*, so the only means of vaccinating were by working with your veterinarian to have an autogenous (herd-specific) vaccine made by a laboratory licensed for such work. Now, there is a conditionally licensed *M. bovoculi* vaccine that is commercially available.

B) Maximizing herd health through a comprehensive vaccination, optimum nutrition and parasite management programs. Your veterinarian can play an important role in helping design a herd health program based on the pathogens and disease challenges that have the most significant impact in your area. Typically, the biggest disease concerns for calves are Infectious Bovine Rhinotracheitis (IBR), Bovine Viral Diarrhea (BVD), Bovine Respiratory Syncytial Virus (BRSV), and pneumonia caused by *Mannheimia haemolytica* or *Pasteurella multocida*.

Prior to turnout, cattle should be effectively dewormed to help eliminate parasites and keep animals performing their best. It's best to work with your veterinarian for the diagnosis, treatment and control of internal parasites.

Good nutrition, including trace minerals, supporting immune function also is important.

C) Reducing risk factors that can result in damage to the corneal surface. Good face fly control is critical as flies are attracted to damaged and watery eyes, and also spread the pinkeye bacteria from animal to animal. In areas with heavy fly pressure, fly tags in cows and calves also can provide significant protection from corneal damage due to flies. Providing an irritant-free environment, such as mowing tall grass with seed heads and providing shade against ultraviolet light, can have a positive impact.

D) Regularly inspecting cattle during fly season for pinkeye. Cattle with eye drainage, tearing or blinking should be examined closely. Because pinkeye is extremely contagious, removing and treating infected animals quickly is important to managing the disease.

Consult with your veterinarian for specific guidance and to create a holistic prevention and treatment approach for pinkeye control. To learn more about Merck Animal Health vaccines for pinkeye, contact your Merck Animal Health representative or visit MAHCattle.com.

Tim Parks, D.V.M., is the technical services manager for Merck Animal Health

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May 15, 2020 at 7 PM

Joplin Regional Stockyards I-44 East of Carthage, MO at Exit 22

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● To create an account go to www.joplinstockyards.com click on Live Auction then register and fill out banking information. At least 2 days prior to sale.

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- ❖ Heifers will calve from late August to November 30 and were preg checked within 30 days of the sale.

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"Please note this sale date is tentative based on the Covid-19 situation and could change. For up-to-date information, please visit: <https://extension2.missouri.edu/programs/show-me-select-replacement-heifer-program>



Increasing Uniformity Increases Productivity and Profitability

By Carson Andersen for Cattleman's News

The goal of a cow-calf producer seems simple enough, right? Wean the highest percentage of calves per cow exposed, produce the most pounds of weaned calf per cow exposed—all while controlling costs. But what about the price you receive for your calves? How do you obtain the highest price possible?

In order to achieve maximum profitability, any producer must produce a product that the market desires. So what type of product appeals to buyers? Buyers tend to prefer buying animals with uniform traits such as weight, color, breed type and frame size.

Whether it is a set of calves, stockers, feeders, or bred heifers—a uniform set of animals will usually have a market advantage over a set of animals with variation. So let's talk uniformity.

The eventual market value of a calf is heavily influenced by the dam. Cows have a direct effect on the type and quality of product produced in an operation. So be conscious of selecting and managing for productive cows who will produce calves that align with your production goals. Can you identify specific poor performing cows in your herd that could be culled to reduce variation in your calf crop?

Let's spend a little time discussing one of the bigger determinants of uniformity: calving season. Implementation of a shortened and defined calving season will produce a calf crop that is more uniform in size and age. A typical controlled calving season ranges anywhere from 30-90 days. However, I advocate setting a goal to gradually shorten to a 30-day calving season. This may seem a bit extreme, but think of it this way: the shorter the calving season, the less variation you have in age and the more pounds of calf you will generate at the time of weaning.

So how do you manage for a shorter calving season? Having a shorter calving season means you will need to work toward a shorter breeding season. It may take multiple years, but start by culling cows that calve late. If a cow calved late in the calving season, she will most likely breed back late or fail to breed at all. At weaning, one day of age difference translates to ~2.4 pounds of potential weaning weight lost. Let's put that in perspective. Say you are weaning a steer calf that was born on the first day of the calving season and another steer calf that was born on day 90. That's a 216 lb. weight swing from the oldest calf to the youngest calf. Buyers will pick up on that variation, and they will dock you for it. Keep in mind that the cow that weaned that younger, lighter calf and the cow that weaned the



heavier, older calf cost the same to keep around all year...

If you are producing replacement females, aiming for a shorter calving season will set those females up to be more successful. Heifer calves born in the first 21 days of the calving season will be older and weigh more at the start of their first breeding season. As a result, more of them are likely to

have reached puberty and become pregnant early in their first breeding season compared to late born heifer calves.

Not only does a shortened calving season produce an appealing set of animals, but it also allows you to facilitate improvements in management. Uniformity of a herd will result in simplified management: timing of vaccinations, meeting nutritional needs during gestation and lactation, and observation during calving season all become easier when cows are on the same production calendar.

Selecting for females that are similar in mature size is another management strategy to increase herd uniformity. Consider avoiding extreme ends (too small or too large) when making selection decisions. Bigger is not always better. But don't bigger cows produce bigger calves? Yes, but larger cows may not be the way to produce a profit. Large frame cows have higher maintenance requirements and require more inputs compared to moderate frame cows. The size of the calf depends on genetics, and a more profitable strategy may be to use a terminal sire with higher growth EPDs on your moderate frame cows to meet your weaning weight goals.

On the topic of sires, bull selection decisions affect the uniformity of your calf crop too. Genetics greatly influence herd consistency—remember, calves receive half of their genetic makeup from their dam and half from their sire. Select a sire that will pass down traits that align with your production goals, just as we talked about selecting for cows that fit your operation.

Generation of half-siblings from the same sire is another way to increase uniformity. Breeding all of your cows to one sire during a breeding season can generate half-sibling bull or heifer calves—meaning that calves will all have different dams but will all have half of their genetic composition more similar due to being sired by the same bull. This is a great way to market calves at a premium. Keep in mind bull power—a bull has a limited number of females he is able to breed during a given time. However, utilization of estrus synchronization and AI will allow you to breed a much larger number of females to the same sire in one breeding season. To intensify uniformity even more, consider keeping or purchasing all half-sibling heifers to raise as replacement females. Think of the uniformity that could be achieved by this: breeding a common sire to all half-sibling females will create $\frac{3}{4}$ siblings that essentially share 75% of their genetic makeup.

Other factors that influence uniformity of a herd are color and breed. Both calf color and breed can influence prices independent of age, grade or size. Color gives some indication of the breed makeup of the calf, and certain breeds will bring higher market prices due to the perception of how that particular breed will perform. You may have a legitimate reason to want to produce cattle that don't look quite like the rest that go through the sale barn, but you better make sure you can get paid for it.

Managing for uniformity can result in increased productivity and profitability for your operation. Having a simpler calendar and more uniform animals to manage can also improve your overall efficiency. Just remember that achieving uniformity is a gradual change—don't be discouraged if your herd isn't where you want it to be after one breeding season. 🤠

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

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Water Protection Rights

Knowing the rules for business protection

By Macey René for Cattlemen's News

Rivers, streams, ponds and lakes grace properties across every corner of Missouri's vast landscape and provide the water needed to support agriculture, natural resources, recreation and many other important industries in our state's geographic and economic environments. With various types and purposes for this integral resource, there is a world of policy and regulation with the goal of protecting it. Knowing those rules and how they affect you is a crucial part of keeping your business healthy.

The Clean Water Act

In 1984, the foundation of what would eventually become the Clean Water Act (CWA) was implemented with the goal of creating a regulatory structure for the discharge of pollutants in United States waters and the standards by which the quality of those waters was measured.

According to the Environmental Protection Agency (EPA), "The CWA made it unlawful to discharge any pollutant from a point source into navigable waters, unless a permit was obtained. Point sources are discrete conveyances such as pipes or man-made ditches." It continues to say permits are distributed by the EPA's National Pollutant Discharge Elimination System and that these standards are different for private homes using proper septic practices.

The CWA is still an important part of water rights regulation today. However, much legislation has essentially edited the details of the act, including Waters of the United States.

Waters of the United States

Waters of the United States (WOTUS) is a 2015 rule that used the word tributary in the definition of "waters of the United States." According to the Oxford Dictionary, a tributary is a river or stream flowing into a larger river or lake. Because of the lack of information in the WOTUS proposal, this could have included as little as a pothole holding rainwater. The rule garnered serious media attention with organizations like Farm Bureau creating major push back on behalf of their farmer and rancher members' property rights.

In October of 2019, the Environmental Protection Agency (EPA) and Department of the Army published Step One, a final rule to repeal the 2015 definition of waters of the United States and reinstate the wording used prior. According to the EPA, the acting agencies dismantled the rule for four reasons, most of which regarded over reach and lack of consideration or authority. The Step One rule went into effect on December 23, 2019, and marked the end of what is commonly known as WOTUS, however, it was soon replaced with the Navigable Waters Protection Rule.

Navigable Waters Protection Rule

The Navigable Waters Protection Rule was implemented January 23, 2020. The EPA and Department of the Army worked to redefine "waters of the United States" with four clear categories of jurisdictional waters, transparently outline exclusions to the rule and define any terminology that was not previously addressed.

According to the new rule, "Jurisdictional waters include four categories of water bodies: the territorial seas and "traditional" navigable waters (like the Mississippi River); perennial and intermittent tributaries to those waters; lakes, ponds and impoundments that contribute surface flow to traditional navigable waters; and Wetlands adjacent to jurisdictional waters."

It continued with identification of 12 categories of non-jurisdictional waters, such as storm water runoff, artificial ponds and all "ephemeral features," meaning any body of water created in direct response to any kind of precipitation. This eliminated most of the worries concerning production agriculture and property owner rights.

Missouri Water Resources Plan

According to the Missouri Department of Natural Resources, "The Missouri Water Resources Plan will help to identify future shortfalls in water supplies, and explore options to address those water needs. This may include project recommendations such as new infrastructure development, regionalization of water use, integrating water supplies and pursuing financial assistance opportunities."

The annually-updated program is a response to Missouri statutory law charging the department with the responsibility of developing and implementing long-range resource protection, particularly water for drinking, agriculture, industry, recreation and environmental needs.

While this plan is not necessarily a regulation or concern, it does provide details on the state of water availability and demand in Missouri as well as information on how land owners can secure funding, either federally or state allocated, to maintain water. Visit DNR.mo.gov for more information.

With this overwhelming abundance of information and many ongoing alterations, it is important to understand how these rules and regulations affect you as a property owner. As a commercial operator, regardless of farm or ranch type, knowing what permits you may or may not need to keep your business in compliance is the best way to protect yourself. Stay informed and use your resources at the Environmental Protection Agency, the Missouri Department of Natural Resources and the United States Department of Agriculture. 🤠

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Beef for All Ages and Stages

Mo Beef Mo Kids educates young people on health benefits of beef at every stage of life

By Mo Fit (MoBKF) Program

In addition to beef being the star of mealtime memories, beef's nutritional package provides benefits to all ages. As part of the Mo Beef Mo Kids Mo Fit (MoBKF) program, students learn about beef's big ten (to include iron, zinc, protein and b-vitamins).

Experts are now recommending pureed beef as a complementary food once babies expand their diet beyond milk (for some that is early as six months of age). Beef, a good source of iron and zinc can boost immune systems, improve recall skills and reasoning, as well promoting growth and learning milestones (according to beefitswhatsfordinner.com).

Beef's nutritional offering fuels bodies and minds of all ages, to include aging adults. One of the most notable benefits of beef in the diet is its ability to build and maintain muscle. Adding beef can help combat diseases like type-2 diabetes, osteoporosis and sarcopenia (loss of muscle).

TEAM BEEF

While students enjoy tasty beef entrees in the school cafeteria, the program focuses on ensuring young people understand the importance of meat in the diet. Program efforts to include in-classroom and active lifestyle outdoor activities will help move the important message of the beef industry as our young people become adult consumers.

Get your kiddos in the kitchen and try these tasty tacos. For more kid-friendly simple recipes, check out the recipe section at beefitswhatsfordinner.com. 🍴



TOPPINGS:

Shredded Monterey Jack cheese, thinly sliced lettuce, sliced ripe olives, chopped tomatoes

COOKING:

1. Heat large nonstick skillet over medium heat until hot. Add Ground Beef; cook 8 to 10 minutes, breaking into small crumbles and stirring occasionally. Pour off drippings; season with chile powder and salt.
Cook's Tip: Cooking times are for fresh or thoroughly thawed Ground Beef. Ground beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground beef doneness.
2. Stir in corn and salsa; heat through. Serve in taco shells with toppings.



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. For more information on the program, to subscribe to Mo BEEF NEWS, or to get involved in your community, contact Brandelyn at info@mobeefkids.com or visit mobeefkids.com.

CONFETTI BEEF TACOS

INGREDIENTS:

- 1 pound Ground Beef (93% lean or leaner)
- 2 teaspoons chile powder
- 1/2 teaspoon salt
- 1 can (11 ounces) corn, drained
- 1 cup prepared chunky salsa
- 8 taco shells

Get Involved

The Mo Beef Mo Kids Mo Fit (MoBKF) program is looking for cattle donations in addition to monetary support. If you are interested in supporting the program, please contact Brandelyn Twellman at Brandelyn@mobeefkids.com.

www.mobeefkids.com

TRENDING NOW

COVID-19's Impact on the Beef Industry

Brownfield Network webinar overview

By Lisa Henderson for Cattlemen's News

America's coronavirus crisis hit the cattle industry hard, leaving economists recalculating their annual price projections and other industry leaders calling for change.

In a webinar broadcast last month by the Brownfield Network, both Scott Brown, University of Missouri extension ag economist, and Derrell Peel, Oklahoma State University livestock marketing specialist, said COVID-19 has placed some extreme and unexpected stresses on cattle markets.

Both economists spoke on April 15, a time when packing plant closures and slowdowns were beginning to occur, a situation that presents a danger to cattlemen.

"We need to process cattle," Brown said. "We already knew at the beginning of the year we would have a lot of cattle coming to market in 2020, so it's critical that we weather this storm the next few weeks and get these plants back online."

Speaking of the stay-at-home directive that was five weeks old at the time, Peel noted that not only travel restrictions but also restaurants and businesses closures had a tremendous impact on food service, which, he said, represents about 54% of total U.S. food expenditures.

"Roughly half of our market is the food service side and half is the retail side," Peel said. "So we have two roughly equal sized lanes, and we very abruptly shut one of them down by probably 70% to 80%."

Peel said food service and retail are two "very specialized marketing channels," and moving product back and forth is difficult. Then the coronavirus panic buying hit, which left retailers attempting to restock their cases and buy more than their normal amount of beef.

"There simply wasn't the ability to get product to retailers," Peel said. "So, we never had a shortage of beef, but we did have stresses in the supply chain that created those shortages."

The sudden retail demand surge produced a dramatic spike in wholesale beef prices, and windfall profits for beef packers. Peel called that "very dramatic price fights on the boxed beef side," and added "we're still not out of the woods on those bottlenecks."

Corbitt Wall, Canyon, Texas, who works for DVAuction provides a daily summary called "Feeder Flash" on YouTube. He said cattlemen were frustrated by CME futures prices that were "limit up one day and limit down the next, giving very little indication of what our cash market was or should be."

Wall also noted feeder cattle prices "fell out of bed," due to very light demand.

"The worst of it is that cattlemen have just been holding on to those cattle," Wall said. "So, we're going to have a slug of cattle start moving once we do get back open and start seeing demand return to normal."

Peel led a study funded by the National Cattlemen's Beef Association (NCBA) that estimated cattle industry losses of \$13.6 billion due to the coronavirus crisis. On a sector by sector basis, the cow-calf sector was projected to lose \$3.7 billion in 2020, or about \$112 per cow.

"Now, in the case of the cow-calf sector," Peel said, "it's a long-term business. You own those cows, they're productive for a number of years, and if you have damages that do not get off-



set in some way or another, then there are going to be long term impacts. So, there's potential here for another \$4.45 billion in the coming years."

For stocker and back-grounders, the study estimated losses at \$2.5 billion, or \$160 per head. For the feeding sector, losses were estimated at \$3 billion or about \$206 per head.

Such losses are unprecedented in terms of a short-term impact on the industry. However, all three webinar participants believe there is a "turnaround" in prices at some point this year.

"There's still a global protein deficit," Brown said. "There are still reasons to be optimistic about cattle markets later this year. I think once we see the country open up again we'll see some pent-up demand with consumers going back to restaurants."

While Brown acknowledges the coronavirus impact has made forecasting a price for the 4th quarter of this year extremely hard, he said market fundamentals remain relatively good. He said a fed price of \$125 per cwt. sometime during the 4th quarter remains a possibility.

Wall was a little less optimistic, seeing "\$110 to \$115" as the probable 4th quarter average.

Peel said the industry knew it was facing a year of all-time record beef production even before the coronavirus crisis, and that hasn't changed. His beginning of the year forecasts put cash fed cattle prices "better than last year." But now, with price struggles in the middle of the year he doesn't think that will happen.

"If we get back to year ago levels in that \$115ish range, I think that will be success," Peel said. "A lot of it depends on the economy – what kind of recession we are in." 🤠

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This Too Shall Pass

By Nicole Lane Erceg from the Black Ink Column

My favorite book in the Bible is Exodus. The first time I read it, I remember getting so frustrated with the Israelites. *How could they be so close to the Promised Land and mess everything up?!*

It's mind boggling to look at a historical map and realize they crisscrossed a patch of land the size of a few large ranches for 40 years before finally reaching their destination.

As I've reread it many times, I've come to see myself in their struggles — complaining about the manna when God provided food, creating false idols when they only needed to be still and wait. Oh, how I am guilty of the same sins.

Those passages in the beginning of the Good Book are a reminder that we can't have the mountaintop views without first crossing the valleys — sometimes more than once.

There are no words I can write that will take away the devastating slap of a market drop, the pain of a postponed bull sale or the exhausting frustration that things feel out of control and it's cattlemen who get the short end of the stick. But this is not a burden cattlemen carry alone. Our partners down the supply chain who normally serve our steaks with pride are going without paychecks they expected. For too many, the restaurant bustling with business just weeks ago will now be shuttered forever.

The Israelites survived generations of slavery. They overcame the plagues. They persisted through enormous struggles only to be left to wander a stone's throw away from glory, fated to suffer more before reaching their destination.

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Cattlemen, too, know hard times. We endured when the rain shut off in 2012, bounced back after a cow stole Christmas, survived the '80s Farm Crisis and have the blood running through our veins of those who made it through the Great Depression.


This too shall pass. We don't know when, we don't know how. The only thing we can do is continue on course — producing exceptional beef that flies off the grocery shelves in both good times and bad.

Though many have a poor taste in their mouth seeing others profit while staring at a wrecked spring budget sheet, if we refuse to cut corners on our consumer experience, the reward will come in time. Today, producing high-quality beef may not be the thing that makes an extra dollar, but those who faithfully invested in carcass merit will lose less as we cross this valley.

Many might compare the last year or so in the cattle business to torment, but what's a tough couple of years when the Israelites wandered in the desert for four decades? The beef industry today looks vastly different than it did 40 years ago and those who persevered through the challenges of those days saw many good years, too.

In troubled times, the comfort of food and good beef in the freezer keeps many content and healthy at home. When we're all able to get back into our favorite steakhouse, cattlemen who can produce a quality celebratory steak dinner will still be in high demand.

The page will eventually turn. Those who ride out the storm and build better herds that target premium quality will see their persistence pay. As we walk through the unknown ahead, the one sure thing is the world will still need great beef and those who raise it.

Next time in Black Ink®, Miranda Reiman will talk about flexibility. Questions? E-mail nerceg@certifiedangusbeef.com. 

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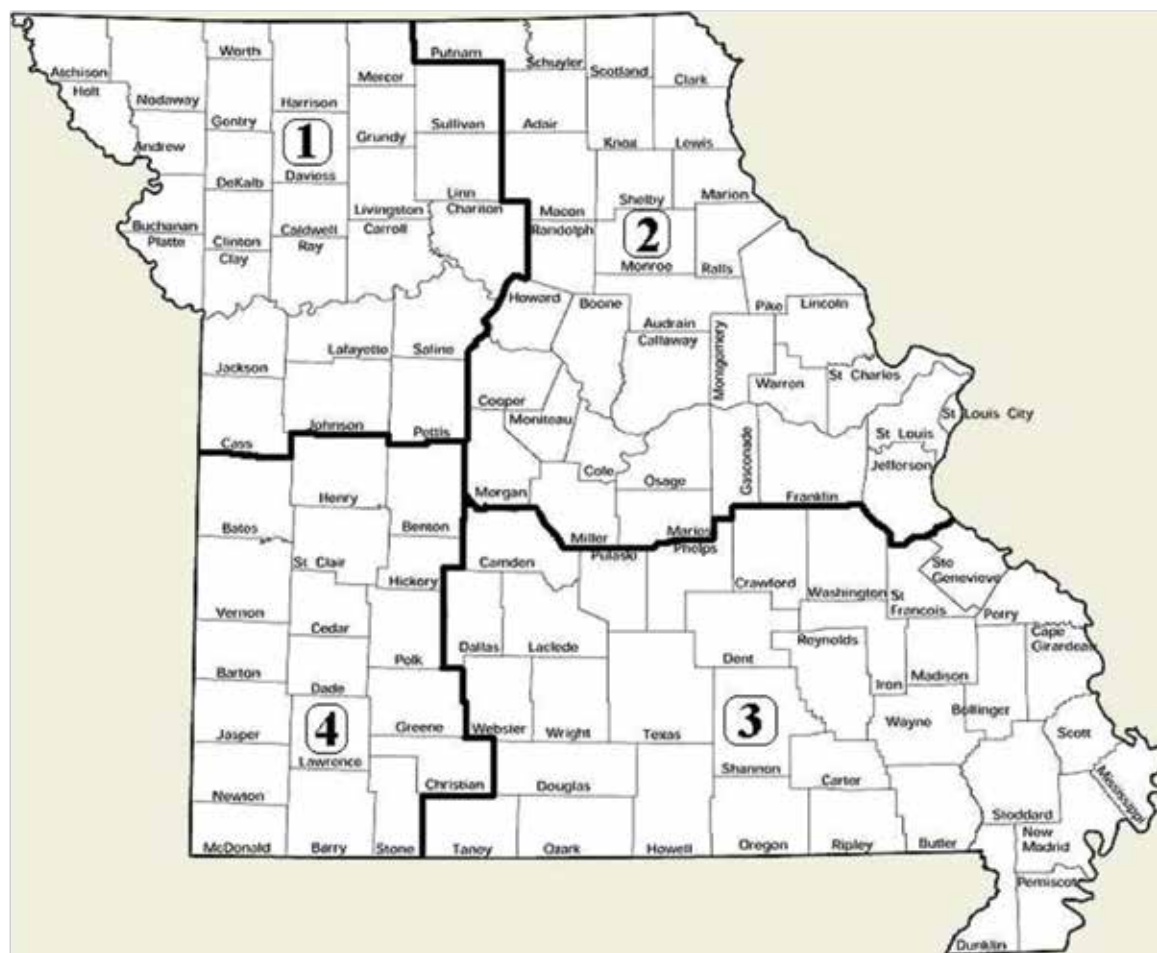
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Missouri Beef Industry Council Regions



Missouri Beef Industry Council

The nominating committee will be nominating individuals to fill the council positions in regions two, three and four. MCA members currently filling in these positions are all eligible for another term.

The incumbents are Nathan Martin for Region 2, Janet Crow for Region 3 and Mark Harmon for Region 4. While all individuals are able to run again, it is required that at least two producers run for each respective board seat.

If any member is interested in serving on the MBIC Board, he/she should contact Marvin Dieckman at 660-596-4162 or email medieckman@yahoo.com by May 4 at 5 p.m.

Nominated candidates will then be placed on a ballot and registered producers in that area will vote. Register to vote in MBIC elections at <https://agriculture.mo.gov/councils/beef/votingregistration.php>. Producers must be registered by July 19, 2020.



The pictures (left) of the UHF (Ultra High Frequency) tags include both Red Health Track and the Yellow tag for purchased calves (Process Verified Only - PVO).

The reason for the addition of UHF tags is that there are quite a few

feed yards in Oklahoma, Kansas, & Nebraska that are now using UHF readers as cattle trace participants and they are interested in buying calves with the UHF tags.

"The MFA program requirements have not changed at all; it is simply an option available to customers interested in accessing the growing UHF marketplace," said the Director of MFA Health Track Operations Mike John.

This technology doesn't change MFA's commitment to protecting producer privacy and these tags ARE NOT automatically traceable nor issued by USDA and are not their "840" tags.

"As always, any tags approved through the MFA Health Track are always accepted thru Joplin Regional Stockyards sales," said Value-Added Tag Manager Mark Harmon.

JRS VALUE-ADDED CALF TAGS



JRS CALF-VAC SOURCED (WHITE TAG)

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)

Calves must be born on producer's farm and given two rounds of shots. The second round boosters must be given 2-5 weeks after the first round, modified-live vaccine is required for the booster shot. Cattle must be weaned for a minimum of 45 days.



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.

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

I wish to enroll in JRS Value Added Program

Check Protocol:

☐ JRS Calf ☐ JRS Vac 45 ☐ JRS
Vac Sourced Weaned Sourced Stocker Vac

RANCH/OPERATION INFORMATION

Name cattle will be sold under _____

Owner/Manager _____

Address _____

City _____ State _____ Zip _____

Phone/Cell _____ Email _____

Field Representative _____

Marketing Information

Total Number of Head Enrolled _____

Weaning Date, if applicable (mm/dd/yy) _____

Approximate Marketing Date (mm/dd/yy) _____

Approximate Sale Weight _____ lbs. to _____ lbs

Breed & Other Comments _____

Check Marketing Choice:

☐ JRS Livestock Auction ☐ JRS Video Auction

Other Management Practice Information

Please check and date all that apply:

☐ Castrated/spayed (date) ☐ Dehorned (date) ☐ Bunk broke (date) ☐ Tank broke (date) ☐ Guaranteed Open day of Sale

Tags must be purchased through JRS _____ or a Complying Program such as MFA Health Track _____

Please attach proof of purchase and return documentation and completed form 15 DAYS PRIOR TO SELL DATE to: JRS Value Added Enrollment forms mailed to, P.O. Box 634, Carthage, MO 64836 or fax to 417-548-2370 – Can be scanned and emailed to markh@joplinstockyards.com Forms also available on www.joplinstockyards.com under services then click on Value Added. For more info or questions please call Mark Harmon at 417-316-0101 or office 417-548-2333.

COMPLETE FRONT AND BACK! INCOMPLETE FORMS WILL BE RETURNED!

Write date of administration for each product & Brand used in appropriate area, month & day.

Administration Information: JRS recommends a good vaccination protocol – Receipts Required for Enrollment

PRODUCT ADMINISTERED Vaccine Protocol		JRS Calf Vac Sourced
Respiratory Virals		1st Dose Date
IBR-BVD-P13-BRSV 1st Round MLV or Killed	List Product & Brand in this column	
	Brand	White Tag X Date
	1st	
	Product	
Clostridia/Blackleg	Brand	X Date
	Product	
Haemophilus Somnus (Optional)	Brand	
	Product	
Mannheimia (Pasteurella) Haemolytica	Brand	X Date
	Product	
Parasite Control (Dewormer)	Brand	
	Product	
Implant	Brand	
	Product	

X indicates the vaccine is required and must be administered.

All males are to be castrated and all heifers are guaranteed "open". If any bulls are found, seller will be billed for the loss of the buyer, sellers any of bred heifer(s) will be given the option to take home the bred heifers or billed the loss after the re-sale of bred heifer(s).

PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES ☐ YES

I certify that the calves listed meet or will meet JRS requirements and products have been or will be administered according to label directions and BQA guidelines. I also certify that the information on this form is true and accurate.

Signature of either OWNER/MANAGER or VETERINARIAN is REQUIRED

Date- _____

Write date of administration for each product & Brand used in appropriate area, month and day.

Administration Information: JRS recommends a good vaccination protocol. Receipts Required for enrollment

PRODUCT ADMINISTERED		JRS Vac 45 Weaned Source	
Vaccine Protocol	List Product & Brand in this column	1st Dose Date	Booster Date
Respiratory Virals IBR-BVD-P13-BRSV 1st Round MLV or Killed Booster Dose MLV only	Brand	Gray	Tag
	1 st		
	Product	X Date	
	Brand		X Date
	2 nd Booster		
	Product		
Clostridial/Blackleg	Brand	X Date	X Date
	Product		
Haemophilus Somnus (Optional)	Brand		
	Product		
Mannheimia (Pasteurella) Haemolytica	Brand	X Date	
	Product		
Parasite Control (Dewormer)	Brand	X Date	
	Product		
Implant	Brand	X Date	
	Product		

X indicates the vaccine is required and must be administered.

All males are to be castrated and all heifers are guaranteed "open". If any bulls are found, seller will be billed for the loss of the buyer; sellers any of bred heifer(s) will be given the option to take home the bred heifers or billed the loss after the re-sale of bred heifer(s).

PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES YES
I certify that the calves listed meet or will meet JRS requirements and products have been or will be administered according to label directions and BQA guidelines. I also certify that the information on this form is true and accurate.

Signature of either OWNER/MANAGER or VETERINARIAN is REQUIRED
Date- _____

Write date of administration for each product & Brand used in appropriate area, month and day.

Administration Information: JRS recommends a good vaccination protocol. Receipts Required for Enrollment

PRODUCT ADMINISTERED		JRS Stocker Vac	
Vaccine Protocol	List Product & Brand in this column	1st Dose Date	Booster Date
Respiratory Virals IBR-BVD-P13-BRSV 1st Round MLV or Killed Booster Dose MLV only	Brand	Orange	Tag
	1 st		
	Product	X Date	
	Brand		X Date
	2 nd Booster		
	Product		
Clostridial/Blackleg	Brand	X Date	X Date
	1 st and 2 nd		
	Product		
Haemophilus Somnus (Optional)	Brand		
	Product		
Mannheimia (Pasteurella) Haemolytica	Brand	X Date	
	Product		
Parasite Control (Dewormer)	Brand	X Date	
	Product		
Implant	Brand		
	Product		

X indicates the vaccine is required and must be administered.

All males are to be castrated and all heifers are guaranteed "open". If any bulls are found, seller will be billed for the loss of the buyer; sellers any of bred heifer(s) will be given the option to take home the bred heifers or billed the loss after the re-sale of bred heifer(s).

PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES YES
I certify that the calves listed meet or will meet JRS requirements and products have been or will be administered according to label directions and BQA guidelines. I also certify that the information on this form is true and accurate.

Signature of either OWNER/MANAGER or VETERINARIAN is REQUIRED
Date- _____

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Wednesday Cow/Bull Market Live



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MARKET WATCH

Market Recap: Feeder Cattle Auction

April 27, 2020 | Receipts 7,093

****CLOSE****

Compared to last week, steer and heifer calves steady to 4.00 lower, yearlings steady. Demand moderate to good, supply moderate to heavy. The USDA Cattle On Feed report showed 95 percent On Feed, 82 percent Placements and 112 percent Marketed. Slaughter numbers much lower than one year ago, and much lower than a few weeks ago. Box Beef continues to set records with Choice at \$311.84 and Select at \$298.78. Supply included: 100% Feeder Cattle (58% Steers, 39% Heifers, 2% Bulls). Feeder cattle supply over 600 lbs was 60%.

Feeder Steers: Medium and Large 1 pkg 254 lbs 180.00; 300-400 lbs 160.00-187.50; 400-500 lbs 155.00-176.00; 500-600 lbs 141.00-160.00; 600-700 lbs 128.00-143.85; 700-800 lbs 116.00-132.00; 800-900 lbs 109.00-121.50; 900-950 lbs 105.00-105.75. **Medium and Large 1-2** 250-300 lbs 157.50-170.00; 300-400 lbs 147.00-170.00; 400-500 lbs 142.00-160.00; 500-600 lbs 129.00-150.00; 600-700 lbs 124.00-136.00; 700-800 lbs 110.00-124.00; 800-900 lbs 103.00-111.25; 900-950 lbs 102.85-107.00.

Feeder Heifers: Medium and Large 1 250-300 lbs 150.00-153.00; 300-400 lbs 139.00-156.00; 400-500 lbs 130.00-144.00; 500-600 lbs 122.00-135.25; 600-700 lbs 108.00-123.00; 700-800 lbs 106.00-121.00; 800-900 lbs 103.50-107.00; part load 976 lbs 93.00. **Medium and Large 1-2** 300-400 lbs 127.00-145.00; 400-500 lbs 122.00-138.00; 500-600 lbs 114.00-131.00; 600-700 lbs 106.00-120.00; 700-800 lbs 102.00-114.00; 800-900 lbs 105.00-106.00.

Feeder Bulls: Medium and Large 1 450-500 lbs 151.00-152.00; 550-600 lbs 130.00. **Medium and Large 1-2** 300-400 lbs 140.00-155.00; 400-500 lbs 138.00-143.00; 500-550 lbs 130.00-132.00; pkg 682 bs 121.00; pkg 731 lbs 103.00; pkg 1032 lbs 72.00.

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

TUNE IN TO THE JRS MARKET REPORT

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Noon Hour

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12:40 p.m.

KTTS 94.7 FM
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11:30 a.m. & 12:30 p.m.

KGGF 690 AM
Monday & Wednesday
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KWOZ 103.3 FM
Monday & Wednesday
11:30 a.m.

KHOZ 900 AM
Monday & Wednesday
12:15 p.m.



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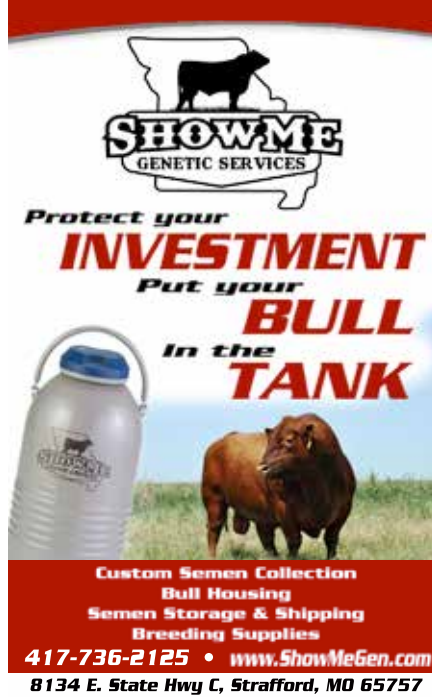
Tisha Trotter
Financial Advisor
1535 East Primrose
Springfield, MO 65804
417-885-1604
tisha.trotter@morganstanley.com
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