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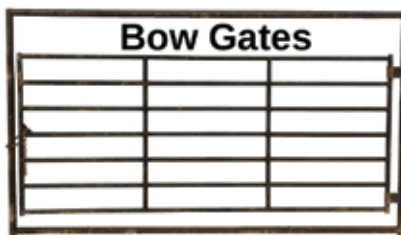
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ON THE BLOCK

with Jackie Moore

I'm pretty sure the whole world has gone crazy! I don't know where every-one is getting all the money that they are spending on everything imaginable. There seems to be plenty of it floating around except back into the cattle mar-ket which is headed the other way.

These box beef prices are at \$2.80 or \$2.90, and the demand is out there. The people in charge of buying the meat here at the stockyards tell me they can't even get a lot of those cuts that they normally get.

Then, we look at those fat cattle trading at \$1.20, and the packers are making \$700 to \$900 a head on all of them which is very discouraging. It just doesn't seem to be getting better because we can't get any leverage against them. At the same time, these feed costs go from .75 or .80 to feed them up to costs of \$1.00 to \$1.10. Where it goes from there, who knows, as the corn prices just keep surging higher and higher.

We had a Cattle on Feed report last week showing a lot of cattle on feed, and we placed a lot of cattle. As we go forward, we will have ample amounts of fat cattle to go through, and I'm not saying we can't sell the meat high through it all because it seems that we can. We just can't seem to leverage those packers to give us more for them. Not only does the packer gouge us, they gouge the con-sumer as well. We've done a lot to look this problem in the face but we don't get anywhere.

This feeder cattle market over the last two or three weeks has come lower mostly because of the corn prices which makes them cost more to feed. If we

aren't careful and this corn keeps surging, the fat cattle are going to bring more than the feeders. I just don't know where we're going.

We have high fertilizer prices and high feed prices. Our input costs are just over the top which sure is discouraging. The past couple of years has brought several challenging situations with the Holcomb fire, then Covid hit and now we are seeing these high feed prices which makes it even more difficult to navigate these waters.

Fortunately, we have lots of good grass which we need to utilize and get all that cheap gain we can is all I know to do and just keep going forward. With all these world demands for grain and protein, we should be getting a lot for these fats, but that's not the case. I'm just glad it's spring, and we aren't dealing with all of this head-ing into wintertime! They will be planting a lot of corn, we know that. Where it all ends up I would have no idea, and when the consumer quits spending like it's going out of style, I would have no idea about that either!

All we can do is just keep on keepin' on and see how it all plays out. We still see that Feeder Board out there in front at \$1.50 for August and beyond which looks like some-thing that a person might want to look at marketing some cattle out there against that \$1.50 Feeder Board. We can take that for them, we just can't take \$1.10-\$1.20 like we have in the past. You might want to talk to one of us or talk to somebody about marketing some cattle out there into the Fall, and doing some things there because of the volatile situation with this feed.

Good luck and God Bless!

Jackie



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JOPLIN REGIONAL STOCKYARDS CATTLEMEN'S News

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AD DEADLINES

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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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DATA DRIVEN DECISIONS

Subtractive Solutions

By Justin Sexten for Cattlemen's News

When you consider improvement do you consider yourself a positive or negative person? Not in the sense of your attitude or optimism but in how you approach the solution. Do you tend to look for additive or subtractive answers?

Let's put the question in a more familiar context. If someone asked you how to improve the performance of a set of steers headed to pasture, what would you suggest? What comes to mind first – deworming or implanting? Other options are supplemental feeding or a managed grazing system.

For the cow-calf operator the same question; how would you recommend improving reproductive performance of a cowherd? Would you increase supplement level or deworm the cows? Alternatively, would you consider implementing estrus synchronization or early wean the calves?

A recent paper in Nature by Gabrielle Adams and coworkers at the University of Virginia evaluated how we tend to approach problems. They hypothesized that most people favor additive solutions compared to subtractive. Don't confuse these approaches as positive and negative, rather solving problems by adding parts or processes rather than removing extra parts and complexity.

The research team tested this problem solving theory using several tasks. When given a bridge with one side longer than the other, participants were asked if they would add a block to the short side or remove one from the longer side. Another group was given a mini-golf hole design and asked how to improve the hole. Some added features like windmills while others removed sandtraps. In both tests the subjects favored the additive solutions, making improvements by adding to the system rather than subtracting parts and features.

When participants were given an unstable platform they could add three blocks to improve stability or remove just one to accomplish the same goal. Similar outcome to above with people favoring addition. However, when prompted with the idea adding blocks had a cost while removal was free, the rate of subtraction increased. In this case the subtractive approach was financially rewarding but still required a prompt to discover.

Another interesting discovery occurred when subjects were tested to make symmetrical shapes by either adding or removing blocks from a pattern. This challenge was expanded by asking participants to add or remove blocks while performing another task simultaneously. When people were preoccupied with another task the additive solutions were again more common.

These results are not suggesting additive solutions are better or

worse, just more likely. Even more likely in cases where we are multitasking or not considering the cost of addition. Dr Adams and the team concluded the busyness and red tape that challenge our schedules can be a product of our biased approach of using additive solutions.

This data suggest when making operational improvements our inclination is to look for additions. We don't lack opportunities to add solutions to the cattle enterprise: more cattle, land, equipment, feed just to name a few. Increased scale is one of the most common and effective solutions employed today. Recall additive solutions aren't necessarily good or bad, just more commonly considered.

When was the last time you considered a subtractive approach? Not just cutting feed or input costs but an enterprise evaluation to ensure your time is optimized. The data show multi-tasking and busyness predispose us to consider additive solutions. The more we add, the busier we get, further prompting additive solutions.

Subtractive solutions and related efficiency improvements will look different for each operation. In some cases the tradeoff may be cost neutral but benefit from trading job types from tedious to actionable. Data entry is one example, trading manual entry for digital solutions.

In other cases we trade out of pocket costs for captive time and resources. The raised and purchased hay comparison comes to mind. Purchasing hay may be considered a subtractive approach with clear cut out of pocket expenses traded for time. Raising hay is an additive solution trading land, labor, machinery, fertilizer and time to increase forage resources yet incurring the opportunity cost of grazing fewer cattle.

Subtractive approaches are not right for every situation but clearly are not the first consideration. The challenge for many operations, unbiased solutions evaluation takes time to consider both additive and subtractive solutions. Default thinking, especially when we are busy, tends toward additive solutions, which at some point may exceed our ability to manage. This data is a good reminder to take time from working in the business to work on the business.

If we look at the additive solution model from a consumer perspective there are a host of alternative products with multiple ingredients, each one added to replicate beef. Antoine de Saint-Exupery said "Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away." May is beef month, don't forget the protein we produce might be described as single ingredient perfection. 🐮

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


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¹Tatum JD. Pre-harvest management practices for enhancing beef tenderness. National Cattlemen's Beef Association Executive Summary. 2006:1-22.

²McCollum F. Implanting beef calves and stocker cattle. Texas A&M AgriLife Extension Report L 2291:4-98.

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MANAGEMENT MATTERS

Capitalizing on Calf Health

Investing in your cowherd

By Lisa Henderson for Cattlemen's News

Investing in your calves will provide a healthier longevity for your cow herd, reduce illness and increase performance. That was the message delivered by A.J. Tarpoff, extension beef veterinarian at Kansas State University, during a webinar produced by the American Angus Association on March 30.

Building resiliency in your calves is a key to success. To start building that resiliency, Tarpoff says producers must recognize that while a calf is born with a fully-functioning immune system, it's naïve.

"But then we get passive immunity from the cow through colostrum," he said. "Within the first few hours after birth colostrum actually passes that immune function direct into the calf."

Tarpoff called colostrum the "magic juice" that contains the antibodies, energy from fat, vitamins and white blood cells that are ready to respond to anything in the environment. Calves need that first feeding within the first couple of hours, and by nine hours after birth about 50% of the colostrum should have been consumed.

When calves fail to consume adequate colostrum, Tarpoff said research suggests those calves are six-and-a-half times more likely to become ill, usually with scours.

"They're also a little over three times more likely to get sick pre weaning, generally with some type of respiratory disease or (bovine respiratory disease) BRD, and they're also about five times more likely to die," Tarpoff said. "They'll have decreased productivity, more likely to get sick and finish at a lighter weight with decreased carcass quality. So, there are several reasons why the first few hours of life really help dictate the productivity of these animals throughout their life."

Producers can help manage colostrum quality the calves receive by the way they manage their cows. Tarpoff said first-calf heifers may have a little lower quality colostrum than mature cows.

"But the big predictor on how good a cow's colostrum will be is her body condition," Tarpoff said. "Lactation takes a lot out of a cow nutritionally, and that's why we need to be sure our cows are in proper body condition months before calving."

Cows with a body condition score of 5 to 6 is the ideal range for calving and producing quality milk. Even with cows in adequate condition, some calves will become ill with scours. Tarpoff said whether the culprit is bacteria, viruses, and protozoa, the pathogens were already present on the ranch. The key to prevention is keeping the calving area as clean as possible.

Calves born later in the calving season are more likely to become ill because of the buildup of pathogens in the calving environment.

"We need to reduce the amount of pathogens these newborn calves are exposed to by calving in a clean environment," Tarpoff said. "The solution to pollution is dilution. The pathogens are usually spread through manure, so we should change locations for feeding the cows so we can spread out the pathogens."



The passive immunity from the colostrum, however, doesn't last forever as it starts to decline over the next few months.

"But that's exactly when our calf really starts to create its own active immune system to be able to respond to different challenges coming from the environment," Tarpoff said.

At that time producers should be ready to help boost the calves' immunity through vaccinations.

"Vaccination is a critical tool to be able to stimulate the immune system against certain pathogens," Tarpoff said. "But in order for vaccines to be effective, we need all the other pieces of the pie. We need quality nutrition, we need clean water, we need good, comfortable environments for these animals."

The immune system function is hindered by stress, and when calves experience compounding stressors is usually when disease can strike. Weaning is the most stressful time, but other changes such as feed, weather, transportation, handling and environment can act as the stressor that triggers disease.

"That's when the immune system gets overwhelmed," he said.

Vaccination does not solve all disease issues. Tarpoff said producers should seek ways to separate stressors as much as possible, and they should have a realistic expectation of what the vaccines can do to prevent disease. An ideal time to vaccinate calves is when they are two to four months old.

"That's a prime time to start interacting with the immune system because that's when maternal antibodies are beginning to drop, and that's when the calf's own immune system is starting to take off," he said.

The next important time is pre-weaning, or a month to 45 days prior to planned separation from their mothers. That's a time when a big immune response can be expected because it's the second dose and the calves should be in a comfortable environment.

In addition to vaccinations, Tarpoff said other calf management practices such as castration should be completed as early as possible. 🐄

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INDUSTRY NEWS

Where's the Faith?

By Mike Deering for Cattlemen's News

It's difficult to keep the faith. In some cases, it's nearly impossible. In today's seemingly constant state of confusion accelerated almost daily by so-called leaders, mainstream media and more, it's not at all difficult to lose faith.

Aside from the biblical sense, faith is complete trust or confidence in someone or something. It can be as simple as having faith in someone you elected to represent you to something more personal. In the case of this association, we ask for you to have faith in the organization to advocate relentlessly on your behalf and to work aggressively towards advancing this industry today and for the next generation. We value your faith.

But what about our consumers? We want our consumers to have faith in what we do every single day to care for our livestock, land and its resources. We want consumers to have absolute confidence when they choose beef they are buying a safe and nutritious product for their families. This industry has invested millions of dollars through checkoff investments in research, education and promotion. We've invested a lot of time to do everything within our power as individuals and as an industry to earn the consumers' trust and to strengthen it with each passing day.

That faith can disappear quickly. Trust is sacred. It doesn't take much time to see that confidence disintegrate. That's why protecting our industry's nomenclature is so important. Missouri became the first state to say enough is enough. No more will we tolerate laboratory grown alternatives or plant-based products piggybacking on the reputation Missouri cattle producers work daily to earn. Of course, the fake meat advocates filed litigation, but so far, we have prevailed. On March 29, the United States Court of Appeals for the Eighth Circuit



affirmed the District Court's ruling in favor of the original intent of the legislation requiring marketing with integrity.

We aren't willing to sit on the sidelines and watch consumer trust erode because of the lack of integrity in the marketing of food products. We are not against laboratory grown products or plant-based products. Again, tell consumers the truth. Market with integrity. If a consumer has a poor experience eating lab grown products when they thought it was actual beef because it wasn't labeled any differently, it will cause that consumer to lose faith in our products.

It is black and white issue to me. Meat is derived from harvested livestock or poultry. The legislation passed in Missouri says just that. We didn't change the definition of meat. Our elected leaders simply passed legislation preventing companies from misrepresenting a product as meat that doesn't meet the existing definition

In everything we do, we have to continue to make strides earning the trust and confidence of our consumers. As the general population continues to become more removed from the farm and more curious about where their food comes from, we must continue telling our story. May is Beef Month, and we must ramp up these efforts. We should not be comfortable watching that hard-earned trust jeopardized by opportunistic marketers trying to sell an imitation product.

Mike Deering is the executive vice-president of the Missouri Cattlemen's Association.

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Working Animal Protection Act

Proactive Legislation in Missouri, Texas, Oklahoma and Iowa

Protects Animal Enterprise

The Working Animal Protection Act (WAPA) would prohibit an outright ban on any legal animal enterprise utilizing working animals in ranching, service, entertainment, transportation, exhibition, and education. These proposed bills would effectively stop the overwhelming number of bills being pushed by the animal rights movement that effectively ban carriage horses, rodeos, horse shows, exotic animal exhibitions, and circuses.

True Animal Welfare Laws Remain Intact

It is important to know that these bills would not affect animal welfare laws that are already in place. It would also not protect any illegal animal enterprises. In short, these bills would simply protect law-abiding citizens from having their livelihoods taken away by those trying to push the animal rights agenda forward. Proactive Legislation in Missouri, Texas, Oklahoma and Iowa

This legislation is being introduced and supported by
The Cavalry Group.

Contact Mindy Patterson for more information

Office: 855-748-4210

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NETWORK KNOW-HOW

How BQA Helps You AgVocate

By Erin Hull for Cattleman's News

I hope that everyone reading this article is well versed in Beef Quality Assurance (BQA) and the guidelines that surround certification. If you are not aware of what BQA is, stop reading this, head on over to the interwebs and hit up BQA.org to get a crash course in what this article is referring to.

Okay... back to our regular scheduled AgVocating article. When I first learned about BQA, I was skeptical. You see, I'm not a huge fan of having titles just to have titles. I hate taking mindless courses that end with a printed certificate you can frame and hang on your wall. The deeper I dug into what BQA is and why it is important, my interest was piqued. My end game is beef sales. Because we direct market our beef, I have a fairly tight handle on what our consumers want. The more I read about BQA, the more I was convinced it was something our farm needed.

BQA is good business. I kept hearing that tagline. I am a "but why" type of person... from a young age I needed to be shown the "why" in most everything I did. This is how I learn. Funny enough, my parents always said I should have been born and raised in Missouri (I hope all you "show me" staters see the humor in this). In order for me to learn and understand how to do something, I must first know why it is important. In the instance of BQA, the answers were fairly easy.

1. BQA IS good business. It teaches us proper handling techniques. It teaches us about antibiotic use and withdrawal. It teaches us how to be happier while providing for a happy herd.

2. BQA makes good financial sense. For all of us, money matters. If getting \$0.15/lb more for our animals is possible, we strive for that. BQA helps us achieve this by delivering cleaner carcasses with less bruising because we are properly handling our animals. While \$0.15 does not sound like much money, it adds up quickly.

3. BQA makes us better producers. Any chance we have an opportunity to learn is an opportunity to become a better producer. Growing up I lived on a dairy farm. I

cringe thinking back at some of the things my grandfather did while working cows. My grandfather was 100% Swiss. He knew best and no one was going to tell him differently. Stubborn does not even touch the surface to describe him. He raised Jersey cows the way his father raised Jersey cows. I can tell you right here and right now... I am NOT raising cattle the way my grandfather raised cattle. Why? An open mind and education. As time marches on, technology improves, research improves and we improve because of it.

4. BQA forces you to work with a veterinarian. While this one sounds strange, it is actually a bigger deal that some might realize. I will admit, we are spoiled in Upstate New York. We have many large animal vets within a short drive. The vet practice I use has half a dozen large animal vets who are just a phone call away. They come to the farm and a vet visit won't break the bank. This means that if there is a doubt, an issue, an emergency, all I have to do is make a phone call and I can feel confident that help is on the way. It is just good, basic animal husbandry. In all the cattle groups I'm a member of online, it always amazes me how many people do not have a vet they work with. This makes me sad for them, but also for their livestock that may not get proper care.

5. BQA delivers consistent beef to the meat counter. When we all work from the same guidelines, we have an opportunity to produce a more consistent product. This is important because it gives consumers confidence that the beef they purchase will not only be safe, but also desirable. If consumers don't desire what we grow, we don't have sales. Without sales, well, you know the ending to that one.

6. BQA gives consumers confidence in you and me and every producer in-between. This is a very important sticking point with me. My passion is agriculture education. I want the general public to know what we do, why we do it and why they should trust us. BQA helps us accomplish this. By becoming certified, it allows the consumer to know that we truly do care. We care about our

animals. We care about our land. And most importantly, we care about them because we strive to produce beef that they feel confident in purchasing and feeding to their family. By showing consumers that we care about those things, they will return to the meat counter. This may equate to them purchasing steaks rather than chicken for a family barbecue. This may mean they'll reach for a package of ground beef rather than a package of ground turkey. More beef sales are good for every producer in the United States of America.

While there are plenty of printed certificates I have hidden away in a desk drawer somewhere, never to see the light of day, my BQA sign is one that will be proudly displayed on my fence line today, tomorrow and always.



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TRENDING NOW

A Three-Pronged Approach to Pinkeye Control

By Tim Parks, D.V.M., technical services manager, Merck Animal Health

Weather plays a big role in cattle health. Cattle producers often associated particularly tough winters or prolonged wet weather with certain disease incidence. Infectious Bovine Keratoconjunctivitis (IBK) – commonly called pinkeye – is one such example. The highly contagious disease can be especially prevalent during or following a wet season – not because there is a higher bacteria load but because wet conditions are ideal for fly reproduction. Flies cause eye irritation and spread pinkeye.

Pinkeye is a painful infection that 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 is more, calves with visible pinkeye infection often are docked at the sale barn.

While we cannot control the weather, there are steps we can take to try to keep the disease at bay. I recommend a three-prong approach.

A) Institute good fly control. 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.

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. 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.

B) Manage the environment. No amount of fly control will work if conditions are not sanitary. Removing manure, eliminating old wet hay and ensuring proper drainage are important. Providing an irritant-free environment, such as mowing tall grass with seed heads and providing shade against ultraviolet light, also can have a positive impact.

C) Administer pinkeye vaccines for *Moraxella bovis* and *Moraxella bovoculi* 30-60 days prior to the start of fly season. *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 together¹, 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. Work with your veterinarian to determine what vaccines are right for your herd and be sure to follow label directions.

Even when you take precautions, it is important to regularly inspect 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. To learn more about Merck Animal Health vaccines for pinkeye, contact your Merck Animal Health representative or visit MAHCattle.com.

1. Loy JD, Brodersen BW (2014) *Moraxella* spp. isolated from field outbreaks of infectious bovine keratoconjunctivitis: a retrospective study of case submissions from 2010 to 2013. *J Vet Diagn Invest* 26:761–768.

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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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This summer, adding Safe-Guard® (fenbendazole) to your cattle is an easy, convenient way you can help keep your pasture clean – and your cattle profitable.¹

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

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GO TO THE HEAD OF THE CLASS – OF DEWORMERS.

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

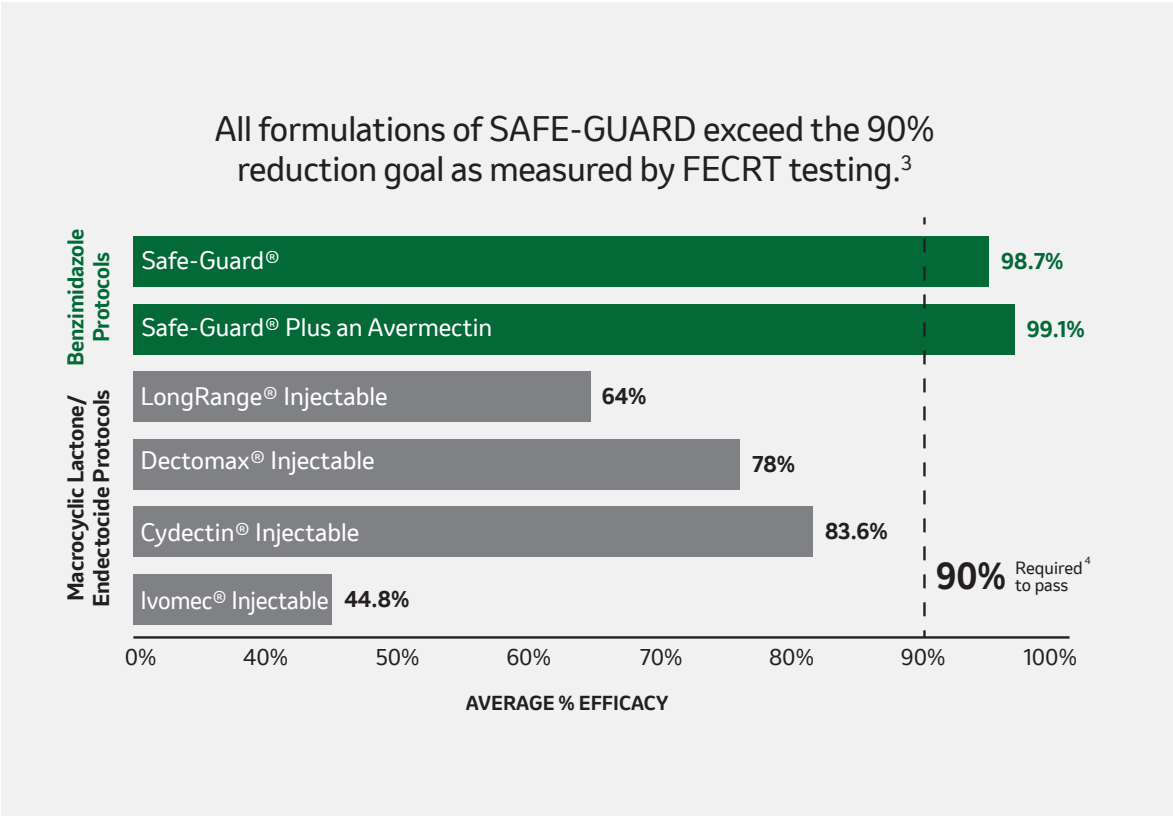
Double Down on Resistance

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. This is primarily because resistance to one brand or compound of endectocide may cause resistance to other members of the same class. This is known as side resistance.

This is also 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 that “-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.

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

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

Improving your deworming program doesn’t have to be difficult. By using SAFE-GUARD, you can kill more of those monstrous parasites 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.



TRENDING NOW

Healthy Habits Hit Home

Achieving your goals and improving your lifestyle

By B. Lynn Gordon for Cattlemen's News

We all do it! We say, tomorrow I'm going to eat healthier, take time to exercise and spend more time with family or friends. I'm as guilty as you. I find myself eating my lunch over my computer more times than not and being remiss to carve out time for exercise to maintain good health and clear my mind.

I'm sure some of you might say 'what farmer needs to exercise?' because, as farmers, you already work long hours and are always on the go. I agree farmers and livestock producers are some of the hardest working individuals out there, but like me, a journalist, my occupation also comes with some pitfalls. Mine is too many hours staring at a screen as I try and research and write stories, and yours may be that long day in the tractor baling hay or planting corn.

It's not uncommon for agricultural producers to spend ten, twelve, or fourteen-hours each day behind the wheel of the tractor. This means you have spent the day sitting and not moving around or getting your heart rate elevated. I know there are many days when your heart rate does get a great workout. Days you are moving cattle on foot, processing cattle, or several late-night trips to the barn to check on that heifer about to calve. But how often is that the case? Like tracking our food intake, managing a heart-healthy routine can easily be overlooked, and before we know it, it's a week or a month since we last had good health-focused exercise.



The result of missing out on regular exercise is that our body is not as fit to cope with the rigors of stress, the active days that we do have, and providing overall energy and motivation. An option for incorporating exercise into your routine is to focus on making time for it. Adding it to an already routinely scheduled activity (during morning, lunch etc.) makes it easier for you to complete than to try and pencil out another timeframe to devote to exercise. Choose something you enjoy like walking or a sport such as golf. If you want to multitask, listening to a webinar or audiobook while you exercise can also keep you motivated.

The more energy you have, the more you will get done in a day impacting your overall success. Remember, it's difficult to perform your duties and chores if you are tired and unproductive. If you have ever wondered why others seem to get more done in the same 24-hour day as you, it might stem back to the energy of their ability to focus when they are healthy and active.

Dealing with Diet

Similar to exercise, eating better keeps your energy levels up and your health in good order. When your body is not getting the right balance of nutrition, it is hard to be focused. Why is it important to have school students eat a balanced nutritional breakfast and lunch? Because when you are hungry, your ability to learn is diminished. This is the same for adults. In addition, changes in appetite such as eating too little or too much will impact your energy and outcomes for that day. One's diet can affect their mood.

The Beef Checkoff has done an excellent job promoting to consumers the value of eating red meat. One of my favorite past advertising campaigns focused on – "Add ZIP to your diet – eat beef." ZIP stands for "zinc, iron, and protein". The Beef Checkoff reports, "research on heart health shows that eating lean beef can be a solution to one of America's greatest health challenges. Not only can lean beef be part of a heart-healthy diet, but it can help lower cholesterol." While I don't wonder that beef producers eat their fair share of beef, thus receiving great nutrients, one's diet should focus on a balance of nutrient-dense foods.

Time-tested

Time is also a common denominator when it comes to health. The health industry reports even 15 minutes of activity unrelated to your routine is enough to create a habit and make a difference. Not all exercise needs to be an hour-long workout to make the difference. When it comes to eating, taking more time to enjoy your meals, rather than always eating on the go, behind the wheel, or as you are headed out the door, will allow your body to digest the food properly.

It's also important to take time to be away from the farm or ranch. Getting away can bring a new perspective, renewed energy, and that willingness to be more focused when you return.

Good health affects agriculture by boosting people's ability to enjoy their lifestyle and achieve their goals. 🤠

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

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TRENDING NOW

Fly Control for Grazing Cattle During Summer

Healthy animals are the most productive in the herd

By Jessica Allan for Cattlemen's News

It may still be cold outside as we go through (hopefully) our last cold snap, but summer will be here before we know it. While summer may conjure ideas of swimming holes, popsicles and watermelon, and state fairs for most of the population, for those of us in the animal industry, it means heat, dry spells and flies. We cannot control the weather, but we can have some say over biology.

According Dr. Mike Fletcher, entomologist and vice president specialty products at Y-TEX Corp., horn flies are the most prevalent pest in the beef cattle industry. We have all seen them: the “V” shaped wings on the shoulders, legs and bellies of our herds. The flies have a life span of 4-6 weeks, and during that time, the female horn fly can lay up to 360 eggs!

Horn flies are not just an irritant. As blood suckers, they are a drain on the herd's overall health and wellbeing, eating up to 45 times a day. Fletcher states that recent university studies estimate that the annual economic impact of just the horn fly to be greater than ONE BILLION dollars. Of the hundreds of studies his corporation, Y-TEX, has conducted, there is a consistent average of 35 lbs of gain per weaned calf and 60 lbs per cow when fly populations are kept in control, a significant impact to any producers' bottom line.

So what are some preventative steps producers can take to help control flies as the summer months approach? One, observe your cattle on a regular basis. This allows you, the producer, to recognize behavioral changes, which can help you stay ahead of the threat.

Two, know the signs of pest invasion. This can include tail switching, stomping, rubbing and scratching, hair loss, herd bunching, standing in water and head swinging.

Three, know when and how to apply a preventative. The economic threshold of the horn fly (when it will begin to affect the animal negatively), is 200 flies per animal or 100 per side. BEFORE that threshold is reached and as soon as you see flies, a pour-on can be applied. Once the threshold has been reached, more proactive measures such as insecticide ear tags should be installed.

Four, know what you used as a preventative and when. Producers should know what they used last year and rotate according to recommended strategy, said Fletcher.

Fletcher recommends the insecticide ear tags as they seem to provide the best value per head. The tags are molded with a contact insecticide that starts slowly releasing once applied to the animal. The insecticide is transferred via the hair follicles and natural grooming and contact habits within the herd. Since the tags use small doses released daily, the active ingredients are not absorbed into the meat or milk, negating the need for a withdrawal period.

Preventative measures used by producers other than ear tags include backrubbers charged with insecticide. These are required to be reloaded periodically and are normally placed where the herd will come in contact with them on a regular basis, such as water holes and gates. Another preventative tactic is using mineral blocks that have insect growth regulators included in the mix. These help by reducing fly populations from the start. For those that prefer a biological method as opposed to chemical, proper management of dung beetle and fly predator wasp populations can be effective.

Fletcher recognizes that knowledgeable cattle producers see proper management as critical to their operations. The healthiest animals in an operation will be the most productive in the herd, and it is of benefit to a rancher's bottom line. The better taken care of an animal is, the better use it will be to the rancher's operation, just as in the corporate world where the better an employee is taken care of, the more productive they are. Good management of health, nutrition and production are all part of animal welfare and best management practices for any animal operation. 🐮

Jessica Allan is a commercial and agricultural relationship manager and lender with Guaranty Bank in Carthage and Neosho, MO. She and her husband live in Jasper County and maintain a cattle herd with her parents in Newton County.

Celebrate Beef Month!

Philly Beef Cheesesteak Sandwiches

INGREDIENTS:

- 1 beef Top Sirloin steak boneless, 3/4 inch thick (about 1 pound)
- 1 tsp garlic powder
- 1/4 tsp pepper
- 2 tsp olive oil, divided
- 1 medium onion, thinly sliced (about 2 cups)
- 1 medium green bell pepper, thinly sliced (about 2 cups)
- 4 whole-grain or whole wheat hoagie rolls, split, toasted
- 6 thin slices reduced-fat provolone cheese

COOKING:

1. Cut beef Top Sirloin steak lengthwise in half, then crosswise into 1/8-inch thick strips. Season beef with garlic powder and pepper. Set aside.
Cook's Tip: You may freeze beef steak in resealable food-safe plastic bag 30 to 45 minutes or until firm, but not frozen solid for easier slicing.
2. Heat 1 teaspoon oil in large nonstick skillet over medium-high heat until hot. Add onion and pepper; stir-fry 30 seconds to 1 minute. Remove from skillet; keep warm. *Cook's Tip: In some classic Philly Beef Cheese Steak Sandwiches, you'll find the addition of sautéed sliced mushrooms. You may add 8 ounces of sliced mushrooms and stir-fry with onion and pepper.*



3. Heat 1/2 teaspoon oil in same skillet until hot. Add half of beef; stir-fry 2 to 3 minutes or until outside surface of beef is no longer pink. Remove from skillet; keep warm. Repeat with remaining 1/2 teaspoon oil and remaining beef. *Cook's Tip: To grill, keep steak whole and season with garlic powder and pepper as directed in step 1. Place steak on grid over medium, ash-covered coals. Grill, covered, 7 to 11 minutes (over medium heat on pre-heated gas grill, 8 to 13 minutes) for medium rare (145°F) to medium (160°F) doneness, turning once.*

4. Return beef and vegetables to skillet; cook and stir until heated through. Season with salt and pepper, as desired. Top beef with cheese slices. Heat, covered, 1 to 2 minutes or until cheese is melted; stir gently to mix. Place beef mixture on bottom half of rolls. Close sandwiches.



Where do you think the phrase “dropping like flies” came from?

Count on Y-TEX® insecticide ear tags to knock out flies, ticks and lice.

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MANAGEMENT MATTERS

Strategic Mineral Supplementation

Evaluating the mineral requirements in your cowherd

By Eric Bailey for Cattlemen's News

Mineral requirements of beef cows change through pregnancy and lactation. Mineral concentrations vary during the year in forages as well. However, that does not mean you need to change your mineral often. I'm not worried about mineral deficiencies popping up during the summer slump in Missouri. Mineral deficiencies occur after a prolonged period of limited mineral intake. Grass during the summer slump still has minerals in it. A scenario in which cows are truly mineral deficient is not likely to occur.

More common during the summertime, cow mineral feeds are changed to include additives designed to reduce fly prevalence or to add an antibiotic for control of anaplasmosis. Let's look at a few options that are on the market today.

Adding garlic to cattle mineral as a fly control agent is a popular question coming into my office these days. Garlic is a holistic method of controlling fly populations. It works as a repellent against flies. It is used in place of insect growth regulating products, like Altosid®, which have been on the market for decades.

I found two research articles where garlic was added into a mineral supplement for fly control. In the first paper, authors added garlic powder to a loose mineral supplement at 5% of the mix (2.5 lb per 50 lb bag). Cows that received loose mineral fortified with garlic powder had 54% fewer flies than control groups that received mineral alone. A popular press article I reviewed recommended adding 1 lb. of garlic per 50 lb. bag of mineral. I did not find any evidence of efficacy at this feeding rate in the literature. A quick web search revealed bulk granulated garlic for sale in the range of \$3-\$4 per lb. The cost of this fly control method will be dependent on the amount of mineral consumed.

Altosid® has a different mode of action than garlic. It passes through the cattle and works as an insect growth regulator in the manure of the cattle. The eggs laid in the manure will hatch, but the larvae will never grow to be adult flies. Horn flies emerge in the spring, when average daily temperatures reach 65°F for a period of at least two weeks. For optimum fly control, begin to feed an Altosid®-containing mineral for 30 days before temperatures consistently reach 65°F.

Popular press articles report that feeding Altosid® through mineral costs about 3 to 4 cents per day. By my math, that is an addition \$6-\$8 per bag of mineral, assuming that the intended consumption rate of the mineral is 4 ounces per cow per day. Make sure cattle do not overeat costly mineral supplements.

Anaplasmosis is an increasing concern for cowherds across Missouri. My colleague Dr. Craig Payne has written an excellent extension bulletin on controlling anaplasmosis in cowherds. It can be found by searching the web for "Control of Anaplasmosis in Missouri."

Below are a few brief comments that I have pulled from Dr. Payne's document. Chlortetracycline (CTC) is the only antimicrobial approved for control of Anaplasmosis. Typically, it is fed in Missouri from March to November, depending on spring and fall temperatures. Most minerals containing CTC for anaplasmosis use a rate of 0.5 mg of CTC per lb. of body weight per day. Even when CTC is fed to control Anaplasmosis, clinical cases may still occur. Intake of medicated feedstuffs can vary due to individual animal differences, feedstuff quality and/or environmental influences. Keep track of mineral consumption when feeding mineral containing CTC.

Recently feed companies began to market minerals containing additives that reduce symptoms of fescue toxicosis. Evaluation of these "fescue minerals" is difficult because data on their efficacy at reducing fescue toxicosis is proprietary and not available in the literature. I do not have a strong opinion on whether they are effective or not, because I have not seen the data and formed my own conclusions.

Nutritional management of grazing cows is imprecise. It is hard for us to know what they consumed and the nutrients in what was consumed. Thus, mineral supplementation is an insurance policy, not the key to 98% conception rates and 800 lb. weaning weights. Mineral supplements are among the highest margin products for feed companies though, so one should be cautious about the "extra goodies" marketed in a mineral supplement. There may be very little objective data to determine the efficacy of the novel feed additives. Some of the feed additives used in "summer" mineral supplements have a long track record of efficacy. Others, not so much. If cost is a concern, that is likely a function of cows consuming more mineral than what the tag specifies. If this occurs, take the mineral supplement away for a period of time, allowing for average consumption to level out to feed tag recommendations. Mineral deficiencies do not happen overnight. Do not let cows eat you out of house and home just so that you feel good about mineral being available 24/7. 🐮

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



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Replanning the Plan

For Immediate Release - by Miranda Reiman, Director, Producer Communications, Black Ink

We had one kid and an hour of church to get through. I'd load the diaper bag with Cheerios, fruit snacks and sippy cups. It was an effective strategy that kept my son entertained and occupied many a Sunday morning.

A few years with four kids age six and under, it began to look like we were serving a breakfast buffet in the back pew. One morning in particular, as I heard wrappers rustling and kiddos munching, I realized it was time to reevaluate my plan. What once worked beautifully was working no longer. In the cattle business, it's just as easy for a brilliant strategy to

become less ideal over time. Everything changes, eventually throwing its shade on even the brightest ideas.

One generational ranch found gold in the 1990s by selling their market-topping calves at weaning, only to buy plainer, cheaper and heavier weaned calves for stocker pastures. A decade later, they decided to keep the focus on their own calves and aim for the premium beef market.

In many jobs there's a regular evaluation protocol, with annual, bi-annual or quarterly introspection and external feedback. It gives people a chance to see what they're doing well and where they could improve.

Some cattlemen are involved in programs that offer similar check-ins, but reviewing what's working and what isn't doesn't have to be formal or even as predictable as the calendar. Family business meetings can help, but reevaluation can be as simple as giving the routine a second thought.

How have your genetics improved in the last few years? Perhaps there is an opportunity to alter stocking rates or sire selection in response to that directional change. If you've met a herd goal, you could set it higher or set a new one.

Have market shifts affected your final target? If so, maybe it's time to analyze your weaning program or selling strategy.

Each year, new technology enters the scene at a rapid pace. You can't implement it all, but if you never study potential benefits, you may miss out on possible advantages.

Long road trips or extra tractor-seat time often make great backdrops for pondering improvements. Other decisions require a good calculator or a spreadsheet full of useful data so you can crunch the numbers. Sometimes you might want to seek out expert advice from your genetics supplier, veterinarian or a marketing professional. Other times you just need to apply your own intuition.

As we added a couple more kids to the family it turned out that our switch to a "no eating in church" policy was a wise adjustment. My 24-year-old self probably wouldn't believe toddlers could possibly survive without using snacks as a crutch, but I've got plenty of real-world experience that says they do.

Is there anything you've accepted as status quo that could benefit from a little reevaluation? Next time in Black Ink® I will look to the future. 🤠

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Injectable Trace Minerals Boost Immunity

By Gilda V. Bryant

In spite of good animal husbandry practices, stocker or feedlot calves can become ill with a variety of diseases. Sick animals lose weight with subsequent poor weight gain, plus they tend to be more susceptible to ailments as they grow older. Many times, all attempts to treat these animals fail, and calves die.

Bovine Respiratory Disease (BRD) has a tremendous economic impact on the cattle industry both in the United States and abroad. The USDA Animal and Plant Health Inspection Services (APHIS), reports that BRD occurs in 16.2 percent of cattle in U.S. feedlots. These daunting figures include cattle that receive vaccines along with protection from various levels of biosecurity.

The most common causes of illnesses seen in cattle are various viruses, including the bovine viral diarrhea virus (BVDV), bovine herpes virus 1 (BHV-1), bovine respiratory syncytial

virus (BRSV), and the parainfluenza 3 virus (PI3V). Throw in varieties of bacteria such as *Pasteurella multocida* and *Mannheimia haemolytica*, and infected animals can have a high rate of illness and death.

Newly received and highly stressed young calves are most often at-risk, especially if they have had incomplete immunizations or no immunizations at all. Animals that have had marginal nutrition with poor mineral supplementation tend to have more health problems. They are exposed to stressors that impair immune functions, such as weaning, comingling with calves of different infectious levels and spending as much as 30 hours on a truck without food and water. Once unloaded, they must quickly adapt to a new environment. Stressed calves often display decreased appetite, resulting in nutrient deficiencies, which further impair immune function.

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Research has shown that trace minerals, such as copper, zinc, manganese and selenium, play a vital role in immune function in young animals. For example, when injectable trace minerals (ITM) accompany vaccines, calves display earlier and stronger immune responses.

In a recent University of Georgia College of Veterinary Medicine study, 30 normal male Holstein calves received an MLV (modified-live virus) vaccines with BHV1, BVDV1, BRSV, and PI3V and an attenuated-live bacterin. These three-month old calves were divided into two groups. The control group received a subcutaneous (Sub-Q) injection of sterile saline, while the ITM group received a Sub-Q injection containing trace minerals, copper, zinc, manganese and selenium.

Three weeks after receiving vaccinations, researchers gave calves a booster of the same vaccine and another injection of ITM or sterile saline, depending on the group. After running extensive tests on blood and liver biopsy samples, researchers analyzed the results.

This study indicates that ITM supplements lead to positive responses to vaccination. The ITM group had a higher response to BVDV, BHV-1, and BRSV. Giving ITM concurrently with MLV vaccine resulted in higher levels of antibodies to BVDV than the control group. Seven days after the initial vaccination, the ITM group had a higher response to BRSV than the control group. Additionally, calves that received ITM had a stronger and earlier cellular immune response to BVDV. ITM also induced faster and higher immune response to *Pasteurella multocida* and the rate of increase in antibody titer to *Mannheimia haemolytica* was higher in the ITM group compared to the control group.

Calves receiving ITM had elevated concentrations of selenium, manganese, and copper in the liver on days 21 and 56, while the control group had a dramatic drop in selenium and copper.

Researchers at Cornell University conducted a similar study of 790 Holstein heifer calves. They were not deficient in trace minerals and had received passive immunity from their mothers. Within 12 hours after birth, researchers fed them raw colostrum and then pasteurized milk twice a day. Researchers injected ITMs on days three and 30 after birth. The data from this study suggests that ITM supplements increased immunity and antioxidant status in these calves. Animals that received trace mineral treatment had a reduced incidence of scours, ear infections and pneumonia compared to the control group. Injectable trace mineral studies are ongoing to determine the complete effects of this supplementation on immune response.

What does this research mean for beef cattle producers? These studies may influence management decisions, such as treating calves with injectable trace minerals when giving vaccinations to increase their immune response. If animals avoid serious infections, they are likely to stay healthy, with a higher average daily gain. That means less antibiotic use and treatment expense, saving the rancher or feedlot producer precious time and money because he is not treating sick calves. When following dosage instructions, the producer knows his animals have received adequate trace minerals. Healthy animals have better carcass quality, which adds more money to the bottom line. Reproductive performance increases, as well, which is especially important to rebuilding America's herds. Injectable trace minerals are another valuable tool beef producers can use to protect their animals. 🐮



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MANAGEMENT MATTERS

Sweet Corn and Steer Calves

Maintaining a short, front-loaded calving season

By Jordan Thomas for Cattlemen's News

As someone who likes to tinker around with a vegetable garden, I have sweet corn planting on my mind this time of year. Although I will cut and freeze some, I am mostly in it for the fresh corn on the cob. To stretch out those glorious weeks of fresh sweet corn for as long as possible, I always try to plant small plots with staggered planting dates. That way, everything isn't ready all at once, and I can harvest a little at a time. When it works, it works well.

Of course, there are certain situations in which this staggered planting date strategy would be a terrible idea. Let's say we were trying to have a lot of sweet corn ready for one big event, or we were intending to put up all of it and freeze it over the course of a few days. If we staggered plantings and intended to harvest everything at once, we would harvest a lot of disappointing corn.

Whether we realize it or not, we do just that in our commercial beef herds if we do not manage for short calving seasons. We "harvest" the calf crop all at once. When we wean calves that were born over a long calving season, we are essentially harvesting staggered plantings. Those younger calves will be lighter at weaning and will drag down the average weight and value of the whole group.

It may be tempting to think none of this applies to us if we are backgrounding our calves on the farm or retaining ownership of calves all the way through slaughter. But be careful with that logic. If we allow the cow herd to have a long-calving season, we are forcing our backgrounding or finishing enterprises to work with less profitable cattle. Let's look at the data.

In a 2012 paper in the Journal of Animal Science entitled "Effect of calving distribution on beef cattle progeny performance," researchers at the University of Nebraska Gudmund-



sen Sandhills Laboratory looked at performance of heifers and steers as a function of when the calves were born during the calving season. I frequently refer to the heifer portion of this dataset when making the point that later-born heifers are at a disadvantage going into their first breeding season. But the steer portion of the data is compelling as well, not just in terms of their pre-weaning performance but also in terms of their performance in the feedlot.

Data from 1997 to 2010 were compiled on 771 steer calves from that herd. This data included all weaning, feedlot, and carcass data. As we would expect, steers that were born in the first 21 days of the calving season were heavier at weaning: about 28 lbs heavier than steers born in days 22-42 of the calving season and about 75 lbs heavier than steers born in days 43-63 of the calving season. If we are selling calves at weaning or shortly after, we ought to consider the implications of that. How many pounds of weaned calf are we leaving on the table just as a result of allowing late-conceiving cows to stay around on the farm? And if all of those calves are sold as a single lot, what kind of price per pound are we giving up because of all of the variation in that group?

Does any of that matter if we retain ownership on those calves all the way through slaughter? In fact, it does. Let's look at the feedlot performance of the steers in that paper. There were no differences between the steers in average daily gain, dry matter intake, feed to gain conversion, etc. So, suffice it to say that the later-born steers are not catching up with higher rates of growth in the feedlot. Steers were harvested based on a visual assessment of fat cover over the ribs, just like most pens would be pulled for harvest in the real world. At their harvest weight (approximately 1300 lbs in this case), steers that were born in the first 21 days of the calving season were still heavier: about 22 lbs heavier than steers born in days 22-42 of the calving season and about 62 lbs heavier than steers born in days 43-63 of the calving season. This corresponded to a similar staircase relationship with hot carcass weight, with earlier-born steers of course having heavier hot carcass weights as well. The earli-

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er-born steers were also better finished: steers born in the first 21 days of the calving season had increased marbling scores. This translated to a greater percentage of earlier-born steers that were Modest marbling or better (USDA average Choice or better).

Because of the increase in carcass weights and carcass quality, earlier-born steer calves were worth more. How much more? In 2012 dollars and 2012 carcass prices, steers born in the first 21 days of the calving season had a carcass value of \$1,114, making them worth \$25 more than steers born in days 22-42 of the calving season (\$1,089) and a whopping \$74 more than steers born in days 43-63 of the calving season (\$1,040). Could this be compensated for by doing a better job with cuts in the feedlot, so that younger steers had additional days on feed prior to harvest? Possibly, but remember that would come with increased feed and yardage costs for those younger steers, eating into the profit margins.

Whether we sell calves at weaning or own calves all the way through harvest, maintaining a short, front-loaded calving season is one of our major jobs as commercial producers. That is the planting date for the calf crop. Staggered planting is for sweet corn. 🐄

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

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TRENDING NOW

Beef Cattle “To Do” List

Tips for the months ahead

From the University of Missouri Extension



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Mt. Vernon, MO – As we move into May, the list of things to do gets long. You have your own list and now here’s some I’ll throw out to be sure you have given them extra attention.

Hay making items should be on your radar whether you make your own, hire someone to do it or you buy from someone. Our extension co-workers for years have told you, buying hay is the way to go. However, when May rolls around I still see lots of farmers in the field rolling and/or wrapping fescue hay. Unfortunately, it’s often late May or early June so we know it’s likely to need supplementing.

If you can wrap your hay that helps early fescue, orchard grass, wheat or rye. As you bale, remember to have your bale storage area planned out. You should store as much dry, round bales under a roof as possible. Back in the 70’s when large round bales were a prominent hay making item, you may have been led to believe those bales did not need to be under cover. Well, over the next 40 or 50 years just think how many tons of hay we’ve wasted due to not being stored properly.

Unless you’re a large operator or plan to do custom hay harvest, you’re better off to buy really good hay in season. Alfalfa should be considered if you can put it under cover. When bought out of the field you can get it at a decent price compared to when the snow is flying. Of course, I remind people to do

some testing whether you’re buying or baling. The \$20 investment, plus or minus, helps determine how much to buy and when to feed.

Hay sampling needs to be done with a hay probe. There are several places you may borrow probes such as University Extension Centers, Custom Lab at Monett or your local Natural Resource Conservation Service office.

Keep an eye on moisture levels. The desired level on large hay packages is around 16%. It’s a challenge to get it at that all of the time. If you’re putting it under cover with excessive moisture, that’s when you run the risk of barn fires. Small rectangular bales are okay to bale in the 18% moisture range.

Cattle need to be looked at regularly by someone who has a good eye for when cattle are a little off. It could be the start of a respiratory problem, digestive upset or pinkeye. When there is a problem, it’s best to treat the animal as quickly as possible. Using a dart gun has become a popular way to treat certain problems but use caution and care. Often, it’s best to isolate droopy, draggy calves away from the herd.

There are new pinkeye vaccines that should be used if you have a yearly problem. Vaccinations in the past have not been as effective as we’d like, but they’re getting better with time. Visit with your veterinarian about what’s working in their practices. Pinkeye causes weight loss and poor performance all the way to the rail, so make an attempt to prevent it and treat at the earliest signs of weak and runny eyes.

When checking pastures, make sure to have at least salt in the mineral feeders at all times. Cattle can tolerate not having many of the trace minerals available all the time, but they do need the sodium from salt.

Another item that, like salt, is needed in most fescue pastures in the heat of summer is shade. Trees are quite helpful in improving rate of gain and enhancing reproductive performance. Unfortunately, trees don’t live forever when cattle have direct access to them. Artificial shades help but come with some expense. In planning rotational grazing systems, arrange them so on extreme hot days cattle can access shade and/or ponds or creeks to cool off in.

Along these same lines, during May observe your cattle for hair shedding. I’d really like all cattle to be almost completely shed off by mid-May. Those well-shed cattle tolerate the heat better. It goes along with better performance as we see with shade.

Even though the past mid-February was a beast, weatherwise, and many of you said you’re not putting bulls out until June 1, that leaves only about 30 to 40 days of decent weather for the breeding season. In recent years we’ve seen warm weather affect reproduction after the 4th of July. This may not be as bad if you’re grazing something other than toxic fescue.

As I close this article, I’m reminded that several years ago I interviewed several successful cattle producers about why they were successful. When I asked this one couple that question, the wife didn’t hesitate a moment and she replied, “we look at them a lot.” That’s good advice that will pay off in the long run.

Eldon Cole is the livestock field specialist for the University of Missouri Extension.

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INDUSTRY NEWS

Beef is the Business of Missouri

By Chris Chinn, Director of the Missouri Department of Agriculture

One of my first visits outside of the office this spring was to Joplin Regional Stockyards. My team and I traveled down to honor Rick Huffman, who I wrote about last month. While we were there, our team met a 6-year-old boy named Brody Wilson. He had the day off school and was thrilled to sell some calves with his proud dad & uncle. With a mix of adrenaline and excitement, he was striking up conversation about cattle with anyone who would listen. I loved to see his passion for the industry because after all, it is young boys and girls like him that we work so hard for.

It was such a great trip – one that energized me for the rest of the week. May is Beef Month and I want to take some time to reflect back on Missouri's position in the industry. My trip to JRS got me thinking how Missouri is such a special part of the beef business in America. We are known for growing great grass and forage and, as a result, raising some of the best genetics in the world. While cattle flow through JRS each year headed West for finishing, our state plays a unique roll in not only cow/calf and backgrounding operations, but also seedstock. Those dynamics place Missouri in the driver's seat when it comes to final beef quality our consumers are used to and I know we're doing a great job.

Cattle production is one of America's, and Missouri's, most important agricultural sectors. Beef Month is also a time to remember the rich history that beef cattle have in Missouri. Some of the earliest cattle drives in the Old West came through Missouri. St. Joseph and Sedalia became important cow towns, as did Kansas City.

Missouri has an inventory of more than 2 million head of beef cows in our state. As we drove to Joplin that early morning, the countryside of Missouri was lined with fresh green pastures of cattle all throughout the state.

An important pillar in Missouri for the cattle industry is JRS.

Established in 1931, JRS has a long history in the southwest Missouri cattle business. In 2020 alone, they facilitated the marketing of 425,000 head of cattle. Their innovative approaches, including being one of the first auctions in Missouri to utilize video-based auctions, consistently make them a leader in the industry.

JRS also plays an important role in connecting cattle producers to buyers, who then in turn move Missouri cattle all across the country. Missouri cattle producers thrive when they have strong markets for their cattle and JRS is vital in that effort. Another way to think about it is: JRS is an important link for Missouri producers to help feed the world.

Beef cattle are found on more than 50,000 farms in Missouri – including my own. My husband, Kevin, and I are proud to



raise beef and we take pride in the wholesome product that we are able to provide for our community. I'm also proud of Missouri's cattle farmers who do the same things in their own communities. For many of my friends in the cattle industry, coming to the JRS is a part of their weekly routine.

Like other livestock markets, JRS is a pillar not only to cattlemen, but in the Joplin area community. In turn, the cattle business at JRS is also fuel for the local economy and supports jobs. I'm thankful to have a Governor who is a cattleman himself – he understands the important role beef and livestock markets play in the bigger picture.

At the end of the day, all farmers and ranchers work toward a couple of common goals. First, we want to build a strong agriculture environment for the next generation. Second, we want to raise a high-quality product for all consumers to enjoy.

Beef is important for our economy, and part of a healthy diet. Cattle efficiently turn feed into real protein. Beef is an important protein source, and contains nine essential amino acids needed to grow and maintain a healthy body. Beef is full of vitamin B12, zinc, selenium, iron, niacin, vitamin B6 and phosphorus. Many of these nutrients, particularly iron, are crucial for a child's development. The iron found in red meat is more easily absorbed by the body than iron that is found in plant foods. Beef is not only tasty, but it's good for you too.

Let's all celebrate beef month by adding a little extra meat into our diets and thanking the hardworking farmers and ranchers who make it possible to have this wholesome product. 🍖

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MANAGEMENT MATTERS

Grazing Systems and Management

An overview of strategies to manage land and forage resources

By Lisa Henderson for Cattlemen's News

"Why don't we have enough forage to last the season?" Grant Breitzkreutz wondered. "Why can't we produce enough to get more than three-and-a-half months of grazing?"

That was a perennial problem when Breitzkreutz and his brother bought out their parents in 1997. Each year they were short on forage and constantly seeking to harvest more feed and forage to keep their cow herd fed. That's when they began studying grazing management and seeking different strategies to manage their land and forage resources in southwest Minnesota.

The answer, Breitzkreutz said, was a switch to rotational or managed grazing and away from the traditional grazing practices of prior years. Breitzkreutz shared his ranch's success story during a March webinar, "Grazing Systems & Management" produced by the National Cattlemen's Beef Association and sponsored by Cargill Animal Nutrition.

When Breitzkreutz began moving their cattle in three-to-five-day pasture rotations "our productivity just about doubled."

Under traditional grazing management, Breitzkreutz said he applied fertilizer and herbicides to all pastures annually. Using the managed or rotational grazing system he has been able to stop those applications. During his presentation he showed before and after photos of the pastures, saying, "you can see we've made great improvements."

In one pasture, Breitzkreutz said when converted to rotational grazing they've seen an increase from three species of grasses to more than 30 this year.

"On our operation we try to mimic nature," he said.

He noted the vast herds of bison that roamed the prairies of the Great Plains before settlement. Those herds intensively grazed the land and moved on, depositing manure and urine as fertilizer. The animals may not have returned to graze the same areas for a year or two allowing the grasses to recover.

"This is now our fertilizer and herbicide program," Breitzkreutz said of rotational grazing. "We trample a lot of material into the soil so that no weeds can emerge if our plant density isn't thick enough. We take 20% to 30%, maybe 40% of that grass off and get the cows out to give it a good rest period."

University of Kentucky forage specialist Chris Teutsch said a managed grazing system such as the one Breitzkreutz uses is advantageous and provides research to support his claims.

Teutsch began by examining how grazing affects various forages and how producers can influence forage production. He said two major photosynthetic pathways exist: C3 (cool season grasses) and C4 (warm season grasses). Maximum photosynthesis in the leaf blade of cool season grasses occurs at about 70 degrees Fahrenheit. C4 grasses reach maximum photosynthesis at about 90 degrees Fahrenheit, and they are very efficient at using water.

"C4 grasses will produce about twice as much dry matter per unit of water during the summer months compared with cool season grasses," Teutsch said. "The prac-

Continued on bottom of next page



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Mo Beef Mo Kids Mo Fit

Celebrate May is Beef Month

By Mo Fit (MoBKF) Program

Did you know? One serving of lean beef provides half of your daily protein and essential nutrients like B12 and B6, Choline and Zinc. Farmers and ranchers work hard to provide quality beef on our plates. This May, celebrate with something new and quick from start to finish:

Farm families like Jordan and Megan Richner of El Dorado Springs work hard to provide a legacy for their son, Ethan, while raising quality beef for consumers. The Richners operate Red Cedar Ranch, a rotational grazing beef operation where they raise Angus, Gelbvieh and Simmental cow-calf pairs.

Fun fact: Megan enjoys running and lifting weights. She says beef is her favorite macronutrient to support a healthy and active lifestyle!



Tequila Marinated Steak Burritos

Take your steak burritos to a new level with this tequila marinade. This Mexican inspired dish uses grilled Flank Steak and one serving provides 60% of your daily protein needs!

INGREDIENTS:

- 1 beef Flank steak (about 1-1/2 to 2 pounds)
- 6 medium flour tortillas (10-inch diameter), warmed

MARINADE:

- 1/2 cup fresh orange juice
- 2 tbsps tequila
- 1 tbsps vegetable oil
- 1 tbsps honey
- 2 tbsps minced garlic
- 1 tsp crushed red pepper

TOPPINGS:

- Guacamole, pico de gallo and shredded lettuce

COOKING:

1. Combine marinade ingredients in small bowl. Place beef steak and marinade in food-safe plastic bag; turn to coat.



Close bag securely and marinate in refrigerator 6 hours or as long as overnight, turning occasionally.

2. Remove steak from marinade; discard marinade. Place steak on grid over medium, ash-covered coals. Grill, covered, 11 to 16 minutes (over medium heat on preheated gas grill, 16 to 21 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally.

3. Carve steak across the grain. Season with salt and pepper, as desired. Place equal amounts of beef on each tortilla, leaving 1-1/2-inch border on right and left sides. Top with toppings, as desired. Fold right and left sides of tortilla over filling. Fold bottom edge up over filling and roll up tightly.

Continued from previous page

tical implication is that if you have the ability to irrigate some pastures you want to irrigate warm season grasses in the summer because they're so much more efficient in converting that water into dry matter."

Noting the structure of grasses is also important because you can tell a little about how it should be managed under grazing by looking at it.

"If it's a bunch-type grass it is going to be less tolerant to close grazing," Teutsch said. So that means you're going to have to have a little bit higher grazing height. If it's a prostrate grass like Bermuda grass, we can graze some very tightly because it's closer to the soil."

Teutsch cited alfalfa as an example of the carbohydrate cycle and how grazing affects that cycle. If allowed to grow to six or eight inches and then grazed or mowed off, then we see the plants drawing on their carbohydrate reserves slower and slower.

"When we graze plants too close, we remove the plant's ability to capture sunlight," he said. "And when we graze too short and

get down into the stem base where the plant stores energy, we're essentially putting the double-whammy on that plant."

"If we do this repeatedly, like what happens in a continuously stocked pasture, then we start to see slower and slower and slower regrowth in plants become weaker," he said. "Eventually the plants will die. It won't happen the first time, but when you do it repeatedly like in a continuously stocked pasture, the forages become weak. And as plants get weaker, and less vigorous, it leaves space between the plants and in that space grows weeds."

Teutsch said using a rotational grazing system allows producers to manage two things, how close the animals are grazing the pasture and how long the rest period is for the pasture between grazing events.

"By managing those two things we're going to increase the productivity of those pastures by about 30%," he said. "And we're going to improve drought tolerance for these pastures because we're going to have a healthier root system, and we're going to improve nutrient cycling within grazing systems. The smaller we make the pastures the better the distribution pattern will be."

Celebrate Beef Month!

Beef Brunch Strata

INGREDIENTS:

- 1-1/2 pounds ground beef
- 1 tsp salt, divided
- 1/2 tsp pepper, divided
- 1 tbsps olive oil
- 4 oz button mushrooms, sliced
- 1 cup chopped onion
- 1 tsp dried thyme leaves
- 2 cups milk
- 5 large eggs
- Nonstick cooking spray
- 8 cups crustless bread cubes (3/4-inch)
- 2 cups shredded Asiago or fontina cheese
- 1 cup cherry or grape tomatoes, cut in half
- Thinly sliced fresh basil

COOKING:

1. Heat large nonstick skillet over medium heat until hot. Add ground beef; cook 8 to 10 minutes, breaking into 3/4-inch crumbles and stir occasionally. Remove from skillet with slotted spoon; season with 1/2 teaspoon salt and 1/4 teaspoon pepper. Set aside. Pour off drippings from skillet.

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. Heat oil in same skillet over medium heat until hot. Add mushrooms and onion; cook 3 to 4 minutes or until vegetables are tender, stirring frequently. Return beef to skillet. Add thyme; cook 3 to 5 minutes or until heated through, stirring frequently. Remove from heat. Set aside.



3. Whisk milk, eggs, remaining 1/2 teaspoon salt and 1/4 teaspoon pepper in large bowl until blended.

4. Spray 2-1/2 to 3-quart shallow baking dish with nonstick cooking spray. Layer half of the bread cubes, 1/2 cup of the cheese and half of the beef mixture in dish. Pour half of the egg mixture over the top. Top with remaining bread cubes, 1/2 cup of the cheese and remaining beef and egg mixtures. Sprinkle with remaining 1 cup cheese. Press any dry bread cubes into egg mixture. Cover with aluminum foil; refrigerate 6 hours or as long as overnight.

Cook's Tip: To bake strata immediately, heat oven to 350°F. Assemble strata in dish as directed. Bake, covered, 40 minutes. Uncover; bake 10 to 15 minutes or until lightly browned.

5. Preheat oven to 350°F. Bake strata, covered, 55 minutes. Remove foil. Bake, uncovered, 10 to 15 minutes or until puffed and lightly browned. Let stand 5 minutes. Top with tomatoes and basil, as desired.

Thank you Rick Huffman for your years of reporting 6 million head for the JRS market!

"I worked with Rick for over 29 years and we go way back. He did a lot for me and he is a great friend" - *Greg Onstot, MO Department of Agriculture*

"I always appreciated Rick and his ability to get a lot of cattle in his reports. It's a big job and with the fast-paced sales at Joplin, he knew exactly where he was going to put the cattle. His conservative market trends are what I appreciated most about him. He had a feel for the market." - *Corbitt Wall, DV Auction*

"There is no one who has been more dedicated to the beef industry who has worked for the department in the state of Missouri than Rick Huffman. He has been a great advocate for the market news. All of the market reporters respected him and the leadership he gave us." - *Mike Davis, retired Missouri Department of Agriculture Market News program manager*

"They don't make them any better than Rick. He is such a hard worker. His commitment and his love for the industry was so obvious in his work he did." - *Davin Althoff, Missouri Department of Agriculture division director*



"Rick is just a good human being. He is very humble and has taken more pride in his work than any employee I have supervised. When Rick did his reports, they were right. Everyone trusted him and he made the people around him better. He will be greatly missed." - *Tony Hancock, MO Department of Agriculture, manager of market news*

"Rick has been instrumental in training new people in market news. He was always helping people learn and we have really appreciated his service to the Missouri livestock industry. He has always been a valued employee." - *Lonnie Patz, United States Department of Agriculture, Livestock Poultry and Grain News marketing reporting supervisor*

"Rick was a big promotor of the Missouri Department of Agriculture. He was a big part of the Missouri State Fair and helping kids learn in the carcass contest. We are really going to miss him." - *Chris Chinn, Director of the MO Department of Agriculture*



TRENDING NOW

Meat In or Meat Out?

By Gregory Bloom for Cattlemen's News

In February, in my native state of Colorado, our Governor, Jared Polis issued a formal proclamation declaring March 20, 2021 to be an official 'Meat Out' day. In the proclamation, the Governor noted that plant-based diets better protect the environment and that more people are cutting meat consumption to lessen animal cruelty.

The announcement may have been well received by some of the urbanites along the Denver to Boulder corridor, but for much of the beef-loving state, the effort backfired and spurred a counter 'Meat In' day.

Terry Fankhauser, executive vice president of Colorado Cattlemen's Association, said "I think this is a wake-up call," when

asked about the Governor's action. His association led a counter 'Meat In' movement in response to the gubernatorial proclamation.

Nearly 30 Colorado counties, including my own, Douglas County, officially declared March 20 to be a 'Meat In' day. As the day approached wholesale and retail meat sales rose significantly as retailers stocked up and got ready for the busy Saturday sales day. Social media posts by ranchers, meat advocates and many others encouraged people to sell out the meat counters across the state.

Steak houses in Colorado, even with the COVID restrictions on seating did very well.

The 'Meat In' proponents clearly won over in the minds and eating practices of the majority. We may have won this battle but the war will continue.

The national effort for an official 'meat out' day started in 1985 by the Farm Animal Rights Movement. The largely quiet, 36-year-old attempt to limit meat consumption has more recently been getting more attention because many plant-based brands, specifically Beyond Meats and Impossible burgers have used their massive, well-funded marketing campaigns to convince many Americans that eating meat is bad for the environment and bad for your health.

For example, the primary marketing strategy of Beyond Meat has been to unrelentingly slander and attack the meat industry to promote their product. On a Beyond Meat flyer I picked up at a recent food show, it states that '4 oz. of their product compared with 4 oz. of beef uses 99% less water, 93% less land, 90% less greenhouse gas emissions and 46% less energy.' You can find this same data published on the website of Beyond Meats.

These environmental claims seem too good to be true. So where to do they get their data?

Beyond Meat uses data from their own paid study to get their 'beyond belief' numbers. If you note the fine print, you'll see that even the critical reviews of the science used in the report were all paid for by Beyond Meat. This data comes from just one single

Continued on next page

SHOW-ME-SELECT™
REPLACEMENT HEIFER SALE

235 Crossbred & Purebred Heifers

May 21, 2021 at 7 PM

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

Video preview and sale may be viewed at www.joplinstockyards.com

On-line bidding and approval must be arranged in advance along with bank approval.

- ✓ 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.
- ✓ Any questions and/or approval call 417-548-2333 and ask for Dustin, Misti, or Clay.

Breeds & crosses include: Herefords, Angus, Gelbvieh, Red Angus, Balancer, SimAngus and Beefmaster.

About 40% are black, 30% are black whiteface, 30% are red.

Many are synchronized and AI bred. A few Tier Two and Show-Me-Plus heifers are in the offering. See enclosed requirements for SMS heifer details.

Program Requirements:

- ❖ Heifers have met minimum standards for reproductive soundness, pelvic size, body condition and weight and are free of blemishes.
- ❖ Heifers bred to bulls meeting strict calving ease or birth weight EPD requirements.
- ❖ A strict immunization program has been followed including official Brucellosis calfhood vaccination. Heifers are tested and found negative for PI BVD.
- ❖ Heifers will calve from late August to November 30 and were preg checked within 30 days of the sale.



John Wheeler, Marionville
Kathy Wheeler, Marionville
Marvin Phipps, Cassville
Mast Farms, Lamar
Kunkel Farms, Neosho

2021 Consignors Include:
Robert Miller, Aurora
Aspen Ridge, LLC, Carthage
Meadowlyn Farm, Cassville
Jeffrey Stevens, Seymour
Sam Schaumann, Billings

Rector Farms, Rogersville
Hounscheil Farms, Stark City
Ali Henderson, Purdy
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For information contact:

Eldon Cole (417) 466-3102 or email colee@missouri.edu

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For more information, please visit:

<https://extension2.missouri.edu/programs/show-me-select-replacement-heifer-program>

Continued from previous page

self-funded study. Where's the accountability and the peer reviewed meta-analysis for these sort of marketing claims? Where's the rigorous science?

To be clear, I have no problem with vegetables or companies that make vegetable products. Varied food choices are always a positive thing for consumers.

What I do take issue with is the mudslinging marketing claims of Beyond Meat, Impossible Burgers, and others who pay for their own life-cycle assessment studies to make it look as though eating beef is killing the planet, and eating their beef substitute is saving the planet.

Beyond Meat's founder, Ethan Brown has said many times in interviews, podcasts and tweets, that, "It dawned on me that if we want to solve climate, we have to solve livestock."

It's a deviously crafty marketing strategy when you think about it. How do you entice people to pay for your overpriced veggie burgers, retain a customer base and attract investors? You find a hot social cause like global warming and then run a hyped-up multi-million-dollar smear campaign blaming beef production for global warming.

Most consumers aren't aware of the Environmental Protection

Agency (EPA) data on animal agricultural production, which irrefutably shows that beef production isn't even remotely on the same scale of environmental damage as transportation. Beyond Meats, Impossible and many others attempt to convince consumers that beef is bad for the environment, and by eating their product you're saving cows along with saving the whole planet.

I truly hope that all Beyond Meat employees, shareholders, customers and proponents have given up their cars by now. That would make a much larger environmental impact than eating a veggie burgers over real beef burgers.

Given the attack on beef production that seems to be growing in popularity, many Colorado ranchers are concerned. The beef industry does have some data to refute the claims that beef is causing environmental damage, but this information doesn't seem to be making the national headlines.

I believe the beef industry is going to need to counter with a national offensive, pro-environmental strategy and message. I hope to see this come out of summer and winter industry conferences this year, both at the state and national level. 🤠

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

MARK YOUR CALENDAR!

May 21, 2021 | 7:00 PM

Show-Me Select Heifer Sale at Joplin Regional Stockyards

View More Information: extension.missouri.edu/programs/show-me-select-replacement-heifer-program

June 2, 2021 | 4:30 PM

Special Cow and Bull Sale at Joplin Regional Stockyards

View More Information: www.joplinstockyards.com

June 3, 2021 | 1:00 PM

Prime Time Livestock Sale at Joplin Regional Stockyards

View More Information: www.primetimelivestock.com

June 24, 2021 | 9:00 AM

Value-Added Sale at Joplin Regional Stockyards

View More Information: www.joplinstockyards.com

June 28, 2021 | 9:00 AM

Yearling Sale at Joplin Regional Stockyards

View More Information: www.joplinstockyards.com

July 1, 2021 | Lunch 11:30 AM | Sale 1:00 PM

"The Big Bang" Sale at Downstream Casino

View More Information: www.primetimelivestock.com



JRS Value-Added Sale Program Vaccination Protocols

All program cattle require castration of bulls & dehorned
The seller will be billed 0.10 per 100 cwt for all bulls not castrated.

Bred Heifer Information

All programs cattle require heifers guaranteed open day of sale & dehorned.

If the buyer chooses to have the heifers pregnancy tested, at buyer's expense, and any are found bred, the heifer will be weighed and identified back to the seller. *(Weight can vary from average sale weight.) Seller has the option to take the heifer home or resell her. (Resale value will be less.)*

Cattle must be tagged with the program specific tag. Tags are purchased through our facility @ \$1.50/each.

JRS Calf Vac (white tag)

One vaccine given; can be killed or modified live. *For this program, calves should be vaccinated two to four weeks prior to selling and still be on the cow.



JRS Vac 45 (grey tag)

WEAN DATE: May 10, 2021



Two vaccines given; first can be killed or modified live, second must be modified live. *For this program, calves must be home-raised and weaned a minimum of 45 days prior to selling. Calves can be vaccinated two to four weeks prior to weaning and put back on cows. The modified live booster has to be given at weaning. Vaccinating at 30 days old, while still on the cow, promotes a healthier calf and protection for the producer.

JRS Vac 60 (green tag) **NEW PROGRAM**

WEAN DATE: April 25, 2021



Two vaccines given; first can be killed or modified live, second must be modified live. *For this program, calves must be home-raised and weaned a minimum of 60 days prior to selling. Calves can be vaccinated two to four weeks prior to weaning and put back on cows. The modified live booster has to be given at weaning. Vaccinating at 30 days old, while still on the cow, promotes a healthier calf and protection for the producer.

JRS Stocker Vac (orange tag)



Two vaccines given; first at arrival, can be killed or modified live, second must be modified live 14 days prior to selling. *For this program, calves are purchased from various sources and must be weaned a minimum of 60 days prior to selling.

****All programs require vaccination forms returned and receipts in a timely manner****

Other precondition programs are accepted, i.e., MFA Health Track, Purina® Plus Feeder Calf Program - Arkansas GoGREEN Program - Red Angus Feeder Calf Certification Program-Oklahoma's OQBN ****All programs require vaccination forms returned and receipts in a timely manner****

All programs have to have tag tracing ability either Visual or Electronic to look up calves the day of the sale in case of any problems, i.e. bulls, bred heifers, bred heifers, lameness, sickness, and all breed programs.

All programs have to have an electronic tag tracing ability to look up calves the day of the sale in case of any problems, i.e. bulls, bred heifers, lameness, sickness.

I wish to enroll in JRS Value Added Program

Check Protocol:

- ☐ JRS Calf Vac Sourced ☐ JRS Vac 45 Weaned Source
☐ JRS Stocker Vac ☐ JRS Vac 60 Weaned Source

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 Mangement Practice Information : (please check all that apply)

- ☐ Castrated/spayed ☐ Dehorned ☐ Bunk Broke ☐ Tank Broke ☐ Guaranteed Open day of sale

Tags must be purchased through JRS _____ or a complying company 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. JRS Revised 2-19-21

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

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

X indicates the vaccine is required and must be administered.

All program cattle require castration of bulls & dehorned. The seller will be billed 0.10 per 100 cwt for all bulls not castrated. Bred heifer information - All programs cattle require heifers guaranteed open day of sale & dehorned. If the buyer chooses to have the heifers pregnancy tested, at buyer's expense, and any are found bred, the heifer will be weighed and identified back to the seller. (Weight can vary from average sale weight.) Seller has the option to take the heifer home or resell her. (Resale value will be less.)

All programs require vaccination forms returned and receipts in a timely manner
-Other precondition programs are accepted, i.e., MFA Health Track, Purina® Plus Feeder Calf Program and breed programs.
-All programs have to have an electronic tag tracing ability to look up calves the day of the sale in case of any problems, i.e. bulls, bred heifers, lameness, sickness

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 & day. JRS Revised 2-19-21

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

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

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Signature of either OWNER/MANAGER or VETERINARIAN is REQUIRED

Date: _____

Write date of administration for each product & Brand used in appropriate area, month & day. JRS Revised 2-19-21

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

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

X indicates the vaccine is required and must be administered.

All program cattle require castration of bulls & dehorned. The seller will be billed 0.10 per 100 cwt for all bulls not castrated. Bred heifer information - All programs cattle require heifers guaranteed open day of sale & dehorned. If the buyer chooses to have the heifers pregnancy tested, at buyer's expense, and any are found bred, the heifer will be weighed and identified back to the seller. (Weight can vary from average sale weight.) Seller has the option to take the heifer home or resell her. (Resale value will be less.)

All programs require vaccination forms returned and receipts in a timely manner
-Other precondition programs are accepted, i.e., MFA Health Track, Purina® Plus Feeder Calf Program and breed programs.
-All programs have to have an electronic tag tracing ability to look up calves the day of the sale in case of any problems, i.e. bulls, bred heifers, lameness, sickness

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: _____

YOU CAN ALSO DOWNLOAD AND FILL OUT THESE FORMS ONLINE AT WWW.JOPLINSTOCKYARDS.COM. CLICK ON SERVICES, THEN VALUE-ADDED SALES.

Write date of administration for each product & Brand used in appropriate area, month & day. JRS Revised 2-19-21

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

PRODUCT ADMINISTRATION		JRS Vac 60 Weaned Source	
Vaccine Protocol			
Respiratory Virals	List Company and Product Name in this column	1st Dose Date	Booster Date
IBR-BVD-P13-BRSV 1st Round MLV or Killed	Company	Green Tag	
	1st		
Booster Dose MLV only	Company	X DATE	X DATE
	2nd Booster		
Clostridial/Blackleg	Product Name	X DATE	X DATE
	Company		
Haemophilus Somnus (Optional)	Product Name		
	Company		
Mannheimia (Pasteurella) Haemolytica	Product Name	X DATE	
	Company		
Parasite Control (Dewormer)	Product Name	X DATE	
	Company		
Implant (Optional)	Product Name	X DATE	
	Company		

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Signature of either OWNER/MANAGER or VETERINARIAN is REQUIRED

Date: _____

Pasture and Cattle Management Strategies for a Successful Summer Grazing Season

From the University of Missouri Extension

Stockton, Mo. - "Proper management of cool season pastures and incorporation of summer annuals is key to a successful summer cattle grazing season," says Patrick Davis MU Extension Regional Livestock Field Specialist.

Efficient year-round cattle grazing is important for optimum cattle operation profitability. Davis will discuss forage and cattle management strategies that can lead to a successful summer grazing season.

"Strive to keep cool season pastures vegetative," says Davis.

During the grazing season, cool season grass heights should range between 4 to 8 inches. During the summer months, cool season forages will sometimes exceed this range or seed heads will start to develop. Forage in this growth stage is low quality and will not provide optimum cattle grazing intake and performance. Davis urges cattle producers to clip or mow pastures that are too tall or if seed heads are emerging to reset the pastures which allows for high quality cool season forage regrowth.

"Rest period is also important for proper forage growth during the grazing season," says Davis.

Rest period allows forages to grow to optimum height prior to the next grazing period and gives plants the opportunity to replenish energy reserves.

These two factors help ensure high forage intake and plant persistence. Davis urges cattle producers to develop a rotational grazing system in order to better manage the rest period.

"Also, cattle producers may need longer rest periods in the summer months compared to the spring months for proper pasture regrowth," says Davis.



"Seed summer annuals now to strengthen the summer grazing rotation," says Davis.

Crabgrass, pearl millet, and sudangrass are summer annuals that can be seeded now and grazed in the summer months to fill in the cool season grass slump. Davis urges cattle producers to checkout MU Extension Guide Sheet G4661 as well as visit with your local MU Extension agronomy field specialist to discuss proper seeding and establishment of these summer annuals.

"Begin grazing crabgrass at 8 to 10 inches and don't graze lower than 3 inches," says Davis.

Crabgrass can typically be grazed approximately 30 to 45 days after planting.

"Begin grazing sudangrass at a height of greater than 24 inches to prevent prussic acid poisoning in cattle," says Davis.

Since pearl millet does not cause prussic acid poisoning in cattle, begin grazing it at a height range between 18 to 30 inches.

Do not graze either of these forages below 10 inches. Both of these forages can typically be grazed 45 to 60 days after planting.

"Nitrate toxicity can be an issue with sudangrass and pearl millet during summer drought," says Davis.

Contact your local MU Extension livestock regional field specialist for cattle and forage management strategies to reduce potential nitrate toxicity issues. 🤠

Celebrate Beef Month!

Mongolian Beef

INGREDIENTS:

- 1 beef Top Sirloin steak, cut 1 inch thick (about 1 pound)
- 2 tbs minced garlic, divided
- 1/4 to 1/2 tsp crushed red pepper
- 1/2 cup chopped green onions
- 1/4 cup oyster sauce
- 2 tbsp sugar
- 1 tbs chopped fresh ginger
- 2 cups bamboo shoots, edamame, baby corn or water chestnuts

COOKING:

1. Cut beef Top Sirloin steak in half lengthwise, then cross-wise into 1/8-inch strips. Toss beef with 1 tablespoon garlic and red pepper.

2. Heat non-stick skillet over medium-high heat until hot.



Add half of beef; stir-fry 1 to 2 minutes or until outside surface of beef is no longer pink. Remove from skillet. Repeat with remaining beef. Remove from skillet.

3. Add remaining 1 tablespoon garlic, green onions, oyster sauce, sugar and ginger to same skillet; cook for 1 to 2 minutes or until sauce is hot. Return beef to skillet. Add bamboo shoots; cook and stir until bamboo shoots are hot. Serve over rice.



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Time: 1:00 PM

MARKET WATCH

Market Recap: Feeder Cattle Auction April 26, 2021 | Receipts 4,825

****CLOSE**** Compared to last week, feeder steers under 600 lbs. traded steady to 3.00 lower, while weights over 600 lbs. traded steady to 3.00 higher. Feeder heifers traded steady to 5.00 lower with most of the decline on the heavier weights. Supply was moderate with good demand. Supply included: 100% Feeder Cattle (49% Steers, 45% Heifers, 7% Bulls). Feeder cattle supply over 600 lbs was 50%.

Feeder Steers: Medium and Large 1 400-500 lbs 177.50-182.00; 500-600 lbs 162.00-176.00; 600-700 lbs 147.00-168.00; pkg 710 lbs 146.00; pkg 808 lbs 131.00; 900-1000 lbs 124.50-125.25. **Medium and Large 1-2** 300-400 lbs 175.00-185.00; 400-500 lbs 162.00-176.00; 500-600 lbs 147.00-161.00; 600-700 lbs 133.50-149.00; 700-800 lbs 130.50-141.00; 850-900 lbs 126.50-130.00; pkg 915 lbs 116.00.

Feeder Heifers: Medium and Large 1 300-400 lbs 155.00-165.00; 400-450 lbs 152.00; 500-600 lbs 135.00-144.00; 600-700 lbs 130.00-133.00; 700-800 lbs 123.00-132.00; load 813 lbs 121.00. **Medium and Large 1-2** 300-350 lbs 146.00-153.00; 400-500 lbs 140.00-147.00; 500-600 lbs 130.00-135.00; 600-700 lbs 124.00-130.00; 700-750 lbs 118.00-123.00.

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

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KGGF 690 AM
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KWOZ 103.3 FM
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KHOZ 900 AM
Monday & Wednesday
12:15 p.m.



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Wednesday Cow/Bull Market Live



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