

JOPLIN REGIONAL STOCKYARDS

CATTLEMEN'S



News

OCTOBER 2020



Cowgirls in Agriculture
blazing their own trail

PAID
U.S. POSTAGE
SPRINGFIELD, MO
Permit #96

P O Box 634
Carthage, MO 64836

Good Stock of



Welding
Supplies

Superior Steel Sales

Across from
Joplin
Stockyards
on
Blackberry Rd



417-358-5555

www.superiorsteelsales.com



Now
Selling
anmat
Rubber Mats

Loading Chutes

12 ft Portable
&
20 ft Stationary



Adjustable Alleyways



12 ft or 20 ft Alleys
Adjustable from 30" down to 14" wide

Crowding Tubs



16 Different Tub Options
in 10 ft or 12 ft Radius

SUPERIOR
STANDARD



Cattle
Guards



American Made
&
Built to Last!



Pipe
Feed
Bunks

Hold 20
10 ft or 12 ft
7 Bar Panels



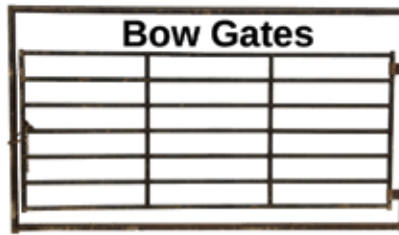
Panel Trailers

Heavy Duty Gates

5, 6, & 7 Bar from 2 ft to 20 ft



Bow Gates



Free-Standing
Panels



More Products for Your Convenience

High Quality
Brands
of Electric Fence
& Tire Waterer
Products



speedrite
Chargers, Wire, Cable,
Reels, & Accessories



United
UPoly
Systems
Water Pipe

Mineral Feeders



NOTCH
Manufacturing, Inc.



For-Most
Livestock Equipment



Watson Floats & Valves



Fiberglass
Posts

We
Ship



Anywhere!

ON THE BLOCK

with Jackie Moore

It's October and just like almost every other October I've seen most of my lifetime, this calf trade is struggling on these unweaned and unvaccinated calves. We've got a lot of cattle around all over the country and last month we had a Cattle on Feed report that showed we placed 9% more cattle on feed than we did a year ago. The reality is there's just not many places for them to go.

The feedyards are full, the farmers are farmin' and we are so dry right here where we're at. These calves are just struggling to get any momentum especially on those high risk calves. That's understandable because the days are hot and the nights are cool, and then you add all the dust. It's very hard to keep them healthy.

As we go through October (and somehow we will get through it!), and we go on into fall, we should see the calf trade get a little better and the yearling trade will probably get a little better too. Although the yearlings are selling good, way better than the calves are because the availability of the yearlings just isn't as good. There seems to be tons of these calves moving and it's just going to get bigger as we go through the rest of the month.

So, all we can do right now is keep on keepin' on and wait on a



better market which might be a little hard to do because so many people are running out of grass. The slaughter cows are five to ten lower, and there are a lot of them moving right here in our area as well as all over the United States. It's the fall of year when we all cull them. We've weaned our calves and "pregged" the cows and haul them to the sale, and we just get an over supply of them which doesn't help the price. It also doesn't help that there are so many ballgames and other sports related events shut down that the demand for hamburger is sluggish. It's putting a lot of pressure on these cows, and until we get through these fall runs it's going to be tough.

It's just October, we see it every year. We act like we're surprised that the market is lower, but in reality, when we look back we know what's coming and we are right in the middle of it! Hopefully, we will get a little moisture and maybe have a little time to grow some grass, but right now it's bone dry at the Moore ranch!

Good luck, and God Bless!

Jackie



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



American Family Mutual Insurance Company, S.I. & Its Operating Companies, American Family Insurance Company, 6000 American Parkway, Madison, WI 53783 ©2019 016630 – 04/19 – 11548861



Bailey Moore: Granby, MO M (417) 540-4343
Skyler Moore: Mount Vernon, MO M (417) 737-2615

FIELD REPRESENTATIVES

ARKANSAS Jimmie Brown M (501) 627-2493	Fred Gates: Seneca, MO H (417) 776-3412, M (417) 437-5055
Dolf Marrs: Hindsville, AR H (479) 789-2798, M (479) 790-2697	Wyatt Graves: El Dorado Springs, MO M (417) 296-5909
Billy Ray Mainer: Branch, AR M (479) 518-6931 <i>*Cattle Receiving Station</i>	Brent Gundy: Walker, MO H (417) 465-2246, M (417) 321-0958
Jr. Smith: M (870) 373-1150 Melbourne, Arkansas <i>*Cattle Receiving Station</i> Pleasant Plains, Arkansas <i>*Cattle Receiving Station</i>	Jim Hacker: Bolivar, MO H (417) 326-2905, M (417) 328-8905
Kent Swinney: Gentry, AR M (479) 524-7024	Bruce Hall: Mount Vernon, MO M (417) 466-5170
KANSAS Pat Farrell (Video Rep): Ft. Scott, KS M (417) 850-1652	Mark Harmon: Mount Vernon, MO M (417) 316-0101
Trent Johnson (Video Rep): Ft. Scott, KS M (620) 228-1463	Bryon Haskins: Lamar, MO M (417) 850-4382
Chris Martin (Video Rep): Alma, KS M (785) 499-3011	J.W. Henson: Conway, MO H (417) 589-2586, M (417) 343-9488 <i>*Cattle Receiving Station</i>
Alice Myrick: Mapleton, KS M (620) 363-0740	Matt Hegwer: <i>Video Rep</i> Carthage, MO M (417) 793-2540
Bob Shanks: Columbus, KS H (620) 674-3259, M (620) 674-1675	Steve Hunter: Jasper, MO H (417) 525-4405, M (417) 439-1168
LOUISIANA James Kennedy: DeRidder, LA M (337) 274-7406 <i>*Cattle Receiving Station</i>	Larry Jackson: Carthage, MO M (417) 850-3492
OKLAHOMA Mark Murray: Westville, OK M (918) 930-0086	Jim Jones: Crane, MO H (417) 723-8856, M (417) 844-9225
Chester Palmer: Miami, OK H (918) 542-6801, M (918) 540-4929 <i>*Cattle Receiving Station</i>	Kelly Kenney: Fair Play, MO M (417) 777-1045
Nathan Ponder: Afton, OK M (636) 295-7839	Kelly Kissire: Anderson, MO H (417) 845-3777, M (417) 437-7622
Shane Stierwalt: Shidler, OK M (918) 688-5774	Larry Mallory: Miller, MO H (417) 452-2660, M (417) 461-2275
Troy Yoder: Chouteau, OK M (918) 640-8219	Colby Matthews: Taneyville, MO M (417) 545-1537
MISSOURI Rick Aspegren: Mountain Grove, MO M (417) 547-2098	Kenny Ogden: Lockwood, MO H (417) 537-4777, M (417) 466-8176
Jared Beaird: Ellsinore, MO M (573) 776-4712 <i>*Cattle Receiving Station</i>	Jason Pendleton: Stotts City, MO M (417) 437-4552
Klay Beisly: Nevada, MO M (417) 321-2170	Charlie Prough: El Dorado Springs, MO H (417) 876-4189, M (417) 876-7765
Joe Brattin: Fairview, MO M (417) 439-0479	Dennis Raucher: Mount Vernon, MO M (417) 316-0023
Sherman Brown: Marionville, MO H (417) 723-0245, M (417) 693-1701	Cotton Reed: Exeter, MO M (417) 342-5373
Joel Chaffin: Ozark, MO H (417) 299-4727	Russ Ritchart: Jasper, MO M (417) 483-3295
Rick Chaffin: Ozark, MO H (417) 485-7055, M (417) 849-1230	Lonnie Robertson: Galena, MO M (417) 844-1138
Jack Chastain: Bois D'Arc, MO H (417) 751-9580, M (417) 849-5748	Justin Ruddick: Southwest City, MO M (417) 737-2270
Ted Dahlstrom, DVM: Staff Vet Stockyards (417) 548-3074; O (417) 235-4088	Alvie Sartin: Seymour, MO M (417) 840-3272 <i>*Cattle Receiving Station</i>
Tim Durman: Seneca, MO H (417) 776-2906, M (417) 438-3541	Jim Schiltz: Lamar, MO H (417) 884-5229, M (417) 850-7850
Jerome Falls: Sarcoxie, MO H (417) 548-2233, M (417) 793-5752	Cash Skiles: Purdy, MO M (417) 669-4629
Nick Flannigan: Fair Grove, MO M (417) 316-0048	David Stump: Jasper, MO H (417) 537-4358, M (417) 434-5420
Kenneth & Mary Ann Friese: Friedheim, MO H (573) 788-2143, M (573) 225-7932 <i>*Cattle Receiving Station</i>	Matt Sukovaty: Bolivar, MO H (417) 326-4618, M (417) 399-3600
Trey Faucett: Mt. Vernon, MO M (417) 737-2610	Mike Theurer: Lockwood, MO H (417) 232-4358, M (417) 827-3117
	Tim Varner: Washburn, MO H (417) 826-5645, M (417) 847-7831
	Brandon Woody: Walnut Grove, MO M (417) 827-4698
	Misti Primm and Clay Eldridge: Office (417) 548-2333
	VIDEO CATTLE PRODUCTION: Matt Oschlaeger Mount Vernon, MO (417) 548-2333

INSIDE THIS ISSUE

Cover: Cowgirls in Agriculture - blazing their own trail

IN EVERY ISSUE

- 3 | View from the Block
- 6 | Data Driven Decisions - Justin Sexten
- 10 | Network Know-How with Erin Hull
- 57 | Market Watch

Industry News

- 7 | Southwest Center Update
- 19 | Lower Cattle Prices
- 30-31 | Merck Animal Health Launches Nasalgen® 3-PMH
- 35 | Rapid Response Pays Off
- 45 | Chaney Twins' New Book Honored
- 50 | Women's Ranch Rodeo Association

Management Matters

- 16-17 | The Value of Weaning
- 18 | Stockmanship and Stewardship
- 24 | Breeding Soundness Exams
- 26-27 | Help Prevent Losses to BRD
- 28-29 | EPD's Made Easier
- 39 | Feeder Profit Calculator Adds Value, Reduces Risks
- 41,43 | Preconditioning and Premiums
- 42 | Adding Value to Calves
- 48-49 | Hay: Weigh, Test and Sample Before You Buy
- 51 | Cattle Management During Drought

Trending Now

- 12-13 | Opportunities in Ag for Women
- 14 | Spotlighting Women in Agriculture
- 22-23 | Business Planning in Today's World
- 32-33 | Considerations for a Smooth Ag Loan Celebrating
- 34 | Celebrating Women in Agriculture
- 36 | Tips for Obtaining Financing
- 38 | Chief Farm Girl
- 40 | Harvest Blessings
- 44 | Holding the Door Open
- 46-47 | Senses and Sense

Other

- 53 | Value-Added Sale Information
- 54-55 | Value-Added Forms



CONTACT US

Publisher/Advertising:
Mark Harmon

Phone: 417-548-2333

Mobile: 417-316-0101

Fax: 417-548-2370

markh@joplinstockyards.com

Editor/Design/Layout:
Jocelyn Washam
Cassie Dorran

Rural Route Creations

CN@joplinstockyards.com

AD DEADLINES

*2nd Monday of each month
for next month's issue.

Print deadlines, ad sizes and
pricing can be found in the
2020 print media guide.

www.joplinstockyards.com

OUR MISSION

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.

Although we strive to maintain the highest journalistic ethics, Joplin Regional Stockyards limits its responsibilities for any errors, inaccuracies or misprints in advertisements or editorial copy. Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising from such advertisement made against the Stockyards and/or its publication.

SUBSCRIPTIONS

For subscription questions,
please call **417-548-2333**,
ask for Mark Harmon.

If you wish to discontinue a
subscription to Cattlemen's News,
please send request or address label to:

Cattlemen's News
Attn: Mark Harmon
PO Box 634, Carthage, MO 64836.



Visit us at I-44 & Exit 22
Carthage, Missouri 64836

STAY CONNECTED

To learn more about Joplin
Regional Stockyards, visit
www.joplinstockyards.com

Follow us on social media:
Joplin Regional Stockyards



DOWNLOAD
JRS MOBILE
APP TODAY!



MOSER RANCH

29th Annual Bull Sale

PRIVATE TREATY OFFERING • 55 SIMANGUS, ANGUS & SIMMENTAL BULLS

SATURDAY, OCTOBER 31, 2020 • BID-OFF AT 11:00 AM • AT THE RANCH, WHEATON, KS

MSR 9775G

SimAngus

CE 13
BW 0.2
Wean 83
Year 123
MCE 8
Milk 24
Marb .32
REA .62
API 138
TI 82



MSR 9774G

SimAngus

CE 14
BW -0.2
Wean 79
Year 124
MCE 6
Milk 23
Marb .36
REA .80
API 141
TI 81



38 YEARS OF GENETICS WITH FOCUS

CALVING EASE • PERFORMANCE • MATERNAL • FEEDLOT & END PRODUCT STRONG



HARRY & LISA MOSER • CAMERON & CARRIE MOSER & FAMILY • 3063 26TH ROAD, WHEATON, KS 66521
Harry 785.456.3101 • moserranch@moserranch.com
LOOK FOR VIDEOS OF BULLS AND SALE UPDATES ON OUR WEBSITE WWW.MOSERRANCH.COM

Lost Creek

CREEK

CATTLE CO.

40 Years of
Crossbreeding

Spring Calving Heifers
available after Nov. 1.

Fall Calving Heifers
available after May 1.

LOST CREEK CATTLE CO.

WYANDOTTE, OK

Jim Beck, Owner 918-801-3649

jimandsara@hotmail.com

Shannon Meador, Ranch Foreman | 417-456-2104

Highest Total Relative Value ever
recorded by IGS Feeder Profit
Calculators for calves of this weight.

Producer James Beck 1639 Pine Drive Grove, OK, USA 74344		918-786-0944 jimandsara@hotmail.com	 International Genetic Solutions www.internationalgeneticsolutions.com <i>We Collaborate. You Profit.</i>		
Feeder Calf Info 69150 E. 128 Rd. Wyandotte, OK, USA 74370 Head: 43 Delivery date: 06/01/2018 Born 02/25/2017 to 05/20/2017 USDA Process Verification NA Breed Composition: Angus: 50.29% Charolais: 40% Simmental: 9.71%		Horned/Polled: Polled Color: Mostly Smokes, few yellows, 5 blacks Sex: Steer Avg. weight: 1025 Weight range: 900-1100 lbs Weaned: 11/06/2017	Total Relative Value \$6.16/cwt Relative Management Value \$2.58/cwt Relative Genetic Value \$3.59/cwt		
Treatment History Vaccination 05/24/2017 Nasalgen, Virashield 6xL5 HB, Vision 8, Pinkeye Shield XT4 Vaccination 10/08/2017 Vision 8, Virashield 6xL5 HB, Nupura PH Booster 03/14/2018 Titanium 5, Pinkeye Shield XT4 Deworming 10/06/2017 Ivermectin Deworming 03/14/2018 Ivermectin Implant 05/24/2017 Synovex C					
		Quality Grade ★★★★★ Yield Grade ★★★★★ Carcass Weight ★★★★★ Avg. Daily Gain ★★★★★ Feed Conversion ★★★★★			
Feeder Profit CALCULATOR		Certification Date 03/15/2018 No. 120			

The progenitor, value, and other calculations produced by Feeder Profit Calculator™ are based on user inputs. IGS does not independently verify the information provided by users. The mathematical models and descriptions related to market conditions (relative to Feeder Profit Calculator™) may change over time. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided by users. IGS does not warrant the accuracy of the information provided



“CROSSBREEDING IS THE ONLY WAY I KNOW THAT YOU CAN GET SOMETHING
FOR NOTHING AND IT IS CALLED HETEROSIS OR HYBRID VIGOR.”

Stuck in the Middle

Capturing value in your operation

By Justin Sexten for Cattlemen's News



Whether you are looking to market spring-born calves or yearlings off grass, or buying the next turn, everyone is looking to capture the value added by their management. This time of year, many operations find themselves in the middle of this marketing challenge. We know selling large, uniform cattle lots is preferred to smaller, variable lot sizes. A Kansas State University Cattlemen's Day report documented this linear price increase 10 years ago, as group size increased toward load lots. When you account for weight variation and a 50:50 gender split, even a large cow herd is needed to produce these uniform load lots to capture marketing scale.

For those with smaller operations, specialization offers an alternative. Market reports are scattered with notes of premium cattle differentiating in such things as age/source, all natural, weaned and vaccinated. Cattle destined for these differentiated markets while offering premiums typically are accompanied with greater costs to participate and a narrower market.

The reasons sellers cite for participating or resisting market differentiation typically fall into three categories: inability to perform practices, lack of market access or unfavorable cost relative to benefit.

With such a wide market distribution in the beef industry, we find a large population of operations somewhere between Scale and Specialized. "Agriculture of the Middle" (AotM) is an increasingly challenged market segment discussed in a 2017 article in Sustainability by Teresa Hooks and her colleagues from Ireland. The authors outline the opportunities and challenges of operations lacking the scale of low-cost, volume producers and the inability or unwillingness to navigate production challenges of high-margin niche markets.

The primary goal of the research was to review the success and challenges of AotM beef operations developing a value-based supply chain using a cooperative model. In the process the authors also highlighted several ideas applicable to independent operations today. They identified three keys to operational success: financial viability, sustainability and resilience.

Financial viability is where the research highlights the differences between commodity and specialty

production models. Sustainability like other sources was presented as a balance between environment, economic and social goals. While viability and sustainability are important, the discussion of resilience, the operation's ability to endure a crisis, such as market disruption, disease and weather events, seems a more timely topic.

Operational resilience is exhibited as persistence, adaptability or transformation according to the research. This operational trait is difficult to test prior to adverse events. Unfortunately, the last 12 months have given the beef industry multiple testing opportunities.

When we consider the price variation observed in commodities during the last year, the need for resilience is greater than ever. An example from the report highlighted comments from cooperative members who summarized commodity production as making your best efforts to reduce costs, yet ultimate profitability remains reliant on how the overall commodity performs. With wide, and rapid market swings the ability to take advantage of opportunities can challenge even the best marketer.

The cooperative model discussed was a market maker, with a price premium averaging 30%. This premium was determined by calculating the average cost of production for members and pricing cattle such that 75% of members were profitable. An interesting approach to a value-added product focused on constant improvement. This model provided market feedback ultimately ensuring members continue to enhance efficiency and address costs.

There were two challenges presented to the cooperative from within. When the commodity went higher, group cohesion to the specialty marketing goal waned and producer participation declined challenging the fledgling supply chain. Alternatively, as requirements for participation increased as the market developed, producers were no longer willing to undertake the increased production demands.

As we compare the research to application, the challenges of AotM remain. The search for balance between scale and specialization will persist. Resilience requires persistence, adaptation and transformation. Given the last 12 months, there is little question of persistence throughout the beef community.

When building resilience into a marketing plan, there are many ways to adapt and transform the value-added practices incorporated into your operation. There are countless sources documenting the value added by implementing these simple management practices and technologies. When similar practices are applied across different operations, value differences will remain due to countless other factors.

The challenge for many in the middle is understanding where return on investment for value-added technologies is greatest. Many suggest that regardless of scale, the base price has the most impact, as value-added premiums are simply a component to this base. Raising the base can remain a goal, however, continual focus on cost effective practices at profitable cost will enhance resilience.

Singular focus on market differentiation does not ensure return on investment; one must provide a differentiated product the consumer wants. Look for opportunities to partner in the marketplace where differentiated products are offered in volume. While this research evaluated a formal cooperative, a gathering of like-minded operations with similar goals can capture the benefits of both differentiation and scale. 🐮

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

YOUR



TO

Animal Health.

**SHIPPED OR
DELIVERED
TO YOUR
DOORSTEP.**

Antibiotics • Implants
Pest Control • Vaccines
Animal Health Supplies

**MAC'S
VET SUPPLY**

Exit 70, Springfield, MO
417.863.8446
1.888.360.9588

Southwest Center Update

Project update from Reagan Bluel

By Reagan Bluel for Cattlemen's News

The University of Missouri's Southwest Research Center (SWRC) would like to update readers on the recent projects we've been working on over the past month. As the SWRC's interim superintendent, I lean heavily into the SWRC's advisory board to determine the action items we focus our efforts on to ensure we remain relevant and reliable to our neighbors.

At this time, the board has identified three short term goals: beef heifer efficiency testing on the grow safe, small ruminant research and rental of our new educational center to serve the needs of our community.

We would like to invite all cattle producers to consider enrolling their top-prized heifers into the grow safe 90-day feed test. This is a great way to make sure your genetics are heading in the right direction.

The small ruminant subcommittee has completed their grant pre-proposal to investigate carcass traits of common hair sheep breeds finishing on Kentucky-31 grass.

And finally, our brand-new educational center is begging to be used. COVID-19 has slowed our ability for a grand opening, however, we are so excited to begin offering this beautiful meeting space for public rental.

For more information on any of the above topics or ways to directly support your local agriculture research station, please contact Reagan Bluel, SWRC's interim superintendent directly at BluelRJ@missouri.edu or (417) 466-2148. 🤠

Reagan Bluel is the interim superintendent at MU's Southwest Research Center in Mount Vernon, Missouri.

STAY CONNECTED

To learn more about what is happening at Joplin Regional Stockyards, visit us online: www.joplinstockyards.com



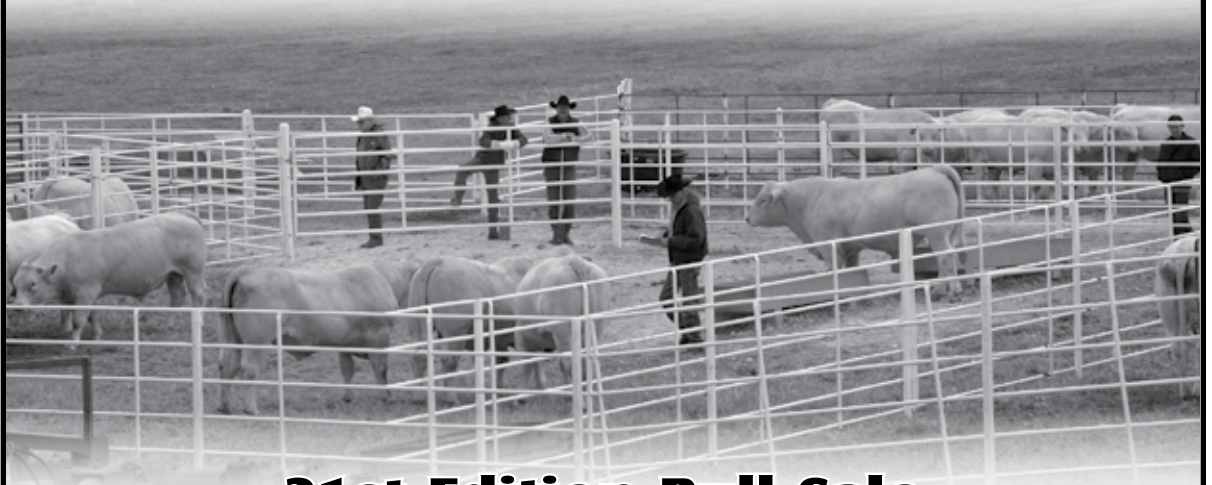
Southwest Research Center University of Missouri

Your ONE STOP Source

HYBRID VIGOR IS FREE MONEY

Since 1993, Aschermann Charolais has been here for you. Selling genetics that offer calving ease, great disposition and good-footed bulls raised on fescue. Each year, spring and fall, we sell hardworking 18-month-old bulls that will give you more pounds – more money.

Depend on ACE Genetics • Satisfaction Guaranteed



31st Edition Bull Sale

Saturday, October 17, 2020 • 1 p.m. Central

At the Ranch • Carthage, Missouri

Offering 84 Bulls

75 Charolais • 6 Halfblood Akaushi • 3 Fullblood Akaushi



VIEW/BID LIVE ONLINE:

Visit our website for updates and sale catalog.

Videos available the weekend prior to the sale.

Catalogs mailed upon request.



ASCHERMANN
CHAROLAIS/AKAUSHI

Larry & Peggy Aschermann
Carthage, Missouri
(417) 793-2855 cell • (417) 358-7879
e-mail: hayhook@gmail.com
www.aschermanncharolais.com

Sale Consultants:

Bailey Moore (417) 540-4343
Skyler Moore (417) 737-2615
Dr. Bill Able (918) 541-5179
Mark Rickabaugh (785) 760-2497

Charolais Journal:

David Hobbs (913) 515-1215

Auctioneer:

Jackie Moore (417) 825-0948



ON THE COVER

Cowgirls in Agriculture

Get to know the penback riders at Joplin Regional Stockyards

From left to right: Liz Smith, Jaycee Victor, Wendy Koubek, Heather Plummer and Allysa Spierings

By Macey René for Cattlemen’s News

Wendy Koubek

As a child, Wendy Koubek was immediately immersed in the livestock industry and the auction business. She grew up training and showing performance horses and started riding horses at first chance. She was also an active part of the auction service her family owned for more than 40 years. While she lived in Texas, Koubek worked at several large-scale feedlots where she combined her love for working horseback and managing cattle, the part of her job she enjoys most at Joplin Regional Stockyards (JRS).

“My favorite part of working at JRS is being around cattle and having the ability to work from horseback,” Koubek said of her one-year career as a JRS pen back rider. “I also love the people I work with and around.”

Koubek said she was attracted to the job due to the impressive facilities and her love for the work. Currently a resident of Bolivar, Koubek and her husband enjoy penning and team sorting, and spend much of their free time riding. She is happy to use her passions and hobbies in her career, and she advises any woman pursuing a career in agriculture to do the same.

“Work hard, follow your passion and always be willing to learn,” Koubek said. “Take advice and criticism. You can learn something from everyone.”

Heather Plummer

After one and half years serving as a pen back rider for JRS, Heather Plummer still loves the fast-paced environment and the opportunity to use her horses outside the arena. Showing market steers, working at sale barns, and eventually owning cattle of her own, Plummer was more than familiar with the nature of the work and was happy to continue her lifetime hobby of horseback riding while doing it. Her many diverse experiences drew her to JRS.

“My favorite part of the job is the change of pace compared to my other jobs and that I can work my horses in a new setting,” Plummer said.

The Aurora resident’s many years and roles in the industry makes her a valuable part of the agricultural industry, and she has advice for fellow women pursuing careers in the field.

“Try to be well-rounded and try new, different jobs,” Plummer said. “Believe in your ability, but don’t be scared to ask questions.”

Elizabeth Smith

Over four years ago, Elizabeth Smith came to work at JRS by way of family friends. A lifetime horseback rider and part of a family cattle hauling business, Smith was no stranger to the workings of a livestock auction. Since then, she has worked on and off as a pen back rider.

While her passion for the work drew her to the job, it is the people she enjoys most.

“My favorite thing about this job is mostly the opportunity to work with cattlemen and women of great knowledge and ethic,” Smith said.

Now a resident of Sarcoxie, Smith is an influential part of the agricultural community. She says dedication and confidence are the keys to be a successful woman in the industry.

“My advice to any woman new or born into the agricultural world is to work to the best of your ability, be confident in your ability to work alongside men, and never become ‘one of the guys,’” Smith said. “You are different, not less than, and you don’t have to prove it.”

Jaycee Victor

Once an animal leaves the sale ring and exits to the back of the barn, Jaycee Victor takes over, correctly penning the animal to its assigned buyer. For the last year, for a total of two years employment, Victor has been a pen back rider at JRS. Her current stint of employment started when her husband, also a JRS employee, broke his arm and needed a temporary replacement. Because of her great work ethic, they asked her to stay, and because of the camaraderie and team spirit of those around her, she agreed. In fact, her coworkers and her love for animals are her favorite parts of the job.

“I love working with the people I work with,” Victor said. “We get to know each other and become good friends. It also doesn’t hurt my feelings that I make money riding my horses.”

Looking back, Victor said she does not remember a time she did not enjoy time on horseback. Although her grandparents ranched cattle, her hands-on experience came later when she started helping her then future husband who worked as a ranch hand. Now living near Afton, Oklahoma, she continues to be an integral part of local ranches and the cattle industry. Victor said it is not always easy, but with a willingness to work, being an agriculturist is possible.

“My advice is don’t be afraid to get your hands dirty,” Victor said. “Jump in and do the dirty work no one wants to do, then work your way up. It’s a hard industry, even if you’re not a woman.”

Allysa Spierings

Allysa Spierings said she grew up on the back of a horse as part of a Wisconsin rodeo family. Through training horses, rodeoing, helping her older sister rodeo, working at local dairy farms, and making frequent trips to Missouri to visit her sister and ride rough stock, Spierings gained a firm knowledge of the livestock industry. She eventually moved to Missouri and started breaking horses regularly, so she said starting employment with JRS was the logical next step.

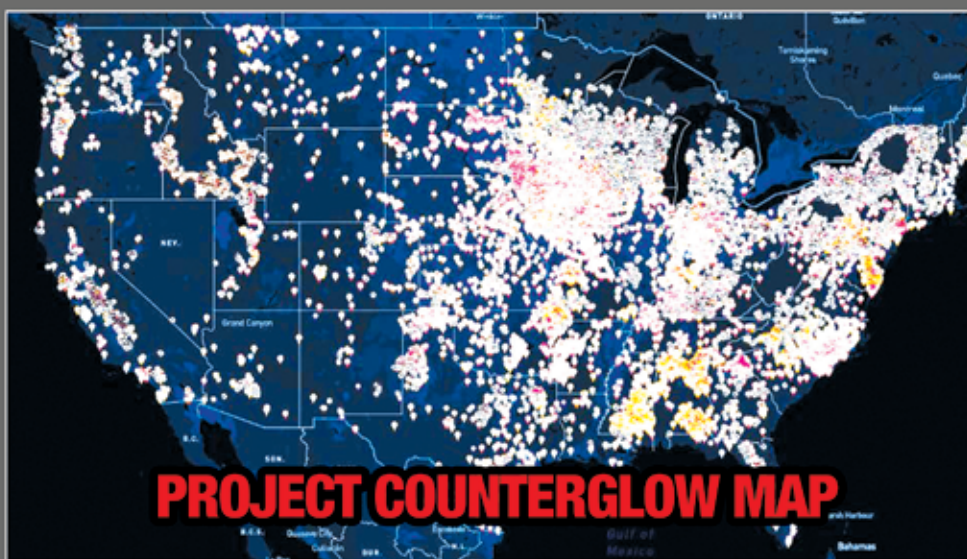
“I’d just moved, and my sister recommended JRS for work and as a way for me to keep my horses tuned up and put miles on the trainers,” Spierings said. “My young horses get exposure they wouldn’t get very many places. I’d much rather work horseback than behind a desk, and JRS gives me that opportunity.”

Now living in Stark City, Spierings has worked as a JRS pen back rider for two years. When it comes to being a woman in agriculture, Spierings lets nothing and no one stand in her way. She hopes others will do the same.

“Don’t let anybody tell you what you can and can’t do based off the equipment in your jeans,” Spierings said. 🤠

Is YOUR Farm Targeted?

Help us alert farmers, ranchers and animal owners about the animal extremist map and database, Project Counterglow.



The **Project Counterglow Map** is an interactive propaganda and doxing tool of radical animal extremist groups. It pinpoints farms, ranches and livestock facilities across the U.S. so that other extremists can add unsubstantiated photos, videos and reports. This sets an alarming, unethical precedent that violates privacy and sets up farmers, ranchers and other animal owners for harassment by extremist groups.

Project Counterglow represents a new, more dangerous threat to farmers, ranchers and animal owners nationwide. Extremists are encouraged to invade and “investigate” farms and to post photos and videos. Their menacing, misleading propaganda is simply a weapon aimed at animal ownership and related businesses.

WE NEED YOUR HELP. We work every day to inform the public about radical non-governmental organizations, their agenda and activities.

Every donation to **Protect The Harvest** helps us to expose the activities of extremists. Please consider making a regular monthly donation to Protect The Harvest so we can continue to support farmers, ranchers, animal owners and outdoorsmen. To learn more about us, visit

ProtectTheHarvest.com



Keeping American Traditions Alive For Future Generations.

Make a Donation:

ProtectTheHarvest.com/Contribute

OR 480 Southpoint Circle
Brownsburg, Indiana 46112

ProtectTheHarvest.com
844-360-8300

Protect The Harvest is a 501(c)3 Organization

Do Not March for Me

By Erin Hull for Cattlemen's News



It seems I have always been outnumbered by the boys. I grew up in a household with three brothers and zero sisters. I am not sure if this is what set me on the path I have chosen, but it certainly helped lead the way. I was always trying hard to keep up with the boys. Today, I work in two of the most male dominated fields... agriculture and construction. It seems no matter where I go, I am the odd man, or shall I say, woman out. But this does not bother me, nor has it ever bothered me.

Growing up, it did not matter to my parents if you were a boy or a girl. Work was work and the job being done simply needed to be done. It did not matter WHO did the work, so long as it was done to my father's specifications. For all the years I resided in my parents' home, the rule was simple... You work. None of us ever had to fill out a job application because work was just a doorstep away. Hay had to be unloaded. Wood had to be split and brought in. Field work needed to be done. Never ONCE was I told "that's too hard for you to do." More than once I was told to "work smarter not harder." Looking back, it seems my parents did realize there was a difference between myself and the boys, but it just meant I had to use brains versus brawn for some tasks, and no task was impossible.

My entire work career, I have been respected by those around me. I will never forget the day when a 60 year old farmer, who had been farming his entire life called me on a Sunday to ask

me "I need your advice on what to do" regarding a soybean aphid issue he was having. In that moment, I knew he saw me no differently than he saw any of the other consultants he hires. Have I had negative experiences? Of course I have. I had an older gentleman "explain" to me how to run my own business that I had owned and operated quite successfully for nearly a decade. I had a homeowner proclaim, "I've never seen a girl on a roof before" (as I was roofing his house). I simply replied "Well, now you have." But those few negative interactions are far outweighed by the daily ins and outs of running a farm and swinging a hammer. Every comment that is NOT made is a positive. Those add up quickly in your day to day activities.

I truly feel that when the work is labor intensive and the hours are long, your work counterparts do not care if you are a male or a female. They just want the work to be done. We all know that those of us who have chosen to make agriculture our passion and livelihood fully understand this. The women reading this article are capable of amazing things and step up to the plate to take on much of it day in and day out. We do not wait for our knight in shining armor to fix things around the house. We simply take the bull by the horns, dig deep, and get it done. I often tell my husband that I am married to him because I love him, certainly not because I need him. I dare say that I am not unique in this statement. I would venture to guess that most women in agriculture feel the same way.

When I hear of woman talk about the sexism and inequalities they face in their careers, I am often confused. Have I simply turned a blind eye to these types of things? Are these things happening to me? Do these things happen to me behind my back? Am I not sensitive enough? I turn on the television to hear female CEO's making well into six figures preach that they are being kept under society's thumb. I hear them demanding "safer" work environments. I see them in the news marching for "all women." Let me make this very clear... you do not march for me. I do not need you to defend me. I do not want women who feel they are being prejudiced against, speaking on my behalf. I do not want women who choose to not get their own hands dirty, representing me. You know who I do want to represent me? I want the women who read this publication and know what it is like to fall into bed day in and day out, physically exhausted to represent and speak for me.

I now have a daughter of my own. I swore to live by those same rules set forth by my parents. I will not raise a princess. My daughter will work alongside myself and her brother no matter what the work is. I WILL NOT RAISE A PRINCESS. That plan was going perfectly until an exceedingly popular children's movie came out when my daughter, named Elsa, was seven years old. Immediately I went from having a daughter with a unique name, to having a Princess. So... it seems I have my work cut out for me in raising another generation of women who can work right alongside the men. Until then, I'll just have to "Let It Go."



McCurrey TRAILERS

AND EQUIPMENT, INC.

After 37 Years In Business, We're Still
The Trusted Name In Trailers!



WE HAVE UTILITY, CARGO, DUMP, EQUIPMENT TRAILERS & MORE IN STOCK!













Before You Buy, Check With Us!

www.mccurrytrailers.com
2645 W. KEARNEY, SPRINGFIELD, MO 417/862-4797



SUPER STRONG ALL STEEL BUILDINGS

- Custom Built to Size
- One Continuous Roof Sheet up to 50' wide
- All Welded, No Bolts
- Post Concreted in Ground 4-5' Deep



PROTECT YOUR VALUABLE HAY & EQUIPMENT!

Size	Description	Price
40'x60'x14'	2 Ends, 1 Side	\$21,995
40'x80'x14'	1 End, 1 Side	\$25,900
50'x80'x16'	1 End, 1 Side	\$30,995
50'x100'x16'	1 End, 1 Side	\$36,500
60'x80'x16'	1 End, 1 Side	\$35,195
60'x100'x16'	1 End, 1 Side	\$43,995

Chris Lowak 417-682-1488

We Build Equipment Sheds, Hay Barns, Shops & More!

*Prices subject to change
**Travel required outside 100 mile radius



Find us on facebook.

“ Endovac was first presented to me as an immune stimulant, and we started using it on commingled cattle coming from multiple high stress environments to our ranch. I saw a higher immune response in these cattle and started using Endovac on all of our cattle at all five locations. We have a 2,000 head cow/calf operation and 500 head of stockers with ranches in south Florida and south Georgia. Whenever calves go through the chute, they receive a shot of Endovac. We currently run between ½% and 1 % mortality on our calves. And on top of all that, with the price, you can't go wrong.”

- Matt Pearce, Pearce Cattle Company
Okeechobee, FL



More Than Just A Vaccine

To learn more, visit us at www.ENDOVACBeef.com, call 800-944-7563, or speak with your veterinarian.



Opportunities in Ag for Women

An interview with Dr. Temple Grandin

By Gregory Bloom for Cattlemen's News

For this edition of Cattlemen's News, focusing on women in agriculture, I was able to catch up to ever-busy Dr. Temple Grandin and ask her some questions about opportunities for women in agriculture.

Grandin is busy as ever with teaching classes at Colorado State University, doing research, consulting and working with her undergraduate and graduate students.



I had several questions for Grandin related to women in agriculture during her long and successful career:

Question: What areas of agriculture do you think are great possibilities for women to consider?

Dr. Grandin: Just about any area really.

When I first started my career in the 70s, with cattle handling, there were no other women working with cattle handling. Being a woman in a man's industry in the 70s was very difficult, but today it's much better, and women can be found in every area of agriculture.

There are great opportunities in ag as a veterinarian, veterinarian nutritionist, animal breeder, meat quality assurance, food safety, ranch management, pasture management, feed lot management, just to name a few.

Question: Why should women consider a career in agriculture over other options?

Dr. Grandin: Ag is an essential and vital industry. COVID has made us think about our career choices more than ever. You may not have a job if your selling women's purses during COVID, but you'll always have a job in ag – because ag is essential.

Question: What obstacles did you have to overcome as a woman?

Dr. Grandin: Because you're a woman, you must make yourself very good at what you do. You've got to be better than a man at your work. Early on, I was often discouraged to see guys have opportunities that I didn't have, even though I was better able to do the job. I had to make myself be three times better than the man. Things are a whole lot better today than they were in the early 70s, but I still encourage women to be the best at what they do. Recently a woman came to me for some advice on discrimination she was feeling at work, and I told her to just become the best in her field. Be so good that they just must come to you because you are the best.

But another thing women should do, that I did, was to write about your work. I became credible in my field because I wrote about my work. I've been in my field for nearly fifty years now, and early on I wrote about things that I've designed. Don't worry about giving your knowledge away for free, because when people get in trouble or need help with an issue, they are going to come to you.

Stay out of the griping and complaining that goes on and just become the best at what you do, and write about it; it's that simple.

When I was younger, I would show my portfolio of things I'd designed, articles I'd written and projects I'd done. For

Continued on next page

Moriondo Farms & MM Cattle Co.
FOURTH ANNUAL PRODUCTION SALE
 November 7, 2020 at the Ranch in Mount Vernon, MO
OFFERING 120+ 18-MONTH-OLD ANGUS, SIMMENTAL, AND SIMANGUS BULLS
Developed on Rescue!

TOP 15% CEM 10% Milk 10% SEN 10% SM 20% SW	 MF MM Pioneer 93 AAA: 19539418 Sire: SAV Pioneer 7301	TOP 20% CE 30% WW 15% MCE 20% Milk 15% MWW 20% CW 5% Marb 15% Shr 15% API 5% TI HOMO POLLED	 MMR Proclamation 925G ASA: 3684228 1/2 SM 1/2 AN Sire: WS Proclamation E202
TOP 20% WW 15% YW 10% RADG 20% YH 3% MW 15% MH	 MF MM Sky High 9300 AAA: 19522015 Sire: Musgrave Sky High 1535	TOP 5% WW 4% YW 10% ADG 15% MWW 10% CW 20% REA HOMO POLLED	 MMR United 917G ASA: 3684218 5/8 SM 3/8 AN Sire: W/C United 956Y
TOP 15% WW 15% YW 15% YH 25% SF 20% MH	 MF MM Blaster 9014 AAA: 19521970 Sire: Bruns Blaster	TOP 4% CE 25% BW 10% MCE 1% Milk 4% MWW 20% CW 15% REA 25% API HOMO POLLED	 TJ MMR 261G ASA: 3582556 1/2 SM 1/2 AN Sire: KCF Bennett Homestead

MORIONDO FARMS

Moriondo Farms & MM Cattle Co.
 Mark Moriondo (417) 366-1249
 Larry Moriondo (417) 366-1243
 Lucas Reinhart (580) 276-0070

MM
 Cattle Co.

Sale Management by:
INNOVATION
 AgMarketing, LLC

Graham Blagg - (530) 913-6418
 Auctioneer Jered Shipman - 806-983-7226
INNOVATIONAGMARKETING.COM

SUPERIOR
 Productions

example, if your breeding cattle, show pictures of the cattle you've had success with. Show the success of your work. Sell your work. That's how I got jobs. In the 70s being a woman was a much bigger barrier than being autistic was, so I had to sell the quality of my work. There's a scene in the movie made about my life showing the bull testicles attached to my vehicle – that really happened. That was about me being a woman not about being autistic.

Question: What advice would you give women about pursuing a job in ag?

Dr. Grandin: Try on lots of different jobs, and be open to things you never thought about before. Find out what you like and what you hate. For example, if you want to be a veterinarian, go work with a veterinarian. Seventy-five percent of the women in my classes come in their freshman year wanting to become a veterinarian. That's the only animal field that they know about as they've never seen any other animal jobs because they come from a non-farm background. By their junior year, the number of women wanting to become veterinarians drops to about twenty to twenty-five percent because they've discovered all these other careers you can have that only require a four-year degree, things like animal breeding or nutrition. Go out and get lots of different internships and jobs, and find out what you like and what you hate. You don't know



until you try it on. Don't make the giant mistake of majoring in a degree and pursuing a career path if you've had no exposure to the work. If you want to be a vet, go shadow a vet for a week or get an internship. Internships have been harder to find during COVID, but that will change.

Question: What have some of the most fulfilling elements been for you personally during your long career in agriculture?

Dr. Grandin: Having people write in to let me know that my designs and ideas worked. When people contact you to let you know that for whatever part of ag you're in, that your work has been helpful to them, that makes your day. I've had some great clients over the years, and a few bad ones too, but mostly good clients. Some of my best clients have been ranchers. Helping ranchers has been very fulfilling.

Also, working with my students gives me a lot of satisfaction. I've had students that have become professors and others that have become successful in their work, and that makes me very happy. My students are the next generation. I realize that because I'm at the age I am at now, I need to be helping the younger people to develop, and that's my main job now. It's very satisfying. 🤠

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

KEEP OUT OF REACH OF CHILDREN

MULTIMIN® 90

An injectable aqueous supplemental source of zinc, manganese, selenium, and copper

CAUTION: FEDERAL LAW RESTRICTS THIS DRUG TO USE BY OR ON THE ORDER OF A LICENSED VETERINARIAN.

ACTIVE SUBSTANCES PER ML:

Zinc.....60 mg/ml

Manganese.....10 mg/ml

Selenium.....5 mg/ml

Copper.....15 mg/ml

OTHER SUBSTANCES:

Chlorocresol 0.1% w/v (as preservative).

PRECAUTION:

Selenium and copper are toxic if administered in excess.

Always follow recommended label dose. Do not overdose.

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

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

Do not use concurrently with selenium or copper boluses.

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

Consult your veterinarian.

DOSAGE RECOMMENDATIONS:

CALVES: Up to 1 year1 mL/per 100 lbs. bodyweight

CATTLE: From 1-2 years.....1 mL/per 150 lbs. bodyweight

CATTLE: Over 2 years 1 mL/per 200 lbs. bodyweight

CAUTION:

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

WITHDRAWAL PERIOD:

Meat 14 days. Milk zero withdrawal.

DIRECTIONS:

This product is only for use in cattle.

MULTIMIN® 90 is to be given subcutaneously (under the skin) ONLY.

It is recommended to administer the product in accordance with Beef Quality Assurance (BQA) guidelines. Minimum distance between injection sites for the MULTIMIN® 90 product and other injection sites should be at least 4 inches.

Inject under the loose skin of the middle of the side of the neck. Max volume per injection site is 7 mL.

Subcutaneous injection in the middle of side of neck

Store Between 15°C and 30°C (59°F and 86°F).

SUPPLEMENTATION PROGRAM

BULLS	3 times per year
BEEF COWS	4 weeks before breeding 4 weeks before calving
DAIRY COWS	4 weeks before calving 4 weeks before insemination at dry-off
CALVES	at birth at 3 months and/or weaning
HEIFERS	every 3 months – especially 4 weeks before breeding

(program gives planned dates that can be varied to suit management programs)

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

MANUFACTURED FOR:

MULTIMIN

NORTH AMERICA, INC.

Fort Collins, CO 80528

Packaged in 100 mL & 500 mL size

TAKE TIME

OBSERVE LABEL DIRECTIONS

NDC No. 49920-006-01

NDC No. 49920-006-05

10 YEARS

MULTIMIN 90

POWER-UP VACCINE PROTECTION!

DON'T COMPROMISE HERD HEALTH - INJECT MULTIMIN® 90

Keeping Your Cattle Safe

Better Together!

Learn More

REQUIRED

www.savethelung.com

1.866.269.6467

Spotlighting Women in Ag

Pursuing a career in agriculture

By Carson Andersen for Cattlemen's News





HPCA

5TH ANNUAL FALL BULL SALE

Monday, October 19, 2020 ■ 12 Noon
At the farm Near Nevada, Missouri

Selling
■ 75 BULLS
■ 10 ELITE BRED & OPEN HEIFERS
■ 60 HEAD OF SPRING AI BRED HPCA-INFLUENCED COMMERCIAL HEIFERS
(from HPCA customers, Arnold Ranch, C5 Ranch and Oliver Angus Ranch)

LiveAuctionsTV
Watch the sale and bid live online.



HPCA Inertia S779 19529331
 CED: +10 ■ BW: +0 ■ YW: +125
 CW: +50 ■ REA: +0.75 ■ Marb: +1.24
 \$B: +180 ■ \$C: +298

Hinkle's Prime Cut Angus
 We hope you can join us in person or online for the HPCA 5th Annual Fall Bull Sale! 

Kenny & Janyce Hinkle ■ 14103 E. Summers Rd. ■ Nevada, MO 64772 ■ KennyHPCA@gmail.com
www.HinklesPrimeCutAngus.com ■ Phone/Fax: (417) 944-2219 ■ Kenny's Mobile: (417) 448-4127
 Trevor Hinkle: (417) 684-1122 ■ Blake Baker: (417) 448-4384

Free Delivery ■ 100% AI & ET ■ Repeat Buyer Discount ■ Genomic Testing
Outstanding Breeding Guarantee ■ Market Access ■ Feedlot Relationships

I come from a non-agricultural background and will be the first person in my family to pursue a career in agriculture. Needless to say, it has been a challenge to overcome the self-doubt of having a delayed start with my involvement in animal agriculture. However, I have only seen this as an advantage to grow into a person who is capable of making a difference in the beef industry through perseverance and determination.

I was drawn into the beef industry from the men and women who work in it, the meaning behind it, and the character it builds. I have heard so many inspiring stories from these men and women, the blood sweat and tears they put into their work to get where they are today. Each story so different from the other, but all similar in the goal of wanting to give everything they have to the industry. The industry is not made up of one type of person or one type of background story. The beef industry is made up of men and women from all different walks of life. It may not have always looked like that, but today the industry is shaped by different hands and minds that all have an important role in it.

My graduate program has given me the opportunity to work closely alongside producers across several different states. I am beyond thankful for the patience, encouragement and support each one of them has shown me while I find my place in the industry. When they could have easily treated me differently, they gave me the same level respect as they would anyone else and made sure I knew they believed in me. Some producers that I have had the chance to work with have been some of my biggest supporters in my endeavors, and I cannot thank them enough. I am also incredibly thankful for my advisor and mentors in my program who have taught me not only valuable knowledge but also important life lessons. Lastly, I am thankful for my non-traditional agricultural background. It taught me how to believe in myself.

My favorite days are often after a long morning on the farm performing A.I., when my arm is tired, and my coveralls are covered. It is then, I stop to think and realize how often I take for granted the opportunities I have as a young woman in agriculture in 2020. I am grateful for the women and young people before me who showed resilience and determination to have a fair shot in agriculture and persevered until there was change. However, there are so many young people after me that need the same fair shot in this industry. It is our responsibility in agriculture to see that those opportunities are readily available to anyone who has a heart for the industry, regardless of where they come from.



Component
with Tylan

UP TO 140 DAYS OF ACTIVE INGREDIENT.¹

UP TO 40 POUNDS OF ADDED WEIGHT.²

► **Contact your Elanco sales representative to learn more.**

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.

Component, Tylan, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates.
 © 2020 Elanco or its affiliates.
 PM-US-20-1618



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



STOCKMANSHIP
STEWARDSHIP

VIRTUAL EXPERIENCE

NOVEMBER 11-12, 2020

This fall the Stockmanship and Stewardship program will bring cattlemen and women an entirely new experience with the high quality content and educational sessions the industry has come to expect from our world class stockmanship clinicians.

EDUCATION

FOR YOU AND YOUR BOTTOM LINE!



For more information and to register visit
WWW.STOCKMANSHIPANDSTEWARDSHIP.ORG

The Value of Weaning

Management decisions are the key to success

By Eric Bailey for Cattlemen's News

Weaning is a challenging time for cattle and their owners. Our management decisions affect calves' response to stress, which is a contributing factor to illness. Bovine respiratory disease (BRD) is the costliest illness affecting feedlots in the United States. Despite many efforts to reduce BRD, ~16% of calves entering feedlots are diagnosed with BRD.

The concept of preconditioning calves on the farm or ranch of origin has been advocated throughout the beef industry



for the past 50 years. Standard elements of preconditioning programs include weaning and retaining calves for 30-60 days, a vaccination program, and deworming. Preconditioning has been marketed as a means of reducing feedlot morbidity and mortality. However, data from the National Animal Health Monitoring Service report that 50% of calves are marketed immediately following weaning. Why do more cattlemen not precondition calves before sale?

Two factors will limit the implementation of preconditioning practices. Many small farms and ranches lack the facilities to house calves and cows separately. Secondly, the operations lacking pre-weaning calf management are likely to struggle to implement preconditioning. I consider preconditioning the pinnacle of cow-calf production. Operations lacking a defined breeding season are likely to struggle with preconditioning.

Another indicator is no castrating bull calves before weaning or implementing a vaccine program. If increasing the value of your calves is a priority, ask first if your preweaning management is aligned with current recommendations.

If you are preconditioning calves or are interested in implementing it, here are generally some recommendations, based on my Ph.D. research where we weaned 3,000 calves over seven experiments and tracked calves through finishing and harvest.

Rather than debating weaning tactics (fence-line weaning, nose flaps, etc...), think about the bigger picture. Weaning methods discussed in popular press articles are meant to ease the stress of maternal separation only. It is important to ease the stress of maternal separation, and producers may have more success with one tactic over another. I have had little success with fence-line weaning, mostly because I lack the facilities to keep cows and calves apart effectively. One year, I got to wean the same set of calves three days in a row because I could not keep the cows from tearing down the fence! That does not mean I am anti-fenceline weaning. If it works for you, great! Anything we can do to reduce stress will help calves.

Remember, there are other stressors to consider besides maternal separation. The most stressful events in a bull calf's life are:

- 1) Castration
- 2) Weaning
- 3) Transport/marketing
- 4) New environment adaptation
- 5) Diet changes

Many bull calves in the USA have all five of those stressful events crunched into a short timeframe. No wonder BRD is still the leading cause of morbidity and mortality in the feedlot.

The best advice I can give about successful weaning is to spread stressful events out over time. Take a good look at current management practices and ask if any can be improved upon to

the POWER OF PROTEIN

VitaFerm® Concept-Aid® PROTEIN PRODUCTS

"With the VitaFerm® Concept-Aid® Protein Tubs, we have the ability to get a good mineral package in our cows...As the grass cures out and the cows aren't getting quite what they need out of the grass, they will start hitting those tubs. It's just worked into a good program. It's helped our calves get a little better bloom on them and I also think it gets a good mineral package in those calves which helps them wean off healthier. The Protein Tubs are a safety net to make sure the cows get all the nutrients they need."

JOE LEATHERS, Manager
6666 Ranch

NEW PROTEIN OPTION!
VitaFerm® Conserve™ Protein Tub
A 20% natural protein with an economical mineral package.

For more information, contact BioZyme® Area Sales Manager John Jeffrey at (817) 271-8395 or visit www.vitaferm.com to find a dealer near you.

VITAFERM PERFORMANCE THAT PAYS

BIOZYME
INCORPORATED

reduce calf stress around weaning. Industry-affiliated preconditioning programs follow specific guidelines for marketing a calf as preconditioned through the respective programs. Remember, to market a calf as preconditioned, it is necessary to follow industry guidelines. Following the guidelines will make your cattle eligible for any premiums generated at auction.

Do not consider the preconditioning premium as the only source of additional revenue. In Dr. Mark Hilton’s preconditioning research at Purdue, two-thirds of the profit from a preconditioning program was from additional weight gain. I had an email from a producer recently who was frustrated with the lack of premium their calves brought at the sale barn after preconditioning. Do not count on a premium at the sale barn to pay for weaning. Make sure that the calves are gaining weight after weaning and that you keep them long enough to put an extra 50-200 pounds on the calves. Access to a low-quality round bale and 2-3 pounds of supplement per head is not going to support the weight gain needed. Try to get the calves to gain 2.0-2.5 pounds per day. Work with your local extension service, feed company, or independent nutrition consultant to put a diet together that will put pounds on the calves, profitably.

Keep stress down, keep the plane of nutrition up, and watch the calves put extra dollars in your pocket. 🐮

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






Made In USA

800-858-5974 CallicrateBanders.com



BEEF GENETICS

finkbeefgenetics.com
 Live Discussions! Updated information!



120 Charolais



120 Angus



30 Red Angus x Char

Wednesday-October 28-2020

Fink Sale Facility, Randolph, Kansas. Broadcast live: 

Female Sale, evening prior to Bull Sale, on October 27!



40 Charolais

COMPLETE DISPERSAL
OF ALL SPRING-CALVING
FEMALES. DONORS, PAST
DONORS, BRED HEIFERS,
YOUNG COWS.



30 Angus



8 Registered Border Collies:
 Pups will be 6 months old at
 sale-time, with basic commands



Galen & Lori Fink Chad, Megan & Whitley Larson
 15523 Tuttle Creek, Randolph, KS 66554 Office phone/Fax: 785-293-5106
 Galen: 785-532-9936 Megan: 785-410-5559 Email: finkbull1@twinvalley.net
 Customer Service Reps: Barrett Broadie: 620-635-6128 Gene Barrett: 785-224-8509
[find us on FaceBook!](#)

2000 BIF Seedstock Producer of the Year ■ 2008 CAB Seedstock Commitment to Excellence Award ■ 2011 American-International Charolais Association Seedstock Producer of the Year

One of the Nation's Largest Sources of Angus & Charolais Bulls

Mark Your Calendar!

JOPLIN
STOCKYARDS
YEARLING
SPECIAL



Stockmanship and Stewardship Help Reduce Need for Antibiotics

Paying attention to animal welfare factors

By Lisa Henderson for Cattlemen's News



Consumer research shows Americans are increasingly concerned about how food animals are raised and cared for. High on the list of concerns is the use of antibiotics in livestock production.

Those issues were addressed in a recent webinar, *Animal Welfare and Consumer Mindset on Antibiotics*, hosted by BEEF magazine and sponsored by Merck Animal Health.

Consumers often have a limited understanding of modern agricultural practices, which in turn, has driven increasing demand for antibiotic-free meats, according to Dr. Judson Vasconcelos, head of veterinary and consumer affairs for Merck Animal Health.

“Antibiotics are fantastic tools,” Vasconcelos said. “They’re life-saving therapeutic tools that we use in people; we use in companion animals; and we use in livestock production.”

In fact, 80% of all antibiotics are used in livestock production, a fact anti-agricultural groups cite as a reason to abandon eating meat. Yet, some perspective is needed. Those antibiotics are spread over 9.3 billion cattle, hogs, chickens, companion animals and other products such as fish. Compared to the 320 million Americans, the distribution of antibiotics sounds more reasonable, Vasconcelos said.

Despite producers’ efforts to provide good care for their cattle, animals get sick.

“We transport animals for long periods, and cattle comingle,” Vasconcelos said. “When they eat together and drink together that contributes to the rapid spread of disease. That’s why it’s important for us to have preventative measures and use antibiotics and preventative tools to avoid that rapid spread of disease.”

The cattle industry must also do its part to help control antibiotic resistance. Superbugs are going to develop, Vasconcelos said.

“It’s just part of nature,” he said.

Most importantly, he encourages beef producers to make sure you are using antibiotics in the manner in which they are prescribed.

“The right animal, at the right dose at the right time,” Vasconcelos said. “That is how we optimize the use of antibiotics.”

Vasconcelos also said that regulatory safeguards ensure that beef is safe from antibiotic residues. Many food products are labeled “antibiotic-free,” but “ultimately, all food is antibiotic-free,” he said.

“Overall, the key message is that just because a food is antibiotic-free it doesn’t mean it’s better. It’s that there’s no evidence to enforce that claim.”

While proper use of antibiotics is important, animal welfare and stockmanship also play a role in helping to reduce overall antibiotic resistance. Dr. Ron Gill, livestock specialist for Texas

A&M AgriLife Extension, said stockmanship plays a role in diseases such as bovine respiratory disease (BRD).

“Cattle don’t get sick without some kind of stressor involved, and most of the stress we see applied to cattle in their lives is actually the result of human interaction,” Gill said. “So, the emphasis that we place on good animal welfare is going to have a direct impact on that stress level, and therefore an impact on the animal’s immune system.”

That’s why he calls the management of the human/animal interaction critical in reducing the risk for BRD. The number one stressor, he said, is the weaning process.

“How we handle cattle during that phase is critical,” Gill said.

Gill advocates weaning calves at home and not adding the stress of transportation on top of weaning. Calves pulled off the cows and sent straight to market will face several stressors, he said. In the marketing channel they will be comingled and probably loaded and unloaded from trucks multiple times. Gill advocates for preparing cattle for the marketing channel.

“We need to teach cattle how to be handled and how to be sorted at home, to teach them that interacting with a human is not a bad thing,” Gill said.

That doesn’t mean a stress-free environment he admits.

“They need to know how to handle stress and handle human interaction,” Gill said. “When we do that, it is not overwhelming to their system.”

Gill said he does not particularly advocate for low-stress.

“I think you can be very effective in your stockmanship and not create a lot of stress on cattle,” Gill said. “But, what we’re trying to do is get things done in a timely fashion, and step up to make these cattle work the way we need them to, quickly.”

Cattle that are comfortable around humans can also prove an advantage in the feedyard. Timely detection of sick cattle is critical for feedyards to provide care and treatment, so the animals can recover. Gill said cattle that have been handled properly on the ranch and during transport to the feedyard help the pen riders.

“If cattle are relaxed around the pen riders and the people working them, the cattle will exhibit signs of sickness probably two days earlier than they will if they’re somewhat anxious around people,” Gill said. “So the quality of pen riding is important in early detection, and if we can pick those cattle out two days earlier, it’s a lot easier to stop the onset of and progression of BRD.”

Gill said good animal welfare for cattle involves good nutrition, good management and good stockmanship. Attention to those factors will help create an environment where cattle are less likely to become ill and less likely to need antibiotics. 🤠

Lower Cattle Prices

Unwelcome news for cattlemen

By Dr. Scott Brown for Cattlemen's News



The November 2014 cash fed steer price of \$1.70 per cwt. seems like a distant memory when current prices have struggled to stay above \$1.00 at times this year. 2020 started with the promise of higher cattle prices but then COVID-19 created unprecedented challenges for all of agriculture as many countries around the world shutdown in an attempt to slow the spread of the virus. The shuttering of economies and processing challenges at cattle plants drove cattle prices lower and quickly erased the optimism found at the start of 2020.

New COVID-19 protocols and the 2019 fire at a large cattle processing plant in western Kansas both drove fed cattle prices lower and wholesale beef prices higher. This led to an increased call for better price discovery in the fed cattle market. The percentage of U.S. fed cattle priced on a negotiated basis was nearly 40 percent in 2010 but currently stands at around 20 percent. In some regions, the percentage of cattle traded on a negotiated basis is even smaller. Adequate price discovery in the face of declining negotiated trade is worthy of discussion. To be clear, price discovery does not equate to higher prices but relates to whether prices correspond to the underlying supply and demand conditions that exist in the marketplace.

Cash markets for some other commodities, including hogs and cheese, are a much smaller percentage of total trade than today's fed cattle market, and price discovery discussion occurs in these markets as well. The academic research conducted on the issue of price discovery often concludes that adequate price discovery can occur with only a small number of trades but rarely defines an exact threshold. The ability for sellers or buyers to enter a cash market when they feel cash prices are too high or too low is important for adequate price discovery.

There are efforts underway to mandate minimum levels of negotiated cattle trade through legislative approaches to address concerns related to price discovery. A legislative approach would ensure additional negotiated trade and alleviate price discovery concerns, but there is the potential for unintended consequences from pursuing a legislative approach. These potential downsides must be factored into the best path forward for fed cattle markets.

Today's mandatory livestock reporting rules require the transaction type to be reported, but currently, there is no incentive to "blur the lines" between a negotiated trade versus other types of market transactions that occur in cattle markets today. If packers were required to purchase a minimum percentage of cattle by negotiated transaction the incentive to report more cattle transactions as negotiated could in fact lead to weaker price discovery even as more transactions were defined as



negotiated. Clearer and more transparent reporting of current AMS collected data could significantly improve price discovery.

We also must understand that some important supply and demand factors have been responsible for lower cattle prices. In 2015 U.S. average weekly cattle slaughter was less than 440,000 head. By 2019, it had expanded to more than 500,000 head. At best, cattle processing capacity grew only slightly over the same period. Basic economic theory suggests that larger cattle supplies relative to available processing capacity results in lower cattle prices.

The cattle industry has returned to a period of stronger beef demand after decades of weakening demand. Formula-based trades have helped create incentives to cattle producers to produce beef that consumers want and are willing to pay higher prices to consume. Growing demand for beef is the most important strategy that the industry can pursue moving forward, and any change in pricing practices that reduces or disconnects the economic incentive for producers to meet consumers' beef preferences will be a step backwards for the future success of the industry. 🤠

Dr. Scott Brown is an assistant extension professor in the Department of Agricultural and Applied Economics at the University of Missouri

Old Math / New Profits

Use Mushrush Genetics to improve your bottom line:

- + More Calves Weaned
- + Improved Conception Rate
- Less Depreciation per cow
- + Market More Pounds per Acre
- = Improved Financial Outcome
with Mushrush Genetics

2346B N Road • Strong City, KS 66869
620.273.8581 (Office)
620.340.7461 (Joe) • 620.340.9774 (Daniel)
redcows@mushrushredangus.com
MushrushRanches.com

CATTLE RECEIVING STATIONS



**JOPLIN REGIONAL
STOCKYARDS**

FIND ONE NEAR YOU!

ARKANSAS
Billy Ray Mainer
Branch, AR
479.518.6931

JR Smith
Melbourne, AR
Pleasant Plains, AR
870.373.1150

OKLAHOMA
Chester Palmer
Miami, OK
M) 918.540.4929 H)
918.542.6801

MISSOURI
Jared Beard
Ellsinore, MO
573.776.4712

Kenneth & Mary Ann Friese
Friedheim, MO 573.225.7932

J.W. Henson / Rick
Aspergren Conway, MO
J.W. 417.343.9488
Rick 417.547.2098

Alvie Sartin
Seymour, MO
417.840.3272



BAKER ANGUS FARMS

Jack & Nancy Baker

(660) 679-4403

7972 NE St. Rt H, Butler, MO 64730

Herd established in 1953

Performance testing since 1963

- Disciplined Breeding
- 67 Years of Experience
- Raised in Commercial Environment
- Sound Footed & Performance Tested
- DNA Tested

SELLING:

30 spring pairs

40 fall pairs

26 18-month and older bulls

20 fall yearling bulls

67TH ANNIVERSARY SALE

BULLS & FEMALES • OCT. 25, 1 P.M., BUTLER, MO

THESE BULLS SELL OCT. 25

BAKERS NORTHSIDE G056



CED	BW	WW	YW	MB	RE	\$B	\$C
7	2.8	85	154	1.12	.88	212	352

HOME OF BAKERS NORTHSIDE 6007

OWNED WITH
SYDENSTRICKER GENETICS,
BRINKLEY ANGUS RANCH



CED	BW	WW	YW	MB	RE	\$M	\$B	\$C
9	.5	77	143	.92	.93	63	213	339

BAKERS NORTHSIDE G062



CED	BW	WW	YW	MB	RE	\$B	\$C
14	.5	79	140	.69	.71	185	296

BAKERS NIAGARA G011



CED	BW	WW	YW	MB	RE	\$B	\$C
1	.6	71	129	1.02	1.17	183	294

BAKERS ACCLAIM G005



CED	BW	WW	YW	MB	RE	\$B	\$C
13	-.8	75	134	.74	.62	176	297



SALE MANAGED BY WES TIEMANN(816) 244-4462 • MRTIEMANN@OUTLOOK.COM

With Purina® Plus calves, you're getting elite nutrition, plus so much more

The Purina® Plus program validates complete nutritional status, as well as other components key to a successful transition.

A successful weaning program focuses on transitioning healthy calves from the pasture to the feedlot as efficiently as possible. That's exactly what the Purina® Plus program aims to do. Producers buying or selling Purina® Plus cattle are producers who see the value in progressive management strategies, sound health protocols and elite, complete nutrition.

The Purina® Plus program is designed to give calves all the nutrients they need, meeting requirements for protein, energy, fat, minerals and vitamins. Plus, all calves are fed a Purina® starter feed with RX3® Immune Support Technology, which helps prepare the immune system to support overall calf health and primes calves for a healthy future.

Invest in calves that come with a history of high-quality nutrition, health and management with the Purina® Plus program.



Purina® Plus calves are:

- + Fed Purina® starters with RX3® Immune Support Technology at weaning
- + Weaned and on feed for a minimum of 45 days prior to sale
- + Vaccinated with robust protocols
- + Given internal and external parasite control
- + Managed with Beef Quality Assurance guidelines in mind

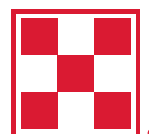
For more information contact a Purina Sales Representative:

Mark Grotheer, (417) 825-3570 mdgrotheer@landolakes.com

Tod Wideman, (573) 760-2025 tawideman@landolakes.com

Dr. N.T. Cosby, (573) 590-0270 ncosby@landolakes.com

Brady Klatt, (715) 566-3706 bklatt@landolakes.com



FEED GREATNESS®

Business Planning in Today's World

By Brad Deeken, FCS Financial

Success in any business begins with the execution of a well-thought-out plan. That is no different today than it was last year even though we are now in a different environment. As we approach the end of the year and start thinking about 2021 and beyond, it is a good time to develop a new business plan or update your existing one.

The first step is to review last year's results. What areas of your current operation have been successful and what have you implemented that did not work well? Identifying these items will help you build a stronger plan for the upcoming year. A common theory is change what didn't work well and replicate what did.

Not everyone's business plan will look the same. Most producers probably do not have it written down but that does not



mean there isn't one. We all have a plan. However, studies show a written plan is more likely to be executed, and a good plan will have several key components.

Goal

The most important part of a plan is the goal. Where do you want to go, and how will you get there? Think about short and long-term goals. Where do you want your operation to be in one, five, and 10 years? Goals are measurable and include things such as number of acres, how many cows or calves you may be running, profitability and the level of stress you may be comfortable carrying.

Be sure to involve all the stakeholders in goal setting. You, your spouse, your children and/or your business partners should agree on a common direction. It will be much easier to make it to the destination if everyone is pulling in the same direction. It also makes it easier for others such as lenders, accountants, insurance agents, veterinarians and auction representatives to provide you guidance.

The Plan

Your plan should articulate how you intend to meet your goal. This may address items such as a cash flow, capital, marketing, risk management, and an overall industry outlook.

A cash flow projection is essential. This helps you determine if your goal is feasible. It shows what income is expected to come into the operation and what expenses will be going out.

The income section should describe how you will market your product. The marketing plan should include where and how you anticipate selling your product. It may also address any value-added programs and the potential premium and costs associated with such programs.

The expenses in your cash flow should include more than general operating expenses. You will want to make sure your income can cover all your debt obligations, machinery and vehicle replacement, and the cost for your family to live. It may be helpful to look at previous years to determine your cost of living. This expense is often overlooked and underestimated.

Your projection may include months that have a shortfall in cash flow in the growing season. If this sounds like your operation, you may need a capital plan. Where are the additional funds coming from that will cover all expenses? Do you have cash that you plan to use? Will you borrow it? These are the details you need to consider.

As producers, we tend to be optimistic. It is also prudent to be realistic. For instance, you should not build a plan that is only feasible when feeder cattle prices are higher than at any time during the last five years. If you build your plan based on current prices, you will be more likely to thrive if prices improve.

Continued on next page

Customizing loans for generations of family farms.

Operating Loans

We know you need a customized operating loan designed to fit the way you produce and market. Access your loan funds online, by phone or by visiting one of our offices. Our passion for rural Missouri drives us but our experience and knowledge of rural financing sets us apart from other lenders.

Growing Relationships. Creating Opportunities.™

- ✓ Competitive rates with variable, fixed or indexed options
- ✓ Flexible payment schedules to match cash flow
- ✓ Experienced staff to make your financing simple
- ✓ Option for multi-year operating loans

FCS FINANCIAL

Growing Relationships. Creating Opportunities.™
A FARM CREDIT COOPERATIVE

Find an FCS Financial office near you:
1.800.444.3276
WWW.MYFCSFINANCIAL.COM

Growing Relationships. Creating Opportunities. is a trademark of FCS Financial, ACA.

It is beneficial to assess not only your operation but the industry, economy, and other external factors that may impact you. Consider the sensitivity of your operation to negative events that may surface. Sensitivity helps you determine the effect of negative factors on your operation and your ability to continue operating if they do occur. Potential events may include lower prices, the loss of a key person in the operation, higher interest rates, production problems, or even a pandemic.

Inevitably, there will be things happen that are out of your control. If you have already given some thought to these external factors and how they might impact your operation, you will be better able to react if they become a reality. The past

year has taught us that these things do happen, and they often come upon us unexpectedly.

The more you can do to manage the risks of your operation and the industry, the more likely you will be to achieve the goal you set out to accomplish in the beginning.

Review

Business planning should be a recurring practice in every operation. Things change. Be sure to check back to see your plan's success or note what changes need to take place. Use it as a guide to help make decisions. And remember, the plan is only valuable if there is a desire to execute it. 🤠



**Put it
on the
calendar!**

***Value
Added
Sale***

**Sale Date:
Dec. 3**



**Wean Date:
Oct. 20**

*Forms included in the
back of this issue!*



FLYING H GENETICS 20/20 Vision combines

Superior Genetics + Customer Service

GROWN ^{26th} ON GRASS[™]
HERD BULL SALE



*To view Catalogs, Videos, Guarantees and Warranties
plus more...visit our website*



**Saturday,
October 24, 2020
1:00 pm^{CDT}
at the BULL BARN
Butler, MO**

Selling Bulls Since 1949

www.FLYINGHGENETICS.com

BALANCER® | GELBVIEWH | SIMANGUST™ | SIMMENTAL | FUSION™ | ANGUS | RED ANGUS

Breeding Soundness Exams

Every bull, every breeding season

By Dr. Jordan Thomas and Genna VanWye for Cattlemen's News

Profitability within a cow-calf operation is greatly influenced by pounds of calf weaned per exposed female. The herd bull you are exposing those females to is a major component of that economic success. Not only does he contribute an important genetic piece to the calf crop, but he also factors into your females' reproductive success. For early breed up of females, it is essential to have a bull that is sound, can mount successfully, and is producing normal, motile sperm. By managing for a higher percentage of cows to calve early in your calving window, you'll wean more total pounds of calf, create a more uniform calf crop, and set females up for reproductive success in the next breeding season. A Breeding Soundness Exam is an economical way to identify those bulls that may struggle accomplishing early breed up. In this exam, your veterinarian will evaluate semen quality, scrotal circumference, and physical fitness. While libido—the bull's desire to mate—cannot be assessed in a Breeding Soundness Exam, evaluating the semen and other physical characteristics of the bull are a reliable way to screen out bulls that would be unable to service females.

Semen Quality

Semen quality is dependent on correct motility and morphology of the bull's sperm. These characteristics directly correlate to the sperm's ability to travel within a female's reproductive tract and successfully result in conception. A veterinarian will collect a semen sample from the bull being tested and will examine this sample under a microscope to determine sperm attributes. Sperm cells will be evaluated based on unidirectional movement (motility) and the proportion of cells without anatomical defects (morphol-



Dr. Jordan Thomas



Genna VanWye

ogy). To pass the semen quality portion of the exam, the bull must have at least 30% sperm motility and 70% normal sperm morphology.

Scrotal Circumference

Scrotal circumference has been shown to have impact on fertility within the herd. Scrotal circumference is related

to sperm-producing capacity, which correlates to quantity and quality of sperm cells. Scrotal circumference is measured using tape. The veterinarian will manually measure the widest portion of the two testes. Minimum requirements are based on age, with yearlings required to have 30 cm scrotal circumference and two-year-olds a 34 cm scrotal circumference. The veterinarian will also palpate the testicles and epididymis for any signs of concern. Each testis should be fully descended, and the testes should be reasonably symmetrical in size with no signs of inflammation in the testicles or epididymis. The scrotum will also be evaluated for signs of external injury.

Physical Fitness

The physical examination measures the bull's servicing capacity. This involves the overall health of the animal, body condition score, eyesight, and feet and leg structure. Bulls should be disease-free, and booster vaccinations and parasite control should be considered if they pass their Breeding Soundness Exam. An unhealthy bull runs the risk of spreading disease throughout the herd and may be deferred during his Breeding Soundness Exam, as a result. Along with being healthy, bulls should be at an adequate body condition score in order to maintain their ability to service females despite increased activity associated with breeding. Eyesight loss due to pinkeye, cancer eye, or other issues can make handling a bull much more dangerous and can result in the bull having challenges with balance, eating, or breeding. A bull must be sound in order to travel with and mount females. Any structural issues can affect the overall fertility of the herd. Along with bull health and fitness comes analysis of the penis and prepuce for injuries. Rectal palpation of accessory sex glands like the prostate gland and seminal vesicles is also conducted. These areas need to be free of inflammation and abnormalities in order for the bull to be deemed a satisfactory potential breeder.

When Should Bulls Be Tested?

A Breeding Soundness Exam should be conducted in advance of the breeding season for any and all bulls you plan to use. We recommend you test every bull you plan to turn out, every breeding season. Although a breeding soundness exam only evaluates the fertility of that bull on that day, we recommend testing bulls 30-60 days in advance of turnout. This allows you time to retest or even replace poor potential breeders. Bulls will receive a Breeding Soundness Exam score of Satisfactory, Unsatisfactory, or Deferred. Depending on why a bull fails to pass the exam as satisfactory, culling should be considered based on the advice of your veterinarian. Many issues will negatively impact your herd's pregnancy rates or calving distribution. However, retesting bulls is also an option, and this is commonly advised for young bulls that are deferred. Semen quality in young bulls improves slowly in the months following puberty attainment, and young bulls are more likely to be deferred than are mature bulls.

University of Missouri Extension Breeding Soundness Exam Events

For several years, University of Missouri Extension Field Specialists have coordinated Breeding Soundness Exam Clinics in partnership with several Veterinary Clinics around the state of Missouri. Data from these exams highlights the importance of having a breeding soundness exam performed. Eldon Cole, Livestock Field Specialist based in Lawrence County, reports that approximately 10% of the over 4,000 bulls evaluated in his region since 2005 failed to meet satisfactory requirements. To find out more about the MU Breeding Soundness Exam events, contact the MU Extension Livestock Field Specialist in your region, or reach out to your veterinarian directly to schedule a Breeding Soundness Exam independently.

Jordan Thomas, Ph.D. - Assistant Professor and State Beef Reproduction Specialist University of Missouri - Division of Animal Science. Genna VanWye is a graduate research assistant at the University of Missouri.

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

Your Dollar Does.

See how your dollar strengthens beef's hold on the market – driving record demand no matter the competition. Sign up for your complimentary newsletter at YourDollarDoes.com.

*Figures based on IRI, Refrigerated/Frozen Meat Substitutes, 52 weeks ending 6/15/18; IRI/Freshlook, Total US MULO ending 5/18/18; Categorized by VMMeat System.

BEEF

Funded by The Beef Checkoff.



SOARING EAGLE OF THE OZARKS

Inaugural

FALL BULL SALE

Thursday October 22, 2020 @ 5:00pm CST

55 BULLS • 100 SPRING & FALL BREDS, YOUNG PAIRS AND BRED COWS

SEO 604 Intensity 8506



WW 70
YW 124
MARB 1.02
\$B 169
\$C 289

REG 19793021

SEO K836 Momentum 8535



CED 14
BW -.1
MARB 1.87
\$B 199
\$G 107
\$C 301

REG 19496032

SEO 6867B Generation 8538



CED 16
BW -2.2
MARB 1.14
RE .78
\$M 84
\$G 78

REG 19496016

SEO K836 Momentum 8552



CED 11
WW 74
YW 129
MARB 1.35
\$B 170
\$G 85

REG 19496030

JOPLIN REGIONAL STOCKYARDS • 10131 CIMARRON ROAD, CARTHAGE, MO 64836

HOSTED ON **CCI LIVE** Bid Live Online
"Cave's Down, The Fun"
800.508.6726 CCI live schedule@cci-live.com

• SALEBOOKS AVAILABLE VIA THE JUDGE SOURCE 480.322.1583

DR. JEFF GOWER :: OWNER :: 417.839.1200 • JOEL JUDGE :: RANCH CONSULTANT :: 805.234.7191

POWERED BY THE JUDGE SOURCE



Cow-Calf Producers Have Important Role to Help Prevent Losses to BRD

From Huvepharma

The current coronavirus pandemic has provided the world an opportunity to learn two basic tenets about disease control.

- 1) Controlling a widespread disease with varying symptoms cannot be achieved with one solution – it takes a multi-prong approach.
- 2) When disease management protocols are in place and followed, the disease spread can be greatly reduced to help protect more of the population.

Marissa Munson, a technical services veterinarian with Huvepharma, hopes cattle producers will apply these disease control lessons to their cattle management efforts as well.

Munson notes, “We must think more holistically and recognize that our industry begins with the cow-calf producer. To that, disease prevention begins there and benefits the entire industry.”

She believes that mindset shift is exactly what’s needed to address the billion-dollar-a-year losses caused by Bovine Respiratory Disease (BRD), which is currently the most economically costly disease affecting the U.S. beef cattle industry.

BRD encompasses any infections of the calves’ upper and lower respiratory tract and lungs with symptoms ranging from fever and reduced weight gain, to coughing, pneumonia and even death.

Munson reports that despite the many preventive interventions, diagnostics and treatments available, there have not been significant improvements in BRD incidence in the beef industry over the last decade – with morbidity and mortality rates reaching as high as 50% in some groups of feedlot calves.

Why is this? Munson explains that many of the factors causing BRD are the result of pathogens and environmental conditions calves are exposed to. There’s a cumulative effect on the calf through the marketing chain including physical and social stress and immune challenges from weaning, commingling, and shipping, as well as swings in weather, and changes in nutrition that calves experience as they move from farm/ranch to market auction to feedyard.

Protect calves early
But, if more cow-calf producers would invest in calfhood vaccinations, Munson believes the beef industry has a significant opportunity to move the needle to successfully mitigate BRD.

She explains, “Just as tractors and fencing are investments on your farm or ranch, vaccination programs are also an investment for the overall beef industry because they contribute to a calf’s life-long health and productivity.”


Specifically, when a vaccine is applied prior to stress periods, it can be an effective tool to raise the threshold of disease susceptibility – not only for

Continued on next page

RESPIVax™

Having choices is always better.

Like having four new formulations of BRD vaccine to choose from, for instance. Or choosing to do business with someone who gives you an experience as smooth as their vaccines. Choose both, when you choose Huvepharma and RESPIVax.





New Choices. New Possibilities.

huvepharma.us 877-994-4883

RESP062020001

Continued from previous page

the animal but the herd as a whole. So, when the animal or herd is exposed to the same pathogen again it doesn't overcome their immune system the second time around.

Additionally, to get the most return from a vaccination protocol, Munson suggests evaluating these considerations with your local veterinarian:

-Vaccination timing. A vaccine is most effective before the disease challenge arises. So, determine when vaccinations can be done before weaning and/or shipping stressors occur.

-Find the right product fit for your operation. With several different BRD vaccines on the market, evaluate which product offers the technology that fits your operation with regard to cattle, management, facilities and labor. As examples, there are killed bacterin and toxoid vaccines and also modified live viral vaccines, which may only require a single dose. Keep in mind improved vaccines are continually being introduced to the marketplace. Just as we upgrade our phones to new technology from time to time, we should explore the new vaccine technology available and what it offers.

-Understand and follow label claims. Incorrect label use and mismanagement can overwhelm an effective vaccine. Ask your veterinarian to help interpret and apply label information. 🐮

Marissa Munson is a Technical Service Veterinarian for the U.S. Cattle Business Unit of global pharmaceutical company Huvepharma, which focuses on developing, manufacturing and marketing human and animal health products. Huvepharma recently introduced Rexpivax, a new BRD vaccine for cattle. A privately-owned company headquartered in Sofia, Bulgaria, Huvepharma's U.S. headquarter are located in Peachtree City, GA.



WORTHINGTON ANGUS

Josh, Corry, Wriston, Grayson & Corbin
PO Box 246 • Dadeville, MO 65635
(417) 844-2601
worthingtonangus@gmail.com

GET WITH THE PROGRAM

PROGRAM, PROGRAM, PROGRAM!

We hear it everywhere in the industry today. This is not a new concept for progressive cattlemen who have planned their course and prepared their next calf crop for success. Our PROGRAM has not changed. We have always been in the business of producing industry relevant, **PROVEN GENETICS**; designed with a **DISCIPLINED** breeding philosophy. This **CREATES VALUE** for our customers with calf crops that fit the **PROGRAMS** in demand.

2ND ANNUAL FALL BULL & COMMERCIAL FEMALE SALE


Saturday, November 7, 2020

12 Noon • At the farm • Dadeville, MO


WWW.WORTHINGTONANGUS.COM

Selling

60 Bulls & 100+ Commercial Females
Angus & SimAngus Bulls



Worthington Niagara 973
Calving ease bull in the top 15% for Marb & RE.



Worthington Ashland 95
Top 2% WW & YW with a 120 WR and 106 YR.

Free Delivery • 100% AI & ET
Repeat Customer Discount
Breeding Guarantee
Genomic Testing
Commercial Female Sales
Feedlot & Order Buyer Relationships

CONNECT WITH US:
YouTube Facebook
LiveAuctionsTV
Watch the sale and bid live online.

70 YEARS



Deserves a Celebration!



Celebrating 70 Years OF AGRICULTURAL RADIO

AM 990 KRM AG SOURCE RADIO



One lucky listener will win this 600 Heavy Duty-05 Delta Trailer!

KRMO AG SOURCE RADIO

Watch for details on how to win this trailer in December 2020.

Tune into KRMO AM 990 or visit krmo.com to learn more!



Mark Your Calendar!

Video Sales: October 15 - November 19

View More Information: **WWW.PRIMETIMELIVESTOCK.COM**

EPD's Made Easier


Improving your genetic selection practices

By Eldon Cole for Cattlemen's News

The fall bull buying season is here. Whether you're in need of one or more bulls or you're making a semen purchase, I encourage you to use Expected Progeny Differences (EPDs) as you make genetic choices.

EPDs have been around since the 80's but some beef cow owners still do not use them when making breeding stock selections. Research clearly shows that EPD usage is the most





What's an extra 30 lbs. worth today?

ICON SUPPLEMENTS

For breeding cattle with exceptional expectations and high stress calves

Cattle development and enhancement

Intensive management

Weaning/starting calves


Any high-stress situation


Designed to deliver nutrients in optimal amounts and ratios to benefit cattle performance.

Visit with us today to see if ICON is right for your operation.

ADMAAnimalNutrition.com/Beef

866-666-7626

 ADM Cattle Nutrition



certain way to make improvement in many categories of performance.

Here's a little review of the basics of understanding EPDs and how they will help you make genetic improvements to your herd. It's especially valuable if you have that next generation of your family planning to take over running the beef cow operation.

You not only need information on the bulls you use, but it also helps to keep good records on cows. If a goal of yours is to genetically increase your herd's weaning weight, here's how you might use EPDs:

There is a weaning weight (WW) EPD, expressed in pounds, that allows you to compare pre-weaning growth in a bull's progeny. Let's compare two bulls in a yearling group. Bull A has a WW of 70 pounds and bull B has an EPD for WW of 55 pounds. If you do the math ($70 - 55 = 15$), over a period of time if the two bulls are randomly mated to a group of females that are genetically similar and managed alike, bull A will sire the heavier calves by 15 pounds. Don't expect every calf to be exactly 15 pounds heavier, but on average, they'll be close to that figure over the long haul.

If you retain ownership on the calves through the finishing and carcass phase, you may want to compare Yearling Weight (YW) EPDs. In this example, bull A has a YW of 145 pounds while bull B's YW is 105 pounds. Again, simple math shows bull A's progeny to be 40 pounds heavier ($145 - 105 = 40$) at one year of age. That's assuming the progeny of each bull is fed and managed similarly.

Weight traits are fairly easy to understand but there are other useful EPDs you might like to consider such as docility, hoof scores, hair shedding, height, calving ease, marbling score and more.

Another option for comparison that may appeal to some is to compare bulls

Continued on next page

Continued from previous page

based on how they rank within their breed for different traits. This is Percentile Ranking (PR), and it is not quite as specific as the first two examples. PR indicates where a bull ranks within his breed for a trait. A 50% PR indicates an animal is average for a trait within his breed. For most traits, the high rank is represented by a smaller number than 50 such as 1 to 49. This means superior growth, milk production and better carcass values.

Superior bulls for a trait will have a percentile rank of 10 or even smaller. As that ranking moves up closer to 50 and above, they'll be less likely to improve your herd in that category.

If you keep track of bulls you purchase over the years for their percentile rank and you save their daughters' data that should give you an idea where your herd ranks in that breed. If you don't consciously use the EPDs, you'll probably just buy average bulls and you'll sell average calves.

Other numbers to keep an eye on are Accuracy (Acc). Accuracy indicates how much data has gone into developing the EPD. Young, non-parent animals will have a low accuracy, likely in the 0.25 range. The accuracy increases up to 0.99 as more data is submitted for the given trait. The data may come from hair, blood or ear tissue as a genomic test or from progeny or relatives' actual performance data. The higher the accuracy, the more predictable the performance results will be. That's why if you don't want to take a risk, use AI bulls that have accuracies in the 75% range or higher.

EPDs are powerful and predictable. They can be abused if single-trait selection is used over and over again. We now encourage selections based on indexes. More breed associations include indexes in their performance evaluations. For example, Angus uses a \$Maternal Weaned Calf Value (\$M). The index is expressed in dollars per head and predicts profitability differences from conception to weaning if the herd owner retains replacement heifers and sells the rest of the cull females and all male progeny as feeder calves.

Each breed association or groups of different breeds now publish performance data for EPDs and how to use them. I encourage you to obtain one of those publications for the breed or breeds you're interested in. Study it carefully, and I'm sure you'll gain ideas that will improve your genetic selection practices. 🐄

Eldon Cole, field specialist in livestock, University of Missouri Extension, headquartered in Lawrence County



NAVIGATING the FUTURE

MISSOURI CATTLE INDUSTRY CONVENTION
& TRADE SHOW

January 8-10, 2021

JOIN US!

Columbia, Missouri

For more information, visit www.mocattle.com or follow us on Facebook.

SAVE THE DATE



MEAD FARMS FALL PRODUCTION SALE

78TH ANNUAL
Saturday • Noon
OCTOBER 24, 2020
At the Mead Sale Headquarters, Versailles, MO

OVER 500 HEAD SELL!

Bulls, bred heifers, fall pairs,
spring pairs & bred cows.



MEAD WIDELOAD T1605

8-23-2019 • Reg. 4270403
PELTON Wideload 78B x Sitz Thunder 0199



MEAD BOOTLEGGERS T1101

8-31-2019 • Reg. M938931
WC Bootlegger 4017 P x LT Ledger 0332 P



MEAD MANDATE T1267

8-20-2019 • Reg. P44156785
/S Mandate 66589 ET x +MEAD World Class K477



MEAD CONFIDENCE PLUS T851 9-26-2019

*Connealy Confidence Plus x #*GAR Predestined
CED +8, BW +1.6, WW +66, YW +115, Milk +34,
\$M +99, \$W +84, \$B +159, \$C +305

**Every Angus Bull DNA PARENT VERIFIED with
GENOMIC ENHANCED EPDS!**

Mead Farms is committed to producing sound, functional
cattle that will perform in every environment.
"Performance-Oriented" and "By the Numbers" approach
consistently producing high quality genetics in volume!



MEAD EMMA P150 [OSF] 1-15-2015

#*Connealy Black Granite x #*Connealy Final Product
CED +9, BW +1.4, WW +67, YW +112, Milk +25,
\$M +57, \$W +72, \$B +116, \$C +207
Due 12/30/2020 to Sitz Stellar.

- Genomic Enhanced EPDs
- Complete Performance Data Available
- First Breeding Season Guarantee on Bulls
- Multiple Generations of Proven AI Sires

Call or email to
request a sale
book and join our mailing list!



MEAD
FARMS

Since 1942

Missouri's #1 Pathfinder Herd

21658 Quarry Lane
Barnett, MO 65011
Office (573) 302-7011
Fax (573) 348-8325
email: meadangus@yahoo.com
www.meadfarms.com
Alan Mead, Owner (573) 216-0210
Jennifer Russell (573) 721-5512

Merck Animal Health Launches Nasalgen® 3-PMH

First and only intranasal vaccine to protect against five most common pathogens

For Immediate Release from Merck Animal Health

MADISON, N.J., Sept. 8, 2020 – Merck Animal Health (known as MSD Animal Health outside the United States and Canada) has introduced Nasalgen® 3-PMH, the only intranasal vaccine that protects beef and dairy cattle from the five most common pneumonia-causing viral and bacterial pathogens. The vaccine provides early, broad-spectrum respiratory protection in a needle free, animal- and BQA-friendly administration.

“Nasalgen 3-PMH is a modified-live, intranasal vaccine that stimulates a strong early immune response to help give calves a strong foundation of respiratory disease protection,” says Scott Nordstrom, D.V.M., director of livestock innovation and discovery, Merck Animal Health. “Results of efficacy, duration of immunity and safety studies demonstrate the vaccine is safe and effective for calves at 1 week of age or older.”

Nasalgen 3-PMH offers six-and-a-half-month duration of immunity (DOI) against infectious bovine rhinotracheitis (IBR), an 11-week DOI against bovine respiratory syncytial virus (BRSV), three-month DOI against parainfluenza 3 (PI3), as well as a four-month DOI against Mannheimia haemolytica and Pasteurella multocida.


When young calves are vaccinated, maternal antibodies from colostrum can interfere with the vaccine’s effectiveness.¹ Nasalgen intranasal vaccines are unique because they are delivered to mucosal surfaces in the nose – an area loaded with immunologically active tissues – to avoid interference from maternal antibodies. Also, intranasal vaccines are also less stressful on calves compared to similar injectable vaccinations.

The introduction of Nasalgen 3-PMH follows the launch earlier this year of Nasalgen® 3. Both vaccines designed with an IBR and PI3 that are not temperature-sensitive, so the vaccines will replicate and protect in a moderate to high temperature environment.²

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

Both Nasalgen 3-PMH and Nasalgen 3 are administered in a single 2-mL dose that is easy to administer. Both contain a unique BluShadow® diluent that clearly indicates which animals have been vaccinated. With needle-free intranasal

Continued on next page







Your name
means everything

We get it. Your brand is your legacy – what you fight for and work for. We’re proud to stand by you with a spirit of innovation, a passion as deep as yours and a guiding integrity that drives us to do what’s right for your operation and for you.

That’s why Merck Animal Health Works.

Learn more at MAHCattle.com.



Continued from previous page

administration, the vaccine meets best management practices outlined in the industry's Beef Quality Assurance program.

Both vaccines are proven safe for use in pregnant cows and in calves nursing pregnant cows, as well as young calves. Nasalgen 3 is available in 2-mL, 20-mL and 100-mL packages; Nasalgen 3-PMH will be available for purchase in early 2021. Consult your veterinarian for specific usage guidance.

To learn more about the newest option in intranasal respiratory vaccines, visit www.merck-animal-health-usa.com/species/cattle.

About Merck Animal Health

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



ork to leave behind.
on that runs as
's right. For your



RALGRO
(zeranol)

MAHCattle.com • 800-521-5767
© 2020 Intervet Inc., doing business as Merck Animal Health,
a subsidiary of Merck & Co., Inc. All rights reserved.
US/ALL/0219/0041

Mark Your Calendar!

Show-Me-Select Heifer Sale

November 20, 2020 at 7 PM

Joplin Regional Stockyards

I-44 East of Carthage, MO at Exit 22

225 Crossbred & Purebred Heifers

Considerations for a Smooth Ag Loan

An informative overview of the application process

By Jordan C. Holder, Assistant Vice President, Old Missouri Bank

The intent of this article is to provide a quick and informative overview of considerations a loan applicant should keep in mind when applying for a new agriculture loan. I'll touch base on what documentation might be required, some questions to consider before applying, and provide a little insight into loan evaluation methods from the bank's perspective. The goal is to streamline the customer's loan application process. For the basis of this article, we'll assume the customer is applying for a loan to purchase bred cows.

The initial documentation required is the easy part. Three years of your most recent tax returns with W2s (2017, 2018, 2019), and a current balance sheet or financial statement. Here at Old Missouri Bank (OMB), we have a financial state-

ment that is agriculture specific and can be picked up or emailed to you from any one of our branches. We would like the financial statement to be as accurate as possible as it sets the groundwork for your financial picture as your loan is evaluated by the bank. Financial statements are not as a daunting as sometimes made out to be and can be summed up as what you own (assets) versus what you owe (liabilities). If you fill out your first one with as much detail as possible, you'll thank yourself every time you update it down the road (most banks require at least an annually updated financial statement).

Along with the financial statement and tax returns, a written business plan is always welcome. It can be anything from an excel spreadsheet to a piece of scratch paper with scribbles,

not many things make me happier than a customer coming in with a written plan. Most of the time, this is simply a projected cash flow for the year going forward, or maybe the year after that. You'll want to consider your current revenue streams as well as future income, increased expenses, and account for your new loan payments. One other thing that banks always like to see is an accurate figure for family living expenses. Children often provide the largest variation in living expenses between families.

Additional considerations should be geared toward the structure of the loan. Would you prefer annual payments, semiannual, quarterly, or monthly? This question is easily answered when considering the timing of your revenue streams. If you're buying bred cows in September and plan to make the loan payments with income from calf sales the following September or October, you'll want to work with your bank to structure your payments to fit that timeline. For a first-time borrower who has very little equity in their agricultural assets, they should expect to provide at least 20% down money. For an established customer, that 20% could be utilized from equity built into their current herd or farm equipment.

The bank will consider your current financial position based off your tax returns but equal consideration is given to



WE KNOW AG BANKING

.....

FOUNDED IN SOUTHWEST MISSOURI, OUR ROOTS ARE TRULY TIED TO THIS LAND. AS A PREMIER AG BANK, WE ARE UNIQUELY SUITED TO SUPPORT OUR THRIVING AG COMMUNITY AND CONTRIBUTE TO YOUR SUCCESS.



SPRINGFIELD, ASH GROVE, WALNUT GROVE, BUFFALO, MT. VERNON AND CARTHAGE

417.869.9000 | OLDMISSOURIBANK.COM

MEMBER FDIC

Continued on next page

MARK YOUR CALENDAR!

Cow and Bull Sale | Thursday, Oct 21st @ 4:30 PM

ADD PROFIT. *Invest in the Future!*

Cattlemen's News is direct-mailed every month to 12,000+ cattlemen and women in the heart of cow-calf country. Dedicated to helping cattle producers add value to their operations, our mission is to put today's producers in touch with the information and products

Continued from previous page

your projected cash flow. Most banks would like to see a debt service coverage ratio (DSCR) of 1.2:1 or greater. In simple terms, most banks would like to see \$1.20 of income after farm and living expenses are subtracted, for every \$1 of debt that needs paid (serviced) annually. If a customer provides a projected cash flow showing a 0.85:1 DSCR, meaning their projection does not show an ability to make all their annual payments in full, this could require the loan terms to be adjusted or additional down payment funds might be necessary to lower the overall loan amount.

The last thing I would like to touch on is the details. Nothing can be too detailed when putting together a plan for a new loan. Think through possible buying and selling scenarios, consider death loss, droughts, floods, increases in feed costs, and every other thing that might come up throughout the life of the loan and beyond. If you've worked through some of these scenarios in your mind or on paper, dealing with them when the time comes will be a little easier. Lastly, and most importantly, communicate. Speak with your current or potential loan officer and express your questions or concerns and ask for help if needed. I can't think of one loan officer who wouldn't be ecstatic to be asked by a customer to help figure out a breakeven price or to really hammer out a cash flow. Communication should continue after the loan closes. If you anticipate trouble making a payment in full, your loan officer will always appreciate ample lead time to address the issue and make a plan with you. Agricultural banks do well when our customers do well. The future success of farmers and ranchers ensures our success as well.

If you have any questions or would like additional information, please contact me at j.holder@oldmobank.com or at 417-869-0168. 🐄

MILL CREEK RANCH

Fall in the Flint Hills

NOVEMBER 11TH, 2020
FAIRGROUNDS IN ALMA, KS
Selling Hereford & Angus Bulls,
Spring Bred Females, Flushes & Embryos

LiveAuctionsTV



MCR MOMENTUM 9108
Sired by G A R MOMENTUM
SAFE AI TO E&B PLUS ONE



MCR VALIDATED DOMINET 9130 ET
SAFE AI TO BG LCC 11B PERFECTO 84F



SELLING A FLUSH ON
MCR VALIDATED DOMINET 9112 ET
CE 3.1 BW 1.7 WW 70 YW 110 REA 1.06 MARB 0.85
#3 FEMALE IN BREED FOR
COMBO OF RIBEYE AREA & MARBLING



Sired by EFBEEF BR VALIDATED B413



Sired by MCR FLINT HILLS 5100 ET



Sired by G A R MOMENTUM

Chad, Karsten & Kasen Breiner (785) 564-2091
David & Diane Breiner (785) 456-4790
Ryan & Sharon Breiner (785) 207-3070
MillCreekRanch.com
millcreekcreek@embarqmail.com

SALE MANAGED BY
Justin B. Stout
(913) 645-5136
jbs5356@hotmail.com

"The Brand That Works"

Celebrating Women in Agriculture

By B. Lynn Gordon for Cattlemen's News

In this month's issue, we salute 'Women in Agriculture.' There is a lot to celebrate about in agriculture and one of those is the growing diversity across the industry with the increasing number of women in agriculture. Today, more women are prevalent across the entire food supply chain from gate to plate, and this number is poised for continued growth. More than 50% of all U.S. agriculture college students are women, meaning more women are graduating with a degree in agriculture now than their male counterparts. Women are successfully finding occupation and career paths in farming, sales, veterinary science, research, engineering, food science and finance. No doubt the landscape is changing and will be reflected in production agriculture and agri-businesses going forward.

Decision-makers

I'm sure many readers know women who are actively involved in their farming operation or the sole-proprietor, and here's why: 36% of the country's 3.4 million producers are female with 9% of the farms entirely ran by women.

The latest Census of Agriculture conducted in 2017 helped to gain a greater perspective on the influence of women in agriculture. In first-ever collected data to better capture the contributions of all persons involved in farm operations and agricultural production, the Census identified a producer as someone involved in making decisions for the farm. With this new definition, it not only increased the number of people identified as producers but also provided more insight into the role of females in farming operations. The percentage of female producers increased by 27% from 2012 to 2017, demonstrating nearly two out of every five American farmers and ranchers are women.

Female producers reported being actively involved in day-to-day decision making, record keeping and financial management on farms. They were also actively engaged in livestock, land use and crop decisions around the farm or ranch, just not to the level of their male counterparts. However, in estate and succession planning, the involvement of males and females in operations was nearly equal.

As the demographics within agriculture continue to change, organizations like the American Farm Bureau are striving to learn as much as they can about the role of women in agriculture and how the association can develop effective programs, education and leadership opportunities for women. In a 2019 online survey of more than 3,000 women involved in agriculture, 75% of the women were leaders at the local level, with 45% serving on a board or as an officer. Although the percentage of women serving and leading at the state and national levels is lower, 50% leading and 28% serving at the state level and 26% and 6% respectfully at the nation level. These women overwhelming indicated their interest in serving their agricultural organizations and believe they can be an impactful voice for agriculture.

This highly mobilized group of individuals places great value on their roles as advocates, as 95% of them frequently advocate for agriculture. They have identified skills most important to serve as a leader including: communicating actively, inspiring and motivating others, managing conflict, and constructing and executing strategic plans. Organizations who are seeking volunteer leaders and advocates should not only consider tapping into their female members to help spread the word about agriculture but also work to provide added communication and other skill development along with a platform, such as leadership positions, to share their passion and advocacy for agriculture.



Insight from women leaders
Women leaders speaking last fall at the Women in Food and Agriculture conference provided both insight and encouragement for fellow women. Here are a few tips they shared:

Empower others

As one of the participants described, "empowered women, empower women." She explained that not only is her presence on the board enhancing the industry, but it's also paving the way for other women. She realized that her willingness to get involved and serve her industry as a leader on a commodity board was the encouragement and reinforcement other women needed to see to reinforce their thoughts of getting involved.

Embrace your perspective

Women's ability to view situations differently than their male counterparts can be an asset for organizations. This different perspective is often grounded in a collaborative approach, which is a skillset and type of problem-solving that is proving to be productive as agriculture tackles the vast array of issues and more complex and diverse problems. Women should be confident in stepping forward, and leverage the strengths they can provide to a business or organization.

Find a Mentor

As the percentage of women in agriculture grows, the opportunity to have and be a role model also grows. Several of these successful women leaders in agribusiness are now striving to fill that gap. As one speaker said, "I see that as a very important part of my career – to show other females that it can be done." She understands that as she paves the way, the path will become more comfortable, productive and effective. Recognizing that gender diversity is only one type of diversity organizations and businesses should tap into, one presenter said, "Research does show that if you create a workplace that allows women to contribute to their full potential, it dramatically changes the overall culture for all."

While more work is needed to involve women in leadership roles at all levels of the agricultural spectrum, the future is promising that women's representation will be more reflective of today's modern agricultural demographics.



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.

048539 R10
PRODUCT INFORMATION
NADA 141-334, Approved by FDA.

ZUPREVO® 18%
(tildipirosin)
Injectable Solution for Cattle

ANTIMICROBIAL DRUG
180 mg of tildipirosin/mL For subcutaneous injection in beef and non-lactating dairy cattle only.

Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

BRIEF SUMMARY: for full prescribing information use package insert.

INDICATIONS: Zuprevo® 18% is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni* in beef and non-lactating dairy cattle, and for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, and *H. somni*.

WARNINGS: FOR USE IN ANIMALS ONLY. NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. TO AVOID ACCIDENTAL INJECTION, DO NOT USE IN AUTOMATICALLY POWERED SYRINGES WHICH HAVE NO ADDITIONAL PROTECTION SYSTEM. IN CASE OF HUMAN INJECTION, SEEK MEDICAL ADVICE IMMEDIATELY AND SHOW THE PACKAGE INSERT OR LABEL TO THE PHYSICIAN.

Avoid direct contact with skin and eyes. If accidental eye exposure occurs, rinse eyes with clean water. If accidental skin exposure occurs, wash the skin immediately with soap and water. Tildipirosin may cause sensitization by skin contact.

For technical assistance or to report a suspected adverse reaction, call: 1-800-219-9286.

For customer service or to request a Material Safety Data Sheet (MSDS), call: 1-800-211-3573. For additional Zuprevo 18% information go to www.zuprevo.com.

For a complete listing of adverse reactions for Zuprevo 18% reported to CVM see: <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

DO NOT USE ZUPREVO 18% IN SWINE. Fatal adverse events have been reported following the use of tildipirosin in swine. NOT FOR USE IN CHICKENS OR TURKEYS.

RESIDUE WARNING: Cattle intended for human consumption must not be slaughtered within 21 days of the last treatment. Do not use in female dairy cattle 20 months of age or older. Use of this drug product in these cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

PRECAUTIONS: The effects of Zuprevo 18% on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond the slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter.

Made in Germany
Distributed by: Intervet Inc d/b/a Merck Animal Health, Summit, NJ 07901 Copyright © 2011, Intervet Inc., a subsidiary of Merck & Co. All rights reserved.

Rapid Response Pays Off in Customer Service and Managing BRD

From Merck Animal Health

Over nearly two decades, Jim Hacker has seen a lot of changes as a field representative for Joplin Regional Stockyards. In his role, he regularly meets with producers and facilitates the process for selling their calves, including advising on the opportune time to sell and what they can do to help ensure their cattle bring more on sale day.



Jim Hacker

“Today’s producer has more and more requirements,” he says. “The more the buyer knows in terms of the genetics of the calves, how long they’ve been weaned and what vaccinations they’ve been given, the more they will bring on sale day.”

His timely insights help producers make marketing decisions. “If you have the ability to wean calves, you may want to consider doing that. This week, unweaned cattle were \$8-\$13 back. The discount for bawlers seems to be increasing a bit. Another thing that is worth noting is that buyers showed greater interest in load lots this week. Loads were bringing \$12 more than the smaller lots.”

Other times, it’s his willingness to go above and beyond for his customers that makes a long-lasting impact. Steve Tegarden, senior territory manager for Merck Animal Health, has witnessed this several times.

“A customer bought 50 bred heifers and didn’t have a way to unload a pot at home, so Jim scheduled a semi to load the heifers and took his own portable loading chute to the customer’s place,” explains Tegarden. “Otherwise, it would have been multiple trips – 90 miles each way – with a gooseneck trailer. This saved the customer a lot of valuable time.”


Advising customers to use parasite diagnostics is another way Jim helps customers add value.

“Jim helps customers use Fecal Egg Count Reduction Tests (FECRT) to monitor the effectiveness of their dewormers,” says Tegarden. “FECRTs help ensure their deworming program is working. This is necessary for maintaining feed intake, average daily gain and promoting a positive immune response for vaccines against disease.”

“People buying cattle are looking for the healthiest calves they can get,” says

Hacker. “My customers had 200 head sell today – all were weaned, dewormed and vaccinated.”

Being ready to respond quickly to customers’ challenges pays off. The same can be said for when BRD strikes. Speed matters.

Learn more about managing and treating BRD by talking to your Merck Animal Health representative or visiting zuprevo.com. 

READY. SET. ZUPREVO® (tildipirosin)

When you spot bovine respiratory disease (BRD), reach for the fast that lasts.

ZUPREVO is the only BRD treatment in its class that is rapidly absorbed in as little as 45 minutes and lasts up to 28 days.¹ Helping you win the race against BRD is just another way Merck Animal Health Works for you.

Talk to your veterinarian and get ahead of BRD at Zuprevo.com.



¹Menge M, et al., Pharmacokinetics of tildipirosin in bovine plasma, lung tissue, and bronchial fluid (from live, non-anesthetized cattle). *J Vet Pharmacol Ther.* 2012;35(6):550-559. The correlation between pharmacokinetic data and clinical relevance is unknown.

IMPORTANT SAFETY INFORMATION: FOR USE IN ANIMALS ONLY. NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. TO AVOID ACCIDENTAL INJECTION, DO NOT USE IN AUTOMATICALLY POWERED SYRINGES WHICH HAVE NO ADDITIONAL PROTECTION SYSTEM. IN CASE OF HUMAN INJECTION, SEEK MEDICAL ADVICE IMMEDIATELY AND SHOW THE PACKAGE INSERT OR LABEL TO THE PHYSICIAN. RESIDUE WARNING: Cattle intended for human consumption must not be slaughtered within 21 days of the last treatment. Do not use in female dairy cattle 20 months of age or older. Use of this drug product in these cattle may cause milk residue. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. The effects of Zuprevo® 18% on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter. **DO NOT USE ZUPREVO® 18% IN SWINE. FATAL ADVERSE EVENTS HAVE BEEN REPORTED FOLLOWING THE USE OF TILDIPIROSIN IN SWINE. NOT FOR USE IN CHICKENS OR TURKEYS.**

MAHCattle.com • 800-521-5767
©2020 Intervet Inc., doing business as Merck Animal Health, a subsidiary of Merck & Co., Inc.
All rights reserved. US-ZUP-191100001





Ever Wish Your Lender Lived It, Too?



MID-MISSOURI BANK
MidMoBank.com

Competitive Rates | Local Decision Making | Prompt Response

Mt. Vernon 300 E. Mt. Vernon Blvd. 417-466-2163 - David Burnett - Brian Daugherty - Ashley Wells - Nick Curl	El Dorado Springs 118 Hwy. 54 W. 417-876-2121 - Lance Hedrick - Jordan Payne	Stockton 5 Public Square 417-276-2265 - Rick Coale - Amy Hedrick - Kyla Fisher	Willard 306 Proctor Rd. 417-742-1300 - Kendall Cook - Charles Lacy
Republic 806 E. Hines St. 417-732-4800 - Casey Pyle - Melanie Wasson	Springfield 3546 E. Sunshine 417-851-4700 - Chris Harville 5419 S. Campbell 417-877-9191 - Kim Calhoon	Lebanon 278 N. Jefferson 417-588-1000 - Monty Hays - Austin Moore - Rob Black	Bolivar 2275 S. Springfield 417-326-5201 - Janieca Hancock - Scott Burton - Gabe Magnuson - Jared Taylor - Kelly Barnhouse

Joplin/ Webb City
 100 N. Main St.
 Webb City
417-673-5514
 - Nathan Rather



Proud Supporter of
MO BEEF MO KIDS MO FIT



©2020 Mid-Missouri Bank. Member FDIC. Equal Opportunity Lender.

TRENDING NOW

Tips for Obtaining Financing for Your Operation

By Brian Daugherty, Sr. Vice President, Mid-Missouri Bank

Whether you're applying for your first loan or have had numerous loans, being able to obtain financing in a timely manner is critical to your operation. While this seems simple enough, having current documentation for your lender will speed up the process. As a lender, more often than not, most individuals just show up and say, "we need money" without giving much thought to what they may need to provide.

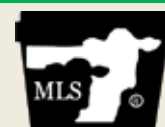
The first thing your lender will need is a current financial statement. This is no more than a summary of what you own and what you owe. Before you apply for a loan write down all the things you own, for example: cash accounts, real estate, cattle, and equipment. The more detailed the information the better. After this, list anyone you owe, who the lender is, the balance you owe, and the required payment. Remember to list any consumer debt you might have, e.i., credit cards.

The lender will also need to verify your income. As you would expect, the best source to verify this is your tax return. Funny how so many people forget this though. Having this documentation with you saves time. If the purpose of the loan will generate future income, projections of the anticipated income is helpful.

And of course, the way you have paid previous debt also makes a difference. If you know you have unpaid collections or charge-offs, having a documented repayment plan showing how these items will be paid adds character to a difficult situation. Also, not all ag loans are reported to the credit bureau, so documentation of your payment history with this lender is also helpful.

Cash flow, the collateral offered, and experience also come into play but just remember, having these simple things will save you and your lender time and will get the needed money into your hands faster. 🤠

Midcontinent Livestock Supplements



Gary West
731-335-3023

Jeff Anslinger
816-244-7340

Logan Kennedy
417-592-1764

mlstubs.com info@mlstubs.com

A GREAT PRODUCT ---A DEFINATE PURPOSE MLS #5 STRESS TUB

Trace mineral, protein, and energy tub for young cattle during times of stress.

Zinpro Availa®4 organic trace mineral package.

Arm & Hammer Celmanax®SCP for e-coli and salmonella protection.





COW AND BULL SALE

OCTOBER 21

4:30 PM following
regular cow sale

Expecting 500 cows!
(this is an early listing)

40 head of Angus cows, 5-years-old from Top Notch Farms, they were purchased as heifers from Gardiner Angus, bred to Gardiner Angus bulls, start calving Feb for 60 days. FMI call Bailey Moore 417-540-4343

28 Red Angus pairs, 4 to 5 years old with babies to 350 pound calves by side, running back with a 3-year-old Gelbvieh Bull (he sells). FMI call Colby Matthews 417-545-1537.

52 Red Angus cows, 3-years-old to short & solid, 20 calves by side, more by sale day, running back with a Charolais or Red Angus bulls. One 5-year-old Red Angus bull sells. FMI call JR Smith 870-373-1150.

15 black Angus heifers, bred to Quapaw Cattle Company Angus bulls, start calving in February. FMI Call Chester Palmer 918-540-4929.

I-44 and Exit 22 | Carthage, Missouri

JRS Office 417.548.2333

Skyler Moore 417.737.2615

Bailey Moore 417.540.4343

Jackie Moore 417.825.0948

For a complete listing:

JOPLINSTOCKYARDS.COM



GET NOTICED ON THE WEB!

**Joplin Regional
Stockyards has
10,000+ Facebook page
followers!**

Learn more about our Facebook marketing by contacting
Mark Harmon | markh@joplinstockyards.com | 417-548-2333

WHEN TIMES GET TOUGH OUR
GENETICS GET TOUGHER.

GENEPLUS GENETICS ARE:
TOUGHER THAN THE COMPETITION
TOUGHER THAN THE WEATHER
TOUGHER THAN THE TERRAIN

UPGRADE YOUR BLACK BULL.
JOIN US - NOVEMBER 6-7
AT CHIMNEY ROCK CATTLE COMPANY - CONCORD, AR
150 Brangus & Ultrablack Bulls,
110 Registered Females & 300 Commercial Females

GENEPLUS

GENETICS THAT WILL OUTLAST AND OUTPERFORM AT EVERY TURN.

GENEPLUSBRANGUS.COM

Vernon Suhn • (620) 583-3706

vern@geneplusbrangus.com

(877) 436-3877

Cody Gariss • (417) 425-0368

cody@geneplusbrangus.com

Chief Farm Girl

Growing up in agriculture

By Chris Chinn, Director of the Missouri Department of Agriculture

Chief Farm Girl is a nickname given to me by U.S. Secretary of Agriculture Sonny Perdue. In his typical unrehearsed fashion, Secretary Perdue first greeted me that way when we met to discuss the importance of smart deregulation within agriculture. That impromptu title showcases some of the best parts of my life.

It is made up of three parts: Chief, referring to my role in public service as your Missouri Director of Agriculture; farm, which shows my roots as a fifth generation farmer; and girl, which I'm hoping to the readers of this editorial is an obvious reference to my gender.

If you ask most farm women, they will tell you that being a woman in agriculture isn't what makes them unique. On our family farm, it has never mattered what the task is: if you're in the family and have the capability to get the work done safely, you pitch in. Agriculture truly doesn't have the luxury of reserving chores for each gender.

We are farmers. We are agronomists. We are livestock specialists. We are accountants. We are communicators. We are lobbyists. You get the idea – we are so much more than just “women in agriculture.”

There have been many women who have been trailblazers in the agriculture industry who have fought over the years to ensure that women have a seat at the table, just like we have always had



at the farm. Many of those women have personally mentored me and have shaped the leader I've become today.

I met Mary Kay Thatcher when I became involved in Missouri Farm Bureau many years ago. She has championed agriculture through many challenging times, facing relentless opposition in Washington, D.C. as a lobbyist for our family farms.

In agricultural communications, I think of Sara Wyant, president and founder of Agri-Pulse, and Cyndi Young of Brownfield Ag News. Agri-Pulse is a nationally renowned publisher of agriculture news coming out of our nation's Capitol. Broadcasting from our state's Capitol city is Cyndi Young, who farms herself and runs the largest agriculture radio network in the country at Brownfield Ag News. Both have proven themselves as immensely talented journalists and continue to teach those around them how to pull true facts out of a story.

One of the fiercest voices for agriculture is Kay Johnson Smith, who serves as president and CEO of the Animal Agriculture Alliance. As a livestock farmer, I am thankful to have Kay's influence protecting my family farm.

As you see, there are many women who have made a real, meaningful difference to agriculture. These women didn't set out to be the “first” at doing anything. They simply found their passion within agriculture and perfected their talents. They were chosen for their leading roles only after they had earned it.

I never imagined serving as your director of agriculture. It is a great honor to serve my fellow farmers each day, along with the greatest Governor in the United States – Mike Parson. I am so thankful to be able to call him my boss. As many of you know well, Governor Parson and First Lady Teresa Parson raise cattle at their farm in Bolivar, which is the original farmstead that Teresa grew up on. Governor Parson understands the value that diverse opinions bring to the table, whether that be from a man or woman. In fact, he works with eleven women who either serve as directors or commissioners of Missouri's sixteen executive agencies.

When I married Kevin, his mom Kathy was excited to pass the record keeping responsibilities on to me. Kathy spent her days caring for their pigs on the farm, and she did the record keeping on nights and weekends. I remember Kathy telling me, “not every job on the farm is fun, like keeping records, but every job is important.”

Kathy was ready to trust me with this responsibility so she could focus on what she loved – caring for her pigs. She also knew it was time for the next generation to understand the production and financial decisions necessary to run the farm. I admit being scared, but Kathy was by my side to support and encourage me. She made sure I knew the importance of this responsibility and that understanding is something I still lean on as director of agriculture.

In a few short years, Kathy was destined to become a member of the Missouri House of Representatives. She fought to protect the rural way of life and our future in agriculture. By simply leading the way, she showed me the potential I had to become an advocate for agriculture on a greater level. Her trust in me is exactly what I hope for in future generations.

My leadership advice will always be the same, regardless of gender: be sure that when you've reached a new leadership role, look behind you and pull someone up with you. Let's teach each other how to thrive. Let's shine a spotlight on our neighbor's untapped potential. Let's push ourselves to achieve more than we ever thought possible in agriculture.

In the end, I promise you that passing on mentorship will do more for you as a leader than you ever imagined. 🤠

Designed for Feeding Performance

ROTO-MIX

AMERICAN MADE Feed Mixers

865 Vertical Mixer
Twin augers with 860 cu. ft. mixing capacity.

525 Vertical Mixer
Twin augers with 520 cu. ft. mixing capacity.

Available in Truck, Trailer or Stationary

Roto-Mix designs and manufactures over 50 different models of feed mixers here in the U.S.A.

We offer vertical and horizontal mixers from 270 to 1300 cubic foot capacities for any size of Dairy or Beef operation.

Rotomix.com
620.225.1142

Heritage
TRACTOR

Heritage Tractor – Joplin
404 S Prosperity Ave • Joplin, MO 64801
(417) 781-5556

Heritage Tractor – Lockwood
208 State Rd A • Lockwood, MO 65682
(417) 232-4578

Feeder Profit Calculator Adds Value, Reduces Risk

IGS' no-cost service identifies valuable cattle at sale time

For Immediate Release from International Genetic Solutions (IGS)

Bozeman, MT - It's good to know where your cattle stand. For producers looking to offset expenses and capitalize on genetic value, as well as buyers hoping to minimize risk, the International Genetic Solutions (IGS) Feeder Profit Calculator™ is a natural fit.

"The Feeder Profit Calculator that IGS provides is an opportunity of what they're bringing in genetics, the handling of the cattle and also the vaccination of the cattle," says Doug Stanton of IMI Global, which partners with IGS. "Boiling it down to a value that a buyer, feedyards or backgrounders, can utilize to distinguish between two groups of cattle."

It's a simple process, one that takes into account a herd's bull battery and basic information from the maternal side to predict terminal merit. From there, IGS representatives, like Bailey Abell, assist producers by providing a certificate they can share with interested customers.

"When producers get the certificates back, it allows them to take the certificates to their marketers or potential buyers and gives them a good overview in a clean, concise format of what their genetics are, what some of their protocols are on their farm from a management-health perspective, and any programs they're already participating in," says Abell. "It gives that buyer and that marketer a good value base compared to an average to see where those cattle are standing."

Cattlemen use the service in a variety of ways, some to compare their own calf crops year to year and others for a benchmark comparison against the industry average. "A lot of people, especially here lately, have really been using the Feeder Profit Calculator to go through online sales that are popular, especially in today's day and age where every added value helps a lot," Abell says. "They're using this certificate as a way to market to more buyers."

It simplifies things such as breeding decisions based on expected progeny differences (EPDs) that a buyer may otherwise overlook and, as a result, undervalue. It was an easy choice for IMI Global to align with the service.

"We felt like that's a component that we needed to add to bundle with our additional services when a buyer buys a group of cattle, of how they're going to perform in addition to the marketing claims that we're verifying," Stanton says.

For a producer, the time obligation is minor: a short amount of input for a strong return. "There's an opportunity for you to look at whether you're marketing those animals on an online platform or at your local sale barn or you just want to know information for yourself, there's a way that we can help you," Abell notes.

International Genetic Solutions (IGS) is an unprecedented collaboration between progressive organizations across the US, Canada, and Australia that are committed to enhancing beef industry profitability. The collaboration encompasses education, technological advancement, and genetic evaluation. Through collaboration, IGS has become the largest beef cattle evaluation in the world.

Ranchers wanting to learn more about IGS can visit www.internationalgeneticsolutions.com



New Day BEEF GENETICS

Fall BULL SALE

OCTOBER 24, 2020

Cunningham Livestock. Salem, MO.



New Day G60 ASA 3612325 SimAngus™
Hook's Calculator son CE 13 | YW 133 | \$API 130 | \$TI 80



New Day G102 ASA 3608126 SimAngus™
Aviator son CE 13 | YW 115 | \$API 133 | \$TI 76



New Day 14G ASA 3613989 SimAngus™
WS Outcross son CE 11 | YW 139 | \$API 121 | \$TI 77



New Day 9597F ASA 3592088 SimAngus™
Hook's Eagle son CE 15 | YW 135 | \$API 170 | \$TI 92

100+ Age-Advantaged, Fescue Adapted SimAngus™ & Simmental Bulls
40 Spring Calving Bred Heifers

DVAuction
Broadcasting Real-Time Auctions

Request a sale book or for more information, contact any of the numbers below:

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
www.alliedgeneticresources.com

ALLIED
GENETIC RESOURCES

www.newdaygenetics.com

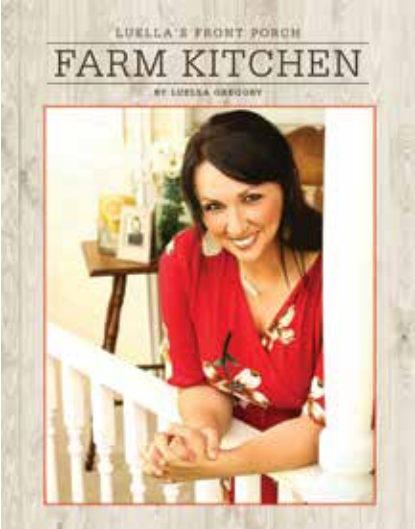
TRENDING NOW

Harvest Blessings
Growing up in agriculture

By Luella Gregory for Cattlemen's News



Luella's Farm Kitchen Cookbook highlights recipes, while sharing heartfelt stories of farm life and food facts around modern agriculture. It is also a tribute to two other women in agriculture; my mom and Grandma Luella.



As a little girl, I remember counting tadpoles in a large mucky puddle, as my Dad planted soybeans in a field nearby. My brother and I stood on torn seats of an old Dodge farm truck, next to my Mom, as we waited to move equipment and worked to accomplish as much as possible to beat a rainy forecast. Little did I know how those small moments would build the foundation of my life.

Fast forward several years to a new season, where the soybeans are golden and ripe for harvest; fall calves are born and Autumn is here. I have always thought of fall as a special time as it reaps harvest blessings and the beauty of God's landscape. It is also a reminder that as farm families, we are engaged in a process few have the chance to experience firsthand. It is a process that is personal to me.

Everyday life of today's farm families is unknown to many. This was reaffirmed as I navigated college and was engaged in classroom education. I soon realized the challenges we faced in agriculture and a passion for agriculture literacy was born.

In 2010, I started a blog and social media presence to combat anti-animal agriculture activists and legislation that would negatively impact production agriculture. This platform opened doors for agriculture education and additional writing opportunities for commodities and other organizations.

Since, it has been a passion of mine to continue to share the story of today's farm families and how they play a role in pro-

viding healthy and quality food, along with everyday products.

Agriculture is a complex and colorful story to tell. It is exciting when we can connect youth and their school lunch, blue jeans, crayons, and everyday life to farm families. Beyond that, agriculture is at the center of science, nutrition, career exploration, technology and more.

Technology continues to change the way we farm. I believe that the farm values and passion for what we do stays the same.

I am not alone. Women in agriculture continue to shed light on their farm story, livelihood and challenges faced by the agricultural community. Together, we are a tribe, working to protect our families, their legacy, and the future of agriculture.

About Luella:
Luella grew up on a farm in Missouri, where her family continues to farm. She and her husband farm in Northeast Missouri where they raise cattle and crops alongside their three-year-old son. Luella has an agriculture degree from the University of Missouri and has worked with 4-H programs and commodity groups to educate youth about modern agriculture.



Luella's children's book series, Honest Emmett®, shares food adventures + farm values®, while depicting real-life modern agriculture practices and important character lessons around honesty, work ethic and responsibility.

Today, Luella leads agricultural education programs through her contracting business, to include the Mo Beef Mo Kids program and works with health, culinary and retail professionals to share the important story of beef. She is also a published author of a cookbook and children's book series, where she combines her passion for writing and agriculture education. All books are aimed at sharing the story of today's farm families through cooking and learning application. For more information, visit luellasfp.com.

SPECIALTY®
RISK INSURANCE
New Ideas with Old-Fashioned Service

Let our EXPERIENCED team help with your Agribusiness needs!

Kevin Charleston

Brian Youngblood

Chip Cortez

Austin Rice

Doug Collard

Phillip Solum

Nicki Traul

Nathan Enyart

**Give us a call
417.359.5470!**

2023 S Garrison • Carthage, MO
Joplin, MO | Sarcosie, MO | Nevada, MO | Fairfield, TX
www.SpecialtyRiskInsuranceAgency.com

Preconditioning, Premiums and the Real Value of Vaccines

When you precondition calves, you expect a better price, but what else can you get from the deal?

By Jake Geis, DVM

If you are an avid reader of ag magazines, by now you've surely come across multiple articles that show preconditioning your calves leads to a price premium, but it can help the cow-calf operation with health, too.

The practice is ubiquitous enough here on the Northern Plains that preconditioning seems like more of a standard, and the lack thereof creates a discount. We know the thought process behind the premium is these calves are less likely to get sick, so the feeder can pay extra for the health. The real question a cow-calf producer should be asking is this: If the feeder will pay more for better health, how can the health boost benefit the rancher as well?

Preconditioning starts in spring

Look at it this way: Good cattle feeders will tell you the calves that receive pneumonia vaccines in the spring will be healthier than those that do not. So why wait until the fall to give calves their first round of vaccines? Spring vaccination means the rancher will see more value for a healthy calf in the way of lower medical costs and better growth, in addition to a premium at the time of sale.

When I say vaccines, keep in mind this means pneumonia vaccines, not just a seven-way clostridial. At a minimum, IBR and BRSV should be included in this spring vaccine program. A full program would include BVD and Mannheimia as well.

For producers who background their calves after weaning, this spring vaccination is even more critical. Since vaccines take two to three weeks to become effective, waiting until weaning to give the calves their vaccines is too late to be beneficial. The calves will become sick before the vaccine has a chance to take effect. Spring vaccination, followed by vaccination on grass three weeks prior to weaning, primes the calves' immune systems the best to withstand the pressures that come with the transition of weaning. Let's face it—the vaccine will cost the same amount of money whenever you give it. You might as well give it when it does you the most good.

Vaccines alone not preconditioning

Keeping calves after weaning also necessitates some other management techniques that can benefit the feeder and the cow-calf producer. Starting the calves on feed appropriately is one.

Nutrition and immune function are intrinsically linked. When a calf doesn't eat well, it doesn't have the energy to feed the immune system.

Accomplishing this means we need to deliver an appropriately balanced diet. It doesn't matter if that diet is coming

Continued on page 43

300 Beefmaster Replacement Females

**NOVEMBER 6, 2020
AT 12:00 NOON**

McALESTER, OKLAHOMA | McALESTER UNION STOCKYARDS

Featuring:
**Pairs
Breds
Opens**

OVER 50 HEAD QUALIFY FOR THE
INTEGRITY BEEF PROGRAM

INTEGRITY BEEF

Maternal COMPASS

FOR MORE INFORMATION:
DEREK FRENZEL 254.541.4643
www.BeefmasterFemaleSale.com

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

Adding Value to Calves

Emphasis on production and management practices

By Derrell S. Peel for Cattlemen's News



Cow-calf producers spend many months producing calves and, yet, some still miss opportunities to add significant value to calves prior to sale. Auction reports reveal some value differences that appear to be growing more pronounced over time. These include premiums for providing desired practices as well as discounts for failure to prepare calves prior to sale. Despite years of education and admonition to castrate bulls, significant numbers of bull calves and feeders are still offered for sale. The Missouri combined auction report for the week ended September 18, 2020 shows that the average discount for bulls weighing 450-550 pounds was \$133/head compared to comparable steers. For example, 526 pound, medium and large, #1 bulls had an average price of \$135.03/cwt. while 524 pound steers, same frame and muscling, brought \$161.56/cwt. This is a discount of \$26.53/cwt. or \$136.31/head; surely a strong incentive to castrate bulls and allow time to fully heal prior to sale.

The same applies to dehorning if needed. Horns have been removed from many cattle through the use of polled genetics but, if present, are sources of injuries and bruises and should be removed. A research study from 2012 showed that horned cattle received a discount of \$3.15/cwt. (1). The discount is probably in current markets and is likely \$15-\$25/head depending on the size of the animals.


Weaning is increasingly demanded by feeder cattle buyers and weaned calves bring significant premiums over unweaned calves. Missouri auction data in September shows that weaned steers weighing 450-550 pounds brought an average of \$58/head more than comparable steers marked as unweaned. Unweaned heifer calves were discounted an average of nearly \$37/head. Weaning at least 45 days is the most common protocol for pre-conditioning programs and is considered a minimum in today's markets. In the past couple of years, buyers have been observed paying additional premiums for calves weaned 60 days or longer. Part of the weaning process should include training calves to seek feed and eat from bunks.

It is recommended that calves receive two rounds of respiratory and Clostridial vaccines prior to sale. Calves vaccinated at branding should receive a second round at weaning. Otherwise, vaccinations can be done at least two weeks prior to weaning and again at weaning; or at weaning and at least two weeks after weaning. Producers are encouraged to become certified in Beef Quality Assurance (BQA) standards and to follow BQA practices for preconditioning calves.

Preconditioned calves will have the most value if calves are enrolled in a certified program and marketed in special value-added sales. Numerous Vac-45 programs are available to aid producers in adding value to calves. The practices described above are the components generally required to certify cattle in preconditioning programs, though specific requirements many vary somewhat across programs. Buyers pay more consistent premiums when sufficient numbers of similarly managed animals are available at sales. Having invested in preconditioning, cow-calf producers have the best opportunity to capture added value for preconditioned calves by marketing calves at advertised sales that ensure interested buyers are in attendance. Research confirms that vaccinations, weaning and certification all contribute to added value in preconditioning programs (1).

One such certification program is the Oklahoma Quality Beef Network (OQBN). Information on upcoming sales, program requirements and enrollment are available at <http://oqbn.okstate.edu/>. Data from the OQBN program provide an example of the value of certified preconditioning programs. In the last five years, 400-500 pounds steers certified in the OQBN program have received premiums of \$20.19/cwt. and 500-600 pound steers received premiums of \$12.59/cwt. Heifers weighing 400-500 pounds received premiums of \$12.91/cwt. and 500-600 pound heifers had premiums of \$11.93/cwt. Preconditioning calves does mean additional costs for feed, medicine, and labor. Producers should evaluate costs versus returns but positive net returns have become much more consistent and likely in recent years.




Animal health costs are one of biggest costs and sources of frustration for stocker and feedlot buyers of feeder cattle. Despite ever-better vaccines and treatments, animal health challenges, especially bovine respiratory disease, continue to result in increased morbidity and mortality, lost productivity and reduced carcass quality, all of which result in significantly higher costs. Increasingly, focus is changing to prevention rather than treatment. Better animal health begins at cow-calf production and producers should expect more emphasis on production and management practices that ensure better calf health. 🐮




GENES FIT FOR FESCUE



TRY ON B/F CATTLE CO.

-  **Fit for Fescue**
-  **Designed to Work**
-  **Made to Last**

Not just "adapted" to fescue. NATIVE BRED, BORN and GROWN on FESCUE! Our "NO BULL" NO-excuse policy leaves NO room for inferiority. Genes work reliably and continually... or they get **SCRAPPED! Multiple cow family lines with stacked generations of genes continue to excel in performance YEAR after YEAR!**



**Maternal Integrity
Gelbvieh & Balancer®**

Bull Sales


Nov. 7, 2020 / Apr. 3, 2021

**Brett & Libby Foster
Butler, Mo 64730
660-492-2808
bfcattleco.com**

**No Bull !
We're the Brand
Fit for Fescue**



No Bull!



NOW ALSO SELLING

**"High Quality
& Home Grown Beef
from the Foster Family
Straight to Yours"**

call or
order
online

Derrell S. Peel, Oklahoma State University Extension, Livestock Marketing Specialist



Continued from page 41

primarily through a pasture with some supplement or if it is fed in the bunk. Find a good nutritionist to put together a ration gives the calves the best opportunity for success. The feeder who buys these backgrounded calves then benefits from the quality start these calves received, while the cow-calf producer benefits not only from the health but the improved weight gain on the calves started in an appropriate manner.

Watch internal parasites

Of course, this nutrition doesn't do as much good if the calf has internal parasites siphoning off of it. This, coupled with the fact that internal parasites lead to decreased efficiency of the immune response, means that parasite control needs to be a part of your preconditioning program.

For parasite control to be effective, it must be administered in such a way that the calves are cleared of worms after they are separated from the cow. If we are deworming once the calves are already weaned, most any injectable dewormer or oral dewormer is a good choice. However, if we are deworming prior to weaning on grass, we must be more discerning about our deworming product selection. Pick a product that has a residual effect, which will be some of the injectable dewormers, and administer within the label-recommended timeline so that it is still effective through weaning.

Cattle buyers place the most preference in a preconditioning program for the number of days weaned. They do this because they know it means the cow-calf producer took on the risk of doing the actual job of weaning and starting the calves. If you're taking on this risk, you might as well mitigate it the most effectively by preconditioning the calves to stay healthy when you own them. This way, you get a better return on your vaccine and parasite control investment, and the cattle feeder buys a healthier calf. 🤠

WITH STAY-TUFF FENCE IS A DONE DEAL.

BEST IN CLASS

WARRANTY

20

YEARS

FIXED KNOT

SUPERIOR ALL AROUND FENCE PRODUCTS

With 3 times the life and almost 4 times the strength of typical low tensile fencing, your Stay-Tuff Fixed Knot Fence will stand strong for generations.

High tensile wire, a solid vertical stay wire and a tight Fixed Knot allow you to use far fewer posts, saving time and money.

STAY STRONG.
STAY TIGHT.
STAY-TUFF

staytuff.com

1 888 223 8322

Holding the Door Open

Being a women in agriculture

By Emily Smith for Cattlemen's News



Like so many of you, my love for cattle started in the middle seat of a rusty white pickup next to my Grandpa Homer. As a kid going to the farm, I would barely make it out of the car before asking if he would take me to go see the calves. Nothing made him prouder than to drive me through the field, telling stories about calving and talking about how I would do things when I became a veterinarian someday. I soaked up every wise and encouraging word that old man gave to me before he passed away when I was 11 years old. Throughout our time together, I knew he believed in me and that I would have his complete support and trust if I chose a future in agriculture.

As every future veterinarian does, I spent a lot of my high school days shadowing and working for veterinarians. One of the best was a younger guy, recently graduated and in high demand at his own successful mixed practice. Naturally, the best days were when I would go out on farm calls for pregnancy checks or to work calves, often with loveably grouchy old farmers. In typical good humor, there would be some joke about “Doc” bringing some “pretty help” or “the girl” with him, to which the vet would quickly respond, “You better be glad she’s here, or we wouldn’t get anything done!” He would throw me in to working and learning with equal amounts of patience and push to grow in my skills. The expectation was always hard work, so there were no excuses asked for or given! At the end of the day, those gruff old farmers would hold out their hands with a nod, and I would accept their respect and offer mine in return.

In college there was no shortage in opportunities for a kid committed to cattle and veterinarian school in Mizzou Animal Sciences. As a senior, I participated in an internship focused on beef reproduction under Dr. Mike Smith, who managed the program with a knack for drawing potential out of us. Knowing how much I loved reproduction, Dr. Smith strongly encouraged me to consider pursuing a dual veterinary and Masters degree program. He had always been dedicated to preparing students to tackle whatever they planned after graduation, and his sin-

cere belief in me is one of the biggest reasons that I am pursuing the things that I am today.

It wasn’t until later that I found out that only male students were a part of the program when Dr. Smith took it over 40 years ago. It was then that I could see how dedicated he had been, not just to preparing students, but to opening the door for all students.

Throughout my education, both in veterinarian school and in agriculture, I have experienced overwhelming support, respect and encouragement. Professors. Mentors. Advisors. Extension specialists. Producers. All of these groups have championed me without question. I realize there was a day when agriculture was “men’s work,” and I can’t help but to be grateful – not only for the women who fought for their place, but for the men who were willing to hold the door open.

However, I also can’t help but to think of how hard it would have been without all of the support I received. Would I have the same things to be thankful for if I hadn’t had an old farmer to tell me stories about calving or if I hadn’t been provided with the resources to pursue a college education? We are past the day when the door was closed to women pursuing careers in agriculture, but have we reached a future where the door is open to anyone willing to work for the respect of a handshake?

It is a privilege to be a woman in agriculture today, and I can’t help but hope for the same opportunities to be extended to all young people, regardless of things like education, background, race, location or resources. If agriculture was willing to open the door for women, is it willing to hold it open for others? As we think about the men and women who made space for us in agriculture, it strikes me that the best way to express our gratitude is to follow them in asking, “How can I hold open the door for others too?” 🐮

Emily Smith is a DVM/MS candidate at the University of Missouri College of Veterinary Medicine

We Talk Farm & Ranch!

96.9 FM KKOW COUNTRY

860 AM KKOW

97.5 FM KKOW

99.7 FM the BULL

KKOW AM • KKOW FM • KBTN FM

BIG Country RADIO

Our Listeners Could be Your Customers Call Trey Coleman at 620-704-8701

INDUSTRY NEWS

Chaney Twins' New Book Honored

For Immediate Release

Rebecca, Sheridan and Rianna Chaney are proud to announce Book 9 in the Chaney Twins' Ag Book Series was recently named the 2021 "Ag Book of the Year," by the Wyoming Farm Bureau Young Farmers and Ranchers.

"Better Together... "Digging It" with Dairy & Beef, Building Healthy Bodies & Brains" will be the final book in their series. This book combines their loves, the beef industry and the dairy community, while highlighting the nutritional benefits of both beef and dairy products for all ages.

It also focuses on the good care farmers and ranchers give their animals including housing, health care and nutrition. It's a win/win for so many people!

The easy-to-read text and beautiful color photos from a Wisconsin dairy farm and Nebraska cow/calf ranch illustrate the incredible pride and hard work farmers and ranchers put into producing a healthy and wholesome product to feed people in America and overseas. From birth to milking or market-ready beef cattle, raising well-cared for animals on balanced diets is key.


This book also gives dairy and beef nutritional facts to help encourage people and youth to eat healthy and to incorporate more milk, dairy products and lean beef into their diets.

The Chaney Twins' books have won multiple awards for agricultural literacy the past 12 years in dozens of states. The 2021 Wyoming Farm Bureau Ag Book of the Year marks the 4th time for the Chaney Twins to receive the award since it was established in 2005, being honored in 2013, 2016 and 2018.

Sheridan and Rianna have launched their own website, www.chaneytwinsagbooks.com. They write short blogs to promote their books and share photos to educate followers about agriculture.

To order the new award-winning book, the complete 9-book bundle or to learn more about the Chaney Twins' mission in agricultural education, please visit www.rebeccalongchaney.com or call 240-446-4557.


Better Together... "Digging It" with Dairy & Beef,



Building Healthy Bodies & Brains!

By Twins Rianna and Sheridan Chaney

Edited by our Mother, Rebecca Long Chaney
Photos by Kelly Hahn Johnson and Rebecca Long Chaney





The 93rd National FFA Convention & Expo, scheduled for Oct. 28-31, will occur as a virtual experience.

This decision, recommended by National FFA staff and affirmed by the National FFA Board of Directors, is due to the many challenges created by the COVID-19 pandemic.

Disciplined Progress...Great Momentum...Great Character

SMITH REGISTERED ANGUS RANCH PRODUCTION SALE

SATURDAY, NOVEMBER 14, 2020 • 1 PM

AT THE RANCH • BERRYVILLE, ARKANSAS

- NEW SALE LOCATION -

SELLING 50 REGISTERED BULLS

TWO YEAR OLD BULLS • 18-MONTH-OLD BULLS

SELLING 40 REGISTERED FEMALES

SPRING BRED COWS • FALL PAIRS

REFERENCE SIRES

Tehama Tahoe B767
Quaker Hill Manning 4EX9 • KF Kiowa 6151
Deer Valley Testament 5202 • SS Niagara Z29
VAR Discovery 2240 • Deer Valley Unique 5635



	EPD	% Rank
CED	9	30%
WW	85	1%
YW	147	2%
DOC	18	45%
CEM	9	45%
MILK	19	90%
CW	53	20%
Marb	0.87	20%
RE	0.70	30%
\$M	71	20%
\$W	82	4%
\$B	155	15%

Tattoo: 1029 • 19684212 • DOB: 2/11/19
Tehama Tahoe B767 x KCF Bennett Fortress



	EPD	% Rank
CED	9	30%
WW	87	1%
YW	149	1%
DOC	26	15%
CEM	14	4%
MILK	26	40%
CW	66	4%
Marb	1.00	10%
RE	0.83	15%
\$M	72	20%
\$W	91	1%
\$B	173	4%

Tattoo: 1039 • 19684215 • DOB: 2/11/19
Tehama Tahoe B767 x Mill Brae Identified 4031



	EPD	% Rank
CED	6	55%
WW	89	1%
YW	161	1%
DOC	39	1%
CEM	9	45%
MILK	34	5%
CW	74	1%
Marb	0.62	40%
RE	1.01	4%
\$M	78	10%
\$W	97	1%
\$B	168	5%

Tattoo: 1069 • 19684214 • DOB: 2/12/19
Tehama Tahoe B767 x SS Niagara Z29



	EPD	% Rank
CED	11	15%
WW	66	20%
YW	129	10%
DOC	27	10%
CEM	13	10%
MILK	37	2%
CW	57	15%
Marb	1.05	10%
RE	0.76	20%
\$M	89	1%
\$W	85	3%
\$B	175	3%

Tattoo: 1139 • 19709884 • DOB: 2/18/19
VAR Discovery 2240 x Summitcrest Complete 1P55



	EPD	% Rank
CED	6	45%
WW	62	15%
YW	106	20%
DOC	17	40%
CEM	4	90%
MILK	22	70%
CW	44	25%
Marb	0.25	85%
RE	0.56	30%
\$M	59	40%
\$W	57	35%
\$B	125	45%

Tattoo: 235 • 18467155 • DOB: 5/12/15
Connealy Capitalist 028 x Spur Successor 9553
Sells with a 9/10/20 bull calf by Deer Valley Growth Fund



	EPD	% Rank
CED	10	15%
WW	60	20%
YW	107	20%
DOC	27	5%
CEM	9	40%
MILK	33	10%
CW	42	30%
Marb	0.73	20%
RE	0.54	35%
\$M	73	10%
\$W	74	5%
\$B	138	25%

Tattoo: 573 • 18339713 • DOB: 9/19/15
PA Power Tool 9108 x SAV Final Answer 0035
Sells with a 8/20/20 bull calf by E&B Plus One

For Sale Information, Contact:
Brock Smith (870) 423-3269 • cell (870) 480-6406
99 CR 5015 • Berryville, AR 72616
smithregisteredangus@gmail.com • www.SmithRegisteredAngus.com
Sale Managed By: Matt Caldwell • (913) 755-1105 • mattcaldwell75@gmail.com

TRENDING NOW

Senses and Sense

To perfect your sport, think like a leader

By Morgan Marley, Certified Angus Beef LLC

Humans developed over millennia to hunt and herd. When it's time to move animals, instincts send us out with a purpose but sometimes little thought to how our aggressive behavior affects what they do.

Stepping into a cattle pen, we naturally act the predator, manipulating where animals go. But good handling practices should turn us into leaders, says Kip Lukasiewicz.



The veterinarian now works through Production Animal Consultation to teach ranchers and cattle feeders across the country how to use their senses—sight, hearing, smell and touch—to understand and guide animals.

Study the behaviors

Rather than simply putting animals up front and pushing, a true communicator leads them through any facility or environment.

"I wish people could lose their voice," Lukasiewicz says, "and learn to directly communicate with their eyes, their position and their posture."

The shoulder, rib and hip are pressure points applied through body language. Response time is grounded in trust. Like a close friend, familiar cattle have a smaller flight zone and need more pressure to move. Less trust takes less pressure.

Disciplined learning

Special-forces military teams train to understand what another person is thinking, what they will do in any situation, to predict what will happen so there are no mistakes.

To work as a team, Lukasiewicz suggests new ranch hands watch and learn before stepping into the corral.

"A cow can focus on one or two people at a time," he says.

Sorting pairs doesn't take but two people. It helps ensure a quiet process that's also efficient.

The USDA Meat Animal Research Center (MARC), with its 8,000-head cow herd and 6,400-head feedyard, is a testament to the benefits of a change in approach. In just six years working with Lukasiewicz, herd demeanor has changed dramatically, says MARC livestock manager Chad Engle.

He's seen a difference across the 28 cattle breeds at MARC, with fewer accidents and injuries, too.

"Doctor Kip has evolved my thinking on training new employees," he says. The need for experience on a resume has been replaced by "want to" in the interview.

Every win comes from disciplined action, and good stockmanship is no different.

"All professional athletes watch film of themselves," he says. "And I consider myself a professional athlete at the end of the day."

Visuals are still important to Lukasiewicz, whether it's a drone shot above a facility or just watching cattle load out. Continued on next page



Tom Kisse
Real Estate Co.

Specializing In SW Mo. Farms & Ranches!
"A Cattleman Who Knows Real Estate"

ASH GROVE - 34 Ac., Hwy 60, located just east of Ash Grove w/frontage on 60. All open, great visibility\$185,000

BILLINGS - 36 Ac. Metzleitein Road, great location just south of Island Green Country Club. Great views, pond, small barn & corrals\$199,485

MT VERNON - 52 Ac., Law. 1181, Interstate 44 open frontage, mile marker 50, fenced rolling hills, 2 ponds, corral, waterer & well located at dead end road\$206,500

MT VERNON - 60 Ac., Law. 1070, Interstate 44 exit 10, 2 ponds, small woods\$207,000

ADRIAN - 5 Ac. Commercial lot with office/shop, great visibility, located on I-49\$249,900

WILLARD - 50 acres, Fr Rd 94, mostly open, fenced, Hwy 160' frontage\$287,500

AVILLA - Lillac Rd., 40 Ac., wonderful family farm with several barns, great pens and corrals, cross fenced, improved pastures, 4 bedroom home, great setting\$380,000

GREENFIELD - 66 Ac., Hwy. H, just minutes from Stockton Lake, beautiful gently rolling farm with 4 bedrooms, brick home, 70x80 hay barn, 30x42 shop, 30x42 shop, outdoor arena, multiple paddocks w/sheds, 4 ponds, 2 wells, 4 waterers\$385,000

MARIONVILLE - 32 Ac., Law 1225, 3 bedroom, 2 1/2 bath stone home, swimming pool, large lot, cross fenced, private setting, automatic waterers, corrals\$386,900

LEBANON - 10 Ac., Hwy 5, stately gentleman's estate w/brick 5,000 sq. ft. w/o basement, multiple paddocks, automatic waterers, pond, barn, just off I-44NEW PRICE \$395,000

MTN. GROVE - Lone Pine Rd. 117 Ac., good pasture, 2 ponds, 2 waterers, 2 acre lake, good locationNEW PRICE \$411,250

MARIONVILLE - 109 Ac., Law 2145, great location, several pastures, well, ponds, mostly open, 20x110 barn with concrete floor, fenced & cross fenced\$430,550

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

PIERCE CITY - 80 Ac., FR 2000, 4 bedroom 3 bath home, pool, 3 bay garage/shop, corrals, waterers, hay barns, equipment sheds, 4 ponds\$585,000

BUFFALO - 78 Ac., Hwy 64, 6 BR, 5 BA, finished walk-out basement, great fencing, pond, automatic waterers\$570,000

GROVE SPRING - 280 Ac., Red Barn Rd., hay ground & pasture, 14 paddocks, 2 barns, 8 waterers, 3 ponds, spring .. REDUCED \$658,000

ASH GROVE - 191 Ac. Law. 2000, nice farm w/2 ponds, 2 waterers, 2 acre lake, open, good location\$766,000

BILLINGS - 120 Ac. Hwy 174, Great location, farm house, large bank barn, corrals, huge spring, creek running through, Must See!...\$780,000

ELKLAND - 259 Ac., Hwy UU, good pasture ground, good fence & cross fence, year round creekREDUCED \$854,700

SENECA - 282 Ac., Bethel Rd., nice level open ground, pasture or tillable, good fence & cross fence, pond, great location \$1,057,500

GREENFIELD - 537 Ac., nice pastures, pond, spring, great barn, open & timber ground\$1,288,800

GALENA - 365 Ac., Hwy 173, 75% open, good pasture, fenced & cross fenced, frontage on state hwy, 3 BR manufactured home, several barns, corral, waterers, 2 wells, ponds\$1,249,000

MOUNTAIN GROVE - Hwy 95, 244 Acres. Beautiful cattle farm, 3 BR brick home, all open, excellent pasture/hay ground, 3 wells, 2 ponds, 8 waterers, pipe corral \$1,339,000

WILLOW SPRINGS - 683 Ac., County Rd. 1170. Great cattle farm w/165 acres of open pasture, great fence, waterers, 5 BR, 4 BA home, shop, marketable timber, great hunting & fishing\$1,725,500

MTN. GROVE - 432 Ac., Hwy. 60, great cattle ranch, 2 pipe corrals, fenced & cross fenced, automatic waterers, several ponds, hay barns\$1,895,000

MILO - 632 acres, Hwy. EE, 70'x48 cattle barn, 2 ponds, 2 waterers, 2 acre lake, good location, pasture & hay ground, 9 ponds, 2 acre lake\$1,900,000

MTN. GROVE - 592 Ac., Williams Rd., very conveniently located w/frontage on Hwy 60, great pipe corrals, shop, commodity barn, over 1,000 bale hay storage, great grass, mostly open, brick home\$2,985,000

OZARK - 412 Ac., Kentucky Rd., beautiful rolling pastures, fenced & cross fenced, several ponds & waterers, pipe corrals, livestock barns, hay barns\$3,045,000

FLEMINGTON - 1267 Ac., Hwy. 83, hay barns, livestock barns, 3 ponds, 3 irrigation wells, 5 regular tillable acres, good pasture, office\$4,117,750

tomkisseerealestate.com

417.882.5531

Continued from previous page

How cattle behave as they move through pens or where they place their feet on unlevel ground tells what the animals need.

“By doing that, I designed a chute load-out with steps,” he says. “The width and depth of the steps gave more animal comfort as they were loading or coming off the truck.”

Being in the cattle business comes with high risk and investments.

“So make sure it’s right,” Lukasiewicz says.

The bottom line

“Good health isn’t secured with just a needle and syringe, it’s our approach,” Engle says.

Weaning starts the day a calf is born, in terms of how they’re handled and human interaction.

“It takes a skill that isn’t just born and natural,” he explains. “It takes being taught.”

Avoiding psychological pressure in stressful situations leads to more effective vaccine treatment.

“If we treat an animal, something went wrong in the system,” Engle says. “Not treating calves or having people get injured is hard to put a price tag on.”

When cattle have positive interactions with people, it’s more fun for everyone.

“I hope cattle enjoy our interaction,” says Byron Ford, a rancher and feeder near Cairo, Neb. “When you learn to work cattle this way, they look forward to seeing you.”

It makes his role as caregiver easier, too. Prey animals are experts at hiding sickness, so when they’re more comfortable it’s easier to find those having a bad day, Ford says.

Making big changes requires leader buy-in, and the leader isn’t always atop some corporate ladder.

“Sometimes the team leader isn’t the smartest or most well equipped,” Lukasiewicz says. “But they are the person that is relatable and inspiring.”

It just takes the action of one person to show others the way. 🐮

Visit the CAB Cattlemen Connection website at www.CABcattle.com for more stories like this.



Two Sales! One Day!

THEY SELL!



*The Complete Dispersal of Oak Ridge Farms & Seedstock Plus Showcase Sale XV September 19, 2020 * 1 p.m. Kingsville Livestock, Kingsville, MO*

*Oak Ridge Farms was originally scheduled to disperse in May as the ‘Opportunity Knocks’ sale but was postponed to fall. We will also offer the elite consignments from the Seedstock Plus members as the Showcase portion of the sale! Offering 3 Herd Sires from Oak Ridge Farms * Reds & Blacks! * Open heifers, Bred heifers & Pairs * Picks of the herd * Purebred Gelbviehs & Balancers! * Videos of sale cattle at www.seedstockplus.com or www.dvauction.com*

*Fall Bull & Female Sale October 17, 2020 * 12 noon Joplin Regional Stockyards, Carthage, MO*

*Selling 150 - 18 month old BLACK Gelbvieh,
Angus & Balancer bulls & BLACK females -
registered & commercial*



**ALL SALES!
Bid & Buy at:
DVAuction**

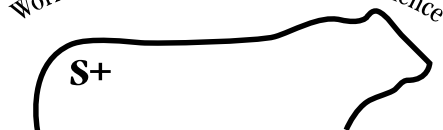


RED REWARD ‘Fall Edition’ Bull & Female Sale

*November 7, 2020 * 12 noon
Wheeler Livestock Auction
Osceola, MO*

*Selling 40 RED Gelbvieh, Balancer bulls
& RED females - registered & commercial!*

Working Together for Industry Excellence



Seedstock Plus

Call for your catalogs today!

877-486-1160

john@seedstockplus.com

Hay: Weigh, Test and Sample Before You Buy

Three hay-buying tips

By Linda Geist, University of Missouri Extension

Weigh, test and sample hay before buying or selling, says University of Missouri (MU) Extension Livestock Specialist Eldon Cole.

Beef producers rely on good-quality hay to boost profits.

“Unfortunately, our hay production is not always the greatest quality,” Cole says. “The category we excel in is ‘other grass hay’ — specifically, cool-season grass or mostly fescue. Missouri growers often harvest hay past its peak. As far as high-quality hay, such as alfalfa, we end up around 20th place most of the time.”

On top of that, Missouri ranks second in the nation in 2019 carryover stock that may have been stored poorly.

Cattle producers face uncertainty in buying hay because there are no uniform standards for Missouri’s No. 1 grass, fescue.

Cole says his search for fescue hay prices in various farm magazines turned up empty.

“The closest I found was fair-quality mixed-grass hay at \$40 to \$50 per large round, or \$20 to \$40 per 4-by-5 round bale,” Cole says. “Those reports were from the Missouri Weekly Hay Report.”

A late-July report shows fair-quality mixed hay per “large” round bale sold for \$20-\$50.

There is a grading system for alfalfa that helps buyers make better decisions. A recent report from Kansas showed that buyers were paying \$1 per relative feed value (RFV) point in alfalfa hay. For example, buyers paid \$142 per ton for alfalfa with an RFV score of 142.

When buying hay, Cole says you should check three things:

1. Weigh a few bales on a scale. Not all big round bales weigh 1,000 pounds. Most weigh less than that, so you could be paying more per bale than you should. Bale size and density matter.

2. Core-sample 10-15 bales. Send samples to a lab for analysis of moisture, fiber, energy and protein. The test will show the relative forage quality (RFQ) and help with ration balancing. Knowing these numbers will help you arrive at a fair price. Cost is about \$25.

3. Look for hay that has been stored properly. Buy hay that has been stored in a barn as a first choice, and hay that has been wrapped as a second. Whatever you choose, store hay you buy in a covered location. Locate your feeding area in a well-drained open area with easy access for feeding to reduce waste.

SPUR RANCH

Performance Herd of the Heartland Sale

Friday, October 23, 2020 

1 p.m. at the ranch... 15 miles west of Vinita, Oklahoma

Over 550 Head Sell!

150 Registered Angus 18-month to 2-year-old Performance Tested Bulls
200 Commercial Fall Pairs plus a select group of Commercial Replacement Females



SPUR LEGACY 8578
 AAA 19371049 • 9/28/18
 VAR Legend 5019 son
 CED +6, BW +0.7, WW +72,
 YW +138, Milk +30,
 CW +58, Marb +1.55, RE +.59,
 SM +61, SB +188, SC +305



SPUR HIGH WEIGH 8358
 AAA 19371015 • 9/26/18
 EWA High Weigh 3123 son
 CED +8, BW +2.1, WW +64,
 YW +111, Milk +30,
 CW +50, Marb +1.08, RE +.86,
 SM +90, SB +175, SC +317

Spur Ranch — Grow, Gain & Grade Since 1930



CLAY HARTLEY OWNER
 (918) 633-2580 cell
 chartley@spurranch.com

JEFF OWEN RANCH MANAGER
 (918) 244-2118 cell
 jowen@spurranch.com

RANCH OFFICE
 (918) 256-5850
 P.O. Box 307
 Vinita, OK 74301

spurranch.com

Sale book available for viewing on our website and at mcsauction.com. To request your mailed copy, please contact the ranch or the sale manager:

Matt C. Sims (405) 641-6081, cell/text mcsauction.com

“The greatest expense cattle producers face each year is forage cost, whether it’s pasture, hay or haylage,” Cole says. “Use a sharp pencil to evaluate whether to raise your own hay or to buy it.”

Inventory hay pastures, stockpiles now

MU Extension Beef Nutritionist Eric Bailey says now is a good time to inventory pastures and hay stockpiles to determine how much hay you need for winter feeding. Keep enough bales on hand to create a balanced ration to your herd’s nutritional needs.

Consider the size of the cow, her lactation status and forage quality to calculate your per-cow daily hay needs.

“Allow yourself flexibility,” Bailey says. “If you plan on feeding for 90 days, plan for 120 days.”

Continued on next page



Continued from previous page

Cheap feed may not be cheap in long run

Not all bales are created equal, Bailey says. Weights and nutritive values vary. The lower the nutritive quality, the more supplementation will be needed, and this adds to winter feed costs.

“Overestimating bale density is a common mistake,” he says. “Assume your bale weight is 10% less than indicated.”

He uses guidelines offered by Kansas State Extension Agronomist Keith Martin. Most round bales will contain 9-12 pounds of dry matter per cubic foot. Loose, spongy bales will likely have a density of 9 pounds dry matter per cubic foot or less. Bales that deform slightly when pressed or spiked will likely have 10 pounds dry matter or less. Rigid bales that deform when pressed hard will likely have 11 pounds dry matter per cubic foot. Bales that only deform under the tractor’s weight will likely have 12 pounds dry matter per cubic foot.

Feed costs account for 60% of a beef cow enterprise. Knowing the quantity and quality of hay you buy or grow directly affects the bottom line, says Bailey.

The Missouri Department of Agriculture offers a directory that lists hay availability by county. 🐄

Stay up-to-date on everything at JRS!
www.joplinstockyards.com

Follow us on social media!
Joplin Regional Stockyards



DIRECTOR OF HERD IMPROVEMENT.

With more Angus influenced cattle qualifying for the *Certified Angus Beef*® brand than ever before, it’s clear that the Angus bull has become America’s bull. He sires calving ease, growth and superior marbling. He works well in any environment, and on any cow, regardless of breed. Make sure that America’s bull serves as your director of herd improvement.

Angus. America’s breed. Go to www.Angus.org/businessbreed or call 816.383.5100 to learn more.



Women's Ranch Rodeo Association

For Immediate Release

The Women's Ranch Rodeo Association was founded in 2005 and now has members through 14 states. At the 15th Annual World Finals there was representation from California, Montana, Wyoming, Nebraska, Colorado, Okla-

homa, Kansas, Louisiana, New Mexico, and Texas. While most of the WRRRA members are somehow involved in agriculture or the ranching industry in some form or fashion, it is not a requirement of association to become a member. Teams consist of four members. Rodeos are consisted of five events: sorting, branding, tie-down mugging, trailer loading and doctoring.

The Women's Ranch Rodeo Association's mission is to educate its members and viewers while perpetuating and promoting the sport of Women's Ranch Rodeo. WRRRA also honors the lifestyles and skills associated with women in the cattle, equine and ranching industries. The purpose of the association is to promote the knowledge of women's role in ranching and agriculture on a national level.

Over the years, the association has established two nonprofit funds to support these endeavors that help the association's members and families. One, being the WRRRA Crisis Fund, to help these cowgirls and their families when unforeseen situations occur. The Women's Ranch Rodeo Association assists members in various ways including but not limited to: those who are hurt during rodeos, diagnosed with illness, loss of home, and most recently were able to help members who were affected by the devastating effects of hurricane Laura. The second cause being the Cowgirl's Western Heritage Scholarship. This scholarship fund was created with the belief that all women and young athletes should be given the opportunity to succeed. The association encourages young women to athletes to aspire to be the best they can be in and out of the arena. Each year a scholarship is awarded to a deserving young athlete. Monies raised for these causes are done so by proceeds from raffles, silent auctions, and promotional sales. The association also relies on donations as well to further help our members in need.

These real cowgirls personally invite you to join them for a week-end packed with good family fun and entertainment, October 30 and 31, at the Clarence L. Brantley Indoor Arena in Pawhuska, Oklahoma. For more information on the event, please visit www.womensranchrodeo.org or follow them on Facebook at www.facebook.com/womensranchrodeo



18th Annual WORLD FINALS RODEO
Women's Ranch Rodeo Association
October 30th & 31st, 2020
CLARENCE L. BRANTLEY INDOOR ARENA • PAWHUSKA, OK

FRIDAY, OCTOBER 30TH
 10 AM - FIRST RODEO PERFORMANCE
 6 PM - SECOND RODEO PERFORMANCE

SATURDAY, OCTOBER 31ST
 1 PM - FINAL RODEO PERFORMANCE

THURSDAY, OCTOBER 29TH
KICKOFF PARTY
 BEN JOHNSON COWBOY MUSEUM
 DOORS OPEN AT 6 PM
 BACK NUMBER CEREMONY AT 7 PM
 CALCUTTA TO FOLLOW

RODEO ADMISSION
 ADULTS - \$10 PER PERFORMANCE
 OR \$25 FOR ALL 3 PERFORMANCE PASS
 KIDS - 10 & UNDER GET IN FREE

WRRRA

FOR MORE INFORMATION:
<https://www.facebook.com/womensranchrodeo>
womensranchrodeo@yahoo.com

Sponsored by: Total Feeds, YETI, zoetis, Cross Timbers Land, Ben Johnson Cowboy Museum



Lacy's Red Angus
PRODUCTION SALE
SATURDAY, OCTOBER 24, 2020 AT 1:00 PM
 Along with MC Livestock in Drexel, Missouri **DVAuction**

LACY IRON MIKE 055G | RAAA: 4237510
 LACY Iron Mike 005E x
 LACY Lakota 7097 482

LACY KARGO 073G | RAAA: 4237544
 RED Ringstead Kargo 215U x
 LACY Lakota 8105

LACY LEGACY 417 063G | RAAA: 4237524
 LACY Legacy 6097 417 x
 LACY Marie 8190

Lacy's Red Angus
 Dan & Kelly Lacy | Drexel, Missouri
 Dan: (913) 909-1912 - dan@lacysredangus.com
LACYSREDANGUS.COM

MC Livestock
 Nick, Callie & Stetson Curtis | Archie, Missouri
 Nick (573) 999-3887 | Callie (816) 807-6606
MC-LIVESTOCK.COM

Innovation Ag Marketing, LLC
 Sale Management by
 Graham Blagg: (530) 913-6418
 Auctioneer Jered Shipman: (806) 983-7226
INNOVATIONAGMARKETING.COM

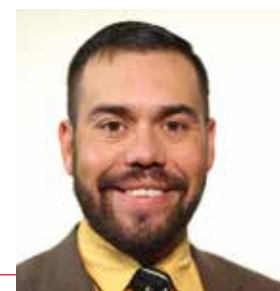
National Farm to School Month

October is Farm to School Month, an annual 31-day campaign to recognize, appreciate and celebrate the connections happening across the country between kids, families and their community food systems.



Cattle Management During Drought

A game plan for dry times



By Eric Bailey for Cattlemen's News

Rain has abandoned us during a vital forage growing period. In tall fescue pastures, two-thirds of forage growth comes in the spring, and one-third grows in the fall. Most tall fescue pastures will produce three to four tons of forage per acre each year. It is unlikely that tall fescue pastures in the afflicted areas will produce an average amount of forage this fall, because we are running short on rain and out of growing days. Here are a few cattle management options for underperforming fall pastures.

Strategic destocking

One way to manage drought is to sell cows. Recently, the cull cow market has been strong, but that is not guaranteed to continue. Careful thought must be given to which grass eaters go first. The first cut is simple. Sell any cow that is not pregnant or nursing a calf. There is no feed for freeloaders when forage is short. Next, cull lactating cows with bad disposition, bad eyes, bad feet, or bad udders. Now is the time to be rid of cows with blemishes or poor doing calves. Everyone has a cull list. Act on it!

Another destocking tool is to wean spring-born calves. Making milk increases cow feed requirements substantially. This is not the year to brag about exceptional weaning weights. Wean calves now, and pasture stocking will decrease by up to 40%. When we leave calves on cows too long, cow body condition score will decline. Quite frankly, it is cheaper to put 100 lb of gain (one cow body condition score) on a 400-500 lb calf than on a 1,300 lb cow. The University of Missouri Extension would be glad to help balance a calf ration to make up the reduced weaning weight.

Fall calving herds have a different challenge. Weaning calves that are less than 60 days old is not a viable option. Cow nutrient requirements peak 60 days post-calving. Anything less than premium grass hay will not meet nutrient requirements during this period. We do not want cows going into the breeding season losing weight. That will delay pregnancy. Invest dollars in feed for this group of cows. Rather than buying hay, invest those dollars in soyhulls, corn, distillers grains, or other concentrate feeds that have more nutrients than fescue hay.

A short breeding season is an excellent destocking tool this year if pastures are not short yet. Running a 45 to 60-day breeding season, then culling any open females serves two purposes. It identifies the highly-productive cows, and it reduces stocking rate. This may be a year to invest in reproductive technologies, like artificial insemination, even in mature cows.

Stretching short hay supply

I learned lessons during the 2018 drought. One difference between these two dry periods is hay availability. A dry fall 2017 required hay feeding to begin early that year. Then, we had a long winter and some were feeding hay into early April, followed by a dry May and June. Part of our drought issue was that we had fed all the hay in the area up by June 1, 2018. Now is not the time to recklessly use up hay reserves. Try to limit hay waste and even limit feed hay to stretch your stored forage supply.

Minimize hay waste by any means possible. My recommendation is to feed one day's worth of hay at a time to the livestock.

Unroll bales to allow simultaneous access to feed and limit hay allowance to 1.0% of cow body weight per day, even if the quality is poor. Another option to limit hay intake is to restrict the time cattle have access to hay. Cattle with as little as 4 hours access to hay and a supplement can be quite productive. Make sure that there are enough "seats at the table" for every cow to eat. I recommend a bale for every eight mature cows. Aggressive cows will fight off others from the hay ring when time at the hay feeder is limited.

Pair restricted hay access with a 50:50 mix of grain and by-product fed at a rate between 0.5 (pregnant) and 1.0% (lactating) of body weight per day, and nutrient requirements should be met. There is NOT a need to get fancy in balancing the diet to all limiting nutrients. Make sure caloric and protein intake are adequate and worry about the rest later.

Situations like this make hay testing important, especially if you are unfamiliar with the hay purchased. The worst-case scenario is overpaying for hay that has no chance of meeting nutrient requirements. When hay producers put a singular focus on quantity to meet demand, quality (nutrient content) frequently suffers. Very poor-quality forage is likely deficient in energy and possibly deficient in protein, depending on if cattle are growing, lactating or pregnant. When crude protein (CP) is below 7%, cows will need 0.5-1.0 lbs of crude protein per day. Two to three pounds of distillers grains (30% CP) will correct the deficiency, along with a host of other high-protein feeds.

Comparing costs of feedstuffs

Hay is the closest analog to pasture forage, yet it can be a wasteful feedstuff that is not nutrient-dense. A wise approach to cost-effectively feeding through a drought is to compare feeds on a "Dollars per lb of TDN" basis. (Example: 50% TDN hay that costs \$0.05 per pound or \$100 per ton). It is worth \$0.10 per lb of TDN. Make a comparison across several feeds, and a "best deal" in your area can be easily identified. Nutritionists use TDN as a proxy for energy content. The average cow in the second trimester of gestation requires approximately 13 lbs of TDN per day. A cow nursing a 60-day-old calf will require 20 lbs of TDN per day.

Final Thoughts

This article is not intended to be a comprehensive review of the technical aspects of meeting a beef cow's feed requirements during times of shortage. The goal is to strongly encourage producers to evaluate their situation and TAKE ACTION before cows lose significant nutrient reserves. Feeding through a drought is a great way to drain cash reserves in beef cattle operations but is a widespread drought management practice. Energy (calories) is the most limiting nutrient in cow diets during drought. Identifying the least cost feed per unit of nutrient needed (\$ per lb of TDN) is another highly recommended strategy. Before utilizing unfamiliar feedstuffs, be sure to check in with your local extension office for guidance on proper use. The cost-effective solution to the lack of feed resources is out there if a producer is willing to be creative and ask for help. 🤠

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

Authorized Dealer

TRI-L
MANUFACTURING, INC.

LIVESTOCK SYSTEMS

GATES, PANELS,
& WORKING SYSTEMS
IN STOCK NOW!

FOR SALE -OR- RENT!

EXPRESS PANEL TRANSPORT PRO PACKAGE

3295 STATE HWY NN • OZARK, MO

800.759.4159 | www.TRI-L.com

MADE IN THE USA

Women

in Agriculture

Source: United States Department of Agriculture Website

Empowering Women

Women have been a critical part of farm and ranch operations across the country — and around the globe — for centuries. But now, as women in agriculture, we have a unique opportunity to be the change we want to see in our industry. We must build on the incredible legacy of stewardship, innovation, and productivity and help one another succeed now and moving into the future.

Whether it is a farm business that feeds the world, land that you leave better than you found it, or a relationship that empowers and supports your community, industry, and neighbors — there are many ways to build and grow your contribution to agriculture. The time is now for each of us to step up to the plate and take on these challenges.

Leadership Opportunities

Women in agriculture have a powerful story to tell — one of stewardship, resilience, and leadership — from everywhere from the combine to the boardroom. There are many opportunities to contribute your voice and experience to your field. Through the Department of Agriculture, you can take advantage of several key opportunities.

Get Connected

The USDA Women in Agriculture Mentoring Network is a way to connect, share stories, and share experiences with fellow women in agriculture. The goal is to promote the image, role, and leadership of women not only on the farm, but leading youth organizations, conducting cutting edge research at universities across the country, in the boardrooms of global corporations — the list goes on and on! Join the network by emailing us at agwomenlead@usda.gov and let us know how you would like to connect. 🤠

<https://www.usda.gov/our-agency/initiatives/women-agriculture>

BLUEPRINT®

THE MINERAL FOR EVERY STAGE OF LIFE

Blueprint® is a premium nutrition program designed to build on genetic potential.

- Total Replacement Technology®
 - Contains optimal levels of Bioplex® organic trace minerals
 - Formulated with Sel-Plex®
- Easily absorbed and readily metabolized
- Supports improved performance

Blueprint

NUTRITION PROGRAM

FIND YOUR BLUEPRINT:

SOMO Farm & Ranch Supply
2850 W. Kearney | Springfield, MO
Ph: 417.865.0312

Kelly Smith
Territory Manager
Ph: 417.855.9461

Hirsch Feed & Farm Supply
1400 Nettleton | Thayer, MO
Ph: 417.264.7616

789 Worley Dr. | West Plains, MO
Ph: 417.256.3749



Value-Added Sales

We offer our producers the opportunity to market their cattle in special sales when certain value-added practices have been utilized. These practices can include health programs, optional feeding programs, weaning and individual identification. Most of these programs require castration of bulls; heifers guaranteed open and dehorned. The industry desires these value-added cattle and will pay a premium.



Guidelines to enrolling cattle in the JRS Value-Added Programs:

- 1** Producers must send in proof of purchase and send in completed JRS Value-Added form two week prior to sale date.
- 2** Producers can call and order tags or we can mail the tags to you or they can be picked up at the office with prior notification that you are coming.

JRS Calf-Vac Sourced:

(White tag)

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

JRS Wean-Vac 45 Sourced:

(Grey tag)

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

Vac 45 Non-sourced:

(Orange tag)

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

Find the Value-Added forms on pages 54-55 of this issue!

Value-Added Sale Date:
December 3, 2020

Value-Added Wean Date
October 20, 2020

★ ★ ★ ★ ★


RED, WHITE & Baldie

★ ★ ★ ★ ★


FEMALE PRODUCTION SALE

OCTOBER 27TH


NOON AT THE RANCH NEAR NEWKIRK, OK ON THE KS-OK STATELINE




BH SPECIAL LADY 4129 8206 ET
Special Edition by C 88X 7050 Ribeye Lady 4129
BW 3.6 WW 60 YW 83 REA 0.75 MARB 0.19
Bred to SHF Early Riser 001A




BH MAGGIE 7206 940G
SHF Early Riser out of Wildcat daughter
BW 3.1 WW 58 YW 91 REA 0.49 MARB 0.29
Due in Spring to CJC Belle Heir ET




BH MILES LASS 2103 8217 ET
Miles McKee by Harland x C Miss Harland 8183
BW 2.5 WW 47 YW 70 REA 0.46 MARB 0.15
AI'd to C 2052 5280 Lad 6110 ET




BOWLING LADY 912 PP512
RRA Power Play 512 daughter
BW -1.0 WW 59 YW 92 REA 0.05 MARB 0.25
AI'd to 5L Defender 3450-1890D for Spring



BRA KIND LADY 8108
Brown Pacesetter by Mulberry
BW -3.0 WW 65 YW 105 REA 0.26 MARB 0.53
AI'd to DAMAR Mimi E381 for Spring




BOWLING LADY 916 PP512
RRA Power Play 512 daughter
BW -1.0 WW 63 YW 103 REA 0.03 MARB 0.36
AI'd to 5L Defender 3450-1890D for Spring



ELITE SEEDSTOCK SALES & MARKETING OPTIONS

Selling

HEREFORD & RED ANGUS SPRING AND FALL CALVING BRED HEIFERS
170 COMMERCIAL HEREFORD, RED ANGUS AND RED BALDIE SPRING BRED HEIFERS




HEREFORD
BOWLING RANCH
RED ANGUS

SALE MANAGED BY
Justin B. Stout | (913) 645-5136
Jbs5356@hotmail.com

Nancy Bowling (580) 362-5026
Melvin Young | Ranch Manager (580) 761-9257
bowlingranch@outlook.com

WWW.BOWLINGRANCH.COM



I wish to enroll in JRS Value Added Program

Document No: JRS 1 Revised Sept 2020

Check Protocol: ☐ JRS Calf ☐ JRS Vac 45 ☐ JRS
Vac Sourced Weaned Sourced Stocker Vac

RANCH/OPERATION INFORMATION

Name cattle will be sold under _____

Owner/Manager _____

Address _____

City _____ State _____ Zip _____

Phone/Cell _____ Email _____

Field Representative _____

Marketing Information

Total Number of Head Enrolled _____

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

Approximate Marketing Date (mm/dd/yy) _____

Approximate Sale Weight _____ lbs. to _____ lbs

Breed & Other Comments _____

Check Marketing Choice:

☐ JRS Livestock Auction ☐ JRS Video Auction

Other Management Practice Information

Please check and date all that apply:

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

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

COMPLETE FRONT AND BACK! INCOMPLETE FORMS WILL BE RETURNED!

. Write date of administration for each product & Brand used in appropriate area, month & day.
**Administration Information: JRS recommends a good
vaccination protocol – Receipts Required for Enrollment**

PRODUCT ADMINISTERED			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 1 st _____	White Tag X Date	
	Product Name		
Clostridia/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	Company Product Name		

X indicates the vaccine is required and must be administered.

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

PRODUCTS ADMINISTERED ACCORDING TO BQA GUIDELINES ☐ **YES**

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

Signature of either OWNER/MANAGER or VETERINARIAN is **REQUIRED**

_____ Date- _____

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

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

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

X indicates the vaccine is required and must be administered.

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

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

Signature of either OWNER/MANAGER or VETERINARIAN is REQUIRED

_____ Date-_____

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

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

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

X indicates the vaccine is required and must be administered.

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

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

Signature of either OWNER/MANAGER or VETERINARIAN is REQUIRED

_____ Date-_____

Listen to WEEKLY MARKET REPORTS

Monday Feeder Market Live



Wednesday Cow/Bull Market Live



www.joplinstockyards.com



Contact one of our field
representatives today!

Bailey Moore
Missouri
417-540-4343

Jackie Moore
Missouri
417-825-0948

Skyler Moore
Missouri
417-737-2615

Matt Oschlaeger
Video Production
417-825-0948

Rick Aspegren
Missouri
417-547-2098

Sam Boone
Okla./Texas
940-235-9668

Luke Carr
Kansas
620-205-6940

Rick Chaffin
Missouri
414-849-1230

Tim Durman
Missouri
417-438-3541

Pat Farrell
Kansas
417-850-1652

Nick Flannigan
Missouri
417-316-0048

Fred Gates
Missouri
417-437-5055

Jim Hacker
Missouri
417-328-8905

Bryon Haskins
Kansas/Missouri
417-850-4382

JW Henson
Missouri
417-343-9488

Matt Hegwer
Missouri
417-793-2540

Trent Johnson
Kansas
620-228-1463

Larry Mallory
Missouri
417-461-2275

Chris Martin
Kansas
785-499-3011

Mark Murray
Oklahoma
918-930-0086

Kolt O'Brien
Kansas
620-724-0980

Blain Parrish
Texas
254-679-9427

John Parrish
Texas
254-679-1259

Jason Pendleton
Missouri
417-437-4552

Nathan Ponder
Oklahoma
636-295-7839

Jim Schiltz
Missouri
417-850-7850

Jr. Smith
Arkansas
870-373-1150

Don Stuckey
Oklahoma
580-254-1476

Delbert Waggoner
Kansas
620-583-9483

Brandon Woody
Missouri
417-827-4698

Troy Yoder
Oklahoma
918-640-8219

Red River Beefmaster Bull Sale



SELLING 60 PLUS PERFORMANCE TESTED BULLS!

NOVEMBER 7, 2020 • 11 A.M.

PARIS LIVESTOCK AUCTION

3320 US HWY 82 E • Paris, TX 75642

Any commercial producer who purchases bulls from our fall sale will be eligible to consign females to our commercial replacement sale in the spring.



Volume Discount Available
Purchase 4 or more bulls and get 5% off your
total purchase. Ask about free delivery!

For Additional Information or to Request a Catalog:
Robert Scott 469-712-0192 • rscott1549@gmail.com

GOOD CATTLE — BETTER SERVICE — BEST VALUE!

MARKET WATCH

Market Recap: Feeder Cattle Auction

October 5, 2020 | Receipts 5,082

****Close****
Compared to last week, steer calves sold steady to to 4.00 higher, yearlings unevenly steady. Heifers weak to 5.00 lower with a few lightweight heifers trading as much as 9.00 lower. Supply and demand moderate. Supply included: 100% Feeder Cattle (63% Steers, 33% Heifers, 4% Bulls). Feeder cattle supply over 600 lbs was 59%.

Feeder Steers: Medium and Large 1 400-500 lbs 152.00-165.00 500-600 lbs 148.00-161.00; 600-700 lbs 140.00-152.00; 700-800 lbs 135.00-154.00; 800-900 lbs 137.25-142.00. **Medium and Large 1-2** 300-400 lbs 155.00-180.00; 400-500 lbs 137.00-152.00; 500-600 lbs 134.00-149.00; 600-700 lbs 125.00-152.00; 700-800 lbs 132.00-140.00; 800-900 lbs 123.00-134.75; lot 944 lbs 126.00.

Feeder Heifers: Medium and Large 1 300-350 lbs 140.00-142.00; 400-450 lbs 130.00-135.00; 500-600 lbs 130.00-133.00; 600-700 lbs 125.00-138.00; 700-800 lbs 125.00-136.00; 800-850 lbs 130.00-132.00. **Medium and Large 1-2** 300-400 lbs 133.00-142.00; 400-500 lbs 124.00-137.00; 500-600 lbs 117.00-135.00; 600-700 lbs 117.00-131.00; 700-800 lbs 121.00-126.00; 850-900 lbs 101.00-110.00.

Feeder Bulls: Medium and Large 1-2 lot 350 lbs 145.00; 400-500 lbs 135.00-144.00; 500-600 lbs 118.00-134.00; 600-700 lbs 112.50-132.00; pkg 713 lbs 110.00

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



Visit us at I-44 & Exit 22
Carthage, Missouri 64836

STAY CONNECTED

To learn more about Joplin Regional Stockyards, visit www.joplinstockyards.com

Follow us on social media:
Joplin Regional Stockyards



TUNE IN TO THE JRS MARKET REPORT

KKOW 860 AM
Monday & Wednesday
12:50 p.m. & 4:45 p.m.

KRMO 990 AM
Monday-Friday
9:55-10:05 a.m.

KRMO 990 AM
Monday, Wednesday, Friday
Noon Hour

KRMO 990 AM
Tuesday & Thursday
Noon Hour

Outlaw 106.5 FM
Monday & Wednesday
11:45 a.m.

The Z 102.9 FM
Monday & Wednesday
12:40 p.m.

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

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

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

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



Green Springs

Performance &
Efficiency Tested

Bull Sale

PLUS
Angus Females
A select group from the
Garton Angus Ranch

Monday
NOV. 16

Angus, Charolais, Hereford, Red Angus, Simmental, SimAngus

LiveAuctions.TV
On Line Viewing & Bidding

3 Cedars Sale Facility, 24327 E Old Town Rd Nevada, Mo.

417-448-7416

Information & Sale Catalogs-Sale starts at 1:00

www.greenspringsbulltest.com

AI SERVICE

GENEX[™]
Beef
Tammy Wallace
Territory Sales Manager
Stotts City, MO
Cell: 417.592.0145
twallace@genex.coop

CATTLE

DA
Ranch
OGDEN ANGUS RANCH
BRANDON 417.813.0958
TREVON 417.366.0363
KENNY 417.466.8176
OGDENANGUS.COM
LOCKWOOD, MO 65682 OGDENANGUS@GMAIL.COM

FINANCING

Morgan Stanley

Tisha Trotter
Financial Advisor
1535 East Primrose
Springfield, MO 65804
417-885-1604
tisha.trotter@morganstanley.com
NMLS #1918463
© 2019 Morgan Stanley Smith Barney LLC.
Member SIPC. BC007 CRC 2639038 07/19

STOCKMANSHIP

Introducing:
Smile and Mean it
the Bud & Eunice Williams Story


www.stockmanship.com • 417-719-4910

WIDE RANGE
Bovine Unlimited LLC
Cody & Jocelyn Washam
Wentworth, MO
417-489-5450 Cody Cell
cwhsangus@hotmail.com
info@widerangebovine.com
www.widerangebovine.com
Authorized Independent ABS Representative
Certified A.I. Technician
Mass Breeding & Synchronization


Quality Beef with
high EPD's and Performance

SACHS SF FARMS LLC
SachsFarms.com
Aaron Sachs Farm Manager

State Farm **Eric Norris**
-Agent
Providing Insurance & Financial Services
Phone | 417.451.6666
Fax | 417.451.6766
eric.norris.r19k@statefarm.com
437 W Coler, Neosho, MO 64850

Order your book today!
Proper Livestock Marketing 101
by Bud Williams
stockmanship.com
417-719-4910


YOUR SUCCESS
Our Passion
TIMED A.I. BREEDING | CHUTE-SIDE SERVICE
SEMEN & BREEDING SUPPLIES | LIQUID NITROGEN
Contact Kent Daniels for more information
(417) 343-6157 | kdaniels.ssma@gmail.com

Geophis, Saling Inc., Cactus, Gms.
YOUR SUCCESS Our Passion.
Phone (417) 823-1482 • www.kentdaniels.com

ONLY THE BEST
TOP 1% CED
TOP 2% BW
TOP 1% WW
TOP 2% YW
TOP 1% MILK
TOP 1% IMF
TOP 3% REA
TOP 1% ANGUS SWEAN
TOP 1% ANGUS SBEEF
TOP 15% GELBVIEH SCOW
SOUTHWEST
96TH MISSOURI
ALL-BREED PERFORMANCE TESTED
BULL SALE
34 ANGUS 2 GELBVIEH

GENETIC SERVICES

SHOW ME
GENETIC SERVICES
Protect your
INVESTMENT
Put your
BULL
In the
TANK

Custom Semen Collection
Bull Housing
Semen Storage & Shipping
Breeding Supplies
417-736-2125 • www.ShowMeGen.com
8134 E. State Hwy C, Strafford, MO 65757

WARM SEASON GRASS SEED
Caucasian Bluestem
Debearded & Cleaned
Hardy, Productive &
High-Quality Pasture or Hay
417.214.0419
Leon Luthi
Available Small Square Bales of Caucasian

CONSTRUCTION

JOPLIN TRUSS

PROMPT, RELIABLE SERVICE
2 Locations to Serve You
Hwy 86 Stark City, MO (417) 472-6800 1-800-695-1991
Hwy 96 Sarcovie, MO (417) 246-5215 1-800-695-6371

MONDAY
OCTOBER 26, 2020
7:00 P.M.
SPRINGFIELD LIVESTOCK
MARKETING CENTER
SPRINGFIELD, MO
For a Catalog Contact
Phoebe Wiles, Sale Manager 417-293-8002
Photos & Catalog Online
WWW.SWMOBCIA.COM
CAN PASS THE TEST

SPRAYING

HIMMERICH
CROP CARE LLC
Custom Spraying
Specializing
in pasture & forage maintenance.
Licensed chemical & fertilizer dealer.
Call for free estimate.
David Himmerich
417.389.1740


HUNKE
SPRAY SERVICE
STARK CITY, MO
JARED (417) 437-4420
DELMAR (417) 825-4824
Providing liquid fertilizers, ag chemicals,
crop scouting and consulting to Southwest
Missouri Agriculture since 1974.

INTERESTED IN ADVERTISING HERE?

Contact
Mark Harmon
for more
information!

Email:
markh@joplinstockyards.com



David Payne Law

Are you prepared for the Certainty of Uncertainty?

COMPLETE ESTATE PLANS

FARM LLCs



davidpaynelaw.com

Aurora, Missouri (417) 678-5161

Republic, Missouri (417) 233-5858

The choice of a lawyer is an important decision and should not be based solely upon advertisements.

A trusted advisor for the Missouri cattleman. Serving southwest Missouri for over 20 years.

NEWBOLD & NEWBOLD PC

Certified Public Accountants

Est. 1970

James E. Newbold, CPA

Kevin J. Newbold, CPA

Kristi D. Newbold, CPA

PAYROLL | FARM TAXES | ACCOUNTING | CONSULTING

417.678.5191

1402 S. Elliott Ave. • Aurora, Missouri

www.newboldnewbold.com



Looking for the RIGHT financial advisor?

Edward Jones[®]

MAKING SENSE OF INVESTING

Kyle Newbold

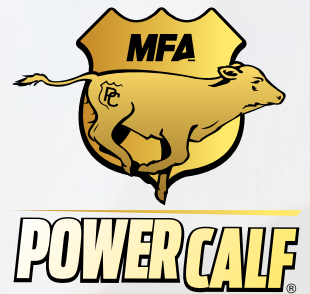
Financial Advisor, Edward Jones

766 US Highway 60 E • Republic, MO 65738

Phone: 417-233-1430 • Fax: 877-865-6656

kyle.newbold@edwardjones.com

The program pays.



Health Track Premium

AVERAGE
PER CALF



MFA Health Track, a Vac 45 preconditioning verification program, offers producers and buyers proven value. And that value is growing. This chart shows the added premium that Health Track calves brought from 2016 to 2019. For example, 750 lb. calves averaged \$86.79 more than non-Health Track calves over this time period. **Bottom line: the program pays.**



POWERCALF
MOBILE

Download MFA PowerCalf
from your mobile app store.

**Discover the added
value of MFA Health Track.**

For more information about Health Track products, please visit
online at www.mfa-inc.com or call 573-876-5244.



MFA
INCORPORATED



www.mfa-inc.com

MADE FOR AGRICULTURE®