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News

OCTOBER 2021



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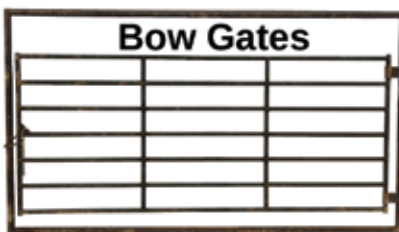
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ON THE BLOCK

with Jackie Moore

It didn't take long for the moisture to go away! In the last 30 days, we've been talking about how much grass and rain we've been blessed with and now we're talking about how dry everything is. We sure need a rain as we head into fall to grow some grass.

We keep struggling with the fat cattle market and can't get any momentum there. That has weighed on the calf and yearling market. We see these calves come .10 to .15 lower which is not uncommon for this time of year, but it may have come a week or two earlier this year than we expected it because of the dry weather. There are a lot of calves running in the north and they have been in a drought there so those calves are coming to town which in turn puts more pressure on the market a little earlier than normal which usually doesn't happen 'til some time in October but here it is...the first of September and all of those calves are coming.

If you start any calves, and we start a lot of them, the health has not been very good especially with this high humidity. The heat and dust that we've had has caused us to struggle health wise right along with everyone else we send them to. Everyone we sent one to last week has some health issues so they aren't buying one this week. It just keeps building on itself, and it's a struggle to sell some of those un-weaned bull and heifer calves that have not had any shots. Those calves that have had shots and are sure enough true yearlings are selling really good, but until we get some cold weather and get

some condition on them it's going to be tough on those calves. We act like we don't expect this but it has happened every year my whole lifetime. I've been around here 62 years so it's not surprising to me that they are getting sick because when you get up of a morning you've got to have a jacket on and by noon you don't even need a shirt. So you just imagine you are going to have some health concerns.

The fat cattle market trade is steady...1.22, 1.23, 1.24. They continue to not make any money, and the packers are making a lot of money so we continue struggling like we have been. We sure would like to get something done here but we just can't seem to get there. It's the fall of the year, and it's generally like these conditions. We see those futures up there but you can't hardly sell these calves, and that's just the way it works.

The slaughter cow and bull market has come some lower which is normal for this time of year. There are a lot of cows and bulls trading around the country which puts some pressure on that market. The stock cow market has stayed good. It's just a sideways affair until we get some rain.

I want to give a shout out to all the women in Agriculture! That's our feature this month in the magazine and we appreciate all you do. I want to give a special thank you from Joplin Regional Stockyards!

Good luck and God Bless,

Jackie



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*2nd Monday of each month for next month's issue. Print deadlines, ad sizes and pricing can be found in the 2021 print media guide.

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

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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		Relative Genetic Value: Predicted difference in value due to genetics between the calves being evaluated and the average Angus calves of the same sex, starting weight and management conditions. Relative Management Value: Predicted difference in value due to management between the calves being evaluated and those same calves under the assumption of an industry average 60% BRD vaccinated and 60% weaned for 30 days or greater Total Relative Value: A combination of Relative Genetic Value and Relative Management Value.			
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TRENDING NOW

Blending Agribusiness and Production Ag into Her Best Life

By Rebecca Mettler for Cattlemen's News

With a mix of extensive experience in agribusiness and production agriculture, despite her age, Cassidy Brown, Oldfield, Missouri, is somewhat of an anomaly in the industry. She's young, a female, and the manager of a successful feed store. Plus, she doesn't exactly fit the stereotype of the average 60-year-old male beef producer.

Statistically speaking, the 2017 Census of Agriculture places Brown in the 8% of U.S. producers who are under the age of 35, and the 36% of producers who are female. Like others who have grown up in the beef industry



and are fortunate enough to be involved in agriculture as adults, Brown wears her badge of honor proudly.

Brown currently serves as the manager of the Ozark MFA Agri Services store. Her career with MFA began as an intern at the Lockwood, Missouri, location in the spray division when she was in high school. That internship morphed into a spot in the Ag Experience internship program at MFA Incorporated in Columbia, Missouri while Brown was attending Missouri State University and working at the Ozark MFA location. Upon college graduation in 2019 she started full-time at Ozark MFA and is now at her current roll as manager.


Two years ago, at the same time she was first taking on her role as manager, Brown and her boyfriend bought a farm outside of Oldfield, from a farmer in his 90s. While the property was suitable for raising cattle, many improvements to the land and forage base have been made. Brown is responsible for the majority of the day-to-day activities and management decisions on the cow-calf operation. Many days she finds herself checking cows during the early morning hours before work and racing to complete her farm tasks before the sun sets in the evening.


"I have a lot of early mornings and late nights on the farm but from a young age I learned to prioritize things that needed done, and sometimes the fun things weren't at the top of the list," Brown said.

However, evenings on the farm serve as a stress reliever for Brown.

"I come out here in the evenings and observe the cows," said Brown. "Each cow has a personality, and I like to sit and watch them. They keep me from going crazy, and working on the farm isn't a job to me."

Brown's cowherd is Angus based with a few Limflex-influenced females mixed

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in. Traditionally, she's used registered Angus bulls, but is considering using a Polled Hereford bull because "nothing beats the look of a black baldy female." Plus, the addition of Hereford genetics would provide more maternal and individual heterosis.

In addition to genetic improvements, Brown recently moved the cowherd from spring calving to fall calving to work around the busy spring fertilizer season at the store. She's also been looking to add more pounds at weaning without sacrificing calving ease and thus chose a herd bull with a large growth spread from birth to weaning.

Brown's innate connection to the agricultural industry can be seen in the passionate way she speaks about future improvements and plans for her beef operation and the pride she has for the team's successes at the Ozark MFA location.

"We work in one of the fastest changing industries. I can't think of another profession that has the rate of change that agriculture does, yet farmers are one of the slowest groups of people to adjust to change. We are on two completely opposite ends of the spectrum, and we are expected to blend them together."

To Brown, the biggest reward comes with the customer relationships and team members that she's developed over the years.

"I'm definitely a people person, and I'm very vested in the company," said Brown. "I've 'rode for the brand' as they say, for nine years now."

Brown is the youngest manager and one of the handful of women managers within the MFA Agri Services organization. She describes her managerial style as humble yet firm. She understands that because she's young, she doesn't know everything but must be a quick study. She's also not afraid to do any task that needs to be done; no task is above her position.

"Overall, it makes me proud," said Brown. "I'm pretty hard on myself, which is part of what drives me. This career has been one of the biggest blessings for me and has set me apart from the average person. With that said, I've had to learn at a very fast pace."

Throughout the years, Brown has learned the importance of stepping out of her comfort zone and recognizing that every day provides an opportunity to learn and grow professionally and personally. Then, at the end of the day, she can go back to the farm that grounds and motivates her all at the same time.

"Most of all, this life has led me to be as successful as I am, said Brown. "I wouldn't be where I am today if I didn't get to see God's creation every single day. That's what makes it all worth it."



*Photos by Rebecca Mettler



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MANAGEMENT MATTERS

Hire the Right “Employees” with Show-Me-Select

By Jordan Thomas for Cattlemen's News

Although not a perfect analogy, I often think of purchasing replacement females as something akin to hiring on a new employee in a business. Have you ever sat down and tried to write out a job description for what a female in your operation has to do? What are the minimum qualifications for a replacement heifer? One could accuse me of being too picky about replacement females at time, but I actually think females we hire on as replacements have to check a lot of boxes even just in terms of minimum qualifications.

If you are in the market for bred replacement heifers this year, I would encourage you to write up a job description for your ideal hire. Here are a few things that every commercial producer should have on their list of required qualifications for these new “employees.”

- Heifers should not be structurally unsound, in poor health, or of a very poor disposition

- Heifers should have low likelihood of requiring calving assistance

- Heifers should be confirmed pregnant to calve in the very earliest portion of your cow herd's calving season

- Heifers should be adequately developed (body condition score of 6 or slightly higher) prior to calving

- Heifers should present a low risk of future disease or disease introduction into the herd

Those are just the basics! There are certainly other “preferred qualifications” you should be mindful of when seeking out new hires, such as their genetic merit for economically relevant traits in your production system, adaptation to your environment, general visual appearance, etc. But even just the basic, minimum qualifications are not necessarily easy to find. I want a lot of information about prospective employees.

If you purchase rather than develop replacement heifers, look at the Show-Me-Select Replacement Heifer Program as a potential source of high-quality, high-information replacement females. Here are just a few of the ways that Show-Me-Select heifers meet the qualifications that every wise commercial producer should prioritize when selecting replacements:

- **Show-Me-Select heifers go through a defined management process in which they are screened for unsoundness, health, and disposition.** If heifers are problematic, they don't get tagged with a Show-Me-Select ear tag. If a problem is flagged by Missouri Department of Ag graders prior to a sale, the heifer gets sent home with her Show-Me-Select tag cut out—end of story.

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opportunities are to screen out heifers with insufficiently sized pelvises and to ensure that calving ease service sires are used to breed the heifers. Every Show-Me-Select heifer receives an individual pelvic measurement by a veterinarian and must meet a minimum in order to qualify for the program. Service sires used to breed Show-Me-Select heifers must either be high-accuracy AI sires or genomic-tested natural service bulls, and both AI sires and natural service sires must have a calving ease direct (CED) EPD above a safe value for use in heifers.

- **Show-Me-Select heifers are diagnosed for pregnancy within 90 days of the start of the breeding season, and about 95% of Show-Me-Select heifers receive pregnancy diagnosis via ultrasound.** This provides a very accurate estimation of fetal size and expected calving date within a reasonable margin of error. The expected calving date of every Show-Me-Select heifer is provided at the time of sale, so that you can make sure you purchase heifers bred to calve early within your calving season. Remember, she is still a heifer and will take longer to return to estrus after calving, so it is worth it to buy early-calving heifers to ensure they have the best chance possible of breeding back and staying in the herd for multiple years.

- **Show-Me-Select heifers are required to be in adequate flesh (body condition score 5 minimum) at the time of sale. In my experience attending a number of sales, the vast majority sell at a body condition score of 6 or greater.** That is the condition to which I recommend heifers be managed to attain at the time of calving. You will still need to take care of them when you get them home, but they will come with their calf's lunch packed already.

- **Show-Me-Select heifers are required to follow a defined vaccination program and receive a pre-breeding booster.** Additionally, heifers must receive a leptospirosis booster at pregnancy diagnosis and must be treated for internal and external parasites within 30 days of sale. Heifers are also required

to be BVD-PI tested and guaranteed negative. Although no animal health program is completely bulletproof, that is pretty close.

There are of course a number of excellent sources of replacement heifers, but the Show-Me-Select program requirements have become the "Black and Gold Standard" in heifer development for a reason. I would encourage you to attend one of the upcoming Show-Me-Select sales listed below if your operation is "hiring" this fall. I know you will find qualified heifers that meet the qualifications every replacement heifer ought to. And I think you will be pleased at how many check some other boxes in your list of preferred qualifications too.

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

Show-Me Select Sale Location	Date/Time
Kirkville Livestock, LLC - Kirkville, Mo.	11/19/2021 6:30 p.m.
Joplin Regional Stockyards, Inc. - Carthage, MO	11/19/2021 7:00 p.m.
Kingsville Livestock Auction - Kingsville, MO	11/20/2021 11:00 a.m.
SEMO Livestock Sales, LLC - Fruitland, Mo.	12/4/2021 11:00 a.m.
Farmington Regional Stockyards, LLC - Farmington, Mo.	12/10/2021 7:00 p.m.
F&T Livestock Market - Palmyra, Mo.	12/11/2021 12:30 p.m.

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INDUSTRY NEWS

The Value of a Combination Antibiotic for Treating BRD

By David Sjeklocha, D.V.M., technical services manager, Merck Animal Health

The fall cattle run can be particularly challenging for calves; commingling, shipping and a new address all can add stress. To make matters more challenging, wide temperature fluctuations are common. It can be 40 degrees Fahrenheit in the morning and 80 degrees in the afternoon.

The thermal neutral zone is the normal body temperature that does not require an animal to use energy beyond its normal basal metabolic rate. Any time an animal must extend energy to stay in that zone, they are under stress. Making sure there is ample, dry bedding can help.

Bovine respiratory disease (BRD) is one of the most common disease challenges. Its impact on days on feed and cost of gain, plus treatment costs can take their toll on productivity and profits.

Good animal husbandry practices with a focus on minimizing or de-stressing cattle, coupled with a comprehensive vaccine program, is the first line of BRD defense.

Vaccinating vs. immunizing cattle

It's critical to understand that "vaccinating cattle" is not the same thing as "immunizing cattle." Vaccinating is the act of administering a vaccine; immunizing cattle is the animal responding to the vaccination. For this to happen, two things need to take place. First, the vaccine must be correctly cared for and administered. Second, the animal must be in a physiological state in which it can respond to the vaccination.

When reconstituting the modified live vaccine, use a swirling or rolling motion vs. shaking that can damage the modified live virus within the vaccine. Vaccines should be kept cool and out of sunlight. Modified live vaccines should be used within two hours of opening. Any remaining reconstituted modified live vaccine at the end of the day should be discarded.

It's important to store the vaccine cake and sterile diluent per the label. The protocols for proper handling of vaccines or medications prior to administration need to be fully explained and reinforced with processing crews, whether an on-site or custom crew.

A herd veterinarian can best advise what vaccines to use and when to vaccinate calves. For calves to be able to respond to vaccines, they should be on feed and drinking.

When you do administer vaccines, stress can be reduced by minimizing the time calves are in the tub, alley and chute. I recommend bringing in just enough cattle at a time to keep the

crew at the chute working and not have cattle standing in the tub.

Making the right treatment choice

When a calf does get sick, the goal is to get it back on the road to performance as quickly as possible. Every day a calf is sick, their performance gets worse. Anything we can do to identify a sick calf early, administer the right treatment and give them a good environment is going to help them recover faster and pay dividends.

Resflor Gold® (Florfenicol and Flunixin Meglumine) combines a powerful antibiotic and a fast-acting non-steroidal anti-inflammatory in one dose. The benefit of using a non-steroidal anti-inflammatory is that it helps reduce fever due to BRD. When cattle have a fever, it commonly is accompanied by loss of appetite. Just like in humans, dehydration is a common issue when animals are sick. A calf that is dehydrated can't work the mucus out of their lungs nearly as efficiently as a calf that is fully hydrated.

We also need to focus on the condition of the hospital pen and be sure it's not overcrowded. To aid in their recovery, cattle need the fundamentals of good animal husbandry – fresh feed, clean water, dry pens and plenty of bedding. We want to avoid leaving animals in the hospital pen longer than necessary as there is an adjustment when they transition back to the home pen.

We want to get cattle back in the home pen as soon as possible. Some animals, if detected early in the disease process, may be able to be returned to the home pen the same day they are treated. This can require extra labor, but it reduces hospital pen overcrowding and results in healthier animals.

Cattle recover faster and less antibiotic is required when we use the right antibiotic, so it's important to work with your veterinarian and follow their protocols.

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The Merck Women's Network focuses on leadership development, gender parity, alliances, and partnerships across the company. It includes a mentor program, a job shadow program to explore different careers within the company, and leadership summits with internal and external women leaders.

"Women bring a diversity of thought and perspective to the agricultural industry," says Amanda Welsh, Director of Cattle Marketing at Merck Animal Health. "We are instrumental in helping to pave the way in developing our future leaders to ensure the next generation of women are empowered to take on the challenge of meeting a growing and sustainable food supply."



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¹Lekeux P. Bovine respiratory disease complex: a European perspective. *Bov Pract.* 1995;29:71-75.



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TRENDING NOW

The Resilience of Women in Agriculture

By Genevieve VanWye for Cattlemen's News

Being a young woman in agriculture in 2021, I don't think I always appreciate what it took to get us here. My experience in agriculture, even at a young age, involved women in leadership. Being in Animal Science, my time as an undergraduate and graduate student I've actually been a part of the majority in the classroom. Despite my experiences, I know that many women have battled to be respected in the agricultural industry. I'm grateful for all of them and that they made it possible for me to confidently pursue a career in agriculture.

Many empowering women have influenced my development as a young woman in agriculture, the first being my mom, who instilled in me a passion for the agriculture industry. I've always looked up to her as someone I hope to be like someday. As I was growing up, she was and still is the principal producer in my family's seedstock operation, which in it of itself is still uncommon. She's worked hard to continuously improve our herd, while raising three kids. Still, she has always made time to give back to the community through volunteer work and leadership roles, whether that be at the county, state or national level.



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In her career she's faced challenges, like many women in agriculture, as a result of our industry's gender role stereotypes. We still discuss how she was the only female in her graduate program at Colorado State University during her first semester there, and how this is nearly the opposite of my experience as a graduate student. She worked for an AI company for a time and again was in the minority. She transitioned into a career in livestock pharmaceuticals and was, at times, the only woman at sales meetings. Discussing the challenges associated with being in the minority, I don't think any of them slowed her down. Her perseverance is evident, much like that of many great women in agriculture who have faced adversity. I am proud of where I come from and the lessons my mom taught me about life. She's always pushed me to be my best self and set the example that, as a woman, I can do anything and everything I put my mind to.

Several of my mentors share similar stories of challenging early careers in agriculture. These mentors also share a similar trait of being trailblazers, not only as a woman in agriculture, but as industry leaders. Two women that have played pivotal roles in my life are Kim Heller, Red Angus Association of America Director of Education and Junior Programs, and Dr. Jodi Sterle, Professor at Iowa State University. Both are extremely successful in their given careers and have taught me invaluable lessons. Kim has always stressed the value of making connections, and I've grown to live by Dr. Sterle's favorite line to quote, "The world is run by those who show up." But more importantly, they both are always there to lift others up and take the time to lend a helping hand. These attributes are what set women in agriculture apart.

In agriculture today, it's less challenging and uncommon for women to pursue careers in agriculture and take on leadership roles. In thinking of all the women that pursued a career in agriculture and have faced gender-related adversity, I'm grateful for their continuous bravery and strength. There are still battles to be won, but we've come a long ways toward gender equality because of the resilience of women in agriculture. 🤠

Genevieve VanWye is a Graduate Research Assistant for the University of Missouri Division of Animal Sciences.



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TRENDING NOW

Women in Agriculture - Erin Luchsinger Hull

Erin Hull's perspective on women in agriculture, composed by Samantha Athey

Erin Luchsinger Hull, a carpenter by day and Red Angus farmer by nights and weekends from Tully, New York, knows the struggle of balancing the wife and mom life with a job as well as her responsibilities as owner of Lucky 13 Beef.

"I was blessed to be born into a farming family," she said. "Both sides of my family have farmed for as long as anyone can remember."

"As a teenager, I swore I would never be a farmer, never marry a farmer, and never live on a farm," she continued. "Oh, how things change. I cannot imagine not having cows and equipment now."

Growing up on a farm, however, helped prepare her for her role not only on the farm but as a strong woman and leader in agriculture.

"On our farm growing up, no one cared if you were a woman or a man so long as the work got done," she said. "My mother milked cows. My grandmother ran equipment. I grew up believing this was the norm."

"Clearly, when I entered the agricultural world as an adult, I quickly learned this was unique," she continued. "As I look at farms around me and throughout the country, I see many more female operators and owners."

Overall, Luchsinger Hull is seeing a growing interest from females in the agricultural industry.

"Our local agricultural extension agents are almost all female," she said. "Our FFA club is almost all female. Our 4-H club is almost all female. It is pretty incredible to see women not just sitting behind the office desks but also taking charge and being the main decision-makers."

Luchsinger Hull said the agricultural industry is also seeing a shift in women successfully holding leadership positions, but she doesn't think this will change the future of the industry.

"I truly do not think it will look much different than it has always looked, except you will see different names and faces," she explained. "I believe the industry as a whole will not look any different whether it is dominated by men versus women. Our end goals are still the

same: To be good stewards to the land and our animals. It doesn't matter if you are a man or a woman."

Luchsinger Hull said she'd like to say farming and ranching isn't different for women but basic body structure and strength put women at a disadvantage.

"It is a known fact that women have different body strength than men," she said. "That means we as women must work smarter rather than harder. We have to use brains when brawn could be used by men. We simply do not have the strength that our male counterparts possess. You should know it pains me to say that."

Luchsinger Hull recommended women in agriculture and those seeking to get into the agricultural industry look into Annie's Project to expand their agricultural knowledge.

"The mission of this project is to provide educational programming designed to strengthen women's roles in the modern farm enterprise," she explained. "Whether your farm or ranch is big or small, this program has something to offer all women, and it is applicable to women who do not have a large role in their operations and those who are running the show."

When it comes to offering advice to women balancing being a mom, wife and agriculturalist, Luchsinger Hull said the topic hits home.

"As the mother to two children and being married to a husband who was out of town almost 150 nights a year, my days were busy when the kids were little," she said. "I had a job, I had the farm, I had the kids. Looking back, life was not very balanced but like everyone involved in the industry, you just do it."

"You do not count the hours. You just get the work done and fall into bed. You will be tired. You will question your lifestyle some days but push through it all because in the end, it is worth all the hard work. Persevere!"

Though she grew up on a farm, Luchsinger Hull recognized some women who don't have that experience face unique challenges.

"If I were to hand out advice to someone who did not grow up on a farm, it would be to be patient, flexible, and learn quickly that life revolves around the weather and not your well laid plans," she said. "The sooner you accept these things, the sooner you will love the world of agriculture and all it has to offer."

She also recognized women often have unique responsibilities and roles in addition to their jobs on the farm or ranch.

"I see no issues with women sharing the same role as their male counterparts," Luchsinger Hull said. "When it comes to having extra special roles, I think this does apply if you have children. Even in homes with two parents, mom is generally the one to comfort, console, etc. She is generally the one to make meals, also."

Luchsinger Hull offered a final reminder to women trying to balance their family roles and responsibilities as farmers and ranchers:

"I know some homes operate different but for us, Mama was always the first call," she said. "I think while we have to be tough at work, we still have to be tender at home, and sometimes this role is a tough one to transition in and out of. Again, this may not be the case for all homes, but for me personally, I sometimes struggle making the transition from tough to tender when needed at home."

And when you struggle with the transition from farmer or rancher to wife and mother, remember to treat yourself with a bit of grace. 🐾

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¹ Williams, J., Loyacano, A., DeRosa, A., Gurie, J., Clymer, B. and Guerino, F. 1999 "A comparison of persistent anthelmintic efficacy of topical formulations of doramectin, ivermectin, eprinomectin and moxidectin against naturally acquired nematode infections of beef calves." Vet Parasitol. 85(4):277-288.

² Elanco Animal Health. Data on File.

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Continued from previous page

nant, non-lactating cow needs 55% TDN hay, a late gestation cow needs 60% TDN hay and a lactating cow needs 65% TDN hay to meet energy requirements.

Another important step in planning winter feeding is determining the ability to feed supplements other than hay regularly. Start by taking inventory of your equipment and labor availability for winter feeding. Do I have the ability to store large quantities of meal or pelleted feeds? Commodity feeds like distillers' grains, soyhulls, wheat middlings, corn gluten feed have nutritional profiles that make them desirable cow feeds, but they are of no use to your cows if your operation lacks the equipment to store and feed. Can you feed small pellets or meals with your equipment (troughs to feed into, means of transporting from storage to the cows) and labor? Our goal in this scenario is to supplement the necessary calories (energy) to replace what would normally come from hay, so these feeds must be provided daily for maximum benefit.

On an energy basis, one pound of corn will replace two pounds of low-quality hay (<50% TDN). Limit the corn to 6 lbs. per cow, per day to keep rumen microbes healthy and functioning efficiently. If hay is below 7% crude protein, consider adding at least 0.5 lbs. of crude protein per cow, per day, from a non-corn supplement. With commodity prices where they are currently, a 75% corn, 25% dried distillers grain supplement fed at 6-8 lbs. per cow, per day will be an excellent supplement for poor quality hay. Cows should perform well as this is more energy-dense than many of the commodity blends used. Finally, if your labor and equipment are stretched thin before winter feeding, perhaps it is time to consider a deep cull of your herd to better match feed availability with your herd. Producers have chased growth-oriented genetics over the past couple of decades and not recon-

sidered stocking rate. Forage intake is proportional to body weight, meaning a 1,400 lb. cow needs much more feed than a 1,000 lb. cow. When is the last time you evaluated stocking rates and cow size? If you have more cows than your pastures can support, you are going to be locked into a cow welfare system where you must provide supplemental feed for part of the year.

Final thought, producers who last the longest in the cow business are not the ones who make the most money in the good years; they are the ones who lose the LEAST money in the bad years.

I would be more than happy to help develop a winter-feeding plan if you send me an email (baileyeric@missouri.edu). 🤠

Eric Bailey is the State Extension Beef Nutrition Specialist for University of Missouri.



Women in Agriculture – Shelby Schultz

Shelby Schultz's perspective on women in agriculture, composed by Jessica Allan for Cattlemen's News

In order for life to continue, there must be growth, and in order for growth to happen, there must be change. The agriculture industry is very much involved in the process of life – from crops to livestock and everything in between. But the industry has seen change in other aspects as well, including who is involved in the industry.

Shelby Schultz is the Regional Sales Manager at Y-Tex and Owner/Operator at Spring Fed Cattle Company in El Dorado, Kansas. Just a few generations ago, either of those positions would have not been thought attainable for a woman in agriculture. Today, as Schultz points out, women are filling positions that need to be filled by any capable person (regardless of gender) with the right skills and experience, both on the farm and in corporate agriculture.

Schultz was raised on a cow/calf operation and farm in North Central Kansas and she exudes a love for the industry and those involved in it. Being raised on a working operation, she knows that going the extra mile for someone can make their life that much easier, whether it's setting up and/or cleaning up items for processing and branding cattle, or it's doing extra leg work for a customer who cannot find a product in their area. She believes every person has a special role unique to them, and for her, that is making sure each person she interacts with knows their situation is just as important as the next person's.

Being raised in the industry herself, Schultz wants people who are entering the industry know that they will be welcomed

with open arms. She encourages them to ask questions and to be open to learning new things.

That opinion doesn't just apply to those entering the industry to know, either. Schultz believes we should all be open to new ideas and should question why things are done a certain way. Those simple discussions could lead to new ideas or more efficient ways and means to accomplish things. Ongoing education via tradeshow, industry conferences, extension classes and resources, and even networking on social media such as LinkedIn can further a person's knowledge in all facets of agriculture.

For women specifically in the industry, Schultz encourages them to not be intimidated by an industry that has historically been male dominated. Asking questions may not lead to great changes immediately, but small changes lead to big ones. And we are all here to help one another. Any question asked has the potential to lead to change.





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In regards to balance of home and work life, Schultz points out that while she may not be a wife and mother, there is still a balance to maintain. For her and her significant other, working in the industry and maintaining an operating cattle ranch means they need to be okay with things not going according to plan, something which I think everyone involved with cattle would agree is a must! One needs to be okay with missing each other's events because of conflicting schedules; it isn't fun and it isn't easy, but it's a part of life and will happen. Don't compare; someone else may look like they have it all together (the Pinterest/Instagram perfect life), but everyone has a different balance. Do what works for you. And lastly, if you have plans that require you to be on time, ALWAYS drive separate. That project that you were told will "only take a few minutes", well, we all know how that can turn out! 🦅

TRENDING NOW

Women in Agriculture – Marissa Struthers

Marissa Struthers' perspective on women in agriculture, composed by Jessica Allan for Cattlemen's News

“The way to get started is to quit talking and begin doing” – Walt Disney.

Marissa Struthers, co-manager of Rising Cross Ranch out of Rosston, Oklahoma would say that women in agriculture have done just that. Numbers don't lie; the US Census itself confirms that women in agriculture are more involved than ever before. From Struthers' point of view, women have stepped up to the plate and have just done what needs to be done – from trading agricultural commodities to running machinery to delivering meals in the field to running errands to the parts store and vet clinic to being a mechanic – women have proven they can do it all.

Does she see life as different for women in agriculture than our male counterparts? Struthers would say, for her, no. If you think life is tougher or that people should treat you differently or that you don't get respect as a woman, then yes, life will be different for you. But for Struthers, she doesn't waste time thinking about the differences; she just gets out there and does what needs doing. She doesn't think she needs to toot her own horn for others to notice she can do whatever a man can do on the farm. Those who matter respect her for it and that is all that counts.

Women today hold all sorts of positions, including leadership. Struthers would like to think that maybe at the end of day that will mean more organization in the industry, but as a whole, women and men in the industry have the same goals. We want safe products, we want the best products, we want to continue in our industry even as the margins grow smaller and the general population becomes more removed from the farm.

We've all heard the saying “teamwork is what makes the dream work”. When you have a working farm, you live and breathe it, there is no break between work and home life. Some days that means her husband picks up the slack, and others it means she does. They are a team, even if their approaches to a problem may be different. The only differences she sees, is that one, she has to hold onto her braid around a PTO shaft unlike most men; two, she might have to take a different approach due

to simple physique differences; and three, her husband expects more from her than most men. Not because of gender, but because, as a team, she knows how he thinks and how he likes a completed project to look.



Marissa (left) and Shelby (right)

Agriculture is tough, it's hard, and there is always something more to learn, even for those who grew up in the industry, like Struthers. When she married, she was thrown into helping operate a large cow/calf ranch with an extensive pivot irrigation system, which was very different from the farm she grew up on in Eastern Colorado which utilized flood irrigation. Luckily, she says, she had a patient husband, but looking back there are few tips she has for a new wife. One, communicate, communicate, communicate! Even when one or both of you are upset, you can't understand each other, or you just need to talk something through, keep those lines of communication open. Two, don't take things personally; when they started out, there was just the two of them so he had to teach her anything he needed help with and she had to learn. Three, be your own cheerleader. Not everyone is going to tell you what a great job you did every single time, so learn to celebrate the things you accomplish yourself. Lastly, use your phone. Not just for communication with your spouse or your team, but today's phones mean technology and knowledge is literally at our fingertips. Put that phone to use by looking up questions and answers and calling those with experience in what you are working with.

In the end, said Struthers, it is not a man's world or a women's world. She doesn't take the approach that only men contribute to this while only women contribute to that. On their ranch and in the industry, we are all in this together working towards the same goal, and that must be the approach we take every single day to make this industry great. 🤠



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TRENDING NOW

Selling your Beef Directly to Consumers:

Five important things to do, part 2

By Gregory Bloom for Cattlemen's News

In last month's edition of Cattlemen's News, I discussed the first two steps involved in marketing your own beef brand.

To recap, the five steps you must take to market your own beef brand are:

1. Determine a great domain name for your brand.
2. Set up an order form or an e-commerce web portal for selling.

3. Set up social media accounts that direct people to your website.
4. Create short videos on social media to inform customers about your beef brand.
5. Determine what sort of advertising works best to drive sales.

Let's assume you've completed steps one and two, you've registered your perfect domain name and you have set up your e-commerce web store.

Now, it's time to attract new customers.

Step 3: Set up social media accounts that direct people to your website.

You probably already have a Facebook page for your personal use. I would encourage you not to use your personal Facebook page to promote your beef brand. Rather, set up a new Facebook page for just your beef brand and use it to post information about your ranch and beef. The reason for this is that your business Facebook page (or Twitter, TikTok, YouTube, Instagram or any other social media platform) will be used exclusively for business promotion. Your personal page likely has too much personal information including pictures of your kids and grandkids, your dogs, cats and political views. The exception to this rule, is that you can convert your personal Facebook page for business use and stop using it for personal posts. I did this a few years ago. I had my teenage daughter delete a lot of personal information, and she now only posts business related content on my page. The advantage to doing this is that you likely already have a lot of friends following you, and now you can make sales to your existing social network.

What and when to post?

When you do social media posts on any of the platforms available, mix it up. About a third of your posts should be informational, a third promotional and a third should be fun. One mistake I made early on is having all of my posts be about selling. People will tune you out if all your information is simply a sales pitch. I suggest one or two posts per week to start. You won't get a lot of sales from social media posts, but it will help get your brand known. Remember that the main reason you want to do social media posts is to get people to go to your webpage.

Step 4: Create short videos on social media to inform customers about your beef brand.



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MEAD POLLY U419 11-16-2019 • 19780480
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MEAD 33Z VICTOR U3036 ET
09-10-2020 • 44249985
JDH Victor 719T 33Z ET x EFBEEF TFL U208 Tested X651 ET
CED +11.6, BW -0.6, WW +60, YW +99, Milk +33, CW +81, MB +0.37, RE +0.37, BMI +\$481, BII +\$581, CHB +\$150



MEAD LOCK N LOAD U1166
08-13-2020 • M953897
ACE-ORR Lock N Load 243P x LT Blue Value 7903 ET
CED +7.5, BW -0.2, WW +73, YW +127, Milk +25, CW +28, MB +0.25, RE +0.72, TSI 268.70



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08-21-2020 • 4437087
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Continued from previous page

As we all well know, people read a lot less than they used to. There is just too much information out there for us to read it all. Short, thirty second videos are the best way of reaching new customers. It's very hard to get all you want to say in just a thirty second video, but practice will make perfect. I've found that the longer my videos are, the fewer people watch them. Never go over 3 minutes unless you are really interesting! Use your spouse, kids, dogs, cattle, tractor and any other interesting props in your videos. I do most of videos from my kitchen, deck, barn or the middle of a corn field. Variety is key to keeping people's attention. You can shoot great quality videos from most smart phones these days. You do have to be careful of the sound quality. I use the built-in microphone in my iPhone about half the time and an external microphone for times when there is too much wind or background noise. Have fun with your videos and your customers will enjoy watching.

Step 5: Determine what sort of advertising works best to drive sales.

Social media won't end up being the primary way you attract new customers. Find other low-cost ways of getting your beef brand known. I use AM radio, as it's inexpensive and effective. Call up the local AM radio stations that you like to listen to and speak with the actual program hosts that are doing the talking on the radio. Take them to lunch and give them some samples of your beef. Offer them a trade or partial trade for advertising. This works with smaller stations but might not work with a larger station. Remember, the key thing you want to be doing with all your advertising is driving the traffic to your website.

Other, inexpensive forms of advertising also can be effective, such as logos on your trucks, ads in local news outlets and business cards posted on the local church bulletin boards. I've also had success with direct mail.

Lastly, be patient. Rome wasn't built in a day, and it will take time for you to build your brand. Most successful on-line stores have been at it for years, so don't get discouraged by the time and effort it takes to get your brand sales rolling. You're in this for the long-haul.




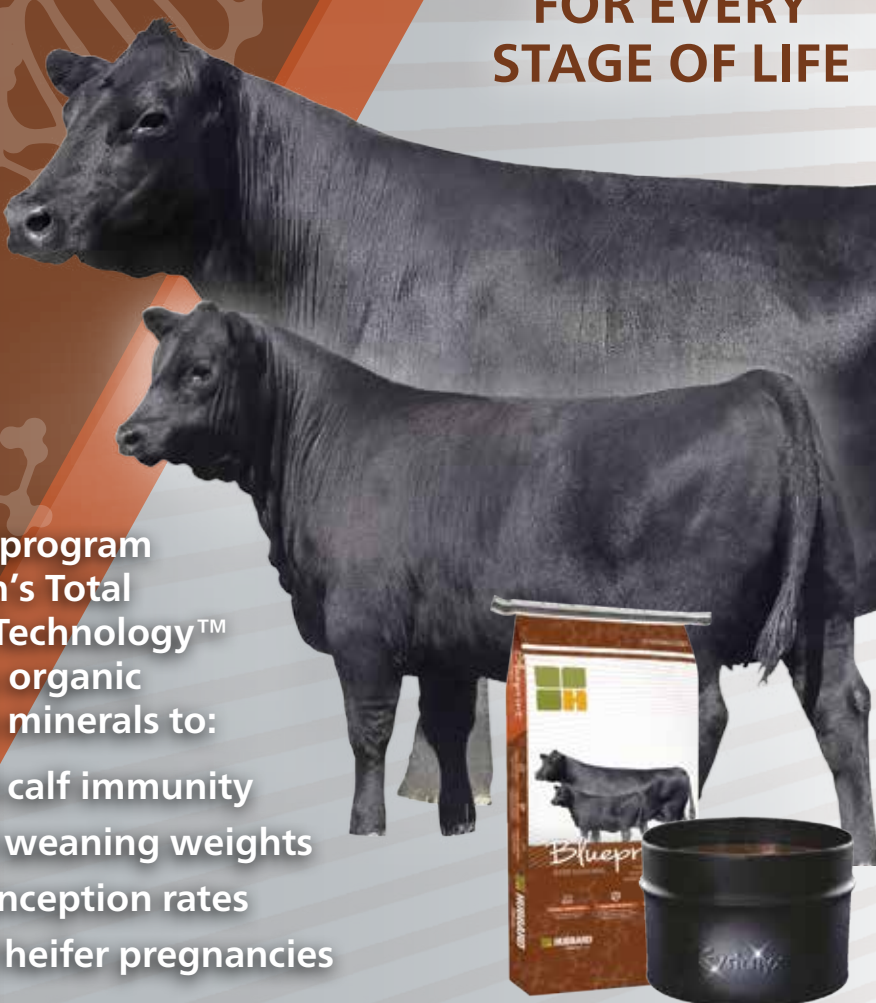

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Show-Me-Select Replacement Heifer Program Lowers Enrollment Fees

From the University of Missouri Extension

University of Missouri Extension livestock specialist Eldon Cole is “looking for a few good heifers” to help beef producers improve their herds through the Show-Me-Select Replacement Heifer Program.

To help, the Show-Me-Select Replacement Heifer Program recently changed its fee structure. The enrollment fee, formerly \$5 per head, now stands at \$2 per head.

“Previously, we felt some producers were not willing to enroll all of their heifers, or were unwilling to enroll any heifers if they only intended to sell a small percentage of what they developed,” says Jordan Thomas, MU Extension beef-calf specialist.

“By putting more of the fee on the actual heifers that get tagged rather than those that enroll initially, we hope to get more heifers into the program in coming years,” Thomas adds.

Statewide program explained

Show-Me-Select Replacement Heifer Program participants follow a recipe for screening, development, breeding and selection of replacement females. Since 1996, more than 900 Missouri farms and 300 veterinarians have participated, and SMS heifers have sold to buyers in 21 states, says Erin Larimore, Show-Me-Select program sale coordinator.

Through MU Extension’s educational efforts, the program focuses on better heifer performance, increased marketing opportunities and creating a reliable source of quality replacement heifers based on management, reproduction and genetics. MU Extension livestock specialists coordinate sales of spring- and fall-calving heifers.

“The Show-Me-Select Replacement Heifer Program is very good at helping cow producers add value to a weaned heifer,” says Cole, one of the program’s earliest supporters. In addition to marketing efforts, the Show-Me-Select Replacement Heifer Program offers an opportunity to learn the program’s Total Quality Management strategy to improve herds by retaining heifers they produce.

Learn more about the Show-Me-Select Replacement Heifer Program at extension.missouri.edu.

Source: University of Missouri Extension, which is solely responsible for the information provided and is wholly owned by the source. Informa Business Media and all its subsidiaries are not responsible for any of the content contained in this information asset.

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Cover Crops in Missouri: Putting Them to Work on Your Farm

From the University of Missouri Extension

Sunlight powers agriculture and, fortunately, is free to all farmers. The challenge is to harvest as much sunlight as possible. Because commodity crops might be in the field for only four to five months, fields receive untapped sunlight for several months each year. To tap this free resource the rest of the year, consider planting cover crops. Cover crops protect the soil while improving soil health and providing living roots to feed the soil microbial community.

A multipurpose tool on a farm, cover crops can help you accomplish several goals:

- Keep soil from washing away.
- Keep expensive fertilizers in the field and out of the water supply.
- Produce nitrogen (with a legume cover).
- Farmers are finding that cover crops also offer several other benefits:
 - Reduce soil compaction.
 - Improve soil moisture management.
 - Allow more rain to soak into the soil.
 - Control challenging weeds.
 - Improve commodity yields over time.

The benefits provided by cover crops are valuable not only for sustaining food production capacity but also for regenerating soil. Many of these benefits are a result of the things cover crops do that we don't see: their roots grow deep, helping soil structure, storing soil carbon and improving overall soil health. These benefits come about partly through keeping green cover on the land for more of the year than would be possible with row crops alone, but also because cover crops add biodiversity to cropping systems. That extra diversity sometimes helps reduce disease in corn and soybean, creates a better balance of fungi and bacteria in the soil, and leads to more earthworms aiding porosity and rainfall infiltration. Because of all the benefits cover crops can provide, they are unlike almost any other crop input; although not a cure-all, they definitely increase the health of cropping systems. For maximum soil health benefits, consider combining cover crops with no-till or strip-till diversified crop rotations and possibly grazing the covers with livestock where feasible.

Selection of a cover crop to use starts with considering the timing and purpose of its use. Virtually all cover crops appropriate for use in Missouri cropping systems are annual plants, which can be categorized as either warm-season or cool-season plants (Table 1). Warm-season plants, as the name implies, do best in warm weather and normally need fairly warm soil temperatures to start growing. Cool-season plants do best in spring or fall, and some will overwinter, the latter being called winter annuals.

Traits of some of the more common Missouri cover crops can be found on page 45

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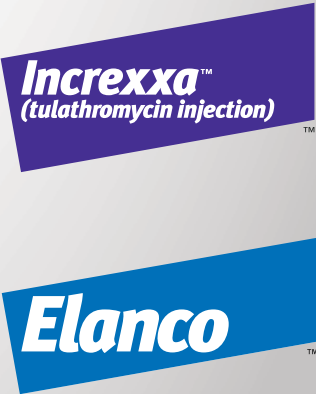
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IMPORTANT SAFETY INFORMATION (ISI)

Not for human use. Keep out of reach of children. Do not use in animals previously found to be hypersensitive to the drug. Increxxa has a pre-slaughter withdrawal time of 18 days. Do not use in female dairy cattle 20 months of age or older.



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CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Before using Increxxa, please consult the product insert, a summary of which follows:

INDICATIONS
Beef and Non-Lactating Dairy Cattle
BRD – Increxxa Injectable Solution is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*; and for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*.
IBK – Increxxa Injectable Solution is indicated for the treatment of infectious bovine keratoconjunctivitis (IBK) associated with *Moraxella bovis*.
Foot Rot – Increxxa Injectable Solution is indicated for the treatment of bovine foot rot (interdigital necrobacillosis) associated with *Fusobacterium necrophorum* and *Porphyromonas levi*.

Suckling Calves, Dairy Calves, and Veal Calves
BRD – Increxxa Injectable Solution is indicated for the treatment of BRD associated with *M. haemolytica*, *P. multocida*, *H. somni*, and *M. bovis*.

DOSAGE AND ADMINISTRATION
Cattle
Inject subcutaneously as a single dose in the neck at a dosage of 2.5 mg/kg (1.1 mL/100 lb) body weight (BW). Do not inject more than 10 mL per injection site.

Table 1. Increxxa Cattle Dosing Guide

Animal Weight (Pounds)	Dose Volume (mL)
100	1.1
200	2.3
300	3.4
400	4.5
500	5.7
600	6.8
700	8.0
800	9.1
900	10.2
1000	11.4

See product insert for complete dosing and administration information.

CONTRAINDICATIONS
The use of Increxxa Injectable Solution is contraindicated in animals previously found to be hypersensitive to the drug.

WARNINGS
FOR USE IN ANIMALS ONLY.
NOT FOR HUMAN USE.
KEEP OUT OF REACH OF CHILDREN.
NOT FOR USE IN CHICKENS OR TURKEYS.

RESIDUE WARNINGS
Cattle
Cattle intended for human consumption must not be slaughtered within 18 days from the last treatment. This drug is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows.

PRECAUTIONS
Cattle
The effects of Increxxa on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

ADVERSE REACTIONS
Cattle
In one BRD field study, two calves treated with tulathromycin injection at 2.5 mg/kg BW exhibited transient hypersalivation. One of these calves also exhibited transient dyspnea, which may have been related to pneumonia.

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Store below 25°C (77°F), with excursions up to 40°C (104°F).
100 mL: Use within 2 months of first puncture and puncture a maximum of 67 times. If more than 67 punctures are anticipated, the use of multi-dosing equipment is recommended. When using a draw-off spike or needle with bore diameter larger than 16 gauge, discard any product remaining in the vial immediately after use. 250 mL and 500 mL: Use within 2 months of first puncture and puncture a maximum of 100 times. If more than 100 punctures are anticipated, the use of multi-dosing equipment is recommended. When using a draw-off spike or needle with bore diameter larger than 16 gauge, discard any product remaining in the vial immediately after use.

HOW SUPPLIED
Increxxa (tulathromycin injection) Injectable Solution is available in the following package sizes:
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February, 2021

TAKE TIME

OBSERVE LABEL DIRECTIONS

MANAGEMENT MATTERS

Testing of Hay and Pastures Key to Offsetting High Feed Grain Prices

By Donald Stotts

STILLWATER, Okla. – High feed grain prices have been an area of concern for livestock producers this year, leading many to look for more cost-effective alternatives to meet the nutritional needs of their cattle during fall and winter months.

There has been a steady increase in cost of gain in cattle going back to the summer of 2020. To combat this and assure the continued well-being of his livestock, Kent Miller of Ellis County is planning on making full use of his native range and dual-purpose, graze-and-grain wheat pastures. Miller, who is the second of three generations working the family farm and ranch enterprise, said it's key to pay attention to the details given as how most people's profit-loss margins are too tight to risk their operations.

"Oklahoma State University Extension has been providing information on how to get the most out of our pasture resources for years," he said. "In my 35 years of ranching, I've found most of us listen and apply what we've been told at their various meetings."

Rodney Cook of Noble County agreed. The cattle producer plans to make full use of available native range pastures. In addition, he intends to turn out his cattle on a cover crop of oats, turnips and other healthy forages for about four hours a day – an approach he has used for years with great success.

"We're big on rotating pastures and making sure all our hay is tested," Cook said. "Our family operation typically doesn't go through a lot of feed, so unless something happens to our pasture resources, we should be able to weather the higher prices and cost of gain compared to previous years."

Testing hay and pastures is vital to knowing for certain how the supplemental requirements of the cattle need to be met. OSU Extension has online resources to help producers take accurate samples, get them tested and use the analysis provided to create a feeding program that meets the nutritional needs of their specific herds.

Dave Lalman, OSU Extension beef cattle nutrition specialist, recently provided additional insights about hay testing, calculating herd nutritional needs and managing around high feed grain prices on the agricultural television show SUNUP.

Some producers have asked OSU Extension county offices about using alfalfa as a cost-effective replacement for protein, according to agricultural educator reports.

"Producers need to be diligent with feeding accuracy when using alfalfa as a supplement," said Dana Zook, OSU Extension area livestock specialist. "However, some sources of alfalfa could provide the protein needed, and potentially also provide added calcium and vitamin A that conventional cubed supplements lack. Speak with your local Extension agricultural educator who can answer questions in detail."


Zook said producers need to be sure to compare costs of the ingredients by the nutrient needed when looking at supplemental replacements. For example, compare the cost per pound of protein in winter feeding situations when cows are on dry grass.

"Again, don't skip on testing hay for protein and energy," she said. "It can help the producer be more accurate when sup-



Cost of gain in the cattle industry is dependent on feed conversion rates and feed grain prices, which are high this year compared to previous years. Available pasture resources are expected to be the savior for many livestock operations. (Photo by Todd Johnson, OSU Agricultural Communications Services)

plementing and thereby reduce costs. Every OSU Extension county office can send off a test for a minimal cost."

Livestock operators may wish to take advantage of the OSU Cowculator, a Microsoft Excel spreadsheet designed to help producers make informed decisions about beef cattle nutrition. Criteria such as cow weight, body condition, stage of production and breed can be customized to each operation and to specific scenarios within an operation. Animal nutritional requirement and performance prediction are based on years of research data. 

MEDIA CONTACT: Donald Stotts | Agricultural Communications Services | 405-744-4079 | donald.stotts@okstate.edu

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following regular cow sale

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Time: 1:00 PM

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regular sale

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Gradual Weaning of Calves Reduces Stress, Increases Profits

By Linda Geist, University of Missouri Extension - Source: Eric Bailey, 573-884-7873

COLUMBIA, Mo. – Weaning at home reduces stress and improves profit in calves, says University of Missouri Extension beef nutritionist Eric Bailey.

Unfortunately, more than 55% of calves are weaned on the trailer on the way to the sale barn, according to USDA National Animal Health Monitoring System surveys.

Calves face many types of stress in their early days, including weaning, castration, vaccinations, diet changes and transportation. Stress increases their risk of contracting a respiratory disease upon entering the feedlot. Bailey says 17% of calves



Producers can reduce stress on calves by weaning them while they are still on the farm. Calves with less stress have fewer diseases and lower morbidity when they go to the feedlot. (Photo courtesy of Eric Bailey)

entering the feedlot show signs of respiratory disease. This costs the beef industry \$800 million annually.

Producers can reduce some of that stress by weaning at home, which Bailey calls a “tried-and-true” method.

A couple of “at home” techniques:

- Nose clips in the nostril, which prevent the calf from sucking and encourage them to eat hay and feed concentrates. After the nose clip is removed, calves are physically separated from their dams. This low-stress method costs about \$2.25 per nose flap.
- Fence line weaning puts calves on one side of the fence and mama cows on the other side for five to seven days after weaning. Good fences help in this method. Fence line weaning improves performance and helps calves bawl less. Calves that are abruptly removed from their mothers bawl twice as much as gradually weaned calves.

Calves that don’t eat well after weaning face risk for illness, generally 14-28 days after weaning. Producers can encourage drinking and eating by placing physical barriers within the pen so that calves must walk past water and feed sources.

Bailey also suggests a method to adapt weaned calves to new feed. On the day of weaning, offer calves 1% or more of their body weight in high quality grass hay. The next day, offer hay at 1% of body weight and begin to offer 0.5-1% of body weight in grain. Put the grain under hay in the bunk to get calves to eat down to the new feed. Putting a new feed on top may cause calves to avoid it, he says.

Increase the concentrate to 1 pound (dry matter basis) each day until cattle are eating 2.5% of their body weight in concentrate. Discontinue hay between days three and five.

Find more information on this and other beef and forage topics on MU Extension’s Integrated Pest Management YouTube channel at youtube.com/user/MUIPM.

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TRENDING NOW

Women in Agriculture – Reagan Bluel

Reagan Bluel's perspective on women in agriculture, composed by Jessica Allan for Cattleman's News

Reagan Bluel

Women have always played an integral role in agriculture. Until fairly recent history, that role was not regularly recognized and most leadership roles were devoid of women. However, that has significantly changed over the years. Reagan Bluel, from Mount Vernon, Missouri, is one of those who play an active role in the industry. She is the Interim Superintendent for MU's Southwest Research Center, the University of Missouri Extension Field Specialist in Dairy, the Educational Director for Missouri Dairy, and, not least of all, a mother and wife.

Bluel notes that, in 2021, women are in all aspects of agriculture, including leadership and other key roles. Many women play an active role in day-to-day production, as well as in co-op and commodity groups. Every aspect, from farm to table, includes women as vital players in the industry. While she believes that there is

most definitely room to grow women leadership in agriculture, she also notes that, in order for the industry to continue growing, putting the right person in the job, regardless of gender, is key. Passion knows no boundaries of gender, she says. Passion is what drives growth and change. Passion is vital to agriculture.

Women in agriculture do have a unique role, in that, in many circumstances, they also have a dual role as a wife and mother (i.e. family manager), and life becomes a balancing act. Bluel, who did not grow up on a farm, had some tips for young moms and new wives. One, coffee! Two, enjoy this time; the thing she wishes she would have been told when her children were younger is that a dirty house does not define you. Today, she takes the time to connect with her children through agriculture. Each morning, they wake up and do chores together, and the same in the evening. For Bluel, those morning and evening conversations at chore time provide those little quiet opportunities for conversation that they might otherwise not have. Those conversations are important to her children's future, regardless if they join the agricultural industry.

For women who did not grow up in the industry but are not a part of it through either work, family or life circumstances, Bluel recommends that one finds a mentor, someone positive they can hold on to and guide them in the right direction. As she has grown in the industry, Bluel says she has found that agriculture has some of the kindest people in the planet who are eager to help her succeed. Again, passion is key, and she encourages women in agriculture to find their passion and then to find others to help them in that. As an alum and employee of the University of Missouri, she highly recommends reaching out to one's extension office. Even if they do not have a specialist in your desired field, they can help you with finding research-based facts, instead of surrounding yourself with the myriad of opinions out there. Facts and research, not opinions, will be the greatest support one can provided for one's farm or ranch.

One of the hardest questions that Bluel struggles with in relation to women to agriculture is the topic of gender-based roles. She believes that this is the largest obstacle faced in agriculture today; for example, assuming a woman is the best at raising young animals simply because of inherent maternal instinct. Although data does support this to some extent – women tend to be more emphatic, have better social skills and are more self-aware, while men have higher self-confidence and are better managers of distressing emotions – she believes this tends to box people into specific roles that may not be their true calling. Men and women can be in the same leadership position just as efficiently as the other. Leaders in the top 10%, by gender, do not have significantly different skill sets. They pick up the strengths they need to develop into strong leaders through professional development over time, regardless of gender.

For Bluel, in order to advance agriculture, we need to promote and reward those we consider leaders, whether they be man or woman. If one is not defined by a "boxed role", they will be more open to new ideas and concepts, to change in the industry which will drive progress. Gender does not define, for her, one's unique, special attributes. Those are skill sets, strengths, given to us to use in whatever role we are called to, which may mean the young woman might be best as the farm mechanic, while the young man might be best at raising the next generation of calves. We need to start focusing on identifying each individual's strengths in order to optimize the impact our God-given skill set has on agriculture, says Bluel. After all, those individuals coming up the ranks are the future of our industry! 🦃



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Who are Women in Ag?

Source: <https://newfarmers.usda.gov/who-are-women-ag>

From historic homesteaders to contemporary cattle ranchers, women have been a cornerstone of America's agriculture heritage.

The 2012 Census of Agriculture notes that nearly 1 million women are working America's lands. That is nearly a third of our nation's farmers. These women are generating \$12.9 billion in annual agricultural sales. Women are also scientists, economists, foresters, veterinarians, and conservationists. Women are in the boardrooms and the corner offices of international enterprises, and are the owners and operators of small businesses. Women are property owners and managers. Women are policymakers and standard bearers. Women are involved in every aspect of agriculture.

We at USDA are committed to supporting diversity and inclusion in the agriculture—and that includes building opportunities for women to grow, learn from one another, and lead within their industries.

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MANAGEMENT MATTERS

Managing Herd Sires: What to Plan For

By Anita Ellis for Cattlemen's News

Fall is just around the corner, and for some producers this means prepping for fall breeding. Personally, I enjoy fall, although it is a busy time for me! I spend a considerable amount of time working with producers as they set up heifers for pre-breeding exams and schedule synchronization protocols. But much of the time, what gets left out is their plan for the bull. Do you have a plan developed for how you manage your herd sires? If you have recently purchased a new bull, how do you plan to manage and protect that investment?

In order to take full advantage of your new genetics, a considerable amount needs to be planned, from the time you pick up your new bull to just before the breeding season. New bull purchases are a large input cost, and this cost will be spread out over the useful life of the herd sire. The longer this animal performs, the more years and, hopefully, calves over which the initial investment can be spread.

Prior to the breeding season, as young yearling bulls are growing, they have typically been fed on a higher energy diet than what they will probably receive once they start their new job on your farm. Although we in Extension strongly discourage over-conditioning diets in the first place, it does remain common for bulls to be developed on diets that contain significantly more concentrate energy than the bulls will be offered later in life. A noticeable decrease in fertility and libido can occur if rapid weight loss results as the bull adjusts to his new lower-energy diet. Bear in mind that the bull's activity is often increasing significantly as well when he transitions to grass pastures and chasing cows all day. Allowing continued weight loss will affect your new bull's longevity.

Should you need to change your new bull's diet, make these changes slowly. Over a two-month period, gradually change the concentration portion of a ration without restricting nutrient intake too much, as these bulls are still growing. High-quality forage will go a long way in this plan. At the beginning of the breeding season, they should be at about a 6 BCS (Body Condition Score) and gaining about 2 lbs. a day.



We encourage you to have a BSE (Breeding Soundness Exam) performed on every natural service bull used prior to every breeding season. Your veterinarian will perform a physical exam on the bull as well as examination of the semen for motility and morphology of the sperm cells. A good time to do this is a month to two months prior to the start of the breeding season. Obviously, this length of time gives us a cushion, should the animal not pass his BSE and a replacement is required.

To ensure a bull is in adequate physical condition before the breeding season—when a lot of activity will be taking place—it may be useful to allow more space in the bull pen or bull pasture. Sizeable pasture space permits for potential exercise, and travel within the pen can be encouraged by arranging water, mineral, and feeding areas in different areas within the pen. Encouraging more travel can help to ensure the bull has adequate physical stamina for the breeding season. Not only can this be considered an 'exercise program' for your bulls, but it allows you an opportunity to watch for any feet or leg issues as well.

Especially if multiple bulls are being used in a breeding season and a new bull will be amongst them, it is a good time to allow the pecking order to establish. If at all possible, maintain groups of bulls according to their planned assigned breeding pastures. Allow for plenty of time with those other bulls so that bulls develop an understanding of their rank in the group. This way, less time is spent fighting come breeding season and more time is spent getting cows bred. A single-sire breeding group is

a safer bet if seeking to minimize any risk of bull injury, but bear in mind you are putting all your eggs in the basket of one bull's fertility whenever single sire mating groups are used. As an alternative, if using multi-sire breeding groups, considering placing older, dominant bulls in a separate bull group from young bulls.

Help your new sires perform at their best potential by having a management plan such as this in place. If you need help developing a plan or have any questions on managing your new herd sires, call your Extension Livestock Specialist. 🐮



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Anita Ellis, extension field specialist, central region coordinator Show-Me Select, University of Missouri Extension.



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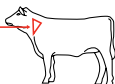
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50	0.5 mL	-	-
100	1 mL	-	-
150	1.5 mL	-	-
200	2 mL	-	-
300	3 mL	-	-
400	4 mL	-	-
500	5 mL	-	-
600	6 mL	-	-
700	7 mL	-	-
800	-	5.3 mL	-
900	-	6 mL	-
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1200	-	-	6 mL
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Cattle U Women’s Panel Brought Leading Ladies of Cattle Industry Together for Discussion of Key Issues

By Lacey Newlin, previously printed in High Plains Journal

For the first time, High Plains Journal’s Cattle U & Trade Show—held July 29 to 30 in Dodge City, Kansas—integrated a women’s panel discussion into its program.

Moderated by television host, Fancy Lady Cowgirl creator and native Kansan Courtenay DeHoff, the panel included four women from diverse sectors of the cattle industry who discussed animal agriculture and the keys to their industry success. The panel included environmental scientist and dairy farmer

Tara Vander Dussen, also known as the New Mexico Milkmaid on social media platforms; Jan Lyons, former National Cattle-men’s Beef Association president and owner of Lyons Ranch LLC in Manhattan, Kansas; Dr. Rosslyn Biggs, DVM, beef cattle Extension specialist and director of continuing education at Oklahoma State University College of Veterinary Medicine; and Trista Brown Priest, CEO at Cattle Empire in Santana, Kansas. The segment started off with the panelists sharing what they have found to be the keys to success. Lyons explained how she found success on her Angus operation by picking the right female livestock for her ranch.

“I went to some of the best operations, primarily in the state of Kansas, and I picked top animals I thought would fit as foundation females in the herd,” Lyons said. “We have not purchased additional females in over 25 years. The first cows were picked on their maternal qualities. We wanted to know if they would produce females to put back into the herd and provide the kind of bulls that we could use for embryo transfer, artificial breeding and natural service sires.”

Many of the panel members agreed on several keys to success, including having a dream and working hard to achieve it.

“At the end of the day, I think hard work is probably the key and a lack of fear in hard work and determination,” Biggs explained. “(And) In the ability to pivot and be resilient when you’re faced with a challenge. People in agriculture do whatever it takes and so that’s one of those qualities I hope I’m able to pass onto my daughters too.”

Vander Dussen agreed with Biggs, especially on learning to be adaptable.

“The worst phrase in the English language is ‘that’s how we’ve always done it,’” Vander Dussen said. “I think change is something you have to embrace. Instead of just pushing back on everything, we need to be able to adapt and understand that if we come to the table and say OK, we make some changes instead of just saying this is the way we’ve always done it and we’re not going to change it. It really puts us on the defense and makes us look defensive to our customers.”

Vander Dussen said misinformation is one of the biggest issues agriculture faces every day, and it will take a targeted approach of better communication and transparency to overcome it.

“We have to better connect with our consumers,” Vander Dussen said. “They have to better understand why we do

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things and they have a lot of questions that we have to be there to answer with open arms. I think when you get in a room full of farmers and ranchers and you bring up climate change you're going to see a lot of heads start shaking, but if that's what's important to our consumers, we need to answer those questions. We need an open-door policy in order to combat misinformation."

On the topic of dealing with the biggest challenge in animal agriculture right now, Priest said she sometimes feels the agriculture industry battles itself more than anyone on certain economic issues, such as how cash price is discovered for fat cattle.

"We have to come together as a group to figure that out," she said. "We do not want the government to help us settle that. We have to try to get more equilibrium in the economics between all parts of the supply chain. We need to have some of these big picture conversations and stop fighting amongst ourselves."

Girl power

Although the discussion questions ranged from production topics to bridging the gap between consumers and producers, DeHoff also asked the panelists to give other women and young girls advice on finding a career in the cattle industry and the lessons they've learned from a females' perspective. Lyons, one of the original trailblazers of the cattle industry in Kansas and the nation, encouraged the women in the room, but also praised the men who supported her when she wanted to take on leadership roles in NCBA and other organizations.

"No one told me I couldn't be a part of things," she said. "No one said you're not supposed to be here. People were very supportive. Women provide a unique perspective and we need everyone's input. If you have a dream and you want to do it, don't let anyone tell you, you can't. And no matter what, you have to be willing to learn, I don't care if you are a man or a woman."

Vander Dussen offered similar sentiments when she said women often limit themselves in agriculture instead of believing in their own abilities and qualifications.

"I think probably a lot of women in ag have felt like they've been put in a box and breaking out of that box has been really challenging, so I would say don't put yourself in a box," she said.

For Priest, the feedlot industry is most definitely a male-dominated industry, but she has learned to embrace being the only woman in some instances and focus on being your best and forgetting about gender.

"I can't tell you how many times I've been asked what my brother does on the operation—I don't have a brother," Priest said. "You need to be OK with being the only girl. It's OK that you're the only one

and there's no line to the women's bathroom."

Biggs, who mentors numerous future veterinarians, said 60% of the veterinarians graduating from vet school right now are females and she offers them advice on how to be successful in their careers as well as help others in their profession.

"This is what I tell my veterinary students—but particularly females—be brave, confident and walk with authority," Biggs said. "Whatever you set your mind to, you can do it. Lean up, lean sideways and lead down. You may rise up the ladder, but you better leave it down because you should always try to help someone else come up with you." 🐮

Lacey Newlin can be reached at 620-227-1871 or lnewlin@hpj.com.

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What’s the Difference Between Stress and Anxiety?

By Lesley Kelly, Farmer and Co-Founder of the Do More Agriculture Foundation

On the surface, it can be hard to see any difference between stress and anxiety. After all, they’re both the negative emotional experiences that can make you feel exhausted and irritable, reduce your concentration and leave you spending your nights sleepless and frantic, going through all the scenarios of how to increase the farm’s profitability and the things that could happen to derail that plan. We often use the two words interchangeably or may even think that they essentially mean the same thing, but they have different origins. Figuring out whether you’re dealing with anxiety or stress is one of the most important elements in figuring out a treatment plan and how to make yourself feel better.

There is a fine line between stress and anxiety — stress can trigger anxiety, and anxiety can be a symptom of extreme stress. And many symptoms — like muscle tension, rapid heartbeat, and insomnia — can impact people experiencing both problems. But ultimately, knowing which one you’re really dealing with can help you feel better faster.

What is stress?

Generally, stress is a response to an external cause which creates feelings of frustration and nervousness, such as the tight timeline for taking the crop off at harvest before it snows or having an argument with a family member and subsides once the situation has been resolved. Because stress is caused by external factors, tackling these head-on can help. If you’re experiencing prolonged, chronic stress, there are many ways to manage and reduce your symptoms, including physical activity, breathing exercises, adequate sleep and taking time to connect with others.

What is anxiety?

Anxiety is a person’s specific reaction to stress; its origin is



internal. In other words, stress happens in your body, and anxiety happens in your mind and your body. Anxiety comes from a place of fear, unease and worry in situations that are not actually threatening. Unlike stress, anxiety persists even after a concern has passed. In more severe cases, anxiety can escalate into an anxiety disorder.

Am I Experiencing Stress or Anxiety?

Here are some signs that can help you distinguish between the two:

- 1. Stress is feeling nervous about an external situation and your symptoms go away when the situation has passed.** While you can cause yourself stress through negative self-talk, or a negative attitude, it is usually triggered by something external. Anxiety, on the other hand, is more internal and how you react to stressors. If you remove those stressors and still feel overwhelmed and distressed, you are likely dealing with anxiety.
- 2. Anxiety is an excessive reaction to a given situation.** Certain situations are stressful, and would be for anyone, such as the loss(es) of animals or a crop. Anxiety is more of an excessive reaction. If the worry and distress you feel in a given situation is unusual, excessive, or goes well beyond the reactions of other people, it may be anxiety rather than stress.
- 3. Being unable to complete day to day tasks or work are signs of anxiety.** Most stressful situations are difficult to get through but are ultimately manageable. Anxiety disorders can leave you completely unable to manage normal, everyday tasks. If you are distressed to the point of being unable to work or carry out tasks, and/or having a panic attack, an anxiety disorder may be the underlying issue.
- 4. Anxiety may create “what ifs” over and over again in your mind.** Anxiety causes feelings of dread and fear of things that haven’t happened or don’t exist. On the other hand, stress is a response to something happening or a pressure you feel. For example, with an anxiety disorder you may feel a general sense of apprehension, dread, and worry, even when there is nothing coming up that should cause you to be concerned.

Continued on next page



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5. Specific symptoms may be an indication of an anxiety disorder. If you have certain, specific symptoms, these may indicate you have an anxiety disorder or at least that your issue is beyond simple, everyday stress. For example, panic attacks are a characteristic of panic disorder, a type of anxiety disorder. High levels of stress and anxiety in social situations may indicate a social anxiety disorder.

No matter which issues you're struggling with, you don't have to deal with it alone. Talk to someone you trust about what you're going through and know that no matter what you are going through, you can start feeling better.

These are guidelines for further awareness about mental health and should not be used as a diagnosis or treatment plan. If you need assistance, please contact your doctor, a mental health professional or visit the Do More Ag Resource page at <https://www.domore.ag/resources>. 🐮

Do More Ag was established in 2018 to promote mental health awareness, well-being, and research; as well as to empower producers to take care of their mental health through education, training, and public awareness. The foundation is also dedicated to creating a community of belonging, support and resources on mental health. Visit www.domore.ag for more information.

Get Connected

Source: <https://newfarmers.usda.gov/who-are-women-ag>

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@osec.usda.gov and let us know how you would like to connect.

After joining the network, you will have access to our monthly newsletter where we feature profiles of women in agriculture, and share information on upcoming news or conferences. In addition to the newsletter, we will hold a quarterly engagement call where you will hear from influential voices working to make agriculture stronger and more diverse. We also invite you to follow the current conversation about women in agriculture by searching #womeninag on your social media channels.

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Plan Ahead for Fall Management of Pastures

By Ryan McGeeney, U of A System Division of Agriculture

FAYETTEVILLE, Ark. — With autumn just around the corner, ranchers and pasture managers should consider a few actions that can extend the grazing season, making the best of the available forage base until next spring.

Dirk Philipp, associate professor of animal science for the University of Arkansas System Division of Agriculture, said that with the ongoing summer heat, cool season perennials such as tall fescue are still showing signs of heat stress and reduced overall growth.

“But this will quickly change as night-time temperatures fall during the coming weeks and cool season perennial

forages start growing again, albeit at a reduced rate compared to spring,” Philipp said. “In the meantime, there are several things landowners can do to maximize the growth and health of their pastures.”

These steps include adequate fertilization, stockpiling forage and ensuring adequate grazing.

Fertilization

When it comes to tall fescue, Philipp said, fertilization recommendations tend to diverge, with some experts proposing that producers fertilize only in the fall, fall or spring (but not both), or even late fall.

“It all depends on the landowner’s situation,” Philipp said. “But any time after Sept. 1 can be justified as we enter overall cooler conditions that help cool season grasses thrive.”

Recommended rates are around 50-60 pounds of nitrogen per acre. Urea fertilizer may volatilize somewhat before being dissolved by rain, Philipp said, so it’s theoretically best to watch the forecast and wait for a shower, depending on the fertilizer being used.

“In practice, however, this is difficult to achieve,” Philipp said. “The best might be to develop the practice of applying nitrogen at consistent target times each year based on the specific needs of the land, considering factors such as current and historic weed pressure, soil conditions and the condition of the forage stand.”

Stockpiling

When stockpiling forage for later use in the fall and winter, Philipp points to the standard practice of applying fertilizer to accelerate the growth of tall fescue for later use.

“Apply about 60 pounds of nitrogen per acre during the first weeks of September to your fields,” Philipp said. “Canopies should be relatively short to ensure fresh regrowth from fertilization, and the grass can be either grazed or clipped to remove senesced forage residue, although, under normal circumstances, pastures may already be short from a hay cut or grazing in late spring and summer.”

Any specific area dedicated to stockpiling shouldn’t be grazed until November or December, Philipp said, and growers should plan accordingly.

“Specific fields or even parts of fields should be selected where a high response to fertilizer can be expected,” Philipp said. “Obviously, you’ll want to make plans to move animals somewhere else while stockpiling.”

Tall fescue isn’t the only forage that can be stockpiled, Philipp said, but simply the most suitable for the area.

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Continued on next page

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“It retains good forage quality, even when stockpiled well into the winter months,” he said. “Orchardgrass works well for stockpiling, too, but this grass is not as common in Arkansas as tall fescue.”

Grazing

Pasture managers can begin putting their livestock out to graze stockpiled fescue or orchardgrass in late November to early December. Philipp recommends producers make grazing available in strips wide enough for one to two days’ worth of foraging before moving animals on to the next strip.

“This way, losses due to trampling are minimized,” Philipp said. “It also allows for a better forage utilization rate than other stocking methods.”

To learn about extension programs in Arkansas, contact your local Cooperative Extension Service agent or visit www.uaex.uada.edu. Follow us on Twitter and Instagram at @AR_Extension. To learn more about Division of Agriculture research, visit the Arkansas Agricultural Experiment Station website: <https://aaes.uark.edu>. Follow on Twitter at @ArkAgResearch. To learn more about the Division of Agriculture, visit <https://uada.edu/>. Follow us on Twitter at @AgInArk.

About the Division of Agriculture

The University of Arkansas System Division of Agriculture’s mission is to strengthen agriculture, communities, and families by connecting trusted research to the adoption of best practices. Through the Agricultural Experiment Station and the Cooperative Extension Service, the Division of Agriculture conducts research and extension work within the nation’s historic land grant education system.

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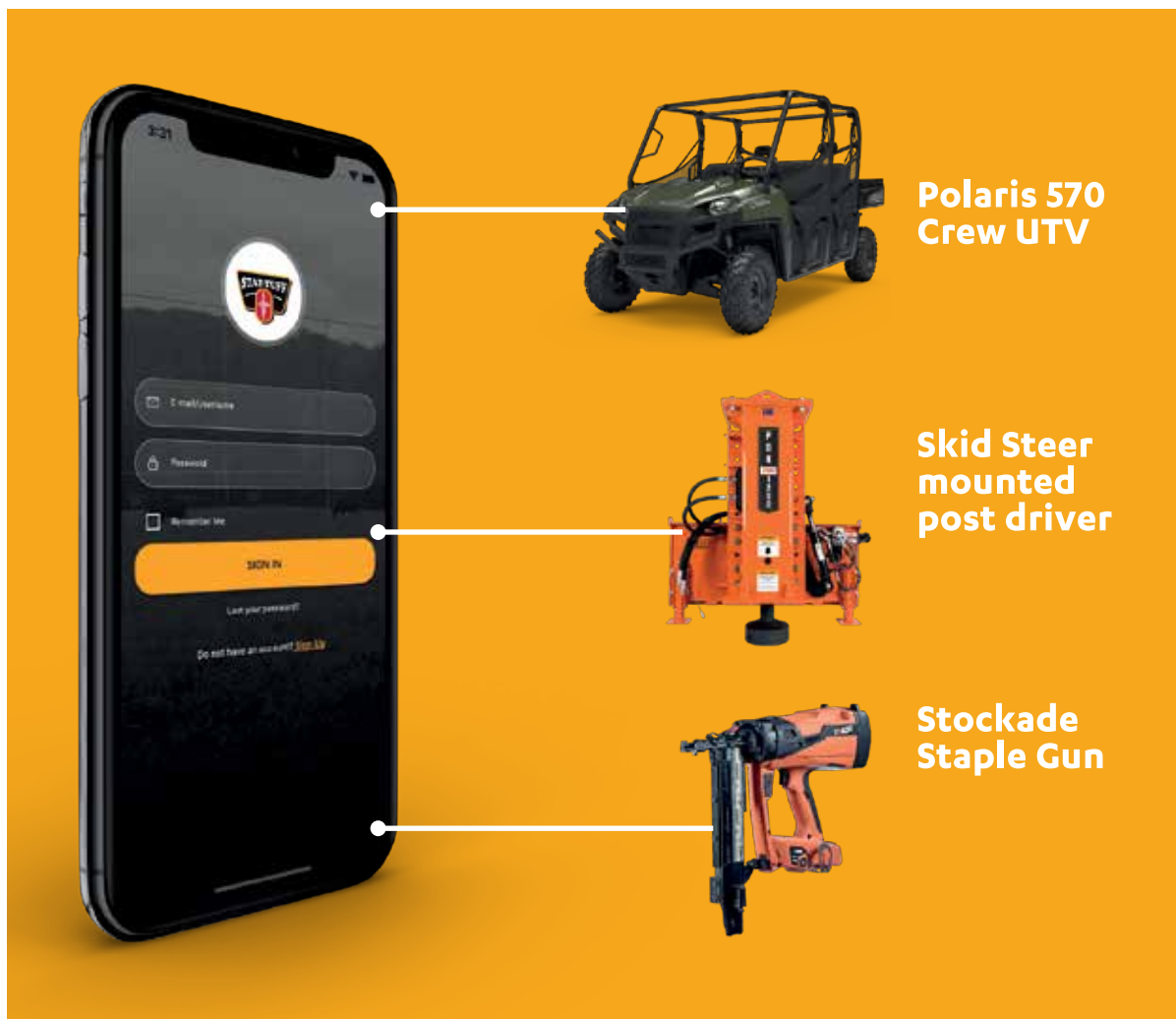
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Cover Crops in Missouri - Cont'd from page 24

From the University of Missouri Extension

The traits of some of the more common Missouri cover crops are described below.

The common seeding rates mentioned are for planting just that one species of cover crop. If you are planting a mix of cover crops, cut back on seeding rates proportional to the amount of that species you want in the mix. For example, with a goal of equal amounts of each species, for a three-way mix, plant 35 to 40 percent the normal rate of each of species, and for a two-way mix, plant 55 to 60 percent of the normal rate of each species.

Rates for broadcast seeding, including aerial seeding, are higher because not all seed will germinate.

If a precision row crop planter is used, for some covers the rate will be less than the drilled rate, especially for members of the brassica family, such as radishes and turnips.

Cereal rye
Cereal rye is considered the queen of cover crops and is the No. 1 cover crop used in the United States. It is popular because it is quite cold-hardy and can be planted later in fall than any other cover crop, and it provides excellent erosion control and incredible growth in spring. A potential drawback is that when rye is used on poorly drained soils that stay cool and wet in the spring, such as claypan soils, the decaying rye can sometimes slow corn establishment. Another caution is that the rapid spring growth of rye can take first-time users by surprise and create a slight risk of complications with spring planting. Fortunately, even 5-foot-tall rye can be killed with glyphosate or by rolling.

Cereal rye seeding rate
• Drill at 70 to 80 pounds per acre.
• Broadcast at 100 to 120 pounds per acre.

Triticale
A cross between wheat and cereal rye, triticale has some of the hardiness of rye but the shorter stature of wheat. Considered a good cover for erosion control and for grazing, it works well in combination with other cover crops, particularly legumes.

Triticale seeding rate
• Drill at 60 to 70 pounds per acre.
• Broadcast at 80 to 100 pounds per acre.

Oats
Widely available and normally spring-planted for grain, oats have the advantage of strong fall growth as a cover crop. Many first-time users of cover crops appreciate that oats will winterkill and require no special management in spring. However, the erosion control provided by oats in late winter and spring is less than that from overwintering cereals such as cereal rye, triticale and wheat.

Oats seeding rate
• Drill at 80 to 100 pounds per acre.
• Broadcast at 120 to 140 pounds per acre.

Forage turnips
Like radishes, forage turnips are a member of the Brassica family that does best if planted in early fall. Although not quite as vigorous in growth as the best oilseed radish varieties, turnips are superior for grazing. Both the leafy top-growth and the tuber are good forage for grazing livestock. Turnip top-growth typically dies by late December. Turnips are often mixed with another forage species, such as cereal grass.

Forage turnip seeding rate
• Drill at 5 to 6 pounds per acre.
• Broadcast at 8 to 10 pounds per acre. 🐄

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\$W	85	5%
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CEM	14	5%
MILK	19	90%
CW	71	5%
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CEM	12	15%
MILK	37	3%
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TRENDING NOW

From High Heels to Work Boots

Since joining the farm, this producer has found success in podcasting

By Diego Flammini, reprinted with permission from Better Farming

Katelyn Duban didn't picture herself as a farmer, but as anyone who's been in a relationship can attest to, love can make you do some crazy things.

The Lethbridge, Alta. native was working a nine-to-five administrative job at Lethbridge College and the University of Lethbridge after completing her education in business.

In 2012, she met her future husband Justin, a third-generation farmer.

"We met online like how all farmers meet their wives," Katelyn tells Better Farming.

The couple married in 2016 while she still worked in post-secondary education.

After working at her office, she would come home to prepare meals for the crew, run out for parts or handle other tasks.

But it soon became apparent that changes needed to be made.

"After some trials and tribulations during the first nine months of marriage, I realized that farming is not a job, it's an all-encompassing lifestyle," she says. "And if I was going to make a go at marriage and my life on the farm, I had to jump

in with both feet. I left my job, hung up my heels and traded them for mud boots."

Today the Dubans grow certified organic grains and oilseeds on about 1,800 acres of irrigated land near Lethbridge on Treaty 7 territory.

And if marrying into a farm family and immersing herself into that lifestyle wasn't enough, Katelyn is also emerging as one of the newer voices in the ag podcasting space.



Continued on next page



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A podcast lover herself, she was doing fieldwork in an old Fendt tractor and looking for a podcast to listen to that focused on celebrating women in ag, but didn't come across any.

"There wasn't anything specifically about sharing the stories of women in ag in a way they were celebrated," she says. "They were more or less shared as a matter-of-fact story that's nothing special. But in my eyes, women in agriculture wear so many hats and are amazing."

Thus, The Rural Woman podcast, where she interviews women in ag from around the world, was born.

She uploaded her first episode in March 2019. In the 20-minute broadcast, Katelyn introduces herself and explains what led her to create the podcast.

More than 100 episodes later, each podcast now runs about an hour long. And the podcasts have been downloaded more than 200,000 times in 140 countries, including Zimbabwe.

"It's mind-blowing to me," Katelyn says. "When I started the podcast, I didn't know how many people would be interested in listening to all of these stories."

What are your roles on the farm?

I wear a lot of hats. I am the stand-in for whatever job needs to be done. At harvest time, I am the head grain cart operator, I do bookwork, payroll and feed everyone too.

How many people do you employ?

We have two employees but depending on the year, it can go as high as seven.

Hours you work per week?

There are some days when I only have a few hours of things to do; while on other days, we're working all hours of the day. It really depends on the season.

Hours in the office per day?

At least one. My office hours are typically between 5 a.m. and 9 a.m.

A few items always on your desk?

Coffee, water, my day planner, a picture of my husband and me, and some plants.

How has your farm operation been affected by the pandemic?

If something breaks down, getting the parts here in a timely manner has been the biggest struggle. And finding employees has been difficult too.

What do you drive? Messy or neat?

I drive a 2002 Chevy Optra and I'd say it's somewhat neat.

Continued on next page (48)



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WWW.WRIGHTCHAROLAIS.COM

Email or text?

Email.

Any favourite apps?

I like my Calm meditation app and Instagram.

Are you on social media?

I'm all over social media. My handle is the same on all of them – @wildrose-farmer.

The best thing about farming?

Producing food for people, whether that's our grains or my meat goats, is the most rewarding job I've ever had. It's a privilege to farm.

What do you like least?

Family farming is a blessing and a curse. A blessing because you get to work with your family but a curse because you can't get rid of your family, even though you might want to sometimes. (Laughs.)

What's your current farm machinery lineup? Planning any acquisitions?

We have one of every colour and nothing is brand new. We have John Deere, Fendt, Challenger and Massey Ferguson equipment. My favourite tractor is our Challenger MT645.

Your family's thoughts on farming?

For my married-in family, this is all they know.

As for the family I came from, we did not have a direct connection to agriculture. It's still a learning process for them but they're excited to be out on the farm and see what's going on.

Most important lesson you've learned?

When it comes to farming, it's that things take time. You don't sow the seed and harvest the next day.

Guiding management principle?

Great leaders value people.

What are the biggest farming challenges you face?

As a woman in agriculture, the biggest challenge is being seen as an equal in a farming operation. There are lots of times

when our stories get pushed to the back burner, which is why I started The Rural Woman podcast.

What are the most exciting opportunities in the industry?

The world of agriculture is one big exciting opportunity. The new technologies and methods of farming are fascinating to me.

If you could send a message to non-farmers, what would you say?

I would ask them to know a farmer and to reach out to farmers in their local communities.

We all know Google is a handy tool for all of us, but it can bring you down a rabbit hole you may not want to be down.

I'd also ask them to grow your own food, even if it's a head of lettuce on your deck. It's so rewarding.

How do you define success?

I believe at the end of the day if you can be happy with what you did, that's pretty successful.

What's your top goal?

I want to add value and help build the legacy of our farm.

If you weren't a farmer, what do you think you'd do for a living?

I like working with people, so maybe something like public relations.

Are you involved in volunteering?

A colleague and I started Positively Farming Media. It's a collective of other podcasters in the food and agriculture space.

How do you support your mental health during challenging times?

I visit my counsellor frequently. I think using doctors and counsellors should be talked about and not viewed as shameful.

Gardening for me is another form of stress relief. I'm active and I work out to keep my mind and body healthy.

What are your favourite hobbies?

I have two baby goats who keep me very busy.

What was the last book you read?

Professional Troublemaker by Luvvie Ajayi Jones. It's about how to tackle fear and not be afraid to hear the word "no."

What's the best time of day?

5 a.m. is my favourite time of day. I like the calm before the storm with a hot cup of coffee and looking out onto the farm.

Most memorable crop year?

The harvest of 2017, which was my first on the farm. That's when I quit my job and everything went smoothly. We had good yields and no breakdown.



INDUSTRY NEWS

New Vaccine Advances Benefit Cattle Raisers and Their Calves

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

We are rapidly approaching fall, and with it comes one of the most stressful time in our calves' lives, weaning. As an industry, we have focused on pre-conditioning programs to help prepare our calves for their next move. With the addition of new vaccines, opportunities have arisen that can allow us to help start preparing these calves for this transition time long before weaning.

Recent research by Merck Animal Health into the new vaccine BOVILIS NASALGEN 3-PMH has demonstrated opportunities to intervene early in a calf's life, while also stimulating the immune system to be prepared for pre-conditioning vaccines. The administration of BOVILIS NASALGEN 3-PMH, an intranasal vaccine, stimulates the immune system to create memory. Creating immune memory is necessary to have a strong booster response. This stimulation allows that calf to have a strong boost of immunity at the time of pre-conditioning, allowing that calf to be prepared for the weaning phase.

As vaccine protocols are being prepared, one of the most common questions is "What is the vaccine status of the cow herd?". Many cow herds receive killed viral vaccines due to

the ability to vaccinate at any time in that cow's production cycle. Modified live vaccines, those which have demonstrated to stimulate the immune system more completely, carry warnings about the use in pregnant cows who have not received a modified live vaccine within the last twelve months. These warnings are for cows as well as their nursing calves. The approval of BOVILIS NASALGEN 3-PMH has created an opportunity to safely administer a modified live vaccine to any calf no matter of the cow's pregnancy status. This opportunity is what opens the door for more complete stimulation and preparation of young calves for pre-conditioning and weaning.

There are several pre-conditioning programs available for the marketing of cattle. Although there are differences among programs, they all commonly include Clostridial vaccination and booster, viral respiratory vaccines and boosters, anti-parasitics and de-wormers. The determination of whether modified live or killed vaccines are used has been dependent on the cow's pregnancy status and management opportunities of producers. The PRIMEVAC vaccination programs offered through Merck Animal Health are now more management friendly with the new research available.

PrimeVAC™ 34: Calves vaccinated twice

PrimeVAC™ 45: Calves vaccinated twice and weaned 45+ days

If cows are on a killed program and bred:

At Branding give:

- Bovilis® Nasalgen® 3-PMH & Bovilis® Vision® **OR** Bovilis® Cavalry® 9

At Weaning:

- Bovilis® Vista® Once & Bovilis® Vision® or Bovilis® Cavalry® 9
- 3-6 weeks later booster with Bovilis® Vista® BVD CFP & Bovilis® Vision® **OR** Bovilis® Cavalry® 9

PrimeVAC™
BY MERCK ANIMAL HEALTH

PrimeVAC™ 34: Calves vaccinated twice

PrimeVAC™ 45: Calves vaccinated twice and weaned 45+ days

If cows are on a modified live (MLV) and/or open:

At Branding give:

- Bovilis® Nasalgen® 3-PMH **PLUS** Bovilis® Vista® BVD & Bovilis® Vision® **OR** Bovilis® Cavalry® 9

At Pre-weaning or Weaning:

- Bovilis® Vista® Once & Bovilis® Vision® **OR** Bovilis® Cavalry® 9
- 3-6 weeks later booster with Bovilis® Vision® **OR** Bovilis® Cavalry® 9



If you have a cow herd that has only received killed vaccines throughout their life, administration of BOVILIS NASALGEN 3-PMH stimulates the immune system of a calf as young as 7 days and sets that calf up for pre-conditioning shots prior to weaning. BOVILIS NASALGEN 3-PMH is a three-way modified live intranasal vaccine containing three viruses: Infectious Bovine Rhinotracheitis (IBR), Parainfluenza 3 (PI3), and Bovine Respiratory Syncytial Virus (BRSV), as well as two bacterial components: avirulent live Mannheimia haemolytica and Pasturella multocida. Clostridial vaccines such as BOVILIS VISION 7 or BOVILIS CAVALRY 9 can also be given to start Clostridial protection. Because the cows have not received a modified live vaccine prior, the use of Bovine Viral Diarrhea Virus (BVDV) should be discussed with your veterinarian. These calves can then be vaccinated with a modified live respiratory vaccine, such as BOVILIS VISTA ONCE, and a Clostridial vaccine at weaning. A booster of BVD with BOVILIS VISTA BVD CFP and a final Clostridial vaccine 3 weeks later would allow these calves to meet PRIMEVAC 34 vaccine requirements and set these calves up for a strong start to the feeding phase. Cow herds on modified live vaccine programs have similar, yet fewer vaccine administration requirements available to set those calves up.

Like any vaccine decisions for your cattle, your local veterinarian is the best source of information. Visit with them about opportunities in your cow herd to help set your calves up for success as they leave your operation and start their next phase of production. 🐄



Extension
University of Missouri

BULL CLINICS SET

From Eldon Cole: As you know, we've sort of designated March and October as bull breeding soundness days. Sure, you can work with your veterinarians any day of the year to have your bull checked for breeding soundness but for you forward thinkers with planned turnout days for bulls it's nice to have them tested several weeks in advance. We've tested over 4500 bulls since 2005 at several different clinics and consistently we have roughly 10% of the bulls fail to be satisfactory potential breeders. Some bulls may be borderline cases that would breed and settle part of the females, but could string out the calf crop the next year. If you want to tighten your calving season make sure your bulls checked out with a couple of spares in the bull pen in case of an injury. Here's the schedule of clinics I'll be at to talk bulls with you and answer questions about objective evaluation of bulls versus just looking at them.

October 12 – Dake Veterinary Clinic, Miller 417-452-3301

October 14 – Animal Clinic of Diamond, Diamond 417-325-4136

October 20 – Barry County Veterinary Service, Cassville 417-847-2677

October 21 – Countryside Animal Clinic, Aurora 417-678-4011

We usually check around 180-200 bulls on these four days. The veterinarians like these events when they can concentrate on small herds of one or two bulls in a group of course we'll also have some who bring a trailer full of bulls. The important thing is get your bull checked somewhere even though he was acceptable he could have had problems surface since the spring checkup.

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Producer Panel • "Small Ruminants & Direct Marketing"

For complete agenda, registration, or more info:
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• Call Joe at 573-338-1772
• Email mofgc.es@gmail.com



JRS Calf Vac (white tag)

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



JRS Vac 45 (grey tag)

WEAN DATE: Oct. 19, 2021

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



JRS Vac 60 (green tag)

NEW PROGRAM

WEAN DATE: Oct. 4, 2021

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



JRS Stocker Vac (orange tag)

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

Tags will be mailed upon request and vac forms will be included with tags. Please contact Mark Harmon at 417-316-0101 or Misti Primm at 417-548-2333 in the office, to get your tags.



Value-Added Sale Program Vaccination Protocols

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

Bred Heifer Information

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

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

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

Value-Added Sale: Dec. 2, 2021



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2022 Conference for Kansas Women in Agriculture set for Feb. 9-11 in Manhattan, KS



Keynote topics and speakers are currently being lined up for the award-winning Women Managing the Farm Conference set for February 10-11, 2022, in Manhattan, Kansas. Since 2005, the event has brought together women farmers, rural business leaders and landowners. The Women Managing the Farm conference provides a supportive setting in which women can develop the skills, resources and knowledge needed for success in a competitive agricultural environment.

Conference sessions are designed to keep women up-to-date on the latest advancements in agriculture and thriving within their rural communities. During the two-day conference, attendees select from presentations covering many topics, including farm finances, relationships and health, agricultural and estate law, crop production and marketing, management, and more. Attendees also choose networking sessions tailored to the different roles women hold, such as agricultural partners and helpers, independent producers, absentee landowners, ag industry career women and business managers. Optional pre-conference workshops are offered on Wednesday, February 9, which include visits to Manhattan-area ag businesses, as well as introductory and advanced sessions on QuickBooks.

The Women Managing the Farm Conference is sponsored by various agricultural organizations. More information about speakers, programs, exhibitors, registration and scholarships can be found at the website, womenmanagingthefarm.com. Keep up-to-date with the latest Women Managing the Farm news through [Facebook.com/WomenManagingtheFarm](https://www.facebook.com/WomenManagingtheFarm). 🐮

BONEBRAKE & GUESTS PRODUCTION SALE

Saturday, October 9, 2021 | Noon

Chappell's Sales Arena • *Strafford, Missouri*
50 Hereford Lots | 26 Angus Lots

 <p style="text-align: center;">Bonebrake Herefords</p> <p>Lot 11 Reg: 43688671 <i>Pasture Exposed - BB A152 Diamond Time 1754</i></p>	 <p style="text-align: center;">Bonebrake Herefords</p> <p>Lot 16 Reg: 43688673 <i>AI'd to UPS Entice 9365 ET 4/18/21. SAFE.</i></p>
 <p style="text-align: center;">Boyce-Dill Cattle</p> <p>Lot 53 Reg: 19596869 <i>Sells with a heifer calf born 9-6-2021, sired by Coleman Charlo 7177</i></p>	 <p style="text-align: center;">Boyce-Dill Cattle</p> <p>Lot 59 Reg: 19427732 <i>Sells with a heifer calf by Square B Atlantis 8060</i></p>
 <p style="text-align: center;">Hillside Angus</p> <p>Lot 66 Reg: 19727690 <i>AI'd 12/07/20 to Square B True North 8052 and pasture exposed 12/22/20 - 02/27/21 to HS Southern Comfort 852-96</i></p>	 <p style="text-align: center;">Hillside Angus</p> <p>Lot 67 Reg: 20126874 <i>Sells with a fancy heifer calf born 9/05/21 by Square B True North 8052</i></p>

For more information, contact:

Bonebrake Herefords - James Henderson 417-588-4572

Boyce-Dill Cattle Co. - Brent Boyce 417-830-2984

Hillside Angus Ranch - The Washam Family 417-489-5450

Other consignments from:

High Prairie Farms, Jim D. Bellis Family Herefords, Menzies Cattle Co., Pitts Farms, Voris Farms & CAT Cattle Co



Oregon Alert: IP 13 Ballot Initiative

IP 13 is Collecting Signatures.

IP 13 has a feature on its website to collect signatures. This will make it easier for IP 13 supporters to gather the needed signatures quickly and with much less expense.

If IP 13 is voted into law by the people of Oregon, animal agriculture, hunting, fishing and animal breeding practices will be illegal.

Only 112,000 signatures are needed to get it on the November 2022 ballot for vote by the people.

IP 13 proposes significant changes in the state's criminal laws governing animals and it will eliminate common-sense exceptions for animal food production, breeding, animal husbandry, hunting and fishing.

IP 13 Would Effectively Make Any Injury To An Animal Arising From The Following Activities A Crime:

- *Treatment of livestock transported by owner or common carrier*
- *Rodeos or similar exhibitions*
- *Commercially grown poultry*
- *Use of good animal husbandry practices*
- *Slaughtering of livestock in compliance with state law*
- *Fishing, hunting and trapping otherwise lawful under state law*
- *Wildlife management practices under color of law*
- *Lawful scientific or agricultural research or teaching that involves the use of animals*
- *Reasonable measures to control of vermin or pests*
- *Reasonable handling and training techniques*

Animal extremists are behind this ballot initiative. The underlying language and motive comes from radical animal extremist ideology to entirely dismantle all animal agriculture, research, clothing, and even the ownership of pets.

The ideology of radical animal extremists is the belief that animal ownership is akin to slavery and therefore abuse.

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Cattle Economics: Cattle Inventory Impacts Prices Long-Term

By Dr. Andrew Griffith, Assistant Professor - Department of Agricultural and Resource Economics, UT Beef & Forage Center

The definition of long-term varies by person. For instance, at the age of five, church service on a wood pew was long-term, and Christmas was always an eternity from today. Now days, church service flies by, children never sleep long enough, and birthdays always seem to be right around the corner. Cattle producers may still have different definitions of what they consider to be long-term in the cattle business. For the purposes of this discussion, long-term is anything exceeding a year, because most cattle producers make decisions for the current production year. Thus, the goal of this article is to discuss some of the long-term impacts of the July 1 Cattle Inventory report.

The July 1 Cattle Inventory report, released at the end of July, reported all cattle and calves down 1.3 million head to 100.9 million head compared to a year earlier. The majority of this decline was in the number of beef cows. Beef cow inventory was down 650,000 head to 31.4 million head while the number of heifers retained for beef cow replacement was down 100,000 head to 4.3 million head. The decline in beef cow inventory along with gains in the dairy cow inventory resulted in a projection of the 2021 calf crop being 35,500 head less than 2020.

What do these inventory values mean for the cattle markets in the long-term? The one-line answer is that the cattle market should be in a “bull” market the next two to three years, but that is not a sufficient response to assist with planning and decision making. Thus, a more detailed explanation is needed. The cattle market is expected to strengthen over the next two to three years primarily due to a reduction in the calf crop


and the number of cattle expected to go on feed. These two numbers will be driven by the long production cycle that is required for producers to expand the size of the beef cow herd. However, the expansion of the cattle herd will most likely be delayed in the Western United States and the Northern Plains due to severe drought forcing more cows to be moved and fewer heifers to be retained in those regions. Thus, regions experiencing good forage conditions may begin to expand the cattle herd in 2022 which will be revealed in the 2023 inventory report. Alternatively, those in drought stressed regions may be delayed in responding to higher cattle prices, because sufficient production resources may not be available to make such decisions.

Assuming the calf crop expectation is correct, this would suggest a reduction in supply, which should support prices in the cattle complex. If that reduction in supply is coupled with what has been strong domestic and international beef demand, cattle prices are expected to be further supported. This brings to question at what level will prices be supported and for how long will prices be supported?

Cattle prices have already demonstrated considerable strength in the third quarter of 2021. This strength is expected to spill over into the fourth quarter despite softer prices relative to the third quarter. Prices should continue gaining momentum heading into the spring of 2022 before following a fairly seasonal price pattern in 2022. This would mean 2022 prices should exceed prices in 2021, but cattle prices in 2023 are likely to exceed those experienced in 2022. The price increase will slow a little in 2023 and could continue to be supported in 2024 before increased inventory places pressure on prices.

It is obvious specific prices were not discussed here, because many factors will be at play in determining prices at a specific point in time. It is possible that 500 pound steers reach a price of \$180 per hundredweight in the spring of 2023 with yearling cattle prices reaching \$175 in the summer of the same year, but understanding the general trend in prices is more useful than the specific price when it comes to long-term decision making.

Some readers may still consider this to be a short-term outlook compared to a long-term outlook, but it is tough enough to predict prices three months out, much less three years in the future. For instance, who could have predicted my wife would stay married to me for five years? For some that is long-term, but for my wife, it has probably felt more like an eternity! 🤠



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From Eldon Cole: We're at the time of the year when some of you get nervous about johnsongrass in your pastures.

If it was so bad, I'm not sure we'd have any cattle alive on many farms. But occasionally there are some unlucky folks that lose a cow or yearling from it. Remember, the cause of johnsongrass death can be either from nitrates or from cyanide or prussic acid. Other plants in that family with similar risks are the sorghums, sudan and sorghum x sudan crosses. This time of year, frost might be a factor of concern. We suggest you wait about a week after a killing frost and after the grass is dry and brown before letting the cattle in to graze it. Nitrates tend to show up earlier in the summer when dry weather strikes and the short, under two feet tall, pasture is grazed. We can do a quick test at many extension offices for nitrates. If there's a significant reaction, we encourage you to take it to a lab for a quantitative test to see how hot it really is. The literature always points out that if death is from nitrates the blood will be a chocolate color, but if they die from prussic acid, they'll have a bright red blood color

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Vac 45 Wean Date:
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Vac 60 Wean Date:
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COW AND BULL SALE

October 6, 2021

4:30 PM following regular cow sale

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FMI Skyler Moore 417-737-2615.

42 Angus cows, 4 to short & solid, cows are out of Windy 0308 breeding, cows bred back to Nichols NF41 bull.

FMI Nick Flannigan 417-316-0048.

50 Angus or Charloais X, 4 to 6 years old, 35 are pairs, calves out of black Angus bulls, balance are springers bred Beefmaster. **FMI Larry Mallory 417-461-2275.**

40 Charolais X and black cows, most have a tick of ear, 3 to 7 years old, with 20 pairs, baby to 300 pounds, balance are springers bred to Brangus or black Beefmaster bulls. **FMI Rick Chaffin 417-849-1230.**

40 Gelbvieh influence cows, blacks & reds, 3 to 6 years old, half will have calves by sale day, calves weigh from 150 to 300 pounds, balance springers, bred Red Angus or black Gelbvieh bulls. **FMI Tim Durman 417-438-3541.**

30 black Angus cows, 5 years old, fall calvers, bred back black Angus. **FMI Russ Ritchart 417-483-3295.**

10 Beefmaster cows, 3 to 6 years old, bred to Red Angus bulls, calving now. One 4-year-old Red Angus bull.

FMI Bryon Haskins 417-850-4382.

1 - 14 month old Sim/Angus bull.

FMI Jason Pendleton 417-437-4552.

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Women in Agriculture - Lacy Sukovaty

Lacy Sukovaty's perspective on women in agriculture, composed by Samantha Athey for *Cattlemen's News*

The growing number of women in agriculture means more women are looking for ways to make their places in the industry and are finding unique ways to emerge as leaders.

Dr. Lacy Sukovaty, an assistant professor of animal science at Missouri State University's Darr College of Agriculture from Bolivar, Missouri, said women can find leadership roles in many forms.

"Some women are taking on management roles in production units or the ag industry," Sukovaty said. "Others are taking to the internet, blogging to educate the general public about agriculture, or getting involved in agricultural organizations and committees. Women are finding their foothold in many positions that make a difference in agriculture, such as Missouri's Director of Agriculture."

According to the 2017 Census of Agriculture, "more than half of all farms (56 percent) had a female producer" but women are also more likely to have off-farm jobs for their primary occupations.

"Certainly, when we look at those of us with more hands-on roles within operations, women have more of a balancing act," she explained. "When we look at husband-and-wife teams, it may be more likely that women are working a full-time job off the farm, and being mostly responsible for the care aspects of the children while they are younger yet still keeping the farm books, helping work cattle, and other daily aspects of the operation."

Sukovaty has experienced this balancing act herself and gave an example of one morning before she dropped her son off at preschool and then went to her job in town.

"My husband came back in the house because a cull bull he was trying to get in the corral to load was not interested in going to the sale," she recalled, adding she thought it would be a quick job so she threw on jeans and boots and saddled her mare.

"The bull had decided the pond was a good place to evade being driven," she continued. "My mare and I plunged over belly deep in the water, splashing muddy pond water all over my work blouse. We were finally able to get the bull out after he swam a few laps. All the while, our child entertained himself in the driveway, setting up his 'construction site.'"

An essential part of successfully managing these various roles for women in agriculture is finding a "tribe," Sukovaty said.

"It is a delicate balancing act being a mother, having a full-time job in agriculture, and being involved on the farm," she explained. "The simple truth is that sometimes you cannot do it all."

It is essential to have people you can rely on and trust to watch the young children while you preg-check cows or process calves, she continued. Women who also understand the frustrations and have experienced this balancing act can help build each other up.

"There are many formal groups of Women in Ag that many women find very helpful," Sukovaty said. "My 'tribe' is three other women who are doing the same balancing act and one who grew up in agriculture and keeps us all in check when we expect too much of ourselves."

Sukovaty believes ag-focused women tend to be more driven in some respects.

"We tend to respond more with a 'Well, watch me and maybe take some notes' attitude if people indicate we may not be as capable, which leads women agricultural leaders to be very successful," she explained.

She advised women, specifically wives, to actively participate in day-to-day operations of the family farm when they can, whether or not they grew up in agriculture.

"Whether it's riding in the truck to check calves or riding in the tractor during harvest, the farm is more than a job to your husband," she said. "Join him when are you able."

"Whether he is the first or the third generation on the land, it is more than taking an interest in what he does — it is understanding what goes into it, what times of the year are more stressful than others, how does the cashflow of the operation work... Understanding all these things is more important than taking an interest; it is having the insight you need to help you manage your marriage."

As more women take on leadership roles, Sukovaty said the industry will expand its focus on new issues such as mental health.

"I believe women are more willing to focus on sensitive topics like the stress and mental impacts of production agriculture," she said. "Historically, we tend to talk about how hard production agriculture is from the aspect of long hours, manual labor, and variable price expectations."

Until recently, Sukovaty pointed out people have shied away from talking about the mental health of those in the agricultural industry but now they are discussing topics like how being invested in their land and their animals' genetics as well as the desire to pass a successful operation on to the next generation can impact mental health.

"While the world is coming more open to discuss what has been considered a sensitive topic, I believe female leadership will help drive more focus on this issue and will drive innovative ways to make the family farm financially successful," said Sukovaty.

For other women seeking leadership opportunities in agriculture, Sukovaty suggested expanding agricultural knowledge by getting involved in organizations, such as their local cattlemen's group, and taking advantage of the resources they have available including Extension, stockmanship, and conference opportunities.

"Women are already heavily involved in agriculture and have shown they are every bit as capable in our industry," Sukovaty said. "I believe women will continue to drive the innovation and efficiency that we see happening within agriculture." 🐾





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