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SEPTEMBER 2020



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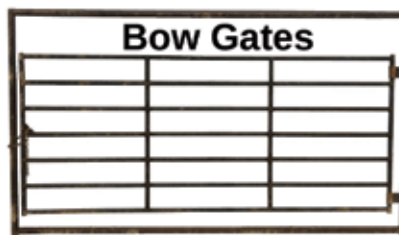
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ON THE BLOCK

with Jackie Moore

Well, summer is coming to an end, and fall is just around the corner. You know what happens as we go into this time of year. The farmers go to work in the fields and these calves start getting a little bit of weather change on them. They start getting sick, and we see some of these calves already starting to get cheaper here over the last week or two. The yearling trade seems to be holding pretty steady, especially the cattle weighing below 750 or 800 lbs. that will get fat in the spring of the year when the market is typically the best. All those weaned and vaccinated cattle that have a little bit of condition to them are going to continue selling pretty good through the fall. All of the un-weaned calves, just like every fall, will be a tough trade.

We have some things coming up that should help that. The Value-Added Sale we always have on December 3. The weaning date for this sale, October 24, will be coming up here pretty quickly. You might want to keep that on your mind. We will also have the big Yearling Special



Thanksgiving week on November 23. You can buy some of these cattle now and have time to get them straightened up and into that sale. You can add some value to those cattle and probably make a little money with them. As we finally received a little rain over the past few days, the grass will start to grow again, and those cattle should do pretty dang good going into fall.

I would like to think this market will continue to be good, but it's very hard to predict with everything going on right now. We've had so many things come along this past year. It's really hard to say what's going to happen, especially when we are staring into an election coming up, and all the turmoil going on in the world. I am cautiously optimistic that the market will remain good though. We just have to keep on doing what we do, and hope and pray things will smooth out here pretty soon!

Good luck, and God Bless!

Jackie



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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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Wearables?

Evolving technology for the future

By Justin Sexten for Cattlemen's News



When the term “wearable” is used in the context of precision livestock farming, most think about the assorted sensors attached to the animal that communicate with the internet of things (IOT). These sensors provide the producer with data for enhanced decision making or alerts to key behavior changes.

The most common external attachment methods for cattle include ear tags, neck collars, leg bands and tail clips. Many of the detailed features of these measurements have been previously highlighted but for the new followers a quick review.

Ear tags offer the greatest flexibility in data collection because they also serve as an identification device. When connected to the IOT they may provide behavior insights as well as temperature readings, but more importantly combine these data with a visual connection of the animal to operational records. If you cannot identify the animal visually, the ability to use the data becomes more limiting.

Ear tags have the widest range of technology applications. Some are limited to a simple electronic ID while others have integrated sensors to geolocate cattle, monitor temperature or determine rumination patterns.

The wearable collars, bands, patches and clips tend to have a narrower range of application due in part to the method of attaching to the animals. These devices collect a range of behavior insights such as grazing, estrus, calving, lameness and health metrics. For external wearables, the challenge of incorporating into many operations is attaching the device to the animal or changing devices as battery life wanes. An upside to these devices is the ability to reuse the device on multiple animals.

Internal wearables such as rumen boluses overcome the attachment challenge but are limited to a single animal use that offers a scannable ID and time series measurements of body temperature and rumen pH. Battery life becomes a key to rumen devices due to the longer use in singular animals. Vaginal inserts offer insights to body temperature and estrus detection.

As technology advances, the range of sensor applications will continue to expand as

will the duration of data collection. Technology offering multiple solutions will prevail; the more data and decisions a sensor can address, the greater the adoption rate.

Single point solutions are a challenge to scale in almost every industry, especially technology. A singular problem may be significant, but a singular solution often doesn't justify the cost. If the solution is affordable, the secondary problem is the data is not connected to your workflow. Just look at the applications you use today; most solve multiple problems or provide connected solutions, and there are likely several used once then abandoned because they were not integral to daily life.

An example of technology solving a simple multifactorial problem is the ability to access your phone while your hands are occupied. Facial recognition makes the problem of unlocking your phone easier while solving a secondary challenge of remembering passwords. What's this have to do with wearable technology in precision livestock farming? A recent report from Animals by Maria Caria and her Italian coworkers evaluated the ability to automate data capture using “wearable” smart glasses by livestock producers.

Using an augmented reality viewer, the research group evaluated the ability to scan QR codes and communicate information hands free from the farm to the laboratory. The code reading features were used to identify specific animals and feedstuffs. The experiment tested the concept and evaluated a hands-free data entry technique. The automated scanning of animal and feedstuff information freed the operator to use hands for manual work.

The glasses' functionality, speed and accuracy was the focus of the report rather than comparing the suitability of specific examples. After reading the report, here is an example of how the technology might be applied in practice.

Imagine when pregnancy checking cows this autumn the vet looks at the ear tag as the cow enters the chute, capturing her ID. After checking the cow and determining months pregnant, the vet looks at one of five different codes above the chute to add the data to the cow's record. The producer running the chute hollers, “keep or cull,” and the voice recognition adds a sort to the records.

Connect this technology to the farm data platform and the IOT. As soon as the last cow is worked, the marketing sheet is sent to the cloud. Auction market and the expected calving dates are recorded for each cow, eliminating written records and data entry.

The experiment also evaluated the accuracy of communication using the glasses' technology. Not surprising, the larger the text the more accurate the glasses were at recognizing the letters. Poor lighting was a challenge for the video communication as you might expect. The audio test resulted in no miscommunications in conversation at normal speaking voice between the operators. This audio performance alone may be enough to drive adoption while sorting cattle for some operations.

Wearable technology, whether for the animal or the operator, continues to evolve. Precision livestock management is a data driven approach. Successful technology will reduce the work of gathering the data and focus on enhanced decision making. 🐄

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

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TRENDING NOW

Beef Exports:

Struggling - as with the COVID virus, but the future looks good

By Gregory Bloom for Cattlemen's News

No matter if your operation is big or small and your growing corn, cattle, pigs, soybeans, potatoes, wheat - exports are fundamentally necessary for U.S. agricultural profitability. American farmers and ranchers are so productive and efficient that we cannot possibly consume all the food we grow. Since 1960 the U.S. has been a net exporter of food. I am thoroughly convinced that the best way out of the net losses in farm incomes is to drive up prices by driving up demand, and this includes international demand.

It's also critically important to find international customers who will pay more for certain items than the U.S. market will pay. For beef, this means we find better markets for variety meats, items such as livers, lips and intestines - just to name a few.

COVID-19 caused havoc this year to export trade. First, we saw the COVID effect on national economies in Southeast Asia and the E.U. My international customers all but stopped importing U.S. beef in the second quarter of this year. Beef struggled in China while pork did not because of two facts: 1. Beef costs more than pork and, 2. Pork is easier to cook at home for Chinese consumers.

As international economies have slowly opened back up this summer, my customers had to work through some backed up inventory in their freezers, but have begun buying again. It's ramping up slowly and buyers are very cautious about ordering too much, as they fear that a second COVID outbreak could stall their sales again.

It's also not helping that shipping costs for overseas containers have increased dramatically and are at a 5-year high. Consumers are having to pay up for items at retail to absorb these costs.

Add to curtailed international demand the fact that U.S. beef packers had to close or partially curtail slaughter numbers during COVID, and we can plainly understand that this was a shock to the entire system which will take some time to work through.

Beef exports struggled the first half of 2020. According to the U.S. Meat Export Federation, using the most recent trade data, "June beef exports (by weight) were down 33% from a year ago, with value falling 32% to \$492.3 million. Exports were below year-ago levels to most markets but trended higher to Canada, China and South Africa. For January through June, beef exports fell 9% below last year's pace in volume (591,609 mt) and 10% lower in value (\$3.63 billion).



Baring another round of COVID outbreaks and closures here at home and internationally, I am predicting we will see a robust recovery of beef exports the second half of this year. It's helping that beef packers have gotten back to capacity, and weekly slaughter numbers are at or above what they were a year ago.

The best way out of the lower-than-desired cattle prices we are experiencing is to drive up demand. As I like to say, "strong sales cures most ails." Exports are an integral part of this solution. 🤠

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

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ON THE COVER

Get to Know Jim and Sara Beck

The faces behind Lost Creek Cattle Co.

Tell us about yourself?

Jim: I was born & raised in Cassville. I graduated from Missouri State University with a degree in agriculture. I then received a medical degree from the University of Missouri School of Medicine and completed my post graduate training at the University Medical Center.

Following my medical training, I spent two years discharging my military obligation. I then entered private practice in Scottsdale, AZ, where I spent the next 20 years. I met my wife, Sara, while in Arizona. We were married in 1973 and had two sons, Justin and Jarrett. Justin, an electrical engineer and a computer scientist. He works and lives in New York City. Jarrett, a West Point and Kansas State University graduate, works for JBS USA in Greeley, Colorado.

How did Lost Creek Cattle Co. begin?

Jim: Lost Creek Cattle Co. began in 1976 in northeastern Oklahoma. My parents lived there initially and my dad managed the ranch until his passing in 1983 from cancer. In 1978, we purchased 430 crossbred heifers and have never purchased another female since. During this time, we asked for the help from Dr. Harold Haskins. A true friendship was born with "Doc" and from there, lifelong friendships grew with Jackie Moore and the entire crew at Joplin Stockyards.

Today, the ranch runs 260 brood cows, 120 bred heifers and backgrounds calves until they are yearlings. The ranch is managed by my nephew, Shannon Meador, who started helping out at the young age of 13-years-old. Shan has been the manager and my right-hand man for the past 35 years. Shan and his wife, Valerie, live on the ranch and have two grown daughters, Mykah and McKenzie.



Jim, Shan and ranch dog "Jack"

Ever since Shan was little, we have worked side-by-side every day only taking off early on Sundays (if not baling hay). For the sake of brevity, I will say it has worked out very well. Sara is also a big part of the operation being in charge of all our vaccinations on the ranch. We change needles with each animal and that has been an acquired skill that Sara picked up very quickly. In addition to her ranch work, she has managed to develop a successful real estate business in the Grand Lake area.

Tell us about your involvement in both the health industry and your family ranch?

Jim: My family decision to move back to this area from Arizona was a difficult one. I had a fantastic medical practice in Scottsdale with wonderful patients, many of which had been with me for 20 years. It concerned Sara and I that the Phoenix area was growing at such a fantastic rate and becoming more like Los Angeles every year.

I loved my childhood in the small town of Cassville and wanted our boys to experience some of the same. We made the move back to the Ozarks before the boys entered high school. Once we returned, I planned to work full time at the ranch for one year, then resume at least part-time medical practice. I quickly learned I couldn't do both, as each was a full time job.

What goals do you strive for at Lost Creek Cattle Co?

Jim: We constantly strive to improve our pastures and endlessly work on animal breeding. Since our inception, we have used crossbreeding, selection and superior genetics to produce females that are bred for easy calving, superior growth, docility and a desirable end product.

What advice do you give cattlemen about health/wellness?

Jim: This is a very broad subject and accentuated currently with the COVID-19 pandemic. We certainly have the virus in our area but have been relatively spared compared to many communities. I would be amiss to suggest anything other than following the guidelines put forth by our communicable disease center. I'm sure everyone is familiar with social distancing and wearing face masks. It is usually a very mild illness in the young, but may increase in severity with age. It can be especially severe in people with certain chronic illnesses such as diabetes, heart and lung disease and moderate to severe obesity.

Cattlemen are subject to the same spectrum of diseases as the general public, but certain problems are more prevalent in our line of work. Skin cancer can be a problem due to our increased exposure to sunlight and should not be underestimated. Sarcopenia is another issue causing loss of muscle mass with aging. While this is certainly not unique to farmers and ranchers, the average age of our group has increased considerably over the past few decades. This process starts in a person midlife and proceeds at about 1% loss per year.

Overall, it's important to be cautious and pay attention to your health as the years go by especially in our line of work! 🤠



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The “UN” Fair

By Erin Hull for Cattlemen’s News



This time last year I was writing from the eyes of my daughter. Elsa is 13 years old. She is an avid alpine skier, an amazing lacrosse player, loves volleyball and soccer, but most of all, she LOVES showing cows. Our tiny little county fair is the highlight of her year and has been since she was just a wee little “clover bud.” Elsa is now the president of her 4-H club. While she is not overly excited to do anything on our farm, she LOVES the county fair and showing cows. Our county eats, sleeps and breathes dairy. At the county fair there are usually between 100-150 cows in the barn. Every single one of them is a dairy breed. In the all the years she has been showing, I think I have seen a grand total of six beef cows in the barn. Elsa shows Jersey dairy calves, but with the addition of a show quality registered Red Angus heifer she was just gifted, that is about to change. While I love watching her in the ring with her leased animals, I think I’ll love it even more with a gorgeous beef heifer at the end of her halter.

Every April, our 4-H chapter members get to pick out their own show calf. We are blessed because the farm which hosts are all our meets is more than willing to lease out animals to those that may have not access to their own cows. This means the farm is usually leasing out almost 20 Holsteins a year to our club members. This year was no different. Club members came to the barn and picked out their show calves back in April. Every Sunday they could come to the farm and

work with their calves. By May, that got pushed up to every Sunday and Wednesday. The more the kids worked with their calves, the prospect of the county fair actually taking place got cloudier. Kids started to get a little bit lazy with their calves. Calves were getting stronger and bigger and more unruly. Overall, it was not looking like a good project. Counties throughout the state were cancelling their fairs, and our county felt they had no choice but to cancel as well. BUT... they told the animal project kids to keep working as the fair board was “working on something fun”. So, every Wednesday and Sunday practices continued with a lot of chatter and rumors. Finally, the announcement came. All the kids would have one day of “UN” Fair. You actually have to say that out loud to have it make sense. Thankfully, our county saw all the hard work the 4-H clubs throughout the county were putting in and they refused to let it go unnoticed. They allowed everyone to bring their animals in for one day and they put on a real show. It was not the same as the “REAL” Fair, but it was something. It was a way for these kids to truly show the hard work they had put into their animals and take pride in their work. I cannot thank our county Extension office and fair board enough for seeing the value in keeping these students interested in agriculture. You see, the fair and showing cows is the fun part. The part that is underlying and not quite so apparent is, that by taking on animal projects and keeping kids involved in 4-H, we are creating AgVocates. Our club is mostly “non-farm” kids. By having these kids participating in 4-H and an animal project, they are learning the importance of animal agriculture and AgVocating on our behalf down the road. These are the memories they will hold near and dear to their hearts and push them to AgVocate in the future, even if they are not part of agriculture.

Every fall we have an open farm day to invite the public to our farm to show them how beef is produced and, more importantly, answer their questions. The general population has SO MANY questions and they do not know where to turn to get them answered. Our open farm day is always a great opportunity to make this happen. But, due to “these times”, we cannot open our farm gates and allow the public in. Our state beef council did some fast thinking and figured out a way to still bring the farm to the people. We have a live television crew coming to the pastures next week. We will bring the farm to the viewers rather than the viewers to the farm. While it will not be the same, it will be nice to still get our message out there. I even had a fun shirt made up for the occasion. It is red, white and blue and simply says “EAT MORE BEEF.” Hopefully, others find it as awesome as I do and take that message to the grocery store.

My message to you all... do not let “these times” stop you from AgVocating. Now is the best time to get creative and have fun! And as always, eat more beef! 🍖



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TRENDING NOW

Matching Up Supply and Demand

Managing the volatility of the complex beef market

By Gregory Bloom for Cattlemen's News

I worked for six years for the last beef fabrication company left standing in Denver. The 80-employee, family-owned company operated successfully for over thirty years by doing custom fabrication and by purchasing beef carcasses from several slaughter plants that would sell us hanging halves or quarters.

Margins in this business were terribly thin. It's a volume business meaning you must do a lot of loads each week to pay your overhead, or the "nut" as we used to call it. It nor-



mally took about 300 head a week to pay the "nut." Even when the boxed beef market was bad, and we wanted to cut back production - if we didn't run the 300 head through the plant, our "nut" wasn't covered, and we'd lose money.

Our end came in 2012, when live cattle prices were setting records each week. What was great for the cattle producers, led to the closing of our plant, as box beef prices were not keeping up with the live cattle market. We were losing money on every load we processed. Eventually our bank called our loan, and we were done. I remember trying to negotiate the purchase of cattle in the summer of 2012, and the producers were in the driver seat. I had to pay what they wanted or close the plant a few days a week because we didn't have enough through-put of carcasses. Either way, we lost money.

I remember Brian, our banker saying, "This is the worst business I've ever seen. It takes a ton of cash to buy five loads of cattle per day, the yields fluctuate often, the margins are thin and four out of twelve months of the year, you lose money."

It's no secret to anyone in the agricultural business that the markets fluctuate. For beef, it's roughly an every 5 to 6-year market cycle. I'm sure you've seen the charts.

I remember having to explain to Brian the banker, repeatedly, why it was that we could not better predict seasonal demand for beef and match up the supply. I would explain to Brian the complex beef industry with the various segments; seedstock, cow-calf, backgrounder/stocker, feedlot and packing plants. I would tell him that "we are not processing chickens here that are five or six weeks old," and that the beef going into boxes that week were from cattle that were conceived a year and a half ago. It's a much longer term process than raising any other ag crop or animal. Who knows what the beef market will be doing in 3 to 5 years? And yet, cow-calf operators make decisions now about how many heifers to retain.

Matching up demand with supply is a very difficult task to manage. It's so difficult that only the large packers, with very deep pockets, can weather the market when cattle inventories are tight and live cattle prices outpace the prices for the cutout as happens cyclically.

The difficulty managing supply and demand is why there are few middle and small sized USDA slaughter plants left. I've experienced the slow death of a small family owned packing plant that did all we could to hang on during a tough market. 🤠

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

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SUPERIOR
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Impact of Implants in a Preconditioning Program

By Lee-Anne Walter, PhD, Technical Services, Merck Animal Health



It's weaning time in many parts of the country, and if you're preconditioning calves – even if only for a short period of time – this is a perfect opportunity to implant them. Here are five points for consideration if you're weighing the decision of using implants as you prepare calves for the feedlot:

No. 1: There's an economic benefit even if the preconditioning phase is short

Research shows Ralgro® used in backgrounding cattle provides close to a 10 percent improvement in average daily gain (ADG). If cattle gain 2.0 pounds of gain per day without an implant in a 60-day preconditioning period, implanting with Ralgro will improve ADG to 2.2 pounds per day. This equates to 12 pounds additional weight gain in 60 days.

An implant administered to cattle with better basal rates of gain due to nutrition, health or genetics will result in an even greater improvement in weight gain.

No. 2. Weight gain from implanting at preconditioning is additive

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A study shows that Ralgro-implanted calves were 19 pounds heavier after the suckling phase and continued to perform at an improved growth rate in the growing phase. Cattle implanted in both suckling phase and growing phase were 40 pounds heavier than calves that never received an implant in either phase of production.

Another study found cattle implanted with Ralgro in suckling and backgrounding phases gained as well as non-implanted counterparts (that received their first implants at the start of the finishing phase) in the finishing period. Ultimately, cattle that were implanted in earlier phases of production were heavier after the finishing period.

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A withdrawal period has not been established for Ralgro in pre-ruminating calves. Do not use in calves to be processed for veal. For complete information, refer to product label. References are available upon request. 🐄



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Elanco Closes Acquisition of Bayer Animal Health

For Immediate Release from Elanco Animal Health

GREENFIELD, Ind. (August 3, 2020) – Elanco Animal Health Incorporated (NYSE: ELAN) today announced it has closed the acquisition of Bayer Animal Health. The transaction, valued at \$6.89 billion, expands Elanco’s scale and capabilities, positioning the company for the long term as a leader in the attractive, durable animal health industry.

“Nearly two years into our journey as an independent company, we have made significant progress in creating a purpose-driven, independent global company dedicated to animal health – all while weathering the century’s most significant animal and human health pandemics: African Swine Fever and COVID-19,” said Jeff Simmons, president and CEO of Elanco. “Delivering on the timely close of the acquisition and bringing momentum into Day 1 in this challenging environment underscores the deep capability and disciplined execution from both companies.”

“This milestone is another key step in Elanco’s journey. But, ultimately, today is about improving the lives of animals, people and improving the health of the planet. Pets and protein have never been more important,” Simmons said. “Food supply disruptions and increasing unemployment are driving food security challenges around the world. At the same time, research shows increased time at home has changed the long-term relationship between pets and their owners, as pets increasingly provide valuable emotional support. We know making life better for animals, simply makes life better.”

Meanwhile, the pandemic has accelerated key trends transforming the industry, particularly pet owners’ desire to access veterinary care and animal health products in a variety of forms, from curbside care and telemedicine to online purchases shipped direct to the doorstep. The combination of Elanco and Bayer Animal Health joins Elanco’s existing strong relationship with the veterinarian with Bayer Animal Health’s focus in retail and online in order to create an omni-channel leader best positioned to serve veterinarians and pet owners where they want to shop.

This acquisition strengthens Elanco’s Innovation, Portfolio, Productivity (IPP) strategy, which the company has been executing on since before its IPO in 2018. Both companies come to closing with a disciplined focus on the strategy and diligent execution to drive momentum.

“Most importantly, today is about the farmers, veterinarians, and pet owners we serve. If COVID-19 has made anything clear – it’s that the world has never needed animals and the work farmers and veterinarians do more,” Simmons said. “Together, we are better positioned to advocate for our customers, to deliver solutions to their greatest unmet needs, so they can keep healthy, sustainably sourced meat, milk, fish and eggs in the center of the dinner table and healthy, active pets in the center of families. Together, we have the potential to improve animal health and the lives of billions.”

Financing Terms Upon close, Bayer AG received \$5.17 billion in cash, comprised of proceeds from the company’s equity and tangible equity unit issuances in the first quarter of 2020 and debt financing from the Term Loan B priced in the first quarter of 2020 that closed with the transaction closing. Additionally, approximately 72.9 million shares of Elanco Animal Health common stock were issued to Bayer AG. These shares will be subject to a lock up, where Bayer cannot sell any shares for the first 90 days. In the second 90 days, 50 percent of shares are eligible for sale and the remainder may be sold after 180 days. Moreover, Elanco has completed the required anti-trust divestitures that had been previously announced. The divested products had 2019 revenue in the range of \$120 million to \$140 million.

Advisors Goldman Sachs acted as financial advisor to Elanco and Paul, Weiss, Rifkind, Wharton & Garrison LLP, Hengeler Mueller and Slaughter and May acted as legal counsel to Elanco.



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¹Tatum JD. Pre-harvest management practices for enhancing beef tenderness. National Cattlemen’s Beef Association Executive Summary. 2006:1-22.
²McCollum F. Implanting beef calves and stocker cattle. Texas A&M AgriLife Extension Report L 2291:4-98.
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Feed Efficiency Tips

Considerations for any growing cattle operation

By Eric Bailey for Cattlemen's News

Feed efficiency is a metric that we do not often consider but is vitally important to any growing cattle operation. The first number that most producers discuss is "feed cost of gain." Feed cost of gain requires you to know the cost of feed, rate of gain and the amount of feed fed. We always express feed cost of gain on a dry matter basis. Here is an example. My feed cost \$0.10 per lb (\$200 per ton). Calves are gaining 3 lbs per day and eating 18 lbs of dry matter (6 lbs of feed consumed per lb of gain). Feed cost of gain is \$0.60 per lb of gain (\$0.10 per lb * 6 lbs feed to gain).



Now, let's tinker with the numbers a bit. Say the feed cost goes up by 10% to \$0.11 per lb, but everything else stays the same. The feed cost of gain now becomes \$0.66 per lb of gain. What if feed to gain increases, instead of feed cost? If the feed to gain goes up to 7 lbs of feed per lb of gain, the new feed cost of gain is \$0.70. The tough part is that it is much easier to see a feed bill increase than it is a feed to gain increase.

So, how do you best keep feed to gain ratios low in growing calves? I formulate energy-dense rations. It is uncommon for me to balance a total mixed ration that has less than 0.50 mega calories of NEg (net energy for gain) per lb of dry matter. Where this stirs up debate is forage inclusion in a ration fed to backgrounded calves. Many farms produce vast quantities of forage cheaply. However, when you price the cost per unit of energy, forages are usually more expensive than concentrates. Having a nutritionist evaluate your unique scenario is very important. I am rarely above 30% forage in any ration because I encourage farmers to weigh feed delivered to calves and to use a bunk calling system. Limit feeding high energy rations will help improve feed to gain ratios.

Another place where the feed to gain calculations are important is creep feeding calves before weaning. I am unabashedly not a fan of creep feeding calves, partly because of a lack of information on feed conversion rates when offering creep feed. It is uncommon to find research that shows feed to gain of less than 8 to 1 when offering calves creep feed. Couple that with the cost of many creep feeds, and it becomes difficult to justify creep feeding as a profitable exercise. Imagine a scenario where creep feed costs \$0.15 per lb (\$300 per ton). If it takes 8 lbs of creep feed per additional lb of calf gain, then the feed cost of gain associated with creep feeding is \$1.20 per lb. It is uncommon to see a value of gain (the value of additional weight gain) in young, unweaned calves reach \$1.20.

Also, many folks believe that providing creep feed increases calf weight and spares condition on cows. While creep feed increases calf weight, it does not spare body condition on cows. An excellent study published in 1994 in the Journal of Animal Science offered beef calves access to forage (tall fescue hay), milk and creep feed. As creep feed intake increased, hay consumption decreased and milk intake was unaffected. Creep fed calves may graze less on pasture, but the calves will likely continue to consume milk at the same rate as they did before. In two companion studies, cow body condition was unaffected by offering creep feed to calves for up to 84 days.

The best way to know how your operation stacks up is to compare to other operations. Successful backgrounding operations will have the cost of gain values that are less than feedlot cost of gains. I like to encourage folks to shoot for their cost of gain values to be 2/3 that of the feedlot. Kansas State University's Focus on Feedlot monthly report is an excellent resource for identifying feedlot cost of gain values. It can be found at <https://www.asi.k-state.edu/about/newsletters/focus-on-feedlots/>. As always, if you have any comments or questions, shoot me a message at baileyeric@missouri.edu. I would love to hear from you! 🤠

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Take The Dread Out Of Weaning

Low-stress livestock handling practices

By Lisa Henderson for Cattlemen's News

Weaning calves can be a high-stress experience – for the cattle and for you. But it need not be that way, says Whit Hibbard. A fourth-generation Montana cattle and sheep rancher, Hibbard describes himself as a student of low-stress livestock handling, and he conducts several stockmanship clinics for producers each year as editor of The Stockmanship Journal.

While weaning calves is necessary, improvements to how you manage the chore can improve the health of your calves and reduce the stress and anxiety on the people involved.

Hibbard says traditional weaning can be high-stress for calves. “The short-term effect on health and performance can be significant,” said Hibbard. “For example, the stress of abrupt weaning increases fatal secondary bacterial respiratory infections, and average daily gains can be seriously compromised.”

The first step to reducing weaning stress is to change your mindset, Hibbard explains.

“The conventional belief is weaning is a difficult, traumatic experience, and the cows and calves are going to want to get back together,” said Hibbard. “Therefore, we need to do it in a sturdy corral, and here’s the irony: ‘If we believe that’s the way it’s going to be, it probably will.’”

Hibbard’s low-stress approach suggests that weaning is only traumatic and stressful because producers make it so. A low-stress approach recognizes that cows will wean their calves naturally as they are likely happy to be rid of their six- to eight-month old calves.

“The problem is,” Hibbard said, “we get the animals out of a normal frame of mind and end up causing all the problems we normally experience with weaning. The cows’ concern is us, not necessarily the weaning. If the cattle are always handled well, they learn to trust their handlers and know their calves aren’t in danger.”

The key first step to low-stress weaning, he says, begins with how the cattle are gathered.

“If we don’t do it properly, the cows and their calves are unmothered and in panic mode before we even have them in the corral,” said Hibbard. “But, if we bring them in calmly and mothered up, the actual weaning process is rather uneventful.”

Fence-line Weaning

One low-stress weaning method gaining popularity is fence-line weaning. One proponent of the tactic is Glenn Selk, retired Oklahoma State University extension beef specialist, who says a California research project underscores its advantages.

In the study, calves were weaned with only a fence separating them from their cows, and their performance and behavior were compared to calves weaned in a traditional manner. Calf



behaviors were monitored for five days following weaning.

“Fence-line calves and cows spent approximately 60% and 40% of their time, respectively, within 10 feet of the fence during the first two days,” Selk said. “During the first three days, fence-line calves bawled and walked less, and ate

and rested more, but these differences disappeared by the fourth day. All calves were managed together starting seven days after weaning. After two weeks, fence-line calves had gained 23 pounds more than separated calves.”

The performance differences continued even after 10 weeks, with fence-line weaned calves gaining 110 pounds (1.57 lb/day), compared to 84 pounds (1.20 lb/day) for calves separated from their dams.

Hibbard says fence-line weaning should be done at a gate between two pastures.

“The idea is to calmly separate pairs at the gate so they never lose sight of each other or, if they do, they can quickly find each other across the fence,” said Hibbard. “With this approach, the emotional trauma of complete separation is mitigated.”

Low-stress fence-line weaning, however, is more successful if you have already practiced low-stress handling techniques with your cattle – or training them.

“Of particular importance [for fence-line weaning] is training your cattle to calmly walk past a handler at a gate,” Hibbard said. “If you don’t do this, then fence-line weaning will likely be difficult at best.”

Other considerations for fence-line weaning include making sure you have two pastures with enough grass or forage to last at least seven days. Hibbard says the cattle should be kept in the pasture where the calves will stay for several days prior to weaning so they get used to their new home.

“Prior to weaning, pour the cattle back and forth several times to prepare them for the weaning,” Hibbard said. “If your cattle are accustomed to walking calmly past a handler at a gate you might only have to do this exercise once. However, if they are not, you might have to repeat this several times over successive days until they understand the process.”

Weaning Day

After cattle are gathered loosely near the gate, the sorter opens the gate and draws the cattle to him. One or more handlers can keep a slow, steady stream of pairs walking to the gate, and the sorter makes the split at the gate.

“If you make a mistake (e.g., a calf gets through the gate) resist the temptation to fix it because that will unnecessarily stir everything up; rather, wait a few days postweaning and go straighten it out,” Hibbard said.

Going through the preparatory steps is important, Hibbard said. However, if protocol is followed, “weaning will be a non-event for the cattle.” 🐄

Note: More about Whit Hibbard's Stockmanship Journal can be found at www.stockmanshipjournal.com



COVID-19 Affected Steer Feedout

By Eldon Cole, University of Missouri Extension

COVID-19 is blamed for almost anything that occurred since mid-March, and you can add to that list the Missouri Steer Feedout results. Some of those results probably were good for the owners of the steers while some had bad results occur.

The results of the retained ownership, educational program were revealed August 4 at the University of Missouri’s Southwest Research Center, Mt. Vernon. The feedout program began in early November when 127 head of 2019-born steers were processed at Joplin Regional Stockyards and at the Paris Veterinary Clinic. The calves were weighed, tagged and evaluated by USDA personnel for feeder grade, body condition and a price was placed on them. The latter item is used to establish a value entering the finishing phase at a feedlot in Iowa.

In addition to the above at JRS a panel discussed each group of five steers or more. Their charge was to be very honest about the strengths and problems each group faces in the feeder cattle marketing world. The evaluators were Jodie Pitcock, USDA at St. Joseph, Jackie Moore, JRS, Carthage and Chip Kemp, American Simmental Association. Nine groups were processed at JRS and five were sent from Paris.

Results, including rankings among the 14, gives participants an idea how their steers compared to other Missouri cattle. As mentioned above, COVID-19 did influence the outcome. Normally, the steers are slaughtered in mid-April and May. Due to packing plant labor conditions, our first kill group went on June 17. Some of those steers weighed between 1450 and 1700 lbs. In addition, the buyer Greater Omaha was different than traditionally used, and they paid a flat price regardless of carcass merit.

The second kill group sold on July 7 to Tyson Food’s on a grade and yield scale, which gives a more typical comparison to previous feed-outs. Once again, there were some heavy steers in the July steers. Feed conversion likely was affected on some of the heavier steers, but on-average, the rate was comparable to the conversion one year ago.

The biggest change in carcass merit showed up on the percentage of steers grading Prime or better. Thirty-five head or 29% made that grade. Eighty-seven percent made low-Choice, or better which was a record. Unfortunately, the added days on-feed pushed the average fat cover to 0.61 inch. Normally, they average between 0.45 and 0.50 inch of fat. Some steers ran over one inch of fat which pushed them into a 5 Yield Grade carcass.

The feedout dates back to 1981 and is not designed as a competition but as a program to let participants use the data to adjust their breeding and management efforts. It also lets stocker and feeder buyers know how good our cattle are. This information can be used by producers to differentiate their feeders from average steers.

The feedout did have only one group of nine steers that showed a profit. They were entered by Van-



The top profit steer was an Angus-Simmental entered by Ronnie Veith, Purdy, MO.

dalsen Farms, Reeds. They were A.I. sired by a Polled Hereford named Torque. Their dams were dairy crosses with Jersey and Holstein genetics. The calves were never on a cow, but were hand-raised and weaned around April 1. They only weighed 426 lbs. when delivered in November and were killed at 17 months of age weighing 1156 lbs.

In November the evaluators were uncertain how to establish a price on the dairy crosses. They ended up setting them in like straight dairy steers would have sold for, \$1 per pound. That gave them an advantage in the end as their profit was \$61.63 for the nine steers per head. Overall, the 122 head had an average loss of \$159.95 per head. A big penalty always results from death losses and five steers, 3.9%, died during the feedout.

Even though only one group of steers showed a profit, overall 29 head showed a profit with the top-profit per head of \$219.76 on a steer entered by Ronnie Veith, Purdy. The steer was the top gainer overall at 4.55 lbs. per day. His carcass graded Choice plus with a Yield Grade of 2.8.

The top gaining group was five Hereford-sired steers out of Brangus cows. The owner was Duane Walker, Neosho, and their daily gain was 3.68 lbs. One performance measure calculated by the Tri-County Steer Carcass Futurity is the dollar retail value per days of age. This measure looks at the overall animal performance going back to birth. In short, \$RV/DOA looks at pre-weaning and post-weaning gain, carcass merit, feed conversion and expenses for health at the feedlot. The top \$RV/DOA group was entered by Cavlin Hudson, Middletown. They were Angus-sired and the group even lost one steer. The \$RV/DOA is calculated only on steers hanging a carcass on the rail.

Recognition for carcass merit goes to Carrier Muddy Creek Angus, Lockwood, as 10 of their 12 steers graded low Prime and better with a Yield Grade of 3.55. The best Yield Grade cattle were entered by Keuper Farms, LLC, Ionia, with an average of 2.29.

A complete power point presentation may be viewed by going to the following link: <https://extension2.missouri.edu/media/wysiwyg/Extensiondata/CountyPages/Lawrence/Docs/Feedout2019-2020.pdf> The next steer feedout will begin November 3. Entry will be no later than October 10. Contact your extension livestock field specialist for details.

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TRENDING NOW

Who Should Be At The Table?

Tips for young producers building a team of experts

By B. Lynn Gordon for Cattlemen's News

In my July column – ‘Charting a New Course’, I mentioned several tips for young producers who want to be involved in production agriculture. It is exciting to hear young men and women make this choice and even more exciting when many of them decide to do so independently, like those not having access to a generational transfer of a livestock operation. To further encourage beginning producers, I wanted to dig a little deeper into the tip I mentioned – ‘Build a Team of Experts,’ so, I reached out to a few experts in Missouri to assist me in further discussing this issue.

Selecting the team

The most critical step in building your team of experts occurs in the selection process. Kate Lambert, Director of Marketplace Education and Engagement, FCS Financial, Chillicothe, Missouri, reinforces that your team of experts is only as good as the people you ask to be at the table. Lambert, who spends much of her time mentoring and working with FCS's young producer initiatives, says “having the right people at the table is important, but how that team is shaped needs to vary from producer to producer.” This means, producers should conduct a self-assessment to further evaluate and make note of, “What are they good at?” and “What are they not so good at.” This evaluation could also extend further to others on their team, such as spouses or partners involved in the business. What skillset do they excel in? Next, take a broader view of the operation, what are the weaknesses associated with the operation? The idea is not to over-emphasize weaknesses but to understand shortcomings or challenges that might influence the potential success of the business which then, directly feeds into helping you formulate a team of experts with strengths in the areas that are lacking.

If you are particularly skilled in genetics, for example, you might not need people on your team who specialize in this area, however, to use a sports analogy, you “want to stack your team” with skills and knowledge in areas most needed. It's human nature to flock to people who are like-minded.



Almost every leadership book I have read cautions managers about this, particularly in the hiring process. Lambert agrees, “We tend to flock towards people who have the same passions and interests.”

Your responsibility

Once you have the team selected it is your responsibility to provide them with the information they will need. “The feedback you get is only as strong as the information you provide (to the team),” says Lambert.

Lambert explains, it's the producer's responsibility to inform and update the team on, where you are at right now with your business, where you want to be in 12 months, and where you want to be in five years, for example. “You can ask a lender, ‘Should I buy this group of calves,’ and she can give you an answer based on cash flow and balance sheet, but she is not answering, ‘Should you’, according to your goals. She is answering, ‘Can you financially afford to make the purchase?’ based on your cash flow. However, if as a member of your team, you have provided her and other experts with details about your short-term goals, long-term goals, etc., they will be able to provide you with the insight and advice you are seeking.

“There are many factors that determine success,” Lambert says. “We've noticed a trend that operations who inform their team of their goals and have a team supportive of those goals are better able to adjust to changes.” Overall, being prepared to respond to change is one key to being in the business long term.

Lender relationship

As a young producer, you might wonder if the role of a lender is different for you than an established producer. Lambert says the type of relationship depends on the producer, not whether they are beginning farmers or established. “A lender can be a trusted member of your team of experts,” she says, or they can be in a ‘yes or not now’ relationship. Many lenders like

Financial Management Resource Available

The Missouri Farm Business Management Analysis (FBMA), is a one-on-one program designed to provide education to farm owners and operators. The program is designed to assist individuals in meeting their business goals, best accomplished through the use of quality records and sound business decisions. Bruce Fowler, program director, oversees the statewide network of experts. Fowler, explains the data from Missouri participants, is also confidentially passed to the FINBIN National Farm Financial Benchmarking Database, www.finbinumnu.edu, supported by USDA. This valuable online resource is available for any producer to access to determine benchmarks from similar geographical locations, size of operations, enterprises, etc. Many lenders utilize this extensive database to determine benchmarks for their clients. For more information contact fowlerb@missouri.edu

to work with young producers and help them find their greatest potential. For example, FCS Financial has expanded offerings including educational and networking opportunities. “We understand it takes more than a loan for a young producer to succeed.”

Begin on the right foot by building a team of valuable experts who are as excited to see you succeed as you are - start selecting your team today. 🤠

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

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TRENDING NOW

Sexed Semen

Where are we at in the beef industry?

By Jordan Thomas for Cattlemen's News



If you do not follow the dairy industry closely, you may not realize how aggressively sexed semen is now being used across the country. To put it simply, sexed semen has revolutionized how dairy producers make breeding decisions. Dairy producers are now identifying the elite top end of the dairy herd with genomics and breeding those females with sexed semen to produce elite heifer calves. Aside from the faster rate of genetic progress, this also frees up the lower end of the herd for use

of semen from beef sires to produce marketable crossbred calves.

Where are we at in the beef industry? Our lab in the University of Missouri has worked extensively with sexed semen in recent years, and the University of Missouri Southwest Research Center has become both a research and a demonstration location for effective use of sexed semen. Here is what we know—and what we don't know—about sexed semen.

What We Know (and Don't Know) About Sexed Semen

Sexed semen is commercially available from a variety of sources now, although there are now two different processes used to produce sexed semen. The majority of the sexed semen on the market is produced using a flow-cytometry-based sorting process. This sex-sorted product has gone through several rounds of improvements over the years and is also now marketed at higher sperm cell numbers per unit. If you

see a product marketed with the trade name SexedULTRA 4MTM, that is semen produced using the latest version of that process and packaged at the higher sperm cell concentration of 4 million cells per unit. X-bearing (heifer) or Y-bearing (bull) units can be produced. There is also now another process that can be used to generate sexed units of sperm cells using a laser-ablation technique. Product marketed under the Sexcel™ trade name is produced using this process. This is a newer process that is marketed as producing units capable of fertility similar to traditional sex-sorted semen.

What It Takes to Make Sexed Semen Work

The critical point is this: sperm cells from conventional units and sperm cells from sexed units are fundamentally different. Sperm cells are altered somewhat as a result of the sexing process, freezing, and thawing. As a result, it is generally accepted that the fertile lifespan of sexed sperm cells is shorter. Since that lifespan is shorter, insemination with sexed semen needs to occur at a time point relatively close to ovulation in order to maximize pregnancy rates. If using sexed semen in heat detection-based programs, it appears to be more favorable to inseminate at a slightly later time after onset of standing heat instead of following the typical AM-PM rule. If using sexed semen in timed AI programs, it is clear that the animals that exhibited standing heat before timed AI achieve much higher pregnancy rates with sexed semen than those that did not. Data from our program at the University of Missouri as well as from another research program at South Dakota State University have clearly illustrated this with SexedULTRA 4MTM and Sexcel™ respectively.

In our program at the University of Missouri, we are focused on new synchronization and timed AI approaches to maximize expression of standing heat before timed AI. We have some exciting

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Continued on next page

new work underway. However, there is already one good opportunity to improve success with sex-sorted semen simply by using an estrus detection aid (e.g. an EstroTECT™ breeding indicator) to identify the best candidates to receive timed AI with sexed semen. Another alternative is to use what we call a split-time AI approach. This allows you to increase the number of females that have the opportunity to exhibit standing heat before timed AI, increasing overall pregnancies obtained with sexed semen. For more information on that, refer to the MU Extension publication “Split-Time AI: Using Estrus Detection Aids to Optimize Timed Artificial Insemination.” You might also check out our Mizzou Repro YouTube channel or Facebook page. We have some short videos on split-time AI and other topics, and those pages are a good way we can keep you in the loop on new approaches and opportunities too.

Lastly, the new 7 & 7 Synch protocol from our program appears to be a great opportunity to improve pregnancy rates to fixed-time AI with sexed or conventional semen. See the other article from our program in this issue for more information.

Why You Would Use It

With about 90% accuracy, sexed semen allows producers to effectively choose whether a mating results in a bull or heifer calf. That gives you an opportunity to either skew the sex ratio of the entire calf crop or selectively produce heifer or bull calves from specific planned matings. That could be huge. Is your goal to quickly turn over females in the herd with superior genetics? Produce elite animals to market as herd bulls or replacement heifers? Market a larger quantity

of uniform, high-quality feeder cattle? Reduce calving difficulty in heifers? Sexed semen is a tool that can be used in a number of different ways. My personal hope is that sexed semen gets more producers interested in AI in general, and changes our industry’s mindset about mating decisions. Even straightbred operations can capture a lot of value with a crossbreeding-like mentality, thinking through each mating as a terminal vs maternal decision.

When You Should Use It

The decision to use sexed semen really comes down to economics: if sexed semen isn’t profitable, don’t use it. The costs of using sexed semen aren’t trivial. Pregnancy rates with sexed semen are typically somewhat lower than pregnancy rates with conventional semen. Sexed semen will also cost more per unit than conventional semen, often \$15-25 depending on the sire used. A higher cost per unit for a lower pregnancy rate means a higher cost per pregnancy. That is a really important consideration, because fertility in the beef business really requires a multi-year commitment. For use of sexed semen to be a profitable decision, there has to be a large enough value difference resulting from the sex selection to justify those costs and generate a profit. There is more to that question than just consideration of the market price of steer calves versus heifer calves, however. Sit down and try to put a pencil to it. How much value could you add to your operation if you could predetermine the sex of calves?



Jordan Thomas, Ph.D. - Assistant Professor and State Beef Reproduction Specialist
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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	-
1000	-	6.6 mL	5 mL
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Bluel Named Southwest Research Center's Interim

By Rebecca Mettler for Cattlemen's News

Reagan Bluel, southwest Missouri dairy specialist with University of Missouri (MU) Extension, recently stepped into a new role as the interim superintendent at MU's Southwest Research Center near Mt. Vernon, Missouri.



"It gives me great pride to have had the opportunity to serve this center in many different roles, as a graduate student researcher, extension educator, advisory board member, and now as superintendent," Bluel said.

Bluel confesses that she "bleeds black and gold" for MU. In addition to her new role and her career as a dairy specialist with MU Extension since 2014, she pursued both a bachelor of science and master of science at MU, as well. It was only a seven-year stint as the manager of The Ohio State University's 100 cow Jersey dairy herd in Columbus, Ohio, that took her away from the MU land-grant system.

"I am passionate about giving back to the land-grant educational process that fostered and developed my knowledge of agriculture," Bluel said.

It is Bluel's goal to fill the leadership void at the Southwest Research Center so that the facility can continue to provide the area with research based, best management practices to agriculturalists in southwest Missouri.

"Additionally, I plan to ignite the advisory board members to engage with the community to determine the needs of the region, with the ultimate goal of creating a hub of activity around our center," Bluel said.

The Southwest Research Center was established in 1959 on 898 acres and has a rich history of providing research solutions, education, and outreach for the entire southwest Missouri region.



Site-specific research provides agriculturalists in the area surrounding the research facility the confidence to implement management practices on their own operations because of the shared growing conditions.

"We serve as a lifeline of the University "FOR" Missouri to maintain relevance across this vast state by conducting research on all aspects of animal and plant-based agriculture and natural resource stewardship," Bluel said.

For years, Bluel explains, the center has been known as the Southwest Center, however, the formal name of the facility is the Southwest Research Center.

"I'm working to bring back the "R" both formally and physically," Bluel said. "Basing management practices on sound science is critical to the success of farms."

The Southwest Research Center is host to a growing Red Angus cowherd, which is currently utilized in an extensive reproductive synchronization program. In addition, the herd's offspring, both replacement females and steers, are retained to study rates of gain and pasture utilization on rotationally grazed pastures compared to continuously grazed pastures.

From a forage standpoint, the Southwest Research Center is looking at Chaparral herbicide application for fescue seed head suppression under various fertilization rates to help mitigate fescue toxicosis. In addition, the center has a test plot of a yet-to-be-released pasture herbicide, ProClova, that is clover-friendly and provides broadleaf weed control. Finally, they are comparing applications of ammonia nitrate and urea along with two urea stabilizers, Super U and Anvol.

The largest acreage of research on the site is centered around horticulture, viticulture, and agroforestry, including a long-standing black walnut and pecan orchard. Elderberry, pawpaw, and persimmon plots and a vineyard for research purposes are just short list of the variety of plant-based projects found at the center.

In six to nine months, a national search will be launched. A permanent superintendent will be named at the conclusion of the hiring search. Bluel stated that MU is committed to maintaining leadership presence at the Southwest Research Center. 🐮

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TRENDING NOW

Farm Safety and the Family Farm

Your and your family are your farm's greatest asset

By Jessica Allan for Cattlemen's News

Farm safety is a topic that is not necessarily on the top of the typical family farm's list. Rather, the family farm is more likely to be concerned with surviving the market roller coasters, figuring out how and when to pay the feed bill, and wondering how to keep that calf alive that just won't thrive. However, the issues that plague the large corporate farms in regard to farm safety are just as impactful to the smaller family farms, and, in some cases, maybe even more so.

For many farms, regardless of size, the same type of equipment, same storage facilities and same physical requirements are needed. Doug Collard and Chip Cortez with Specialty Risk Insurance in Carthage, Missouri, and Aaron Ingle with HR Professional Solutions, LLC in Monett, Missouri, provided some insight as to what common safety issues affect farms and what can be done to avoid, or at a minimum, alleviate those issues.

One of the top issues is the use of machinery and equipment on farms, specifically tractors and ATVs/UTVs. These machines are used daily on farms and many farms have multiple ones. Because they are so common and in use daily, it is easy to forget the safety issues that can arise from their usage. We become lax in our operations, which can lead to turnovers, or don't keep up with maintenance which can lead to more serious issues. The use of ATVs, etc. has evolved



from a farm implement to more recreational use on many farms, especially when children are involved, said Collard and Cortez. This has led to increased injuries and deaths in recent years. Proper training of family members on all pieces of equipment, limiting usage of that equipment to those who are trained to use it, and

requiring safety devices as recommended by the manufacturer are all ways that reduce those tragic incidences, they said.

Grain bins are another source of safety issues, and bins don't just apply to grain farmers. Many cattle ranchers have bins on site to store bulk feed. The size of grain bins nationwide is also increasing as well as usage, which just increases the dangers of working around them.

Ingle stated that Confined Space Entry and Rescue training, along with Lock Out Tag Out training, can help with safe grain storage. More often than not, it is not paying attention and getting entrapped in the grain that brings on trouble.

"One of the biggest causes of entrapment in the grain is when we are cleaning bins out and the grain crusts over, leading us to fall through when we enter," said Collard and Cortez.

An easy rule to follow, they say, is to always have two people on hand. The second person is not there to help or to rescue the other, but to call for help if a situation arises; it takes being trapped just a little over the knee for the situation to become dangerous. It is important that the second person

Continued on next page



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calls for help and does not assist the one who is trapped; 60% of grain bin deaths do not occur to those trapped, but rather to would be rescuers who go in without proper training and equipment.

Other issues common to all farms are health hazards both from physical stress and also from storage of chemicals and other hazardous items. Proper usage and storage of chemical can prevent exposure and illness, said Ingle, and this includes the usage of personal protective equipment. Self-care can prevent physical stress, which can lead to dropping our guard down around machinery and equipment, improper usage of chemicals and hazardous items, and lax daily operations. Just as we provide adequate shade, and plenty of fluids, and rest to our cattle for them to remain at optimum condition, we must apply the same to ourselves as our first line of defense.

So other than employing common sense and remaining aware of our surroundings on the farm, what else can a farm family do?

Put a safety plan and safety protocols in place, and go over them on a consistent basis.

“Plan for the worst but also plan for the best,” said Ingle. “Ensuring you have a well thought out safety plan and communicating that plan effectively and often are two ways to ensure many successful days in the future.”

Collard and Cortez confirmed, saying “safety can be as easy as making sure to hold each other accountable to the plan around the farm.”

Address the plan at least annually, all three agreed. Changes on the farm may necessitate changes to the plan, whether that is training new personnel as they come on board, enacting new criteria for new enterprises added to the farm, or changing operations due to physical changes to property and equipment.

If the family farm has less than 10 employees, they are not regulated by Occupational Safety and Health Administration (OSHA) on a continual basis, but certain events on the farm may trigger OSHA involvement. Therefore, the three stated that they recommend putting a safety plan in place, in writing, and conducting at least annual training, documenting that training, in preparation for the unknown. Should OSHA get involved due to a situation, that training could be critical consideration for any farm, regardless of size.

Bottom line, remember that you and your family are your farm’s greatest assets. Without you, there would be no farm to operate. As Ingle stated, protecting you and your family should be the highest priority for your family farm. 🤠

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

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Cow-Calf Production and Marketing Considerations

Increasing profitability

By Derrell S. Peel for Cattlemen's News

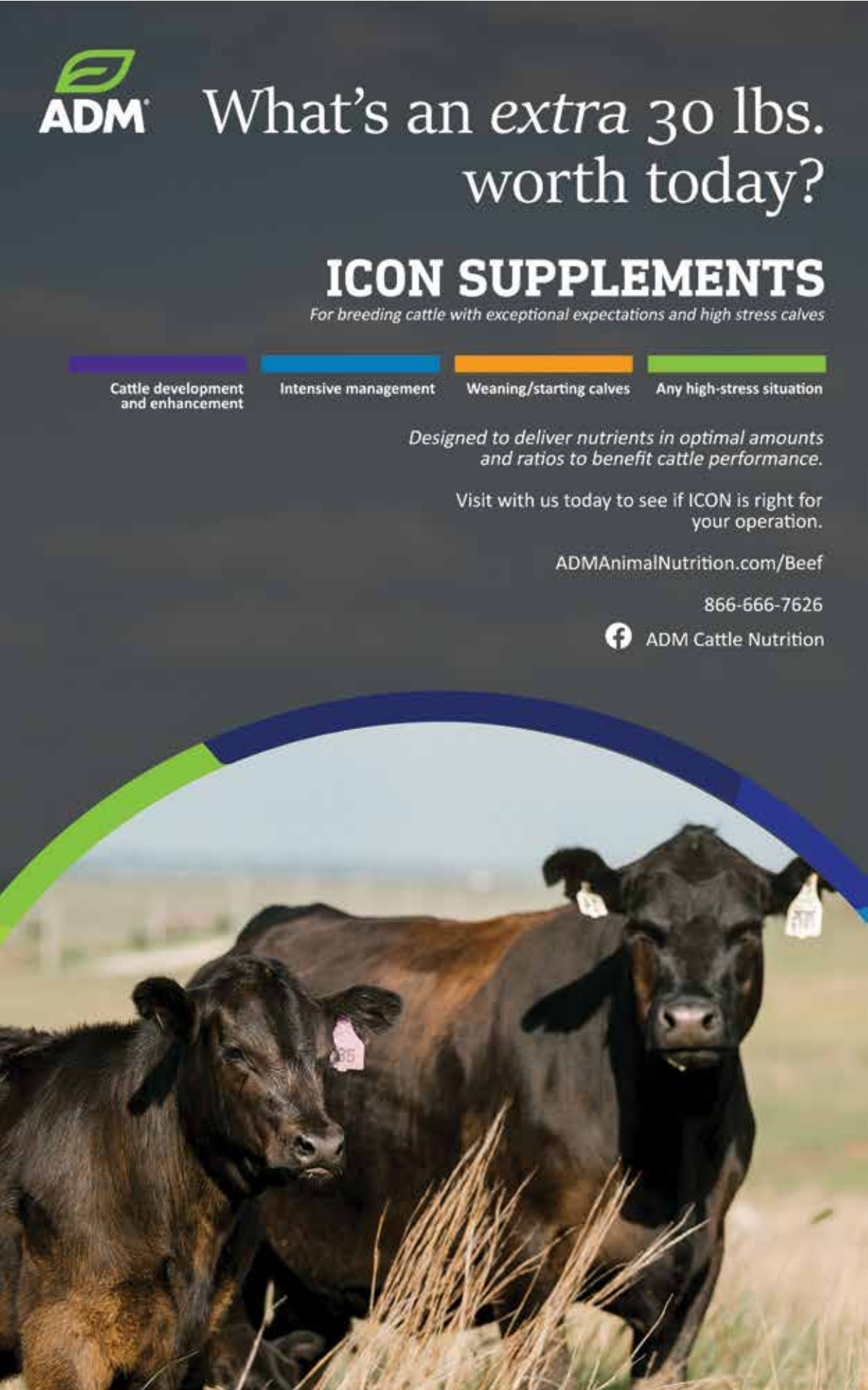
The profitability of cow-calf operations requires a long-term view. Cows are multi-year assets that harvest forage and turn it into calves that can be marketed. Much of what we consider profits in cow-calf production is the return to the forage assets used for production. This leads to the saying that, “you’re not in the cattle business; you’re in the forage business.” Thinking about marketing forage to its highest value will guide cow-calf producers to make better production and marketing decisions. Cow-calf profitability depends on a combination of cost management, strategic positioning and tactical marketing.

Many cow-calf operations operate from a relatively fixed forage base and prefer to maintain a stable herd size with a constant level of production. The majority of annual cow-calf costs are fixed. Cows must be fed and maintained year round whether in production or not. Profitability is therefore a question of absolute revenue levels relative to mostly fixed costs. The cyclical tendency of cattle markets mean that overall cattle price levels will go up and down and there is not much that cow-calf producers can do to control that. The combination of these two factors implies a likelihood that cow-calf producers will experience periodic losses due to cyclically low calf prices. Cyclically low calf prices is the market telling producers that grass has less value marketed through calves at that point.

Cow-calf producers may be able to make some strategic changes to reduce the negative impact of cattle cycles. To the extent that changes in overall price levels can be anticipated, it may make sense to allow some adjustments in cattle numbers. For example, when lower prices are anticipated for a couple years, it may make sense to cull a few extra cows before the price drops. Similarly, keeping fewer replacement heifers in order sell more calves at higher values banks some revenue before prices drop. At low prices, having fewer cows reduces the annual cow costs at a time when calf revenues are low. Extra forage may be used for backgrounding weaned calves or adding a few stockers to utilize forage. Stocker value of gain is often higher when cattle prices are low. It’s also possible that reduced stocking rates for a year or two every few years could be good for pasture health. When cattle prices are expected to increase, additional heifers can be retained while prices are lower to build up herd numbers for maximum production and sales at cyclically high prices. The point is that some strategic cost management can reduce the cyclical variation in cow-calf profitability.

Regardless of cattle cycles, annual cow cost is likely the biggest factor that producers can manage to affect profitability. Harvested and purchased feed is the biggest component of annual cow costs. Pasture and grazing management to extend grazed forage quantity and quality can significantly reduce annual feed costs per cow. Pound for pound, hay costs 2.5 to 5 times more than grazed forage.

Most cow-calf producers sell only once or a couple times each year. Risk management alternatives are somewhat lim-



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ited for cow-calf producers. There are some tactical marketing considerations, however. Marketing cattle involves three components: establishing price; determining ownership; and physical transfer from seller to buyer. These functions may be done together or separately. Selling at auction, for example, accomplishes all three functions at the same time: cattle are priced, the new owner identified; and physical transfer all occur at the time of sale. Separating these functions can provide more opportunity for risk management. Forward contracting cattle or selling at video auction establishes price and ownership earlier, with delivery occurring later. Hedging cattle with futures or options establishes an expected fixed or minimum price earlier with ownership and physical transfer occurring later. Hedging calves with futures or options is somewhat limited in effectiveness because basis risk may be nearly as much market price risk. However, hedging retained calves as feeder cattle is often more effective and important when cattle are owned longer and exposed to more price risk.

Retaining weaned calves for backgrounding or as stockers has both production and marketing considerations. Retaining calves changes the timing of cattle sales and may help avoid short-term disruptions in cattle markets. However, retaining calves exposes cattle to more price risk and, more importantly, is a separate production activity. This requires consideration of the stocker or backgrounding enterprise such as value of gain, resource availability and the value resources for alternative uses.

Cow-calf producers should not overlook marketing cull cows and bulls. Typically, cull breeding stock represents 15-20 percent of total cow-calf revenue. Spring calving cows are typically culled in the fall at seasonally low prices. Thin cull cows in November can make money three ways by feeding to February or March. First, cull cow prices will typically increase 15 - 18 percent over the period. Thin cows will add weight as well meaning that you sell more pounds sell at the higher prices. Finally, thin cows that add body condition with more weight may bring a premium as higher-dressing cows. Finally, while cull cows are not very feed efficient, feeding standing dry forage or older hay with some supplement may be a good way to upgrade the value of medium or lower quality forage.

Derrell S. Peel is the Breedlove Professor of Agribusiness and Extension Livestock Marketing Specialist at Oklahoma State University

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By Mo Fit (MoBKF) Program

About the Academy

The Mo Beef Mo Kids Mo Fit (MoBKF) team and Missouri Beef Industry Council have selected 10 4-H and FFA members across the state to participate in leadership and educational opportunities, while representing the Missouri Beef Checkoff and MoBKF program in their communities. As part of their role, academy members will expand program efforts in the lunchroom and classroom, complete the Masters of Beef Advocacy, participate in digital media, and create outreach plans around beef education and nutrition. An outstanding academy participant will be awarded a \$1,000 scholarship.

Meet the Team:



Lexi Plackemeier

Plackemeier is a member of the Silex FFA Chapter. Her SAE is a diversified livestock operation, consisting of laying hens and cattle. Plackemeier breeds and raises her own cattle and markets them at the local stockyards.



Kraysen Leonard

Leonard is a member of the El Dorado Springs FFA Chapter. Her SAE project consists of agricultural education and running her own agribusiness. She makes her own beef sticks and markets them all over southwest Missouri.



Kaleigh Moore

Moore is a member of the North Callaway FFA Chapter. Her SAE consists of beef production and small animal production. Moore has grown up around beef cattle and has been showing since she was eight years old.



Abigail Kleinsorge

Kleinsorge is involved in both the Middletown FFA Chapter and Meddlers 4-H Club. Her SAE includes beef production and agricultural education. Her family runs a cow-calf herd that she picks a steer from to show every summer.



Owen Oesch

Oesch is a member of the Chillicothe FFA Chapter and Sunrise Hustlers 4-H Club. His SAE includes forage production and beef production. Oesch buys bred heifers, calves them out, and sells them. He also finished some out every year.



Shaye Siegel

Siegel is a member of the Boonville FFA Chapter and Prairie Home 4-H Club. Her SAE includes beef production and poultry production. Focusing on beef, Siegel lives on a cow-calf operation and shows cross-bred market heifers.



Schyler Angell

Angell is a member of the Centralia FFA Chapter. Her SAE includes beef production and agricultural communications. She writes a monthly article for The Cattleman's Advocate magazine and runs cow-calf operation, backgrounding program, and livestock market.



Lydia Reed

Reed is a member of the Union FFA Chapter and Indian Prairie 4-H Club. She comes from a beef cattle and row crop farm, making her SAE beef production. Reed's family raises Black Angus cattle that she shows at local fairs.



Carlee Long

Long is a member of the Paris FFA Chapter and Eager Beaver 4-H Club. Her SAE includes swine production, beef production, and agricultural sales. Long's family raises purebred Shorthorn cattle that she shows throughout the summer.



Kyler Stricklan

Stricklan is a member of the Salem FFA Chapter. His SAE is beef production and farm placement. Stricklan and his family raises Black Angus cattle and he works for several other farmers on their operations.

About

The Mo Beef Mo Kids Mo Fit (MoBKF) program connects schools and their food service professionals to cattle farmers and ranchers to "beef" up school lunches. Our goal is more beef, more often, while implementing food and nutrition education in the classroom. This powerful partnership highlights the important message and journey of food and nutrition, while adding important protein to a student's diet. For more information about the program or to participate, please contact Brandelyn at info@mobeefkids.com. MoBKF is supported through the beef checkoff and by more than 50,000 Missouri farmers and ranchers. 🐮

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TRENDING NOW

Staying in Shape Starts on the Plate

Get your strength from beef

By the Missouri Beef Industry Council and Missouri Cattlemen's Beef Board

When it comes to beef and your health, you can rest easy knowing that along with being delicious, beef contains important nutrients that your body needs. In just one 3 oz. cooked serving, you're getting 10 essential nutrients, including about half your daily value for protein!

Beef for all Ages

Beef as a first food: For infants and young kids, nutrients such as iron and zinc have been identified as critically important in supporting proper growth and development.

Toddler to Teens: The foundation for a lifetime of good health can begin early when children and teens start to enjoy a variety of foods. At this life phase, it is important to help kids start to eat smart! Just one 3 oz. cooked serving of beef provides protein, iron and zinc, which are often lacking in diets of kids and teens

Adults: Beef's nutritional package offers nutrients for busy and aging adults. Adding more protein to your meals – from foods in the meat and dairy groups, for instance – can be a simple way to help manage several age-related health issues. One of the most notable benefits of including beef in your diet is its ability to build and maintain muscle. As we age, getting the right amount of protein becomes increasingly important to fight off diseases like sarcopenia (loss of muscle mass), type-2 diabetes and osteoporosis. 🐮



Moroccan Beef and Sweet Potato Stew

INGREDIENTS:

- 2-1/2 pounds beef Stew Meat, cut into 1 to 1-1/2-inch pieces
- 3 tablespoons all-purpose flour
- 2 teaspoons ground cumin
- 1 teaspoon ground cinnamon
- 1 teaspoon salt
- 1/4 to 1/2 teaspoon ground red pepper
- 1 pound sweet potatoes, peeled, cut into 1-inch pieces (about 3 cups)
- 1/2 cup regular or golden raisins
- 1 can (14-1/2 ounces) diced tomatoes with garlic and onion
- Hot cooked couscous (optional)
- Chopped toasted almonds (optional)
- Chopped fresh parsley (optional)

COOKING:

1. Combine flour, cumin, cinnamon, salt and red pepper in 3-1/2 to 5-1/2-quart slow cooker. Add beef Stew Meat, sweet potatoes and raisins; toss to coat evenly. Pour tomatoes on top. Cover and cook on HIGH 4 to 6 hours or on LOW 8 to 9 hours or until beef and potatoes are fork-tender. (No stirring is necessary during cooking.) Season with salt, as desired.

Cook's Tip: For smaller slow cookers, it may be easier to combine ingredients in a separate bowl before adding to slow cooker.

2. Serve over couscous. Garnish with almonds and parsley, if desired.

Source: beefitswhatsfordinner.com/nutrition; Cattlemen's Beef Board and National Cattlemen's Association.

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Niacin	25% DV
B ₆	24% DV
Phosphorous	20% DV
Riboflavin	14% DV
Iron	14% DV
Choline	13% DV

DV refers to Daily Value, the amount of a nutrient needed for a healthy adult on a 2,000-calorie diet. The %DV is the percent of a nutrient's Daily Value provided by a serving of food. For example, if a food has 50% of the DV for protein, then it provides 50% of the protein an adult needs each day. Even if your diet is higher or lower in calories, you can still use the DV as a guide to whether a food is high or low in a specific nutrient.

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US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory, USDA National Nutrient Database for Standard Reference, Legacy, NDB #13364, Version Current: April 2018, Internet: <https://ndb.nsl.usda.gov/ndb/>

INDUSTRY NEWS

Better Beef and BQA

Keeping beef a primary source of healthy protein

By Tim Parks for Cattlemen's News

In a time where uncertainty, lack of normalcy, and numerous lifestyle changes exist, one constant is the demand for safe, wholesome foods. The beef industry has been here to meet this demand for many generations and continues to do so. However, some of the factors driving our customers buying habits have changed over the generations. Results of recent surveys, in the Power of Meat 2020 report, indicates that buying decisions of our customer are driven by three main categories. The health of the animal, and safety of the product they are purchasing, the welfare of the animal they are consuming, and the effect on the environment to bring that product to their table. As an industry, we can set the course to meet all these needs put forth, but to accomplish, we all must work together.

When we think about the beef that we raise, our industry organizations do a remarkable job of communicating the health facts of the product we produce to our consumers. Animal scientist continue research and demonstrate what the true impact, both positive and negative, our industry has on the environment. But when it comes to animal welfare, it starts right at the farms and ranches and continues through the humane harvest of our animals truly making it all our responsibility. Humanely raising the animals that have been entrusted to our care is something we all do; we just need our consumer to know that as well.



Animal welfare isn't just a concern at a specific stage of the beef production cycle, it is important at all stages making anyone involved in the beef production accountable to our consumer. One of the ways that we can help to educate the consumer on our commitment to raising a safe wholesome product is by attending and participating in programs like Beef Quality

Assurance (BQA). BQA programs started back in the early 80's as a means of reducing drug residues in the meat that we produce as well as reducing injection site lesions. Since that time, there have been many updates and changes as needed by our industry to get BQA to where it is today.

BQA isn't just a program to address animal welfare concerns of our consumers, it is also an education program to help producers get the best benefits out of the vaccinations and procedures that we apply to our cattle to ensure the best health and performance possible. BQA covers appropriate handling of vaccines and medicines that we purchase. Storing these products at the appropriate temperatures as indicated on the label is critical for achieving the best possible response from these products. Mixing products correctly and storing them appropriately until we administer them to the cattle. To help insure quality, unblemished meat, administer products in the injection triangle of the neck, either subcutaneously or intramuscularly as indicated by the product label, or in the nasal cavity for intranasal vaccines.

Proper needle selection, length and diameter, are also important to help reduce damage that can be induced by the injection of products. Observation of label withdrawal times and appropriate route of administration help to assure drug residue avoidance, while good record keeping helps to tell the story of that animal from birth to harvest.

Animal handling is also very important when addressing animal welfare as well as overall performance of our animals. Research has indicated that low stress handling of cattle results in lower levels of cortisol, a hormone released by the animals as a response to stress. Cortisol can suppress the immune system and reduce the response to the very vaccines we are administering. Asking cattle to move through a facility that they see as a threat can be very frustrating for cattle and producers alike. "Forgive me for what I said when we were working cattle" is my favorite internet quote, author unknown. By enhancing our understanding of cattle movement and handling, as well as facility designs, we can reduce the animals stress, along with our own, to help produce a better product.

BQA goes even further to look at how to handle those unfortunate animals that we are not able to cure due to injury or illness. Proper management of recumbent animals and humane euthanasia techniques are very important. Transportation is also a key event in the animal's life, and BQA helps to outline the safe transport of animals.

Our generation can continue the production of high-quality protein and Better Beef to feed our consumers. BQA is a way to help show our commitment to the consumers of our beef that we will provide a safe, wholesome product with animal welfare at the fore front of our concerns as well as improve ourselves with proper production techniques. Any chance to learn more about Better Beef production, is an opportunity for you to keep the beef industry a primary source of healthy protein for our consumers. 🐮

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



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7 & 7 Synch

An estrus synchronization protocol for postpartum beef cows

By R.C. Bonacker, C.M. Andersen and J.M. Thomas - University of Missouri- Division of Animal Science

Overview

Recent research efforts conducted by the University of Missouri have found success with a new estrus synchronization protocol for beef cows. This protocol, 7 & 7 Synch, was found to be highly effective both for cows receiving embryo transfer (ET) and cows receiving fixed-time artificial insemination (AI). Extensive field trials with 7 & 7 Synch at the Southwest Research Center and at other locations around the country found improvements in the proportion of cows expressing estrus and in the proportion of cows becoming pregnant to embryo transfer or to AI.

Introduction

A highly synchronous period of estrus expression allows for effective use of technologies such as AI and ET. Many short-term protocols for control of the bovine estrous cycle rely upon an initial administration of exogenous gonadotropin-releasing hormone (GnRH). However, when evaluated among cows with no prior synchronization of the estrous cycle, administration of GnRH at a random stage of the estrous cycle is not successful for inducing ovulation in a substantial portion of cows. A portion are simply in a stage of the estrous cycle in which the developing follicle does not yet have the capacity to respond to GnRH. This presents a challenge for effective control of the estrous cycle, as this variation among cows can result in reduced proportions of cows expressing estrus. Cows that fail to express estrus prior to fixed-time AI have reduced pregnancy rates and are more likely to undergo embryonic loss compared to cows that express estrus. Cows that fail to express estrus are also poorer candidates to receive embryo transfer or to receive technologies like sex-sorted semen for fixed-time AI. Therefore, it is critical to generate a fertile and highly synchronous period of estrus expression among the largest possible proportion of cows receiving estrus synchronization.

7 & 7 Synch

Researchers at the University of Missouri have extensively evaluated a new estrus synchronization protocol, 7 & 7 Synch, as an improved method to synchronize estrus among postpartum beef cows. Research efforts have included an initial data-intensive pilot project, an extensive field trial evaluating this approach for synchronization among recipients prior to embryo transfer, and an additional extensive field trial evaluating 7 & 7 Synch with fixed-timed AI using both conventional and sex-sorted semen. Results indicate a significant increase in the proportion of cows expressing estrus following synchronization and in the pregnancy rates achieved.

The protocol (Figure 1) begins on Day 0 with prostaglandin F2α (PG) administered at the time of CIDR® insertion. On Day 7, GnRH is administered, and the CIDR remains in place at this time. On Day 14, PG is administered at CIDR removal. On Day 17, timed AI is performed at 66 h after CIDR removal and PG administration. GnRH is administered at the time of

timed AI to non-estrous cows or administered to all cows if estrous status is unknown.

Pilot Project

Prior to any large field trials, researchers evaluated the effect of treatments in advance of GnRH administered at the start of estrus synchronization (Bonacker et al., 2020a). Administration of PG followed by treatment with an CIDR was hypothesized to result in increased follicle size at GnRH, thereby enhancing response to GnRH and overall response to estrus synchronization. With the 7-d CO-Synch + CIDR protocol as a reference, four additional treatments were tested. Treatment with PG and CIDR in advance of GnRH resulted in significant increases in the diameter of the largest ovarian follicle and in serum concentration of estradiol at GnRH administration. Cows that received PG and CIDR treatment prior to GnRH also tended to be more likely to have a single CL at CIDR removal and PG, and to express estrus prior to FTAI.

7 & 7 Synch for Embryo Transfer Recipients

In collaboration with Cross Country Genetics (Westmoreland, KS), a large-scale field trial was designed to evaluate the effectiveness of 7 & 7 Synch on producer operations. 7 & 7 Synch was compared to the 7-Day CO-Synch + CIDR protocol to synchronize estrus and ovulation among recipients prior to embryo transfer. The trial took place across thirteen locations in Missouri and Kansas and included over 1,300 postpartum beef cows of varying age, postpartum interval, and body condition scores. The proportion of cows expressing estrus and presenting with palpable CL at embryo transfer was significantly greater among cows following treatment with the 7 & 7 Synch protocol (Table 1).

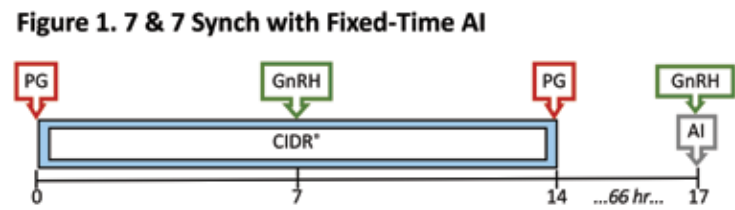
Table 1. Results with Embryo Transfer Recipients				
Treatment	Expressed Estrus		Pregnant/Synchronized	
	Proportion	%	Proportion	%
7 & 7 Synch	529/615	86 ^a	263/653	40 ^x
7-day CO-Synch + CIDR	488/640	76 ^b	228/664	34 ^y

^{a,b}The proportion of cows expressing estrus was greater (P < 0.0001) following 7 & 7 Synch
^{x,y}A greater proportion (P < 0.001) of the cows receiving estrus synchronization became pregnant to ET following 7 & 7 Synch
Source: Bonacker et al., 2020b

7 & 7 Synch for Fixed-Time AI

An additional large-scale field trial was conducted to compare the 7 & 7 Synch and the 7-day CO-Synch + CIDR protocols for synchronization of estrus among postpartum beef cows prior to fixed-time AI. To assess field fertility of both sex-sorted and conventional semen, half of the cows assigned to each protocol received sex-sorted semen (SexedULTRA 4M®) and half received conventional semen. The trial took place in eleven locations across Missouri and South Dakota and included over 1,500 postpartum beef cows of varying ages, postpartum intervals, and body condition scores. 7 & 7 Synch significantly increased the proportion of cows expressing estrus prior to fixed-time AI (Table 2). Additionally, 7 & 7 Synch resulted in increased pregnancy rates to fixed-time AI using conventional or sex-sorted semen (Table 3).

Continued on next page



Continued from previous page

Table 2. Estrus Expression Prior to Fixed-Time AI		
Treatment	Proportion	%
7 & 7 Synch	630/769	82 ^a
7-day CO-Synch + CIDR	492/769	64 ^b

^{a,b}A greater proportion (P < 0.01) of cows expressed estrus prior to fixed-time AI following 7 & 7 Synch

Source: Andersen et al., 2020.

Table 3. Pregnancy Rates to FTAI				
Treatment	Conventional Semen		Sex-Sorted Semen	
	Proportion	%	Proportion	%
7 & 7 Synch	280/389	72 ^a	199/380	52 ^c
7-day CO-Synch + CIDR	233/383	61 ^b	170/386	44 ^d

^{a,b,c,d}Pregnancy rates were greater (P < 0.01) among cows following 7 & 7 Synch with conventional or sex-sorted semen

Source: Andersen et al., 2020.

Conclusion

7 & 7 Synch appears to provide a promising opportunity to enhance control of the estrous cycle in postpartum cows. However, use of this protocol in virgin beef heifers has not been evaluated in comparison to other commonly used protocols. When compared among cows to the commonly used 7-Day CO-Synch + CIDR protocol, research noted significant improvements in pregnancy rates and in the proportion of cows expressing estrus. While 7 & 7 Synch does require one additional handling of animals and one additional dose of PG, the value of the increased pregnancy rates obtained is expected to outweigh these costs in most cases.

The 7 & 7 Synch protocol will be added to the Beef Reproduction Task Force's Estrus Synchronization Planner. Producers interested in this emerging research are encouraged to contact their AI representative or Dr. Jordan Thomas at the University of Missouri (573-882-1804; thomasjor@missouri.edu) for more information. 🐄

Additional \$1 billion Announced for Farmers to Families Food Box Program

For Immediate Release from the United States Department of Agriculture

On Monday, Aug. 24, President Trump and U.S. Secretary of Agriculture Sonny Perdue announced up to an additional \$1 billion for the *Farmers to Families Food Box Program*. The additional funding allows the program to continue critical support to farmers, distributors, and American families in need. The Farmers to Families Food Box program has provided more than 70 million boxes to hungry Americans across the country.

"I'm so proud of the people of USDA for designing this program in record time. With this additional up to \$1 billion in funding, the Farmers to Families Food Box Program will continue to save countless jobs, support our farmers and move food to where it's needed most," said Secretary Perdue. "As the President said, when a food box is delivered to a family, we show them that in this country no one is forgotten."

Additionally, USDA announced it has begun issuing agreements for distribution of Food Boxes in the upcoming third round of solicitations. The first two rounds of deliveries began on May 15th and will run to August 31st. The third round will put more emphasis on food insecurity by seeking entities that provide combination boxes and requiring distributors to illustrate how they will provide coverage to areas identified as opportunity zones, detail subcontracting agreements, and address the "last mile" delivery of product into the hands of the food insecure population. 🐄

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+19276800 | 11/14/2018 | Sire: EXAR Monumental 6056B
Dam: PF 7008 Rita 3531 (by A A R Ten X 7008 S A)
Selling 1/2 interest.

CED	BW	WW	YW	Doc	Claw	Angle	HP	Milk
2	3.0	88	168	13	.67	.57	12.9	19
CW	Marb	RE	SM	SW	SF	SG	SB	SC
96	.89	.91	34	70	156	67	223	323



+19522098 | 8/27/2019 | Sire: V A R Power Play 7018
Dam: PF Blackcap 6145 (by V A R Generation 2100)
Open donor prospect. Selling 1/2 interest.

CED	BW	WW	YW	Doc	Claw	Angle	HP	Milk
3	5.0	107	198	32	.63	.54	13.1	30
CW	Marb	RE	SM	SW	SF	SG	SB	SC
99	.78	1.11	58	95	138	69	207	326



19672841 | 1/25/2020 | Sire: VAR Power Play 7018
Dam: SJH Momentum of 33 8018 (by GAR Momentum)
Open donor prospect. Selling 1/2 interest.

CED	BW	WW	YW	Doc	Claw	Angle	HP	Milk
-1	5.1	108	185	33	.44	.41	13.2	23
CW	Marb	RE	SM	SW	SF	SG	SB	SC
96	1.25	1.20	60	90	140	91	230	358



19520990 | 9/13/2019 | Sire: SydGen Enhance
Dam: HR Blackcap 7716 (by Quaker Hill Rampage 0A36)
Open donor prospect. Selling 1/2 interest.

CED	BW	WW	YW	Doc	Claw	Angle	HP	Milk
10	2.9	91	162	19	.53	.42	13.5	34
CW	Marb	RE	SM	SW	SF	SG	SB	SC
93	.67	1.26	83	99	141	64	205	349

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Livestock Lens

The power of new technology

By Macey René for Cattlemen's News

Between genetic modification, farm automation and precision agriculture, there is no doubt the crop industry has made vast strides in its methods over the years. However, when it comes to keeping up with the times, many would argue the livestock industry is falling behind. A few midwestern men are ready to change that.

“Livestock Lens was founded by a group of technologists and cattle ranchers,” according to *LivestockLens.com*. “We are excited about bringing the power of new technology to cattle ranchers! We are based in Kansas and Missouri, and we take pride in our location and heritage.”

Matt Poindexter, one of the three minds behind Livestock Lens, is a Harrisonville, Missouri, native and lifetime cattle rancher. In addition to his production experience, he has worked to build feedlots in both the United States and Russia. Currently managing his family cow/calf operation, Poindexter knows firsthand the struggles beef producers encounter on the daily.

“We as an industry need to learn to be proud of the decisions we make on our operations and learn to promote them better using accurate data,” Poindexter said. “Thoughts like this are what lead to the development of our products into what we are offering today. Every producer I have visited within my life has taken pride in every decision they make on their operation, from good ones that worked well to bad ones that you call lessons.”

Poindexter and his team, including Manoj George, a master of engineering and original founder of the company, and Bill Lane, an experienced seedstock operator, have been researching a solution to simplify all things cattle ranching. For three years, they have visited operations, talked to producers, attended trade shows and piloted ideas to help face their biggest challenges.

“As a community, we have a wealth of expertise in the livestock business in Kansas, Missouri and neighboring states,” said Poindexter. “We expect to leverage this expertise to help our fellow ranchers improve the quality of our beef and earn more from our cattle, in addition to beating back the competition from ‘fake meat’ promoted by companies on the east and west coasts.”

Under the name Livestock Lens, the solution they developed comes in many forms. They offer both custom printed ear tags as well as regular and ultra-high frequency (UHF). With the UHF tags comes the ability to record data received by readers mounted at a convenient location.

“UHF tags are visual identification cattle tags that have a high-frequency chip molded into them and do not require any batteries,” Poindexter said. “The UHF chip gives us the ability to electronically read the tags at distances up to 120 feet. When implemented with our scanners, these tags save the producer time by taking a headcount of the cattle that are



Photo by Matt Poindexter

present and notifying the user of any animals that are not with the herd or have been treated in the last 10 days.

These features are helpful for many reasons. Knowing the location, medicinal status and feeding behavior not only of your herd, but every individual animal, is information coveted by any producer. Because of these features, the program is useful for both cow/calf and background/stocker operations.

“Each chip has a unique 24-digit code,” Poindexter said. “Our scanner, which can be mounted in a vehicle or near a chute, reads the 24-digit number, links it to the visual identification of each animal, and makes an easy-to-read report of what was counted. This report is viewed on a tablet we provide with the counting system.”

In addition, Livestock Lens offers a water counting system, which includes a stationary, solar powered version of the reader mounted near a watering area. This tracks the number of animals visiting each water source in a 24-hour period. To collect the information, the producer would simply connect to the tablet to download the information and search by animal or location.

Finally, with the purchase of Livestock Lens, a producer gets the United States Department of Agriculture’s Process Verified Program verification of sires, vaccinations and weaning dates; Beef Quality Assurance certification; and the Livestock Lens app and all of the records it collects.

For a producer looking to improve record keeping and simplify herd management using Livestock Lens, Poindexter has some advice.

“Simply apply one of our ear tags to the animal and record it on your phone, tablet or PC using the Livestock Lens App,” Poindexter said. “If you’re tagging calves at birth, you can easily enter a new visual identification number and assign it to the cow. If you are tagging in the chute, you can enter information individually or in whole groups by physically typing the number, using a 2D barcode scanner, or UHF scanner.”

The ultimate goal of Livestock Lens is a transparent and traceable food source, but it will take the effort of the industry and willingness from its producers to make it happen.

“With everything we have built so far and the operations we are working with, it gets us one step closer,” Poindexter said. “We are building all of this with the end goal of our company having the ability to do a producer to plate traceability, but missions like this can only be accomplished in time. It all starts with producers who are focused on improving and willing to try new options.”

To learn more about Livestock Lens or start to seamlessly integrate it into your operation, visit www.LivestockLens.com



Top Hay Growers Honored at Ozark Empire Fair

Alfalfa and grass hay producers have kept the competition going strong for more than 30 years

Source: University of Missouri Extension

Even though farmers faced real challenges this year in finding a window of opportunity to harvest quality forage, the laboratory results show it was possible for some to make amazing hay and haylage, especially for a few farmers taking part in recent the Ozark Empire Fair hay show.

The 2020 Ozark Empire Fair hay show attracted 40 entries made up of an interesting mixture of dry hay and haylages.

Happy with haylage production

Groves View Dairy, Billings, Mo., topped the alfalfa haylage category by scoring a relative forage quality of 276. The alfalfa variety was WL 357, cut April 19. It scored 75.6% on total digestible nutrients (TDN) and 0.79 on net energy lactation (NEL) with 19.7% crude protein (CP).

The 276 RFQ was one of the highest recorded at the Ozark Empire Fair hay show. Groves View entered a second alfalfa haylage — same variety, different field — that had an RFQ of 264. Those two were named champion and reserve champion in the haylage division of the show.

Other class winners in the haylage division competition were Fire Sweep Ranch, Verona, Mo., which had a fescue with a RFQ of 107. Jerry Staiger of Billings, Mo., entered an alfalfa-or-chardgrass third cutting that scored 195, and Moennig Dairy from Pierce City, Mo., topped the annual grass competition with wheat haylage that scored 132 RFQ.

Dry hay results

The competition in the dry hay division was equally stiff. The champion came from the legume class entered by Glenn and Toni Obermann, Monett, Mo. The entry was a fourth cutting of alfalfa, Pioneer Low Lignin variety, with a RFQ of 221, TDN at 68.19% and CP of 23.2%. The Obermanns have had the champion hay in six of the past 11 years.

Other class winners included: cool-season grass, Fire Sweep Ranch, RFQ 124; warm-season grass, Lindell Mitchell, Seligman Bermuda with a 124 RFQ; grass-legume mix, Glenn and Toni Obermann, RFQ 160.

Contest rules and regulations

This was the 35th Ozark Empire Fair hay show, which is coordinated by University of Missouri Extension. All hay samples are collected by extension field specialists and analyzed through Custom Laboratory, Monett. All entries must be raised in Missouri and harvested in 2020.

Placings are solely based on the RFQ numbers, which include TDN and neutral detergent fiber. The latter helps estimate dry matter intake. A 100 RFQ is designed to be equivalent to fully mature alfalfa.

Extension has prepared a booklet that gives details of all 40 test results, as well as a historical review of the various classes of hay and averages dating back to 1985.

The booklets and the champion hay and haylage will be on display in the FFA building at the fair. Contact your nearest MU Extension office for a booklet or how to get a copy online. 🐄



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MT VERNON - 60 Ac., Law. 1070, w/1/2 exit fenced, small woods \$207,000

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

AVILLA - Lillac Rd., 40 Ac., wonderful family farm with open pastures, 4 bedroom home, great setting \$380,000

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

MARIONVILLE - 32 Ac., Law 1225, 3 bedroom, 2 1/2 bath stone home, full basement, large hay barn, shop, 6 stall barn, fenced & cross fenced, private setting, automatic waterers, corrals \$386,900

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

MTN. GROVE - Lone Pine Rd, 117 Ac., good pasture, fenced & cross fenced, live water, good location **NEW PRICE** \$411,250

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

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

BILLINGS - 106 Ac. Hwy 174, great farm w/4 barns & multiple ponds, mostly open, new fence & cross fence, hwy frontage .. \$525,000

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

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ASH GROVE - 191 Ac., Law. 2000, nice farm w/2 BR, 2 BA, 10x10 shed, 10x10 BR, open, fenced, good location \$766,000

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

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

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

GREENFIELD - 537 Ac., nice pasture, pond, spring, good location **UNDER CONTRACT** \$1,288,800

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

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

OZARK - 432 Ac., Kentucky Rd., beautiful rolling pastures, fenced & cross fenced, several ponds & waterers, pipe corrals, livestock barns, hay barns \$3,240,000

FLEMINGTON - 1267 Ac., Hwy. 83, hay barns, livestock barns, **SOLD** 10x10 BR, 10x10 BR, 5 regular ponds, 500 tillable acres, good pasture, office \$4,117,750

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Southwest Missouri Cattlemen's Tour Planned

From the University of Missouri Extension

Mount Vernon, MO - The Southwest Missouri Cattlemen's Association will hold their annual fall tour on September 12. This year's event will be in the Halltown vicinity of eastern Lawrence county.

The tour begins at 1:30 p.m. at Blue Silo Beef, one mile south of I-44 on Highway O at Halltown. The hosts will be Kassi and Ian Glassman. They own 330 acres and run a Simmental-based cow herd of just over 100 head. They attended a grazing school and are utilizing the management intensive grazing practices from the school. Their cow herd is split with two-thirds spring calves and one-third fall calves.

The interesting story they tell is how they've switched from selling breeding stock to selling their animals as beef. They utilize their small feedlot to develop conventionally, grain-

fed beef and market it in a variety of ways. They even have opened their own shop on the farm. They strive for consistency in the beef they produce.

The second stop is north of Halltown to visit Nathan and Taylor Isakson's fall-calving, low-input operation. Using five-acre pastures and power fencing their goal is to only feed hay about 30 days in the winter. They have a custom baler harvest their hay, or they buy if necessary. They rent the 160 acres from his grandmother with intentions of buying it.

Nathan focuses on fertilizer and herbicides to develop adequate pasture. He markets his calf crop in late June through Joplin's value-added sale. His herd is composed of Show-Me-Select heifers, and he's setting up last fall's heifer calves to sell at the May, 2021 Show-Me-Select bred heifer sale at Joplin.

The last stop is just south a couple of miles to Jerry and Judy Crownover's. Their 90-cow herd calves in the late winter and spring of mostly Red Angus purchased from the Show-Me-Select bred heifer sale. He breeds them to Beefmaster bulls and one Shorthorn bull.

As with the previous stop, he sold his hay making equipment and buys what he needs. His forage program is built around Kentucky 31 fescue, white clover and lespedeza. He says he used to run 200 "cheap" cows, but as he slows down, he's found it's better to buy the good, bred heifer.

Twice a year he has a custom cowboy crew come in and work the calves and cows.

This year's tour showcases smaller operations with each of the three being cost-conscious. Area cow-calf producers should find many items useful to them whether they have the average, one-bull cow herd or a much larger operation.

The tour is jointly sponsored by the Cattlemen and University of Missouri Extension. Due to COVID-19, social distancing will be practiced as much as possible and face masks are encouraged. Should the tour need to be cancelled, sufficient notice will be given. You may also contact the Extension Center in Mt. Vernon, 317-466-3102 for details. 🤠



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Southwest Missouri Cattlemen's Tour

September 12, 2020 - 1:30 PM



Tour Begins –
Blue Silo Beef – Ian and Kassi
Glassman, Halltown – 1 mile south
of I-44 on O Highway. Watch for the
Blue Silo sign.



Second Stop – Nathan and
Taylor Isakson, 20706 Lawrence
2022 - nearby.



Third Stop – Jerry and Judy
Crowner, 3096 Lawrence 1220.

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USDA’s Animal Disease Traceability Program Moves Ahead

Here’s the true story of how USDA actually found the Cow that Stole Christmas and why robust disease traceability is important

By Burt Rutherford - reprinted with permission from Beef Magazine

Many in the beef business were confused with USDA late last year. That’s because the agency pulled down the timeline it had just posted for what it was going to accept as official identification under the animal disease traceability (ADT) program. Turns out, according to Greg Ibach, USDA under secretary for marketing and regulatory programs, it was done at President Trump’s request.

Speaking at the Cattle Health & Well Being Committee meeting during the recent Cattle Industry Summer Meeting in Denver, Ibach said, “The President asked us to make sure that when we’re changing long-standing policy, that we do a notice and comment period. So we pulled those back to be able to introduce a notice and comment period to allow [people] in the cattle industry to be able to respond to that.”



Photo by Burt Rutherford

So, on July 16, USDA published a Federal Register notice and opened a comment period. The Federal Register noticed asks two things, said Alex Turner, assistant director, animal disease traceability with USDA’s Animal and Plant Health Inspection Service. “The first thing is should USDA switch from what we currently have for accepted official ID to RFID only. And secondly, what timeline should we use to do that?”

The comment period ends on October 5. Click here to go to the Federal Register notice and make comments. “We are, as ADT staff, reviewing those comments as they come in, because we want to make sure on October 6, we don’t have thousands and thousands of comments [we haven’t read],” Turner told the committee.

In the meantime, based on what he learned as he traveled around cattle country, USDA isn’t standing still regarding animal disease traceability, Ibach said.

“USDA is making calfhood bangs vaccination tags, EID tags, available for the replacement herd, as those heifers are identified for those of you who still bangs vaccinate. We’re also making some non-program tags be available for use in the replacement herd as well,” he said.

“And we have also continued to make the metal tags available for the older cattle that are still in the herd that you feel you need to have official ID. And finally, we’re not going to phase those tags out at the end of the transition period. We’re going to allow those to stay in the animals as official ID.”

Internally, USDA is working to meld its various software programs so they all talk to each other. That will give USDA the ability to more quickly interact with an animal ID and know its history. “That’s going to help us convert to electronic health certificates and work with the states better,” Ibach said.

Why all the interest in modernizing animal disease traceability? It goes back to the Cow that Stole Christmas and the remarkable number of animal disease incidents that USDA and state veterinarians deal with.

Looking back to the years between 2013 and 2016, Turner said USDA and various states have had thousands upon thousands of disease investigations covering all three species. Often those are periodic outbreaks, like the vesicular stomatitis outbreak currently spreading throughout cattle country.



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Continued from previous page

That's important because VS closely resembles foot-and-mouth disease and it's critical to know the difference and know it quickly.

"If we have a good traceability system in place, that really helps the regulatory officials respond more quickly and respond more completely and to get that response done so that not only do we find the sick animals and are able to diagnose them, but we find out who has the healthy animals that weren't exposed," Turner said. "We can rule out you folks who have healthy herds...and get you back to business as soon as possible with minimal interruption when you have a disease in your area."

Then there was the Cow that Stole Christmas and the old-fashioned gumshoe investigative work that ultimately identified the animal with the first case of BSE in the country. "At the time, that trace took roughly four days before we could prove beyond a shadow of a doubt that the cow was actually a cow from Canada that was slaughtered in Washington state," Turner said.

And how that identification fully happened is an incredible story. "It actually took a USDA veterinary medical officer going through hides that were collected from that week's slaughter run and matching it up. Because part of the traceability of that animal was the original owner had a seedstock Holstein operation and he had pictures and registration papers of all his cattle and he had a Polaroid picture of that hide."

So identifying an animal that cratered the cattle market and essentially shut down beef exports from the U.S. came down to looking at hide after hide after hide and comparing those with a Polaroid picture.

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INDUSTRY NEWS

2020 Youth Industry Tour Visits Joplin Regional Stockyards

By Lauren Gilbert, Missouri Junior Cattlemen's Association President



On August 28, 43 Missouri students visited Joplin Regional Stockyards. During our time there, students were able to learn about the history of the operation and the path taken to make JRS what it is today.

The students listened to Skyler Moore, son of Jackie Moore, and Mark Harmon, about daily operations at the yards and how each segment of the yards works together throughout the week. Moore spoke about the variety of services that the yards offers, including their comingled sales that offer smaller producers a prime sale spot each week. Moore shared with the group about 90% of the cattle sold at JRS each week are owned by producers with moderately sized herds and the comingled sales allow opportunities for these producers to earn top dollar for their cattle.

Harmon has worked alongside the Moore family for many years and shared a first-hand account with attendees how hard work and passion can carry a dream. He also shared several philosophies about life with the students including the value of a person's time and taking advantage of any opportunity that comes their way.

Donnell Kleiboeker, one of the Missouri Beef Industry Council interns, was also in attendance. He spoke about the work that MBIC does to drive beef demand in Missouri. Harmon sits on the board and assisted Kleiboeker with conversation regarding ways to engage students in Missouri. Both expressed interest in hearing from students regarding better ways to engage with young cattle industry members.

Joplin Regional Stockyards has been a major supporter of youth programs in Missouri for many years and continuously encourages young industry members to stay involved. As president of our junior association, I want to thank them for their dedication to our industry and for allowing us to spend so much time at JRS this weekend. 🤠



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MARKET WATCH

Market Recap: Feeder Cattle Auction

August 31, 2020 | Receipts 5751

Special Note: Joplin Regional Stockyards will be closed Monday, September 7, 2020 in observance of the Labor Day holiday.

CLOSE

Compared to last week, steer calves and yearlings steady, except yearlings over 800 lbs weak to 2.00 lower, heifer calves steady to 3.00 higher. Demand moderate to good, supply moderate. Supply included: 100% Feeder Cattle (53% Steers, 0% Dairy Steers, 42% Heifers, 5% Bulls). Feeder cattle supply over 600 lbs was 56%.

Feeder Steer: Medium and Large 1 300-400 lbs 173.00-190.00; 400-500 lbs 160.00-170.00; 500-600 lbs 150.00-161.00; 600-700 lbs 141.00-158.00; 700-800 lbs 138.00-150.00; 800-900 lbs 129.00-139.00. **Medium and Large 1-2** 300-400 lbs 152.00-165.00; 400-500 lbs 144.00-159.00; 500-600 lbs 140.00-155.00; 600-700 lbs 141.00-151.50; 700-800 lbs 131.00-144.00; 800-900 lbs 120.00-134.50; 900-1000 lbs 119.50-124.00.

Feeder Heifers Medium and Large 1 300-400 lbs 147.00-153.00; 400-500 lbs 142.00-155.00; 500-600 lbs 140.00-150.00; 600-700 lbs 134.00-145.00; 700-800 lbs 125.00-134.50. **Medium and Large 1-2** 300-400 lbs 132.00-142.00; 400-500 lbs 130.00-143.00; 500-600 lbs 129.00-143.00; 600-700 lbs 126.50-142.00; 700-800 lbs 121.00-131.00; 800-900 lbs 106.00-124.00.

Source: USDA-MO Dept of Ag Market News Service
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