

JOPLIN REGIONAL STOCKYARDS

CATTLEMEN'S



News

SEPTEMBER 2021

BOVILIS[®]
Protect the future[™]

The new look
of protection.

All cattle vaccines from Merck Animal Health
now live under the BOVILIS[®] name. They're the
same vaccines you've relied on for years – only
with updated names and packaging.

Prevention begins with protection.
Protection begins with BOVILIS.

See the full range at
ChooseBovilis.com.



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

P O Box 634
Carthage, MO 64836



MERCK
Animal Health

MAHCattle.com • 800-521-5767 • © 2021 Intervet Inc., doing business as
Merck Animal Health, a subsidiary of Merck & Co., Inc. All rights reserved.

**We
Custom
Build
Cattle
Equipment**

Across from
Joplin
Stockyards
on
Blackberry Rd

Superior Steel Sales



Carthage, Mo
417-358-5555



**Everything
You Need
for Your
Grazing
System**



Loading Chutes

12 ft Portable
&
20 ft Stationary



Adjustable Alleyways



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

Crowding Tubs



16 Different Tub Options
in 10 ft or 12 ft Radius

SUPERIOR STANDARD



Cattle
Guards



American Made
&
Built to Last!



Pipe
Feed
Bunks

Hold 20
10 ft or 12 ft
7 Bar Panels



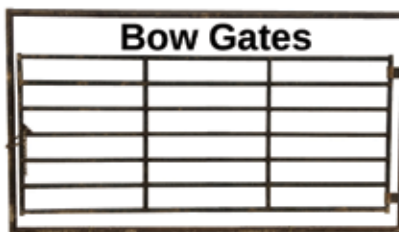
Panel Trailers

Heavy Duty Gates

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



Bow Gates



Free-Standing
Panels

See Us for Your Pipe Fencing Needs!



**GOOD
SUPPLY
OF PIPE FENCE
& CORRAL
MATERIALS**



**We
Ship**



Anywhere!





ON THE BLOCK

with Jackie Moore

The dog days of summer are drawing to an end, and you can start to feel fall in the air. These last few weeks have been difficult starting calves because the dust and humidity have been causing them to get sick. You might want to look at the Value-Added programs at the end of the year when we can sell some of those calves that were weaned because most everyone has some grass. With those future prices up there in that \$1.60 range, it looks like a pretty good bet to wean those calves and put some extra weight on them towards the end of the year. The market has been really good, and a person needs to take advantage of it!

We’ve been seeing those light calves up there in that \$2.00 range and the yearlings bringing in the \$1.50’s and \$1.60’s. It’s been a lot of fun compared to what we’ve been through over the last couple of years. The fat cattle market is still struggling and disappointing as well. As we start into fall, we had the potential to get up there in the \$1.30 range but it just isn’t happening.

The slaughter cow market has overachieved itself. We usually get some pressure put on it in those hot summer months when a lot of cows come to town but it’s still rocking right along bringing up there towards .80. Typically, in the fall, we lose some ground on these cows and bulls on the slaughter end because there will be a lot around as they pull the calves and cull the cows. If you have some cull cows you might want to get them traded off.

It’s a good market. We had a video sale this week, and we sold some nine weight steers to come in November and December in the middle 50’s, and this market just keeps rolling right along. It’s a pretty good time to sell one if you have some calves that you’re not going to wean because the further we go they will have some pressure put on them over the next 60-90 days until we get through this fall run.

Good Luck & God Bless,

Jackie



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



American Family Mutual Insurance Company, S.I. & Its Operating Companies, American Family Insurance Company, 5000 American Parkway, Madison, WI 53783 ©2019 016630 – 04/19 – 11548861

Fred Gates: Seneca, MO
(417) 437-5055



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

FIELD REPRESENTATIVES

ARKANSAS

Jimmie Brown
M (501) 627-2493

Dolf Marrs: Hindsville, AR
H (479) 789-2798, M (479) 790-2697

Billy Ray Mainer: Branch, AR
M (479) 518-6931
*Cattle Receiving Station

Jr. Smith: Melbourne, Arkansas
M (870) 373-1150
*Cattle Receiving Station

Kent Swinney: Gentry, AR
M (479) 524-7024

KANSAS
Pat Farrell (Video Rep): Ft. Scott, KS
M (417) 850-1652

Trent Johnson (Video Rep): Ft. Scott, KS
M (620) 228-1463

Chris Martin (Video Rep): Alma, KS
M (785) 499-3011

Alice Myrick: Mapleton, KS
M (620) 363-0740

Bob Shanks: Columbus, KS
H (620) 674-3259, M (620) 674-1675

LOUISIANA
James Kennedy: DeRidder, LA
M (337) 274-7406
*Cattle Receiving Station

OKLAHOMA
Mark Murray: Westville, OK
M (918) 930-0086

Chester Palmer: Miami, OK
H (918) 542-6801, M (918) 540-4929
*Cattle Receiving Station

Nathan Ponder: Afton, OK
M (636) 295-7839

Troy Yoder: Chouteau, OK
M (918) 640-8219

MISSOURI
Rick Aspegren: Mountain Grove, MO
M (417) 547-2098

Jared Beaird: Ellsinore, MO
M (573) 776-4712
*Cattle Receiving Station

Klay Beisly: Nevada, MO
M (417) 321-2170

Joe Brattin: Fairview, MO
M (417) 439-0479

Sherman Brown: Marionville, MO
H (417) 723-0245, M (417) 693-1701

Joel Chaffin: Ozark, MO
H (417) 299-4727

Rick Chaffin: Ozark, MO
H (417) 485-7055, M (417) 849-1230

Jack Chastain: Bois D'Arc, MO
H (417) 751-9580, M (417) 849-5748

Ted Dahlstrom, DVM: Staff Vet
Stockyards (417) 548-3074; O (417) 235-4088

Tim Durman: Seneca, MO
H (417) 776-2906, M (417) 438-3541

Jerome Falls: Sarcoxie, MO
H (417) 548-2233, M (417) 793-5752

Nick Flannigan: Fair Grove, MO
M (417) 316-0048

Kenneth & Mary Ann Friese: Friedheim, MO
H (573) 788-2143, M (573) 225-7932
*Cattle Receiving Station

Trey Faucett: Mt. Vernon, MO
M (417) 737-2610

Fred Gates: Seneca, MO
M (417) 437-5055

Brent Gundy: Walker, MO
H (417) 465-2246, M (417) 321-0958

Jim Hacker: Bolivar, MO
H (417) 326-2905, M (417) 328-8905

Bruce Hall: Mount Vernon, MO
M (417) 466-5170

Mark Harmon: Mount Vernon, MO
M (417) 316-0101

Bryon Haskins: Lamar, MO
M (417) 850-4382

J.W. Henson: Conway, MO
H (417) 589-2586, M (417) 343-9488
*Cattle Receiving Station

Matt Hegwer: Video Rep
Carthage, MO M (417) 793-2540

Larry Jackson: Carthage, MO
M (417) 850-3492

Jim Jones: Crane, MO
H (417) 723-8856, M (417) 844-9225

Kelly Kenney: Fair Play, MO
M (417) 777-1045

Kelly Kissire: Anderson, MO
H (417) 845-3777, M (417) 437-7622

Larry Mallory: Miller, MO
H (417) 452-2660, M (417) 461-2275

Colby Matthews: Taneyville, MO
M (417) 545-1537

Kenny Ogden: Lockwood, MO
H (417) 537-4777, M (417) 466-8176

Jason Pendleton: Stotts City, MO
M (417) 437-4552

Charlie Prough: El Dorado Springs, MO
H (417) 876-4189, M (417) 876-7765

Dennis Raucher: Mount Vernon, MO
M (417) 316-0023

Cotton Reed: Exeter, MO
M (417) 342-5373

Russ Ritchart: Jasper, MO
M (417) 483-3295

Lonnie Robertson: Galena, MO
M (417) 844-1138

Justin Ruddick: Southwest City, MO
M (417) 737-2270

Alvie Sartin: Seymour, MO
M (417) 840-3272
*Cattle Receiving Station

Jim Schiltz: Lamar, MO
H (417) 884-5229, M (417) 850-7850

Cash Skiles: Purdy, MO
M (417) 669-4629

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

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

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

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

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

Misti Primm and Cindy Thompson: Office
(417) 548-2333

Video Cattle Production: Matt Oehlschlager
and Clay Eldridge (417) 548-2333

INSIDE THIS ISSUE

Preconditioning Calf Success, Show-Me-Select Heifer Program

IN EVERY ISSUE

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

Industry News

- 35 | Southwest Research Center Update
- 36 | Missouri Show-Me-Select Heifers
- 44 | Missouri Steer Feedout Accepting Entries through Oct. 10

Management Matters

- 8 | Rations for Weaning Calves
- 16-17 | Heifers: An Unappreciated Opportunity
- 28-29 | Managing Cow Condition
- 34 | Preconditioning Still Pays
- 40 | Creating Optimal Marketing Pictures and Videos

Trending Now

- 12 | What is Beef Quality Assurance?
- 14 | The Value of Supporting Youth in Agriculture
- 18 | The Value of Implants In Your Preconditioning Program
- 22 | Three Reasons to Select Preconditioned Calves
- 24 | Beef Demand Remains Strong In Face of Plant-Based Fake Meat
- 25 | Thirty Years of Improved Cattle Performance
- 26-27 | Market Calves at Weaning...or Later?
- 38-39 | Weather and Drought Conditions Around the Country
- 42-43 | The Role of U.S. Beef Imports
- 45, 47 | Beef Quality Grade Explained
- 46 | Conflicting Forces Pulling at Feeder Cattle Markets
- 48 | Clearing Up Miscommunication Around Sustainability
- 49 | Taking the Step From "Selling" to "Marketing" Your Calf Crop

JOPLIN REGIONAL STOCKYARDS CATTLEMEN'S News

CONTACT US

Publisher/Advertising:
Mark Harmon

Phone: 417-548-2333

Mobile: 417-316-0101

markh@joplinstockyards.com

Editor/Design/Layout:

Jocelyn Washam

Cassie Dorran

Rural Route Creations

CN@joplinstockyards.com

AD DEADLINES

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

Print deadlines, ad sizes and
pricing can be found in the
2021 print media guide.

www.joplinstockyards.com

OUR MISSION

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

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

INVESTED IN YOU

BECAUSE WE
LIVE HERE, TOO.



OLDMISSOURIBANK.COM

(417) 869-9000

Find a banking partner with local roots that is
committed to helping you and your community grow.



Lost Creek

CREEK

CATTLE CO.

40 Years of
Crossbreeding

Spring Calving Heifers
available after Nov. 1.

Fall Calving Heifers
available after May 1.

LOST CREEK CATTLE CO.

WYANDOTTE, OK

Jim Beck, Owner 918-801-3649

jimandsara@hotmail.com

Shannon Meador, Ranch Foreman | 417-456-2104

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

Producer James Beck 1639 Pine Drive Grove, OK, USA 74344		918-786-0944 jimandsara@hotmail.com	 IGS International Genetic Solutions www.internationalgeneticsolutions.com <i>We Collaborate. You Profit.</i>	
Feeder Calf Info 69150 E. 128 Rd. Wyandotte, OK, USA 74370 Head: 43 Delivery date: 06/01/2018 Born 02/25/2017 to 05/20/2017 USDA Process Verification NA Breed Composition: Angus: 50.29% Charolais: 40% Simmental: 9.71%		Horned/Polled: Polled Color: Mostly Smokes, few yellows, 5 blacks Sex: Steer Avg. weight: 1025 Weight range: 900-1100 lbs Weaned: 11/06/2017	Total Relative Value \$6.16/cwt Relative Management Value \$2.58/cwt Relative Genetic Value \$3.59/cwt	
Treatment History Vaccination 05/24/2017 Nasalgen, Virashield 6xL5 HB, Vision 8, Pinkeye Shield XT4 Vaccination 10/08/2017 Vision 8, Virashield 6xL5 HB, Nupura PH Booster 03/14/2018 Titanium 5, Pinkeye Shield XT4 Deworming 10/06/2017 Ivermectin Deworming 03/14/2018 Ivermectin Implant 05/24/2017 Synovex C				
		Quality Grade ★★★★★ Avg. Daily Gain ★★★★★ Yield Grade ★★★★★ Carcass Weight ★★★★★ Feed Conversion ★★★★★		
Feeder Profit CALCULATOR				
Certification Date 03/15/2018 No. 120				
<small>The progeny, value, and other calculations produced by Feeder Profit Calculator™ are based on user inputs. IGS does not independently verify the information provided by users. The mathematical models and descriptions used in market conditions (relative to Feeder Profit Calculator™) may change without notice. IGS International Genetic Solutions and its affiliates do not warrant or represent that the information or results provided by Feeder Profit Calculator™ represent the market value or other calculations. Feeder Profit Calculator™ represent a relative value for comparison purposes only and is not to be used as an actual market value.</small>				



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



DATA DRIVEN DECISIONS

Evaluating Bull Productivity

By Justin Sexten for Cattlemen's News

Few commercial producers consider the process of culling bulls based on productivity. The reason, most bulls ultimately cull themselves due to injury or old age. With the investment needed to purchase new herd sires, few producers look to cull bulls based on calf performance so long as they continue successfully servicing cows.

This approach varies by segment, as seedstock producers tend to turn genetics faster, with few waiting for bulls to cull themselves. Genetic testing has clearly accelerated the genetic advancement process. The ability to evaluate potential at birth ultimately reduces the number of bulls developed to “see how they turn out”.

The value of genetic testing is based on the opportunity to manage the individual animal, a key principle to precision animal management. A goal of precision livestock farming (PLF) is to find ways to manage the individual in a group setting. Most PLF discussion of genetic improvement has focused on the tested generation. Few experiments have considered applying the results to the previous generation.

A recent article in Agriculture by Gary Bennett and co-workers at the USDA Meat Animal Research Center evaluated the ability of genetic testing results to inform management decisions around bull prolificacy. Genetic testing encompasses a wide range of results but in this case the key metric was parentage.

Since multiple bull pastures are commonplace for cow-calf operations, this project sought to understand how implementing a genetic test can provide insights into the variation in calves sired by each bull within the pasture or sire prolificacy. For most, this data would be a by-product of the goal of knowing the calf's genetic potential.

Previous data have shown that while multi-bull pastures offer management advantages the distribution of sires the following year are not uniform. The team expanded their scope to look at the repeatability and the impact of key physical factors such as bull age and scrotal circumference on prolificacy.

As you begin pregnancy checking cows this autumn knowing historic sire prolificacy would provide insights as to why cows may be open or calving seasons string out due to unplanned excessive cow to bull ratios. The research team calculated their open cow-to-bull ratio at 23.6, calculated, as cows were exposed to AI previously and AI conception rates were used to determine remaining open cows exposed.

Dr. Bennett and team evaluated a wide range of practical multi-bull pasture models, bull turnout ranging from three to 11 bulls per pasture, with a cow age range from 3 to 8-years-old. There were 141 unique breeding opportunities with 38 of the bulls used in just one season, 41 bulls averaged 2.5 breeding seasons and four bulls were used all four years of the experiment.

The distribution of calves per breeding opportunity is where the data gets interesting. For 21 of the breeding opportunities (one bull for a season) seven calves or less were sired, three of those resulted in no calves. On the other end of the curve, seven breeding opportunities resulted in 43 calves or more, with one of these siring 57 calves.

If we extrapolate the data for illustration, imagine the greatest (57) and least (zero) prolific bulls are in the same pasture, on the average we assume they sire about 28 calves each. A herd sire with exceptional genetic and physical traits siring zero calves is of little value if those traits are not transferred. A clear example where using an average assumption would provide a marginal conclusion on a sire's productivity.

Scrotal circumference and breeding age (greater than 2-years-old) contributed to less than 5% of the prolificacy prediction and didn't influence repeatability. As one might expect, prolificacy increased as bull age advanced. The authors suggested once a bull passes a breeding soundness exam the usefulness of individual bull measurements to indicate prolificacy is marginal at best.

Repeatability of prolificacy was high, suggesting from one year to the next, prolific sires should remain prolific. What the team was unable to evaluate was the impact of implementing selection pressure for prolificacy. Dr. Bennett's team did suggest implementing management changes to reduce the number of bulls used in cases where prolificacy was high will remain limited by the risk of bull injury or death.

Perhaps we cannot reduce the number of bulls turned out, but consider the risk we take turning unknown or marginally prolific sires out in multi-bull pastures as few operations have variable cow-to-bull ratios based on bull prolificacy.

The understanding and implementation of bull prolificacy will continue to develop. For those using genetic testing to manage the current calf crop these data highlight an opportunity to look back at how productive each bull in the battery has been. 🤠

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


YOUR

TO
Animal Health.

**SHIPPED OR
DELIVERED
TO YOUR
DOORSTEP.**

Antibiotics • Implants
Pest Control • Vaccines
Animal Health Supplies


**MAC'S
VET SUPPLY**
Exit 70, Springfield, MO
417.863.8446
1.888.360.9588



**L & L
CONSTRUCTION**
Lockwood, MO

**SUPER STRONG
ALL STEEL BUILDINGS**

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




**PROTECT
YOUR VALUABLE HAY
&
EQUIPMENT!**

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

Chris Lowak 417-682-1488

We Build Equipment Sheds, Hay Barns, Shops & More! **Travel required outside 100 mile radius

*Prices subject to change



Find us on
facebook.



The Show-Me-Select® Replacement Heifer Program uses the latest research on health, nutrition, genetics and reproductive science to ensure Missouri counties continue to be national leaders in providing quality beef. The program focuses on Missouri's farmers and is dependent upon active participation from regional extension livestock specialists and local veterinarians, each of which are critical components of the agricultural sector of this state.

Mark your calendar!

Joplin Regional Stockyards: Carthage, Mo.

Date: **11/19/2021** Time: **7:00 p.m.**

Look for more information in the upcoming issues!



UPCOMING JRS DATES

Ozarks Fall Farmfest

October 1-3, 2021

October Cow Special

Wed. October 6, 2021

Time: 4:30 PM

following regular
cow sale

**October Primetime
Livestock Video Sale**

October 7, 2021 @ JRS

Time: 1:00 PM

Yearling Special
along with the
regular sale

November 22, 2021

Value-Added Sale

Thurs. Dec. 2, 2021

Your ONE STOP Source

HYBRID VIGOR IS FREE MONEY

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

Depend on ACE Genetics • Satisfaction Guaranteed



33rd Edition Production Sale

Saturday, October 16, 2021 • 1 p.m. Central

At the Ranch • Carthage, Missouri

Offering 60 Charolais Bulls

15 Charolais Pairs with Purebred Heifer Calves

sired by ACE ORR Lock & Load 976 P

Visit our website for updates and sale catalog.
Videos available the weekend prior to the sale.

Catalogs mailed upon request.

VIEW/BID LIVE ONLINE:
ONLINE BIDDING



Sale Consultants:

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

Charolais Journal:

David Hobbs (913) 515-1215

Auctioneer:

Jackie Moore (417) 825-0948



ASCHERMANN
CHAROLAIS/AKAUSHI

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



MANAGEMENT MATTERS

Rations for Weaning Calves

By Eric Bailey for Cattlemen's News

As the weaning season for spring-born calves approaches, it is a good time to take a look at weaning management. Over 57% of calves in this country are weaned on the trailer destined for a sale barn. While this management system is valued for its simplicity, you are leaving dollars on the table for your operation and creating headaches for the next person who will own your unweaned, stressed calves. Below are the numbers for keeping a calf at home for 60 days after weaning. Feed prices are high this year. Let's see if it makes sense for your operation.

Over the years, animal scientists have tried to justify weaning calves at home by highlighting premiums garnered for them at sale. However, most know of someone who took all the steps to wean and vaccinate calves and was not paid for their efforts. No wonder many have a sour taste in their mouths about this. However, an important piece of the puzzle not mentioned is weight gain after weaning. When I was in graduate school, we did a study comparing the performance of calves weaned in a dry lot and fed a complete feed to calves turned out in the Flint Hills in November. As you can imagine, there were drastic differences in performance. The calves in the dry lot gained 2.5 lbs. per day while the calves on dormant warm-season grass pastures lost 0.3 lbs. per day. Putting calves in a weaning pen with fescue hay and little-to-no supplement is not that much different than putting them on dormant pasture. The diet you feed calves after weaning dramatically influences performance and the revenue generated from keeping calves after weaning.

I would not keep calves after weaning if I cannot put about 100 lbs. on each calf in 60 days. Free choice fescue hay and a couple of pounds per day in supplementation will not get the calves to gain enough. In general, I like to feed calves at least one percent of their body weight per day in supplement because most commodity feeds have twice as much energy per pound than common fescue hay. My goal is to dilute the amount of hay in the diet because it has the least nutrients. Ideally, you would make a total mixed ration, but that is not practical for smaller operators. High-quality forage is an option as well, but the cost per unit of energy [total digestible nutrients (TDN)] can be greater for high-quality forage than it is for commodity feeds.

What if you have access to a 14% crude protein commodity mix that costs \$14/CWT? Will that pencil? Assume that you are feeding 6 lbs. per day and calves gain 1.5 lbs. per day over 60 days (90 lbs.). Your cost of feed is \$0.84 per head, per day and your gain is worth \$1 per lb. Calves have free-choice access to hay, which costs \$0.035 per lb. and they use 12 lbs. of hay per day (\$0.42 per head per day in hay). Your total feed cost is \$1.26 (feed plus hay), and the revenue is \$1.50. Over 60 days, calves become worth an additional \$90 and you send \$75.60 in feed. If you have access to cheaper (or more nutrient-dense feed), then backgrounding calves may be financially feasible. If not, you're better off selling calves at weaning.

I like to supplement weaned calves with a 50:50 blend of corn and dried distillers grains (DDGS). It has more energy and protein than a standard commodity mix. The challenge is storage. This mix may not flow well out of upright feed bins. The corn:DDGS mix supplemented at 1% of body weight along with common fescue hay should produce 2 lbs. average daily gain. You could go to 60% corn, 40% DDGS in the mix and get acceptable performance, but below 40% DDGS, then the cattle need more protein.

As you do your calculations, expect that calves will gain 1 lb.

for every 6 lbs. of commodity fed. Use your pricing for feed, and I encourage you to calculate the value of gain based on the sale barn you typically sell at. Do this by calculating the value of the calf at weaning and the value of a calf that weighs 100 lbs. more. The difference between the two is the value of gain. During the fall, the value of gain on lighter calves is often significant, meaning the market is trying to incentivize you to put additional weight on calves. The glass-half-empty view is that everyone is selling weaned calves at that time and this drops the price. Either way, weaning calves at home for 60 days can be a profitable endeavor, if you are willing to feed them to gain at least 1.5 lbs. per day. There are more ways to achieve that gain than I can cover here. Try to do it with as little cost as possible and let University of Missouri Extension know if we can help! 🐄

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



150 mg/mL ANTIMICROBIAL

NADA 141-328, Approved by FDA

For subcutaneous injection in beef and non-lactating dairy cattle only. Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

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

READ ENTIRE BROCHURE CAREFULLY BEFORE USING THIS PRODUCT.

INDICATIONS

ZACTRAN is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. ZACTRAN is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida*.

CONTRAINDICATIONS

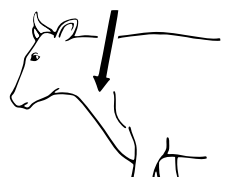
As with all drugs, the use of ZACTRAN is contraindicated in animals previously found to be hypersensitive to this drug.

WARNING: FOR USE IN CATTLE ONLY. NOT FOR USE IN HUMANS. KEEP THIS AND ALL DRUGS OUT OF REACH OF CHILDREN. NOT FOR USE IN CHICKENS OR TURKEYS.

DOSEAGE AND ADMINISTRATION

Administer ZACTRAN one time as a subcutaneous injection in the neck at 6 mg/kg (2 mL/110 lb) body weight (BW). If the total dose exceeds 10 mL, divide the dose so that no more than 10 mL is administered at each injection site.

Body Weight (lb)	Dose Volume (mL)
110	2
220	4
330	6
440	8
550	10
660	12
770	14
880	16
990	18
1100	20



Animals should be appropriately restrained to achieve the proper route of administration. Use sterile equipment. Inject under the skin in front of the shoulder (see illustration).

The Safety Data Sheet (SDS) contains more detailed occupational safety information. To report suspected adverse drug events, for technical assistance, or to obtain a copy of the SDS, contact Boehringer Ingelheim Animal Health USA Inc. at 1-888-637-4251. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS, or online at www.fda.gov/reportanimalae.

RESIDUE WARNINGS: Do not treat cattle within 35 days of slaughter. Because a discard time in milk has not been established, do not use in female dairy cattle 20 months of age or older. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

PRECAUTIONS

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

ADVERSE REACTIONS

Transient animal discomfort and mild to moderate injection site swelling may be seen in cattle treated with ZACTRAN.

EFFECTIVENESS

For information on effectiveness, the product label in full can be found at https://www.zactran.com/sites/default/files/pdfs/Zactan_Label.pdf.

Marketed by Boehringer Ingelheim Animal Health USA Inc.

Duluth, GA 30096

Made in Austria

©ZACTRAN is a registered trademark of the Boehringer Ingelheim Group.

©2019 Boehringer Ingelheim Animal Health USA Inc. All rights reserved.

M088812/03 US Code 6411 Rev. 01/2019



A BRD TREATMENT THAT GETS TO THE ACTION QUICK.

30

MINUTES TO
REACH THE SITE
OF INFECTION^{1*}

CATTLE
HEALTH
TYPICALLY
IMPROVES
WITHIN

24

HOURS^{2**}

10

DAYS OF
BRD
FIGHTING
THERAPY³

For more information about
a better BRD treatment, talk
to your veterinarian or visit
ZACTRAN.com.

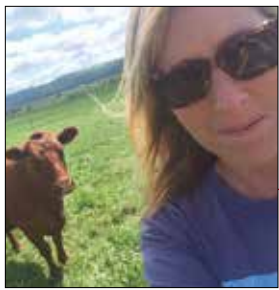
THAT'S THE
POWER OF



IMPORTANT SAFETY INFORMATION: Do not treat cattle within 35 days of slaughter. Do not use in female dairy cattle 20 months of age or older, or in calves to be processed for veal. Subcutaneous injection may cause a transient local tissue reaction in some cattle that may result in trim loss of edible tissues at slaughter. NOT FOR USE IN HUMANS.

*Clinical relevance has not been determined. **A small percentage of cattle may have already suffered lung damage, and may be too far gone or will require a little longer to turn around.¹ Giguère S, Huang R, Malinski TJ, et al. Disposition of gamithromycin in plasma, pulmonary epithelial lining fluid, bronchoalveolar cells and lung tissue in cattle. Am J Vet Res 2011;72(3):326-330. ² Sifferman RL, Wolff WA, Holste JE, et al. Field efficacy evaluation of gamithromycin for treatment of bovine respiratory disease in cattle at feedlots. Intern J Appl Res Vet Med 2011;9(2):166-175. ³ ZACTRAN product label. ZACTRAN[®] is a registered trademark of the Boehringer Ingelheim Group. ©2021 Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. All Rights Reserved. US-BOV-0178-2021-BEEFA





NETWORK KNOW-HOW

Just Eat More Beef... Please and Thank You

By Erin Hull for Cattleman's News

One of the largest stumbling blocks I face selling beef direct to the consumer is over all beef knowledge. Sure, people know they love rib eyes and hamburgers but they may not know that they love an arm roast and oxtails as well. Americans have been conditioned to go to the store for exactly what they need for a recipe. When a recipe calls for a three pound chuck roast, they buy a three pound chuck roast. No more, no less. Consumers generally don't walk up to the meat counter and ask for forty pounds of hamburger, a dozen steaks and a handful of various roasts. When they call me and ask to order a quarter steer (or rather a split side as I do not sell a "front quarter" and a "hind quarter". I sell "split sides" so that two customers can equally split a side of beef between them), I make sure they know what they are ordering. This is probably the most important thing to me when I sell beef. My customers must know what they are ordering and what that means in their freezer. Why do I care? I care because an uneducated customer will be an unhappy customer in the end. When a new customer orders a quarter steer, they have in their mind that they are getting fifty rib eye steaks, ten pounds of hamburger and maybe some T-Bones and Porterhouses. I am not joking when I say this. Now, you and I both know that is not a reality. I always joke that when I can breed a cow made up of just rib eyes, I will become a very rich woman.

Education is power, and it must stretch past AgVocating that "farmers are good guys". If a consumer is uneducated, they have an unrealistic expectation of what they are ordering and receiving. When I tell them their steer had a hanging weight of 800 lb, making their quarter 200 lb, they must know up front and from the start that they will not be receiving 200 lb. of meat, because this is what they think. Nor will they be receiving the amount of steaks they envision. I must teach them about "meat math" first and foremost. This is the formula for live weight vs. hanging weight vs. take home weight. I must explain why these numbers are what they are and what they can expect when they pick up their beef order. "Meat Math" is easy to teach. It is simple and makes sense once it is explained.

One thing that is not easy to teach is the actual cuts of beef. I would venture to guess that most Americans never consume more than just a handful of beef cuts in their life. Sure, you have the standard go to's for steaks (rib eyes, Porterhouses, Strips, etc.) and of course hamburger. But when you break down a carcass you have so many other amazing cuts that consumers would never purchase in the store, yet when they buy a quarter steer their freezer will now be filled with. Education here is key because of our end goal of getting people to consume more beef. I never want a customer to look into their freezer and question what a cut is or how they are going to prepare it. If they do either of these things that package of beef gets tossed back into the freezer, never to be seen again until their freezer needs a good defrosting three years from now. We need consumers to be confident in their beef selection. I cannot emphasize that enough. A confident consumer is a confident buyer and a confident buyer will choose beef over any other protein source when feeding their family and friends. Confidence gets people eating more beef.

I have had to alter my education tactics on one front because of a recent social media post I read. I am forever asked "How do you like your beef cooked?" Up until recently, my answer was always the same. "Medium rare. That cow did not give its life for you or anyone else to cook it to death again." I'm very outspoken about beef being cooked "properly" to make it taste the best. I never saw any harm in this response until recently. I was reading a post from a well known beef advocate who posted about not caring about how anyone wants their beef cooked. All she cared about was that people were eating beef. That made me reflect back on my previous outspokenness about not eating beef cooked past medium. She was making a very good point. If YOU want YOUR beef cooked until it is charred and well done, so long as you're eating beef I cannot complain. Personal preferences are just that, personal. If my customers prefer to cook their beef to 200 degrees, so be it. I just hope they do not invite me over for dinner. 🍴

JIMMY MICHEL

MOTORS

Nobody
Beats our Deal!™

555 South Elliott Avenue
Aurora, MO 65605
417-815-3122
www.jimmymichel.com

DEWEZE
HYDRAULICS

RANCH HAND

- FORD, DEWEZE & RANCH HAND quality and support
- Your F Series Super Store
- Huge Selection of Trucks and Truck Accessories
- Shop our website **www.jimmymichel.com**
- Check with us first when making year end tax purchase and plans after all **Nobody Beats our Deal!™**

42nd
ANNUAL



FRIDAY • SATURDAY • SUNDAY
OCTOBER 1, 2, 3 2021

FRIDAY & SATURDAY 9AM-5PM - SUNDAY 9AM-4PM

OZARK EMPIRE FAIRGROUNDS • 1-44 & HWY 13 • SPRINGFIELD MO

FREE ADMISSION! FREE PARKING!



**OVER 1000 AGRICULTURAL
& RURAL LIVING EXHIBITS**

**OVER 500 HEAD OF
REGISTERED LIVESTOCK!**



**HELD RAIN
OR SHINE!**



FOR INFORMATION:
3001 N. Grant
Springfield, MO 65803
620-423-2355 • 417-833-2660
www.OzarkFallFarmFest.com



TRENDING NOW

What is Beef Quality Assurance?

By Samantha Athey for Cattlemen's News

With the beef industry facing more and more scrutiny with each passing year, beef producers — from those with cow/calf



operations to those running feedyards — must find ways to promote a positive relationship with consumers while maximizing the profitability of their operations.

The Beef Quality Assurance (BQA) Program is the beef industry's solution to help producers combine common sense animal husbandry with scientific knowledge in an effort to raise cattle under optimal conditions while giving consumers the confidence they need to take pride in the products they purchase.

BQA isn't a new idea — it began in the late 1970s with its precursor, Beef Safety Assurance, and has evolved over time into what it is today.

At the heart of the program are the beliefs that production practices can impact how consumers accept beef and that beef producers must continue to improve food safety. The BQA goal is to help producers recognize quality beef production has an economic value in every segment of the industry.

In addition to the consumer-focused approach, the BQA Program promotes “best practices around good record keeping and protecting herd health, which can result in more profits for producers.”

According to the Beef Checkoff, “more than 85% of U.S. beef comes from BQA-certified farmers and ranchers.”

BQA certification can be earned through in-person trainings or online courses. There are certifications for cow/calf, stocker/backgrounder, and feedyard operators as well as courses on cattle transportation for professional drivers and farmers/ranchers.

CallicrateBanders.com

HUMANE • BLOODLESS • DRUG FREE

PRO BANDER

Built-in Cutter Self-locking Loop

DELAYED CASTRATION

SMART BANDER

Getting the job done since 1991

EARLY CASTRATION

Callicrate BANDERS

785-332-3344

WEE BANDER

Tensioned Loop for Newborns

Brief Summary of full Prescribing Information

(tulathromycin and ketoprofen injection)

INJECTABLE SOLUTION

For subcutaneous injection
Antibiotic: 100 mg of Tulathromycin/mL
Non-Steroidal Anti-inflammatory Drug: 120 mg Ketoprofen/mL
CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian

DESCRIPTION
DRAXXIN KP (tulathromycin and ketoprofen injection) Injectable Solution is a ready to use sterile parenteral preparation containing tulathromycin, a semi-synthetic macrolide antibiotic of the subclass triamillide and ketoprofen a non-steroidal anti-inflammatory drug. **ACTIVE INGREDIENTS:** Each mL of DRAXXIN KP contains 100 mg of tulathromycin as a free base and 120 mg ketoprofen as a free acid in a 50% propylene glycol vehicle. **INACTIVE INGREDIENTS:** monothioglycerol (5 mg/mL), 2-pyrrolidone (70 mg/mL), citric acid (20 mg/mL) and sodium hydroxide/hydrochloric acid added to adjust pH. DRAXXIN KP contains an equilibrated mixture of two isomeric forms of tulathromycin in a 9:1 ratio and a racemic mixture of ketoprofen.
The chemical names of the tulathromycin isomers are (2R,3S,4R,5R,8R,10R,11R,12S,13S,14R)-13-[[2,6-dideoxy-3-C-methyl-3-O-methyl-4-C-[(propylamino)methyl]-α-L-ribo-hexopyranosyl]oxy]-2-ethyl-3,4,10-trihydroxy-3,5,8,10,12,14-hexamethyl-11-[[3,4,6-trideoxy-3-(dimethylamino)-β-D-xylo-hexopyranosyl]-oxy]-1-oxa-6-azacyclotetradecan-15-one and (2R,3R,6R,8R,9R,10S,11S,12R)-11-[[2,6-dideoxy-3-C-methyl-3-O-methyl-4-C-[(propylamino)methyl]-α-L-ribo-hexopyranosyl]oxy]-2-[[1S,2R)-1,2-dihydroxy-1-methylbutyl]-8-hydroxy-3,6,8,10,12-pentamethyl-9-[[3,4,6-trideoxy-3-(dimethylamino)-β-D-xylo-hexopyranosyl]oxy]-1-oxa-4-azacyclotetradecan-13-one, respectively.
The chemical name of ketoprofen is 2-(3-Benzoylphenyl) propanoic acid.

INDICATIONS
Draxxin® KP is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*, and control of pyrexia associated with BRD in beef steers, beef heifers, beef calves 2 months of age and older, beef bulls, dairy bulls, and replacement dairy heifers. Not for use in reproducing animals over one year of age, dairy calves, or veal calves.

DOSAGE AND ADMINISTRATION
Inject subcutaneously as a single dose in the neck at a dosage of 2.5 mg tulathromycin and 3 mg ketoprofen/kg (1.1 mL/100 lb) bodyweight (BW). Do not inject more than 10 mL per injection site. Use this product within 56 days of the first puncture and puncture a maximum of 20 times. If more than 20 punctures are anticipated, the use of automatic injection equipment or a repeater syringe is recommended. When using a draw-off spike or needle with bore diameter larger than 16 gauge, discard any product remaining in the vial immediately after use.

Table 1. DRAXXIN KP Cattle Dosing Guide

Animal Weight (lb)	Dose Volume (mL)
150	1.7
200	2.3
250	2.8
300	3.4
350	4.0
400	4.5
500	5.7
600	6.8
700	8.0
800	9.1
900	10.2
1000	11.4

CONTRAINDICATIONS
The use of DRAXXIN KP Injection is contraindicated in animals previously found to be hypersensitive to tulathromycin and ketoprofen.

WITHDRAWAL PERIODS AND RESIDUE WARNINGS: Cattle must not be slaughtered for human consumption within 18 days following last treatment with this drug product. Not for use in female dairy cattle 1 year of age or older, including dry dairy cows; use in these cattle may cause drug residues in milk and/or in calves born to these cows or heifers. Not for use in beef calves less than 2 months of age, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves.

USER SAFETY WARNINGS:
NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.
The Safety Data Sheet (SDS) provides more detailed occupational safety information. To obtain a Safety Data Sheet contact Zoetis Inc. at 1-888-963-8471.

ANIMAL SAFETY WARNINGS AND PRECAUTIONS
The effects of DRAXXIN KP on bovine reproductive performance, pregnancy, and lactation have not been determined. Not for use in reproducing animals over one year of age because reproductive safety testing has not been conducted. Administration of tulathromycin and ketoprofen injection may result in injection site swelling that appears the day after treatment and may persist for at least 32 days post-injection. This may result in trim loss of edible tissue at slaughter.
As a class, cyclo-oxygenase inhibitory NSAIDs (Ketoprofen) may be associated with gastrointestinal, hepatic and renal toxicity. Sensitivity to drug-associated adverse effects varies with the individual patient. Patients at greatest risk for renal toxicity are those that are dehydrated, on concomitant diuretic therapy, or those with renal, cardiovascular, and/or hepatic dysfunction. Use judiciously when renal impairment or gastric ulceration is suspected.
Since many NSAIDs possess the potential to induce gastrointestinal ulceration, concomitant use of DRAXXIN KP with other anti-inflammatory drugs, such as other NSAIDs and corticosteroids, should be avoided or closely monitored.
Discontinue use if fecal blood is observed.

ADVERSE REACTIONS
Repeated administration of NSAIDs can result in gastric or renal toxicity. Sensitivity to drug-associated adverse effects varies with the individual patient. Patients at greatest risk for toxicity are those that are dehydrated, on concomitant diuretic therapy, or those with pre-existing gastric ulcers, renal, cardiovascular, and/or hepatic dysfunction.

HOW SUPPLIED
DRAXXIN KP Injection is available in the following package sizes:
50 mL vial; 100 mL vial; 250 mL vial; 500 mL vial

STORAGE CONDITIONS
Store at or below 25°C (77°F), with excursions up to 40°C (104°F). Protect from freezing.

APPROVED BY FDA under NADA # 141-543

zoetis

Distributed by:
Zoetis Inc.
Kalamazoo, MI 49007
Product of Spain
May 2021

40028876/40028876/40028872/40028868A&P

Additionally, BQA certification is a requirement to participate in some value-added programs such as the Oklahoma Quality Beef Network.

BQA certification not only gives beef producers guidelines to capture the most value from their cattle but also shows a commitment to reestablishing trust with consumers and building a better beef industry for future generations.

For more information, visit the BQA website at BQA.org.

12 | September 2021

One Shot. Two Ingredients. Fast Recovery.

New Draxxin[®] KP can treat BRD and fever quickly.^{1,2}

Start treating bovine respiratory disease (BRD) and fever quickly with Draxxin[®] KP (tulathromycin and ketoprofen Injection) Injectable Solution. The long-lasting BRD treatment you trust now has added fever control that can help improve animal well-being.^{1,2}

It's an effective combination that can help your cattle recover from BRD and fever fast, to help them feel better.



IMPORTANT SAFETY INFORMATION: Draxxin KP has a pre-slaughter withdrawal time of 18 days in cattle. Not for use in female dairy cattle 1 year of age or older, including dry dairy cows. Not for use in beef calves less than 2 months of age, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in animals previously found to be hypersensitive to tulathromycin and ketoprofen. See full Prescribing Information.

¹ Data on file, Study Report No. A43IN-US-16-418, Zoetis Inc.

² Data on file, Study Report No. A131C-XC-17-528 and Report Amendment 01, Zoetis Inc.

All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted. © 2021 Zoetis Services LLC. All rights reserved. DKP-00008



TRENDING NOW

The Value of Supporting Youth in Agriculture

By B. Lynn Gordon for Cattlemen's News

"The biggest misconception is people think the animal is the project, but in all reality the kid is the project." – Hoge Livestock

This statement was a caption in a recent Facebook post that surfaced in my news feed, featuring a young girl showing a pig at a summer show. It was a great photo of the young girl, about eight years old, smiling, yet with a determined look on her face as she moved her pig across the arena. She, like many youth, had a summer full of participating in 4-H and FFA livestock shows at county and state fairs.

Although the photo was eye-catching, the caption hit home. We think the focus of preparing animals for exhibition is all about the animal. Yes, we want that animal to have superior confirmation; and be targeted to reach its ideal market weight or in the case of breeding animals they should possess maternal ability and breed character. But for youth projects, it's more than the exhibition of the animal. While devoting many hours to feeding, washing, clipping, and grooming, the "project" is the opportunity for young people to learn and grow in their abilities. It's experiences like learning responsibility to make sure the animals are fed and cared for daily or gaining time-management skills as they meet deadlines and schedule their time, so they don't miss their class in the show; it's building patience and resilience and giving them a purpose; and like the 4-H motto says, it's "Learning by doing." Young people

in agriculture are developing essential life skills from their hands-on day-to-day experiences.

Securing Soft Skills

Young people are gaining a greater understanding of the livestock and agricultural industry. They are building soft skills, which are proven time and time again to be as crucial in the workplace as technical skills. Soft skills such as communication, critical thinking, reasoning, teamwork, organization, and adaptability are established. These are vital skills future employers are seeking. One of the best examples of this is livestock judging. As young people compete in livestock judging contests, they are challenged to make quick decisions, defend their conclusions, communicate their placings and gain confidence as they present their placings through oral reasons.

This summer, I had the opportunity to listen to oral reasons at a youth livestock judging contest. The participants were 8-12 years old. Some had never given a set of oral reasons before, and despite being

nervous, it was heartwarming to see their tenacity to stand up in front of a stranger and communicate how and why they placed the class. This practice is the beginning of a communication skill set that will pay dividends later on. Building soft skills as a young person secures their ability to fill the "boots" and "walk the walk" as the next generation of leaders and decision-makers in agriculture.

The dividends

With the shifting dynamics in agriculture and a continually aging population, retirement is on the horizon for many. National FFA reports that nearly 25% of the agricultural workforce is expected to retire in the next five years. Who will be the next generation to raise the food and products our country and citizens rely on? It will be these young people who grew up in youth programs such as 4-H, FFA, junior breed associations, and other youth agricultural organizations. As FFA states, "We're growing the next generation of leaders who will change the world."

The dividends will pay off with your support of youth and youth programs in agriculture. This backing can come in many ways. Sponsoring scholarships and awards, hosting farm or ranch field trips, donating to youth events, offering internships, becoming a mentor, and supporting their involvement in community service projects are ways to be involved in supporting the future of agriculture. If we can provide community service opportunities today to understand the importance of giving back and serving one's community, we are laying the groundwork for a solid future. The return to a community from community service projects is dramatic.

More than 75% of agricultural jobs require more than a high school degree. Providing financial donations, sponsorships, internships, or summer job programs are examples of ways to create opportunities that will assist young people's abilities to enroll in postsecondary education.

Not only is it important to support youth in 4-H and FFA, but also young farm and rancher programs associated with state and national cattlemen's associations or other organizations. Many of these young people will remain in the rural areas and be the next leaders in our communities.

Look around your community, state, or region. What are ways you can support young people in agriculture today? Seek to find ways to assist in helping young people in agriculture pursue and develop their passion. The value of supporting youth in agriculture will bring you great pride, knowing you have had a role in supporting a vibrant U.S. agriculture sector. 🤠

B. Lynn Gordon, Leader Consulting, LLC, Grand Island, Neb. lynn@leaderconsulting.biz
www.leaderconsulting.biz



Value-Added Sale Wean Dates

Vac 45 Wean Date: October 19th for Dec. 2nd Sale

Vac 60 Wean Date: October 4th for Dec. 2nd Sale

Angus. America's Breed.



Adam Conover,
Regional Manager

Iowa
Missouri

A reliable business partner is difficult to come by. Contact Adam Conover to locate Angus genetics, select marketing options tailored to your needs, and to access American Angus Association® programs and services. Put the business breed to work for you.

Contact Regional Manager
Adam Conover:
Cell: 816-676-8560
aconover@angus.org

ANGUS

THE BUSINESS BREED

3201 Frederick Ave. | St. Joseph, MO 64506
816.383.5100 | www.ANGUS.org

© 2020-2021 American Angus Association



Performance

HERD of the HEARTLAND

October 22, 2021 *Sale*

Friday • 1 pm • At the ranch • 15 miles west of Vinita, OK

121 Registered Bulls
120 Registered Angus Bulls
1 Registered Red Angus Bull

200 Fall Calving Commercial
Angus and BWF First Calf Heifers

50 Fall Calving Commercial
Angus Cows



Sample of females selling.



Spur Dividend 9390 [RDC]

Sire: *Spur Dividend 4270 [RDC-AMF-XF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+7	+2.7	+69	+136	+30	+81	+89	+191	+307



Spur Mainstay 9308

Sire: *Connealy Mainstay [AMF-CAF-XF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+6	+2.1	+75	+134	+25	+83	+82	+175	+311



Spur Southside 9532 [DDF]

Sire: Connealy Southside 0483 [AMF-CAF-XF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
-2	+3.9	+87	+157	+30	+68	+132	+193	+322



Spur Glory 9146 [DDF]

Sire: *Connealy Glory 413C

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+1	+4.0	+92	+151	+20	+89	+79	+181	+293



Spur Surety 9120

Sire: *Thomas Surety 6726

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+9	-.1	+73	+123	+30	+76	+66	+160	+277



Spur Silver Phoenix 9402

Sire: *Spur Silver Phoenix 7532 [AMF-CAF-XF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+7	+2.2	+62	+123	+26	+94	+69	+185	+288



Spur Surety 9134

Sire: *Thomas Surety 6726

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+8	+8	+64	+117	+30	+1.12	+76	+192	+290



Spur Playbook 9208 [DDF]

Sire: +*TEX Playbook 5437 [AMF-CAF-XF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+12	+1.1	+66	+122	+37	+49	+44	+149	+275



Spur Denominator 9322 [DDF]

Sire: +*Baldridge Denominator D246 [DDF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+16	-2.8	+56	+102	+23	+1.30	+51	+155	+244



Spur Mainstay 9110

Sire: *Connealy Mainstay [AMF-CAF-XF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+10	-.4	+78	+127	+26	+69	+1.06	+165	+282



Spur Phoenix 9232

Sire: H&H Phoenix 8080 [DDF]

CED	BW	WW	YW	MK	MB	RE	\$B	\$C
+3	+2.0	+73	+133	+30	+62	+63	+171	+283



Spur Franchise 9354

CED	BW	WN	YW	Milk	MB	RE	ProS	HB	GM
+14	-1.1	+65	+109	+21	+71	+52	128	47	+81

EPDs as of 8/18/21



Vinita Office
918.256.5850 • Fax 918.256.6638
PO Box 307 • Vinita, OK 74301

Clay Hartley, Owner
Cell 918.633.2580
Jeff Owen, Ranch Manager
Cell 918.244.2118
Office 918.256.9910

Offering cattle that Grow, Gain & Grade!

SPURRANCH.COM



PO Box 1219 • Edmond, OK 73083
405.641.6081
matt@mcsauction.com
www.mcsauction.com



MANAGEMENT MATTERS

Heifers: An Unappreciated Opportunity

By Jordan Thomas for Cattlemen's News

You have probably heard it said that “the two best days in your life are the day you buy a boat and the day you sell the boat.” The joke (wait, is it a joke?) is that the idea of owning a boat is a lot more fun than actually owning a boat. The expense and general hassle of maintenance/repair is not something you consider fully on the day you buy a boat. And it is not something specific to boats: we actually overestimate the pros/returns and underestimate the cons/costs when making any decision.

The human tendency toward this kind of optimism is so pervasive that the field of behavioral psychology has a term for it: the planning fallacy. Several years ago, a New York Times article highlighted that the average homeowner budgets about \$18,000 for a kitchen remodel... and goes on to spend nearly \$39,000. Is that bad budgeting? Yes. But the point is that we are naturally predisposed to be bad budgeters. The ability to budget and plan realistically is not something that comes naturally. It is a skill, and skills are things that we have to practice.

VitaCharge
PROTECT AND RECOVER

WEAN *with* CONFIDENCE

Are you looking to

- Make weaning more profitable this year?
- Wean earlier than usual and need a jump start?
- Make your feed/forage go further this weaning season?

When weather, drought and market prices remain unpredictable, achieve predictable results by completing your program with Vita Charge.

Enhance your weaning program with the BEST economical mineral choice on the market, VitaFerm® Conserve.

For more information, contact **Dave Gallagher** at (660) 541-3377 or visit www.vitaferm.com to find a dealer near you.

Cows are not as profitable as we think

We in the cow-calf world are particularly prone to overestimate the profit potential of cows. I think it comes from somewhere deep inside and relates to the planning fallacy. But if you want to blame it on something else, perhaps we could blame it on the fact that we sell fairly high-value animals infrequently, while incurring a lot of small but frequent expenses. We cash very few checks, but the ones we do cash are usually fairly large. The checks we write, on the other hand, are usually quite a bit smaller... but we sure write a lot of them. Each little check might not hurt that badly while we write it, but all those little checks add up.

Take a look at some of our beef cow-calf planning budgets available through MU Extension (available at: extension.missouri.edu/publications/g679). Those budgets put annual cow carrying costs around the \$900 mark. Ouch. Numbers from other state's Extension programs look very similar, and so do numbers from producer survey data from around the country. I hope your annual cow carrying costs are not that high; they certainly don't need to be. But I do believe the assumptions used in those budgets accurately reflect what the average cow-calf producer is doing. And remember, the average cow-calf producer is a bad budgeter/planner, just like the average person is.

Don't forget we also have overhead costs that need to be considered as well. Those will vary widely from operation to operation, but we have them approximated at \$120 in the MU Extension budgets. That would bring the total cost per calf produced this year to over \$1,000. What did you sell calves for this year?

Cows just are not as profitable as we are inclined to think they are. That's not to say they can't be profitable. But we do have to be realistic about their poor prof-

Continued on next page

TAKE CHARGE OF CATTLE HEALTH AND PERFORMANCE

Give your cattle and vaccines a solid foundation for health and performance by testing for and removing PI cattle.

To learn more, visit us online or give us a call.



Test Better.
Faster. Smarter.

www.cstbvd.com (620) 675-8640

Continued from previous page

it potential if we don't get serious about better planning.

Are you overlooking opportunities?

My colleagues and I in Extension talk frequently about controlling costs, particularly those associated with purchased feed resources. That is indeed the most out-of-control cost associated with cow-calf production. I am also adamant that we attempt to bring the second biggest cost under control, and that is the hidden cost of cow depreciation incurred every year. Cows are an asset that can lose a significant amount of value simply because of their age, pregnancy status, and condition at the time they are sold. Doing some realistic planning/budgeting related to how and when you market cows is a major opportunity to avoid costs associated with depreciation. I strongly suggest you think about "making culling decisions a year ahead of time": identify later-conceiving cows using pregnancy diagnosis and market them at some point prior to calving.

Along those same lines, moving cows along based on their anticipated profitability could allow you to expand the number of heifer calves you develop and breed as replacement candidates. While I do not advocate you ever develop and breed your own replacements if it isn't profitable as an independent

enterprise, everyone needs to run the numbers on that enterprise. A heifer calf at weaning is one of the most consistently undervalued animals, and a good heifer development program can add a tremendous amount of value to them as an asset. For many producers, heifer calves are an "unappreciated" opportunity in both senses of the word: whereas cows are often depreciating assets, heifers can be appreciating assets that increase in value as they develop and conceive. The increase in a heifer's value from an open, weaned calf to a bred, developed heifer is quite substantial in most years. If that development and breeding can be done very cost-effectively (and it can be), that leaves a lot of potential profit margin at the end of the day.

What if you re-planned your business model, so that you market low-profit cows and develop more heifers? What would that do for the overall profitability of your business? Heifers are an unappreciated opportunity. If you are a Missouri producer, consider enrolling your heifers in the Show-Me-Select Replacement Heifer Program. It is now relatively inexpensive to enroll heifers in the program, and I would encourage you to enroll your heifers even if you don't intend to market any bred heifers through a Show-Me-Select sale. It is a solid program to develop your own replacements and begin a profitable

heifer development enterprise.

How to start

If you want to talk more about how this could change the profitability of your cattle operation, give me a call at (573) 882-1804 or feel free to reach out to me at thomasjor@missouri.edu. Those of you reading this in Missouri also have a great resource available in your MU Extension Livestock Field Specialist and Ag Business Specialist in your region, and we can help you do some planning specific to your operation and your goals. 🤠

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

**JRS Value-Added
Sale Info - see page 51**

New Sale Date!



BEEF GENETICS

**Saturday
OCTOBER 16**

Randolph • Kansas

**245 Bulls + Select Spring-Bred
Angus & Charolais Females!**

**3-YEAR GUARANTEE: FEET/SEMEN
COMPLETE BSE BY 13 MONTHS**

NO FEET TRIMMING

NO GROOMING

DNA-TESTED

CHAROLAIS ULTRASOUNDED

ATHLETIC

FREE DELIVERY IN US

MARKETING ASSISTANCE

NO RESERVE PRICE

120 CHAROLAIS BULLS
Growth. Carcass (some of the top in the breed)!
'Kind.' Slick hair.

100 BLACK ANGUS
Maternal. Fertility.
Slick-haired.
Moderate.

**25 RED ANGUS X
CHAROLAIS BULLS**
Buckskin-color.
Moderate. From our best
Charolais heifers.
All AI-sired!

finkbeefgenetics.com

Galen: 785.532.9936
finkbull1@twinvalley.net & [FaceBook](https://www.facebook.com/finkbull1)
**One of the Nation's Largest Sources
of Angus & Charolais Bulls**



TRENDING NOW

The Value of Implants in Your Preconditioning Program

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

Preconditioning programs can improve the health and value of your calves. We often stress the importance of good weaning practices coupled with vaccine strategies to build up the calf's immune system, and those indeed are critical. However, if you're preconditioning calves, this also is a perfect opportunity to implant them. Here are reasons to use implants as you prepare calves for the feedlot:

There's an economic benefit even if the preconditioning phase is short

Research shows RALGRO® (zeranol) used in backgrounding cattle provides close to a 10 percent improvement in average daily gain (ADG).¹⁻⁵ 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.

Weight gain from implanting at preconditioning is additive

When the right implants are used – matching strength of the implant to weight, growth rate and composition of gain – an ROI can be achieved during each phase of production.

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.⁶

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.⁷

Implants go to work quickly

Zeranol – the active ingredient in RALGRO – reaches effective levels within the first day of administration and peaks in as little as 8 days after implanting. Plasma levels with zeranol are elevated out to 91 days post-implanting.⁸

Implanted calves can put more money in your pocket

Unless calves ultimately will be marketed in verified NHTC programs that offer a premium that outweighs the productivity and efficiency of gains from implants, calves that are destined for finishing and sale to a terminal market should be implanted.

The RALGRO® Ralogun® is easy to use

The Ralogun® is one of the most reliable devices in the industry. Its small needle diameter reduces tissue trauma and increases the likelihood of proper placement.

Implanting is one of the most researched, proven and consistent cattle production technologies on the market. RALGRO has been used for more than 50 years, and is approved for use in calves, stockers and feedlot cattle on both steers and heifers. To learn more, contact your veterinarian, your Merck Animal Health rep or visit MAHCattle.com.

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.

harvest solar

13273 South Highway 63
Clark, MO 65243

1198 Highway NN
Poplar Bluff, MO 63901

888.90.SOLAR
HARVESTSOLAR.COM

SOLAR SAVINGS

Strong tax and financial incentives make solar extremely favorable for commercial and agricultural businesses. The 26% federal Investment Tax Credit (ITC) is a universal and important incentive for solar customers. The REAP Grant provides financial assistance to agriculture producers and rural small businesses to purchase, install, and construct renewable energy systems. Also, under the Modified Accelerated Cost Recovery System (MACRS), a bonus depreciation deduction is allowed for qualifying Agriculture and Commercial properties.

SOLAR IN MISSOURI

Missourians view renewable energy as a vital link to tackling fiscal and environmental issues. Missouri receives a generous amount of sunlight that averages around five daily peak sun-hours representing an attractive opportunity to save money by investing in a solar PV system. Missouri also has a Renewable Portfolio Standard that requires all utility companies to get at least 15% of their energy from renewable sources by 2021, and 0.3% of the total energy must come specifically from solar power.

1. Simms DD, Goehring TB, Brandt RT, Jr, Kuhl GL, Higgins JJ, Laudert SB, Lee RW. 1988. Effect of sequential implanting with zeranol on steer lifetime performance. J. Anim. Sci. 66:2736-2741.

2. Mader TL, Clanton DC, Ward JK, Pankaskie DE, Duetscher GH. 1985. Effect of pre- and postweaning zeranol implant on steer calf performance. J. Anim. Sci. 61:546-551.

3. Thiex, PJ and Embry, LB, 1972. Diethylstilbestrol, Melengestrol Acetate and Zeranol During Growing and Finishing of Feedlot Heifers. South Dakota Cattle Feeders Field Day Proceedings and Research Reports. Paper 13.

4. Embry, LB and Swan, WS, 1974. Diethylstilbestrol, Zeranol or Synovex-S Implants for Growing Steers. South Dakota Cattle Feeders Field Day Proceedings and Research Reports, Paper 4.

5. Embry, LB, Goetz, MS and Luther, RM, 1982. Implanting Site for Ralgro Compared to Synovex-S for Growing and Finishing Steers. South Dakota Cattle Feeders Field Day Proceedings and Research Reports. Paper 10.

6. Laudert SB, Matsushima JK, Wray MW. Effect of Ralgro implant on suckling, growing and finishing cattle. 1981.

7. Pritchard RH, Bruns KW, Boggs DL. A comparison of lifetime implant strategies for beef steers. South Dakota Beef Report, 2003.

8. Pusateri AE, Kenison DC. Measurement of zeranol in plasma from three blood vessels in steers implanted with zeranol. J. Anim. Sci. 1993; 71(2):415-419.



Protecting Our Lifestyle And Livelihood

Did You Know You Can Make A Difference?

Do you know what's happening in your city, county, or state that will impact your lifestyle or business?

Do you know how to find out?

Do you know what to do after that?



We work tirelessly to be an important resource for information regarding issues that impact animal ownership and property rights so people can take action and get involved. Keeping the public up-to-date on the activities of animal and environmental extremist groups is the first part of our organization's mission statement. This includes zoning and land use rules; and regulations that are infringing on farms, ranches, and animal owners. With that in mind, we have created a resource page on our website that can make taking action easy.

The materials we have created provide you with information and steps to be proactive (Part 1) and steps you can take if you find you need to take action (Part 2).

Visit Our Website Under "Get Involved"
www.ProtectTheHarvest.com

Protect The Harvest is a Non-Profit, 501(c)(3) Corporation
480 Southpoint Circle, Brownsburg, IN 46112
(844) 360-8300
www.protecttheharvest.com

IT'S ALL ABOUT BALANCE.



CONTROL AND TREAT BRD WITH LASTING CONFIDENCE.

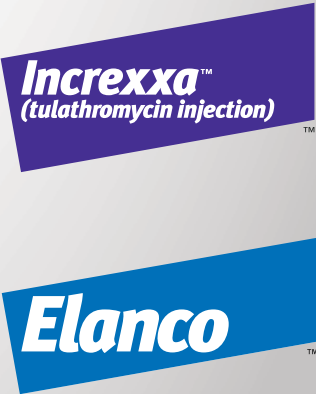
Balance your BRD protocol and budget with Increxxa™ (tulathromycin injection) featuring tulathromycin, the macrolide antibiotic you can trust to help your cattle breathe easier by fighting BRD.

The addition of Increxxa to the extensive Elanco cattle portfolio provides yet another way to help combat BRD and help optimize herd health, efficiency and profit. As with all Elanco products, you can breathe easier knowing Increxxa is held to the company's uncompromising standards for potency, uniformity and quality.

Indication: Beef and Non-Lactating Dairy Cattle: Treatment of bovine respiratory disease (BRD) and control of respiratory disease in cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

IMPORTANT SAFETY INFORMATION (ISI)

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



FULL PRESCRIBING INFORMATION FOR USE IN CATTLE ONLY

Elanco™
Increxxa™
(tulathromycin injection)
Injectable Solution

Antibiotic
100 mg of tulathromycin/mL

For use in beef cattle (including suckling calves), non-lactating dairy cattle (including dairy calves), veal calves, and swine. Not for use in female dairy cattle 20 months of age or older.

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

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

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

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

Table 1. Increxxa Cattle Dosing Guide

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

See product insert for complete dosing and administration information.

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

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

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

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

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

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

HOW SUPPLIED
Increxxa (tulathromycin injection) Injectable Solution is available in the following package sizes:
100 mL vial
250 mL vial
500 mL vial
To report suspected adverse drug events, for technical assistance or to obtain a copy of the Safety Data Sheet, contact Elanco at 1-800-422-9874. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or <http://www.fda.gov/reportanimalae>. Approved by FDA under ANADA # 200-666
Product of China.
Manufactured by: Elanco US Inc, Shawnee, KS 66216
Increxxa, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates.
©2021 Elanco. PM-US-21-0268
February, 2021

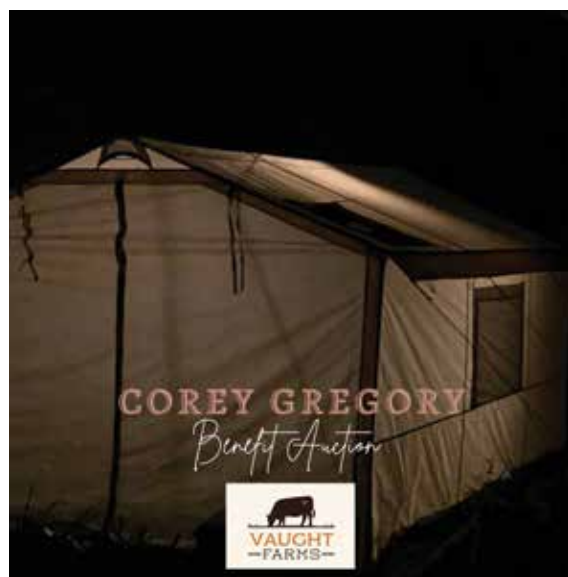
TAKE TIME

OBSERVE LABEL DIRECTIONS

Whitetail Deer Hunt Auction

This autumn Vaught Farms will be offering some Whitetail deer hunts up for auction. These hunts will be on our family owned century farm located between Aurora, MO and Table Rock Lake in the edge of the Ozark Mountains.

One of my best friends passed away earlier this year leaving a loving family and young daughter behind on this earth. 100% of the precedes generated from this event will go to Corey Gregory's family. Youth hunt proceeds will be gifted to his daughter Presley to put in a trust and allowed to grow until she of age for college. The proceeds from the adult hunts will be given to Corey's mother, whom lost countless hours of sleep helping her son battle cancer as well as missed days of work to shuttle him to appointments in his final year.



These hunts will be western style; in canvas wall tents, packing your deer out on horseback, and having a good time to remember my good friend that lived and breathed the hunting lifestyle. We will put you up, feed you, transport you to and from stands/blinds, and whatever else it takes to make this event work for Corey. We will even pay for your deer to get mounted with our partner taxidermist if you kill one you're proud of! Come have some fun with us, remember another good one that died too young, and help this deserving family out. This auction will be on Show Circuit Online on September 15th.

Please visit our Facebook page '**Vaught Farms**' and watch posts, videos, and updates on these hunts we have been sharing since July 2nd.



For more information, contact:

Bryant Vaught

Bryant's Cell- (417)229-1165

Email: bryant_vaught@hotmail.com

Facebook: Vaught Farms

www.vaughtfarms.com

Building FOR YOUR TOMORROW

ANNUAL BRANGUS & ULTRABLACK BULL & FEMALE SALE

SELLING 75 BULLS, THE ELITE 8 REGISTERED FEMALES & 100 COMMERCIAL BRED FEMALES

OCTOBER 9


1 PM • AT THE RANCH • CENTER RIDGE, AR
DVAuction



BDR CLUBBER LANG 1420H6
SIRE: BDR CLUBBER LANG 889E2
DAM: BDR MS STRYKER 1420E



BDR MISSY 4H4
SIRE: BWCC SOUTHERN COMFORT 889A
DAM: BDR MISSY 4F16



BDR RENOWN 541H
SIRE: S A V RENOWN 3439
DAM: MB MS TOO COOL 541Y7



BDR LUCY 7H5
SIRE: CX TANQUE 23/T
DAM: BDR LUCY 7F8




BDR SOUTHERN COMFORT 633H
SIRE: BWCC SOUTHERN COMFORT 889A
DAM: BDR MISS EMMA 633F

BIG D RANCH

PHILLIP & BETH DESALVO
173 MILLER LANE • CENTER RIDGE, AR
PHILLIP: 501-208-6119 • BETH: 501-208-6120
EMAIL: BIGDRANCHRATT.NET
WWW.BIGDRANCH.NET

hi point GARRETT THOMAS: 936-714-4591
WWW.HIPOINTSANDMARKETING.COM

JOIN THE MAILING LIST





TRENDING NOW

Three Reasons to Select Preconditioned Calves

By Chris Forcherio, Ph.D., beef research manager with Purina Animal Nutrition

Getting the most bang for your buck at the sale barn is a common goal, but how do you know if you are getting the most value for your money?

Are you buying feeder calves at a low cost but paying for that investment in performance later on? Preconditioned calves may cost more at sale time, but the value-added performance they provide is worth the cost.

Successful preconditioning programs should have a foundation rooted in proper nutrition, vaccination and deworming protocols. These considerations will keep cattle on track during the preconditioning phase, subsequently setting them up to perform in the next phases of production. These programs provide value-added calves that are ready to perform in the feedlot.

Three reasons to look for preconditioned calves in your calf selection process:

1. Make the best of a stressful situation

The weaning process can cause high levels of stress in young calves. A new environment, transportation, new feed and water sources, and weather issues can all contribute to increased levels of stress. Preconditioned calves typically handle post-weaning stress better than non-preconditioned calves. They can quickly overcome new environments and stressful events and focus on eating and drinking.

Transportation stress and being removed from feed and water can cause unwanted weight loss when transitioning to the feedlot. Preconditioned calves are better equipped for these stressful situations and may see less shrink than non-preconditioned calves.

Some studies have shown that non-preconditioned calves shrink between 10 and 15 percent of their body weight, resulting in a loss of 50 pounds on a 500-pound calf. Preconditioned calves shrink approximately half as much, resulting in a loss of only 25 pounds on the same calf.¹

2. Healthier calves mean less treatment

The primary value of preconditioning is to reduce the risk of sickness in calves as they transition from one operation to another.

A well-planned vaccination program is an important part of preconditioning. Proper vaccinations and quality nutrition can help calves fight off disease challenges, resulting in calves that are less likely to get sick and a potential savings in veterinary costs.

Savings can also be achieved through reduced cost of labor for the treatment of sick calves and decreased death loss. Research shows that calves preconditioned for 45 days before entering the feedlot experience one-third of the morbidity and half of the mortality of non-preconditioned calves.²

3. Preconditioned calves tip the scales

Healthier calves also mean more potential for weight gain. Since preconditioned calves generally get sick less often, they're able to use more of their consumed nutrients to promote growth as opposed to fighting off disease challenges.

Preconditioned calves can have a lower cost of gain at the feedlot with improved rates of gain and feed efficiency. Additional weight gain during the preconditioning phase, as well as reduced shrink during transportation and marketing, can contribute to increased returns from preconditioned calves.³

A quality nutrition program is essential to get calves off to a good start. Feeding calves a ration balanced for energy, protein, macro and micro minerals and vitamins can show a better response to vaccinations and other health protocols.⁴

Preconditioning programs that combine strong nutritional, vaccination and deworming plans are essential to promoting feed efficiency down the line. Programs such as the Purina® Plus value-added program help put together the consistent, quality-focused groups of calves buyers seek.^{2,5} Calves enrolled in Purina® Plus can also be marketed in tandem with other value-added programs.

If you're interested in purchasing calves enrolled in Purina® Plus, reach out to your local Purina dealer or livestock market to see what cattle are available. Visit purinamills.com/purinaplus to learn more. 🐄

1 - Prevatt, W., Rankins, D. and Rodning S. 2007. Alabama Cooperative Extension System. Preconditioning Feeder Calves Makes Dollars and Sense.

2 - Bremer, M. September 2015. University of Nebraska-Lincoln Institute of Agriculture and Natural Resources. UNL Beef. Preconditioning Calves: Can it Add Value?

3 - Beef Cattle Research Council. April 2014. What is the Value of Preconditioning Calves?

4 - Halfman, B. and Stuttgen, S. 2013. University of Wisconsin Extension. Pre-conditioning Program Considerations for Feeder Cattle.

5 - McNeill, J. December 1999. Extension Animal Science, Texas A&M University. Value Added Calves.

Load up on Genetics that will boost your Bottom line

Cow herd profitability requires success across all facets of production. Boost your bottom line with genetic inputs...
higher pregnancy rates • more live calves
lower cow depreciation and maintenance costs
more total pounds marketed per acre



Fall 2021 Private Treaty Bulls Available!

Call or visit our website for more information on our genetics.



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



THIS IS NOT
A FEED AD
— IT'S A —
VALUE-ADD



Introducing Purina® Plus, an all-new preconditioning program made to move operations forward. Combining Purina's research-proven nutrition with vaccine and deworming protocols, Purina® Plus calves are preconditioned to perform.

**Reputation that stands strong.
Value that adds up.**

purinamills.com/purinaplus



TRENDING NOW

Beef Demand Remains Strong In Face of Plant-Based Fake Meat

By Rebecca Mettler for Cattlemen's News

Over the last couple of years, the rise in popularity of plant-based fake meat products has taken the beef industry's notice. In addition, the world's first lab created, 3-D printed ribeye steak was produced in February 2021 by an Israeli startup company. So where does this leave the U.S. beef industry?

For starters, let's look at the health of the beef industry as it stands today, without making assumptions on how plant-based products or the potential for lab-created beef factor into the equation.

Beef prices are near record high, and consumer and wholesale beef demand are both at 30-year highs as the U.S. and global economy recovers from the pandemic. Strong domestic and global beef demand is expected to continue in 2022, as well. This was the take-home message from the CattleFax Outlook Seminar, held as part of the 2021 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show in Nashville, Tennessee, in mid-August.

So, with that good bit of news out of the way we dive into the topic of plant-based fake meat.

According to Plant Based Foods Association and Good Food Institute, plant-based meat sales in the U.S. hit \$1.4 billion in 2020, with sales growing 45% from 2019. Plant-based products account for 2.7% of retail packaged meat sales.

At the same time, beef gained an additional \$5.7 billion in retail sales for a total of \$30.2 billion in 2020, according to IRI and reported by Anne-Marie Roerink.

There are several considerations that the beef industry must sift through when looking at the impact of plant-based products and why there's an increased interest in pursuing alternative proteins. Understanding these motives may be the key to maintaining market share in the protein segment. Some estimates place plant-based meat alternative products reaching \$3 billion in U.S. sales by 2024.

Two of the main ideological areas of concern that fake meat attempts to "fix" are animal welfare and the perceived lack of environmental sustainability within the beef industry.

For several years now, National Cattlemen's Beef Association

(NCBA) has been looking into beef's environmental impact. In fact, coming out of the association's Cattle Industry Convention in August, NCBA announced new sustainability goals, including focal points in environmental, economic and social sustainability.

"The goals for the U.S. cattle industry include:

- Demonstrate climate neutrality of U.S. cattle production by 2040.
- Create and enhance opportunities that result in a quantifiable increase in producer profitability and economic sustainability by 2025.
- Enhance trust in cattle producers as responsible stewards of their animals and resources by expanding educational opportunities in animal care and handling programs to further improve animal well-being.
- Continuously improve our industry's workforce safety and well-being."

As we see in the above goals, additional gains in animal well-being are among the top priorities, too. It's no surprise that to some degree, the marketing of fake meat feeds off of examples of poor animal welfare and the guilt people feel over eating animals. Fellow beef producers, the task of opening up to consumers and shining a light on our industry's continually advancing animal welfare practices will never end. Unfortunately, the care and compassion that we show our livestock every day on the farm isn't on public display. Instead, it's the actions of the industry's few bad apples that gets the attention. Each of us can do our part in showcasing our work within the industry and further improving our animal welfare practices through involvement in animal welfare, such as Beef Quality Assurance (BQA) certification, which has been around since the early '90s.

Consumers may also have a misguided understanding of what plant-based fake meat products are made of. A study conducted by NCBA, released February 2020, showed widespread consumer confusion regarding the ingredient composition and purported benefits of plant-based fake meat products.

"In an online survey of more than 1,800 consumers, less than half of the respondents understood the labeling term "plant-based beef" was intended to describe an entirely vegetarian or vegan food product. One major source of confusion uncovered by NCBA's research is that approximately one third of surveyed consumers believed that plant-based fake meat products contained at least some real beef in them."

Prior to the survey report's release, the U.S. House and Senate took notice of the misleading nature and possible consumer confusion surrounding fake meats and thus introduced the Real MEAT (Marketing Edible Artificials Truthfully) Act of 2019. It's a step in the right direction to protect the definition of meat, specifically beef, which is something that the U.S. beef industry works hard to create and maintain a positive image of a high-quality product.

Bottom line, it's the taste of real beef that keeps consumers coming back for more and is a key factor driving beef demand to the 30-year highs that we are currently experiencing. Plus, the show-and-tell dialog that beef producers have been working through for decades is working to create a more positive image of beef production. In fact, positive production perceptions regarding how cattle are raised have increased 18% compared to 2019 and consumer positive perceptions of beef reached 70% for the first time, according to NCBA's Consumer Beef Tracker, January 2019 to September 2020. 🐮



PROFIT MAKER BULL SALE

Online: **SmartAuctions**
Closes **OCT. 2, 2021**

**Our Family + Our Ranch
= Your Future**

Your future with our Brangus and Ultrablack Bulls puts pounds on the ground and dollars in your pocket!!!



- LIGHTER Birth Weights
- LESS Calving Problems
- FASTER Growth Rates
- FANTASTIC Crossbred Female Replacements
- SUPERIOR Maternal Value with Increased Heterosis
- GENOMIC Enhanced EPD

Brian & Loretta Spitzer
620/672-1890

John & Patricia Spitzer
864/710-0257
60043 NE 50th Street
Preston, KS 67583

www.spitzerranchbrangus.com

Follow Spitzer Ranch, LLC:





TRENDING NOW

Thirty Years of Improved Cattle Performance

By Wade T. Nichols, Ph.D., senior technical services manager, Merck Animal Health

This year marks the 30th anniversary of REVALOR® (trenbolone acetate and estradiol) implants! No other family of implants has been studied as extensively and under such a wide range of conditions. More than 475 studies using different implants in a variety of scenarios helped to determine optimum implant strategies that move the industry forward.¹

Key research that has been conducted includes:

- **Mode of action research:** IFG-1 protein, satellite cells, growth hormone – among others – have been studied in great detail to understand results of protein and fat deposition changes over time.

- **Optimum implant windows:** Research to identify the ideal implant times for market animals.

- **Serial harvest research:** A look at different number of days on feed and the impact on optimizing the marketing of cattle.

- **Holstein and native cattle research:** Studies to determine the growth and composition of growth dynamics in these animals.

- **Sustainability benefits:** A look at increasing beef production with fewer animals and resources.

- **Environmental impact:** Studies to demonstrate a reduction of nitrogen excretion by TBA+E2 implanted cattle.

REVALOR-S was the first combination implant containing Trenbolone Acetate (TBA) and Estradiol 17β (E2) approved by the FDA for increased weight gain and improved feed efficiency in feedlot steers.

Prior to REVALOR-S approval, there was no approved solution for both weight gain and feed efficiency in a single product, which was something desired by producers to reduce labor and improve efficiencies.

The REVALOR-S approval took what the industry knew – that combining TBA and E2 could simultaneously result in increased weight gain and improved feed efficiency – and packaged it into one, easier-to-use product that would provide a steady, consistent release of TBA and E2 over time. The 6-pellet implant, with a total of 120 mg TBA and 24 mg E2 in a slow-release base of cholesterol, changed the way the industry gained growth and improved efficiency in steers.

Over the past 30 years, the REVALOR family of implants has grown to include several formulations. The most recent expansion of its portfolio of cattle implants was with the introduction of REVALOR-XH (trenbolone acetate and estradiol), which features the same active ingredients as REVALOR-XS (trenbolone acetate and estradiol) — the leading cattle industry implant. REVALOR-XH is formulated specifically for use in feedyard heifers.

Performance-based implants significantly

improve margin by maintaining excellent performance, provide marketing flexibility, and allow for significant increases in environmental and operational sustainability. To learn more about how implant programs can improve margin in your cattle through increased overall performance, contact your nutritionist, veterinarian or your Merck Animal Health rep or visit MAHcattle.com.

Important Safety Information: REVALOR-XS: A withdrawal period has not been established for REVALOR in pre-ruminating calves. Do not use in calves to be processed for veal. Implant pellets in the ear only. Any other location is in violation of Federal Law. Do not attempt salvage of implanted site for human or animal food. REVALOR-XH: No withdrawal period is required when used according to labeling. Do not use in calves to be processed for veal. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in lactating dairy cows or in animals intended for subsequent breeding. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. Administer implant subcutaneously in the ear only. Any other location is in violation of Federal Law. Do not attempt salvage of implanted site for human or animal food. Not for use in humans. Keep this and all drugs out of the reach of children. REVALOR-S: A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

Copyright ©2021 Intervet Inc., d/b/a Merck Animal Health, a subsidiary of Merck & Co., Inc. All rights reserved.

Switch today and stop the stress of re-implanting at RightDoseRightTime.com.

IMPORTANT SAFETY INFORMATION: No withdrawal period is required when used according to labeling. Do not use in calves to be processed for veal. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in lactating dairy cows or in animals intended for subsequent breeding. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. Administer implant subcutaneously in the ear only. Any other location is in violation of Federal Law. Do not attempt salvage of implanted site for human or animal food. For complete information, refer to product labels.

MAHcattle.com • 800-521-5767
© 2021 Intervet Inc., doing business as Merck Animal Health, a subsidiary of Merck & Co., Inc.
All rights reserved. US-RVL-210400001



 **MERCK**
Animal Health



TRENDING NOW

Market Calves at Weaning...or Later?

By Derrell S. Peel for Cattlemen's News

Optimism is building in cattle markets for late 2021 and beyond. Cattle numbers are tightening and will support stronger calf and feeder cattle prices going forward. Cow-calf producers have more marketing flexibility and opportunities to add value to calves this fall. Calf prices are expected to average roughly 10% higher than last year in the fourth quarter. For calves in the 450–550-pound range, this should mean roughly another \$75/head in revenue for weaned calves compared to last year.

Some producers with good pasture conditions may consider delaying marketing calves a bit. This might be a delay in weaning of a couple of weeks or more time post-weaning before marketing. The value of preconditioning was discussed in a recent article along with the value of longer weaning periods. Current market conditions suggest that an extra 25 or 30 pounds of weight at weaning is worth roughly \$1.15/lb. or \$28–\$35/head. Depending on how it is done, there may be little or no extra cost to capture this value.

Fully preconditioned calves are expected to bring a premium as weaned calves but may be worth even more as retained calves for stocker or backgrounding. Increased feedlot cost of gain increases incentives to add additional weight to feeder cattle prior to feedlot placement. The value of stocker gain is roughly the mirror image of and equivalent to the feedlot cost

of gain. In other words, feedlots are willing to pay for added weight add up to the amount it would cost them to put the weight on in the feedlot. Not only is this a way for cattle producers to market feeder cattle for added value, but it is also a way to market feed and forage for higher value. You primarily market your forage through cattle and higher feed prices means that your forage has more value marketed through heavier feeder cattle.

Some cow-calf producers sometimes or frequently retain weaned calves as backgrounders/stockers. Other producers sell everything at weaning and have no experience managing stocker cattle. The least risky way to get into the stocker business is to retain your own calves. The calves should be weaned and preconditioned and then can take advantage of available medium to high-quality forage/hay or other feed resources. Consult your local extension specialist for help designing nutritional and health programs for retained stockers. As noted above, the value of gain for weight gain from 450 to 900 pounds is roughly \$1.10–\$1.20/pound and is expected to remain at these levels for the foreseeable future. Of course, the feasibility of retaining stockers varies across operations and depends on numerous factors including availability of forage/feed resources, facilities, labor, and management. Risk management is more important and should be considered for retained stocker cattle.

Continued on next page



WHITE HAWK BEEF MAKER BULL SALE

An Open House Private Treaty Sale bulls will be priced and ready for your selection.

Starting at 9 AM **MONDAY, OCTOBER 18TH, 2021**
At 4765 Hwy 27 • Buchanan, GA 30113

OFFERING
50 Hereford Bulls Coming 2 Year Olds
20 Registered Hereford Females

SPRING SALE FEBRUARY 18, 2022
FEMALE SALE MAY 30 2022

Catalog will be on Hereford on Demand at Hereford.org.
Catalog mailed on request only.



WHITE HAWK RANCH

Gary R. Hedrick
(678) 858-0914
g.hedrick@whitehawkinc.com
Ben Hedrick (404) 216-4274
Herdsmen, Diego Gutierrez (678) 629-1804
James Atkins (404) 922-6508
www.whitehawkbeefmakers.com



EPDS	WHR Avg.	WHR Top Percentage	AHA Avg.
CHB	163	1%	111
BII	537	4%	415
BMI	433	7%	347
Marb	0.37	4%	0.1
REA	0.56	14%	0.37
CW	87	2%	65
Teat	1.35	18%	1.24
UDDR	1.35	17%	1.23
MCE	5.1	15%	1.6
MG	66	5%	50
MM	32	12%	24
SCF	19	20%	16.3
SC	1.5	4%	0.9
YW	112	3%	84
WW	69	3%	52
BW	3	50%	2.9
CED	3.7	37%	2.5

YOUR CATTLE AREN'T COMMON... WHY SHOULD YOUR FESCUE BE?

Eliminate fescue
toxicosis with 100%
non-toxic novel
endophyte Tall Fescue



PROFITABLE

Higher ADGs, increased breeding performance and improved herd health compared to K31

PERSISTENT

Will out-persist orchardgrass, perennial ryegrass and endophyte free tall fescue.

PRODUCTIVE

Produces as much or more forage than K31

PENNINGTON



1-800-285-SEED or pennington.com
Follow us on Facebook at Pennington Seed Forage Products

Pennington with design is a registered trademark of Pennington Seed, Inc.
MaxQ II is a registered trademark of Grasslanz Technology Limited.
Photo courtesy of Eby Ranch Olathe, KS

Continued from previous page

Keep in mind that there is no reason that these marketing alternatives should be all or nothing. It may make sense, for example, to precondition all calves, then sell part as weaned calves and retain some for backgrounding. Maybe the choice would be to sell the big end of the calves and keep the smaller ones to grow to heavier weights. Another possibility would be to sell the steers and keep the heifers, particularly if the heifers are potential replacements. This would allow time to grow the heifers and delay the decision to sell or develop and breed the heifers. Be creative and open to possibilities.

Better markets and cattle market conditions offers more opportunities for cow-calf producers whether selling at weaning, delayed weaning, preconditioned or as retained stockers. Cow-calf producers are expected to see better returns this fall no matter what marketing/production alternative they choose. However, there are opportunities to significantly enhance returns and various weaning/backgrounding programs should be carefully evaluated. 🐮

Derrell S. Peel is a Livestock Marketing Specialist for the Oklahoma State University Extension.



Join us weekdays starting at 6 AM through 3 PM for all your AG News, with Sports updates before and after.

Listen to AM 990 or Stream 24/7 on Apple & Google Play for featured programming!



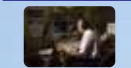
KRMO DAILY SCHEDULE:



9:00 AM – Adams on Agriculture



10:00 AM – AgriTalk



11:00 AM – Sports Rewind with Sammy Clapper, Weekdays



12:00 Noon, Mondays, Wednesdays, Fridays – Farming in the 4 States with Sammy Clapper



1:00 PM – Agriculture Today Updates



2:00 PM – AgriTalk After the Bell with Chip Flory



Midnight to 6 AM and 3 PM to Midnight – Sportsmap Radio Network

Plus important updates throughout the day from:



American Ag Network – Updates throughout the day



Radio Oklahoma Network – Updates throughout the day



WeatherEye – 2-3X/hour – 24 hours/day/7 days a week



ADVERTISE IN THE CATTLEMEN'S NEWS!

Contact: Mark Harmon 417.316.0101
markh@joplinstockyards.com

Find information and deadlines on www.joplinstockyards.com



Managing Cow Condition

By Genevieve VanWye for Cattlemen's News

Time of weaning

Time of weaning itself can be a useful tool to manage cow condition. Rather than making weaning decisions based on a calendar date, consider using cow body condition as one indicator of when to wean calves. Lactation is the most nutritionally demanding time of production for cows. Shutting down lactation by weaning calves will result in the cow's energy intake being partitioned for other priorities, like restoring energy reserves. Depending on cow condition, it may be advantageous to wean calves outside of the typical 6–7-month mark. Many producers have the mindset that calves need to be weaned after reaching a certain age, but time of weaning can actually be a useful tool to manage cow condition.

Cows that are in good condition or even gaining weight with a calf at side can stand to nurse that calf for a longer period of time.

Think of late weaning as an effective way of providing low-cost supplementation to the calf via the cow. This can also help control cow weight and avoid over-conditioned cows.

Weaning calves early can also be a useful management technique. By doing so, you remove lactation stress earlier, resulting in more time for cows to gain back their condition. This can have positive effects on reproduction as it gives the cow more time to get back to an appropriate weight for the following calving season. As mentioned above, this can help shorten the period of anestrus following calving next year.

Time of weaning is a management tool that can be manipulated year-to-year. For example, in drought years when forage is limited, early weaning can be an effective way of reducing cow nutrient requirements. If calves are being transitioned to purchased feed resources after weaning, early weaning effectively reduces the demand on the forage base by decreasing the quantity and quality of forage required by the cow herd.

Ideal time of weaning may also vary by cow age. For example, first-calf heifers will struggle the most with maintaining their condition as they lactate and continue to grow, and it is therefore rarely wise to late wean calves from first-calf heifers. In contrast, first-calf heifers are often the most at-risk age class of cows, and early weaning is often economically advantageous if young cows are struggling to maintain their condition.

Continued on next page

Continued from previous page

Matching production system to forage availability

Matching your production system to forage availability can be an effective method of maintaining cow condition while limiting your supplementation needs. Calving during a time of high forage quality and availability is of course ideal. Providing a cow with a forage base that can meet her high nutritional demands during lactation can help limit weight loss and supplementation needs, and also create more years in which late weaning (and therefore increase in weaning weight) is a realistic opportunity.

Despite production system timing, using forage quality and availability to your advantage can be a useful management practice. Know that cows won't gain condition well without extensive supplementation in the winter months, which is generally also when supplementation is most expensive. Use that knowledge to build cow body condition during other times of the year when feed is cheap and abundant, such as the spring and fall.

We supplement the forage, not the cows

If forage quality is not ideal around the time of calving, it may be worth looking into providing supplementation, particularly for first-calf heifers. Young cows present the greatest risk of losing excessive condition and consequently failing to breed back. These females have yet to reach their mature weight and, as a result, have nutritional requirements associated with growth in addition to lactation. Supplementation from at least 3 weeks prior to calving through the breeding season can aid heifers in maintaining a greater plane of nutrition and result in a quicker return to cyclicity when compared to non-supplemented young cows.

In a well-managed grazing system, general supplementation of cows may not be necessary. However, if cows have become too thin and need to gain body condition before calving, supplementation can help those cows gain weight. Whereas protein is often limiting nutritionally in western states, it is energy that is often the major limiter in Missouri cool-season forage systems when the production system is not aligned well with the forage base. Energy supplementation provided post-weaning can be useful to cows recovering from lactation-related weight loss.

The management practices discussed here can help limit the need and therefore cost associated with supplementation. Being flexible and adaptive in timing of weaning and maximizing the value captured seasonally in forage quality can help reduce the need for supplementation and provide methods for managing cow condition. 🐄

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



COW AND BULL SALE October 6, 2021

4:30 PM following regular cow sale

NOW TAKING CONSIGNMENTS!

I-44 and Exit 22 | Carthage, Missouri

JRS Office 417.548.2333 Skyler Moore 417.737.2615

Bailey Moore 417.540.4343 Jackie Moore 417.825.0948

www.joplinstockyards.com



Stressfighter®

Fast Start for a Strong Finish

Give newly weaned and arrival calves a quick nutritional boost for a strong performance foundation.

StressFighter offers highly palatable production options to match feeding and management conditions for growing calves on grass, preconditioning, or starting calves in the feedlot.

Target superior performance with ease of use.

Put stress to rest.



Get Results

ADMAAnimalNutrition.com • 866-666-7626

Follow **ADM Cattle Nutrition** on Facebook

AN_BeefHelp@adm.com

22nd ANNUAL *Cattlemen's Classic* GOLF TOURNAMENT

CHEER CARTS & HOLE IN ONE CONTEST



LONGEST PUTT

LONGEST DRIVE

CLOSEST TO THE PIN

Newbold & Newbold, P.C.
CERTIFIED PUBLIC ACCOUNTANTS

JAMES NEWBOLD

KEVIN NEWBOLD



Thank you to our HOLE SPONSORS

Aaron & Jennifer Owen

Aaron Sachs
Associates, P.C.



Steven Haskins, Agent
1901 E 32nd St Ste 16
Joplin, MO 64804



ANIMAL CLINIC
OF DIAMOND, LLC



BIG NICKEL



Boehringer
Ingelheim

Barkley Livestock



Scottsboro, Alabama

Trotter Farms
Est. 1968



embassy
Your Superior and Professional Iron Play

FARMLTALK



LaMark
Properties

LARSON
Land & Cattle

LAWRENCE COUNTY
RECORD



LTD MAINTENANCE

Mike Cantrell



SILO RIDGE
Golf and Country Club



Rural
oute
CREATIONS
a division of Doran Marketing, Inc.



redmonkey
foods



SCHUCHMANN



TOP RAIL FENCING
Mt. Vernon, Mo. Area

Thank you from Bailey & Tia
to all the players and sponsors
for making the foundation
successful!



CYDECTIN®
(moxidectin) Pour-On



NOTHING TO LOSE, EXCEPT PARASITES.

CYDECTIN® (MOXIDECTIN) POUR-ON: TRUSTED TREATMENT SHOWN TO INCREASE WEIGHT GAIN¹.

Cydectin Pour-On provides control of 33 parasite species and stages. This broad-spectrum control helps reduce pasture contamination and has been shown to increase weight gain in multiple studies¹⁻³ versus untreated cattle. Cydectin Pour-On helps protect cattle from reinfection against four key parasites, including 28-day control of the brown stomach worm (*Ostertagia ostertagi*), even after cattle have been turned out for grazing.

VISIT YOUR RETAILER OR ELANCOLIVESTOCK.COM TO LEARN MORE.

Keep Cydectin out of reach of children.

¹J.C. Williams, JC, Loyacano AF, DeRosa A, et al. A comparison of persistent anthelmintic efficacy of topical formulations of doramectin, ivermectin, eprinomectin and moxidectin against naturally acquired nematode infections of beef calves. *Vet Parasitol.* 85(4):277-288.

^{2,3}Elanco Animal Health. Data on File.

Cydectin, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates.

©2021 Elanco. PM-US-21-0655

Elanco



TRENDING NOW

Selling Your Beef Directly to Consumers:

Five important things to do

By Gregory Bloom for Cattlemen's News

In the April edition of Cattlemen's News, I discussed how to find a plant to process your beef. Let's assume you've done this step. You can now begin to sell your beef in quarters, halves, wholes or in individual portions, depending on the capabilities of the plant that is processing your beef.

In this edition, we'll look at two things you must do to market your beef. In next month's edition, we'll look at the final three.

The five steps you must take to market your own beef brand:

1. Determine a great domain name for your brand.
2. Set up an order form or an e-commerce web portal for selling.
3. Set up social media accounts that direct people to your website.
4. Create short videos on social media to inform customers about your beef brand.
5. Determine what sort of advertising works best to drive sales.

Step 1: Determine a great domain name.

You may want to use the name of your ranch or your brand as your domain name, but it also may be the wrong move. Domain names should be easy to remember and not easily confused with other names that are already selling in the marketplace.

Also, you don't want to pick a domain name that has too complicated of spelling. For example, using www.missourisfinestbeefcuts.com is too long and too easily misspelled. Better domain names would be www.FiveStarRanch.com, www.greatbeef.com or something with just two words. Don't pick an abstract name that sounds catchy but is hard to remember and has nothing to do with beef. An example would be www.culinarycoolguy.com. Try to get a .com extension if you can instead of one of the newer extensions that include .info, .biz, .org or .co. You can use Go Daddy to find an available domain name or can you hire a professional web domain name consultant for a few hundred bucks to help you find the perfect name. If a name you want to use has not yet been registered it will cost you less than twenty bucks to register the domain name. If you want to use a name that's already been registered, it may be for sale. Some names will cost thousands of dollars to buy, but I wouldn't recommend spending this kind of money. Instead, there are many great names that have been reserved by domain selling companies, that you can purchase on a modest budget for just a few hundred bucks.

Step 2: Set up order form or an e-commerce web portal for selling or create an order form.


How many cattle do you want to sell each month? If you have ten head or less to sell, I suggest starting with a down-loadable order form on your website. Yes, you still need a great domain name and a professional website that has pictures and videos of your ranch.

A good friend of mine started selling his beef in quarters and halves using an order form, then, as his business grew, he found a better processor that could cut steaks, roasts and do grinds in nice looking vacuum sealed packages. He then started marketing individual cuts and combination boxes of items on his website to add more value to his brand.

If you think you're ready for full-on e-commerce platform that will take your business to the next level and give you a professional website, I recommend Shopify. Shopify's basic level will cost you \$30 per month but give you all the tools you need to manage your growing e-commerce business. You can likely learn and manage a Shopify account on your own without professional help. Some of the pre-made templates available for free or for a small fee on Shopify are all you need to get started. Later you can upgrade to fancier layouts.

Alternatively, you can pay a professional e-commerce web designer to create your web portal, but this could cost you thousands of dollars. I would only suggest this if you have a big budget.

I would not suggest you rely on just Facebook for your webpage, and I have several reasons for this. Firstly, Facebook has just too much information on it, and it's far too easy for folks to click off your Facebook business page and start off in another direction. Secondly, Facebook has too many competitors listed on it, and you'll be lost in the crowd. Thirdly, your brand of beef is far more credible and reputable if you have your own website.

In next month's edition of Cattlemen's News, we'll consider the final three steps to become successful at marketing beef. In the meantime, if you have any specific questions, email me at Greg@usprotein.com 

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



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

Your Dollar Does.

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

*Figures based on IRI, Refrigerated/Frozen Meat Substitutes, 52 weeks ending 6/16/18; IRI/Freshlook, Total US MU/D ending 5/18/18; Categorized by VMMeat System.

BEEF
Funded by The Beef Checkoff.



Don't let resistant flies come back to haunt your cattle next spring.

Put a big dent in resistant fly populations with a fall application of BRUTE®.

Studies show that the best way to stop resistant flies from attacking your cattle next spring is to hit them with an application of BRUTE® Pour-on for Cattle this fall. BRUTE® controls horn flies, face flies and other biting flies, as well as Gulf Coast ticks and lice. Best of all, BRUTE® protects your cattle for as little as 48 cents a head.

So make sure resistant flies don't come back to haunt your herd next spring by treating your cattle with BRUTE® this fall.



Always read and follow label directions. BRUTE® and Y-TEX® are registered trademarks of Y-TEX Corporation. © 2020 Y-TEX Corporation.

Y•TEX®
EXCELLENCE IN ANIMAL HEALTH™



MANAGEMENT MATTERS

Preconditioning Still Pays - *Probably even more than ever*

By Mike John for Cattlemen's News

Although I am not an economist, I do understand the market dynamic involved where a product trait becomes more and more mainstream, even to the point where that trait is present in the majority of the product offerings. Obviously, preconditioning means different things to different people, especially in different regions of the country, but for the purposes of this article it means weaned, vaccinated, de-horned, castrated, and exposed to feed bunks and waterers. There is no doubt in my mind that these practices now define "the market" and calves that aren't managed at this level are subject to growing discounts. We could spend a lot of time arguing the different options used for each component and how they affect the long-term health of the calves, but I think for the programs that have been a round for a while, the proof is in the performance.

I have managed the MFA Health Track program for over 21 years and have spent countless time and considerable dollars measuring the effectiveness of our protocols and the actual level of added value represented. With almost 800,000 head in our database, I know which protocols create the best immunity and I have a basic understanding of how the price spreads have behaved over that time period. As far as added value is concerned it's not as simple as comparing \$/lb. differences. In my mind, the key's to examining whether it has paid for an individual producer to precondition include the following;

- **Shrink** – bawling calves will shrink at least 50% more than will preconditioned calves. I have almost never seen the price overcome the reduced weight in \$/head.

- **Demand** – the price spread between preconditioned calves and commodity calves seems to widen in periods of lower demand. However, and this is very important, as demand increases and the spread narrows, the higher prices actually make the difference in value per head still higher and almost always overcomes the cost of preconditioning, especially by adding the value of reducing shrink.

- **Reputation** – I am very comfortable with Health Track's reputation and the brand recognition of our tags is widespread and our ability to audit and stand behind our process is as good as there is – anywhere!

Finally, I want to comment on how fast the industry is changing, the pace of which is going to accelerate rapidly. You would have to be living under a rock if you haven't heard the terms "sustainability", "consumer demand", and "transparency" recently. There are massive amounts of resources being expended to deliver claims based on those terms to the consuming public and the latest generations that have become consumers. There will be opportunities to participate in private (not government) supply chains and rewards will be significant for using technologies like Blockchain, DNA markers, 3rd party certifications, etc. We are a very old, traditional, and stubborn industry. Change is hard and usually very slow. If we want to expand our market share and compete with the expanding protein market, we need to embrace change and profit from it.

Mike John is the Director of Health Track Operations for MFA Inc.



RED RIVER BULL SALE

SATURDAY, OCTOBER 23, 2021

11:00 AM • PARIS, TX • PARIS LIVESTOCK AUCTION

SALE BROADCASTED ON: 

Get MORE Bull For Your Buck!



2020 BULL SALE PRICE BREAKDOWN:
Under \$2,500 – 7% \$3,999-\$2,500 – 62%
\$5,999-\$4,000 – 24% \$6,000 PLUS – 7%

“TAKE THEIR WORD FOR IT!”
I'm 44 years old and I've been in the cattle business all my life. I'm currently running a 240 head cow/calf operation. I have used almost every breed of bull in past years. The Red River Performance Beefmaster Bulls have been my greatest asset to date. The calving ease and growth are unbeatable. The bulls are hearty and low maintenance not to mention the easiest to handle I have ever owned. I currently own 9 of them and I would not trade them for any I have seen elsewhere.
- *Billy Owens, OWEN FARMS*



SPEND \$10,000 OR MORE, GET 5% OFF!
ALSO, ASK ABOUT FREE HAULING TO MISSOURI!

FOR MORE INFORMATION CONTACT:
ROBERT SCOTT: (469)667-7899 • EMAIL: RSCOTT1549@GMAIL.COM
ADDRESS: PARIS LIVESTOCK AUCTION • 3320 US HWY 82 E., PARIS, TX 75642

Low Stress Cattle Handling Workshop

Arcola, MO - September 14 - 9:30 a.m.

Hand N' Hand Livestock Solutions and University of Missouri Extension are partnering to bring you techniques to reduce handling stress on the livestock and you! Tuesday, September 14 from 9:30 am – 12:30 pm at Hankins Farm County Road 12 in Arcola, Missouri. Cost is \$35, pre-registration required as space is limited. Lunch included in cost. For more information or accommodations call 417-682-3579.

Hand N' Hand Livestock Solutions will demonstrate low stress cattle handling techniques and participants can have a hands-on experience. If weather is not ideal, low stress techniques will be demonstrated inside.

Pre-registration required. No day-of registration allow.

Dress appropriate - as if working cattle outside.

Bring a lawn chair. **Cost: \$35**

Contact: Jill Scheidt, 417-682-3579
scheidtjk@missouri.edu

Partners:
Hand N/ Hand Livestock Solutions



INDUSTRY NEWS

Southwest Research Center Update

By Reagan Bluel for Cattlemen's News

The University of Missouri (MU) Southwest Research Center continues to serve future needs of the agricultural industry.

MU is proud to serve as the land grant university for Missouri. In doing so, we have been charged to provide research-based education and solutions throughout a variety of topics since 1892. Here at the Southwest Research Center, we embody the land grant mission through daily research efforts and monthly outreach.

Recently, the Missouri Agricultural Experiment Station (MOAES) statewide went through an evaluation and restructuring process to ensure the sustainability of this mission for the future. The goal was to make structural changes that will increase the efficiency and effectiveness of MOAES to maintain its relevancy for Missouri agriculture in the 21st Century.

The nine-month process began with an inventory and comprehensive audit of financial status of farms and centers statewide. This internal review paved the way for an external audit followed by a third, and final, review conducted by Missouri Farm Bureau and MU Extension.

Opportunities to better serve Missouri were identified. Through tighter alignment administratively and goal-oriented objectives for each facility the MOAES as we know it will move forward to contribute to improving the quality of life for 6.1 million Missourians and beyond.


Southwest Research Center in Mt. Vernon, Missouri, is proud to emerge as one of four research hubs statewide. The other three determined to continue the research mission are: Fisher Delta, Mid-Missouri and Northern Research Extension and Education Center. Fisher Delta is located in SEMO. Mid-Missouri and Northern are combined acreage from a number of MOAES farms coalescing.

We will work to fulfill research, extension and education at the Mt. Vernon location. Traditional plot and cattle work will be complemented by deeper investigations in horticulture, agroforestry and soil health. Specifically, for 2022 we are committed to answering more questions about elderberry – best varieties for our region, how to harvest, and how it can impact human health. Additionally, we look to study the impact and costs to organic production practices in Southwest Missouri.

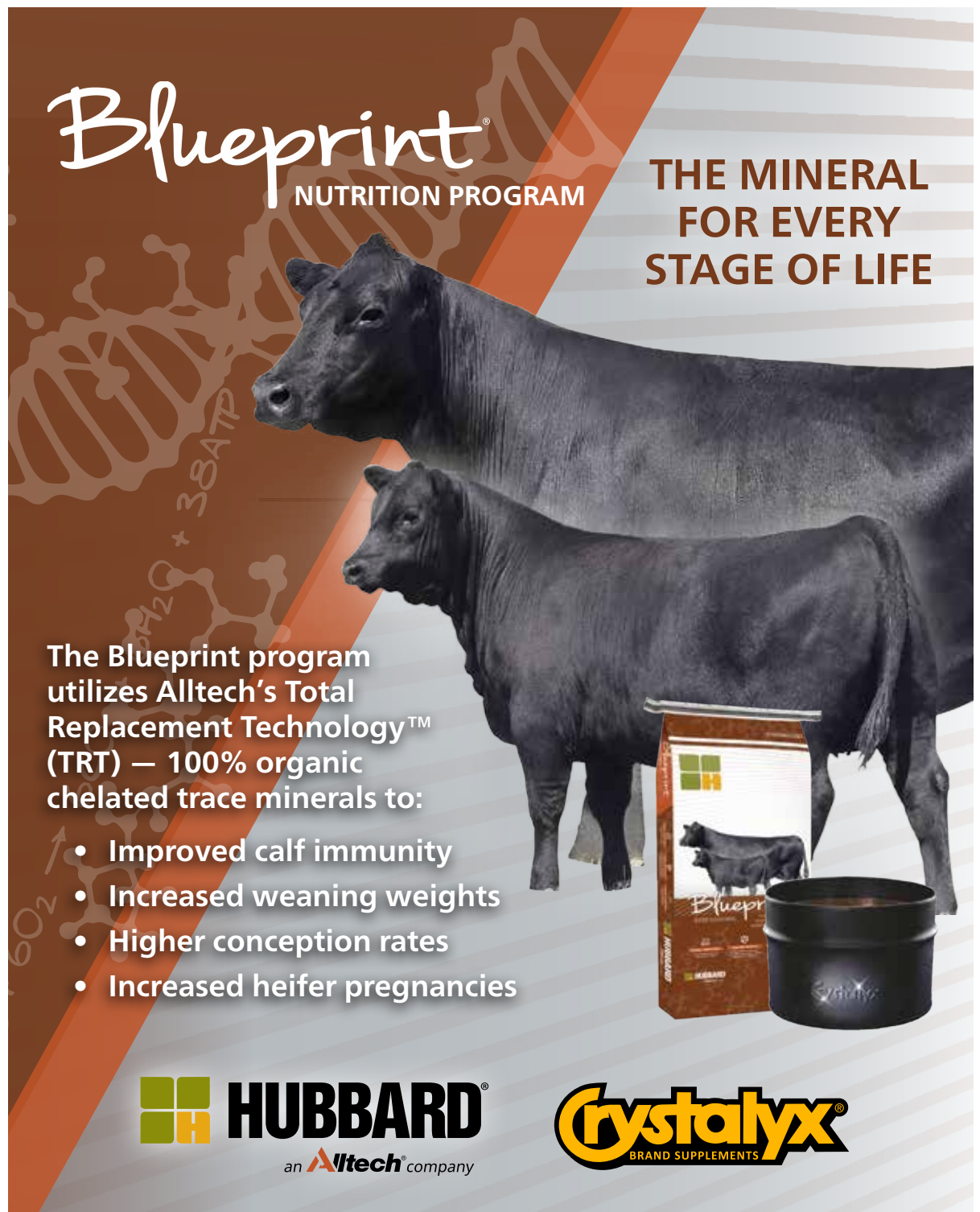
We will continue our close relationship with MU Extension specialists in the southwest region. We plan to schedule at least one learning opportunity per month. Looking forward, please save the date for these exciting learning opportunities:

Sept. 16 - Agriculture Career Exploration Day
Sept. 23 - Alternative Fruit and Nut field Day
Oct. 7 - Black Walnut Field Day
Oct. 15 - Chainsaw Workshop

Our new education building affords us the opportunity to serve our community. It is a privilege to serve southwest Missouri as a direct conduit to the College of Agriculture, Food and Natural Resources. Our goal is to be both good stewards of our land and taxpayers' dollars to provide applied research solutions and best management practices for our neighbors.

We hope you'll join us at one of the upcoming events, or feel free to reach out directly at BluelRJ@missouri.edu 

Reagan Bluel is the Interim Superintendent MU's SW Research Center in Mt. Vernon, MO.



Blueprint[®]
NUTRITION PROGRAM

THE MINERAL FOR EVERY STAGE OF LIFE

The Blueprint program utilizes Alltech's Total Replacement Technology[™] (TRT) — 100% organic chelated trace minerals to:

- Improved calf immunity
- Increased weaning weights
- Higher conception rates
- Increased heifer pregnancies

HUBBARD
an Alltech company

Crystallyx[®]
BRAND SUPPLEMENTS

HIASCH
FEED & FARM
SUPPLY, INC.
THAYER, MO (417) 264-7616
WEST PLAINS, MO (417) 256-3749
1400 Nettleton | Thayer, MO
789 Worley Dr. | West Plains, MO

Kelly Smith
Hubbard Feeds
Account Manager
417-855-9461

SoMo
Farm & Ranch Supply
2850 West Kearney Springfield, Mo
417-865-0312 1-800-725-1880
www.somoag.com



INDUSTRY NEWS

Missouri Show-Me-Select Heifers



From the University of Missouri Extension

Mt. Vernon, MO – The Missouri Show-Me-Select Heifer Program began in the fall of 1996 with pilot projects in southwest and northeast Missouri. Guidance for the effort came from Dr. Dave Patterson, State Extension Beef Specialist. Also involved were University of Missouri Extension state specialists, regional specialists, veterinarians, the Missouri Department of Agriculture, livestock markets and of course beef cow-calf producers.

During the development meetings it was clear there was a need for increased adoption of reproduction technology to enhance on-farm beef heifer development. In conjunction with that could be an opportunity to improve the marketing of commercial and purebred heifers. This could turn into a win-win situation for both buyer and seller of excellent heifers.

With the framework in place, the program launched in the spring of 1997 with prebreeding exams as the two regions prepared to offer both bred and open heifers at sales in Carthage and Palmyra in late November and early December.

There were 175 bred heifers in the first offering at Joplin Regional Stockyards (JRS), and they averaged \$864. There were 12 consignors with two being purebred Angus breeders. The one thing that shocked sellers, buyers and the huge crowd of on-lookers was how well the commercial, crossbred heifers sold. Kleiboeker Farms, Wentworth, MO, consigned 45 head of bred heifers that averaged \$1,055. Nolan Kleiboeker said, if he sold the heifers one year earlier as feeders, they would have brought maybe \$300. Those results sold him on “adding value” to good heifers.

The success of the open yearling heifers was rather sorry so that part of the Show-Me-Select program effort disappeared.

In a couple of years, other locations developed sales around the state and a sale for heifers bred to calve in the fall also evolved, primarily in the southern part of the state.

There have been 44 sales at JRS with 11,477 head sold by 163 different sellers. The gross sales on those heifers was \$17,780,513 for a per heifer average of \$1,549 since the sales began at JRS. The May, 2021 sale on 256 head averaged \$1,751 and the November 2020 sale had 212 heifers bring \$1,731.

The next Show-Me-Select sale at JRS will be November 19 at 7 p.m. The estimated number of head will be 225 to 250 head. The other regional sales are November 19, Kirksville; November 20, Kingsville; December 4, Fruitland; December 10, Farmington; and December 11, Palmyra. Program details are at <https://extension.missouri.edu/programs/show-me-select-replacement-heifer-program>

Even though the Show-Me-Select program has been highly successful in certain areas and for certain producers, it is a constant challenge to maintain numbers in the program. The original intent was to not hold a sale if entries fell below 200 head. That number has changed as some sales now even sell fewer than 100 head.

The reasons for low sale participation include: it's a lot of work to coordinate my schedule, the veterinarians and the Extension specialist; after I did all the work, I hated to sell some of the best heifers I've raised; someone came along and offered me more than I thought they'd bring at the sale, so I sold them.

However, some participants have become great supporters of the program and regularly consign and often top the sale

price. Here are some of the secrets to success in the Show-Me-Select Beef Heifer Program.

- Start with a better than average heifer.
- Be detail oriented.
- Consign to sales each time.
- Use technology such as artificial insemination, ultrasound, genomics and expected progeny differences.
- Contact buyers of your heifers from time to time. Possibly make a farm visit.
- One person from your firm or family should focus on marketing.
- Be willing to make reasonable adjustments if a buyer has a problem with a heifer.
- Building a good reputation takes time.

The fee for Show-Me-Select participation will change slightly in 2022. The farm membership fee will remain at \$25 per year. The per head fee for enrolling at pre-breeding will lower to only \$2 per heifer. Finally, if you have your heifers tagged for sale as certified Show-Me-Select Heifers the charge is \$20 per heifer. 🐄

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

GUIDING YOUR PROGRAM INTO THE FUTURE...

58H | RAAA: 4327837
JEFFRIES GLADIATOR 24C x JEFFRIES MS ROSETTE E655

G221 | RAAA: 4279923
JEFFRIES DEEP END 396D x BIEBER ROSE 479C

Jeffries Red Angus
ANNUAL BULL & FEMALE SALE

SEPTEMBER 24, 2021 AT 12:30 PM | AT THE RANCH IN CHECOTAH, OK

Offering 70+ Age Advantage Red Angus Bulls, 30+ Proven Five-Year-Old Cows & 20 Elite Bred Heifers from the heart of the program!

Jerry & Tricia Jeffries (918) 638-3317
Kirk Breed, Manager (405) 830-5279
Checotah, Oklahoma
JEFFRIESCATTLE.COM
Guest Breeder: Massey Land & Cattle

Graham Blagg (530) 913-6418
Jered Shipman (806) 983-7226
Tim Anderson (605) 682-9343
INNOVATIONAGMARKETING.COM
DVAuction
Accelerating Your Farm Success

**P&S Act is 100 years old -
What is LMA doing?**

Packer concentration and concerns about anticompetitive activities are perhaps even more relevant today than when the Packers and Stockyards Act was passed 100 years ago.

With a large spread between live cattle and boxed beef prices in 2019 and 2020, LMA was one of the first groups to call for both the U.S. Department of Agriculture and the Department of Justice to investigate the packers.

In May, LMA convened a historic meeting between member leaders of livestock groups to discuss challenges involved in the marketing of finished cattle. The group discussed packer concentration, price transparency and discovery, packer oversight, Packers and Stockyards Act enforcement, level of captive supply, and packer capacity. Some areas of consensus, like a base price report for formula cattle, have already been achieved. Other topics, like the creation of a cattle contract library, are gaining momentum.

LMA is committed to continuing to work on this critical topic as a consensus-builder amongst industry and trusted voice with our Congressional and Agency partners.

6th Annual - Nevada, Missouri

FALL PRODUCTION

12^{PM} 2021

Sale

October 18

85 Bulls - 35 Females

Call to request a sale book.

Hinkle's
Prime Cut Angus

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

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

Mark Your Calendar for VIDEO SALE

October 7, 2021 | 1:00 PM @ JRS

View More Information:
WWW.PRIMETIMELIVESTOCK.COM

WHITEGOLDMILLS™

Created *by* **CATTLEMEN** *for* **CATTLEMEN**

FIBER PLUS™

Conditioning Feed for **HEIFERS, STEERS and BULLS**
This feed will put GUTS in them!

Contains:

- Extruded Whole Cotton Seed Meal
- Cotton Fiber
- Cotton Oil

CATTLE CUBES

Developed for **COWS, BULLS, HEIFERS & STOCKERS**

Contains:

- Extruded Whole Cotton Seed Meal
- NuTech™ Amino Acid Chelated Minerals
- White Gold Fiber Plus™
- Omega 3 Fatty Acids
- Balanced Amino Acid Profiles
- Bioavailable Energy

PROTEIN SUPPLEMENT TUBS

A Protein, Energy, Fiber, Mineral and Vitamin Supplement

for CATTLE

- Wean-Stress Tub
- Calving and Rebreeding
- Econo Tub

Contact **White Gold Mills** to find a distributor near you.

WHITEGOLDMILLS™

(870) 343-5030
www.whitegoldmills.com



TRENDING NOW

Weather and Drought Conditions Around the Country

Outlook for the Fall Season

By Jessica Allan for Cattlemen's News

If there is anything those of us in the agricultural industry can understand, it is that nothing can be trusted. Any horse can kick, any dog can bite, any bull will charge, and any weather forecast can change in an instant. That being said, we still live and die by the daily weather reports, whether that be the apps on our phones, the evening news report, or updates from the tractor radio.

We have greatly advanced in our technology in the past few decades, in more than just machinery and equipment. Our grandfathers had to tempt fate when deciding on when to cut hay or plant corn, and just pray a monsoon didn't arrive in the middle of it. Today, meteorologists have gotten pretty good at giving us fairly reliable daily, weekly, monthly and even seasonal outlooks.

As August ends and we start to look forward to fall and the normally cooler, wetter weather it brings, much of our country is in the midst of drought. Almost the entire western half of our nation is facing drought of some kind, and many states are also fighting large wildfires. So, the question is, will fall actually bring relief this year?

The Drought Monitor, published by the University of Nebraska – Lincoln, is indicating that for much of the areas currently under drought, that is going to continue to linger into the fall months. Arizona and New Mexico may see some relief, while Nebraska

may see some worsening conditions.

Much of the predictions stem from an expectation of La Nina to develop again, and early, this coming fall season, similarly to last year. A La Nina pattern typically causes a warmer and drier than normal autumn. The National Oceanic and Atmospheric Administration (NOAA), a division of the United States Department of Commerce, forecasts weather and monitors oceanic and atmospheric conditions, among other things. They provide predictabilities of expected increases or decreases to the “normal.” In light of the expected La Nina, they expect temperatures to be higher this fall than normal, with a 60% chance of higher temperatures in the Arizona – New Mexico – Colorado – Nevada area, as well as New England and the Eastern seaboard; a 40% chance in the northern Midwest and Western states; and a 50% chance for the remainder of the country.

Precipitation expectations are not much better with a 40% chance of less than normal in the Arizona – New Mexico – Colorado – Nevada area and a 33% chance of less than normal for the majority of the Western U.S., from Southern California to North Dakota and the Great Lakes region to West Texas. Interestingly, a 40% and higher chance of higher rainfall is expected along the Eastern Seaboard from New York City to Northern South Carolina and over to West Virginia. The rest of the United States is expected to have average rainfall for the season.

Continued on next page

**BACKING YOUR
BUSINESS
FROM START TO FINISH**

INSURANCE - HR - PAYROLL - EMPLOYEE BENEFITS - SAFETY & COMPLIANCE
417-359-5470 | SPECIALTYRISKINSURANCEAGENCY.COM

SPECIALTY[®]
RISK INSURANCE

GET NOTICED ON THE WEB!

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



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

Continued from previous page

The higher chance of more than usual rainfall along the Eastern Seaboard is another result of the expected La Nina development, which causes stormier conditions in the North. As the jet streams move across the eastern U.S., tropical storms will likely head up the Atlantic seacoast, rather than move through the Gulf.

Not only does it appear that drought is going to linger in our Western states, but those states are also on track to be in one of the top five worst fire seasons on record. Here in the Four State area, we have even seen evidence of how bad this season is with hazy conditions and poor air quality (anyone else's allergies started acting up early?). While these fires are already wreaking havoc on our nation's forests and pastures, once the fires are extinguished, there will be secondary affects to contend with. With no vegetation to hold the soil in place, erosion will become a problem, leading to landslides and debris flows when those areas do receive precipitation.

Bottom line, it appears as if the coming fall months will continue to be much the same as our summer has been across the country. One favorable outlook is that with rain chances expected to be less than normal, our harvest periods should be dry, and we won't have to contend with working around wet periods then. However, that doesn't leave much to be said for those of us needing to stockpile pasture during those months. But, the people of agriculture are resilient and hard workers. We know our industry goes through fire and flood from time to time (after all our very industry is weather dependent), but we also know that we will still be standing on the other side when all is said and done. If the meteorologists are right, October and a welcome change to temperature and precipitation cannot get here quickly enough! 🤠

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.

79TH ANNUAL MEAD FARMS FALL PRODUCTION SALE

Saturday • **October 23, 2021** • Noon



Missouri's #1 Pathfinder Herd

**500
Head Sell!**

*Fall Pairs, Spring Bred Cows,
Spring Bred Heifers & Spring Heifers Calves.
Several registered Black Red Angus bulls sell!*

MEAD JET BLACK U1769 08-30-2020 • 20015865



*Bar R Jet Black 5063 x #*Connealy Power Surge 3115
CED +12, BW +2.3, WW +91, YW +159, Milk +33, CW +85,
MB +73, RE +78, \$M +79, \$W +100, \$B +180, \$C +312

MEAD LASS U152
11-23-2019 • 19780457
*Mead Magnitude x
#*Connealy Black Granite
CED +10, BW +1.9,
WW +84, YW +153,
Milk +34, CW +82,
MB +71, RE +85,
\$M +83, \$W +92,
\$B +196, \$C +337
Due to calve 1/31/22 to
Mead Confidence Plus U012.



MEAD POLLY U419
11-16-2019 • 19780480
*Mead Magnitude x
#*Connealy Power Surge 3115
CED +11, BW +2.2,
WW +99, YW +174,
Milk +30, \$CW +78,
MB +57, RE +1.03,
\$M +80, \$W +105,
\$B +175, \$C +307
Due to calve 2/5/22 to
Mead Confidence Plus T381.



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

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

Sires of Bulls selling are the following: Sitz Stellar, Tehama Tahoe, Mead Final Choice, Connealy Gary, SydGen Enhance, Sitz Thunderball, A A R Frontman 3132, Connealy National, Raven Powerball, MILL BAR HICKOK, H A Image Maker, Musgrave 316 Stunner, Basin Payweight 1682, SAV Renown, KM Broken Bow, Mead Magnitude, JD Pay Dirt, Connealy Spur, BAR R Jet Black, Mead Black Onyx, Ellingson Homestead, EXAR Denver, BUBS Southern Charm, LD Capitalist 316, Plattemere Weigh Up, SAV America

MEAD 33Z VICTOR U3036 ET



09-10-2020 • 44249985
JDH Victor 719T 33Z ET x
EFBEEF TEL U208 Tested X651 ET
CED +11.6, BW -0.6, WW +60, YW +99,
Milk +33, CW +81, MB +0.37, RE +0.37,
BMI +\$481, BII +\$581, CHB +\$150

MEAD LOCK N LOAD U1166



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

MEAD RA RIGHT ANSWER U1551



08-21-2020 • 4437087
Connealy Right Answer 746 x
Brown JYJ Redemption Y1334
CED +17, BW -4.5, WW +75, YW +123,
Milk +23, CW +29, MB +0.48, RE +0.07,
HB +93, GM 41

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

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

Since 1942

MEAD FARMS

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

Creating Optimal Marketing Pictures and Videos

By Jocelyn Washam and Cassie Dorran, Rural Route Creations

Marketing yourself is key in any successful career. Marketing cattle is no different. By creating optimal picture and video conditions and outcomes, you've already positioned yourself for a successful selling outcome.

Just think for a moment. If you were online looking for a certain product and there were two nearly identical items to consider, would you be more apt to buy the one with the professional looking picture, presented properly, or would you pick the item



Picturing or videoing moving subjects takes lots of practice and patience. Highlighting the best attributes are always best with any marketing.

that is sitting in a dark corner with dust all over it? It's easy; we are drawn to quality marketing everyday throughout our lives. We often don't even think about why we chose this certain product over another, but usually it's the highly presented label that catches our eye. Easy examples of this would be barbecue sauce or wine. Most taste very similar, however, the labels usually catch our eye leading to our purchase decision.

Marketing your cattle operation is no different. Whether you are selling a group of commercial heifers, purebred bulls or a used piece of equipment, quality pictures and presentation will make a difference in your asking price.

Here are a few things to consider and be mindful of:

1. Where is the sun? When you go out to take a picture or video, always be aware of where the light is located. If you are picturing an animal or object on the farm, making sure the subject is fully lit by the sun, is important, meaning there should be no shadows interfering with what you are trying to show. People, however, are the opposite. If you are taking a nice picture of your family to help tell your operation's story, avoid making anyone look into the sun, which would cause squinty eyes.

2. The background matters; where would be the best location? There are numerous factors to consider where you should picture or video. If you have a group of animals you are capturing a video, find a nice size pen where the animals can't run away from you but have enough space to feel comfortable with your presence. Ideally, the pen should be free of distractions such as a hay bale ring, tall thistles, barking dogs...you get the idea! Think back to the buying online scenario; remember whatever is in the background will be part of the story you tell.

3. When is the best time? If you are capturing livestock at their very best, make sure you picture or video during that part of the day when they look their best. If an animal just spent an hour standing in a pond, it's not the ideal time. Every little detail counts, so think about this when you are choosing a time of day. 🐮

★★★★★

RED, WHITE & Baldie

★★★★★

FEMALE PRODUCTION SALE

FRIDAY - OCTOBER 8TH - 2021

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

9201 EAST STATELINE ROAD - NEWKIRK, OK - 74647

Selling

40 HEREFORD & RED ANGUS REGISTERED FEMALES

130 COMMERCIAL & OPEN HEIFERS

DVAuction

Broadcasting Real-Time Auctions

BH LADY BELLE 204S 9210G ET
Sired by BR BELLE AIR 6011
CE: 3.0 BW: 3.4 WW: 61 YW: 103 MM: 38
REA: 0.26 MARB: 0.30 CHB: \$122

H MARIAH 9772
Sired by PYRAMID 3027 DOMINO 1109
CE: 5.5 BW: 1.4 WW: 61 YW: 103 MM: 38
REA: 0.57 MARB: 0.22 CHB: \$139

BOWL LADY CHERRY 9550
Sired by 5L DEFENDER 3450-1890D
CE: 12 BW: -1.0 WW: 64 YW: 104
REA: 0.16 MARB: 0.41 PRO: \$90

BOWL LADY GALLANT 9527
Sired by BRA RANCHER KIND 352 633
CE: 12 BW: -1.0 WW: 72 YW: 111
REA: 0.16 MARB: 0.22 PRO: \$80

HEREFORD

BOWLING RANCH

RED ANGUS

SALE MANAGED BY

Justin B. Stout | (913) 645-5136

Jbs5356@hotmail.com

FOR MORE INFORMATION CONTACT

Tim Stidham | Ranch Manager (405) 742-4553

BowlingBarDRanch@gmail.com

Nancy Bowling (580) 362-5026

WWW.BOWLINGRANCH.COM

Stressed About Weaning? Your Calves Don't Have to Be!

By Megan Atchison, Midcontinent Livestock Supplements

The story of weaning and receiving calves is a familiar one across the country and it is soon upon us. As grass is drying up and fall has arrived it is time to formulate a plan for weaning. Bawling calves, stressed rumens, long truck rides and new environments all add up quickly to high stress conditions. Let us help you manage through with our MLS #5 Stress Tub: Targeted nutrition specifically formulated for weaning, receiving, or other high stress situations.

The Power of Palatability

Cattlemen and Women alike know that the greatest products in the world mean nothing if your calves won't eat it, or in high enough amounts, which puts palatability at the top of the list! Midcontinent Livestock Supplements (MLS) solely manufactures low-moisture cooked molasses tubs and the #5 Stress Tub is a uniquely manufactured fan favorite that delivers more targeted nutrition than other competing stress tubs in the market. Through the cooking process we are able to blend liquid and dry ingredients to deliver the right amount of proper nutrition upon arrival or immediately at weaning right when you need it most! The importance of a highly palatable #5 MLS Stress Tub yields consistent consumption for every calf in the pen. After being weaned, hauled, and potentially ending up in a radically new environment it is not uncommon to find calves uninterested in eating. Lack of interest in feed coupled with the stress of weaning and or receiving can set the immune system up for some major and costly challenges. The #5 Stress Tub provides a solution that entices calves to start eating quickly, getting critical nutrients into the rumen right from the start without delay, helping to prepare the immune system for a variety of challenges that are sure to come in the next 30 to 45 days of life.

"The power of a highly palatable supplement attracts calves that need concentrated nutrition the most and helps get them off to a faster start on feed. Self-fed MLS tubs eliminate competition at the bunk for more timid, less aggressive calves so you can be sure the entire group gets the nutrients they need." says Dr. Dan Dhuyvetter Ruminant Nutritionist and Director of Corporate Operations for MLS.

How it Works

Not only will cattle eat the tubs, but we have formulated the stress tub with specific additives to boost your calves immune response and overall gut health. CELAMANAX™ SCP serves as a multifunction prebiotic feed additive containing highly bioavailable Refined Functional Carbohydrates (RFC). RFC's specifically help to bind pathogenic bacteria like E. coli and Salmonella as well helping prevent certain protozoa like Cocci from attaching to the intestinal wall and causing disease. The reduction in the harmful bacteria and protozoa pathogens aid in reducing mortality and morbidity as calves transition to new feeds and(or) environment.

MLS #5 Stress Tubs also contain Zinpro Availa® 4 Organic Trace Minerals. Zinpro provides highly bioavailable forms of Zinc, Manganese, Copper and Cobalt. These trace minerals are in a form that are resistance to interference in the digestive tract and are absorbed at a much higher rates through additional binding sites, when compared to inorganic trace mineral sources. They have been proven to reduce lameness in confined cattle, improve immune function and cattle performance under high stress conditions. Outcomes that define a successful transition for calves getting on feed quickly, with minimal health issues.

The goal of the #5 is to get between 1 and 2 pounds per calf per day of product into each calf from day one as they transition onto feed or the next appropriate tub product. This allows calves, whether in receiving pens, small traps or on pasture, unrestricted access to this critical nutrition 24/7 in a self-fed delivery. Weaning, receiving and backgrounding calves can be risky enough, but incorporating MLS #5 Stress tubs can give those calves a leg up into the next stage of the production cycle. Have more questions? Reach out at info@mlstubs.com and we would love to get you in touch with one of our knowledgeable Territory Managers. To view our full product line visit mlstubs.com

Church & Dwight Co., Inc. ARM & HAMMER, CELAMANAX™ and their logos are trademarks of Church & Dwight Co., Inc. Zinpro Performance Minerals®, Availa®4 and their logos are registered trademarks of Zinpro Corp.



MLS Tubs:
Your Multi-Tool Supplement Solution(s)

- Products Designed for Stress & Receiving
- The Power of Palatability
- Available All Day, Every Day, to Every Animal

info@mlstubs.com

Midcontinent Livestock Supplements
mlstubs.com
Proven Performance

MLS Territory Manager
Logan Kennedy (417) 592-1764
Jeff Anslinger (816) 244-7340
Gary West (731) 335-3023



INDUSTRY NEWS

The Role of US Beef Imports

By F. Bailey Norwood for Cattlemen's News

US ranchers produce some of the highest quality beef in the world, and lots of it. Why, then, would the US ever want to import beef from other countries? This is a valid question, but there is sound reasoning behind why the US continues to import.

It is understandable that some ranchers would prefer to export beef but not compete with imports, but that's not how trade works. You either trade with other countries or you don't, and when you trade, you both import and export.

The question then becomes: should we trade at all? Most policymakers (and certainly most economists) believe that trade increases the wealth of everyone. Thus, the many trade liberalization policies passed in the last century. While trade can hurt certain sectors of an economy (think textiles in the US) there is reason to believe it has benefited the US beef industry.

To understand why ranchers benefit from trade, one must recognize that beef is not a homogeneous commodity. There are many different cuts of beef, and the demand for different cuts can vary greatly in different regions. We largely import different types of beef than we export; specifically, we mostly export high value beef and import low value beef. Think about a load of US steers heading to the slaughterhouse, perhaps a lot to be sold as Certified Angus Beef and whose genetics were partially determined based on marbling EPDs—in short, a group of cattle whose meat quality is unparalleled. It might seem a waste to convert any of those tender, highly-marbled carcasses into ground beef, but that is more likely to happen if we did not trade.

This is not a mere conjecture. Trade data over the last twenty years shows that US exports sell for about \$1.40 more per lb than we pay for imports (see Figure 1). What we sell to the world sells at a 47% premium over what we buy from the world! We specialize in providing high quality beef to the world, strategically designing our breeding and production systems to earn top dollar in the world market.



Ever Wish Your Lender Lived It, Too?



MID-MISSOURI BANK
MidMoBank.com

Competitive Rates | Local Decision Making | Prompt Response

Mt. Vernon 300 E. Mt. Vernon Blvd. 417-466-2163 - David Burnett - Brian Daugherty - Ashley Wells - Nick Curl	El Dorado Springs 118 Hwy. 54 W. 417-876-2121 - Lance Hedrick - Jordan Payne	Stockton 5 Public Square 417-276-2265 - Rick Coale - Amy Hedrick - Kyla Fisher	Willard 306 Proctor Rd. 417-742-1300 - Kendall Cook - Charles Lacy
Republic 806 E. Hines St. 417-732-4800 - Casey Pyle - Melanie Wasson	Springfield 3546 E. Sunshine 417-851-4700 - Chris Harville - 5419 S. Campbell 417-877-9191 - Kim Calhoon	Lebanon 278 N. Jefferson 417-588-1000 - Monty Hays - Austin Moore - Rob Black	Bolivar 2275 S. Springfield 417-326-5201 - Janieca Hancock - Scott Burton - Gabe Magnuson - Jared Taylor - Kelly Barnhouse
Joplin/ Webb City 100 N. Main St. Webb City 417-673-5514 - Nathan Rather			



Proud Supporter of
MO BEEF MO KIDS MO FIT



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

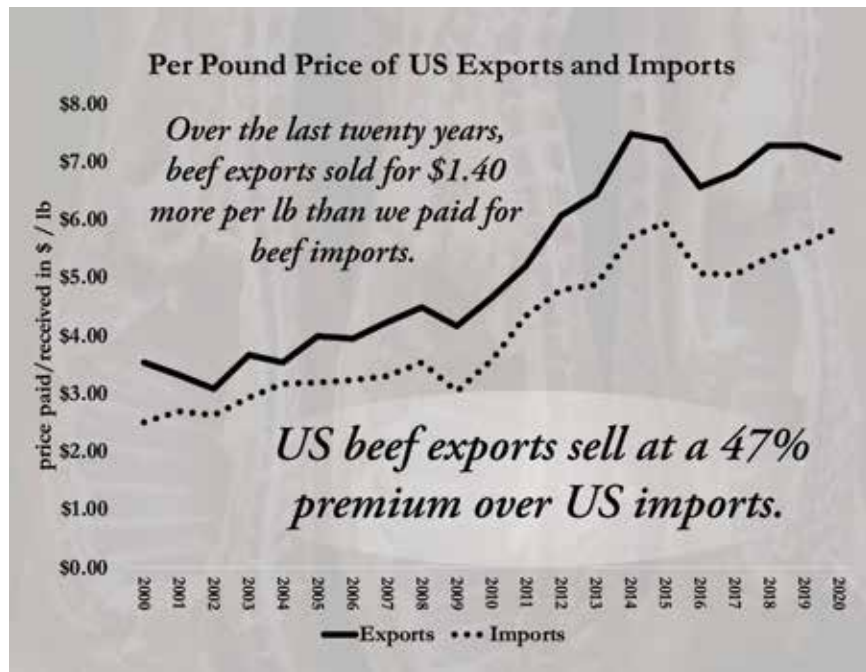


Figure 1. US Beef Import and Export Prices

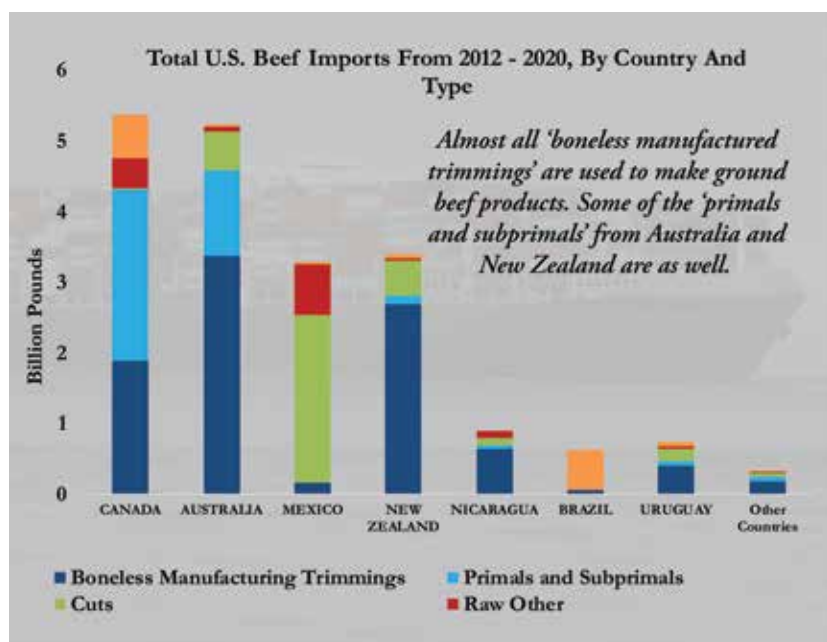
Source: 2021 analysis of data from Trade Data Monitor.

Almost half of US beef consumption is in the ground beef form. If we did not trade with other countries, a larger portion of beef carcasses in the US would need to be used for ground beef production. This means the short ribs from those carcasses may be turned into ground beef instead of sold at a higher price in an export market. Americans eat tons of hamburgers, and while short ribs are a higher-value beef cut, their domestic demand just isn't as high as the demand for inexpensive hamburgers.

A better alternative is to export short ribs to other countries who do not produce large amounts of quality beef and sell it at a premium. Americans still want their burgers, though, so we would then import lower-value beef trim to help meet the ground beef demand. In short, that's a major reason why we import. We import so that we can export, and we do this to earn higher prices for the superior beef we produce.

Of course, not all imported beef is used for ground beef. Figure 2 shows total beef imports by country over the last eight years, including the type of beef that was imported. These are data from the Food Safety Inspection Service of the USDA that classifies all imports by type and country. Interviews with six industry professionals helped us better understand what these categories mean.

Continued on next page



high-value US beef, but such products are a relatively small percentage of US imports, and imports are a small percentage (about 11%) of US beef consumption. Australia, for example, has developed a niche market in the US for grass-fed beef. Canada certainly produces high-value beef cuts, as their beef industry uses similar breeds and production systems as the US, but the amount they can produce is substantially less.

So the next time you see a report about beef imports, don't think of them just as your competition. Those imports give you the opportunity to earn a higher price for your beef in foreign markets, while also allowing Americans to eat all the hamburgers they desire. Imports and exports flow in tandem in an international free enterprise system—a system that Americans revere and where US ranchers excel. 🤠

F. Bailey Norwood is a professor and holder of the Barry Pollard, MD / P&K Equipment, Inc. Professorship, Oklahoma State University, Department of Agricultural Economics.

Figure 2. US Beef Imports By Type and Source

Source: 2021 analysis of data from the Food Safety and Inspection Service, USDA, made available by a FOIA request.

Continued from previous page

Almost half of all imports are classified as boneless manufactured trimmings, which are small cuts of lean beef, and used to make ground beef products, primarily used for the food service sector (only rarely will it be sold as fresh ground beef in grocery stores). Most of these trimmings are from Australia and New Zealand, who specialize in grass-finishing production systems. By combining the lean trim from our friends down under with the fat from grain-finished cattle in the US, processors provide the tasty ground beef that will appear in processed and cooked foods.

The US produces large amounts of lean trimmings. Cull cows and bulls are largely used for ground beef production, and some end cuts from fed cattle carcasses are even used for ground beef. However, we do not produce enough lean trimmings to satisfy American's demand for ground beef products. So, we import lean trimmings from other countries to take up the slack. When imported lean trimmings are mixed with domestic fat trimmings (a byproduct with little value on their own) to create ground beef products, it raises the value of domestic fat trim, resulting in a complementary relationship.

Boneless beef trimmings are also imported from Canada, but more of these imports are in the form of primal and subprimal cuts, which often enter the food service supply chain. Canada, Mexico, and the US could be considered one integrated market, given their proximity and the unrestricted duty-free trade. Mexico's beef production has become increasingly efficient, though they tend to specialize in leaner beef. The cuts from Mexico primarily end up in southern states along the Mexican border, aimed towards consumers who desire Mexican beef products. Lean rounds from Mexico might be used to produce beef jerky as well.

Some imports do compete against

MY DAD ALWAYS SAID

If you're gonna do it, DO IT RIGHT.

At G+ we are committed to getting it done right for our customers.
From performance to disposition **WE DON'T COMPROMISE.**
We strive to always be innovating *to give you the best.*

NOVEMBER 5-6
CHIMNEY ROCK
CATTLE COMPANY
CONCORD, AR
 150 Brangus & Ultrablack Bulls,
 110 Registered Females &
 300 Commercial Females

G+ GENEPLUS

GENEPLUSBRANGUS.COM

Vernon Suhrn • vern@geneplusbrangus.com • (620) 583-3706

(877) 436-3877

Cody Gariss • cody@geneplusbrangus.com • (417) 425-0368



INDUSTRY NEWS

Missouri Steer Feedout Accepting Entries through Oct. 10

From the University of Missouri Extension

PARIS, Mo. – Entries will be accepted through Oct. 10 for the next Missouri Steer Feedout, with weigh-in on Nov. 2, says University of Missouri Extension livestock specialist Eldon Cole.

An entry consists of five or more head of steers born after Jan. 1, 2021. At delivery they should be weaned at least 45 days, weigh over 500 pounds, be dehorned, castrated and healed, and have had two rounds of modified live vaccines.

The Missouri Steer Feedout started in 1981 at a small feedlot

in Dade County near Lockwood. Since then, 369 farms have entered 7,908 head of steers, says Cole. Partners include MU Extension, Southwest Missouri Cattlemen's Association, Missouri Department of Agriculture and Tri-County Steer Carcass Futurity in Iowa.

The usual pickup locations are in northeastern Missouri at the Paris Veterinary Clinic in Monroe County and in southwestern Missouri at Joplin Regional Stockyards near Carthage. Following weigh-in, Missouri Department of Agriculture graders evaluate and price steers. Pricing helps at the end of the feedout when profitability is calculated, says Cole.

After the weigh-in, the steers are sent to a feedlot in southwestern Iowa as part of the Tri-County Steer Carcass Futurity (TCSCF). Complete carcass data is gathered at a Tyson Foods plant in Dakota City, Nebraska.

TCSCF officials combine the set-in price, feedlot performance and carcass value to find out which steers were the most profitable during the finishing phase. This helps participants make decisions about breeding stock and whether to retain ownership, says Cole.

Many consignors participate numerous times while others enter only once, he says.

Consignors at Joplin Regional Stockyards also gain valuable insight into what market officials, order buyers and others in the beef industry think of their feeders through a feeder panel grading and audience participation, Cole says.

The feedout is part of Southwest Missouri Cattlemen's monthly educational series.

Cole says the feedout offers consignors other attractive perks. The only upfront money required is a \$20 per head entry fee payable by Oct. 10. There are no periodic feed bills, as all expenses are deducted from the final check. Those who send 10 or more steers may ask for a cash advance once the steers arrive in Iowa. The advance cannot exceed 50% of the initial market value of the cattle.

Download a brochure at bit.ly/3sH-hAM0 (opens in new window) and the entry form at bit.ly/3yfs3ea (opens in new window). For more details, contact your nearest MU Extension livestock specialist. 🐄

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

DESIGNED TO WORK THE
"LARGEST BULL TO THE SMALLEST CALF"

VISIT US AT THE
OZARK FALL FARM FEST
OCT. 1, 2, & 3
IN THE WEST HALL OF THE E-PLEX

NEXT LEVEL CATTLE HANDLING
EASIER - FASTER - SAFER

ARROWQUIP

(417) 413 - 2479 (417) 865 - 0312

SoMo
Farm & Ranch Supply

SOMOAG.COM ARROWQUIP.COM

Beef Quality Grades Explained

By Mindy Ward, Missouri Ruralist - reprinted with permission

Why is it that a beef steak at a food-chain restaurant tastes different than one at a high-end restaurant? It could be because of the quality grade purchased by the owner.

In the marketplace, there is greater value for higher-quality grades of beef. Too often, consumers don't understand the difference, but they are not alone. Jason Morris finds beef producers can get quality and yield grade mixed up, resulting in unrealized gains.

Morris, a University of Missouri Extension ag business specialist, says the terminology of quality grade and yield grade are often used interchangeably to describe cattle, but in fact they differentiate the two carcass traits.

"Beef producers, and those thinking of entering value-added beef enterprises, need to recognize the difference and how each is utilized in the cattle industry," he explains in a recent AgConnection newsletter. "Knowledge of how quality and yield grades are applied may increase profitability."

Know your quality grade

When it comes to quality grade, it is all about the eating experience of beef. According to USDA, quality grades are based on two main criteria: the degree of marbling or intramuscular fat in the beef, and the maturity or estimated age of the animal at slaughter.

There are eight total quality grades: Prime, Choice, Select, Standard, Commercial, Utility, Cutter and Canner. They have been used by the beef industry since 1927.

The first three quality grades — Prime, Choice and Select — are the most commonly recognized by consumers and are considered food-grade labels by USDA.

The USDA Agricultural Marketing Service offers the following definitions of all eight grades for both beef producers and consumers.

Prime. Prime beef is produced from young, well-fed beef cattle. It has abundant marbling and is generally sold in restaurants and hotels.

Choice. Choice beef is high quality, but it has less marbling than Prime.

Select. Select beef is very uniform in quality and normally leaner than higher grades. It is fairly tender, but because it has less marbling, it may lack some of the juiciness and flavor of the higher grades.

Standard and Commercial. These grades of beef are frequently sold as ungraded or as store-brand meat.

Utility, Cutter and Canner. These grades of beef are seldom, if ever, sold at retail. Instead, they are used to make ground beef and processed products such as canned soup or frozen meals. Determine beef yield grade

Continued on page 47



**FLINT HILLS
FALL CLASSIC SALE**
SEPTEMBER 25, 2021
PAXICO, KANSAS

OFFERING 250 BULLS
DEVELOPED ON FLINT HILLS GRASS
BEEFMASTER & CHAROLAIS

*Diamonds of the
Flint Hills*

JOIN US THE EVENING PRIOR FOR THE FEMALE FEATURE

31517 VERA RD PAXICO, KANSAS 66526 OFFICE 785-560-4444 WWW.NEXTGENCATTLE.COM

DEREK THOMPSON | 785-213-1753
OWNER | DEREK@NEXTGENCATTLE.COM

BRAD LINDSTROM | 785-580-6883
OWNER | BRAD@NEXTGENCATTLE.COM

DAMON THOMPSON | 785-640-1243
OWNER | DAMON@NEXTGENCATTLE.COM

BILL PENDERGRASS | 210-464-6002
DIRECTOR OF GENETICS & BREEDING

DOUG HUSFELD | 830-998-2023
DIRECTOR OF MARKETING

MARK SEBRANEK | 620-805-1978
COO NEXTGEN CATTLE FEEDING

NOE LOPEZ | 956-639-3929
CONSULTANT - HABLE ESPAÑOL



TRENDING NOW

Conflicting Forces Pulling at Feeder Cattle Markets

By Scott Brown for Cattlemen's News

Market expectations for fed cattle and corn prices remain the top two drivers of feeder cattle price projections, and recently released USDA reports show a mixed bag regarding these two sectors and their likely impact on feeder cattle prices for the remainder of the year and into 2022.

The August Cattle on Feed report noted the second consecutive month in which inventory was below year ago levels, and the fifth consecutive month with numbers coming in smaller than 2019. It was also the smallest August 1 inventory since 2017. With the July cattle report estimating this year's calf crop to decline for the third consecutive year, the supply side of the cattle and beef

industry looks to be supportive of stronger prices for the next several quarters.

Beef demand also continues to run at a very strong pace in both export and domestic markets. For the first six months of the year, beef export volumes are 9% higher than the previous record for January-June, and more than 25% larger than the average of 2015-2019 for the first half of the year. U.S. consumers continue to be willing to pay up for beef products, both at the retail meat case and when dining out. Choice boxed beef prices have averaged more than \$3 per pound since the beginning of May, a level that had never been topped for even a single day prior to April 2020. Even if demand were to cool some relative to recent months, fewer cattle available for slaughter in the coming months should cut into the spread between wholesale beef prices and fed cattle prices, allowing for optimism to continue for fed cattle price strength even if beef prices cool a bit in front of us.

Countering this positive news, the August USDA Crop Production report pegged the 2021 corn yield at 174.6 bushels per acre, a nearly five-bushel decline from the previous weather-adjusted trend yield estimates built into the May-July monthly USDA corn supply and demand estimates. As drought conditions continue to worsen in many pockets of the northern and western U.S., the probability of corn prices remaining at elevated levels throughout the 2021/22 marketing year is increasing, providing a drag on feeder cattle price potential as buyers pencil out a much higher feeding tab in growing animals to their final slaughter weight.

Tighter stocks of corn not only raise its expected price, but also lead to much more volatility around the average. When considering the last 30 marketing years, when the average corn stocks to use ratio has been less than eleven percent, prices have averaged 72% higher than when the stocks to use ratio was above 14%, and perhaps even more importantly, the range of price outcomes has been much wider. With the projected beginning and ending corn stocks to use ratio for the 2021/22 marketing year currently below 9%, future corn prices are likely to have a more negative drag on both the level and volatility of feeder animal values than was the case for most of 2014-2020.

Even as the dry weather raises expected corn prices and takes a portion of the luster off of an otherwise positive feeder cattle price outlook, it does provide opportunities for producers who can profitably raise feeders to heavier weights to take advantage of current price differentials. Combined Missouri auction prices for medium and large frame #1 feeder steers for the first three weeks of August show that the market is already beginning to place more value on heavier feeder animals as feed costs rise. Prices for feeder steers in the 500-599 lb. range are running 7.3% above year ago, with 600-699 up 8.2% and 700-799 lb. feeders 8.5% higher. The trend continues into the heavier weights, with prices for 800-899 lb. steers 9.3% higher than a year ago and 900-999 up 12.8%. With feed prices expected to remain elevated through the fall, expect higher value of gain potential to continue. If your operation has the grass and the ability to add more weight to your animals before marketing them, this is one of those years where it makes sense to run the numbers to see if this is a good fit for your operation.

The future looks bright for feeder cattle values into 2022 as supplies are on the decline and demand remains strong. However, drought conditions to the north and west not only lend uncertainty to beef cow numbers for next year, they are also contributing to higher corn prices that could provide some hiccups in terms of price drag and volatility. 🐮

Scott Brown is a livestock economist with the University of Missouri. He grew up on a diversified farm in northwest Missouri.



Tom Kissee
Real Estate Co.

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

BRIGHTON - Hwy 13, 15 Ac., Open & wooded mix, great visibility from both directions of Hwy 13, conveniently located between Springfield & Bolivar \$97,500

ASH GROVE - 34 Ac., Hwy 160, located just east of Ash Grove w/frontage on 160. All open, great visibility \$185,000

BILLINGS - Silver Lake Rd., 80 Ac. Great rolling mostly open pasture w/wooded areas. Used for intensive grazing, nice building sites..... \$399,500

MARIONVILLE - 82 Ac., This great property offers park like setting w/wooded areas, pipe corrals, barns, cross-fencing, offered in 2 tracts \$412,000

MT. VERNON - 231 Ac., Lawrence 1212, great hunting property w/mature timber partially fenced, pond, mostly wooded, very secluded, conveniently located just off Hwy 174..... \$499,000

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

FLEMINGTON - CR 143, 73.7 Ac, Beautiful, 4 BR, 3.5 BA all brick walk-out basement home, livestock pens, 40x60 iron hay barn, 24x60 workshop, building, cross fencing, live water, automatic waterers, only minutes to the lake..... \$545,000

MARIONVILLE - Law. 2180, 20 Ac., This purebred livestock farm offers open pastures, pond, 44x56 cattle barn, 30x60 hay barn, 30x36 heated shop, beautiful 3 BR home and more land available \$375,000

AURORA - Hwy K, 2 Ac., Beautiful all brick full walkout basement home, open floor plan, 60x120 red iron shop w/7 14 ft. tall overhead doors, great views in all directions \$498,500

VERONA - Law. 2220, 62 Ac., Nice open farm w/4 BR, 3 BA home, 60x42 workshop/barn, pipe corrals, equip. barns, 2nd home, pond, good fencing \$565,000

MT. VERNON - 80 Ac. Law. 2160 Historic "Meyer Farms Vineyard" w/32 Acres of productive grapevines w/6 varieties, 2 irrigation well, century old barn w/60x40 pole barn \$575,000

SARCOXIE - Hwy 37, 94.6 Ac., really nice open property w/frontage on Hwy 37 & Apple Road, just west of High School, city water, automatic waterers, cross fencing, 6 Ac. pond .. \$585,000

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

BRIGHTON - Farm Road 2 Tract 2B, 129 Ac., Nice grassland between Springfield & Bolivar, fenced, ponds, mostly open in Polk County/on Greene County line \$592,500

FAIR GROVE - 145 Ac. Hwy AA near Elkland cattle pasture w/hwy frontage, live water & multi ponds, great building opportunity, Marshfield school district..... \$652,500

REED'S SPRING - 145 Ac. Dogwood Tree Rd. off Hwy 160 rolling nice clear Ozark pasture land w/beautiful scenic views & outstanding building site, over 1/2 mile road frontage w/easy access points..... \$696,000

CRANE - 220 Ac., Hwy 240, mostly open, good fence, great grass farm \$770,000

AVA - CR PP 524, 114 Acres, great cattle farm on Beaver Creek, nice 2 BR, 2 1/2 BA home, huge 102x80 ft. barn w/office and shop, pipe corral, creek bottom..... \$780,000

GALENA - Hwy 173, 205 Ac., great cattle farm, multi shops & barns \$804,750

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

POTTERSVILLE - 504 Ac. CR 7040. Great grass farm, 9 ponds, 2 big pipe corrals, working barn, mostly open, new fence w/pipe corners \$1,257,480

MT. VERNON - 27 Ac. Hwy M, World Class Equestrian and Event Center, 135x200 indoor arena, 110 event stalls, 80x120 training indoor arena w/58 training stalls, full service restaurant, RV hookups & so much more ... \$1,350,000

WENTWORTH - 37 Ac., Law. 2145, two 60 ft. tunnel system turkey barns, two 330 ft. conventional turkey barns, transferrable contract, all automated, 2 BR home, 60x100 red iron barn..... \$1,500,000

AURORA - Hwy K, 313 Ac., livestock farm, large 5 BR, 3 BA, walkout basement, 60x120 barn, large red iron hay barns, 2nd home \$1,692,500

LEBANON - 414 Ac. Just off Hwy 64, great grass farm, over 200 acres of bottom ground, home, equipment/hay building, fence & cross fence, NICE \$1,904,400

FALCON - 753 Ac. Hwy 32 Delta Rd., outstanding purebred cattle ranch w/rustic 10 BR lodge, pool & dining hall, beautifully decorated & outfitted, bordering Mark Twain forest, lakes, pond, creek, excellent improvements w/great hunting & recreation, ideal for corporate retreat or personal use with three additional homes \$3,750,000

tomkisseerealestate.com

417.882.5531

MARK YOUR CALENDAR!

Cow and Bull Sale | Wednesday, Oct 6th @ 4:30 PM

ADD PROFIT. *Invest in the Future!*

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

Continued from page 45

"Through yield grades, individual animal value is determined, and thus profitability is impacted," Morris says. "Producers can utilize these USDA yield grades to market their cattle."

Yield grade is an estimate of the percent retail yield of the four primal cuts of beef, including the chuck, rib, loin and round. Morris shares how the following traits are used to determine yield grade:

Backfat thickness (BF). When determining carcass yield, back fat carries the most influence. A USDA grader will determine the total thickness of fat based on the total fat of the carcass.


Rib-eye area (REA). The rib-eye area consists of muscle situated between the 12th and 13th ribs. This area is noted in square inches and typically measures between 11 and 15 square inches.

Kidney, pelvic and heart fat (KPH). The estimated percentage of kidney, pelvic and heart fat is the internal fat around these organs. Typically, most carcasses host anywhere from 1.5% to 4%.

Hot carcass weight (HCW). The hot carcass weight consists of an uncooled carcass minus the hide, head and all internal organs. In most fed cattle, this dressing percentage will be about 63% of the live cattle weight.

After assessment, the yield grade is determined and given a USDA yield grade from 1 to 5. A yield grade of 1 offers the largest amount of beef, whereas a yield grade of 5 offers the least.

"Producers who understand yield and quality grades are better equipped to make decisions about genetics, nutrition, health and production practices, as well as product marketing," Morris concludes.

University of Missouri Extension contributed to this article. 

Find the Optimum Genetic Solution to fit your needs!

Seedstock Plus Fall Bull & Female Sale October 23, 2021

***Joplin Regional Stockyards
Carthage, MO***

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



RED REWARD 'Fall Edition' Bull & Female Sale

November 6, 2021

***Wheeler Livestock Auction
Osceola, MO***

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

- **Guaranteed Sight-Unseen Purchases!**
- **Let us help you find the bull to fit your program and needs!**
- **Free Trucking on every bull! No fine print!**
- **The best disposition & soundness sort!**
- **Extensive Data & Genomic EPDs!**
- **All Bulls Are Semen & Trich Tested!**
- **All Bulls are Sire Verified, Coat & Polled Tested!**
- **100 RFI tested bulls sell in these sales!**
- **Videos of sale bulls on website the week before the sale!**

www.seedstockplus.com & www.dvauction.com

***REQUEST YOUR
CATALOGS TODAY
877-486-1160
john@seedstockplus.com***

BOTH SALES!

Bid & Buy at:

DVAuction

Working Together for Industry Excellence

S+

Seedstock Plus

Clearing Up Miscommunication Around Sustainability

By Jennifer Latzke, Missouri Ruralist, reprinted with permission

As long as there has been language, there has been miscommunication.

Nowhere is that more painfully obvious than when you're working cattle with your family. We raised Angus cattle, and I can't tell you how many times my father hollered at us on the gate, "Hold that black heifer!"

Really, Dad? Which black heifer would that be? The one holding her tail to the left, or the right?

Assumptions

Communication errors happen when one party assumes the other party knows what's going on, or assumes they have the same information and background for decision-making.

I always assumed everyone understood the circle of life on a farm, because it was part of my life from the moment I could say "cow," while pointing out the window of the pickup. Cattle graze grass and leave manure, which feeds the grass. Fed cattle become not just the steak on my plate, but the leather seats in my car and the gelatin for my aspirin gelcaps. The rancher cares for the cattle and the land, because those assets, in turn, take care of the rancher's family and their future.

I was a sophomore at K-State when, one weekend, I took a quick trip back to the farm with my roommate, who was from the Kansas City metro area.

We were walking past the bull pen, where Dad's herd bulls were lounging in the sunshine, living their best lives. One was lying down, and his breath was chuffing in and out, low and gravelly. Now this was the song of my childhood, and it told me the bulls were happy and calm. My friend, however, stopped and turned to me. "What is he doing?" she asked, all wide-eyed and scared.

"Breathing," I replied.

We laughed, but it was that moment that I realized that not everyone understands what I understand about farming. From that point, I tried to put myself in the other person's shoes whenever I tried to talk about agriculture.

Beef sustainability

This month, NCBA raised some eyebrows from a few in the cattle industry by devoting a good chunk of time and effort to addressing sustainability at the annual Cattle Industry Convention in Nashville, Tenn. The organization even rolled out its U.S. cattle industry sustainability goals.

Top of the list: Demonstrate climate neutrality of U.S. cattle production by 2040.

Marty Smith, NCBA past president, introduced the topic and explained that the committee that hashed and rehashed these sustainability goals agreed on one thing — that the effort would be to quantify the methods cattle producers already use in order to educate the public that the industry is the answer to sustainability and not the problem.

Never, he said, was it brought up to reduce cattle production in order to meet any goals.

My takeaway is that this sustainability goal is more about clearing up miscommunication with our beef consumers than forcing cattlemen to implement measures that they aren't already doing on their farms. Or worse, cut back on cattle production when consumer demand for beef is at a 33-year high. And, perhaps it's also a way to clear up miscommunication with cattlemen about sustainability — and what that might mean for their operations.

It's easy to stir up fear and mistrust. It's a lot more complex to educate and have rational conversations once the fear and mistrust have grabbed us. In past conversations around sustainability, it's almost been a circular firing squad of accusations between cattle producers and consumers. All because each side assumed the other was starting from the same knowledge base.

In reality, a large number of consumers just want to know that the beef on their plate was raised in a responsible fashion, and that their cheeseburger at lunch isn't contributing to climate change or the downfall of small farms. They want to feel like they're part of a solution and not contributing to a problem.

In reality, cattlemen want to continue to have their autonomy to raise cattle in the manner that best suits them and their resources. They don't want government or private industry to dictate how many cattle they can raise, and how they might best use their land and water. And, I'd argue, many would like to be rewarded for the work they're already doing — as part of the solution — through incentives, rather than regulations.

That's what these sustainability goals and others from other groups are about. It's using science and data to back up the anecdotal evidence cattle producers all know to be true, so that consumers can understand as well.


The work toward clearing up miscommunication around sustainability will be ongoing, but it's vital if the beef industry is to keep beef demand growing. 🐮

Moser Ranch

30th Annual Bull Sale


PRIVATE TREATY OFFERING • 60 SIMANGUS, ANGUS & SIMMENTAL BULLS

SATURDAY, OCTOBER 30, 2021 • BID-OFF AT 11:00 AM • AT THE RANCH, WHEATON, KS



These Bulls Sell!


CE	13
BW	1.3
Wean	90
Year	141
MCE	5.4
Milk	25
Marb	.48
REA	.58
API	145
TI	87



SimAngus 0512H

39 YEARS OF GENETICS WITH FOCUS

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



Harry & Lisa Moser • Cameron & Carrie Moser & Family • 3063 26th Road, Wheaton, KS 66521
Harry 785.456.3101 • moserranch@moserranch.com
Look for videos of bulls and sale updates on our website WWW.MOSERRANCH.COM

Taking the Step From “Selling” to “Marketing” Your Calf Crop

By Barrett Simon, *Commercial Marketing Specialist for the Red Angus Association of America*

Though summer has seemingly flown by, it is already time to begin thinking about fall production practices for many producers in the fescue belt. For spring calving cow herds, that means it is already time to line up dates to pregnancy check, bring cows home, and of course, market those spring born calves.

When it comes time to get paid for your previous year's efforts, there are basically two schools of thought. The first is to simply sell the product you have on hand. When marketing through a livestock market, selling your calf crop allows you to collect a check, pay bills, and hopefully have some extra cash on hand to use for farm payments and improvements or personal necessities. The alternative is to truly market the product you have spent nearly a year producing. Operators, both large and small, will likely agree that marketing your calf crop comes with a few additional challenges but also provides additional reward. Marketing your calves is the act of watching seasonal tendencies in calf prices, adding value where it is profitable, and building a reputation that results in buyers bidding confidently on a set of cattle year after year.


Marketing your product means doing business with and employing a livestock market order buyer, or another individual to promote and represent your cattle to the best of their ability. The process also means cattlemen and women should look into what practices are going to bring the most cash back to their bottom line. For midsize and larger operators, I would urge most that selling in volume is an imperative place to start. Rather than selling ten or 15 on several occasions throughout the year, work with your marketing agent to determine the best time of year to sell and bring a larger group of calves to town. Larger quantities of calves often gain extra attention from buyers and cattle feeders and can be one of the most overlooked factors in building a successful marketing plan.

Smaller producers may feel as though they are left without an option given that there are larger drafts of calves who may get more attention from certain buyers; however, I believe this is an advantage for the cattle owner with ten, twenty, or thirty head. There are others who have already built a successful marketing program! Identify another producer, or two, who always seem to have success when their calves go through the ring and simply work to replicate the program they have in place. If there are sixty head of Red Angus steers that are weaned for sixty days and have two rounds of shots, buyers are going to look for similar weight, Red Angus steers that are weaned sixty days and have two rounds of shots to fill their load. Visit with your neighbors, your regional auction market owner or field representative, and find out not only what sets of cattle may be towards the top of the market within the two, or three, week window that you prefer to sell, but also find out what their vaccine programs, weaning dates, and weight range will be. By working with your regional auction market beforehand, producers can be very strategic in when and how they market their product, which will ultimately lead to a greater opportunity for success and more dollars to support your farm and family.

Though November and December may seem like the distant future today, many steps to building an effective marketing program take forethought and time to put into play. Visit with someone who you trust to make sure your calf crop is represented to the fullest and begin planning not only when you

RED ANGUS RANCH TESTED. RANCHER TRUSTED.

may sell calves, but also what are the other necessary pieces of the puzzle such as a second round of upper respiratory, whether the cattle need to be weaned (and for how long), and what target weight may be most desirable to buyers and cattle feeders. Employ your marketing agent and trust what they see in the marketplace. Equally as important, do not be afraid to make a change to your current program. After all, the seven most expensive words in agriculture are “We have always done it that way.”



Bradley Cattle & Hankins Farms

FALL COLORS

SAT, OCT 2, 2021
6pm cst • Hankins Farms Sale Facility
13123 STATE HWY TT, REPUBLIC, MO
Selling 50 Red Angus & Charolais
Show Heifer Prospects, Bred Heifers and Fall Pairs

DOB, Feb 4, 2021
TR CAG Carbine's Vision 9700 ET
x C&S Ms Dannie Mae 653

DOB, Aug 18, 2019
Damar Trump C512 x Brown Commitment X7787
Due in September to ERKS Mulberry 9918
Top 8% GM, Top 15% WW, Top 17% YW,
Top 9% Milk, Top 4% Marb


BRADLEY CATTLE BRED HEIFER & BULL SALE

SAT, OCT 16, 2021
Held at Springfield Livestock Market • Springfield, MO

Featuring Registered Spring
Calving Bred Heifers, Pairs
& Commercial Bred Heifers



ERKS Mulberry 9918
SERVICE SIRE



CHC Reagan 9012
SERVICE SIRE

B/B BRADLEY CATTLE
MARSHFIELD, MISSOURI
BRUCE BRADLEY
417-848-3457
brucebradley@hotmail.com
facebook @bradleycattle

HANKINS FARMS
SPRINGFIELD, MISSOURI
JASON HANKINS
417-861-2316
hankinsfarms1017@gmail.com
facebook @hankinsfarms

CK SALES MARKETING
COLT KEFFER
765-376-8784
PO BOX 267
WINDSOR, CO 80550
colt@cksalesandmarketing.com



Better Together



R_x REQUIRED

& Vaccines



WWW.MULTIMINUSA.COM

MULTIMIN[®] 90

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

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

ACTIVE SUBSTANCES PER ML:

Zinc.....60 mg/mL
Manganese.....10 mg/mL
Selenium.....5 mg/mL
Copper.....15 mg/mL

OTHER SUBSTANCES:

Chlorocresol 0.1% w/v (as preservative).

DOSAGE RECOMMENDATIONS:

CALVES: Up to 1 year 1 mL/per 100 lbs. bodyweight
CATTLE: From 1-2 years 1 mL/per 150 lbs. bodyweight
CATTLE: Over 2 years 1 mL/per 200 lbs. bodyweight

PRECAUTION:

Selenium and copper are toxic if administered in excess.

Always follow recommended label dose. Do not overdose.

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

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

Do not use concurrently with selenium or copper boluses.

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

Consult your veterinarian.

CAUTION:

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

WITHDRAWAL PERIOD:

Meat 14 days. Milk zero withdrawal.

DIRECTIONS:

This product is only for use in cattle.

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

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

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

Subcutaneous
injection in middle
of side of neck.



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

SUPPLEMENTATION PROGRAM

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

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

DOSAGE TABLE

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

Packaged in 100 mL & 500 mL size

NDC No. 49920-006-01
NDC No. 49920-006-05

TAKE TIME



OBSERVE LABEL
DIRECTIONS



MANUFACTURED FOR:
MULTIMIN[®]
NORTH AMERICA, INC.
Fort Collins, CO 80528





JRS Calf Vac (white tag)

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



JRS Vac 45 (grey tag)

WEAN DATE: Oct. 19, 2021

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



JRS Vac 60 (green tag)

NEW PROGRAM

WEAN DATE: Oct. 4, 2021

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



JRS Stocker Vac (orange tag)

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

Tags will be mailed upon request and vac forms will be included with tags.

Please contact Mark Harmon at 417-316-0101 or Misti Primm at 417-548-2333 in the office, to get your tag order.



Value-Added Sale Program Vaccination Protocols

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

Bred Heifer Information

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

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

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

Value-Added Sale: Dec. 2, 2021



The Tradition Continues...

JAC'S RANCH

33rd Annual Production Sale

SATURDAY OCTOBER 2ND NOON

Selling: Spring 2021 Heifers • Fall 2020 Heifers • Bred Heifers
• Pregnancies • Spring & Fall Calving Cows • ANGUS BULLS

Sale Managed by:

COTTON
& associates
517.546.6374
www.cotton-associates.com



CONNECT WITH US:



JAC'S CATTLE RANCH, LLC

P.O. Box 1490 • Bentonville, AR 72712

(479) 273-3030 • Fax (479) 273-5275

Pat Haley (479) 366-1759

Chip Moore (479) 206-3150

pat.jacs@yahoo.com

www.jacsranh.com



Gates, Panels and working systems in stock!
Call 800.759.4159 or visit TRI-L.com to order!



JOPLIN REGIONAL STOCKYARDS
traditional values & innovative approach

October Cow Special
Wed. October 6, 2021
Time: 4:30 PM
following regular cow sale

Yearling Special
along with the regular sale Monday, November 22, 2021

Value-Added Sale
Thurs. Dec. 2, 2021

Planning a Fall Production Sale?

Book your advertising space early!

Deadlines can be found online at www.joplinstockyards.com under Cattlemen's News Media Guide



FOR SALE

244 Acre working farm
3 miles north of four-lane (Highway 60) and Mountain Grove, Missouri. This is a pure-bred cattle and horse training operation with the same owner for 75 years. Property has over 6000 feet of Highway Frontage. Land is open to gently rolling with steel post fence and cross fence throughout, steel pipe corrals and load out.

Property has a 2050 square foot brick home with a detached three car garage.



Barns include:
 60' X 150' indoor riding arena
 150' X 150' outdoor training arena for cutting horses
 40' X 60' machine shop
 30' X 40' calving barn



Land is farm ground and hay land, excellent pasture with automatic waterers, a spring-fed pond and stream, shade for cattle and wells.

FOR MORE INFORMATION CALL 417-926-2610



Contact one of our field representatives today!

Bailey Moore Missouri 417-540-4343	Pat Farrell Kansas 417-850-1652	Kolt O'Brien Kansas 620-724-0980
Jackie Moore Missouri 417-825-0948	Nick Flannigan Missouri 417-316-0048	John Parrish Texas 254-679-1259
Skyler Moore Missouri 417-737-2615	Jim Hacker Missouri 417-328-8905	Jason Pendleton Missouri 417-437-4552
Matt Oehlschlager Video Production 417-548-2333	Bryon Haskins Kansas/Missouri 417-850-4382	Nathan Ponder Oklahoma 636-295-7839
Clay Eldridge Video Production 417-316-1490	JW Henson Missouri 417-343-9488	Jim Schiltz Missouri 417-850-7850
Rick Aspegren Missouri 417-547-2098	Matt Hegwer Missouri 417-793-2540	Jr. Smith Arkansas 870-373-1150
Sam Boone Okla./Texas 940-235-9668	Trent Johnson Kansas 620-228-1463	Delbert Waggoner Kansas 620-583-9483
Luke Carr Kansas 620-205-6940	Larry Mallory Missouri 417-461-2275	Brandon Woody Missouri 417-827-4698
Rick Chaffin Missouri 414-849-1230	Chris Martin Kansas 785-499-3011	Troy Yoder Oklahoma 918-640-8219
Tim Durman Missouri 417-438-3541	Mark Murray Oklahoma 918-930-0086	

Visit www.primetimelivestock.com
for future sale dates!

TUNE IN TO THE JRS MARKET REPORT

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

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

KRMO 990 AM
Monday, Wednesday, Friday
Noon Hour

KRMO 990 AM
Tuesday & Thursday
Noon Hour

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

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

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

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

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



Listen to WEEKLY MARKET REPORTS

Monday Feeder Market Live



Wednesday Cow/Bull Market Live



www.joplinstockyards.com

We Talk Farm & Ranch!



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

AI SERVICE

WIDE RANGE
Bovine Unlimited LLC

Cody & Jocelyn Washam
Wentworth, MO
417-489-5450 Cody Cell
cwhsangus@hotmail.com
info@widerangebovine.com
www.widerangebovine.com

Authorized Independent ABS Representative
Certified A.I. Technician
Mass Breeding & Synchronization
Donor Preparation



ABS

CATTLE

OGDEN ANGUS RANCH

BRANDON 417.813.0958
TREVON 417.366.0363
KENNY 417.466.8176
LOCKWOOD, MO 65682 OGDENANGUS@GMAIL.COM



OGDENANGUS.COM

Quality Beef with
high EPD's and Performance

SACHS SF FARMS LLC

SachsFarms.com
Aaron Sachs Farm Manager



SEXTON GENETICS
H. Gibson, Oklahoma

OCTOBER 30 | NOON
at the ranch

Mark Sexton 918-541-0418
Kevin Kleinman 417-850-5676

CROP INSURANCE

Green Country Crop Insurance Services
**Specializing in Livestock Insurance*

OK License #3001312285
MO License #3001356714

J.M. (Mike) Gambill
Owner/Agent

(918) 954-3011-Cell
gambillmi@gmail.com



CONSTRUCTION

JOPLIN TRUSS

PROMPT, RELIABLE SERVICE
2 Locations to Serve You

Hwy 86 Stark City, MO (417)472-6800 1-800-695-1991
Hwy 96 Sarcoxie, MO (417)246-5215 1-800-695-6371



FINANCING

State Farm Eric Norris
-Agent

Providing Insurance & Financial Services

Phone | 417.451.6666
Fax | 417.451.6766
eric.norris.r19k@statefarm.com

437 W Coler, Neosho, MO 64850

GENETIC SERVICES

SHOW ME GENETIC SERVICES

Protect your
INVESTMENT
Put your
BULL
In the
TANK

Custom Semen Collection
Bull Housing
Semen Storage & Shipping
Breeding Supplies

417-736-2125 • www.ShowMeGen.com
8134 E. State Hwy C, Strafford, MO 65757




SEED

WARM SEASON GRASS SEED
Caucasian Bluestem
Debearded & Cleaned
Hardy, Productive &
High-Quality Pasture or Hay

417.214.0419
Leon Luthi
Available Small Square Bales of Caucasian

SPRAYING

HUNKE SPRAY SERVICE
STARK CITY, MO

JARED (417) 437-4420
DELMAR (417) 825-4824

Providing liquid fertilizers, ag chemicals,
crop scouting and consulting to Southwest
Missouri Agriculture since 1974.



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



FEEDER FLASH

5 DAYS A WEEK
With Corbitt Wall!



<https://www.nationalbeefwire.com/channels/3-feeder-flash>

INTERESTED IN ADVERTISING HERE?

Contact Mark Harmon
for more information!

Email:
markh@joplinstockyards.com

JOPLIN REGIONAL STOCKYARDS
traditional values & innovative approach



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

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

Follow us on social media:
Joplin Regional Stockyards



CATTLEMEN'S Connection

E-blasts
to your phone,
tablet or
computer!



The **Cattlemen's Connection**
is an online email marketing
platform hosted by Joplin Re-
gional Stockyards. Our mission is
to put today's producers in touch
with the information and
products that will make them
profitable for tomorrow.

It's SIMPLE and EASY to get signed up!

- Fill out the SIGN UP form on the JRS website to subscribe!
- Receive news, events, information and happenings around JRS through our new online e-blast format!
- Sign up to receive the market reports via JRS text messages, too!

Advertising opportunities available on eblasts. Contact Mark Harmon for more information.

OZARKS LEGACY LAW



Republic (417) 233-5858

Nixa (417) 719-1199

Aurora (417) 678-5161

Are you prepared for the Certainty of Uncertainty?

COMPLETE ESTATE PLANS FARM LLCs

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

ozarkslegacylaw.com

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

NEWBOLD & NEWBOLD PC

Certified Public Accountants **Est. 1970**

James E. Newbold, CPA

Kevin J. Newbold, CPA

Kristi D. Newbold, CPA

PAYROLL | FARM TAXES | ACCOUNTING | CONSULTING

417.678.5191

1402 S. Elliott Ave. • Aurora, Missouri
www.newboldnewbold.com



Looking for the RIGHT financial advisor?

Edward Jones[®]

MAKING SENSE OF INVESTING

Kyle Newbold

Financial Advisor, Edward Jones

766 US Highway 60 E • Republic, MO 65738

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

kyle.newbold@edwardjones.com

MFA FEED



Trust in Health Track

When it comes to preconditioning programs, there is no equal to MFA Health Track.

After more than 20 years and 800,000 cattle, Health Track's experience and reputation are second to none. Others may try to imitate our success, but they always fall short.

Data makes the difference. Unlike other programs, Health Track uses both RFID tags and panel tags. We keep a digital database on every Health Track calf with program-required data points and details about products and practices used by our producers.

What's more, MFA personnel are involved with every Health Track application—a level of oversight that's unmatched. Buyers respect the integrity of MFA and trust the performance of Health Track calves. You can, too.

Enroll your herd in Health Track for proven preconditioning.

Contact your MFA Agri Services for additional information, or call 573-876-5244.



MADE FOR AGRICULTURE®



www.mfa-inc.com