

JOPLIN REGIONAL STOCKYARDS
CATTLEMEN'S NEWS



JANUARY 2019 | VOLUME 22 | ISSUE 6

Prime **TIME**
livestock video
a division of Joplin Regional Stockyards



MANAGE YOUR RISK

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

P O Box 634
Carthage, MO 64836

Just west of
Joplin Regional
Stockyards

Superior Steel Sales



Now Stocking
Wire Fence &
T-Posts

www.superiorsteelsales.com

HEAVY DUTY ADJUSTABLE ALLEYWAYS & CROWDING TUBS



PIPE FENCING MATERIALS



Sucker Rod



New & Used Pipe



Precut Posts



SUPERIOR GATES

5, 6, & 7 Bar
Heavy Duty Gates
Custom Sizes,
Latches or Hinges



PIPE BUNKS

OK Brand • Sheffield
Stay Tuff • Red Brand
Chicago Heights



WIRE FENCE & T-POSTS

ALSO STOCKING
Top Rail - New & Used
Continuous Fence
Cable Fence Supplies
Caps, Clips, Hardware

Cattle Guards
Structural Steel
Culverts
Rebar
& More

DELIVERY AVAILABLE

417.358.5555

EXIT 22 OFF I-44



ON THE BLOCK

We've started off the new-year pretty good. Some fat cattle were shipped out of the feedyards over the holiday break, creating a little bit of room. However, that is disappearing fast. Most of feedlot country is muddy, making it a little difficult to get cattle in.



With the turn of the new-year, we've seen prices trend a little higher. Our value-added sale on Jan. 3 brought prices \$5 to \$10 higher from where we ended last year. And, we sold more than 13,800 head in our Jan. 7 feeder sale with a good market. Cattle that have been weaned and vaccinated tend to sell better than others with the weather situation. Any cattle that weigh below 600 pounds that are suitable for grazing are going to be high. Those cattle coming to market in thin flesh sure have a lot of value right now. I expect feeder cattle above 650 pounds to continue a typical

January trend and struggle to hold their own.

Slaughter cows were \$5 to \$7 higher in a typical holiday market for our first sale of the year. We're all in the same boat wondering whether or not we have enough feed to get us through winter. In reality, the slaughter cow and bull market will likely be a struggle through spring. The stock cow market is good with better quality replacements selling for \$1,500 or \$1,600.

Our Jan. 3 Prime Time Livestock Video Sale was really good, especially on the cattle bound for January delivery. Plenty of opportunity is available for the video program option to help you manage your risk, especially if you have some feed on hand.

Bring on the sunshine and dry up this mud! Happy New Year!

Good luck and God bless.

Jackie



Bailey Moore: Granby, MO
M(417)540-4343

Skyler Moore: Mount Vernon, MO
M(417)737-2615

Field Representatives

ARKANSAS

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, AR
M(870)373-1150

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

KANSAS

Colby Flatt: Liberty, KS
M(620)870-9100

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

Chester Palmer: Miami, OK
H(918)542-6801, M(918)540-4929
CATTLE RECEIVING STATION

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

John Simmons: Westville, OK
M(918)519-9129, M(417)310-6348

Shane Stierwalt: Shidler, OK
M(918)688-5774

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

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

John Bussey: Neosho, MO
M(417)592-4891

Joel Chaffin: Ozark, MO
M(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
Office (417)235-4088

Jacob Duncan: Nevada, MO
M(417)321-3339
CATTLE RECEIVING STATION

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

MISSOURI

Fred Gates: Seneca, MO
H(417)776-3412, M(417)437-5055

John Guenther: Verona, MO
M(417)-388-0399)

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

Dan Haase: Pierce City, MO
M(417)476-2132

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

Joe David Hudson: Jenkins, MO
H(417)574-6944, M(417)-342-4916

Steve Hunter: Jasper, MO
H(417)525-4405, M(417)439-1168

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

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

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

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

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

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

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

Alvie Sartin: Seymour, MO
M(417)840-3272

CATTLE RECEIVING STATION

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

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

OFFICE: (417)548-2333

Sara Jacot

VIDEO CATTLE PRODUCTION

Matt Oschlaeger: Mount Vernon, MO
M(417)466-8438

**MORE THAN YOUR FARM,
YOUR AMERICAN DREAM**

**We offer coverage that includes coverage for buildings,
equipment and liability—all at competitive rates. Call
today to get a quote to protect you and your farm.**

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.
American Family Insurance Company,
Midvale Indemnity Company, 6000 American Parkway, Madison, WI 53783
007388 - Rev. 2/15 ©2015 - 7080953

Contact Us

Publisher/Advertising:

Mark Harmon | Email: markh@joplinstockyards.com

Phone: 417-548-2333 | Mobile: 417-316-0101

Fax: 417-548-2370

Editor/Design/Layout:

Joann Pipkin | Email: editor@joplinstockyards.com

Ad Deadline: 2nd Monday of Each Month for Next Month's Issue

Cattlemen's News, PO Box 634, Carthage, MO 64836

www.joplinstockyards.com

Subscription questions can be answered by calling 417-548-2333.

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.

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

Cattlemen's News - PO Box 634, Carthage, MO 64836



Cattlemen's News, published by Joplin Regional Stockyards, is a nuts-and-bolts news magazine dedicated to helping cattle producers add value to their operations. From "how-to" articles to economics and industry trends, our mission is to put today's producers in touch with the information and products that will make them profitable for tomorrow. Published monthly. Circulation 10,000.



Scan Me
or Visit
joplinstockyards.com



INSIDE THIS ISSUE

About the Cover

Happy New Year from all of us at Joplin Regional Stockyards! Discover how you can manage your risk with our Prime Time Livestock Video program. —Cover photo by Jillian Campbell.

Features

- 12 Now Hiringt
- 14 AI 101
- 18 Are You in the Red – or the Black?
- 26 Focusing on Profitability
- 34 Growing Agriculture
- 36 Why Speaking Up Matters
- 38 Energy First

In Every Issue

- 3 View from the Block
- 6 On Target with Justin Sexten
- 8 Health Watch with Dr. David Rethorst
- 11 Home on the Farm with Anne Kennison
- 43 Event Roundup
- 44 Market Watch



**CATTLE
RECEIVING
STATIONS**



**JOPLIN REGIONAL
STOCKYARDS**

FIND ONE NEAR YOU!

ARKANSAS

Billy Ray Mainer
Branch, AR
479.518.6931

JR Smith
Melbourne, AR
870.373.1150

OKLAHOMA

Chester Palmer
Miami, OK
M) 918.540.4929
H) 918.542.6801

MISSOURI

Jared Beard
Ellsinore, MO
573.776.4712

Jacob Duncan
Nevada, MO
417.321.3339

Kenneth & Mary Ann Friese
Friedheim, MO
573.225.7932

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

Alvie Sartin
Seymour, MO
417.840.3272

Lost Creek

CATTLE CO.

~ 40 Years of Crossbreeding ~

Excellent Brood Cow Prospects!

Bred for easy calving, superior growth, docility & a desirable end product.

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

IGS International Genetic Solutions
www.internationalgeneticsolutions.com
We Collaborate. You Profit.

Total Relative Value	\$6.16/cwt
Relative Management Value	\$2.58/cwt
Relative Genetic Value	\$3.58/cwt

Quality Grade: ★★★★★
Yield Grade: ★★★★★
Carcass Weight: ★★★★★
Avg. Daily Gain: ★★★★★
Feed Conversion: ★★★★★

Certification Date: 03/15/2018

Feeder Profit CALCULATOR

3 Breed, Crossbred Heifers For Sale

Spring Calving Heifers available in Oct. - Nov.
Fall Calving Heifers available in April - May



These 3 breed heifers will calve as 2 yr. olds from approximately Feb.22 2019 thru May 10, 2019. They were produced in a 3 breed rotational breeding system containing Angus, Charolais & Black Simmental or SimAngus and their average breed composition is about 50% Charolais, 40% Angus & 10% Simmental. This system provides 86% of maximum individual & maternal heterosis (hybrid vigor) & they were Charolais sired by outstanding sons of LT Ledger D332P, VPI Free Lunch 708T & LT Long Distance 9001 PLD, 3 of the breeds outstanding sires with strong maternal & growth characteristics. Their Dams have equally strong pedigrees with Angus sires such as SS Objective, SAV Final Answer, AAR Ten X, Sitz Upward, Mytty in Focus & many other top Angus sires adding to their genetic lineage. The same is true for the Simmental & SimAngus sires.

They are bred to SimAngus bulls ranking in the top 2% of the breed for calving ease & in the top 1% in All Purpose Index.

Our 2017 yearling steers were evaluated by IGS, a division of the American Simmental Assn. using their Feeder Profit Calculator & were found to have the highest relative value of any yearlings they had EVER evaluated.

We have an extensive health program with the heifers also receiving 2 doses of modified live virus vaccines prior to breeding making them & their calves eligible for these vaccines in the future when done in compliance with the vaccine label.

Our ranch has been breeding and selecting from these superior animals for over 40 years.

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

LOST CREEK CATTLE CO. • WYANDOTTE, OK
Jim Beck, Owner • 918-666-8454 • jimandsara@hotmail.com
Shannon Meador, Ranch Foreman • 417-456-2104

Calving Season Tweaks

Take all factors into account in herd management

Story by Justin Sexten



Winter came early for much of cow-calf country, and now calving season is at the gate. Even those who call it spring calving often start in January, but if you're not out checking a heifer, this is a good time of year to catch up on reading. Calving dates and herd housing options were explored in a 2019 Nebraska

Beef Report article by Terry Klopfenstein and others. They evaluated March, June or August calving dates on the range, or two July calving systems in year-round confinement or in semi-confinement with grazed corn stalks from fall to April weaning. Even if none of these models fit your operation, the production and cost principles they illustrate

can help develop a system that does match your resources.

Confinement for beef cows ranges from enclosed buildings to a more extensive dry-lot model, with greatly varying costs based on capital investments. Confinement in an open dry lot costs less, but if you have to deal with inclement weather, heat, cold,

rain or snow, the added shelter may be worth the added investment.

Either of the confinement options could also make sense where expansion on range or pasture is limited by land availability. Confinement models can increase ranch stocking rates by using forage resources more efficiently, with options for strategic supplementation and preventing overgrazing.

The top concern for any herd management system is how flexible or rigid it is in setting the calving season. That window determines the year-round nutrient demand curve for the entire herd, along with seasonal price risks for ranch inputs and cattle markets.

In confinement housing, the main benefit is a ranch environment that becomes significantly more manageable. Cow herd nutrition options are much more flexible than the pasture under their feet. In the semi-confinement model the Nebraska team evaluated, grazed corn stalks reduced winter feed costs while capitalizing on seasonally low harvested feed costs during the confined spring and summer. There was nearly \$100 net difference per calf between the two systems. Total confinement had a \$46.57 loss compared to a \$51.92 net gain for calves in the semi-confined model.

Comparing returns to different calving dates among all five systems, March netted the lowest cost per calf and June, the highest. But unit cost of production was the key lesson in this data. Despite the greatest total cost, June calving provided the lowest unit cost of production and greatest net profit per calf, thanks to greater weaning and carcass weights. Simply driving down costs did not directly equate to increased profit.

What did equate to more profit deserves a closer look. Higher weaning weights came from weaning later than the traditional seven months—and the data shows cow performance was not compromised by longer lactation. In that light, those with fall-calving

The best of both.

We'll state the obvious – your cattle need extra protein and you need predictable intake.

Introducing CrystalBlox™, a new patented block form combining the controlled, predictable intake of a CRYSTALYX® low moisture block with the cost-effectiveness of a compressed block, featuring distiller's dried grains with solubles. CrystalBlox™ works in a wide variety of feeding situations where protein delivery is a priority.

CrystalBlox™

BENEFITS OF CRYSTALBLOX:

- Palatable and predictable intake characteristics of CRYSTALYX®
- Cost effectiveness and increased intake range of compressed block form
- Patented technology
- Ability to deliver a wider range of supplemental protein
- Incorporates Bioplex® trace minerals for increased bio-availability



crystalblox.com | 833-405-6999

Blueprint® and Bioplex® are registered trademarks of Alltech.

Blueprint™ OPTIONS AVAILABLE

- Features exclusively Bioplex® organic trace minerals
- Bioplex® organic complexes resemble those found in nature
- Blueprint research supports enhanced beef cow-calf immunity and fertility

Call these distributors for the name of your nearest dealer:

SOMO Farm & Ranch Supply

2850 W. Kearney | Springfield, MO
417.865.0312

Hirsch Feed & Farm Supply

1400 Nettleton | Thayer, MO
417.264.7616

Kelly Smith

Territory Manager
417.855.9461

CONTINUED ON NEXT PAGE

CALVING SEASON TWEAKS FROM PREVIOUS PAGE

herds on cool-season pastures might consider delayed weaning into June to help manage spring growth and add weight to calves. You might worry that will hurt reproductive performance, but cows are already bred or not when you decide to keep calves on the cow longer. Body condition score (BCS) of a cow at calving is a far greater indicator of reproductive success than BCS at weaning. That's a reminder to those with March-calving herds: now is the time to ensure cows have adequate nutrition to rebreed next year.

We might think that a pasture system calving in concert with natural forage production (June in Nebraska) is always more profitable than a semi-confined model with a comparable calving date. Not in this study. Semi-confinement netted \$7.15 more per calf, over and above the \$44.77 net return to June calving on range. Is that extra 13.7 percent profit worth a wholesale change and potential loss of pasture leases? Maybe, if you want to expand without adding land.

The Nebraska study didn't consider seasonal price variation of inputs or cattle, though we know those trends can be strong and variable by region and impact on each ranch. While the five-system evaluation did capture the value of reduced costs in using corn stalk grazing, it muted seasonal marketing advantages by using fixed historical market prices for calves. Feed and forage input costs were also fixed—costs that are often stacked against confinement models. But all of us sometimes forget to consider variation in forage production for grazing models. Look out the window, and we realize nature can give or take a lot from average, but we tolerate that risk as less troublesome than trying to manage feed prices.

Calving dates and management systems are hard to change on a dime, but it pays to keep alternatives in mind as a hedge against a possible future that calls for change.

—Justin Sexten is director of supply chain development for Certified Angus Beef LLC.

3 Quick Tips

Management strategies to keep in mind during cold weather



- 1** Supplement to achieve ideal body condition scores (BCS) at calving.
- 2** Control lice and other external parasites to help prevent an increase in feed costs.
- 3** Provide an adequate water supply. Depending on body size and stage of production, cattle need 5 to 11 gallons of water per head per day, even in the coldest weather.

—Source: Dale Blasi, Kansas State University Extension Beef Specialist.

FREE! Get text alerts from JRS!
Sign up online at
www.joplinstockyards.com

NO BULL

THE BEST PRICES AROUND!

SHOP HERE BEFORE YOU BUY

- Fly Tags • Implants
- Pinkeye Prevention
- Antibiotics • Dewormers
- Complete Animal Health Programs

6 PROFESSIONALS TO SERVE YOUR ANIMAL HEALTH NEEDS!

- Ted D. Dahlstrom, DVM
- Carol K. Dahlstrom, DVM
- John D. Harper, DVM
- John D. Tyra, DVM
- Sarah C. Cook, DVM
- Rebecca C. Price, DVM

ANIMAL CLINIC OF MONETT

687 N. Highway 37
Monett, MO 65708
Mon.-Sat. | 417.235.4088

Joplin Regional Stockyards
Veterinary Office
Mon. & Wed. | 417.548.3074



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

Find us on: **facebook.**

*Prices subject to change

SERVING YOUR INSURANCE NEEDS

Trucking • Feedlots • Sale Barns • Grain Facilities
Farm and Ranch • Livestock





Give us a call 417.359.5470!



New Ideas with Old-Fashioned Service



2023 S Garrison Carthage, MO | Joplin, MO | Sarcoxie, MO | Fairfield, TX

The Devil is in the Details

Little things can make a big difference

Story by David Rethorst for Cattleman's News

Last week, I opened one of the apps that I use to keep up with news related to agriculture to find headlines that McDonald's and Costco had updated their policies related to antibiotic use in livestock production. Granted, these changes do not take place until 2020, but they serve as a reminder that antibiotic use in production agriculture is in the crosshairs and will continue to be as the war on antibiotic resistance rages on.



When doing producer meetings leading up to the implementation of Veterinary Feed Directives on Jan. 1, 2017, I made the statement that I believed more changes were coming related to antibiotic use regulation. These included over-the-counter products moving to prescription status and changes in labeling that currently allow some injectable products to be used for prevention, such as the metaphylactic use of

antibiotics in preventing respiratory disease in newly weaned calves. My question then, as it is now, is what are we going to do to control respiratory disease in the highly stressed, mismanaged calf when label changes occur and we lose the prevention approvals or if additional approval changes occur in the feed grade antibiotics?

Respiratory disease outbreaks at stocker, backgrounding or feed-yard operations are usually multi-factoral with several of these factors being traceable to the cowherd level of the industry. We have discussed several times in this column the importance of getting back to the basics of good animal husbandry such as nutrition, low-stress handling, biosecurity, shelter and vaccination. It is my strongly held belief that if we take care of the basics very well, vaccination protocols become very simple.

Vaccination topics we have discussed include the antigen interference that occurs when cattle naïve to the IBR virus are given modified live IBR vaccine at the same time they are given a Gram-negative vaccine such as a Mannheimia respiratory vaccine or a Moraxella (pinkeye) vaccine. The result is a poor response to the Gram-negative vaccine. The negative effect of endotoxin stacking on the immune system has also been discussed. Endotoxin stacking is the result of giving too many Gram-negative vaccines at the same time and causes suppression of the immune system.

Because most respiratory vaccination protocols begin in calves 2 to 3 months of age, consideration must be given to how those vaccines work in the face of the antibodies that the calf derives from colostrum received at birth. Killed vaccines do not work well in this situation as the antibodies from the colostrum neutralize the antigen in the vaccine, thus production of more antibody is limited. Due to the nature of killed vaccines, they do little to stimulate the cellular portion of the immune system. Additionally, killed vaccines require a booster within 30 days of the priming dose.

Injectable modified live vaccines, given to this age of calf, do not increase antibody production due to antigen-antibody interaction. Because intranasal vaccines stimulate the immune system in a different manner than killed or MLV vaccines, they will stimulate immunity in the presence of colostrum

CONTINUED ON NEXT PAGE



2850 West Kearney Springfield, Mo
417-865-0312 1-800-725-1880
www.somoag.com

Livestock Mineral & Supplement Superstore



CrystalBlox™
200# Tubs

- CrystalBlox™ is the newest patented block form developed by CRYSTALYX®.
- Compressed block economy with consistent, predictable intake of a low moisture block.
- CrystalBlox™ will fit a wide variety of feeding situations, where protein delivery is critical.

Go to www.crystalyx.com/crystalblox to get your coupon today!!



CrystalBlox™ 20AN (All Plant Protein; complete supplement for moderate to high quality forages.) **\$79³⁵**

CrystalBlox™ 30-15 (Complete supplement ideal for cattle on low to moderate forages.) **\$82²⁵**



**Stocklix 20 Natural Protein 20% 200#



\$48⁰⁰ **

Crystalyx® Brand Supplements	200# & 250#	200# & 250#
Fescuelyx	200# & 250#	\$114⁴⁰ & \$124⁷⁵
Fescuelyx HiMag	200# & 250#	\$119⁵⁰ & \$133⁵⁰
BreedUP 28	200# & 250#	\$123⁹⁰ & \$137⁵⁰
HE-20	200# & 250#	\$90⁰⁰ & \$105⁶⁵

Concept-Aid® 5/S	50#	\$33⁹⁰
VitaCharge® Stress Tub w/MOS	50#/200#	\$71⁵⁰ / \$200



See us for Arrowquip, trailers, and your farm equipment needs



Let us show you "The Arrowquip Advantage"









DEVIL IS IN THE DETAILS FROM PREVIOUS PAGE

antibody. These vaccines are a good way to minimize the effect of the antigen interference phenomena, thus allowing the use of Gram-negative vaccines concurrently with IBR vaccine in the naïve calf.

As we learn more about the immune system and the way it reacts in certain situations, an interesting aspect that is receiving attention is the inflammation caused by vaccination and the negative impact it has on the immune system. Take for example the practice of revaccinating freshly weaned calves with MLV seven to 14 days after the first vaccination. Thirty years ago we thought this was good practice and that we saw a positive response. Questioning of this practice led to work that showed that it causes the immune system to produce compounds called cytokines that actually suppress the immune system. Not exactly the response we want. Another practice that has concerned me for several years is the concurrent use of an intranasal vaccine and a 5-way MLV, particularly in high-stress calves, as I believe that this can also cause cytokine production and immunosuppression.

Other vaccines that create inflammation and thus impact the immune response include clostridial vaccines. A number of years ago I was involved in a study looking at weaning weight in calves receiving a tissue-friendly, 2 cubic centimeter blackleg vaccine compared to the traditional 5 cc blackleg vaccine at spring branding. The difference was 7 pounds of weaning weight, advantage to the 2 cc product. Difference in the inflammatory response caused by the vaccines was responsible for this. If inflammation can cause a difference in weaning weight 5 months later, it can certainly impact immune response in weaned calves.

To bring this back to where we started this column, let's assume that we take a set of calves and haul them eight hours. We'll give an intranasal viral vaccine on arrival along with a 5-way MLV vaccine, a Mannheimia vaccine (Gram-negative), a clostridial-H. somnus vaccine (somnus is

Gram-negative), and for good measure, we will castrate also. By day five we have treated 20 percent, so let's re-vaccinate with a 5-way MLV. Things get worse.

How much of this wreck did we create in the name of trying to

prevent it? Can we do better? I believe we can. Let's strive to pay attention to the little details that can make a big difference. It is seeing the arrow and the measuring spoon in the FedEx logo. I believe we can greatly reduce the amount of antibiotic used in the beef industry,

thus contributing to the war on antibiotic resistance and improving the perception of our product by the consumer.

—Source: Dr. David Rethorst is a veterinary practitioner and consultant, BeefSolutions, Wamego, Kansas.

Learn to Solve Calving Problems

WHAT: Calving Clinic

WHEN: Jan. 22, 2018 | 9 a.m. or 2 p.m.

WHERE: Darr Ag Center, Springfield, Missouri

WHY: Determine malpresentations, how to correct them and techniques to care for the calf after delivery.

FOR DETAILS OR TO REGISTER: Call 417-881-8909.



SAFETY ZONE™

C A L F C A T C H E R S

A Cowman's Best Friend at Calving Time!

Designed for Processing Safety...

- Enables quick and safe calf catching!
- Convenient, step in access of producer!
- Holder secures calf for easy processing!
- User-friendly inside release of calf to cow!
- Move calves easier with cow following!
- Less cow stress, mother can see and smell calf!
- Reduces danger while working new calves!
- Quick Mount/Dismount on both ATV & UTVs!



Fits ATV's and UTV's!



Safe Processing!



Moving Pairs is Easy!

BBB Genetics, NE – “The Calf Catcher has really helped us with our fall herd. The peace of mind and safety it has brought to our operation makes it the next best investment, only to the four wheeler, which it is attached to!”

Jim Anderson DVM, MS – “I use my ATV version with scales almost every day to process newborn calves. It is as handy as a pocket on a shirt! Buying this product is a lot less painful than a trip to the hospital.”

Deanna Schlereth, KS – “We should have invested in a calf catcher years ago. Was the best thing we ever did.”

ONE PERSON can now SAFELY and EASILY process calves without concern of the protective mother cow!

Watch Action Video at

SafetyZoneCalfCatchers.com

For local dealers or to order, call 877-505-0914 today!

DEALER INQUIRY INVITED

Fescue Toxin Cuts Livestock Gains

New booklet outlines ways to fix problem

Everything needed to manage toxic fescue comes in a new edition of an old booklet, says Craig Roberts, University of Missouri Extension specialist.

First copies of “Fescue Toxicosis and Management,” second edition, have arrived.

The 20 pages go beyond a guide sheet. It tells everything a farmer needs to manage tall fescue, Roberts says. All who enroll in multistate fescue

schools in 2019 receive a free copy. It provides the agenda for the one-day schools.

Roberts, an MU forage specialist, joined with co-author John Andrae of Clemson University to redo a publication they wrote in 2010. Much more is known now.

“In our original book, we just mention novel endophyte fescue. Now five seed companies offer different nontoxic fescue varieties,” Roberts says.

“We tell many ways to manage fescue toxicosis, but the best way to solve the problem is to kill old fescue then plant a novel variety.”

The widespread K-31 fescue grows an internal fungus that makes a toxin that protects the grass from droughts, pests and grazing livestock.

Researchers discovered other internal fungi, or endophytes, that protect fescue but do not poison grazing livestock.

Tall fescue fits in many farm grazing plans. Its toxicity allows it to survive largely unmanaged. The downside is severe losses, including fescue foot. Toxin restricts blood flow in animals, resulting in frozen

feet. Those often cause loss of hooves and death.

The book cover photo shows three Missouri feeder calves on toxic fescue. Instead of grazing, one stands in a watering tank. The others stand in wet mud. All are cooling their heels.

The unshed winter coats, still worn in summer, are another sign of the toxicosis impact.

Cattle standing in ponds are not grazing or gaining weight.

Many studies cited tell of novel endophyte varieties that improve gains, reproduction and milking. Most losses are not visible, nor as dramatic as hoof loss.

Replacing fescue is long and complicated. But payoffs are large and lasting.

The report discusses eight management strategies for toxicosis. Those range from dilution with clover to managed grazing or diet supplements.

All suggestions are based on research. Roberts doesn't expect farmers to read all the literature references, but citations increased to 73 from 47 in the first book.

The prime source is the American Society of Agronomy.

As he described the new data, Roberts held one of the first copies off the press. He'll have information later on how to get them. The best way will be to attend one of the fescue grazing schools starting in March. Those will be free with enrollment.

The Fescue Belt includes states from Missouri southeast to South Carolina and Georgia.

In March, the fescue schools will start in Missouri and travel on to six states across the Fescue Belt. Georgia, which was where fescue toxicosis was first described, has joined the network in the last year.

The organizing sponsor is the Alliance for Grassland Renewal. The group brings together seed companies, testing labs, farmers, USDA agencies and universities.

—Source: University of Missouri Extension release.

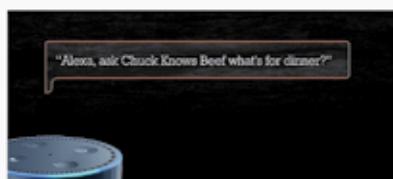


FIVE things to know.

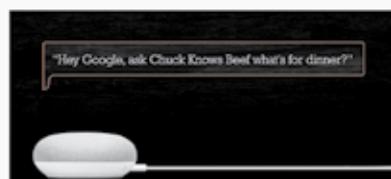
- 1 **ALL-BEEF-KNOWING**
Chuck Knows Beef - from recipes and cuts to nutrition and cooking tips. Plus, a whole lot more!
- 2 **EASILY ACCESSIBLE**
Quickly access Chuck at ChuckKnowsBeef.com, or simply enable Chuck Knows Beef with your Amazon Alexa or Google Home Assistant.
- 3 **POWERED BY GOOGLE AI**
Chuck Knows Beef is powered by Google Artificial Intelligence, instantly accessing and serving up your beefy answers.
- 4 **CONSTANTLY LEARNING**
Just like beef, Chuck gets better with age. He's always learning and adapting to better answer your questions.
- 5 **FUN PERSONALITY**
Chuck isn't ALL business. He has a fun personality, his own favorite song and enjoys a good dad joke from time to thyme.



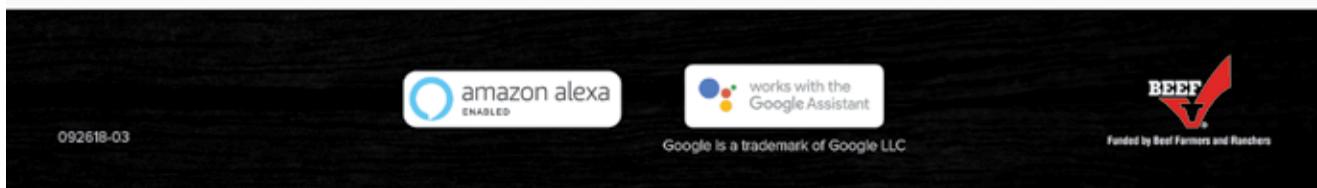
Start the conversation at **CHUCK KNOWSBEEF.COM**

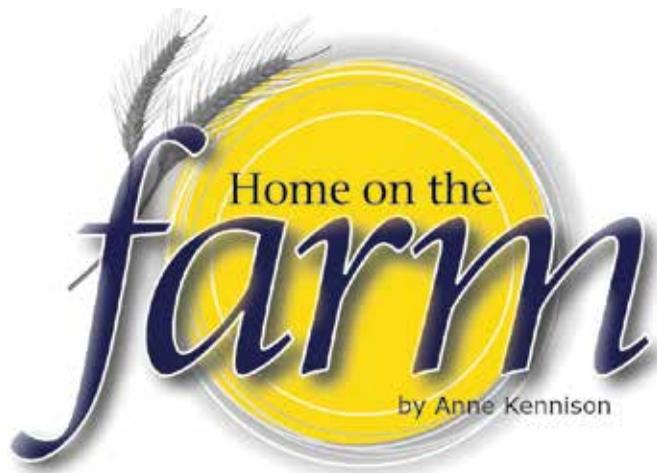


CHUCK KNOWS BEEF
Now on Amazon Alexa



CHUCK KNOWS BEEF
Now on Google Assistant





I do some crazy things. I think some crazy things. But there's one thing I know for sure — what you eat matters. Period. And, there's nothing crazy about that.

Since making changes to my family's diet a few years ago we've experienced some major shifts. My husband's blood work was so improved (without medication) our family doctor asked him what he had changed. Only food.

Our dentist noticed significant improvement in our teeth. He's been my dentist since childhood, and he was blown away with the lack of plaque on my 36-year-old teeth. What are we doing? Well, we don't use fluoride. Take from that what you will.

My adult-onset acne is directly connected to my diet. Even after trying every potion under the sun, the only way it cleared up was by overhauling my diet.

Our homeschool days run much smoother — more focus and better moods — when we are all fueled with nutritious foods rather than junk.

Now we aren't perfect. FAR from it. Actually, right now we

are in a valley of bad eating. It is SO easy to fall into these old patterns during the holidays. And boy have we fallen! But with the start of the New Year it has me thinking about all the crazy changes we have made so far and how we need to get back to it. And fast.

The task of healthier eating does seem daunting, especially with a family. But once the initial transition is made it really is easier. Like everything in life, the hardest part is starting.

The following is a collection of some of the food and healthy lifestyle changes we have made and hope to maintain.

Raw milk — For the past two years or so we have purchased our milk weekly from a local organic farm. I am a HUGE believer in the real stuff. My kids drink a glass every morning. In my eyes, it is some of the best nutrition they can consume. Sure, there are risks, but there are risks with everything. I am 100 percent confident in this farm. We know them. We know their careful practices. I don't drink milk like the kids do because of some sensitivities to dairy, but I use a little of the raw cream in my afternoon lattes. We also make our

yogurt for smoothies with the liquid gold.

Freshly-ground wheat — After much research on the nutritional sacrifices that come with consuming commercially ground wheat, we decided to invest in a grain mill. Whole grains are very stable and usually don't spoil, but once they are milled things change. The protective coating is smashed and it all goes downhill from there. Some say flour loses 40 percent of its vitamin content in the first 24 hours and almost 90 percent after a few days. Pretty much all that is good about wheat is gone. Grinding my own wheat for the family has been a relatively easy change. Add a bread machine to your routine, and it's a cinch. I will say getting the kids used to eating this type of bread rather than the eye-appealing white bread was difficult. But now they prefer my home bread.

Cast iron cooking — Did you know that when you cook on cast iron it helps with iron deficiency? We switched and haven't looked back.

Probiotics — We all take a daily probiotic and D vitamins.

Home-grown food — This one is pretty obvious. We grow a lot of vegetables in the summer. We butcher our own animals for most of our beef and pork and chicken supply. My husband and boys hunt, which keeps the freezers stocked with deer and the less usual squirrel, rabbit and frog legs. We save bacon grease. We have our own farm-fresh eggs, but I begrudgingly had to write eggs on the list because the gals are

seriously slacking with this winter weather.

I am constantly learning and evolving in my opinions on health and how to achieve it. I'm also learning to show grace to myself for these seasons of "bad" eating and not wallow in the guilt of it. But now that we are past the season of ultimate indulgence, I plan to pick right back up where we left off.

Here's to a healthy and happy 2019! 🍀

YOUR *Key* 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

23rd Annual **Mar. 15, 2019** Production Sale
Perfect Blend of Genetics Designed for **Profits**

CALVING EASE

PERFORMANCE

REAL WORLD

100 performance bulls bred to work in the real world and backed by a 4 year guarantee.
70 yearling heifers sell with our exclusive bred heifer option. Look for more details in our catalog. We also offer *free delivery* to KS, AR, MO, OK & NE.
~ Visit our website or call/text to request a catalog ~

www.SunflowerGenetics.com

Simmental - Angus - SimAngus™

Steve and Mary Gleason Family | Maple Hill, KS Steve: (785) 640-8060 | Jake: (785) 640-8062 | Ben: (785) 640-9390

Now Hiring

Finding and keeping good farm labor

By Jason Bradley

Good help is hard to find. Most of us have heard this before, but for farm and ranch managers and their employers, it's not just a saying. So if you're hoping to find that next all-star employee, here are some things to consider.

Map out the Position

Before you start seeking out that perfect employee, you need to know what that perfect employee looks like.

Step 1: Develop an outline of what the job position will entail.

Write out what the employee's responsibilities will be and to whom they will be accountable. You can find great examples and drafts of job descriptions online to guide you in writing these descriptions.

Step 2: Develop an employee handbook.

While it may sound trivial, a handbook gives your employee(s) a solid foundation.

For each employee, this handbook should explain:

- Position title.
- Supervisor.
- How they'll be compensated.
- What their schedule could look like.
- If they get sick leave or vacation.
- What benefits are available.

This handbook won't have the answers for everything in it, but having the basics in place will help minimize the chance of something happening and nobody knowing how to handle it.

As situations arise, address them in the handbook. The handbook should be a continually developing work-in-progress. Not only will this help you

and your employee(s) stay on the same page, it will also help when you start recruiting new employees.

Get the Word Out

When a company has a product they want people to buy, how do they get people talking about it? They advertise. Now, how do sports teams find the best athletes? They go out and recruit. Advertising and recruiting are the best ways to get the type of employee you're looking for.

If nobody knows you're looking, you're not going to find the right person. By using the job description you've created, you'll be able to attract the right type of employee who knows what they can expect from the job and what the job expects from them.

One of the top ways people find out about open positions is by word of mouth. Having a great industry network through groups like farming and ranching associations provides great contacts who may be able to pass your information on to someone they think could be a great fit.

Other places to advertise and recruit are:

- Online.
- In the classified pages of your local papers.

- At local universities and colleges.

Take Them for a Test Drive

You've gotten an email or a phone call from someone who sounds like a match. They heard about the position from someone during a local meeting, went online to do a quick search

"The degree to which any individual or organization succeeds does not depend upon capital assets but rather the honesty, energy and wisdom of its management, conditioned with the degree to which they resolve loyal and intelligent support from their fellow workers."

— Lloyd Noble, 1945,
founder of Noble Research Institute

on your name and found the job description you listed. Now it's time to interview them.

Interviews are a tool that can help you decide if a potential employee is going to complement your operation. If you have multiple people interested in your position, phone interviews are a great way to narrow down who will make the final cut.

Since a good number of operations are hands-on, working interviews can show you how potential employees think on their feet and adapt.

- Take the day to drive around with them.

• Discuss how the operation works and what direction you'd like to see the operation move.

• Get to know them and their interests.

• Find a couple small projects to work on so you can see how they follow instructions and what they do once they're done.

• Remember: Everything in an interview is a test, either from you or from them.

Invest in Who You Hire

Richard Branson once said, "Train people well enough so they can leave. Treat them well enough so they don't want to."

Finding employees who are passionate about their jobs, who love what they do day in and day out, and who are willing to put in extra time and effort so they can help improve your operation is an awesome thing.

Great employees are assets. When you invest in them, they can provide an amazing return. Investing in your employees doesn't necessarily mean you have to increase their pay.

• Invest in ways that create an environment that makes their jobs enjoyable and gives them pride and a sense of ownership in their positions.

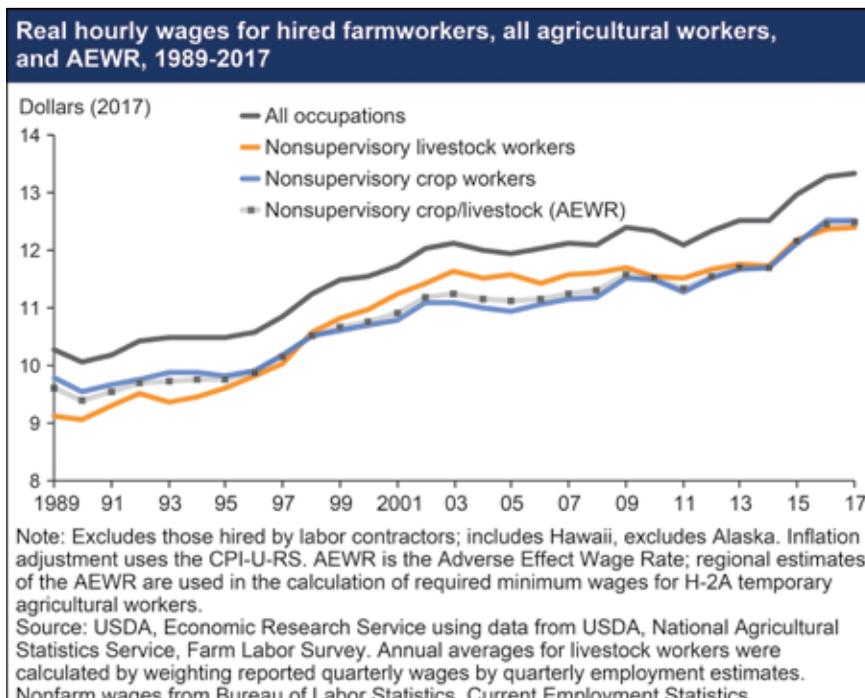
• Give them more responsibility in areas of interest. Allow them to get training in these areas.

• Be careful not to hinder innovation and new ideas just because "we've always done it this way."

• Be the employer you would want to work for.

Lloyd Noble, founder of the Noble Research Institute, understood the importance of investing in his employees. He was known to say, in reference to the men who worked on his oil rigs, that tools will wear out or become obsolete, but the men will increase in competence and judgment.

— Source: Jason Bradley is an agricultural economics consultant with the Noble Foundation.





safe-guard®
(fenbendazole)

CLEAN UP

SWEEPSTAKES

**YOU COULD CLEAN UP
WHEN YOU CLEAN THEM OUT**

MORE THAN \$50,000 IN PRIZES IS UP FOR GRABS.



GRAND PRIZE

Valued up to
\$35,000

Priefert® Rough Stock Open Coral System
and Tru-Test™ Scale & EID System



MONTHLY PRIZES

Valued up to
\$4,000

Priefert® S0191 Squeeze Chute
Tru-Test™ XRS2 EID Stick Reader
CattleMax™ Cattle Management Software



WEEKLY PRIZES

Valued up to
\$1,000

Tru-Test™ WaterWell™ 2 Waterer
Priefert® WVF2 Weather Vane Feeder
Traeger® Pro Series 34 Pellet Grill

Enter Now for Your Chance to Win at CleanUpWithSafeGuard.com

© 2018 Intervet Inc., doing business as Merck Animal Health, a subsidiary of Merck & Co., Inc. All rights reserved.
SAFE-GUARD is a registered trademark of Intervet Inc. or an affiliate.

Priefert® is a registered trademark of Priefert Manufacturing. Tru-Test™ is a trademark of Tru-Test Limited.
CattleMax™ is a trademark of CattleSoft, Inc. Traeger® is a registered trademark of Traeger Pellet Grills, LLC.

NO PURCHASE NECESSARY. Must be a legal U.S. resident of continental U.S. or District of Columbia, 21 or older.
Void in AK and HI and where prohibited. Begins 10/19/18 at 12:00:01 a.m. ET. Ends 2/22/19 at 11:59:59 p.m. ET.
For complete Official Sweepstakes Rules, visit CleanUpWithSafeGuard.com.
Sponsor: Merck Animal Health © 2018 Merck Animal Health. US/SFG/0918/0029

Brought to you by  **MERCK**
Animal Health

AI 101

What you need to know about artificial insemination for your cowherd

By Macey Hurst for *Cattlemen's News*.

Artificial Insemination. Do you use it? Is it right for your operation? What benefits does it offer? Can you afford to use AI? When it comes to AI, Dr. Jordan Thomas, assistant extension professor of animal science with the University of Missouri College of Agriculture, Food and Natural Resources, says there is really only one question—can you afford not to AI?

Why AI?

“Using estrus synchronization and AI offers a number of benefits, both in terms of genetics and general productivity,” Thomas says.

When looking at genetics, Thomas says when comparing the affordability of a natural service bull to the affordability of equal or greater genetics found in a semen straw, the choice is clear.

“Take a look at his EPDs, or better yet, an Economic Selection Index that combines several important EPDs. Now look at where that value falls in relation to other bulls from that breed: what is the percentile ranking? How does that compare to the AI sires of interest? The vast majority of the time, you can afford semen from a much more genetically elite sire than you could ever afford to own as a natural service bull.”

However, this is not the only benefit. Thomas says that

even when analyzing EPDs, it is important to remember that they begin as educated guesses based on his sire and dam and change over time with the progress of the bull's offspring. When a bull is used as seedstock and his semen offered by a commercial genetics company, he sires numerous offspring, which offers more numbers leading to more reliable data. In addition, bulls used for seedstock by commercial genetics companies have almost always had a genomic test, which increases the accuracy of the bull's EPDs.

“What does that mean?” Thomas says, “Less risk! More accuracy means we have more confidence that the EPD values of a bull reflects his actual breeding value in the herd. Ever use a ‘calving-ease’ bull on a group of heifers, only to find out at calving that he wasn't so ‘calving-ease’ after all? If you consider the risk associated with using low accuracy natural service bulls, you'll lean toward AI every time.”

Is it right for my herd?

Although the affordability and reliability factors are clear, how do you determine if AI is right for your herd? Thomas says the herd size might not matter.

“Almost every operation, seedstock or commercial, will benefit from use of estrus synchronization and AI,” he says.

“Large and small operations both benefit tremendously from shifting the calving distribution earlier: getting more cows pregnant earlier in the breeding season so they calve earlier in the calving season.”

Calves born sooner means older, heavier calves at weaning, which means more money in your pocket. AI also offers superior genetics and minimizes the risk and uncertainty that often comes with a service bull. While these factors can increase the bottom line for every scale of operation, Thomas says the overall effect will vary on the size of the operation.

“Mid-sized and larger operations using AI can realize quite a bit of cost savings especially, as using AI may mean fewer natural service bulls are required. For example, a 50-head cow herd may have traditionally needed two natural service bulls to effectively cover all the cows. But if that same operation uses AI, and 60 percent of the cows (30 head) become pregnant to AI on the first day of the breeding season, the remaining 20 head can easily be covered by a single natural service bull.”

I'm sold, but where do I start?

Increased affordability, superior genetics, dependable sires, and top offspring – the benefits are many. With all the proven perks of AI, you may have decided it is the best way to go for your operation. But where do you begin?

“Start with the heifers,” says Thomas. You need to place more emphasis on calving ease when selecting a sire for your heifers anyway, and you are already (or at least you should be) managing heifers

separately from the rest of the herd.”

Thomas says the key is to make sure your heifers are at a suitable target weight before breeding—65 percent of the cow's mature body weight is a long-standing recommendation. Thomas suggests the use of the 14-day CIDR-PG protocol as it offers ease and consistency. Unless you are already experienced with AI, the AI process itself should be completed by a semen supplier, veterinarian, or other professional with experience. Thomas says heifers are trickier than mature cows, and, with the goal to impregnate as many as possible, it is worth the cost to have it done right.

While the process of AI itself may call for a professional, Thomas says the overall implementation of estrus synchronization is not as difficult as it may seem. He says a simple protocol, such as the -7-day CO-Synch + CIDR, requires the cows to be worked only twice before being inseminated.

“For the pay-off of getting well over half of your cows pregnant to an elite bull on the first day of the breeding season, that is a no brainer,” Thomas says.

One factor that may cause difficulty is if your herd's current calving season is drawn out. In this situation, Thomas says it may take time, but it is certainly still possible.

“You may have a hard time implementing a synchronization program if you have allowed your herd to have too long of a calving season,” Thomas says. “If that's the case, you will need to work to implement a

CONTINUED ON PAGE 16

The Victor L. Phillips Co.

CONSTRUCTION EQUIPMENT

**SALES • RENTAL
PARTS & SERVICE**
for Construction Equipment



CASE
CONSTRUCTION

- 24 / 7 Service and Parts Response
- Customized Maintenance Programs
- Detailed Machine Inspections
- Online Parts Ordering
- New and Used Financing Options
- Competitive Rental Rates
- Rent-to-Own Options



THE VICTOR L. PHILLIPS COMPANY

SINCE 1911

Missouri & Kansas • 800.878.9290 • www.VLPCO.com

ASK ABOUT NATIONAL CATTLEMEN'S BEEF ASSOCIATION DISCOUNT

AI 101
FROM PAGE 14

synchronization program in stages over a few years.”

The first year, establish a cutoff and only perform estrus synchronization and AI for cows that calved by a certain time. One example is 30 days before AI. Then, focus on shortening your calving season a little each year by decreasing the length of your breeding season and/or culling late-bred cows.

“Over time, you’ll find a shorter breeding season of 45 to 60 days is sufficient and actually more profitable,” Thomas says.

If the short-term benefits of AI are not enough, he says the long-term benefits might be more impressive. In the first year, you can expect increased calf age and weight at weaning, and advanced genetics will only improve with each following year.

“Cows calving earlier in the calving season have more time postpartum before the start of the next breeding season,”

Thomas says. “That means those cows are more likely to conceive early in the breeding season the next year. Likewise, by using estrus synchronization and AI for your replacement heifers, more heifers become pregnant early in their first breeding season and have increased productivity and longevity once they enter the cow herd.”

This also means you will have more early-born calves from which to select replacement heifers. Those heifers born early in the season will be older and heavier at breeding, which greatly increases their chances of being successfully bred in their first and following breeding seasons.

“Together, all of this has a reproductive ‘snowball effect’ in a good way. Overall performance and profitability of the cow herd gets better and better with each progressive year.”

Professional Advice

As effective as AI and estrus synchronization may

“Almost every operation, seedstock or commercial, will benefit from the use of estrus synchronization and AI.”

— Jordan Thomas,
University of Missouri Extension
assistant professor of animal science.

be, Thomas says nothing can make up for poor overall herd management.

“No reproductive management program is able to overcome poor management in general,” he says. “Estrus synchronization and AI are powerful tools, but those tools won’t work miracles on their own. Cows still need to be on an increasing plane of nutrition with adequate body condition before breeding, and heifers still need to be adequately developed before breeding.”

To be an effective user of AI and estrus synchronization, you need the right tools. One of those is a close working re-

lationship with your veterinarian. Thomas says to talk to your vet about appropriate prebreeding vaccinations and boosters and consider having your vet do a prebreeding evaluation on heifers 4 to 6 weeks before AI to check reproductive tract scores and pelvic measurements. In addition, have breeding soundness exams done on cleanup bulls, and schedule ultrasounds and pregnancy diagnoses to determine if and when the animal became pregnant.

“For decades, we have been asking the question of whether estrus synchronization and AI is a profitable tool,” Thomas says. “These days, it is hardly even worth asking the question. Do the math. In almost every case, it is more profitable to use estrus synchronization and AI to start off your breeding season than it is to just turn out natural service bulls. With margins as tight as they are in the beef business, can you really rationalize not capturing that extra profit per cow?”

Hilltop Farms

Annual Bull & Female Sale
Saturday, March 2, 2019

12:30 PM • Joplin Regional Stockyards • Carthage, Missouri

50 GELBVIEH & BALANCER BULLS SELL - BLACKS & REDS

Genomic EPDs on 75% of bulls with several being Homo Black/Homo Polled
Performance Tested, Trich & Semen Tested • Maternal excellence and breed leading traits
Ultrasound data available for more pounds & profit

ELITE GROUP OF OPEN YEARLING HEIFERS SELL!

Gelbvieh and Balancers • Blacks and Reds

HILLTOP FARMS

Asbury, Missouri

Elmer, Brenda, Brad, Katie,
Benny & Sarah McWilliams

Home: (417) 842-3225

Elmer: (417) 529-0081

Brad: (417) 529-7556

Benny: (417) 529-6436

Email: hilltop-farms@hotmail.com

WWW.HILLTOP-FARMS.COM



Videos will be available on
www.hilltop-farms.com and DVAuction

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

Hilltop Farms Gelbvieh & Balancers

Do Your Homework

Study your lesson before calving season begins

Several years ago, one popular industry publication listed an Oklahoma State University Extension Bulletin as one of six most important pieces of equipment needed for producers during the calving season. The bulletin mentioned was Oklahoma State University Extension Circular E-1006, “Calving Time Management for Beef Cows and Heifers.” This circular is free to download and should be recommended reading and reviewing before each calving season. Every member of the family and hired staff that will be involved with watching cows and heifers during the calving season should read this bulletin.

“Calving Time Management for Beef Cows and Heifers” discusses the three stages of a normal calving and then the causes and impacts of a difficult birth (dystocia). A thorough discussion of the signs of impending calving is followed by a description of when and how to examine a cow to determine the need for intervention. Detailed diagrams of most of the potential abnormal presentations are included with descriptions of necessary manipulations that will be required before the calf can be delivered. Proper placement of the obstetrical chains and the advantages of rotating the calf to ease passage through the pelvic opening are important sections to read.

“Do's” and “don'ts” of treating retained placentas and understanding prolapses are other important topics that beef producers will want to review. The last page of the publication “Calving Time Management for Beef Cows and Heifers” is a gestation table that will list the estimated due date for each potential breeding date.

Before the first heifer of the 2019 calving season needs help, take time to read and study this free document. Some of this information might very well help you save one or more of those valuable calves at calving time. The link to this bulletin is: <http://pods.dasnr.okstate.edu/docushare/dsweb/Get/Document-9389/E-1006web2014.pdf>.

Best wishes for a happy and successful 2019!

—Source: Glenn Selk is an Oklahoma State University Emeritus Extension animal scientist.

2018 Livestock Forage Program

County Farm Service Agency (FSA) offices remind livestock producers that the deadline to sign up for the 2018 Livestock Forage Program (LFP) is Jan. 30, 2019. The LFP program allows producers to apply for benefits on native and improved pasture.

set up an appointment to come in and sign up.

LFP provides compensation to eligible livestock producers who suffer grazing losses for covered livestock due to drought on privately owned or cash leased land or fire on federally managed land.

Producers are encouraged to call their county office first to

For more information, contact your local FSA office.



REMOVE THE PROBLEM, NOT THE PROFITS.

Biting horn flies account for over \$1 billion in production losses annually.* Attack horn fly problems head on by combining a free-choice ADM IGR mineral along with a VetGun application from AgriLabs.

FREE!



BUY ONE TON ADM FREE-CHOICE IGR MINERAL AND GET A FREE VETGUN

AgriLabs
 agrilabs.com
 800-542-8916
 Promotion is valid from Feb 1 to April 30, 2019. Limitations apply. See participating dealers for details.
 *USDA estimate

your FIRST CHOICE for FREE CHOICE SUPPLEMENTATION

AMPT Advanced Mineral Performance Technology
MASTERGAIN RANGE MINERALS
MoorMans

ADMANimalNutrition.com/Beef • 866-666-7626



Where Did Your \$1 Go?



Get Details at
 BQA.org
 mobeef.com
 beefresource.org
 Beefitswhatsfordinner.com



MANAGEMENT MATTERS

Are You in the Red – or the Black?

A look at what it costs to raise a calf

By Lisa Henderson for Cattlemen's News

Do you know your cost of producing a calf? Economists acknowledge great variation of production costs exists across cow-calf operations, with deviations as much as hundreds of dollars per cow between low-cost producers and high-cost producers. Managing your expenses will be critical in the coming year as cattle prices are forecast relatively steady to 2018.

According to the Livestock Marketing Information Center (LMIC), a Denver-based economic cooperative, which includes 28 state extension agencies along with eight federal partner agencies and 13 partnering associate institutions, estimated average cow-calf returns over cash costs in 2018 were just \$4. That compares with estimated returns of \$69 in 2017, and projections of a \$4 loss in 2019.

Missouri cow-calf producers fared better in 2017 than LMIC's estimates, according to the state's Farm Business Management Analysis gathered by local audit ag programs in select school districts around the state. According to Missouri's Livestock Enterprise Analysis, returns over direct expenses were \$112 in 2017.

A third estimate of cow-calf returns calculated by Sterling Marketing, Vale, Oregon, suggests 2017 per-cow profits totaled \$164 on a cash basis.

Unfortunately, those positive returns calculated on a cash basis melt away when additional fixed costs such as interest, property taxes and depreciation are added to the analysis.

The Missouri Livestock Enterprise Analysis estimated total direct expenses for 2017 at \$679 per cow. With a gross margin of \$791, the difference is the \$112 return over direct expenses. However, the Missouri analysis also includes \$313 in overhead expenses, resulting in a per cow loss of \$201 per cow in 2017.

Similar results to the LMIC and Missouri analyses are found in a longer-term study from the Kansas Farm Management Association (KFMA) between 1975 and 2016.

"Over the entire time period, annual returns over variable costs averaged \$75 per cow with a low of -\$76 per cow in 2009 to a high of \$577 in 2014,"

CONTINUED ON PAGE 20

Beef Cow/Calf - South Missouri Projected Budget for 2019 - Purchased Replacements

	Fall Calving	Spring Calving	Your Farm
<i>Calf crop, % weaned</i>	88%	85%	_____
ESTIMATED INCOME/COW			
Steer calf sales: 580 lbs. @ \$166.24/cwt. x 85% x 1/2		\$409.78	_____
580 lbs. @ \$163.49/cwt. x 88% x 1/2	\$417.23		_____
Heifer calf sales: 560 lbs. @ \$148.49/cwt. x 85% x 1/2		353.41	_____
560 lbs @ \$139.18/cwt. x 88% x 1/2	342.94		_____
Cull cow sales: 1200 lbs. @ \$60/cwt.x 14%		100.80	_____
1200 lbs. @ \$60/cwt.x 12%	86.40		_____
Total Income	\$846.57	\$863.99	_____
ESTIMATED VARIABLE COSTS/COW			
Pasture (rental rate)	\$138.30	\$138.30	_____
Hay and forage	235.68	209.50	_____
Grain	0.00	0.00	_____
Protein and minerals	55.22	45.86	_____
Labor	94.01	94.01	_____
Veterinary, drugs, and supplies	35.50	35.50	_____
Marketing	21.16	21.60	_____
Utilities and all machinery costs	124.28	116.57	_____
Livestock facility repairs	8.00	8.00	_____
Cow replacement	188.50	217.50	_____
Bull cost or AI charge	25.00	25.00	_____
Professional fees (legal, accounting, etc.)	1.00	1.00	_____
Miscellaneous	6.00	6.00	_____
Operating interest	22.66	21.37	_____
Total Variable Costs	\$955.31	\$940.21	_____
ESTIMATED FIXED COSTS/COW			
Depreciation on facilities and equipment	\$8.48	\$8.48	_____
Interest on breeding stock	96.51	98.25	_____
Interest on facilities and equipment	7.18	7.18	_____
Insurance and taxes on breeding stock & capital items	32.39	32.68	_____
Total Fixed Costs	\$144.56	\$146.59	_____
Total Costs	\$1,099.87	\$1,086.80	_____
INCOME OVER VARIABLE COSTS	(\$108.75)	(\$76.22)	_____
INCOME OVER TOTAL COSTS	(\$253.31)	(\$222.81)	_____

Prepared by Wesley Tucker and Eldon Cole, MU Regional Extension Specialists
and Joe Horner, Extension Economist

10/31/2018

Load Up on Reliability

Mushrush Red Angus genetics are defined by:

*Birth weights, weaning weights, yearling weights
(all taken in meaningful management groups)*

Feed Efficiency data, Ultrasound & carcass data, Genomically enhanced EPDs

Collection of annual cow weights, BCS, udder scores, & visual evaluation

All the Data : All the Time

Because Accuracy achieves better Bull selection decisions

Annual Production Sale • March 15, 2019

200 Feed Efficiency Tested Bulls

Pasture Proven...
Profit Driven
MUSHRUSH
RED ANGUS

2346B N Rd • Strong City, KS 66869 • Office (620) 273-8581 • Joe (620)340-7461 • Daniel (620)340-9774

MushrushRedAngus.com

**IN THE RED — OR THE BLACK?
FROM PAGE 18**

Kansas State University economists Dustin Pendell and Kevin Herbel wrote in a summary of the analysis. “That is a difference of more than \$653 per cow in a six-year span.”

Examining returns over all costs, however, the KFMA data suggests cow-calf operations were only profitable during six years from 1975 to 2016. Adding fixed costs (i.e. depreciation, real estate taxes, unpaid operator labor and an interest charge on assets) reveals an average return over total costs during the 42-year period were -\$97 per cow, with a low of -\$312 and a high of \$226 per cow.

“Given that average returns over total costs are only positive 14 percent of the time, one might ask why anybody is in the cow-calf business,” the authors wrote. “However, it is important to recognize that the cost for unpaid labor and the interest

charge on assets used in the operation reflect opportunity costs, and these vary significantly between operations.”

Pendell and Herbel used the KFMA data to separate operations into three categories based on profits for years 2012 to 2016. This helped identify the factors that created high-profit, mid-profit and low-profit producers.

In the KFRM analysis, high-profit producers had larger herds on average and had slightly heavier calves. The number of calves sold per cow averaged 0.91 across all three profit groups. The high-profit farms received a slightly lower price for their calves (\$171.25, \$174.66, and \$178.30 respectively), but the calves in the high-profit group were heavier on average. Calf weights averaged 652, 608 and 590 lbs. for the high, mid- and low-profit groups. As a result, the high-profit operations generated about \$136 (15 percent) more revenue per cow than the low-profit operations.

“When compared to the revenue differences, the differences in costs between operations were larger,” Pendell and Herbel wrote. “High-profit operations had a \$198 per cow cost advantage over low-profit farms (16 percent advantage) and a \$46 (4 percent) cost advantage over the mid-profit farms. High-profit operations had a cost advantage in every cost category compared to the low-profit operations, except for pasture. When compared to mid-profit operations, high-profit operations had a cost advantage in every category except for pasture, depreciation and machinery.”

In the analysis conducted by Pendell and Herbel, approximately 40 percent of the difference between high-profit ranches and low-profit ranches was due to revenue, primarily because the high-profit operations weaned heavier calves. That means nearly 60 percent of the difference between the two profit groups is due to cost differences. And the biggest cost to all profit groups is feed.

Across all the profit groups in the KFRM 2012-2016 analysis, feed represents 47 percent (\$364) of variable costs, with pasture representing another 23 percent (\$174). When analyzing total costs, feed represents 38 percent and pasture represents 18 percent.

Author's Note: Each year the University of Missouri publishes cow-calf budgets projecting cost and returns for the coming year. That can be found at <http://beef.missouri.edu/business/budgets/index.htm>.

A Southern Missouri Cow Calf Budget can be found at <http://beef.missouri.edu/business/budgets/index.htm> and is also included on page 18 of this issue.

Producers can download the spreadsheet to examine and change any assumptions.

Read more in the article *How to Cut the Costs* on the next page.

Cow Camp Ranch

50 YEARS BREEDING REGISTERED SEEDSTOCK

ANNUAL SPRING BULL & FEMALE SALE

FRIDAY, FEBRUARY 15, 2019 · 1 PM
AT THE RANCH, LOST SPRINGS, Ks

SELLING OVER 200 HEAD OF SIMMENTAL & SIMANGUS™ GENETICS

Including
Fall 18 Month Old Bulls, Spring Yearling Bulls
& Registered Spring Bred Heifers



RAISED ON ONE RANCH

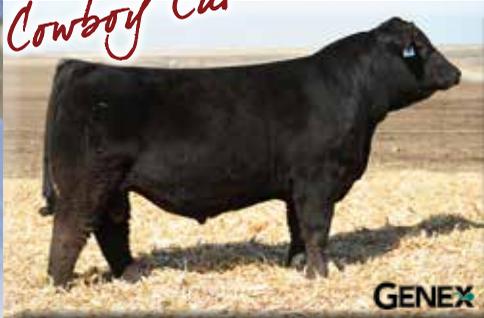


CARRYING ONE BRAND

COW CAMP RANCH
LOST SPRINGS, KS
Family Owned & Operated
for 5 Generations

Kent Brunner (785) 466-6475
Mark Brunner (785) 258-0173
Nolan Brunner (785) 466-1129
Tracy Brunner/Feed Yard (785) 965-2228
bullsale@cowcampbeef.com
www.CowCampBeef.com

Cowboy Cut



CE	14.0
BW	2.6
WW	92.0
YW	127.0
MRB	0.39
RE	0.88
API	158.0
TI	91.0

EPDs as of 12/4/18

CCR COWBOY CUT 5048Z - 27 SONS SELL

Abilene



CE	11.0
BW	2.6
WW	84.0
YW	122.0
MRB	0.48
RE	0.92
API	136.0
TI	83.0

EPDs as of 12/4/18

CCR ABILENE 6018C - 27 SONS SELL

Element



CE	12.0
BW	2.0
WW	82.0
YW	127.0
MRB	0.21
RE	1.12
API	140.0
TI	82.0

EPDs as of 12/4/18

GIBBS 3009A ELEMENT - 20 SONS SELL

Boulder



CE	15.0
BW	-2.3
WW	64.0
YW	97.0
MRB	0.58
RE	0.93
API	157.0
TI	81.0

EPDs as of 12/4/18

CCR BOULDER 1339A - 20 SONS SELL

MANAGEMENT MATTERS

How to Cut the Costs

University of Missouri Extension Beef and Dairy Economist Joe Horner says rising hay prices are the primary reason costs are budgeted higher for cow-calf producers in 2019.

“These rising hay prices may not be fully realized by producers carrying inventory of hay produced on their farms at their normal costs,” he says.

Horner offers these strategies for producers to reduce costs:

Short-term – the next three months:

Survival mode, making decisions based on cash flow.

1 Carefully watch your hay inventory, extra culling or supplement feeding as needed to survive till spring.

2 Prevent wastage by limit feeding hay if possible.

3 Plan to apply nitrogen fertilizer to get a jump on spring growth.

Longer Term – Next 2 years:

Examine costs and benefits of making changes in your operation.

4 Measure actual hay that disappears per cow per year on your farm. Lots of variation on actual disappearance across farms. Invest in better hay rings and not carrying open cows.

5 Plan to carryover hay inventories from year to year, so you don't get caught having to buy high-priced hay or sell breeding stock at distressed prices. Remember

the three I's of avoiding forage scarcity from inevitable droughts (Inventory, Insure, Irrigate.) Inventory is the cheapest; Insure through Pasture Range & Forage (PRF) Insurance, bought through crop insurance agents before Nov. 15 every year; and finally Irrigate – may be more feasible than many producers imagine with new small-scale K-Line systems, but still most expensive alternative.

6 Plan to stockpile fall growth, apply nitrogen in early fall. Expose only a few days' worth of grazing at a time via moving hot wire to reduce trampling and replace hay feeding.

7 Fertilize for improved yields.

8 Rotational grazing to improve utilization.

9 Diversify forage base with some native warm season forages that are more drought-hardy and allow summer rest of fescue pastures so you can build a wedge of pasture for fall stockpiling to reduce hay feeding.

10 Rent more pasture – if nearby, you can afford to pay more than the going rate to delay hay feeding season.

—By Lisa Henderson for Cattleman's News.

Watch for signs of fescue foot in the cowherd. Signs of lameness in the rear hoof and legs are often accentuated when temperatures and wind chills combine. Move affected cattle to a dry lot and feed something other than Kentucky 31 fescue hay. A commodity supplement or corn is recommended.



—Source: Eldon Cole, regional livestock specialist, Univ. of Missouri Extension.

MULTIMIN® 90

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

KEEP OUT OF REACH OF CHILDREN

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

ACTIVE SUBSTANCES PER ML:

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

OTHER SUBSTANCES:

Chlorocresol 0.1% w/v (as preservative).

PRECAUTION:

Selenium and copper are toxic if administered in excess.

Always follow recommended label dose.

Do not overdose.

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

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

Do not use concurrently with selenium or copper boluses.

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

Consult your veterinarian.

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.

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).

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

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

SUPPLEMENTATION PROGRAM	
BULLS	3 times per year
BEEF COWS	4 weeks before breeding 4 weeks before calving
DAIRY COWS	4 weeks before calving 4 weeks before insemination at dry-off
CALVES	at birth at 3 months and/or weaning
HEIFERS	every 3 months - especially 4 weeks before breeding
(program gives planned dates that can be varied to suit management programs)	

DOSAGE TABLE

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



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

Packaged in 100 mL & 500 mL size
NDC No. 49920-006-01 NDC No. 49920-006-05



Responsive Cattle™



MULTIMIN® PROVEN IN SEVERAL UNIVERSITY STUDIES:

MORE RESPONSIVE COWS:

- ✓ Greater Overall Pregnancy %
- ✓ Greater Timed-AI pregnancy %
- ✓ Compressed Calving Distribution
- ✓ Greater Pregnancy % in Low Body Condition Score Cows (e.g. during drought)
- ✓ Increased Body Condition Score Gain Between Calving and Breeding

MORE RESPONSIVE BULLS:

- ✓ Improved % Progressive Sperm Motility & Morphology at 12 Months of Age
- ✓ Better Breeding Soundness Evaluation (BSE)
- ✓ Of Bulls that Failed BSE at 10 Months of Age, More MULTIMIN® 90 Treated Bulls Tended to Pass BSE at 12 Months of Age.

MORE RESPONSIVE HEIFERS:

- ✓ Greater Pregnancy % to Timed-AI After 14d CIDR-Protocol
- ✓ Greater Pregnancy % to Timed-AI and Exposure to Bulls
- ✓ Greater Pregnancy % in Heifers Synchronized for Timed Embryo Transfer

Study data available from
MULTIMIN® USA

Sure Trace Mineral Supply by Timed Injection



WWW.MULTIMINUSA.COM

1.866.269.6467 | 1.970.372.2302



Copyright © 2017, MULTIMIN USA, Inc. All Rights Reserved. A201803-02

R_{REQUIRE}

Advertise in Cattlemen's News!

Call Mark Harmon at 417.316.0101

AH0230 NADA 140-929, Approved by FDA

Micotil[®] 300 Injection

Tilmicosin Injection, USP

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

Human Warnings: Not for human use. Injection of this drug in humans has been associated with fatalities. Keep out of reach of children. Do not use in automatically powered syringes. Exercise extreme caution to avoid accidental self-injection. In case of human injection, consult a physician immediately and apply ice or cold pack to injection site while avoiding direct contact with the skin. Emergency medical telephone numbers are 1-800-722-0987 or 1-800-428-4441. Avoid contact with eyes.

Note To The Physician: The cardiovascular system is the target of toxicity and should be monitored closely. Cardiovascular toxicity may be due to calcium channel blockade. In dogs, administration of intravenous calcium offset Micotil-induced tachycardia and negative inotropy (decreased contractility). Dobutamine partially offset the negative inotropic effects induced by Micotil in dogs. β -adrenergic antagonists, such as propranolol, exacerbated the negative inotropy of Micotil in dogs. Epinephrine potentiated lethality of Micotil in pigs. This antibiotic persists in tissues for several days.

Description: Micotil[®] is a solution of the antibiotic tilmicosin. Each mL contains 300 mg of tilmicosin, USP as tilmicosin phosphate in 25% propylene glycol, phosphoric acid as needed to adjust pH and water for injection, Q.S. Tilmicosin, USP is produced semi-synthetically and is in the macrolide class of antibiotics.

Indications: Micotil is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* and for the treatment of ovine respiratory disease (ORD) associated with *Mannheimia haemolytica*. Micotil is indicated for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*.

Dosage and Administration: Inject Subcutaneously in Cattle and Sheep Only. In cattle, administer a single subcutaneous dose of 10 to 20 mg/kg of body weight (1 to 2 mL/30 kg or 1.5 to 3 mL per 100 lbs). In sheep greater than 15 kg, administer a single subcutaneous dose of 10 mg/kg of body weight (1 mL/30 kg or 1.5 mL per 100 lbs). Do not inject more than 10 mL per injection site.

If no improvement is noted within 48-hours, the diagnosis should be reevaluated.

For cattle and sheep, injection under the skin in the neck is suggested. If not accessible, inject under the skin behind the shoulders and over the ribs.

Note: Swelling at the subcutaneous site of injection may be observed. **Contraindications:** Do not use in automatically powered syringes. Do not administer intravenously to cattle or sheep. Do not use in lambs less than 15 kg body weight. Intravenous injection in cattle or sheep will be fatal. Do not administer to animals other than cattle or sheep. Injection of this antibiotic has been shown to be fatal in swine and non-human primates, and it may be fatal in horses and goats.

Warnings: Residue Warnings: Animals intended for human consumption must not be slaughtered within 42 days of the last treatment. Not for use in lactating dairy cattle 20 months of age or older. Use of tilmicosin in this class of cattle may cause milk residues. Not for use in lactating ewes producing milk for human consumption.

For Subcutaneous Use in Cattle and Sheep Only. Do Not Use in Automatically Powered Syringes.

Solo Para Uso Subcutáneo en Bovinos y Ovinos. No Administrar con Jeringas Accionadas Automáticamente.

Precautions: Read accompanying literature fully before use. Intramuscular injection will cause a local reaction which may result in trim loss of edible tissue at slaughter. The effects of tilmicosin on bovine and ovine reproductive performance, pregnancy and lactation have not been determined.

Adverse Reactions: The following adverse reactions have been reported post-approval: In cattle: injection site swelling and inflammation, lameness, colic, anaphylaxis/anaphylactoid reactions, decreased food and water consumption, and death. In sheep: dyspnea and death.

For a complete listing of adverse reactions for tilmicosin phosphate reported to the CVM see <http://www.fda.gov/AnimalVeterinary/SafetyHealth/ProductSafetyInformation/ucm055394.htm>

Clinical Pharmacology: A single subcutaneous injection of Micotil at 10 mg/kg of body weight dose in cattle resulted in peak tilmicosin levels within one hour and detectable levels (0.07 μ g/mL) in serum beyond 3 days. However, lung concentrations of tilmicosin remained above the tilmicosin MIC 95% of 3.12 μ g/mL for *Mannheimia haemolytica* for at least 3 days following the single injection. Serum tilmicosin levels are a poor indicator of total body tilmicosin. The lung/serum tilmicosin ratio in favor of lung tissue appeared to equilibrate by 3 days post-injection at approximately 60. In a study with radioactive tilmicosin, 24% and 68% of the dose was recovered from urine and feces respectively over 21 days. After a single subcutaneous injection of Micotil at 10mg/kg of body weight, tilmicosin concentrations in excess of 4 μ g/mL were maintained in the alveolar macrophages and neutrophils of most cattle for at least 10 days. The clinical relevance of these findings has not been determined.

Microbiology: Tilmicosin has an *in vitro* antibacterial spectrum that is predominantly Gram-positive with activity against certain Gram-negative microorganisms. *In vitro* activity against several *Mycoplasma* species has also been observed.

Effectiveness: In a multi-location field study, 1508 calves with naturally occurring BRD were treated with Micotil. Responses to treatment were compared to saline-treated controls. A cure was defined as a calf with normal attitude and activity, normal respiration, and a rectal temperature of $<104^{\circ}$ F on Day 13. The cure rate was significantly higher ($P=0.004$) in Micotil-treated calves (63.1%) compared to saline-treated calves (29.2%). During the treatment phase of the study, there were 10 BRD-related deaths in the Micotil-treated calves compared to 47 in the saline-treated calves.

Storage Conditions: Store at or below 86°F (30°C). Protect from direct sunlight. Conservar a 86°F (30°C). Proteger de la luz solar directa.

How Supplied: Micotil is supplied in 100 mL and 250 mL multi-dose amber glass bottles.

Elanco[®], Micotil[®] and the diagonal bar are trademarks of Eli Lilly and Company.

Manufactured for: Elanco Animal Health • A Division of Eli Lilly and Company • Indianapolis, IN 46285, USA

Revised JANUARY 2010 V01-03-2010

MANAGEMENT MATTERS

By the Light of Day

Trick your cows into calving in daylight hours

Any producer wanting to have more cows and heifers calve in daylight hours should try to delay putting out hay and cubes until late in the day.

University of Missouri Extension Livestock Specialist Eldon Cole says producers should like daylight calving for a number of reasons.

First, the temperature in the winter should be warmer in the daytime so calves will have less

chance of chilling. Second, if assistance is needed, it should be easier to find whether it is from a neighbor or a veterinarian. The third reason could be less sleepless nights for the owner or caretaker of the cows.

“The late feeding time should start at least four weeks before the beginning of the calving season,” Cole says. “Research trials from Canada and the United States has varied the late feeding time from 4 in the afternoon to 10 p.m.”

Some problems exist if a producer has cattle on pasture where they can graze all day long. Some southwest Missouri cattle producers who strip-graze stockpiled fescue religiously can wait until late afternoon to move the fence to fresh pasture.

“The class of females that are of most need for daytime calving are first-calf heifers,” Cole says. “If your management system allows your feeding time to be altered to very late afternoon, I would encourage you to try it.”

Field studies and researchers all have seen daytime calving move to around 80 percent plus when late-in-the-day feeding is practiced.

—Source: University of Missouri Extension release.

UNDERSTANDING THE BEEF CHECKOFF

Livestock Markets/Dealers (\$1.00/head) Private Sales (\$1.00/head)

\$1.00 per head assessment is collected*
(Beef Promotion and Research Act of 1985)
(7 U.S.C. 2901-2911)

MISSOURI DEPARTMENT OF AGRICULTURE

BEEF BOARD MISSOURI BEEF INDUSTRY COUNCIL

Category	Amount
Program Development & Education	-.60 cents
USDA Oversight/MDA Collection & Compliance	-1.55 cents
Industry Information	-5 cents
Administration	-5.15 cents
Producer Communications & Information	-8.35 cents
Consumer Education & Outreach	-30 cents
Promotion/Advertising	-26 cents
Research	-13 cents
Foreign Marketing	-10.35 cents

BREAK DOWN OF THE CHECKOFF DOLLAR

HERE FOR THE LONG HAUL

TODAY. TOMORROW. MICOTIL®
Tilmicosin injection

You have trusted Micotil® to deliver proven results on your operation since 1992. More than 50 research studies and use in millions of cattle show that Micotil is a dependable solution for bovine respiratory disease control and therapy. Whether you are using it on arrival or in the hospital, Micotil provides bottom-line value compared to competitors.¹ Depend on Micotil for the long haul.

Micotil is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni*, and for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*.



Trusted and dependable



Proven time and again



Competitive



Benefits of Flex Dose



Bottom-line value

Elanco.us

Elanco

Micotil®
Tilmicosin Injection

Before using this product, it is important to read the entire product insert, including the boxed human warning.

Caution: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Not for human use. Injection of this drug in humans has been associated with fatalities. Keep out of reach of children. Do not use in automatically powered syringes. Exercise extreme caution to avoid accidental self-injection. In case of human injection, consult a physician immediately and apply ice or cold pack to injection site while avoiding direct contact with the skin. Avoid contact with eyes. Always use proper drug handling procedures to avoid accidental self-injection. Consult your veterinarian on the safe handling and use of all injectable products prior to administration. For use in cattle or sheep only. Inject subcutaneously. Injection of this antibiotic has been shown to be fatal in swine and non-human primates, and may be fatal in horses and goats. Do not use in lambs less than 15 kg body weight. Do not use in female dairy cattle 20 months of age or older. Use in lactating dairy cattle or sheep may cause milk residues. The following adverse reactions have been reported: in cattle: injection site swelling and inflammation, lameness, collapse, anaphylaxis/anaphylactoid reactions, decreased food and water consumption, and death; in sheep: dyspnea and death. Micotil has a pre-slaughter withdrawal time of 42 days.

¹Antibiotic Cost Comparison. Elanco data on file. February 2016. Elanco®, Micotil® and the diagonal bar are trademarks owned or licensed by Eli Lilly and Company, its subsidiaries or affiliates. © 2016 Eli Lilly and Company, its subsidiaries or affiliates. NCH 37081 USBBUMIC00104(1)

DIRECTOR OF BREED IMPROVEMENT.

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

Angus. America's breed. Go to www.Angus.org/businessbreed to learn more.



A photograph of a herd of Angus cattle in a grassy field under a clear blue sky. The cattle are of various colors, including white, brown, and black. Some have yellow ear tags. The text 'ANGUS' is overlaid in large white letters on a black background, with 'THE BUSINESS BREED' in smaller white letters below it.

ANGUS

THE BUSINESS BREED

Focusing on Profitability

Evaluating the principles of genetic selection

By Rebecca Mettler for *Cattlemen's News*

Genomics, expected progeny differences (EPDs) and economic selection indexes are words most tossed around in the months surrounding bull sale season. Before producers get much further along into making genetic selection decisions that will affect their operations for years to come, it's essential that we take the time and dive into the overall impact of those terms.

Down to Basics

Jared Decker, assistant professor and beef genetics extension with the University of Missouri, often asks cattlemen if they are going to a bull sale to purchase a piece of the environment. "No one is. The purpose of going to a bull sale is to buy genetics that will be passed on to the next generation," he says.

Since producers set out to purchase genetic potential, not the environment in which the cattle were raised, cattle must be evaluated for genetic merit based on sound scientific data.

EPDs allow beef producers to focus selection decisions specific to genetic differences between animals. "When we do that, selection decisions become more accurate, so we can improve the genetics of the herd more rapidly," Decker says.

Producers might have a personal opinion of which traits are most important to their operations, but most can agree on one thing: cowherds must be profitable.

"Focus selection decisions on profitability," Decker says. "The importance of different traits is based on their influence on the profitability of the beef operation."

Decker believes that one of the easiest ways to plan for the herd's future is to place selection pressure on profitability through the use of economic selection indexes.

"Economic selection indexes combine EPDs and weight them on economic importance and give us one number that ranks cattle according to profitability," Decker says.

Many breed associations offer multiple economic selection indexes, so producers need to do their due diligence in understanding for which production scenario the selection indexes are designed. As a general rule, terminal indexes assume that 100 percent of the calf crop is sent to market each year.

"If we keep replacement females and are using the terminal index, we aren't using the optimal index for our situation," Decker says.

For a typical cow-calf operation that keeps its own replacement females, an all purpose or general purpose index will take into account conception to slaughter.

When making strategic genetic decisions, it's also important to consider a variety of factors, including whether or not to implement a crossbreeding plan designed for the long-term future of the herd.

"The breed of the month club is over, and memberships were revoked," Decker says. "People need to choose two, maybe three breeds to use in a crossbreeding system to get the consistent calf crop."

Added Assurance

In addition, genetic and genomic technology has advanced within the beef industry to the point that said technologies are positively affecting selection decisions made by commercial cow-calf producers every day.

The vast majority of bulls purchased from production sales are unproven bulls. These bulls haven't produced any progeny to have progeny records reported to their breed association registry. Therefore, their EPDs represent their pedigrees and own perfor-



DNA testing provides a direct measure of genetic similarity and then measures that similarity more precisely so EPD predictions become more accurate, a big benefit of genomic testing.

— Photo by Joann Pipkin..

mance data only, unless genomic data — through the use of DNA testing — is incorporated into their EPDs.

DNA information is simply another source of data. The more information entered into genetic evaluation results in a more reliable answer. As data is added, EPDs become more accurate, and more confidence exists that those EPDs are going to change less as more performance data is gathered on a specific animal.

"DNA testing allows us to directly measure genetic similarity and measures that genetic similarity more precisely, so our EPD predictions become more accurate; that's the big benefit of genomic testing," Decker explains.

The added EPD accuracy from genomic testing is easily described in the form of progeny equivalents. For example, when a DNA test is performed on yearling bull that has zero real progeny, the genomic information gathered from the test can be as useful as 10 to 20 progeny with recorded birth weight, weaning weight, and yearling weight, which are the easy-to-measure traits. Plus, ge-

omic data can benefit the accuracy of the harder-to-gather traits such as carcass merit and fertility, which also take a longer timeframe to collect.

"DNA testing gives us a lot of information on an animal and reduces the risk that the commercial buyer will make an unlucky selection decision," Decker says.

While DNA testing and genomic predictions have quickly become the industry norm, a substantial percentage of producers still place emphasis on actual weights instead of EPDs and indexes.

"It's important that as a beef industry we learn to trust technology," Decker says.

He often makes the analogy that most Americans are walking around with cell phones even though they don't have a clue how they work. Conversely, beef producers don't have to know all of the intricate details of how EPDs, selection indexes and genomics work; instead, trust that they do provide valuable and reliable information for each sector of the beef industry. 



INFORCE™ 3

ONE SHOT®
BVD

Complete respiratory protection

INFORCE™ 3 & ONE SHOT® BVD give you a lot of &s when it comes to calf immunization.

It begins with intranasal INFORCE 3 & the rapid innate & active immunity it provides where IBR, BRSV & PI₃ respiratory diseases start & continues with immune system priming against future exposure. Plus, when you administer ONE SHOT BVD subcutaneously, your calves receive superior Type 1 BVD & Type 2 BVD & *Mannheimia haemolytica* protection.

Because when you start with a balanced immunization program, you help calves stay healthy & grow to their potential & prevent the spread of diseases & earn a better price at market & ... well, you get the picture.

Learn more by contacting your local Zoetis representative or visiting CompleteCalfProtection.com.

All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted.
© 2016 Zoetis Services LLC. All rights reserved. INF-00025

zoetis

Genetics don't lie.



Introducing the new American Angus Association® feeder cattle program.

Angus LinkSM brings the world's most comprehensive genetic database to America's cow herd. The program's three simple scores identify your calf crop's genetic performance potential on the ranch and in the feedlot. Angus Link gives you the information you need to know to make your next calf crop better than the last.

Go to AngusLink.com to learn more.



ANGUSLINKSM

CATTLE GENETICS VERIFIED

Know the score.

The Beast of All Load Bars

Tru-Test introduces new electronic scale product



Little progress has been made in load bar technology over the past 20 years — until now. World-renowned for its industry-leading electronics, Tru-Test is making waves with its new load bar advancement—introducing the HD5T.

With an astounding 11,000-lb. capacity, the HD5T load bars were designed to be as tough as the environment in which they're used. These bars can be used under manual or hydraulic chutes and feature completely sealed load cells, making them 100 percent water- and dust-proof. The galva-

nized steel construction also provides corrosion resistance.

The best part about the HD5T bars? Their ease. A big obstacle in load bar technology

has been installation, but the HD5Ts are the easiest to install yet. Simply bolt the bars to the chute, then bolt to a level concrete surface—no additional assistance needed!

Tru-Test has been a leader in the electronic scales business for over 30 years, and it's easy to see why. Tru-Test prides itself on quality products and exceptional service. For more information on the HD5T bars or any other Tru-Test products, please visit www.tru-test.com or call 800-874-8494.

2018: The Year in Review

MU Southwest Center celebrates 2018 success

As we start 2019, it's good to look back at 2018. More than 4,800 people came to the MU Southwest Research Center for various meetings, workshops and field days in 2018, including those from several different countries. We have engaged people in many ways to share what we are doing and to exchange ideas.

We hosted future leaders in June and September. The Pierce City school district sent 90 elementary and middle school students to participate in the Ag Fun Day in June. Numerous stations allowed students to stop and chat with agricultural experts about a variety of topics. The staff worked hard to make sure a broad swath of agriculture was covered including dairy, beef, bees, tractors, equipment, forage bike reader, but-

ter-making, and where food comes from. The goal of the day was to showcase the role agriculture plays in everyday life. We touched on the importance of agriculture by providing education to young students that supports primary industries by inspiring them to consider farming a worthy career choice.

According to the 2012 USDA NASS preliminary report, farmers fall in the following age brackets: 6 percent under 35 years old, 61 percent 35 to 54 years, and 33 percent 65 and older. This means we could see a shortage of farmers in the future. That is dangerous because everyone needs to eat and have clothing, and we need farmers to supply the resources for both.

CONTINUED ON NEXT PAGE

Maximize Profits Through Precise Resource Management



Scales & EID Readers

Tags

Syringes

Huge Savings On Our Premium Management Solutions

Find out more at www.datamarsna.com



njphillips.com

Brands of Datamars Group

THE YEAR IN REVIEW FROM PREVIOUS PAGE

Students learned about flowers, bird and insects at the prairie station. Presentations also included the topics of bees and beehives, as well as tractors and equipment. Students engaged with experts about plants, crops, tomatoes and the differences between dairy and beef cattle. Speakers at the Southwest Research Center also explained how cheese is made from the milk from dairy cows and how cotton is used in an assortment of items, including t-shirts and money.

In September, we held Ag Education Day. More than 2,000 high school students from across the entire corner of southwest Missouri made the trip to the Southwest Research Center. This is the first year that the center has combined its field day with its agriculture education day. Students heard from more than 30 speakers, each of whom touched on a different aspect of agriculture. The students were also able to hear more about the University of Missouri and the College of Agriculture, Food and Natural Resources.

Since agricultural research is the main focus of the Southwest Center, several research projects are worth noting. Dr. Eric Bailey has worked on studying the effects of prescribed burning on fescue endophyte levels, as well as diluting the effects of toxic fescue by allowing other forage spe-

cies to grow within fescue pastures. Plot work has been conducted at the Southwest Center in 2018 and will expand to a pasture basis in 2019. Toxic fescue has accounted for much in the way of reduced weight gain, fescue foot and other circulation problems. Possible ways to reduce fescue toxicity problems should be looked at closely.

Dr. Felix Fritchi also has research at the Southwest Center. His focus is to increase soybean value for the entire value chain, by selection of soybean germplasm and identification of soybean genes controlling protein synthesis and storage along with the development of markers for those genes. This will provide the opportunity to create soybeans with higher protein levels and will aid in the development of commercial soybean varieties with an improved nutritional bundle. He is also conducting a project aimed at improving not only soybean nitrogen acquisition but also transport of that nitrogen to pods and seeds. The goal is to enhance seed yield, increase protein concentration and enrich protein composition. The replicated yield trial was conducted with three different overexpressing lines and appropriate controls. In addition to yield, he will determine seed protein and oil composition.

One of the things we're most excited about is using new genomic and reproductive

technologies to make our beef herd more efficient. We're introducing Red Angus into our existing Black Angus-based cow herd. Replacement heifers will be generated through use of artificial insemination. Primary emphasis will be placed on the HerdBuilder index, Stayability EPD and Heifer Pregnancy EPD in selecting AI Sires. Terminal growth performance will be emphasized in natural service sires. Working on this project is Dr. Jordan Thomas, Dr. Jared Decker, Dr. Scott Pooch and Dr. Eric Bailey.

We have many other projects going with grapes, elderber-

ries, paw paws, black walnuts, pecans, blackberries and many more. We look forward to continuing these into the future.

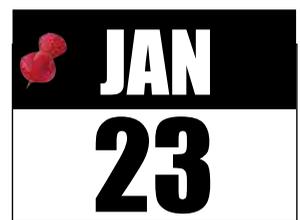
Finally, our conference building is on pace to be finished by June of this year. As I write, the footers and walls have been poured, and the slab is almost ready to be poured. We are looking forward to hosting larger meetings, events and conferences in this facility, which will be used by many in Southwest Missouri. We look forward to a great 2019.

—Source: University of Missouri Southwest Research Center.

Replacement Cow & Bull Highlight Sale

1 p.m., Wed., Jan. 23

During our regular cow & bull auction



Planning a **Production Sale?**

REACH 10,000 cattlemen in 8 states.

Get 'em **SOLD**

with **GATLEMENS NEWS**



Contact Mark Harmon to place your ad.
Email: markh@joplinstockyards.com
or call

417-316-0101

NEWBOLD & NEWBOLD PC

Certified Public Accountants

Est. 1970

- **PAYROLL**
- **FARM TAXES**
- **ACCOUNTING**
- **CONSULTING**

James E. Newbold, CPA

Kevin J. Newbold, CPA

Kristi D. Newbold, CPA

www.newboldnewbold.com

1402 S. Elliott Ave. • Aurora, Missouri

417.678.5191

Pharmgate Animal Health Introduces Deracin®

Product is alternative to Aureomycin® for treatment of shipping fever and anaplasmosis

Pharmgate Animal Health introduces Deracin® (chlortetracycline), a generic (ANADA) alternative to Aureomycin® for effective and economical control of shipping fever and anaplasmosis, two of the mostly costly and challenging diseases in the cattle industry.

“We’re pleased to offer cattle producers an economical, easy-to-use solution for shipping fever and anaplasmosis,” says Colin Gray, president and CEO of Pharmgate Animal Health. “Deracin gives producers and veterinarians a choice in products without the need to change treatment protocols or wonder if it will work.”

Deracin is broad-spectrum and effective against both Gram-positive and Gram-negative organisms. It is readily absorbed so it quickly reaches effective blood and lung concentrations. Deracin has combination clearances to be fed with Bovatec® or Deccox®. It can be top-dressed in cattle feeds or fed to cattle on pasture with bluebird free choice mineral formulas.

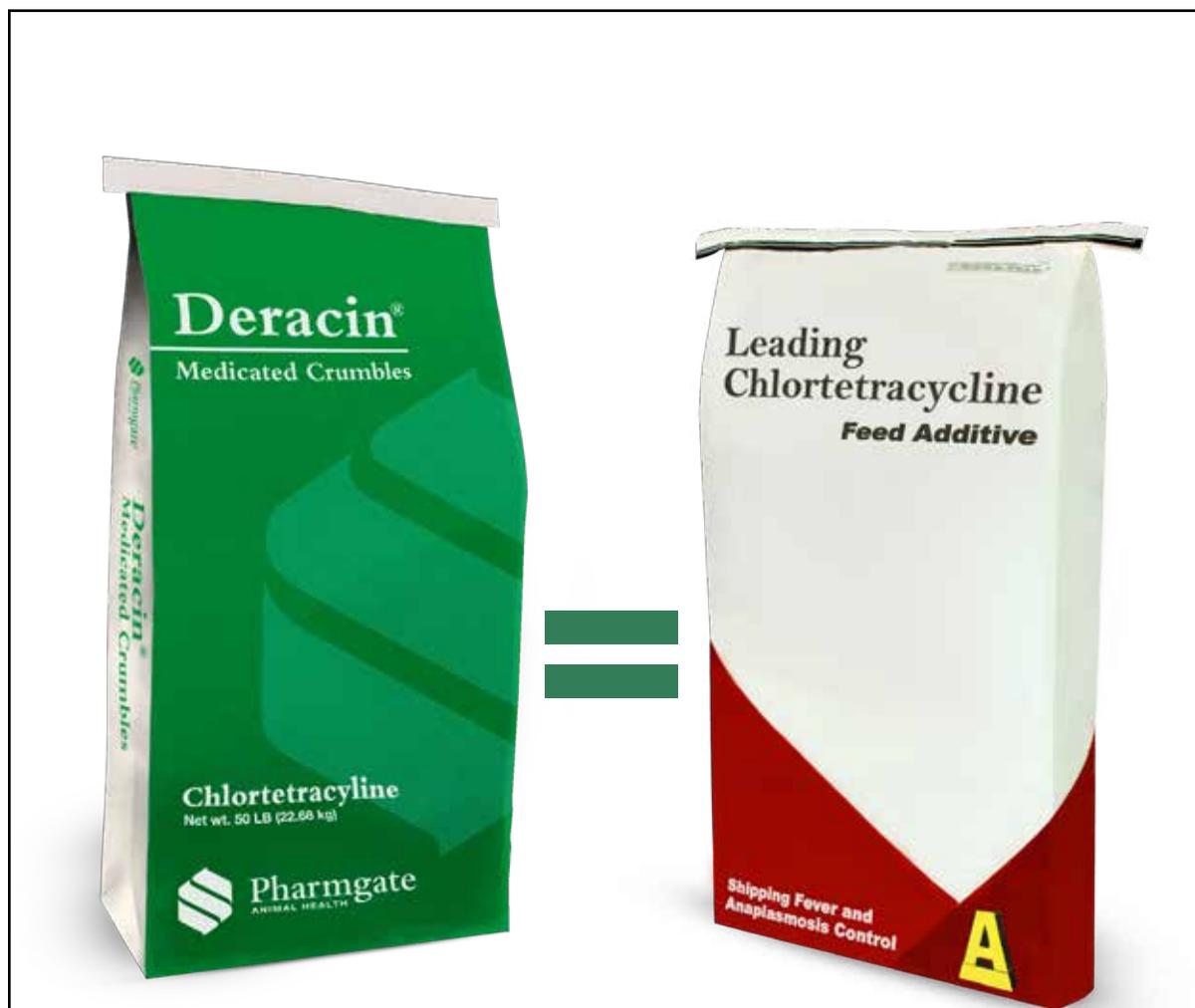
Deracin is the newest addition to Pharmgate’s robust and growing line of animal health solutions, including feed- and water-soluble medications for multiple species, as well as swine vaccines for protection against respiratory, reproductive and enteric diseases. Pharmgate’s parent company, Jinhe Biotechnology Co., is the world leader in the production of chlortetracycline, which is the active ingredient in Deracin.

“Being the basic manufacturer gives us control over this product from start to finish, allowing us to deliver a product of superior quality,” says Gray. “Our customers can be confident they are getting value and trusted performance when they use Deracin to restore cattle health and well-being.”

Ask your veterinarian or feed manufacturer to choose Deracin. Learn more and find a local representative at Pharmgate.com. Deracin is a veterinary feed directive (VFD) drug to be used by or on the order of a licensed veterinarian.

Pharmgate Animal Health is headquartered in Wilmington, North Carolina, and provides innovative and high-quality products that help the livestock industry optimize animal health, efficiency and production. Pharmgate Animal Health celebrated its 10th anniversary in 2018.

The company’s pharmaceutical production facilities are located in Omaha, Nebraska; vaccine research and manufacturing operations are based in St. Paul, Minnesota. To learn more about Pharmgate Animal Health, visit our website at Pharmgate.com.



All Things Being Equal, Wouldn't You Like A New Choice?

You have a new medicated feed option for proven and trusted control of shipping fever and anaplasmosis. Deracin® (chlortetracycline) is the generic equivalent to Aureomycin®, giving you an economical alternative without the need to change treatment strategy.

Deracin has combination clearances to be fed with Bovatec® or Deccox® and can be top dressed. It can also be fed to cattle on pasture with bluebird free choice mineral formulation. Restore health and get better value with a new choice for shipping fever and anaplasmosis. [Choose Deracin.](#)

Deracin®
(Chlortetracycline)
Restores health. Delivers value.

To learn more, visit Pharmgate.com
and talk to your veterinarian.

Federal law restricts medicated feed containing this veterinary feed directive (VFD) drug to use by or on the order of a licensed veterinarian.

©2019 Pharmgate Animal Health. Deracin is a registered trademark of Pharmgate, LLC. Aureomycin, Bovatec and Deccox are registered trademarks of Zoetis.



1106D-1118

**Download the JRS
Mobile App Today**



ON THE CALENDAR

Repro, Genetics Workshop Set for Feb. 7 in Nevada, Missouri

Preregister by Jan. 30

Remarkable technology is available to beef cattle producers in the areas of reproduction and genetics. Cattlemen are invited to learn how to use these tools on their cattle operations to increase profits at the MU Extension ReproGene 2019 workshop "Taking the Next Steps in Beef Cattle Reproduction and Genetics." This workshop will take place at 4 p.m. Feb. 7 at the 3 Cedars Event Center, 24327 E Old Town Road, Nevada, Missouri.

MU Extension's David Patterson, Jordan Thomas and Jared Decker will lead the workshop. The topics covered include:

- Overview of AI Synchronization Protocols for Heifers and Cows
- Evaluation of Protocols for 2-Year-Olds Cows

- Split-Time AI and Use of Sex-Sorted Semen
- EPD & Genomic Prediction Basics
- How to use Genetic and Genomic Predictions for Increased Profitability

In addition, a genomics hands-on demonstration and discussion using registered Angus bulls from Norman Garton of Nevada, Missouri, will also take place. Garton will also provide a presentation on cattle operation use of genomic and reproduction technologies.

Dinner for the event will be catered by Gobblers Roost of Nevada, Missouri. Cost is \$25 per person before Jan. 30 or \$35 per person at the door. For details call 417-276-3313.

ON THE CALENDAR

Warm Season Grass Cattle Grazing Workshop Set for Feb. 1

Register by Jan. 31 for Lockwood, Missouri, event

University of Missouri (MU) Extension has set a Warm Season Grass Cattle Grazing Workshop for Feb. 1 beginning at 1 p.m. at the Immanuel Lutheran Church and School in Lockwood, Missouri. This workshop is part of the Natural Resources Conservation Service + MU Grasslands Project.

Jill Scheidt and Patrick Davis, MU Extension regional agronomy and livestock field specialists, respectively, will provide the education. Featured discussions include warm season grass development and management as well as cattle nutrition and grazing management on warm season grasses.

The event is free, but to attend please register by Jan. 31 by contacting the Dade County MU Extension Center at 417-637-2112 or Patrick Davis by email at davismp@missouri.edu.



Manage your risk with video marketing. For details, visit primetimelivestock.com.



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



PRODUCTIVE
15 plus years of University research, on farm demonstrations, and satisfied customers

PERSISTENT
Durana white clover is the most persistent clover on the market with significantly increased stolon density as compared to other clover

PROFITABLE
Durana white clover will improve ADG when planted into toxic tall fescue or other grass pastures

 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. PENY32_Joplin



Growing Agriculture

Agri-Ready helps the industry grow, creates opportunity

The need for agriculture to connect with our communities continues to grow – keeping Missouri Farmers Care (MFC), the coalition of more than 40 Missouri agriculture groups busy.

Open for Business - Agri-Ready Lays the Foundation for Agricultural Growth and Opportunity

Community acceptance of agriculture, particularly animal

agriculture, stands as one of the greatest challenges to our industry's growth and success. Through MFC's Agri-Ready County Designation, nearly 60 counties have declared their counties open for business and proclaimed their support for agriculture as a primary driver of their economy and community's success. These counties have committed to not enacting local regulations impacting agriculture that are more stringent than state law.

“Agri-Ready Designation sets counties on a path to seek new opportunities to add value to farm products and to strengthen the fabric of their communities,” says Ashley McCarty, MFC executive director. “With Agri-Ready partnership, agricultural literacy has been heightened across the state and communities have taken steps to embrace their agricultural heritage, while also looking to agriculture as the future of their economy. Leaders in these counties are positioning their communities to leverage their many assets - engaged agricultural leaders, productive farms and ranches and value-added processing. This designation can serve as a catalyst for leaders

to pull together and bring new opportunities to their counties.”

Career Series Highlights Opportunities in Agriculture; Career-Ready Series Partners with DESE

MFC's Ag Education on the Move™ (AEOTM), program continued momentum in 2018, planting the seeds for agricultural literacy with tomorrow's consumers. AEOTM is a 10-week elementary-level education program that teaches students about crops, livestock, nutrition, soil and how agriculture impacts their everyday lives. Through member's resources and collaboration, passionate educators share the important story of Missouri farm families, while incorporating interactive hands-on activities. These seeds are planted early on to help students develop a foundation of learning and make informed decisions as a future consumer.

While the primary goal of the AEOTM program is to ensure the important message of agriculture makes its way to the classroom, the bus doesn't stop there. In a new effort to open eyes to the far-reaching significance of agriculture in our communities, its economic impact and career opportunities, AEOTM has partnered with the Department of Elementary and Secondary Education to host career tours across the state.

“In Missouri, we have the unique opportunity to showcase the plant and animal science hubs in the St. Louis and Kansas City regions while highlighting jobs and entrepreneurship in rural communities,” says Luella Gregory, AEOTM director. “We want students, educators and administration to understand what diverse careers agriculture has to offer and its importance to every region of Missouri.”

The AEOTM Career-Ready series brings educators, guidance counselors and administrators on bus tours, visiting agribusinesses and learning about careers in trade, mar-

AGRI-READY COUNTIES
NOVEMBER 2018

Andrew, Atchison, Audrain, Barry, Benton, Bollinger, Buchanan, Butler, Cape Girardeau, Carroll, Chariton, Cole, Cooper, Crawford, Dallas, Dent, Dunklin, Franklin, Gasconade, Gentry, Henry, Holt, Iron, Johnson, Laclede, Lafayette, Lawrence, Lincoln, Madison, Marion, Mercer, McDonald, Miller, Moniteau, Montgomery, Morgan, New Madrid, Newton, Oregon, Osage, Pike, Polk, Randolph, Reynolds, Saline, Scott, Shannon, St. Clair, St. Francois, Ste. Genevieve, Stoddard, Sullivan, Texas, Vernon, Washington, Wayne, Webster and Wright

www.mofarmerscare.com



NEW BEGINNINGS. NEW START.

***Our Mission:* INFORM. PROTECT. RESPOND.**

INFORM and **EDUCATE** Americans about the activities of animal rights groups, anti-agriculture groups and other non-governmental organizations that threaten agriculture, animal welfare, our traditions, and way of life.

PROTECT our freedoms and way of life by supporting agriculture, land use, hunting and fishing, animal ownership and animal welfare.

RESPOND to laws, regulations or misinformation that would negatively impact animal welfare, animal ownership, and restrict our rights and limit our freedoms.

For more information and to contribute, visit:
<http://protecttheharvest.com/how-can-i-get-involved/contribute/>

Or **Text PTH to 41444**

**Thank You For
Your Generous
Donation!**

Protect The Harvest is a nonprofit, tax-exempt, publicly supported organization under Sections 501 (c)(3) and 509 (a)(1) of the IRS Code, and is incorporated and registered in Missouri. All donations are tax deductible to the extent allowed by law.

***Our Fight
Is Your Fight.
Together, We
WILL Win!***



844.360.8300

info@ProtectTheHarvest.com

**Protect The Harvest
480 Southpoint Circle
Brownsburg, IN 46112**

Why Speaking Up Matters

Stand up for agriculture, tell your story

By Erin Luchsinger Hull for *Cattlemen's News*

As I've mentioned before, I live in upstate New York where dairy is king.

Within just a few miles of my home, I can find a dozen dairy farms. Of those 12 dairy farms, half of them milk more than 1,000 cows, housing in excess of 2,000. I live in a town that has more cows than people. Because of this, I take a lot of things for granted. Most of all, I assume that the vast majority of this population is well-versed in agricultural practices. But after a few recent conversations, I could not be more wrong.

On top of running a beef operation, I also own and operate a retail Christmas tree business. This year I decided to bring an orphan Red Angus calf to the tree operation. I called a neighboring dairy farm and asked to borrow a calf hutch. I placed the calf hutch inside the tree barn. I figured I was killing two birds with one stone — I wouldn't have to make a special trip to the beef farm daily to feed him at night, and I'd bring a few of my beef customers to the tree operation due to his solid Facebook following (another example how social media can be beneficial).

After a few days of the calf being at the tree barn, I overheard a conversation between a few customers about how sad it is to see a "veal hut" at my business. These were women who live in this town — a town with more cows than people. They pass a dozen farms every day that house hundreds of dairy heifer calves in this exact same set up. I interrupted them to discuss the calf's housing. When I explained that this is not a "veal hut" they didn't believe me. They began to argue that they see hundreds of these same huts every day, and they cry every time they drive by them. (Thank you, social media and all of those animal rights videos that tug at your heartstrings.)

I took a deep breath, smiled (a smile always helps me sound



less annoyed) and explained to them that those "veal huts" are nothing of the sort. I explained to them that these are dairy heifer calving housing. I explained that just like humans who use cribs, these hutches are used for animal safety and health. I then held my breath for them to ask, "But what about the bull calves?"

But it never came. All they wanted to know was why those videos they had watched were wrong. Pure and simple. Those videos tugged at their heartstrings, and here I was telling them that it was 100 percent wrong information. As the Christmas tree season marched on, I heard the same reference to a "veal hut" half a dozen times. And EVERY single time I heard it, I took a few minutes to educate. And every single time I got the same response — relief. It was quite eye-opening.

One night at the farm was rather cool (15 degrees), and a customer started to tear up and say, "But isn't he cold? He needs a heated space." This one threw me for a loop. I asked her if all the deer and other non-hibernating animals were cold? She replied, "Of course not." Then it clicked. Just because SHE was cold doesn't mean an animal with a heavy winter coat (and this calf has a ridiculously heavy coat) would be cold. She instantly looked relieved and then added, "Now I don't feel bad for all those cows I see outside eating during the winter."

At our state fair, we have a "Live Dairy Birthing Center"

where I work as a herdsman and deliver three dairy calves every day in front of a live audience. Sometimes we have 100 people present. Sometimes we have upward of 1,000. We have dozens of industry volunteers on hand to answer any question that gets asked. In this setting, 99 out of 100 times, the person asking the question walks away happy to know the truth. Every now and again, we'll have someone speaking untruthful statements and does not want to know the truth. But those instances are very rare, and you can see them coming.

My takeaway from every one of these interactions is that once the correct information is laid in front of a person, nine times

out of 10 they want to know the truth. They want those videos to be wrong. It makes their hearts happy. But nine times out of 10 we as producers are too nervous to step in because we fear getting into an argument with someone who won't listen or because it is not our business. But I'm here to tell you, it is our business. It literally IS OUR BUSINESS. Stand up for your fellow ranchers and farmers — today, tomorrow and always.

—Source: Erin Luchsinger Hull owns and operates *Lucky 13 Beef* in Tully, New York. She is a board member of the New York Beef Council and the 2017 Beef Promoter of the Year for New York state. Follow her online at www.facebook.com/lucky13beef.



GROWING AGRICULTURE FROM PAGE 34

keting, communications, finance and more. In rural communities, participants hear from local business owners, agronomists and trade professionals while touring diverse sites including local implement dealers, Soil & Water Conservation Districts and University of Missouri Extension offices.

In 2018, the AEOTM Career-Ready tour series expanded to include a follow-up session at the University of Missouri, where tour participants could see specific degree areas and coursework. In addition to on-campus experiences, more than 100 participants visited Danforth Science Center, Sydenstricker Implement, University Dairy Farm, Agroforestry Center, agribusinesses and farms. Interactive panels represented the variety of agriculture careers from soil conservationists to financial managers and from research-

ers and plant breeders to journalists. In 2019, additional universities will partner in efforts to highlight their program offerings related to ag careers.

Missouri Farmers Care continues to seek out additional opportunities to share the important message of agriculture with new audiences.

AEOTM is an educational effort through Missouri Farmers Care, funded partially by Missouri soybean farmers and Missouri beef producers and their checkoffs. Missouri Farmers Care implements activities to promote the continued growth of Missouri agriculture and rural communities through coordinated communication, education and advocacy. Visit www.MoFarmersCare.com for more information.

—Source: Agriculture Education on the Move.

Selling your cattle shouldn't be a risky venture.
We're here to help with our **innovative marketing** strategies.

MANAGE YOUR RISK.



Risk Management | Video Marketing

UPCOMING VIDEO SALES

FEB. 21, 2019 "THE SPRING FLING" WHEAT PASTURE

AT AN OUTSIDE VENUE

CONTRACTS AND VIDEOS DUE FEB. 14

MARCH 14, 2019

AT JOPLIN REGIONAL STOCKYARDS

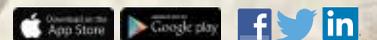
CONTRACTS AND VIDEOS DUE MARCH 7

APRIL 18, 2019

AT JOPLIN REGIONAL STOCKYARDS

CONTRACTS AND VIDEOS DUE APRIL 11

VISIT US AT
PRIMETIMELIVESTOCK.COM



Skyler Moore
417.737.2615

Bailey Moore
417.540.4343

Jackie Moore
417.825.0948

Colby Flatt | Video Manager
620.870.9100



Energy First

Late-winter and early-spring calving present the most challenging nutritional period for lactating beef cows

By Lisa Henderson for *Cattlemen's News*

Much of the success of your calf crop next year begins the day this year's calves are born. That's because the condition of your cows when they calve this spring and the quality of the feed made available to them are critical to rebreeding and a start to next year's calf crop.

"Late winter and early spring is the most challenging time of the year for the nutrition of spring-calving beef cows," says Glenn Selk, Oklahoma State University extension beef specialist. "Unless cool season grasses are available, this is a season where maintaining or gaining body condition on spring-calving cows is really quite difficult."

Cow body condition is especially critical at this stage because your cows need to recover from calving and start cycling again all while providing enough milk for growing calves.

"A cow's nutrient requirements increase dramatically after calving to support milk production," says Eric Bailey, University of Missouri extension beef specialist. "These requirements peak two months after calving and slowly taper off as milk production decreases."

Beef specialists note that the demands on a cow post-calving mean she'll need more nutrients. Depending on her potential for milk production, a cow could require as much as 40 percent to 50 percent more energy and protein compared to the two months prior to calving.

"The magnitude of change over the course of a production year is in excess of 75 percent -- 10 mega calories of Net Energy for Maintenance (NEm) versus 18 mega calories of NEm," Bailey says. "The exact magnitude of increase

is dependent on the size of the cow and her capacity for milk production. That's challenging during the winter because we are feeding hay, so



it becomes expensive to feed a lactating cow every bite of feed she needs, often in excess of \$2 per cow per day (\$40 per 1000-pound bale and cow eating/wasting 40 pounds of hay per day)."

Bailey says the challenges of post-calving nutrition are magnified when calving season occurs in the winter, but he says that time period can offer some benefits.

"The advantage of winter calving is greater in Missouri than other places," he says. "January is the driest month in Missouri, so it makes sense to avoid the mud of spring." However, he says, he was trained to "loathe winter calving because it does not match the cow's nutrient requirement curve up with the forage growth/quality curve."

Bailey says this year's hay shortage in Missouri has

made the economics of winter feeding "tougher to pencil, which is why I advocate feeding as little hay as possible and matching cow nutrient requirements with forage growth/quality."

Beef specialists commonly recommend that cows should calve in moderate to good body condition (scores of 5 or 6) to ensure good rebreeding efficiency. Selk says body condition at the time of calving is the most important factor

affecting rebreeding performance of normally managed beef cows.

"Body condition changes after calving will have more subtle effects on rebreeding especially in cows that are in marginal body condition," Selk says. "Body condition changes from the time the cow calves until she begins the breeding season can play a significant role in your rebreeding success story. This appears to be most important to those cows that calve in the marginal body condition score range of 4 to 5.

"Ideally, cows should be maintaining condition during mid-to late-pregnancy and gaining during breeding," Selk says. "The goal of the management program should be to achieve these body conditions by making maximum use of the available forage resources."

Winter or early spring calving presents a challenge for producers to meet their cow's nutritional needs during early lactation. That's because of the biological priority for nutrients. The cow will meet her maintenance needs first, and, in the case of 2- and 3-year old cows, their growth needs will be met second. Providing milk for her calf is the cow's third priority. If the cow's nutrient intake is high enough, she'll begin cycling and rebreed on time.

"Producers in Missouri need to worry about energy first," Bailey says. "Protein is only limiting when very poor quality hay is fed, and any vitamin/mineral deficiencies can be covered even with a basic mineral program. Even late-baled fescue will have 7 to 8 percent crude protein and properly timed refuse hay will be above 10 percent. If forage is above 10 percent crude protein, no additional supplement is needed."

Selk also emphasizes the importance of feeding a source of energy, such as moderate to good quality grass hay and/or high energy cubes until warm season grasses grow enough to provide both the energy and protein that lactating cows need.

"Yes, the feed is high-priced," Selk says. "But the cost of losing 21 percent of next year's calf crop is even greater." 

Top Cattle For Tomorrow's Future
PRESIDENTS DAY
Spectacular

MONDAY FEBRUARY 18TH, 2019
 AT THE RANCH NEAR AMSTERDAM, MO
 1:00 AUCTION TIME

60 Bulls – 2-year olds // Fall Yearlings // Spring Yearlings

DVAuction
Broadcasting Real-Time Auctions

Selling

15 Registered Fall Bred Heifers
 15 Registered Spring Yearling Heifers



E101

SIRE| NJW 135U 10Y HOMETOWN 27A | DOB|9/6/17
 CE|+3.4 BW|+1.9 WW|+55 YW|+90
 REA|+.82 MARB|+.11 CHB|\$117



E117

SIRE| BEHM 100W CUDA 504C | DOB|11/20/2017
 CE|+11.2 BW|-0.2 WW|+61 YW|+104
 REA|+.82 MARB|+.42 CHB|\$130



F114

SIRE| MSU TCF REVOLUTION 4R | DOB|3/4/2018
 CE|+6.5 BW|+1.8 WW|+61 YW|+98
 REA|+.73 MARB|+.22 CHB|\$123



F130

SIRE| EFBEEF X651 TESTED D876 | DOB|3/7/2018
 CE|+8.5 BW|+0.5 WW|+58 YW|+94
 REA|+.62 MARB|+.37 CHB|\$122



F136

SIRE| EFBEEF RESOLUTE CEO | DOB|3/2/2018
 CE|+2.0 BW|+3.5 WW|+63 YW|+108
 REA|+.68 MARB|+.37 CHB|\$116



E109

SIRE| BEHM 100W CUDA 504C | DOB|10/18/2017
 CE|+9.4 BW|+0.9 WW|+65 YW|+110
 REA|+.49 MARB|+.33 CHB|\$119



E112

SIRE| KCF BENNETT 936 C378 ET | DOB|10/26/2017
 CE|+4.4 BW|+3.2 WW|+71 YW|+120
 REA|+.75 MARB|+.12 CHB|\$132



F08

SIRE| KCF BENNETT COMPLETE 8607 | DOB|2/12/2018
 CE|+6.8 BW|+2.2 WW|+78 YW|+119
 REA|+.77 MARB|+.33 CHB|\$127



F111

SIRE| MSU TCF REVOLUTION 4R | DOB|2/26/2018
 CE|+6.5 BW|+1.8 WW|+61 YW|+98
 REA|+.73 MARB|+.22 CHB|\$123

Selling SONS & DAUGHTERS OF --

HYALITE RESOURCE 331 // Leased to Select Sires
 EFBEEF X651 TESTED D876 // Full brother to Validated
 NJW 98S R117 RIBEYE 88X
 CRR 719 CATAPULT 109
 MSU TCF REVOLUTION 4R
 REMITALL ONLINE 122L
 BBF RELIANCE X51 B1

A/ADE
 POLLED HEREFORDS

John & Karen Ade // (765) 583-4875
 John.Ade22@gmail.com
 Cord Lane-Herdsman // (913) 285-2461
 CordLane908344@gmail.com

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

AdePolledHerefords.com

Get
MORE
 for your
CATTLE.

GET MORE
 +
 NO CHARGE
 +
 CUSTOMER SERVICE
 +
 VALUED MARKETING

Commingle
TODAY!

Cattle are grouped into bigger, more uniform lots, offering buyers a larger selection.

We're working for you!

From Jan. 9, 2018 through Jan. 7, 2019
 we commingled 14,697 head for 2,544 producers.

CALL 417.548.2333 FOR DETAILS!



MANAGEMENT MATTERS

Commingle: a Marketing Option

How can the JRS commingle program work for you?

Since September 2001, we have been conducting commingled sales at Joplin Regional Stockyards on a weekly basis. This involves processing cattle through our modern sorting facility to commingle cattle of multiple producers into larger lots based on weight, shape, color and sex.

These larger uniform lots are attractive to more buyers; thus bringing a premium price when compared to cattle sold in drafts of less than five head. Commingling also allows the smaller producers to sale at a premium sale time.

How does it work?

- The seller, at their option, has the choice to allow his cattle to be sorted and sold with other producer's cattle based on sex, color, frame and weight.
- Cattle eligible for commingling need to arrive by 5 p.m. on Sunday for our Monday sale.
- The cattle will be unloaded and have a shrink factor applied that adjusts for fill condition.
- The cattle will then be sorted by color (black and colored) if it is deemed beneficial for selling purposes.
- Each individual animal will then be measured for hip height, weighed, sexed and receive an individual identification tag to determine which lot of cattle they will be commingled with.
- For every lot that a seller has cattle in, a percentage of ownership is computed by dividing the total adjusted weight of each seller by the total adjusted weight of the entire lot. Example: A seller has three steers that weighed a total of 1,500 lbs. This seller's shrink factor was 2 percent so the adjusted weight of this seller for this lot is 1,470 lbs. The lot has 40 steers with an adjusted weight of 19,200 lbs. This seller has a 7.6563 percent (1,470/19,200) ownership of this lot of cattle.
- The cattle are sold on the weight through the ring. The weight the seller will be paid on is this ring weight of this lot multiplied by his ownership percentage at the sale price.
- There is no charge for this service.

What are the benefits of this service?

- Cattle normally sell higher when sold in larger lots. By commingling smaller producers cattle together into larger lots, it allows them to achieve these benefits.
- We sell commingled cattle starting between 10:30 a.m. to 11:30 a.m. This is a prime time to be selling cattle.
- By utilizing our Internet auction, a seller can view his cattle sale from home or work.

This marketing option is strictly up to the seller. If you are interested in commingling your cattle and have any questions, please contact your field representative or other Joplin Regional Stockyards employee, or the office at 417-548-2333.

Learn About Cover Crops

MU releases guide series on cover crops

University of Missouri Extension offers a new series of guides on cover crops for farmers and farm advisers.

Missouri farmers are planting more cover crops than ever to improve soil health, says Rob Myers, MU adjunct associate professor of plant sciences. He developed the guides.

In the last year, Missouri farmers received nearly \$20 million in state and federal funding to plant cover crops.

Cereal rye remains the most popular cover crop, but many farmers plant cover crop mixes, including diverse cover crop “cocktails,” Myers says. They usually plant these mixes after wheat harvest to improve soil or for grazing.

Missouri farmers plant summer crops such as buckwheat, sunflowers and millets as cover crops and sometimes for seed. Canola is another dual-purpose crop that is planted in the fall and overwinters like wheat.

“One of the key principles of soil health is to increase plant diversity in a field, which better supports soil microbes,” says Myers. “This can be done with cover crops or a third cash crop in a corn and soybean rotation. Fortunately, some Missouri-adapted alternative crops work for cash harvest or as cover crops. These new publications tell how to grow and use these versatile crops.”

Crops with potential in Missouri for dual use for cover crop or harvest include sunflowers, buckwheat, canola and diverse millet species. Sunflowers, a true American native, have a long history in Missouri, says Myers. Buckwheat is gaining new interest as a cover crop, even though it also has been grown in Missouri in past years for grain. Canola, an in-demand oilseed, serves as winter cover and for grazing. Diverse millet species

work for forage, seed harvest or cover crop use.

The guides in the series are available for free download:

- Growing Millets for Grain, Forage or Cover Crop Use, extension.missouri.edu/p/g4164
- Growing Buckwheat for Grain or Cover Crop Use, extension.missouri.edu/p/g4163



- Growing Canola for Oilseed or Cover Crop Use, extension.missouri.edu/p/g4162
- Sunflowers: A Versatile Native Crop, extension.missouri.edu/p/G4701

See also:

- Cover Crops in Missouri: Putting Them to Work on Your Farm, extension.missouri.edu/p/g4161

—Source: University of Missouri Cooperative Media Group.



WE KNOW AG BANKING



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



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

417.869.9000 | OLDMISSOURIBANK.COM

MEMBER FDIC



The Beef Industry Miracle

Understanding how cattle production connects with beef consumption

By Derrell S. Peel

Beef production in 2018 is projected to total nearly 27 billion pounds of beef products resulting from the slaughter of 33 million head of cattle. The economic system that connects cattle production to beef consumption is remarkably complex and is a challenge for producers and consumers alike to understand and appreciate.

The marketing challenge for beef is no different than for any other product: providing the right product; in the right form; at the right time; in the right place; at a price that represents value to the consumer. Consumer demand for a given product, say a ribeye steak, is met by a marketing system that must simultaneously meet that demand and maximize the value of the large set of products resulting from fabricating the carcass in order to provide a ribeye steak. For consumers, beef demand for a given product on any given day occurs in diverse markets ranging from retail grocery; restaurants (HRI: hotel, restaurant and institutions); or in a variety of international export destinations. Of course, not all products are consumed in all markets.

What we refer to simply as beef demand is really a vast array of demands for the multitude of products that result from the disassembly of beef carcasses. Moreover, beef products are perishable and mostly marketed fresh; which means that the ability to use product inventories to balance dynamic supply and demand flows is typically limited to a short period of a few days. It's easy to take for granted that fresh beef will be available in a wide range of domestic and international markets every day of the year, but the process is truly remarkable.

In order to meet that fresh beef demand, a continuous flow of cattle ready for slaughter must be available throughout the year. The flow of fed cattle into

the packing industry is the result of multiple production sectors and a lengthy production process. The majority of cattle slaughter is young cattle finished in feedlots in a five- to six-month feeding phase. Prior to finishing, many cattle grow in a stocker or backgrounding phase that typically lasts from four to six months. Stocker cattle are calves typically weaned at 7 to 9 months of age as the product of cow-calf production. This means cattle are slaughtered at roughly 18 months of age, with adjustments in any or all of these production phases resulting in a range of slaughter age from 15 to 22 months or more. Add to that nine months of gestation to produce a calf and the total time between fresh beef for consumers and a rancher's decision to turn out the bull is more than two years.

Additionally, numerous other dimensions of cattle production add to the complexity of the industry. Cattle production occurs all over the country in a wide range of climate conditions ranging from semi-tropical to subarctic. Cattle are ruminants and able to use a wide range of feed resources, which adds flexibility to cattle production but also add to the challenge of adjusting cattle production in response to the dynamic market conditions described above.

Cow-calf and stocker producers, feedlots, packers, further processors and a host of other workers in transportation, stocking, cooking, serving and countless other industry participants work every day to make sure that restaurant diners and grocery shoppers don't have to think about where and how that beef product came to be available at that moment — or indeed that it would be there at all. It truly is a miracle.

—Derrell S. Peel is an Oklahoma State University Extension livestock marketing specialist.

Genetic Blend
BULL SALE
2.16.19 - JOPLIN, MO - 12:00 P.M.

SELLING 75 BULLS
followed by 1,000 commercial females!
2.16.19

783E PB AN RELENTLESS/BLACKSTAR 795E PB SM
797E PB SM ONE EYED JACK/POWERDRIVE 8783E 3/4 SM
E101 PB SM ANCHOR/WHEELMAN 17CF PB SM UNFINISHED BUSINESS/WIDE TRACK

JOPLIN REGIONAL STOCKYARDS
417-548-2333

GB Cattle 405-780-0372
Owen Bros. 417-830-8180
Gerdes Cattle 319-850-1694

FOR CATALOG, PLEASE EMAIL GREG BURDEN:
GREG.GBCATTLE@GMAIL.COM

EVENT ROUNDUP

January

- 17 Estate, Succession and Retirement Planning
MU Southwest Center, Mt. Vernon, Missouri
FMI: 417-581-3558
- 22 9 a.m.-Noon or 2-5 p.m. Spring Calving Clinic
Pinegar Arena, MSU Darr Center, Springfield, Missouri
FMI: 417-881-8909
- 22 Educational Meeting on Developing Bulls and Heifers
Memorial Hall Basement, Lamar, Missouri
To register and FMI: 417-276-3313
- 23 1 p.m. Replacement Cow Highlight Sale
During Regular Cow & Bull Auction
Joplin Regional Stockyards, Carthage, Missouri
FMI: 417-548-2333

February

- 1 Warm Season Grass Cattle Grazing Workshop
Immanuel Lutheran Church & School
Lockwood, Missouri
FMI: 417-637-2112
- 7 Beef Repro Gene 2019 Workshop
Cedars Event Center, Nevada, Missouri
FMI: 417-276-3313
- 15 Cow Camp Ranch Spring Bull & Female Sale
at the ranch, Lost Springs, Kansas
FMI: 785-466-1129
- 16 Genetic Blend Bull Sale
Joplin Regional Stockyards, Carthage, Missouri
FMI: 417-830-8180
- 18 ADE Polled Hereford President's Day Spectacular Sale
at the ranch, near Amsterdam, Missouri
FMI: 765-583-4875
- 21 The Spring Fling Wheat Pasture
Prime Time Livestock Video Sale
Location to be announced
FMI: JRS office 417-548-2333 or
Colby Flatt, video manager, 620-870-9100
- 26 Southwest Missouri Spring Forage Conference
Ramada Oasis Convention Center, Springfield, Missouri
FMI: 417-831-5246, ext. 3

March

- 14 Prime Time Livestock Video Sale
Joplin Regional Stockyards, Carthage, Missouri
FMI: JRS office 417-548-2333 or
Colby Flatt, video manager, 620-870-9100
- 15 Mushrush Red Angus Annual Production Sale
at the ranch, near Strong City, Kansas
FMI: 620-273-8581
- 15 Sunflower Genetics Production Sale
at the ranch, near Maple Hill, Kansas
FMI: 785-640-8062

ON THE CALENDAR

Spring Forage Conference Moves to New Location

The Southwest Missouri Spring Forage Conference is moving to a new location in 2019. The 35th annual event will be held Tues., Feb. 26, 2019, at the Oasis Hotel and Convention Center, 2546 N. Glenstone Ave., in Springfield, Missouri.

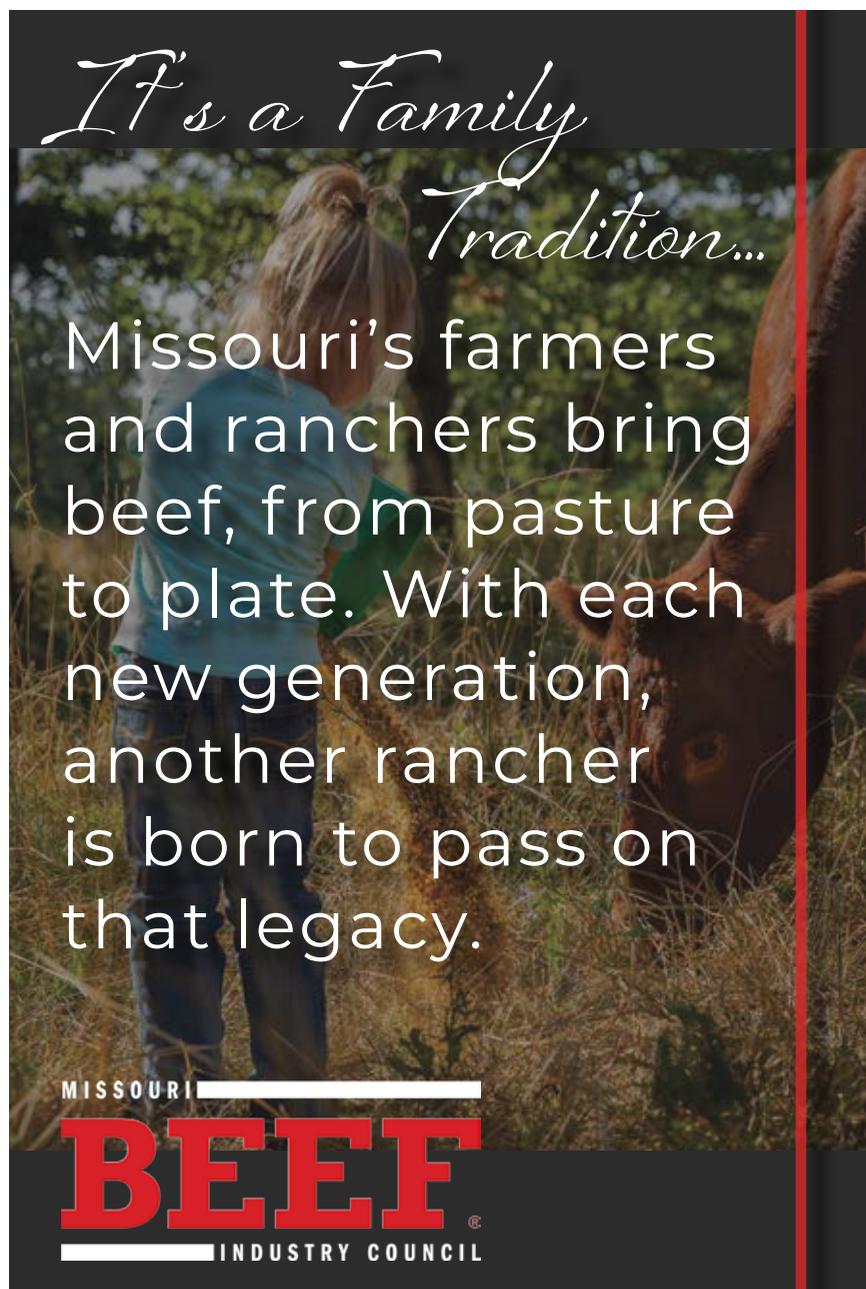
This year's keynote speaker will be Pat Keyser from the University of Tennessee. Keyser is a professor and director of UT's Center for Native Grasslands Management. He will address native warm season grasses.

The conference will also feature several breakout sessions throughout the day. Topics include: strategies for managing farm and ranch depreciation; intercropping summer annuals; retained ownership; basics of management-intensive grazing; mitigation of fescue endophyte; proper stocking rates;

fertilizing for crop removal rates; toxic plants; preparing for drought; economics of renovation; and forage sustainability with soil types.

A large trade show will also be held in conjunction with the conference. Agricultural businesses and organizations will have exhibits and representatives available to discuss their products and services. If interested in becoming an exhibitor or sponsor, contact Nathan Witt at 417-451-1007 ext.3.

Conference registration begins at 8 a.m., with sessions running from 8:45 a.m. to 3:30 p.m. A banquet luncheon is included with the registration. The cost is \$35 per person in advance or \$45 at the door. To pre-register (by Feb. 15) or for more information, contact the Laclede County SWCD office at 417-532-6305, ext.101.



It's a Family Tradition...

Missouri's farmers and ranchers bring beef, from pasture to plate. With each new generation, another rancher is born to pass on that legacy.

MISSOURI
BEEF
INDUSTRY COUNCIL

Stay up-to-date on everything at JRS



Joplin Regional Stockyards

Get the complete Joplin Regional Stockyards Feeder Cattle Market Summary online at www.joplinstockyards.com.

JRS Sale Day Market Phone: (417) 548-2012
 Mondays (Rick Huffman) | Wednesdays (Don Kleiboeker)
 Market Information Provided By Tony Hancock
 Mo. Department of Agriculture Market News Service
 Market News Hotline (573) 522-9244
 Sale Day Market Reporter (417) 548-2012

Market Recap | Feeder Cattle Auction

Jan. 7, 2019 • Receipts 13,853

CLOSE. No regular sales the last two weeks due to the holidays, compared to the last sale three weeks ago, steers and heifers under 500 lbs 5.00 to 8.00 higher, 500 weights steady to 3.00 higher, over 600 lbs steady to 4.00 lower.

Steers (Per Cwt / Actual Wt) **Medium and Large 1** 300-350 lbs 200.00-202.50; 350-400 lbs 185.00-205.00, Fleshy 177.00-179.00; 400-450 lbs 172.00-207.00; 450-500 lbs 170.00-193.00, Thin Fleshed 185.00, Fleshy 161.00-165.00; 500-550 lbs 163.00-180.00, Fleshy 156.00-163.00; 550-600 lbs 145.00-169.00, Fleshy 142.00-144.00; 600-650 lbs 140.00-159.00, Calves 137.00-145.00; 650-700 lbs 137.00-149.00, Fleshy 136.00-142.00, Calves 133.00-143.00; 700-750 lbs 137.50-147.25, Fleshy 133.00, Calves 132.50; 750-800 lbs 134.00-147.50; 800-850 lbs 135.00-147.50; 850-900 lbs 133.00-138.75; 900-950 lbs 134.00-136.50; 950-1000 lbs 131.00; 1000-1050 lbs 131.50. **Medium and Large 1-2** 300-350 lbs 185.00-195.00; 350-400 lbs 170.00-180.00, Thin Fleshed 192.50; 400-450 lbs 150.00-181.00, Thin Fleshed 190.00-201.00; 450-500 lbs 152.00-168.00; 500-550 lbs 141.00-170.00; 550-600 lbs 140.00-158.00, Fleshy 133.00; 600-650 lbs 135.00-150.00, Calves 130.00-138.00; 650-700 lbs 132.00-145.00, Calves 129.00-131.00; 700-750 lbs 130.00-141.50; 750-800 lbs 132.50-138.00, Calves 131.00; 800-850 lbs 129.00-140.75. **Medium and Large 2** 350-400 lbs 157.50; 400-450 lbs Thin Fleshed 147.50; 450-500 lbs Thin Fleshed 152.50; 500-550 lbs 132.50; 550-600 lbs 136.00; 600-650 lbs 129.00-138.00; 650-700 lbs 131.00. **Large 1** 500-550 lbs 157.00; 600-650 lbs 143.00-145.00; 650-700 lbs Calves 130.00; 750-800 lbs 135.00. **Medium 1** 500-550 lbs 155.00; 550-600 lbs 147.00. **Medium 1-2** 300-350 lbs 170.00; 600-650 lbs 122.50. **Medium 2-3** 400-450 lbs Thin Fleshed 134.00.

Heifers (Per Cwt / Actual Wt) **Medium and Large 1** 300-350 lbs 152.50-160.00, Thin Fleshed 162.00; 350-400 lbs 150.00-173.00; 400-450 lbs 148.00-164.00, Fleshy 144.00-151.00; 450-500 lbs 138.00-154.00, Fleshy 135.00-143.00; 500-550 lbs 128.00-152.50, Fleshy 123.00-133.00; 550-600 lbs 126.00-141.00, Fleshy 122.00-132.00; 600-650 lbs 124.00-139.00, Calves 121.00-129.00; 650-700 lbs 124.00-138.50, Calves 130.50; 700-750 lbs 122.50-134.00, Calves 120.00; 750-800 lbs 125.00-135.00; 800-850 lbs 123.00-134.25. **Medium and Large 1-2** 250-300 lbs Thin Fleshed 155.00; 300-350 lbs Thin Fleshed 162.00; 350-400 lbs 140.00-152.00, Thin Fleshed 146.00-160.00; 400-450 lbs 132.00-150.00; 450-500 lbs 127.00-143.00, Thin Fleshed 139.00; 500-550 lbs 120.00-145.00, Thin Fleshed 136.00; 550-600 lbs 120.00-132.00; 600-650 lbs 119.00-130.50, Calves 120.00-122.00; 650-700 lbs 119.50-137.25, Calves 116.00; 700-750 lbs 122.00-127.00; 750-800 lbs 114.00-127.00; 800-850 lbs 128.00-132.00. **Medium and Large 2** 400-450 lbs 120.00-132.50; 450-500 lbs Thin Fleshed 117.50-127.00. **Medium and Large 3** 500-550 lbs 105.00. **Large 1** 600-650 lbs Calves 120.00. **Medium 1-2** 350-400 lbs 135.00; 400-450 lbs 131.00-138.00; 450-500 lbs 136.00-139.00; 550-600 lbs 123.00; 600-650 lbs 115.00. **Medium 2** 600-650 lbs 112.00. **Medium 2-3** 650-700 lbs 100.00.

Please Note: The above USDA LPGMN price report is reflective of the majority of classes and grades of livestock offered for sale. There may be instances where some sales do not fit within reporting guidelines and therefore will not be included in the report. Prices are reported on an FOB basis, unless otherwise noted.

—Source: USDA-MO Dept of Ag Market News Service, Rick Huffman, Market Reporter, (573) 751-5618. 24 Hour Market Report 1-573-522-9244. www.ams.usda.gov/market-news/livestock-poultry-grain

Market Recap | Value-Added Feeder Cattle Auction

Jan. 3, 2019 • Receipts 6,671

No recent Special Value Added sale for a price comparison, compared to the regular feeder cattle sale two weeks ago, steers and heifers steady to 5.00 higher except 450 to 525 lb steers 6.00 to 10.00 higher. Calves are weaned 45 days or more, on a vaccination program and heifers are guaranteed open.

Steers (Per Cwt / Actual Wt) **Medium and Large 1** 350-400 lbs 200.00; 400-450 lbs 181.00-198.00; 450-500 lbs 174.00-192.00; 500-550 lbs 161.00-184.00; 550-600 lbs 153.00-169.00; 600-650 lbs 145.00-155.00; 650-700 lbs 142.50-155.00; 700-750 lbs 140.00-153.50; 750-800 lbs 140.50-153.00; 800-850 lbs 140.00-145.50; 850-900 lbs 139.00-150.50; 900-950 lbs 136.50-137.00. **Medium and Large 1-2** 250-300 lbs 217.50; 300-350 lbs 180.00; 350-400 lbs 175.00-185.00, Thin Fleshed 194.00; 400-450 lbs 163.00-175.00, Thin Fleshed 192.00-193.00; 450-500 lbs 164.00-179.00, Thin Fleshed 180.00; 500-550 lbs 147.00-172.00; 550-600 lbs 146.00-162.00, Thin Fleshed 162.00; 600-650 lbs 140.00-153.00; 650-700 lbs 140.00-144.00, Thin Fleshed 150.00; 700-750 lbs 140.00-144.50, Fleshy 141.00; 750-800 lbs 141.00, Fleshy 140.00; 800-850 lbs 138.50-142.50; 850-900 lbs 139.50; 900-950 lbs 136.00. **Medium and Large 2** 550-600 lbs 138.00; 700-750 lbs 138.00. **Large 1** 700-750 lbs 140.00-141.00; 750-800 lbs 141.00; 800-850 lbs 140.00. **Medium 1-2** 350-400 lbs Thin Fleshed 172.00; 450-500 lbs Thin Fleshed 164.00.

Heifers (Per Cwt / Actual Wt) **Medium and Large 1** 300-350 lbs 154.00-167.00; 400-450 lbs 148.00-156.00; 450-500 lbs 140.00-152.00; 500-550 lbs 136.00-145.00; 550-600 lbs 136.00-145.00; 600-650 lbs 135.00-146.00; 650-700 lbs 132.00-141.00, Replacement 142.00; 700-750 lbs 133.00-142.00; 750-800 lbs 134.50; 800-850 lbs 120.00-127.00; 850-900 lbs 122.00. **Medium and Large 1-2** 300-350 lbs 145.00; 350-400 lbs 139.00-144.00, Thin Fleshed 142.00-148.00; 400-450 lbs 134.00-147.00; 450-500 lbs 134.00-142.00; 500-550 lbs 134.00-142.00; 550-600 lbs 134.00-138.00; 600-650 lbs 130.00-136.50, Replacement 139.00; 650-700 lbs 132.00-137.00; 700-750 lbs 131.00-133.00, Fleshy 132.50; 750-800 lbs 130.00. **Medium and Large 2** 400-450 lbs 130.00; 650-700 lbs 124.00-131.00. **Large 1** 600-650 lbs 135.00; 650-700 lbs 133.00. **Medium 1-2** 350-400 lbs Thin Fleshed 146.00; 450-500 lbs Thin Fleshed 136.00; 550-600 lbs 130.00. **Medium 2** 300-350 lbs 138.00.

Please Note: The above USDA LPGMN price report is reflective of the majority of classes and grades of livestock offered for sale. There may be instances where some sales do not fit within reporting guidelines and therefore will not be included in the report. Prices are reported on an FOB basis, unless otherwise noted.

—Source: USDA-MO Dept of Ag Market News Service, Rick Huffman, Market Reporter, (573) 751-5618. 24 Hour Market Report 1-573-522-9244. www.ams.usda.gov/market-news/livestock-poultry-grain

Tune in to the JRS Market Report

 M-F 9:55-10:05 a.m. during break before AgriTalk M/W/F Noon Hour during Farming in the Four States T/Th Noon Hour after news block	 Monday 12:40 p.m. Wednesday 12:40 p.m.	 Monday 11:45 a.m. Wednesday 11:45 a.m.
 Monday 12:50 p.m. & 4:45 p.m. Wednesday 12:50 p.m. & 4:45 p.m.	 Monday 11:45 a.m. Wednesday 11:45 a.m.	 Monday 12:15 p.m. Wednesday 12:15 p.m.
 Monday 11:30 a.m. Wednesday 11:30 a.m.	 Monday 12:15 p.m. Wednesday 12:15 p.m.	

MARKET WATCH



Video Cattle Auction
Jan. 3, 2019
Receipts 2,670

Demand moderate for this Prime Time Video Auction at the Joplin Regional Stockyards. The cattle offered are in Missouri, Oklahoma, Kansas, Texas and Arkansas. An eight cent slide or 80 cent right slide and mostly 2 percent, few 3 percent pencil shrink will apply. Deliveries are current through September.

Southcentral States: Texas, Oklahoma, New Mexico, Kansas and Missouri.

Feeder Steers Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
70	725	725	146.50	146.50	Current
120	830	830	147.75	147.75	Current
178	860-885	877	138.00-146.00	140.65	Current
75	740	740	147.00	147.00	Jan-Feb
29	850	850	143.00	143.00	Jan-Feb Split Load
56	900	900	141.75	141.75	Jan-Feb
70	700	700	147.50	147.50	Feb
248	800	800	141.50-144.75	143.07	Feb
66	750	750	146.00	146.00	Aug-Sep

Feeder Steers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
121	825	825	137.50	137.50	Current
59	850	850	141.75	141.75	Current
63	800	800	137.50	137.50	Jan-Feb
122	825	825	139.50	139.50	Mar
61	825	825	136.75	136.75	Apr

Feeder Heifers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
70	700	700	137.00	137.00	Current
65	765	765	139.00	139.00	Current
126	800	800	132.75	132.75	Current
80	670	670	140.25	140.25	Jan-Feb
29	785	785	135.00	135.00	Jan-Feb Split Load

Feeder Heifers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
80	600	600	133.50	133.50	Current
69	725	725	133.00	133.00	Jan-Feb
66	775	775	135.00	135.00	Jan-Feb
66	750	750	136.00	136.00	Feb
126	800	800	131.50	131.50	Apr-May

Eastern States: All states east of the Mississippi, Louisiana and Arkansas.

Feeder Steers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
84	585	585	153.00	153.00	Current Value Added
74	685	685	146.50	146.50	Current

Feeder Heifers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
173	575-585	580	136.50-137.00	136.75	Current Val Added
80	625	625	135.00	135.00	Current
144	700	700	136.00	136.00	May

—Source: USDA-MO Dept of Ag Market News Service, Rick Huffman, Market Reporter, (573) 751-5618.

Special Listing to Sell

1 P.M. | WEDNESDAY | JAN. 23, 2019
DURING OUR REGULAR COW & BULL SALE
JOPLIN REGIONAL STOCKYARDS
I-44 & EXIT 22 | CARTHAGE, MISSOURI
EARLY LISTING INCLUDES:

200 Mostly Black Cows

2-5 years old. Selling with 70+ calves at side.
 Balance spring calvers bred to Angus or Horned Hereford bulls.
 Field Rep: Skyler Moore. Phone 417-737-2615.

19 Black Cow/Calf Pairs

4 years to short and solid.
 Calves sired by Angus bulls and weigh 200 to 400 pounds.
 Field Rep: Jim Hacker. Phone 417-328-8905.

Expecting 500 head of quality cows and bulls
 Bulls must be semen and trich tested

joplinstockyards.com



JRS Office | 417-548-2333
 Jackie Moore | 417-825-0948
 Bailey Moore | 417-540-4343
 Skyler Moore | 417-737-2615



Beef Genetics

Spring Bull Sale
March.30.2019
60 Angus Bulls
40 Charolais Bulls

At the ranch in Randolph, Kansas

For more information:

Galen: 785-532-9936

Email: finkbull1@twinvalley.net

finkbeefgenetics.com

AI SERVICES

THE BEST WAY TO PREDICT THE FUTURE IS TO

Create It

SexedULTRA4M
High Fertility Sex Sorted Semen

Danny Beckman
319-750-1174
dbeckman@stgen.com

Luke Bradford
979-571-0028
lbradford@stgen.com

STgenetics
WWW.STGEN.COM

FENCING

RAFTER J FENCING
CATTLEMEN TO CATTLEMEN

Pipe Corrals • Barb Wire • Woven • Portable Welding • We Clean Fence Rows
Customer Satisfaction is #1 • Ask us about our "Stay-Tuff" fence products!

We Sell & Install Wineland Concrete Waters
Wineland Livestock Tanks
417-461-4514 • Jamie Miller • Miller, MO

INSURANCE

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

BULLS ARE OUR BUSINESS

Registered Angus Bulls For Sale

CLEARWATER FARM

• EST 1933 •
The Pipkin Family
Springfield, Missouri
417.827.0623 | 417.827.2756
clearwaterangus.com

DA Ranch

OGDEN ANGUS RANCH

BRANDON 417.813.0958
TREVON 417.366.0363
KENNY 417.466.8176

OGDENANGUS.COM
LOCKWOOD, MO 65682 OGDENANGUS@GMAIL.COM

REPUTATION BULLS THAT GET 'ER DONE
for all the major economic traits
SIMANGUS • BALANCER
20 mos. old, forage developed, thick, deep, some for heifers, for fescue, reasonably priced, guaranteed, strong EPDs, semen tested.

Bob Harriman | Montrose, MO | 660-492-2504
bharriman39@hotmail.com | www.bhsf.us

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 Sarcxie, MO (417)246-5215 1-800-695-6371

SEED

WARM SEASON GRASS SEED

Caucasian Bluestem
Debearded & Cleaned
Hardy, Productive & High-Quality Pasture or Hay

417.214.0419

Leon Luthi
605 SW 80th Rd. • Jasper, MO

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.

SILAGE

SILAGE

2,500 Tons • \$25/ton
Mixed Grass, Legume Silage

DALE SCHUPBACH
CLEVER, MISSOURI

417.818.1049

BALED SILAGE

(TUBED)
1,300 to 1,500 pound bales (5x4)

— **MATT TAYLOR** —
417.850.1860

McNatt and Goodman, Missouri area

SAVE THE DATES!

Upcoming
Video Sale Dates for



Feb. 21 - "The Spring Fling"
Outside Venue

Contracts & Videos Due Feb. 14

March 14

Joplin Regional Stockyards
Contracts & Videos Due March 17

April 18

Joplin Regional Stockyards
Contracts & Videos Due April 12

May 9

Joplin Regional Stockyards
Contracts & Videos Due May 2

PLACE YOUR BUSINESS CARD AD TODAY!

To advertise, contact Mark Harmon at **417.316.0101**.

BREAKING NEWS

at your fingertips

Sign up online to receive free text and email alerts from JRS!

Secure | https://www.joplinstockyards.com

JOPLIN REGIONAL STOCKYARDS
ESTD 1991

Find a Rep | Contact Us | 417-548-BEEF (2333) | Search...

HOME NEWS SERVICES CATTLEMEN'S NEWS CATTLEMEN'S VIEW SIGN UP

SIGN UP FOR JRS TEXTS AND EMAILS

*First Name [input] *Last Name [input]
Cell Phone [input] Carrier [Please Select]
*Email Address [input] *Contact Preference [Please Select]
My Field Representative [Please Select]
My Content Categories
 Cattleman's News Video Sales Monthly Cow Specials Industry News

Agree to Terms
 I want to subscribe to JRS content. JRS will not publish, share or sell your email address to 3rd parties. JRS will use this email address in their discretion to keep you updated on our industry. If you wish to receive

LET'S GEALX TO

NEW ORLEANS

CATTLE INDUSTRY CONVENTION

AND NCBA TRADE SHOW

JANUARY 30-FEBRUARY 1, 2019

#CATTLECON19

www.NCBA.org



ANCW

NCF

National
Cattlemen's
Foundation

CattleFax

58TH ANNUAL WESTERN FARM SHOW

American Royal Complex, 1701 American Royal Ct., Kansas City, MO 64102

February 22–24, 2019

Friday & Saturday 9 a.m. to 5 p.m. | Sunday 9 a.m. to 4 p.m.

Over 500 exhibitors, livestock demonstrations, the latest in farm and ranch technology, the Family Living Center, the Health and Safety Roundup – it's all under one roof.

This is the place to be!

Show Highlights

FFA Day

Friday, February 22, 9:30 a.m. to 12:30 p.m.

— SPONSORED BY AMERICAN FAMILY INSURANCE

Low-Stress Livestock Handling Demonstrations

Saturday, February 23, 10:30 a.m. & 2:00 p.m.

— SPONSORED BY MFA, INC.



 More information at www.westernfarmshow.com

 Like us on Facebook: [Western Farm Show](#)

 Follow us on Twitter: [@WesternFarmShow](#)

Primary Show Sponsor

