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# CATTLEMEN'S NEWS



MARCH 2019 | VOLUME 22 | ISSUE 8

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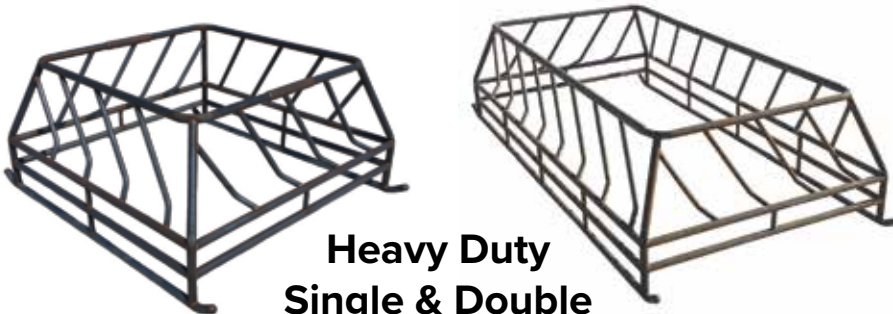
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## ON THE BLOCK

**C**attle weighing less than 650 pounds seem to be selling higher every week. Those over 650 pounds are about steady to a bit lower. We're just in a typical time of the year when that happens. A 500-pound steer will bring \$1.70 to \$1.80 or \$1.85, while a 750-pound steer will bring \$1.40 or less. We see those weight classes widen. Buyers are looking for grass-type cattle with the bigger end of the weight breaks a little lower. I expect this trend to continue for a while.

For every order that comes in, all buyers are interested in cattle that are weaned and have had some vaccinations. From there, it's a trickle down effect. Buyers just don't want a calf that is un-weaned or that comes in as a bull. So, we see really wide ranges of prices in those type cattle. A good set of 5-weight steers that have been weaned might bring \$1.80



while a set of bulls that haven't been weaned might bring \$1.50. That's \$30 per hundred on a 5-weight animal or \$150 per head. Preconditioning has always paid, and it's a good way to add value to your cattle whether you choose to sell at a value-added sale or during a regular Monday auction. The cattle will still bring more because they've been weaned, vaccinated and are in the right condition.

We sold close to 10,000 in our Feb. 21 Prime Time Livestock Video Auction. Demand is really good for the yearling cattle and weaned calves with verified health. The video auction is a lot like preconditioning. There's demand for those type cattle, and they sell really well.

Good luck and God bless.

*Jackie*



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## INSIDE THIS ISSUE

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Spring brings thoughts of cattle working. Get animal health and marketing strategies inside this issue.

—Cover photo by Jillian Campbell.

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## 3 Breed, Crossbred Heifers For Sale

Spring Calving Heifers available after Oct. 15

Fall Calving Heifers available after April 15



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 0332P, 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 LS Objective, SV Final Answer, AAR Ten X, Sitz Upward, Nifty in Focus & many other top Angus sires adding to their genetic lineage. The same is true for the Simmental & SimAngus sires.

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## DATA-DRIVEN DECISIONS

# Is It Time?

## Using technology to predict calving

Story by Justin Sexten for Cattlemen's News

For those just getting started calving, a recent Journal of Animal Science article from Natalie Duncan and Allison Meyer at the University of Missouri highlights some new technology insights that might prove useful in predicting calving time. If you are wrapping up calving heifers or have watched cows around the clock during the polar vortex, you are very aware of the value such insights could provide.

The experiment was conducted during spring and fall calving seasons using cows and heifers to evaluate behavior changes around calving. The researchers attached an accelerometer called an IceCube to the cows' rear leg at least three days before calving to measure cow activity. These devices for cows work similar to those you might wear to count steps or monitor your sleep.

The technology monitored the cows' steps, time spent lying down and standing up, in addition to number of times they changed position from standing to lying (lying bouts).

In the three days prior to calving, few changes were observed until the day of calving. During the 24 hours prior to calving, cows increased standing time by over 20 percent, took over 60 percent more

steps and nearly doubled the number of lying bouts.

Many experienced readers would suggest they can predict calving plus or minus a day without the assistance of such technology. True value is found in predicting the calving time within a window ranchers can provide assistance or shelter in a more timely manner. The Missouri group further sorted the data to observe changes on an hourly basis within that last day before calving.

The increase in steps, time spent standing and lying bouts reported during the last 24 hours before calving only slightly increased from hour -23 to -6 from calving. Nearly all the observed changes occurred from hours -5 to calving. Further analysis suggest the greatest changes happened during the last two hours before calving.

The researchers suggested the most reliable indicator of calving time was the increase in number of lying bouts. Heifers tend to change positions a bit more than cows with no noticeable seasonal effects. Further research is needed to see how these behaviors might change in an extensive calving environment as these cows were housed in a calving lot.

With position changes noted as the most reliable indicator of calving, some might ask how many times a cow will stand up and lie down before calving. The answer? More. This report would suggest about twice as many times as normal in the last two hours before calving. The real question is what is normal.

A wise vet once told me understanding normal was key to finding sick steers or calving cows. Normal and healthy are much easier to learn and teach than understanding all the symptoms of not normal. All those hours you spend watching cows waiting on calving provides a great baseline of normal behavior to measure against.

This research looked backward at behavior change around calving. Imagine the day where technology measures normal for each cow in

CONTINUED ON NEXT PAGE



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## TRENDING NOW

# NRCS: Conservation Counts

## Grants available to promote conservation programs

**T**he USDA Natural Resources Conservation Service (NRCS) is offering grants for promoting public awareness and implementation of Farm Bill conservation activities.

State Conservationist J.R. Flores said \$800,000 is available in Missouri for partners who can help inform farmers, ranchers and specialty crop growers about NRCS programs. Areas of emphasis for the grants include: outreach workshops and conferences; technical workshops and field days focused on soil health strategies or native plant community adoption; organic and specialty crop workshops; water quality improvement and drainage water; technical assistance implementation; and enhancement of climate data tools.

"NRCS is looking for partners who will use these grants to educate Missouri's farm community, conservation organizations, other natural resources agencies, private landowners and other citizens about opportunities made possible by the Farm Bill," Flores said.

Proposals may be submitted until 5 p.m. April 15. The full announcement and application instructions are available at <https://www.grants.gov/web/grants/home.html>.

An informational webinar/teleconference will be held at 10 a.m. Wednesday, March 20. Additional information will be posted on Grants.gov. Interested applicants should RSVP to Jessica Phillips at [Jessica.Phillips@usda.gov](mailto:Jessica.Phillips@usda.gov) or (573) 876-0912. For more information, contact Karen Brinkman at [Karen.Brinkman@mo.usda.gov](mailto:Karen.Brinkman@mo.usda.gov) or (573) 876-9364.


—NRCS release. 

## IS IT TIME? FROM PREVIOUS PAGE

real time. When she begins to deviate from normal, you are alerted on your phone that calving is near and her tag begins flashing. With advancing technology, such alerts might not be far away.

You will notice a new tagline with my article this month. The change comes with a new career pursuit I started in February, joining Performance Livestock Analytics (PLA). PLA is a technology company offering solutions to the beef industry. Today, our community of customers represent more than 1,000 Midwestern feedyards who feed nearly 1.6 million cattle using Performance Beef technology.

With a changing role, comes a change in content focus. I will still report on research innovation and progress related to the beef supply chain. However, don't be surprised if you find yourself more informed about data and emerging technology that might influence your business down the road.

—Justin Sexten is vice president of strategy for Performance Livestock Analytics. 



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## The Impact of Castration on Production Systems

### Making sense of the castration debate

Story by David Rethorst for Cattlemen's News

**W**hen I found out the emphasis for this month's Cattlemen's News was animal health and marketing, my immediate thought was to write on the timing of castration. I had just finished serving on a taskforce to review and update the "Castration and Dehorning Guidelines" document for the American Association of Bovine Practitioners that was written five years ago, and I felt current on the thinking of beef and dairy organizations across the country. Then, I realized that there had been two articles in the last Cattlemen's News related to castration timing. Not wanting to write another castration article, I had second thoughts. Still, I decid-

ed to go ahead with the article, looking at the impact of castration at weaning and beyond on the entire beef production system including antibiotic stewardship.

It is my belief that if a calf is castrated at weaning or later, it is the third most stressful event in the calf's life with the birth process being No. 1 and weaning being No. 2. If we combine weaning, castration and transportation, we create a great deal of stress that expresses itself as bovine respiratory disease (BRD). Yet, if castration is removed from that equation by dealing with it early in life, the picture changes dramatically. In his article last month, Dr. W. Mark Hilton cited data from the Kansas State Univer-

sity's Stocker Unit showing that calves coming in as steers experienced a 0.72 percent death loss while calves coming in as bulls had a 2.28 percent death loss.

The economics of that difference is significant by itself, but let's expand the picture for a broader view. One rule of thumb in the cattle health world is that for every 10 calves that are treated for bovine respiratory disease (BRD), one will die. If we look at the KSU data with this rule of thumb in mind, 7 percent of the calves coming in as steers were treated versus 23 percent of the calves that arrived as bulls. Consider the additional labor costs that were required for the bulls as well as the additional expenditure for antibiotics along with the mortality cost and we see a very sig-

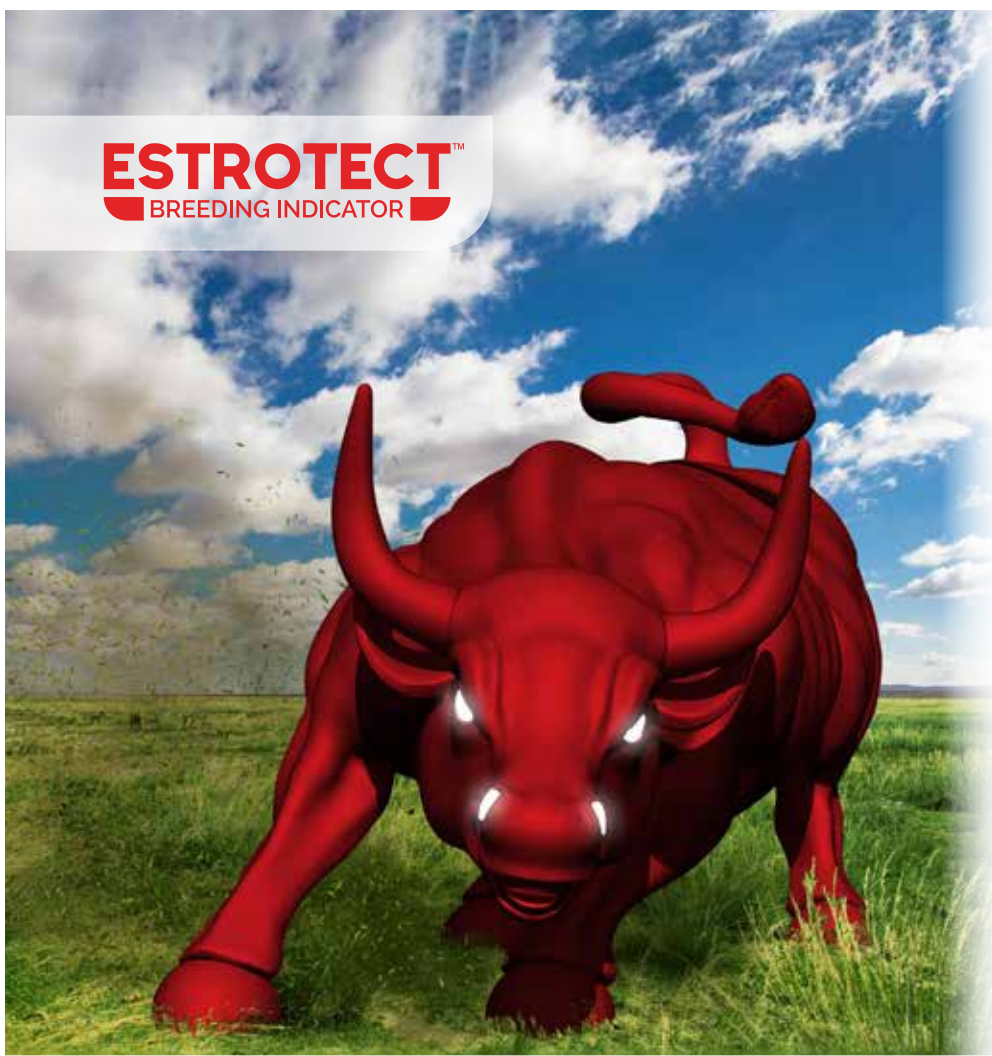
nificant financial impact — all because the testicles were not removed from the calves at an early age.

A number of years ago, a client who fed their calves to finish on the ranch asked what impact banding at weaning would have compared to the early-in-life castration along with a low potency implant that they were using. We could not find data to answer the question, so we ran an in-house study to get an answer. Half of the bull calves were knife cut at approximately three months of age and given an implant. The other half were banded just before weaning and implanted at that time. Otherwise, the cattle were handled in an identical fashion. No statistical difference between the two groups existed, although a slight numerical advantage was given to the early-in-life, knife-cut calves in each parameter evaluated. This included average daily gain from birth to weaning, weaning weight, average daily gain from weaning to harvest,

**CONTINUED ON NEXT PAGE**



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## THE IMPACT OF CASTRATION FROM PREVIOUS PAGE

quality grade, percent choice, carcass weight and carcass value. It's unnecessary to put calves through the bovine two-step associated with high-tensile banding, and the drop in feed consumption as the scrotums are dropping off. We can get similar performance from an early-in-life castrated calf.

It is my belief that within the next two years all over-the-counter antibiotics will move to prescription status. I also believe that at some point in time we will lose the prevention labels on antibiotics that allow us to use them metaphylactically in incoming calves. We need to be figuring out now what we are going to do to control BRD when this happens.

Society in the United States is very concerned about the development of antibiotic resistance and what can be done to slow it. The

Food and Drug Administration is going to continue to push for more veterinary oversight related to antibiotic use in addition to withdrawing some label approvals.

We can live with many of these changes if we get back to the basics of animal husbandry and quit trying to use management in a bottle for each malady that comes along. In many instances, approximately two-thirds of the calves marketed as steers are actually bulls. Think of the impact we could have on antibiotics use if all of the calves marketed as steers were actually steers. Let's work to get calves castrated early in life (three months of age or less) and make sure that two testicles are below the elastrator band if that is the method of castration being used. Together, we can make a difference.

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

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## Market Moves

### Cull cow prices increasing seasonally

By Derrell S. Peel

**B**oning cow prices in Oklahoma in the latest weekly data averaged \$59.50/cwt., up from \$58.00/cwt. the previous week. Boning cow prices have risen four consecutive weeks since mid-January. The increases are exactly as expected seasonally as cull cow prices typically increase sharply from January into February on the way to seasonal peaks in May. Cull cow prices typi-

cally achieve the bulk of the seasonal price increase by March and hold close to seasonal peak prices through August before declining to fall lows.

Though seasonal price patterns are among the strongest tendencies of cattle markets, they do not always follow exactly. Cull cow prices in 2018 did not follow seasonal price patterns for the entire year.

After increasing seasonally from January to March, cull cow prices began to weaken almost immediately. Boning cow prices in Oklahoma peaked in March at \$67.59/cwt. before declining to an average level of \$58.99/cwt. for the May to September period. Boning cow prices dropped further in seasonal fashion with the lowest annual prices occurring in early December and leading to December lows averaging \$47.88/cwt. Those December lows were the lowest monthly boning cow prices in Oklahoma since late 2009. Oklahoma boning cow prices averaged \$58.58/cwt. in 2018, down 10.2 percent year over year.

Cull prices were under pressure in 2018 largely as a result of increased cow beef supplies due to herd expansion in recent years. From record low beef cow culling rates in 2015, beef cow slaughter has risen as herd inventories grew and culling returned to normal rates. In 2018, dairy cow slaughter was higher than expected as a result of dismal dairy market conditions. As a result, 2018 total cow slaughter was 6.2 million head, up 1.0 million head or 20 percent above the recent low of 5.2 million head in 2015. In addition to significantly larger cow beef supplies, there may also be some demand weakness in the processing beef market as ground beef competes with record large pork and poultry supplies.

Cull cow prices are likely to follow seasonal patterns more closely in 2019. Cow slaughter is projected to decline about 1.5 percent in the coming year, moderating cow beef supplies. Both beef and dairy sectors may see modest decreases in cow slaughter in 2019. Total beef production is projected to increase 1.5 to 1.8 percent in 2019 so overall beef supplies will remain large, but the cow beef market will moderate faster as herd inventories likely peak. Current indications suggest that 2019 cull cow prices may hold close to steady on an annual average basis with a chance of slightly higher prices year over year, especially in the last part of the year.

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

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And I LOVE it. Yes, they make us money, but at the end of the day, there's so much more to it. I never realized how much I would feel for these animals. I mean I truly love them.

There is nothing cuter than a little calf running circles, kicking up his feet, and feeling good. His mom is probably nearby with her nose buried in hay, but I can guarantee she has one eye and one ear open. In that field after the hay is unrolled, there's not a sound to be heard but the crunching. This is my favorite time to try to pet them. I can get pretty close to some, but others just look at me like, "Try it."

Yes, this is a complicated life to lead.

To be a good farmer you have to sacrifice your time, your money and your sleep. It's like parenthood. Parenthood is the hardest thing I have ever done; farming is a close second. And just like parenthood, this farming gig is so worth it.

My husband and I work hard to keep them comfortable, fat and happy. When they are sick or worse, it hurts. It hurts my heart and my wallet. I just did our taxes so I know how much we spend towards their care. It is eye-watering but worth it.

To be a farmer you risk your neck to drive slick roads to feed a bale of hay so the new babies have something warm to snuggle in. You dip your arms into ice-cold water to fix a waterer even though it's January. You toil through the sweltering months and endure the cold and endless winter. It's funny (and infu-

riating) when non-farmers post on Facebook begging for a snowstorm or worse when they complain about the rain in the summer. Come on, people!

But they don't understand. And how could they?

Without a farm it's hard to comprehend what it feels like to be utterly dependent on something so out of your control — the weather. Or the market. Or the price of feed. Or equipment breaking. Or so much more...

It's hard not to take it personally when national groups are spewing propaganda that is based on the mantra you are

cruel to your animals. I am evil because I own animals. I am evil because I eat my animals.

Oh, it makes my blood boil.

See, we are first-generation farmers. This is my husband's dream, and this is my destiny. I can't imagine my life any other way. Honestly, it sure would be a lot easier to live other ways. This is a dang hard way to make a living.

But we aren't doing this for us. We are doing this for those that come after us. Our kids. Our grandkids.


Our kids have benefitted greatly from this lifestyle. They know about life and death. They have seen it. They have helped haul it off. They help feed in the cold. They break ice. They all see the financial and physical strain it causes. We have danced together in the rain. Remember 2010 to 2011? When it started to rain, we all ran outside and let it drench us.

It's a memory I won't forget. They were so happy. We were

all so relieved. The miracle of rain!

We aren't perfect farmers, and we make unintentional mistakes. But our hearts are in the right place.

In one group, we've got a gimpy little calf. He is the cutest little red-white faced bull. But he has something wrong with his hip, and it takes him a long time to move. When he does arrive he's usually pushed aside because he's low in the pecking order. We have had some cold and icy weather last week, and my giant-hearted husband went out of his way to feed hay wherever this little guy was standing. He unrolled the bale right next to him. There's really nothing sweeter. Or more humane. Or more right and good.

Yes, being a farmer is about making money but the life you end up earning is worth more than anybody could ever pay. 

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## MANAGEMENT MATTERS

# Graze to Your Full Potential

## Manage pastures for more grass when you need it

**M**anage pastures for more grass when you need it. Forages are valuable. They're also the lowest-cost way to keep high-value beef cows in condition and their calves gaining. With the nation's beef cattle herd continuing to expand and grazing acres in short supply, it makes good business sense to do all you can to grow all the grass you can.

Field scientists and range and pasture specialists from Corteva Agriscience®, Agriculture Division of DowDuPont, have compiled several tips that can help you give your grazing resource the best opportunity possible to reach its full potential during the upcoming grazing season.

### Evaluate

It's helpful to understand current conditions. What shape was your grassland in at the end of last season? How much moisture did you receive during the winter and up to turnout this spring? Have you mapped known problem spots? Did you pull soil tests? How do you anticipate using your pastures this year? Do you plan to run more cattle in certain pastures?

The more you know about and understand your grassland, the better you can manage it to its fullest potential. If you don't have a system in place to note and track pasture conditions, now is an excellent time to start. You'll be amazed at how helpful it can be to have information at your fingertips.

### Develop a grazing plan.

Now is the time to develop grazing plans, or to modify existing ones, based on what was learned last year, for the upcoming season. At the minimum, grazing management experts recommend including the following:

- A definition of goals, including livestock production and pasture and range sustainability. Examples of pasture and range sustainability goals include maintaining pasture, range and riparian health and/or reducing weed and poisonous plant problems.
- A map of grazing areas including tame and native pastures and all developments such as fences, gates, water sources, etc.
- The type and number of livestock being grazed in the pastures.
- Approximate period of use for each pasture.
- Where the animals will be moved — the sequence of use of pastures.

CONTINUED ON NEXT PAGE





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## GRAZE TO YOUR FULL POTENTIAL FROM PREVIOUS PAGE

### Control weeds early.

Research shows that weeds rob production and reduce the pasture quality. Generally, a spring herbicide application is more effective than a summer application. It can also be more cost-effective, as the benefits continue over a longer period of time.

The earlier weeds are eliminated, the sooner grasses can get ahead, which helps prevent new weeds from establishing. As with crop production, early weed pressure will reduce the season's overall forage yield, and established, mature weeds will limit an animal's willingness to graze certain areas, in effect, shrinking available acres.

Early emerging weed targets include biennial thistles and many annual species. Young, lush plants can be controlled easily with many different herbicides. But most experts recommend a longer-term approach.

### Consider an herbicide that provides residual control.

A herbicide like 2,4-D only controls weeds that are up and growing, so it tempts most users to delay application as long as possible to control the most weeds possible. By then, those weeds already have done considerable damage.

A residual product, such as Grazon-Next® HL or Chaparral® herbicide, allows application early in the season to stop new weeds in their tracks and prevent emerging weeds through the entire grazing season, depending on rainfall and other factors. Plus, Grazon-Next HL and Chaparral provide a much broader spectrum of control and more consistent, more complete results.

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**The more you know about and  
understand your grassland, the  
better you can manage it to its  
fullest potential.**

---

### The time to act is now.

Many of the most troublesome weeds, are at the proper growth stage for optimum control. This will eliminate competition and release desirable forage grasses.

Target pasture threats, such as biennial thistles, including musk and bull thistle, ironweed, ragweed, perennial Canada thistle, cocklebur and pigweed, when they are emerged and actively growing to ensure maximum herbicide uptake and root translocation.

Eliminating weeds and other competitors, which is perhaps equally impor-

tant for long-term pasture health, now will go a long way toward halting their establishment. At the very least, treatment will prevent seed production and can help generate a same-season return on your weed control investment as weeds thin and grass production flourishes.

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—Article from SoMo Farm & Ranch Supply. 



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# Top Five Essentials of Heifer Development

**Plan first to get the best results**

*By Ryon Walker*

**H**eifer development should be considered one of the easiest management components of your cow-calf herd. You're not pushing her for gain, she is not nursing a calf yet, she doesn't tear up fences and equipment like a herd bull, and you're just coasting her to a target breeding weight. However, heifer develop-

ment is often one of the more challenging components in any given year.

Heifer development is not that complicated as long as you plan for it. Manage heifers separately from the herd, separating pasture resources as well as additional hay and feed resources. What makes developing heifers a challeng-

ing decision is the development cost that incurs while keeping her in the herd before she produces a marketable calf.

If you're breeding a replacement heifer to calve as a 2-year-old, you'll have two years of development cost before she produces a calf to market. And in most cases, calves out of first-calf females do not bring as much as the herd average due to weaning weight difference. In addition, the most stressful time in a replacement heifer's life is delivering her first calf and her first lactation period, so sometimes challenges lie in getting her rebred and keeping her in the herd.

Heifer development is not that complicated as long as you plan for it. Manage heifers separately from the herd, and separate pasture resources as well as additional hay and feed resources.

So not only is properly developing heifers before the breeding season important, managing them after the first breeding season is just as critical. Here are five essential factors to think about when considering developing heifers for your operation.

## 1. Develop a plan.

This may sound simple, but developing a plan will help you understand what all goes into developing and breeding heifers, including the associated costs. Developing a plan will force you to think about how many heifers you plan to develop, what facility and feed resources you have and need ahead of time, your limitations, and how much you are willing to put into it. Structure your plan into different phases: development, breeding and calving.

### In the development phase:

- Determine how many heifers you plan to develop.
- Have in mind how you plan to develop them. Inventory your feed resources (pasture, hay, supplementation and minerals) and develop a diet based on targeted average daily gain for a specific number of days.
- Monitor heifer development and have culling criteria (such as body weight or gain) established to ensure heifers are on track for breeding.

### In the breeding phase:

- Determine when your breeding season starts and how long it will last.
- Make plans to pull the bull(s) and manage them separately.
- Are you only using natural service? If so, do you have enough calving-ease bulls to target one bull per 25 heifers (on average and depending on age of bull)?

**CONTINUED ON NEXT PAGE**



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Studies show a strong correlation between heifers conceiving early in the first breeding season and remaining in the herd longer (raising a calf every year). —Photo by Joann Pipkin.



**TOP FIVE ESSENTIALS OF HEIFER DEVELOPMENT FROM PREVIOUS PAGE**

• Will you use estrous synchronization and artificial insemination (AI)? If so, do you have all the supplies ordered and an AI technician lined up?

**In the calving phase:**

- Determine whether you have enough forage and supplement resources (forage quality is critical) or if you need to purchase them prior to and following calving.
- Identify a calving pasture separate from the mature cow herd. Make sure you have the proper equipment to assist heifers calving and shelter for heifers that have been stressed from calving assistance.

**2. Hire the right female.**

Not every heifer will make a good replacement heifer. Some say the best replacement heifer is one that gets bred early in the breeding season and delivers and mothers a healthy calf, regardless of what that heifer looks like. We can still use phenotype and genetic pedigree as a selection tool, as long as it is not the first selection criteria.

The female you want to hire is a bred heifer that conceives early in the breeding season. However, to get there we need to make some decisions early on in the hiring process. You need a pool of candidates to start with based on your job description. Your job description should have minimum requirements that the heifer needs to meet before you choose her to go through the development process. These requirements should include:

- No freemartins (infertile female born with a twin male)
- Minimum body weight
- Minimum age
- Structural soundness
- Not out of terminal sires
- Any additional requirements you may have

Throughout the development process, you should have checkpoints in place to monitor the performance of your heifers. For example, bodyweight throughout the development process and pelvic area prior to breeding.

Finally, after the breeding season, she needs to be pregnant, preferably early in the breeding season. Then, and only then, should you hire her for the job of a herd cow.

**CONTINUED ON PAGE 17**

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\*USDA estimate



# Check Early

**T**his is approximately the time of year when you would early pregnancy check fall-calving replacement heifers. Whether you develop replacement heifers for your cattle operation or to sell, early pregnancy checking these heifers is very beneficial to your cattle operation.

pregnancy checks on heifers are required within 90 days of the start of the breeding season. Pregnancy checking at this time allows the veterinarian to get a very accurate age of the fetus in days before it falls over the pelvic rim. Once the fetus falls over the pelvic rim, it is much harder to get an accurate age of the fetus in days. An accurate fetal age leads to an accurate calving date, which benefits you if heifers are retained or the buyer that purchases the heifers. This knowledge will al-

low proper preparation in case the heifer has calving issues. Furthermore, some buyers will purchase heifers based on calving date. If you are able to provide that information, it will improve the chances of selling your heifers.

Fetal sex determination can also be done during early pregnancy checks. A veterinarian can do fetal sex determination at a fetal age between 60 and 90 days using ultrasound technology. At this time, the veterinarian can determine with a high accuracy if the fetus is male or female. If you are retaining the replacement heifers, this is helpful because you can group heifers by fetal sex. In addition, since heifers having male calves are more likely to have dystocia problems, you can pay closer attention to those heifers. If you sell replacement heifers, the buyer may be more interested in your heifers based on the sex of their calves, which means fetal sex information could improve the chances of selling your heifers.

allows open heifers to be culled, improving the profit potential of those heifers. Culling these heifers reduces resource waste, such as feed, resulting in less cattle operation cost. Also by culling these heifers early, they can be marketed to feedlots to possibly make the choice grade, which means buyers are willing to pay more money for them. By reducing resource cost and buyer willingness to pay more for cull heifers, you improved their potential return, which improves profit potential of the cattle operation.

Many benefits exist for early pregnancy checking replacement heifers. These advantages lead to improved profit potential in the sale of bred replacement heifers or open cull heifers. Furthermore, these tools can help you better manage your retained bred replacement heifers. Better management and better profit potential of the heifer development enterprise will improve the profit potential of your entire cattle operation.

Pregnancy checking replacement heifers approximately 60 days after the breeding season

—Source: Patrick Davis, MU Extension.

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## TOP FIVE ESSENTIALS OF HEIFER DEVELOPMENT FROM PAGE 15

### 3. Stay on track for breeding.

Regardless of her pedigree or looks, she needs to go into the breeding season cycling to increase her chances of conceiving early during a defined breeding season.

Three factors affect timing of puberty: breed, age and body weight.

In low percentage Bos indicus heifers, puberty will typically occur from 12 to 14 months of age. Regardless of breed, heifers should weigh close to 65 percent of expected mature body weight at breeding. Reproductive tract scores can be used to determine the puberty status prior to breeding; however, finding someone experienced and available to conduct the exams can be a challenge.

If the heifer is old enough, body weight is the key factor to determine if that heifer is on track for breeding. However, you need to have the capabilities of weighing the heifers to determine if they are on track or not.

Some studies have been successful at developing heifers that weigh less than 65 percent of mature body weight at breeding (55 to 58 percent) but only for a natural service breeding program. If estrous synchronization is used in conjunction with artificial insemination (AI) at a predetermined time, heifers that reach 65 percent or more of their target body weight at breeding are likely to have a higher conception rate and remain in the herd longer.

### 4. Breed early and calve early so she can stay longer.

Research is limited, but studies show a strong correlation between heifers conceiving early in the first breeding season and remaining in the herd longer (raising a calf every year).

It is hard to swallow the idea of leaving the bull out with your replacement heifers for only 30 days. If that is unrealistic, you can still maintain

a 45-day, 60-day or longer breeding season if you have the capabilities of determining which heifer conceived in the first 30 days. You would then have the opportunity to add value and market heifers that conceived in the second half of the breeding season as bred heifers.

The little research out there tells us that conception in the very beginning of the breeding season is impacted by target breeding weight. Heifers that reach 65 percent or more of their expected mature body weight by the start of the breeding season are more likely to get bred early (par-

ticularly when estrous synchronization and AI are used) in the breeding season and remain in the herd longer.

### 5. Manage for her future.

In an article I wrote on heifer development in the March 2018 issue of Noble News and Views, I talked about factors during heifer development that could affect their ability to stay in the herd. Let's take that a step further and discuss managing that heifer after delivering her first calf.

Managing a first-calf female for her second breeding season can be more challenging than developing a replacement heifer. If the heifer is not

in adequate body condition when she delivers her first calf, it will be difficult for her to resume estrus prior to her second breeding season. Nutrient requirements are much higher for these lactating heifers because they require nutrients not only for maintenance and lactation but for growth. Thus, it is critical that a heifer calves in a body condition score of 6 at least two weeks prior to the rest of the cow herd so she has the same opportunity to conceive early in her second breeding season like she did in her first breeding season.

—Source: Noble Research Institute.

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## NEXT GENERATION

# Legacy in the Making

## Gleonda Angus Farm continues its tradition of raising quality cattle and transitions to the next generation

By Kelsey Harmon for Cattlemen's News

**T**he old proverb, "If it ain't broke, don't fix it," might seem cliché, but that's exactly how Traves Merrick, manager at Gleonda Angus Farms, feels about continuing his grandfather's cattle-raising philosophy.

"Feed efficiency is one of the top goals for our cattle," Merrick says. "The less (we have to) input and the more profit that they can give is us is key."

Located off of highway 97 near Miller, Missouri, Gleonda Angus Farms has been in operation for 60 years and is home to about 300 head of cows, in addition to between 50 and 60 registered Angus bulls sold annually. The Farm Shop, established in 2018, offers a variety of Certified Angus Beef® products as well as specialty items like cookie mix and honey.

Gleonda Angus is operated by six generations of the Kleeman family including founders Leon Kleeman and his wife Glenda, their grandson

Traves Merrick, his wife Bailey and their son Waylon. The Kleemans have built a reputation for producing cattle with feed efficiency, soundness, maternal performance and carcass quality. In the last two years, Gleonda Angus cattle have graded 98.5 percent choice and prime.

Throughout its 60-year tenure, Gleonda Angus Farms has taken pride in its rich Angus heritage.

In the early 1970s, the Kleemans purchased one of the first performance-tested bulls from Wye Plantation in Maryland, which led to the strong maternal foundation of today's herd. For many years, the Kleemans worked as a team. While Leon managed the farm, Glenda took care of marketing the cattle and

served on the Missouri Beef Industry Council.

In 1981, University of Missouri Extension and Gleonda Angus Farms established the Missouri Steer Feedout, which even today provides an avenue for small herds to document their cattle with merit. Today, the program runs statewide.

From the 1970s through the late 1990s, Gleonda Angus Farms held production sales to assist in marketing their seedstock. It was during the late 90s that Merrick discovered his passion for cattle stewardship while attending those sales and also exhibiting his family's cattle.

From that point on, Merrick's tie to the family farm was solidified.

After graduating from college, Merrick worked at a local sheriff's office, but spent his days off working at the farm and helping his grandparents develop future farm plans. In 2014, he left his career in law enforcement and came back to his dream job as the manager of Gleonda Angus Farms, just in time for his first child to

be born. Merrick says the job change is rewarding in that he can now see his son grow up with a connection to their animals.

Gleonda Angus Farm's transition to the next generation was not a decision taken lightly. The Kleemans and Merrick developed a plan that embraced the latest industry technology to help increase the farm's efficiency.

The plan had a three-fold focus, all of which are now integral parts of the farm: increasing artificial insemination, synchronizing the operation's breeding and calving seasons and working with a feedlot to use retained ownership carcass data.

In addition, all of the farm's cattle records were moved from paper to an electronic database, the MaternalPlus® Program through the American Angus Association (AAA). Merrick now has access to the herd's raw production data at his fingertips and uses it for breeding and cattle marketing decisions.

Not only does Gleonda Angus Farms collect as much data as possible for herd improvement, but they also submit it to AAA to help improve and preserve the breed.

In addition to carrying out the day-to-day work of the farm, Merrick keeps busy staying active in his community. He currently serves as the region seven vice president of the Missouri Cattlemen's Association, is a board member of the Southwest Cattlemen's Association and is a member of the Four State Angus Association.

Merrick says something that separates their operation apart is that they don't overfeed their cattle. Instead of pushing for high yearling weights, the farm focuses on producing field-ready bulls that are able to breed cows at 15 months old. He also says his relationship with buyers typically extends beyond the sale. Often, he follows-up with buyers, helps advise young ranchers and guarantees his bull's performance throughout the first breeding season.

CONTINUED ON PAGE 20

Gleonda Angus Farm's generational transfer plan included the beef industry's latest technology for increased efficiency. Pictured (l-r) are Bailey, Traves and Waylon Merrick and the Merrick's grandparents, Leon and Glenda Kleeman.

—Photo by Kelsey Harmon for Cattlemen's News.







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<sup>1</sup>Data on file. Bayer, Shawnee Mission, KS.



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Gleonda Angus Farms offers farm-raised beef and other products through The Farm Shop, its on-site retail outlet.  
—Photo provided by Gleonda Angus Farm.

**LEGACY IN THE MAKING • FROM PAGE 18**

A proper nutrition program — including limited-rations with no self-feeders and high-quality hay and feed mix — as well as a quality mineral program, top-notch vaccination protocols, and increased windbreaks and shelter for calving all help increase the herd’s production.

“We make sure our animals are sound and flat healthy,” Merrick says. “It doesn’t matter how good the EPDs (expected progeny differences) are if I can’t physically look at an animal and tell that he’s a great bull. There is no point keeping and selling him based on numbers.”

Merrick says Gleonda Angus Farms strives to take care of both the customer and the consumer. When customers buy his animals it means that the cattle have been raised on fescue, they have been produced in a similar environment as that of local buyers and that if an issue arises, he is more than happy to make it right.

Merrick also says when customers buy meat from The Farm Shop, they are getting consistent quality because Certified Angus Beef® meets 10 quality standards. All meat in the store can be traced back to where it came from, and customers can visit the farm and even take a tour if they wish. Gleonda Angus Farms also supports local agriculture groups like the FFA, and they give back to the community through county show sponsorships.

“We have 60 years of time-tested genetics behind our cattle,” Merrick says. “These cattle made it through the 80s, one of the hardest times for people to make it through, and that’s because of our consistent quality cattle and excellent customer service.”

Although Gleonda Angus Farms has transitioned to the next generation, it keeps to the same philosophy and goals that led to its original success. Merrick says that he keeps bulls at a price commercial producers can afford and still make a profit.

I want to preserve Gleonda Angus Farms’ legacy,” Merrick says. “We will stick with raising quality phenotype cattle that perform in the pasture and the feedlot.”

For more information on Gleonda Angus Farms or the The Farm Shop, visit [gleondaangus.com](http://gleondaangus.com) and like both of the pages on Facebook, “The Farm Shop at Gleonda Farms” and “Gleonda Angus Farms.” Stay tuned to The Farm Shop Facebook page for all meat specials. Call (417) 536-8080 to place meat orders and to check on delivery options. The Gleonda-Garton Legacy of Performance Sale will be held at the farm on Oct. 7, 2019.

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## PASTURE PLANNING

# Watch for High Nitrate in Hay

## Extra fertility after drought boosts toxin that can cause cow death

**O**n top of dealing with harsh winter weather in feeding cows, cattle farmers must guard against too much nitrate in poor-quality hay.

"Just from cases we've confirmed, I know of 150 cows dying in the last month," says Tim Evans, head toxicologist at the University of Missouri Veterinary Medical Diagnostic Laboratory.

High nitrate, mostly concentrated in grass stems, causes quick death, Evans says. Nitrate converts to nitrite in a cow's rumen. Nitrite in the blood blocks oxygen uptake. Without oxygen, cows die quickly.

"Testing low-quality forage for nitrate is urgent," Evans said. "We're trying to get word out. Producers need to know potential problems."

In an MU Extension teleconference with area livestock specialists, Eldon Cole, Mount Vernon, told of two cases in southwestern Missouri. One farmer fed new forage to his herd of 70 cows. Forty were dead the next morning. In another case, 20 cows died.

In both cases, producers used nitrogen or poultry litter to boost forage growth last fall.

Area extension specialists for livestock or agronomy advise producers on testing and forming safe rations. MU Extension centers may have kits used for testing nitrate in drought areas last summer, Evans said.

MU Extension Beef Nutritionist Eric Bailey says supplements dilute nitrate in cow diets. Adding starchy grain speeds up rumen fermentation more than other feeds. Hay ferments slowly.

"Nitrogen is needed by the rumen bugs, and nitrate provides it," Bailey adds. "Bugs break nitrate down to provide nitrogen. When fermentation is slow, not much nitrate is digested."

Unused nitrate, converted to nitrite, spills into the blood. Adding grain to hay diets speeds nitrate usage.

"I'd start with half a pound of grain per 100 pounds of bodyweight. In short order that goes to a pound of grain per hundredweight as rumens adapt to more grain," Bailey said.

A host of events add to current problems, Evan says. Short-

ages of hay and grass followed droughts starting in 2017 through the summer of 2018.

"Many farmers feed hay they wouldn't normally feed," Evans says. "With hay shortages, they feed what they can get."

Farmers must use caution with hay from unknown sources.

In general, nitrate accumulates first in lower stems of grass and then moves higher. This year that might be Sudan grass, millet, barnyard grass or other forage not usually baled for hay.

Nitrate distribution isn't uniform through forages. "In one case, with 14 dead cows, a

farmer sent four hay samples," Evan said. "Two samples had no nitrate, one had moderate nitrate, while the fourth had toxic levels over 1 percent nitrate."

A visual test for nitrate poisoning in cattle is to look at the blood. Blood low in oxygen will be chocolate brown.

Animals surviving nitrate poisoning may appear unthrifty in recovery. Pregnant cows may abort calves or deliver early weak calves. Testing an expelled fetus can confirm high nitrate exposure.

—Source: University of Missouri Cooperative Media Group.

## REAL ESTATE & ESTATE AUCTION

10 a.m. SATURDAY, MARCH 30, 2019

Address: 6152 Farm Rd. 1040 Purdy, MO 65734

Owner: The late Jerry L. Daniel (Mary Leann Gray)

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**Auctioneer's Notes:** With the passing of our good friend Jerry Daniel we will be offering this extremely nice farm at auction. Jerry spent many years of hard work making this farm land a piece that is rich in grass & well taken care of. Jerry ran approx. 70 momma cows/bulls & also baled approx. 400 round bales each year from this land. Don't miss your opportunity to own a very nice farm in Barry County! **Real Estate Preview: Sunday, March 17 from 2 to 4 p.m.**



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**Tractors/Trucks/Trailers:** 2005 New Holland TS 110 cab tractor; 4,375 hrs; 12 spd.; mech. Shuttle shift; w/bushhog 2846 QT; loader; joystick; heat/air; works well • 1962 JD 4010 cab tractor; diesel; shows 4,343 hrs. • 1973 Massey Ferguson 135 diesel tractor; shows 3,400 hrs.; good rubber • Allis Chalmers WD tractor, tricycle front end w/3pt. • 2003 Chevy Silverado ¾ ton; 4wd; 4 dr.; short bed; 229k miles; brand new tires; vinyl seats & floors; no power locks or windows • 7' x 20' cargo trailer w/electric jack; roof air; wired & plumbed • 1967 Chevy 1-ton flatbed, no title • 1962 Dodge lime truck, no title • 1995 Chevy S-10; 5 spd.; 2wd; 200k miles • 1990 Tex gooseneck trailer • 1995 Gooseneck stock trailer, 24'; new tires • 2004 - 5'x 10' tilt trailer • 2003 - 25' Elite gooseneck flatbed trailer, dovetail • Gooseneck flatbed trailer; 7'x32'; tandem axles • 16' utility trailer, needs floor, 5 hole wheels, no title • 2 - 8'x20' bumper pull hay trailers.

**Implements/Equipment:** 1994 Vermeer 605 Super J round baler; twine tie; needs chain work • Tye 10' stubble drill, shedded • Bush Hog 72" finish mower, 3 pt. • Allis Chalmers roto baler, only 600 bales, great shape • JD 7' flail mower; 3 pt. • 5' Bush Hog "Razor Back" bush hog • Massey Ferguson 3pt. 7' balanced head sickle mower • Ford 3 pt. 7' sickle mower • Bush Hog 3210 pull type bushhog; 10'; good shape • New Holland 489 haybine, always shedded • Sitrex 10 wheel hydraulic fold rake • 271 New Holland square baler • Ford 2 bottom plow • 3 pt. Boom sprayer w/squirrel cage fan • 3 pt. PCM bale unroller • 7' 3 pt. Blade • Hydraulic 3pt. self contained post driver • New Holland mod. 80 bale fork w/clamp • 6' 3 pt. Rock rake • 3 pt. Hay forks • 6' box blade • 200 gal. boom/fan sprayer, pull type • 8' field roller • Walton 8 wheel rake • 12' harrow • 10' Taylor pull type disc • 8' JD pull type disc • 8' offset disc • 2 - 7' 3 pt. Angle blade • 6' pull type bush hog • Massey Ferguson 3 pt. Auger • Old JD side delivery rake • Old 13' double roller • Bale pop up loader • Heavy duty farm wagon frame.

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Preparing for Changes

Antimicrobial stewardship in the beef industry

By Heidi Ward

Antimicrobial stewardship and food safety go hand in hand. The Food and Drug Administration published the final rule for the Veterinary Feed Directive (VFD) in 2015. Since then, extension and agriculture programs throughout the nation have worked diligently to educate producers and veterinarians on the importance of antimicrobial stewardship as it relates to animal welfare, meat residues

and the potential development of antibiotic-resistant bacteria. Outreach efforts were eye-opening to both producers and educators. There is a perceived delicate balance between what is good for the individual animal and what is good for the business. Since 2015, extension and other agriculture forums have allowed educators, producers, regulators and industry representatives to com-

municate with each other. As a result, the beef industry has become stronger with a better understanding of areas for improvement concerning antimicrobial use in beef production.

Topics currently being addressed in regard to antibiotic use include product availability, labeling and veterinary oversight. The FDA maintains that the overall goal for its antimicrobial stewardship policies is to decrease the incidence of drug-resistant bacterial infections in humans and animals. The FDA also asserts that food animal welfare is very important and that antibiotics should continue to be used appropriately to treat or prevent illness.

Because over-the-counter product labels are meant to be followed explicitly, livestock producers have traditionally been able to purchase and use antibiotics freely without any veterinary oversight. Rapidly increased incidence of resistant food-borne bacteria over the past 20 years initiated changes in FDA policies. The VFD brought antibiotics in feed under the supervision of veterinarians with injectable over-the-counter antibiotics remaining freely accessible.

The FDA recently announced the goal of having all antibiotics used in animal agriculture to be under the supervision of veterinarians by 2023. The change from over-the-counter to prescription is meant to ensure the labeled use of the drugs is followed. Much is still to be determined about the change in policy, such as veterinarian-prescribed extra-label use, which is why the FDA intends to offer an extended open comment period before publishing the final rule.

Recently, widespread misinformation platforms have spawned a movement against using antibiotics in animal agriculture. Advocates for “no antibiotics ever” campaigns claim that antibiotics are used in animal agriculture primarily as a growth promoter and not for treatment of disease. Ironically, many of the production practices that these campaigns villainize have already been addressed voluntarily by the industry. In response to the VFD final rule going into effect in 2017, producers have adjusted by establishing veterinary-client-patient relationships and

developing better preventative health protocols for their cattle to help decrease the need for antibiotic use. Producers also stopped using antibiotics in feed as a growth promoter altogether. It is clear that the beef industry needs to get better at educating the public, but who should take up the challenge?

The Beef Quality Assurance Program, which is a nationally organized program funded by Beef Checkoff dollars, has been advocating for responsible antibiotic use in beef production for decades. Because state BQA programs have been allowed complete autonomy of how they are organized and implemented, the effectiveness of state BQA programs have relied solely on the dedication and passion of their state leadership. As a result, many state BQA programs have been ineffective at getting their message to the producers and consumers.

This problem was addressed recently by national BQA leadership with the development of the national BQA learning center that allows producers nationwide access to free educational materials and online classrooms developed by experts from different sectors of the beef industry. National BQA also started offering state project grants that allow states to expand BQA initiatives through unique training opportunities.

Events from this past year have placed a magnifying glass on BQA programs as several processors and retailers now require their suppliers to be BQA-certified. One reason for the sudden change was the publishing of the 2016 National Beef Quality Audit, which identified food safety as the quality challenge with the highest priority. BQA certification is the best way to show consumers that producers are dedicated to providing the safest and most wholesome product possible. As the movement for transparency in agriculture continues, other programs may arise as marketing tools to convey antibiotic stewardship. Until then, beef producers are encouraged to voluntarily participate in stewardship programs to do their part in improving the industry.

—Source: Heidi Ward is an assistant professor and extension veterinarian at the University of Arkansas.



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Gastrointestinal Roundworms	Lungworms	Parasites	Durations of Persistent Effectiveness
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<i>Cooperia oncophora</i> – Adults and L <sub>4</sub>		<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia punctata</i> – Adults and L <sub>4</sub>		<i>Cooperia oncophora</i>	100 days
<i>Cooperia sumabada</i> – Adults and L <sub>4</sub>		<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i> – Adults	<b>Grubs</b>	<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>	<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i> – Adults		<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i> – Adults, L <sub>4</sub> , and inhibited L <sub>4</sub>		<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i> – Adults and L <sub>4</sub>	<b>Mites</b>	<i>Trichostrongylus axei</i>	100 days
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>	<b>Lungworms</b>	
		<i>Dictyocaulus viviparus</i>	150 days

**DOSAGE AND ADMINISTRATION**  
LONGRANGE® (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight).

WARNINGS AND PRECAUTIONS

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Animals intended for human consumption must not be slaughtered within 48 days of the last treatment. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

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The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter. Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

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<sup>1</sup>Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

<sup>2</sup>Results based on actual on-farm comparative demonstration. Individual herd results may vary. Data on file at Boehringer-Ingelheim.

Consult with your veterinarian to discuss expectations for your operation.

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# Ready for Breeding Season?

**Nutrition, vaccinations are key to keeping cattle healthy as spring breeding season nears**

*By Joann Pipkin, Editor*

**W**hile the beef industry is still years away from expected progeny differences (EPDs) to help producers select for health-related traits when making genetic selections, one industry expert says in the meantime, the No. 1 goal is to not buy a disease.

“Buying an animal or animals and adding them right to your herd is the most common way to introduce a disease,” explains W. Mark Hilton, D.V.M. and senior technical consultant with Elanco Animal Health. “As a veterinarian, our recommendation is to always quarantine new purchases for 30 days after arrival. Make sure (purchased cattle) have had all of their vaccinations before they get to your farm or ranch.”

It’s also a good idea to have your herd health veterinarian consult with the seller’s veterinarian, although the seller must grant permission first. Hilton says this gives the animal healthcare professionals

an opportunity to discuss any disease issues and could help identify potential red flags for a buyer.

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**“It may be beneficial to give an inactivated vaccine at preg check or pre-calving to help prevent BRD in young nursing calves.”**

**—Dr. W. Mark Hilton  
Elanco Animal Health**

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Diseases such as bovine respiratory disease (BRD) and bovine viral diarrhea (BVD) are both common and can be quite costly to the beef industry.

BRD is so prevalent Hilton says not to totally eliminate a seller just because they’ve had some cases of the disease over the years. “If the animal that you’re looking to

buy had BRD, then I’m a little concerned about lung damage or maybe the potential for a genetic predisposition to that disease,” he says.

Still, the conversation should take place between the potential buyer and his or her herd health veterinarian.

BVD, on the other hand, can cause damage beyond just diarrhea. “If you’re considering purchasing from a herd that has had persistently infected or PI calves, then the animal in question must have been tested negative for BVD-PI because you don’t want to buy that disease,” Hilton says.

Overall, from a healthcare standpoint, Hilton finds genetic merit in crossbreeding systems. In fact, he cites Dr. Randall Raymond, head veterinarian for the J.R. Simplot Co. in Idaho, as saying, “Just bring me crossbred calves. They stay healthier than straightbred.”

Cattlemen have a plate full of genetic decisions to make looking ahead to the spring breeding season. As you prepare, he offers two critical tips to stay on the preventive, asset side of the ledger:

**1 Nutrition is key.** Body condition score your cattle. Heifers need to be at BCS 6.5 to 7 and cows at 5.5 to 6 at calving time.

Mineral needs to be satisfied with a product suited to your locale. Seek out a beef nutritionist if you have questions. “Nothing is more important than excellent nutrition pre-calving,” Hilton says.

**2 Vaccinations count.** According to a Kansas State University study, heifers that were given a pre-calving vaccination of an inactivated IBR-BVD vaccine developed higher amounts of colostral antibodies. “It may be beneficial to given an inactivated vaccine at preg check or pre-calving to help prevent BRD in young nursing calves,” Hilton notes. Check with your herd health veterinarian for the best protocol for your operation.

Hilton recalls last summer’s drought in much of the four-state area and notes that producers could see an increase of neonatal calf sours, nursing calf BRD and post-weaning BRD this year compared to previous years.

“This is why each producer needs to have a conversation with a beef nutritionist right now and their herd health veterinarians to plan together for this year’s calves,” Hilton says.







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# Preconditioning Payoff

## Three takes on the value of weaning, vaccinating calves before marketing

By Rebecca Mettler for Cattlemen's News

**T**he preconditioning process can be accomplished at several levels, but at its basis, the management practice adds value to feeder cattle. Weaning, proper vaccination and other management tools provide the beef supply chain with a healthier calf that is set up to perform well in the feedyard and on the rail. Here's what the value of preconditioning means to three industry professionals:

### Wes Spinks, Order Buyer

Wes Spinks, Jerico Springs, Missouri, is an order buyer for a major feedyard in Nebraska. Before he started buying cattle full-time in 2013, he spent a large amount of time buying cattle for his and his father's backgrounding operation.

Today, Spinks receives bids every day for cattle ranging from 400 up to 1,000 pounds, and of those bids, only a small fraction of the cattle he buys are un-weaned and non-preconditioned. On average, he will pay anywhere from \$10

to \$15/cwt more for preconditioned cattle, depending on the market and his order for that day.

In 2018, only 3.5 percent of the 28,000 head of cattle Spinks bought for his major buyer were non-preconditioned compared to 75 percent of the cattle bought in 2014.

Spinks says the biggest reason for the shift for his buyer is that they can pay the premium up front and still get along better in the long run with preconditioned cattle.

"When you buy cattle you know the month that you're going to kill them," Spinks says. "If they don't finish on time because they've been sick, that puts them out another month. For example, if you drop off of April into May, the price drops \$5/cwt or more (for finished cattle)."

In the above scenario, feeders put more money into cattle for feed, treatment, yardage and labor. Plus, if the timing of harvest is unfortunate, the feedyard loses money due to

the seasonality of the markets. Bottom line, paying the premium for the preconditioned calves upfront is more profitable and provides more consistent results.

If he does get an order for a bawling calf, Spinks is looking to take advantage of someone else's mistakes. Before working as an order buyer, that's exactly what he did on his home ranch. He bought bawling bulls and added weight and value to those cattle by capitalizing on what someone else didn't do.

"From my perspective, the discount for not being preconditioned is going to get deeper," he says. "There are less and less people that are willing to put the work in on a non-preconditioned calf. The American rancher is getting older, and it's a dying art."

### Jackie Moore, Joplin Regional Stockyards

Jackie Moore, co-owner of Joplin Regional Stockyards (JRS), defines the goal of preconditioning as adding value to cattle so they can make a more dependable product for the next person in line who purchases them.

"In the big scheme of things, being weaned is one of the biggest things that adds value to cattle," Moore says. "So from that standpoint, a guy just putting the (JRS calf-vac sourced)

white tags in and selling them off their mothers, in my opinion, is not the best way to go about it. At least wean them."

Moore has also backgrounded a lot of calves, and he's found that backgrounding for 60 days is much better than 45 days. Buyers just have more confidence that the calves are going to stay healthy and perform well.

Capturing the added gain that is accompanied with a longer backgrounding period is another major benefit of preconditioning. If placed on a good nutrition program, producers could expect calves to gain 30 to 45 pounds per month. If it's costing them \$.70 to \$.85 cents per pound of gain, and they will receive \$1.50 per pound for the gain, it's almost doubling their money and adding \$40 to \$50 on to their bottom line, according to Moore.

"I'm not here to tell people to do this or do that, I'm just here to tell you about the tools that are here for you to use to add value to your calves," Moore says.

From Moore's position as a cattle marketer, preconditioned cattle are much easier to sell. Most all buyers sitting ringside will buy preconditioned (weaned, vaccinated and castrated) calves, but as cattle come into the ring missing those management practices, buyers are less and less excited.

"You eliminate people standing in line to buy when cattle come in and we don't have any records on them," he says.

### Will Gentry, DVM, Animal Clinic of Diamond LLC,

Will Gentry, DVM, Animal Clinic of Diamond in Diamond, Missouri, says that one of the keys to preconditioning is to plan ahead and act early.

"You need to start planning while the calf is nursing; it's a lot easier in the long run," Gentry says. "Castration early in life and the first set of boosters are important. Plus, if producers are planning on marketing the calves, they are missing out on potential gains

CONTINUED ON NEXT PAGE





## PRECONDITIONING PAYOFF FROM PREVIOUS PAGE

if they make the decision not to implant."

Gentry has experience with stocker cattle both as a producer and through his education and occupation. He's developed a specific mindset when dealing with preconditioned versus non-preconditioned calves.

"To me, as a consulting vet and a producer with a vested interest in a stocker herd, those are two completely different animals. I don't approach the preconditioned calf with the same steps at arrival and don't criticize them in the same standard as I do a non-preconditioned animal."

In this example, Gentry might delay vaccinating preconditioned cattle until they've had time to rest and adjust to the new environment. Whereas, non-preconditioned cattle will have his attention from the time they arrive.

In his observation of producers in the area, Gentry thinks

producers are becoming much more aware of the value of preconditioning.

"I find most of the producers that I work with are actively looking for ways to do better and produce a better product," Gentry says. "That's something to take pride in. It takes a progressive way of thinking to be looking for ways to improve and be open to the critiques I offer and it makes my job a lot more enjoyable. I like working with prideful people. It's not like that in other parts of the world."

### The Bottom Line

In the end, preconditioning is a practice that adds value to feeder cattle in a way that rewards producers in each sector of the beef industry. The feedyard is willing to reward the cow-calf producer for giving the calf the opportunity to perform well and stay healthy throughout its trip in the beef supply chain. Preconditioning is a win-win for everyone.

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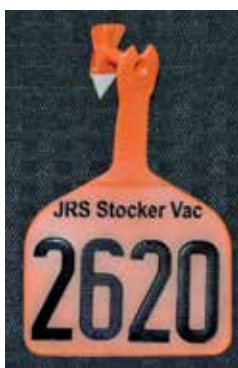


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### JRS WEAN-VAC 45 NON-SOURCED (ORANGE TAG)

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## Marketing Fall-Born Calves

**Economists expect seasonal spring markets, which could be the year's best for selling those fall calves.**

By Lisa Henderson for Cattlemen's News

**F**all-born calves might offer some of the best profit opportunities of 2019 for cow-calf producers. But those opportunities could come earlier rather than later.

Throughout much of the first two months of 2019, feeder cattle prices traded at a discount to where economists believe they should have compared to fed cattle prices. Much of that was due to severe winter weather and poor feedlot pen conditions.

Mid-February prices for 500- to 600-pound steers averaged \$5 to \$15 per hundredweight lower than during the same period in 2018, and economists noted the deferred feeder cattle futures markets were trading at a substantial discount.

"The current feeder cattle cash and futures prices and the deferred live cattle futures prices suggest strong concerns about the coming summer," Colorado State University Agricultural Economist Stephen R. Koontz wrote in mid-February.

Yet, optimism about the spring feeder cattle market remains, and owners of fall-born calves who do not intend to feed those cattle to finish weights might find that spring marketing of their calves could offer the best profit opportunity. That's due to projections that show increasing supplies of available feeder cattle as the year progresses.

"There will be a few more cattle numbers this spring," says Derrell Peel, Oklahoma State University Extension livestock economist. "However, the numbers are growing slowly at this point compared to the last

### 2019 Profitability Improvements:

**Look for grain, hay and fuel costs to be lower, on average, compared to 2018.**

two or three years. I'm projecting sideways markets, or annual average prices for calves and feeder cattle that are a touch weaker, but pretty much unchanged."

Beef production is one primary data point economists use to build their cattle price projections. For 2019, USDA's Economic Research Service projects total beef production to reach 27.6 billion pounds, which would equal a 2.6 percent increase over 2018. The first two months of 2019, however, helped temper production increases as harsh winter weather reduced feedlot performance and lowered carcass weights.

Larger beef supplies were offset in 2018 and early 2019 by consumer demand that economists have called "robust" and

"resilient." That demand has helped support both fed cattle and feeder cattle prices at levels many did not expect.

"Beef demand has been excellent, and our growing beef exports continue to support prices and profitability," says John Nalivka, president, Sterling Marketing. "Beef exports increased 11.9 percent in 2018, and I project another 3.1 percent in 2019."

Peel agrees, saying that, "As cattle numbers and beef production has grown, demand has kept pace. We had a pleasant surprise in prices in 2017, and the same in 2018 and early 2019."

Both Peel and Nalivka expect seasonal markets this spring, which suggests the year's highest prices.

"The highest prices (for 500 to 600-pound steers) is seasonally in March and April," Peel says. "Waiting until May or June to sell fall-born calves should also be fine, as the seasonal pattern should be normal."

Nalivka's quarterly price projections for 2019 supports Peel's suggestions. After a 4 percent year-over-year decline during the first quarter of 2019 for 550 to 600 pound steers, Nalivka projects 2 percent year-over-year gains during both the second and third quarters of 2019.

His projection for 550 to 600 pound steers, April through June, is an average of \$168 per hundredweight. "That compares with an average of \$165.21 during the second quarter of 2018," he says.

Those projections suggest marketing fall-born calves anytime from April to August would be near the year's market peak.

Calves that weigh 550 to 600 pounds on May 1, however, should weigh 750 to 800 by Aug. 1 if they have good grazing conditions. Feeder steers of that weight, according to Nalivka's projections, should sell for about \$152 per hundredweight.

Assuming those price projections are accurate, marketing 600-pound steers on May 1 is more attractive. If the sale price is \$168, those steers would bring \$1,008 per head. Grazing them for another three months and selling 800-pound steers at the assumed \$152 per hundredweight would bring \$1,216, just an additional \$208 per head to cover grazing costs and interest among other expenses.

Nalivka says any improvements in profitability in 2019 compared to 2018 will likely come on the cost side. He believes grain, hay and fuel will all be lower, on average, this year.

"Unless we see a drought, or trade disruptions, we should find 2019 to be similar or a little better than 2018," Nalivka says. "It won't be a home run year, but certainly better than what we might expect given where we are in the cattle cycle."

Peel urges calf producers to do everything they can to increase the value of their calves for potential buyers. That includes adding value through documented weaning and preconditioning programs.

"Producers who target a market for their calves, vaccinate and precondition those calves, consistently see added value on sale day," Peel says. "That is a practice that improves calf value year-round."



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## MANAGEMENT MATTERS

# No Overlooking Soil Fertility

## Phosphorus fertilizer is important for cattlemen

By Matt Massie for Cattlemen's News

Soil phosphorus (P) is often overlooked as a critical element in tall fescue production and animal health in Southwest Missouri. Bray 1 P soil test results from our area are commonly in the single digits, which means that they are very low in plant available phosphorus. A soil test result with a Bray 1 of 60 lbs. P/acre would be considered medium and 120 lbs. P/acre would be high.

Much soil fertility research has been done at the Southwest Research Center over the years. Research completed at the center, where phosphorus levels were increased from 6 lbs. P/acre to around 30 lbs. P/acre, increased forage yields of the fescue by over 1,000 lbs./acre. See Figure 1 below.)

It is important to remember that soil test P results are provided as actual P levels, while in fertilizer like 0-46-0, the 46 means that the contents are 46 percent  $P_2O_5$  and only 44 percent is actual P, therefore 100 pounds of 0-46-0 contains only 20 pounds of P.

Grass tetany is caused by low magnesium levels inside a lactating beef cow or ewe and usually occurs in late winter or early spring. Severe, untreated

cases often result in death of the animal. Tetany outbreaks can be difficult to predict due to the many environmental factors involved, for example, it often occurs after a spring freeze or ice storm. Research results from the Center indicated that fescue leaf magnesium concentration was regulated by soil phosphorus levels.

Building Bray I P level up to 30 lbs. P/acre dramatically increased fescue leaf magnesium concentrations (Fig 2, upper). Interestingly, magnesium fertilization was not effective for increasing leaf magnesium concentration until soil Bray I P levels were increased to around 30 lbs. P/acre (Fig. 2, lower). In addition, fescue leaf calcium concentrations were also increased with phosphorus fertilization treatments in this experiment. These results led to a cow/calf/grass tetany study on fescue pastures growing on a low-phosphorus soil at the Center, where some pastures were treated with phosphorus fertilizer. Probably because of the mild weather conditions during the two-year study, none of the cows developed grass tetany. There was, however, a very important outcome from this study. The calves nursing

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Figure 1. Hay Yield

Tall fescue hay yields harvested in late May from a low phosphorus soil at the Southwest Center, where plots were treated with either 0, 12.5 or 25 lbs./acre of phosphorus fertilizer. (McClain, Massie and Blevins, unpublished)

Year	0 P (lbs/acre)	12.5 P (lbs/acre)	25 P (lbs/acre)
2002	~2900	~3800	~4400
2003	~1700	~3000	~3400

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**SOIL FERTILITY  
FROM PREVIOUS PAGE**

cows on pastures treated with phosphorus gained 0.2 lbs/day of weight more than calves on the untreated pastures. (Refer to figure 3.)

This could potentially mean that calves sold in the fall might weigh significantly more when grown on pastures treated with phosphorus. Although not originally part of this experiment, during one year, after the initial 56 days, and after moving cows back to their original

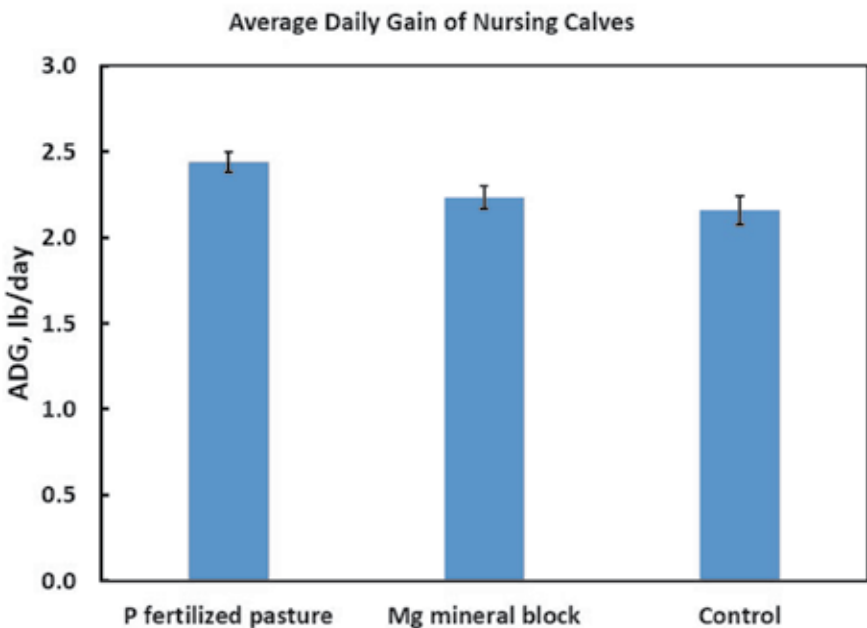
university farms, the 210-day weights of calves started on the phosphorus-treated pastures averaged 46 pounds more than those that began life on the low-phosphorus pastures.

This probably reflected increased milk production of cows on pastures treated with phosphorus. These results are not surprising considering that Thoroughbred racehorse colts grown on the phosphatic limestone soils in the bluegrass area of Kentucky have rapid growth

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**Figure 3. Average Daily Gain of Nursing Calves**

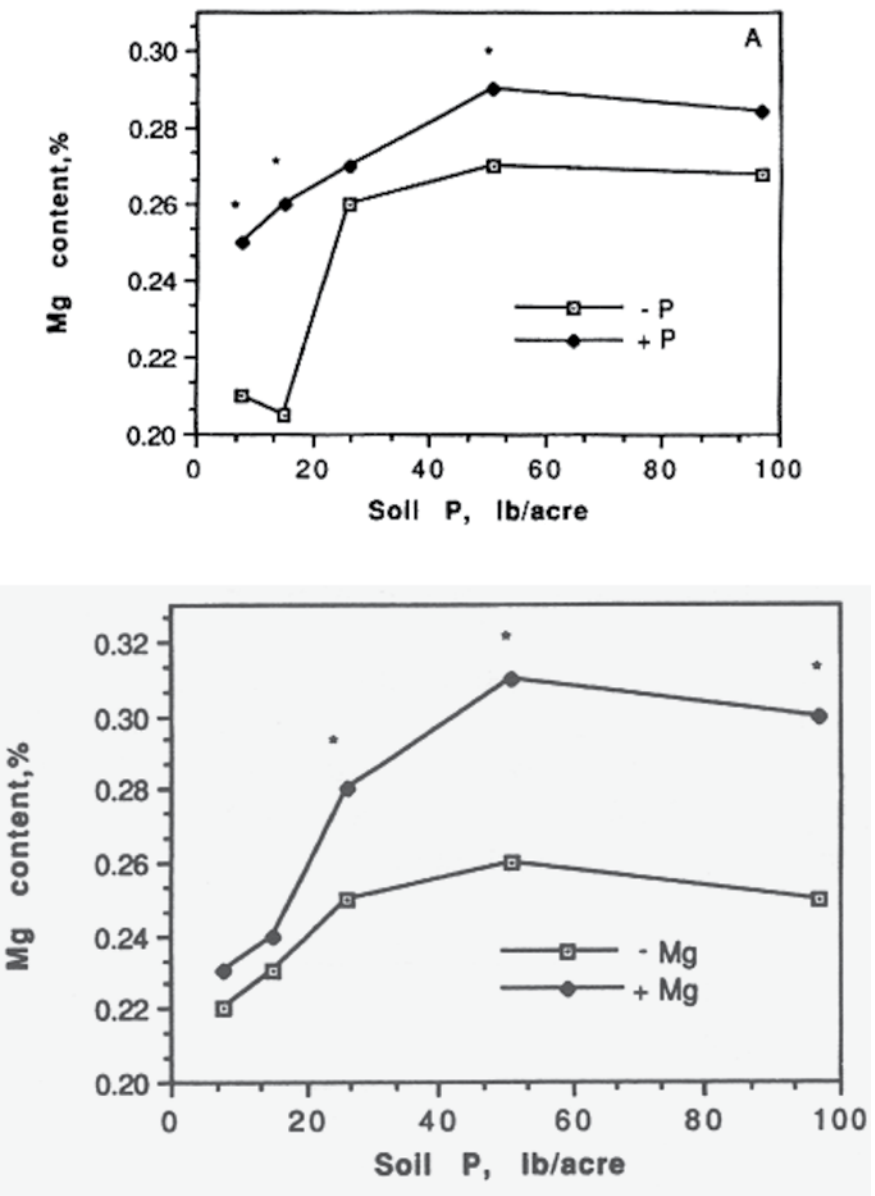
Average Daily Gain (ADG) of calves during their first 56 days of nursing beef cows. Cows grazed tall fescue grown on a soil with Bray I P at 30 lbs/acre (P-fertilized), tall fescue grown on a soil with Bray I P at 6 lbs/acre, while offered Mg mineral blocks free choice (Mg mineral block), or tall fescue grown on a soil with Bray I P at 6 lbs P/acre with no Mg Mineral blocks (Control). Data are means across two years. From: Lock, et al. 2004.



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**Figure 2.**

Early spring fescue leaf magnesium (Mg) concentrations in response to annual phosphorus (P) fertilization and soil P levels (top illustration). In the bottom illustration is fescue leaf Mg concentration response to annual Mg fertilization and soil P levels. The Mg treatment (+Mg) was 15 pounds of Mg/acre as MgCl<sub>2</sub>. Data are combined from two years, 1994 and 1995. From: Reinbott, T.M. and D.G. Blevins. 1997. J Prod. Agric. 10:260-265.



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SOIL FERTILITY  
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rates and strong bones. One of these soils, the Maury silt loam, often has Bray I soil test P levels up to 1,000 lbs. P/acre. In southwestern Missouri, we have many limestone-derived soils, but they are generally low in plant available phosphorus.

Broomsedge: an indicator weed

Broomsedge is a warm season plant that rears its ugly head across Southwest Missouri in many low fertility fescue pastures and hay fields. That's why we can say that it is a good indicator of low soil fertility. For three years after the grass tetany study discussed above, the pastures were not used

and received no fertilizer or lime treatments. Interestingly, the pastures not treated with phosphorus fertilization in the earlier experiment were invaded by broomsedge compared to the pastures that were treated with phosphorus fertilizer.

Additional research at the Center indicated that, over a 3-year study, fescue stand density in a pasture already invaded by broomsedge could be increased with phosphorus or lime applications, and with a combination of the two treatments being best. Interestingly, in the same period, broomsedge density did not decrease. Most researchers involved in the study agreed

Feeder calf weights at 210 days of age after spending their first 56 days in the study described in Figure 3. After their initial 56 days in the study at the Southwest Center, the cows and calves were sent back to their original university farms. Calves were weighed as feeder calves at 210 days of age. These data were recorded in 2001. P value was 0.4 for treatment differences. Lock, et al. unpublished.

that over a longer period of time, at a higher fertility level, broomsedge densities should decline. As the fescue stand thickens, there will be less open space for the broomsedge to increase, therefore its population should decline over time.

Table 1.

Treatments	Avg. Weight (lbs.)
Mg mineral	462
Control	427
P fertilized	473

Keep in mind that soil pH affects the availability of phosphorus. Phosphorus can be fixed or sorbed (made unavailable to plant roots) by iron and aluminum at lower pH levels. A pH of 6.0 or higher is recommended for tall fescue pastures. Of all the soil tests that I have seen from Southwest Missouri, only one had a pH above 7 and was from an alfalfa field in Polk County. My recommendation, if finances permit, is applying a little extra lime and phosphorus to pastures. They are like money in the bank for increased forage production in this area. They will not leave the system too fast unless hay, especially alfalfa, is removed from the field. Now the bad news: it will take 8 or 10 lbs./acre of P2O5 to raise the Bray 1 P level 1 lb./acre, so for many people, this may have to be done over a number of years for financial reasons.

In summary, attention to soil phosphorus levels is very important for cattle production in Southwest Missouri. Most of our pastures grow on soils that are low in plant available phosphorus. Our research has shown that, in this area, phosphorus fertilization is important for increased tall fescue production, for increasing leaf magnesium and calcium concentrations, for increasing nursing calf growth rates and for controlling broomsedge invasion into tall fescue pastures.

—Source: Matt Massie is senior research associate, agronomy, at the University of Missouri Southwest Research Center near Mount Vernon, Missouri.

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## MANAGEMENT MATTERS

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A small, but interested audience visited the University of Missouri Southwest Research Center south of Mt. Vernon, Missouri, on a cold, late January day to learn about feeding anhydrous ammonia-treated fescue hay.

Attendees were shown the hay, told about the process and also smelled it according to Eldon Cole, field specialist in livestock with University of Missouri Extension.

The low-quality fescue hay was treated in early July with 2.5 percent anhydrous ammonia. The hay was stacked and covered with a six mil plastic with 109 910-pound bales under it. The three stacks remained covered until one was opened Jan. 4 to begin feeding the Southwest Center's fall-calving beef cow herd. The cost per bale was \$10.61.

"The cows have been grazing stockpiled fescue pasture in addition to the hay," said Cole. "Grazing material is becoming scarce, and about 25 to 30 pounds of hay is fed per cow per day. The September-October calves also like the treated hay."

Tests taken in July showed a crude protein (CP) level of 9.4 percent; total digestible nutrients (TDN) 51.7 percent; neutral detergent fiber (NDF) 64.4 percent; relative feed value (RFV) 79. Tests on the same bales when the stack was opened showed CP 15.4 percent; TDN 51.8 percent; NDF 58.2 percent; RFV 87.

Part of the show, tell and smell activity was the unrolling of an untreated, 2-year-old fescue bale followed in 5 to 8 minutes by the unrolling of a treated bale.

"The cows performed perfectly by running to the treated bale after stopping briefly to smell and take a few bites of the untreated hay. The calves did the same," said Cole.

Another group of cows across the fence reacted the same way.

"When the two different bales were unrolled, not one single cow or calf out of 115 head stayed to eat the untreated hay," said Cole.

Several questions were raised about side effects from eating treated hay. Toxicity may occur if too high-quality hay is treated. Examples would be alfalfa, sorghum x sudan, small grain hays and low NDF, warm or cool season grass.

According to Cole, the toxin causing the problems is 4-methylimidazole. Symptoms are nervousness, circling, convulsions, running through fences and sometimes death.

The toxin can be transmitted through milk, and really young calves could die from it.

Other precautions to take:

- Limit anhydrous ammonia to 4 percent.
- Do not treat hay that contains wet spots as the anhydrous moves towards moisture.
- Weigh the hay so you are pretty close to the amount of anhydrous to add.

Humans should take a few precautions, too. Always be careful when opening the stack as the ammonia smell can be very strong and will open your sinuses.

"Use protective gear when needed and have someone with you," said Cole. 🐄

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## Coming Back Home

### Taney County Veterinary Service helps cattlemen with large animal needs

By Macey Hurst for Cattlemen's News

**I**n 2018, Taney County, Missouri had nearly 30,000 head of cattle, according to the Agricultural Census. With that livestock population, it is important to have professional veterinarians in the area to assist farmers in the care-taking of those animals. That's where Dr. Stephen Holland comes in.

Growing up in Taney County, if young Holland was not playing baseball, he could be found on his grandparents' farm on Swan Creek, just outside of Forsyth, Missouri. In 2009, he graduated at the top of his class from Forsyth High School and then attended Drury University where he received a Bachelor of Arts degree in biology, with minors in chemistry and global studies. From there, he made his way

to the University of Missouri College of Veterinary Medicine, graduating with his doctor of veterinary medicine in 2017.

Holland found veterinary medicine was his passion when he assessed his hobbies, skills and childhood memories.

"My focus slowly changed to figuring out what career would be best for me based on my interests, outdoors and animals, and my strengths in math, science and problem solving," Holland explained. "Both of my grandpas raised cattle, and I witnessed how greatly they cared for them."

The exciting lifestyle and important impact that came along with the career were also factors that attracted Holland to the field.



"I believe having a job where you can be outside most of the time, interacting with other people in the community and helping keep our food animals healthy is very enjoyable and meaningful," Holland said. "However, also being able to practice on small animals inside is nice in the coldest winter days and the hottest summer days. The variety of working on a wide range of species is fun as well; it keeps me on my toes."

After he graduated, Holland was offered his first vet job by the California Veterinary Clinic in California, Missouri. He had previous experience with the

clinic because of an elective program in which he participated during college.

"I felt very comfortable accepting the offer because it was a practice that I was able to spend some time at while I was a student," Holland said. "I got along really well with the doctors and assistants and thought that it would be a great place to practice and learn."

However, not long after Holland got his first job in the field, he received word that he would have the chance to move back home. Holland had been approved for

**CONTINUED ON NEXT PAGE**



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## COMING BACK HOME FROM PREVIOUS PAGE

a USDA program requiring him to focus on large animal practice in an underserved area, like Taney County. He moved back to his home area and began practicing at the Kirbyville Veterinary Clinic in December 2018. There, he predominately worked with small animals, but by January of this year, his mobile vet clinic was in business. He now lives in Forsyth with his fiancée Marin, a soon to be vet school graduate, and their dogs Maverick and Paisley. While he still works at the small animal clinic a few times a week, he plans to focus his energies on growing his own large animal business.

"I have a mobile veterinary practice which consists of myself, a truck, a veterinary unit/box and a portable chute," Holland said. "I would like to have a haul-in facility within the next year or two. This would allow me to safely and efficiently practice on animals that might otherwise not receive adequate care due to poor facilities on the farm. It would also allow me to see and help more patients by cutting down on windshield time."

Holland chose to focus on large animals because he says their health is important on many levels. Upon graduating vet school, he took an oath to promote animal health and welfare and to protect public health. He lives this out in his daily life and practice.

"Not only are we trying to keep animals happy and healthy, but we are also trying to maintain a healthy, high-quality food chain for our people," Holland said. "What drives me to be the best that I can be when practicing on large animals are 1) keeping the public, which includes myself, family and friends, healthy; 2) advocating for the health and well-being of animals; and 3) improving my client's bottom line because for many of them, it is a business and how they take care of their families."

Holland is happy to be practicing in Taney County as he says it provides him an advantage in helping its residents. In addition, it's the place he calls home.

"I was raised here and most of my family lives here," Holland said. "We have a small farm outside of Forsyth that has been in the family for generations. Additionally, I have good insight as to what this area needs since I am from here. I have had wonderful support from some of the local producers while trying to find my way back home."


Holland offers a wide range of services to producers in and around Taney County. While his favorite feeling comes from successfully delivering a healthy calf, his expertise spans the entirety of almost any livestock operation. He works with sheep, goats, dairy cattle, equine, swine and chickens, although his primary focus is on beef cattle.

"I offer a range of services pertaining to large animals including farm calls, emergency/after-hours service and consultations," Holland says. "My main interest is in cow-calf operations, offering anything from basic herd health and reproductive services to emergency ser-

vice. This includes processing cattle, examining and treating sick or hurt individuals, pregnancy examinations, breeding soundness examinations, obstetrics, consulting on herd health protocols and more."

Holland is excited to be a part of the Taney County community once more. With nearly two years of experience under his belt, he's anxious to continue growing his business.

"My goal has always been to eventually get back home and help out the people that were so good to me growing up," Holland says. "Having a willingness to serve and having a solid education make me a very important asset to the community and producers. The quantity of my experience may be small, but the quality of my experience is strong."

He can be contacted at 417.699.0487 or [stephenhollanddvm@gmail.com](mailto:stephenhollanddvm@gmail.com). 



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## TRENDING NOW

# Get Ready for the Future:

## Consumers, technology: be proactive versus reactive

By Kelsey Harmon for Cattlemen's News

**D**r. Justin Sexten, vice president of strategy for Performance Analytics, opened his presentation at the annual Monett Beef Cattlemen's Conference with an impacting point: — data is transforming our lives.

"Today connectivity is expanding," Sexten said. "What people don't know is there are more connected devices today — more than 9 billion — than people—7.6 billion."

Sexten attributes part of the connectivity expansion to the improvement in technology. Today we can communicate faster than ever before and can access information anywhere at any time. Sexten calls this access, collection and interpretation of data the next revolution.

Certainly, agriculture isn't what it used to be. Two hundred

years ago, 80 percent of the population was involved in agriculture, while today's number is just 1.5 percent of the population. Sexten says the technological revolution has made the analog world more digitized. In the agriculture industry, farmers now know what every acre can and should produce and their records are becoming digitized for efficiency. Today's data is stored in the cloud, a vast network of remote servers, which enables all data from an operation to cross over and be stored in one place. This differs from the past when paper records were stored in a separate place and not all segments of an operation had access to them.

Sexten illustrates a relatable, everyday example of a technological advancement within the data revolution. Until the late 1990s, using The Road Atlas was common for navigating routes for driving. Today, Global Positioning System (GPS) applications on smartphones are used for directions. Many of these applications use real-time crowdsourced information, even to show users the whereabouts of police officers.

Along with the changes in technology, consumer desires for beef products have also changed. "The consumer is the number one source of new money in the beef industry," Sexten said. "Quality assurance is more of a concern now than ever before because the packer's consumers are demanding changes."

He highlights that Wendy's, McDonald's and Costco all made announcements within a span of two days regarding the future improvement of beef quality assurance to appease consumer demands. In the announcements, the companies focus on cattle care, food safety, antibiotic use and environmental sustainability concerns. Sexten predicts that these companies will drive change in the beef industry due to the power of shareholders within these companies.



## "Be ready to market cattle in a proactive manner."

Justin Sexten  
Vice President, Strategy  
Performance Analytics

It is widely known that antibiotic use is a concern among consumers. Sexten said consumers are supportive of animals being treated with a drug for an illness, but not of medicine being administered for prevention measures. According to Sexten, "In the next 50 years, the idea that you are going to give an animal an immunization because you think it's going to get sick will limit your ability to market that product." He notes that consumers are linking medically important antibiotic use in cattle with antibiotic resistance in humans.

Another important takeaway: a consumer preference simulation conducted last year indicates that consumers are concerned with the environmental impact of the animal products they consume. "You're already doing a lot of things on your operation from an environmental sustainability standpoint," Sexten said. "The key is to document and generate revenue from it." He also pointed out that consumer preferences are on a spectrum. Most consumers fall somewhere between preferring a plant-based protein substitute and 100 percent animal beef.

Sexten said cattle producers can leverage data and technology to become more competitive and to serve the consumer. He encourages farmers to be predictive in their cattle marketing strategy by using data to evaluate things like the worth of their cattle, previous cattle performance, the true cost of gain of steers versus heifers and the

CONTINUED ON NEXT PAGE

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## ON THE CALENDAR

# Management-Intensive Grazing Schools Set for Spring, Summer

## 2019 Grazing School Schedule

**W**hat is a Management-intensive Grazing System?

It is also known as rotational grazing management. A system where grazing is managed for both the benefit of the livestock and forage. Livestock graze in each pasture long enough to harvest the forage, but are removed before too much leaf area is consumed. A basic system may have four or five pastures, while a more management intensive system will have eight to 10 pastures.

Following is a list of management-intensive grazing schools scheduled for southern Missouri. If you would like information about other schools around the state, visit the Missouri Forage and Grassland Council website at: [www.mofgc.org](http://www.mofgc.org).

### Halfway, Missouri

April 23, 26, 27, 30, May 3 (evenings + Sat. daytime)  
Contact: Dallas County SWCD  
417-345-2312, ext.3  
email: Debbie.Henderson@swcd.mo.gov

### Mt. Vernon, Missouri

May 7, 8, 9 (daytime)  
Contact: Lawrence County Extension  
417-466-3102  
ColeE@missouri.edu

### Neosho, Missouri

June 4, 5, 6 (daytime)  
Contact: Newton County SWCD  
417-451-1007, ext.3  
Tracy.White@swcd.mo.gov

### Ozark, Missouri

June 11, 12, 13 (daytime)  
Contact: Christian County SWCD/NRCS  
417-581-2719, ext.3  
Henry.Rauch@mo.usda.gov

## GET READY FOR THE FUTURE FROM PREVIOUS PAGE

optimum times to buy and sell cattle.

"Don't be compelled by bias because it's what you've always done; everything is for sale every day," Sexten said. "Be ready to market cattle in a proactive manner."

He said when cattle producers use a proactive data-based approach, they should keep the optimum endpoint in mind, make sure workflow and enterprise management is relevant

to the return of investment and determine if the current markets allow producers to lock in a profit. Sexten also said that in the future, traceability will be a significant opportunity for beef producers to capture market share.

Sexten leaves cattle producers with a final tip, empower your advisors such as nutritionists, veterinarians and lenders using connectivity to help them excel while using the data to help meet growing consumer demand for traceability.



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## The Art of Escaping

### Plan time to get away from farm work

By Erin Luchsinger Hull for Cattlemen's News

Just today I muttered to myself, "This winter has been rough." Then within seconds, I started to laugh because I realized I say that EVERY year. Living in upstate New York has its advantages. We have four very distinct seasons. Summers are never unbearable. Fall is gorgeous. Spring is always welcomed. We rarely, if ever, experience weather that can kill you. As agriculture producers we all know everything revolves

around the weather. With that being said, we do have winter. And when I say winter, I mean snow. It's not unheard of for my town to get 200 inches of snow a year. Our nearest city, Syracuse, is almost always in the top five snowiest cities of the United States — with cities in Alaska usually taking at least two of those top five spots). But snow is easy. Snow can be plowed, moved and bucketed. And, for the most part, can be prepared for and



is predictable. If they're calling for 24 inches of snow, prepare for 48 inches. And when the 48 inches falls on a random Tuesday, just start plowing. It's only snow. It's your frame of mind that gets you through. Waterlines freeze, but with patience and proper planning, can be thawed and remedied. Frame

of mind. Snow can be moved. Frame of mind. Cows need to be fed, and it's -10 degrees F with a 20 mile-per-hour wind. Frame of mind —and Carhartts.

Snow brings with it other advantages. We all hate mud. Never in my life have I met a producer who said he or she even remotely liked mud. One of the biggest advantages of snow is that it's generally cold enough to make all the mud freeze and add a layer of white powder on top of the unsightly mud. Snow is pretty.

With all of that being said, snow is exhausting. Sure, it's physically exhausting. That is a no-brainer. It takes muscle

CONTINUED ON PAGE 40

## Ag Education for All

### FFA students share their passion and gain experience

For Savannah Hinkle, the Ag Education on the Move® (AEOTM) program is an outlet for sharing her passion to teach, practice public speaking skills, as well as gain hands-on experience in the classroom.



Hinkle began her involvement in the AEOTM® program as a Fredericktown FFA member. She assisted with agriculture education activities and displays at the SEMO District Fair, before taking on a teaching role in Southeast Missouri.

Hinkle studies agriculture education at Southeast Missouri State University and says the AEOTM classroom experience is crucial to her future as an FFA advisor and vocational agriculture Instructor.

"The hands-on experience helps me understand how I want to teach and organize my classroom one day. It allows

me to see what I need to work on as a future educator and where my strengths are in teaching agriculture."

The importance of agriculture education in both urban and rural settings creates opportunity, as programming expands. FFA and collegiate roles help fulfill needs in both rural and urban communities, providing an important and beneficial partnership for all involved.

Hinkle sees the benefit to elementary student participants firsthand.

"Through the AEOTM program, I believe students gain valuable knowledge of multiple facets of the agriculture industry," she said. "I was able to see firsthand how student's appreciation for agriculture expanded after each session. They learned to appreciate all the tasks, as we went over careers in agriculture and what their day-to-day is. I believe this is a valuable program needed in schools."

AEOTM is a proactive, educational effort that brings passionate, trained educators to the classroom. Students learn



AEOTM Educator and Southeast Missouri State University agriculture education student Savannah Hinkle shares her passion for agriculture with students at Cape Girardeau. (left) Hinkle discusses the parts of a combine and how farm families plant and harvest crops, and the role those crops play in food and livestock feed production. (above) Hinkle visits with students about poultry and egg production as part of their 10-week educational program. —Photos submitted by AEOTM.

about crops, livestock, soil and water conservation, nutrition and careers in agriculture. Each unit includes a hands-on STEM component, where students explore agriculture in a fun and exciting way.

"Coming from a beef production background, the beef unit is one of my favorite lessons," Hinkle said. "Students are fascinated with the different products that beef animals provide us with other than meat! We identify different sectors in the beef industry and the importance of each one of them."

Agriculture Education on the Move® 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](http://www.MoFarmersCare.com) for more information. 





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## ON THE CALENDAR

### BQA Certification Training

**WHEN:** 7 p.m. Thurs., March 21, 2019

**WHERE:** Joplin Regional Stockyards, Carthage, Missouri

In keeping with our longstanding commitment to provide scientific and educational information to cattle producers, Merck Animal Health is pleased to offer a Beef Quality Assurance (BQA) certification training, Thursday, March 21, at Joplin Regional Stockyards.

Dr. Tim Parks, DVM technical services, Merck Animal Health, will conduct the BQA training.

Refreshments will be served. All are welcome to attend.

**Please RSVP by March 14 to:**

Steve Tegarden • 660-351-0489 or

Email: [Stephen.tegarden@merck.com](mailto:Stephen.tegarden@merck.com)

Mark Harmon • 417-316-0101/[markh@joplinstockyards.com](mailto:markh@joplinstockyards.com)

### THE ART OF ESCAPING FROM PAGE 38

power to move snow. It takes a lot of strength to just walk from point A to point B. But more importantly, snow is mentally exhausting. Planning for and dealing with snow consumes your brain. You must be on the offensive to stay ahead of it. That same frame of mind that gets you through the 48 inches of snow on a random Tuesday melts your brain. You're mentally exhausted, and you don't even realize it.

It is for this reason that I have found our operation a very good farm sitter. It just so happens our neighbor is a retired pediatrics intensive care unit doctor and LOVES to play farm-

er. During the summer, he'll call up and ask to rake hay. He loves that he can help, yet not be married to the farm. This is a HUGE win for our operation. Who would have thought that a doctor would find solace in sitting on a tractor and tending to a herd of cows?

Even with having a reliable farm sitter, it's never easy to pack up and take a vacation. My husband travels for work. He is gone 180 nights a year and can pack a suitcase for a week trip with his eyes closed. Me, not so much. What do I pack? Will Doc be available to watch the cows? Will he want to watch the cows? Who should watch the pets? If the kids aren't going with us, who is going to watch the kids? I'll be honest, I hear vacation, and I start to panic. It is not that I don't like to get away. It's that getting away seems like so much work. But with my family's last vacation still fresh in my mind, I am here to tell you that the work is well worth the effort.

My family just returned from Colorado. We are those strange people who leave all the snow to find MORE snow. We all love to ski. I can be found skiing three to four days a week during the winter. I coach collegiate alpine ski racing, and skiing is more than a hobby; it is a way of life. So, when I look at the calendar and see ski trip, I get excited, and then immediately start to panic for all the above reasons. But, I can sit here in the comfort of my home with the smell of manure on my pants and tell you all, IT IS SO WORTH IT. Even while feeding cows today in 35-degree weather, rain pelting my face and a solid 30 mile-per-hour wind, I was smiling and refreshed.

Find a farm sitter. Plan a vacation. Panic slightly as the day approaches and then ENJOY! You will return re-energized to face the snow/mud/wind/rain/manure/broken machinery/etc. that will still be there waiting for you just as it is every other day of the year.

—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](http://www.facebook.com/lucky13beef).

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## TRENDING NOW

# Cultivating Relationships With Your Audience

## Connecting in a technological era

By Kelsey Harmon for Cattlemen's News

**T**he evolution of technology has brought exciting opportunities for those working within the agricultural industry. Not only can producers develop and maintain relationships with their customers, but they can also connect through technology with prospective clients and also those that share a common passion for agriculture. At the annual Monett Beef Cattlemen's Conference in February, three speakers that work in the agricultural industry shared their professional insight and tips for establishing meaningful connections.

Beth Luebbering, vice president of Farm Credit Services Financial (FCS) in Joplin, Missouri, discussed the importance of connecting with your audience on social media platforms.

Luebbering said if you want to reach youth, adults or even middle-aged generations such as Generation X (Born 1965 to 1980), look to social media platforms. "Ninety-seven percent of Generation Z (born 1997 to present) are connected to social media 46 percent of the day, whether it's Youtube, SnapChat, Facebook, Instagram or Twitter," she said. "It's really important to utilize (social media) to reach out to our consumers, customers and future customers."

She said that today people are looking for instant data technology. Luebbering said that a person is "246 percent more likely to make a purchase if the company has an application." This statistic supports her point that it matters when companies are forward-thinking and choose to embrace and implement technology. She also says the millennial generation — born 1981 to 1996 — place trust in sources such as social media channels, e-books, YouTube and blogs, and that they enjoy providing feedback to companies.

Tammy Holder, associate professor of agriculture at College of the Ozarks, focused her presentation on how to help engage youth in agriculture through education that embraces technology.

She encouraged older generations to connect with youth, especially their grandchildren, if applicable, and to provide encouragement. Through her experience in education, she often hears from her students that their parents have discouraged them from pursuing agriculture out of concern that they cannot make a living in the industry.

She disagrees with that mindset and said many opportunities exist in agriculture. She encouraged people to help youth explore all job options within the industry, such as agricultural technology.

Holder also suggested teaching youth how to do things and giving them a chance to apply what they have learned. "I've got (some) students that come from farms, and they don't know how to use equipment," Holder noted. "It's important to give youth responsibility, and to allow them to fail or succeed."

Holder encouraged farmers and ranchers to engage with youth through agriculture applications on smartphones or tablets. She said that community youth might be able to help educate them on the latest technology or even help make their operations more efficient by using technology to help modernize things like record-keeping.

CONTINUED ON NEXT PAGE

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(l-r) Jamie Johansen, Honey Creek Media; Beth Luebbering, FCS Financial; and Tammy Holder, College of the Ozarks, shared their insight on how producers can connect with their audience during last month's Monett Beef Cattlemen's Conference in Monett, Missouri. —Photo by Kelsey Harmon.

## CULTIVATING RELATIONSHIPS FROM PAGE 41

Holder's last point focused on enough room for all farmers and ranchers at the agricultural table (organic or otherwise). All involved in the industry should try to work together, she said.

"Agriculture is a science, and it's constantly changing," Holder said. "We have to stay up-to-date and educate the public about why we do what we do."

The final speaker was Jamie Johansen, communications catalyst for Honey Creek Media. She outlined the importance of making personal connections. Johansen encouraged those working in agriculture to extend a personal invitation for agricultural events to others in the community. She explained that social media invitations can seem broad and sometimes impersonal.

She suggested that taking the time to personally invite people to share their voices by participating in agriculture can generate involvement. "It

doesn't matter whether we are asking older or younger people to come, sometimes it's the simple ask that is meaningful," Johansen said.

She also encouraged both youth and older generations to truly listen to each other. "I challenge you to open your ears to others," Johansen said. "What can they bring to the table?"

The agricultural industry once survived by passing down decades of knowledge from older to younger generations. Today, we live in a unique time when knowledge can be shared between all generations through technology and all can benefit.

Building and maintaining connections has always been the foundation of the agricultural industry. Although the way we connect is evolving, leveraging social media to build relationships, educating and engaging the future generation of agriculture and taking the time to truly listen and communicate can help strengthen relationships with your audiences. 🐮

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## ON THE CALENDAR

# Bull Soundness Clinics Scheduled

Annually, about 10 percent of bulls fail the exam

**M**arch is a good time to examine bulls for breeding soundness as many producers prepare for the cattle-breeding season that begins in April.

"It's a good plan to check them far enough ahead so if a replacement is needed you'll have time to make several sales," said Eldon Cole, field livestock specialist, University of Missouri Extension. "Hopefully, your bulls will all check out as satisfactory but year-in-year-out about 10 percent of the bulls examined at these clinics are failed or deferred."

In the March checks, frost-bitten scrotums might show up along with freeze damaged sheaths and penile injuries. Both of these may result in culling a bull if severe according to Cole.

"The clinics also help you check the health, so far as mouths, eyes, hooves, and temperament are concerned," said Cole.

Cole also noted that the same vaccination protocol given to the cow should be given to the bull along with internal and external treatments for parasites.

Cattle producers can schedule a bull's visit at one of these participating clinics:

**March 6** • Barry County Vet Service, Cassville, Missouri. Phone 417-847-2677;

**March 11** • Countryside Animal Clinic, Aurora, Missouri. Phone 417-678-4011;

**March 12 and 13** • Dake Veterinary Clinic, Miller, Missouri. Phone 417-452-3301;

**March 14**, Animal Clinic of Diamond, Diamond, Missouri. Phone 417-325-4136.

**March 25-April 8**, Countryside Veterinary Clinic, Bolivar, Missouri. Phone 417-326-7297.

In addition to the standard exam, bulls may be tested for trichomoniasis and have blood pulled for a genomic test. These do require an added fee.

The clinics are a cooperative effort of the veterinarians, Zoetis and University of Missouri Extension. For more information, call the Lawrence County MU Extension office at 417-466-3102.


—Adapted from a University of Missouri Extension release.



## How Many Cows Can a Bull Breed Successfully?

Bull's Age	# of Cows for Successful Service
Yearling	10 to 15
2- & 3-Year-Olds	20 to 25
4 Years & Older	25 to 40

—Source: Dale Blasi, Kansas State University Extension.




# 90<sup>th</sup> Sale

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**Average EPD's of the Bulls Selling in our 2019 Spring Sale**

CED	BW	WW	YW	DOC	MILK	CW	MARB	RE	FAT	SW	SF	\$G	\$B
+10	+1.0	+66	+117	+24	+28	+46	+1.11	+72	+010	+67.28	+74.52	+52.97	+152.37
20%	45%	15%	15%	20%	20%	30%	4%	20%	50%	10%	20%	4%	15%



## MANAGEMENT MATTERS

# Time is of the Essence

## Planning for the transfer of your estate

By Dan Childs and Jon Biermacher

**M**aking decisions concerning the transfer of assets in one's estate is very difficult and can be the most procrastinated activity for all of mankind. Many do not want to talk about the inevitable nor do they want to decide who among their family, friends and favorite charities are to receive the money, property and other assets that

they own and have taken a lifetime to amass.

As a result, the proverbial can is often kicked down the road in hopes that something magical will happen to resolve this difficult task. And oftentimes, the lack of planning can lead to expensive legal issues, unwanted tax implications, and sadly, ugly family disputes and feuds.

## Communication Is Essential

A number of things are required to actually develop the plan once the estate planning process begins. The first step is communication. When a husband and wife are involved with joint tenancy ownership of assets, they must decide who gets what and how much. Without good communication, a number of issues can arise. Of course, having only one heir will drastically reduce the potential problems and discussion time, but oftentimes more than one exists. In addition to leaving part of the estate to an heir, in many cases, one or both spouses have a desire to leave part of their es-

**In 2019, each individual can gift up to \$15,000 to as many different people as they desire with the gift being exempt of federal gift taxation.**

tate to one or more charitable organizations. Transferring ownership of assets, especially land, and possibly a few other items (such as equipment and/or livestock) to multiple heirs in undivided interests should demand considerable thought and scrutiny. Undivided interests can be used favorably in such things as mineral interest, but the chance of long-term happiness by owners of undivided interests, especially land, is typically not high.

Another level of complexity in the process arises when the patriarch says, "I do not want you to ever sell such and such asset," with the result ending as a burden to the heir(s) instead of a blessing. It gets even more complicated when an entire business is being transferred compared with only transferring assets. So when the decisions are numerous, complex and involve multiple heirs, a high level of effective communication with all parties can increase the chances for a blessing rather than a burden. Let us say that again: Communication amongst all relevant parties cannot be stressed enough — it is important in every stage of the estate planning process.

## Trusts vs. Wills

After the owners determine who gets what assets in the estate, the next step is to choose an instrument(s) for transferring the estate's assets to the heirs and desired charitable institutions. A number of instruments can be used. Each has a different level of complexity and cost. However, two of the most common instruments are wills and trusts, and each has associated trade-offs. Creating a trust, especially a complex trust, is usually more expensive because it often requires changing titles and deeds to facilitate moving

CONTINUED ON NEXT PAGE

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## TIME IS OF THE ESSENCE FROM PREVIOUS PAGE

the ownership of the assets to the trust. However, if these activities are not completed, the trust will provide little if any value. With trusts, more of the financial assets are paid during the planning process and less at estate settlement time.

In the case of planning using only a will, it is usually more economical on the front end of the process but tends to cost more later in the process if the estate requires court action during the settlement process (probate).

## Seek Legal Counsel

Our advice is to seek out and hire legal counsel that is knowledgeable and experienced in estate planning, especially someone who has experience with agricultural estates. They will provide valuable insight into the different tools available for transferring estate assets and will help guide you through the proper and legal use of each. They can guide you through the planning process and make sure your goals are achieved with the correct design and creation of the necessary documents. Generally, other documents are recommended in addition to the documents related to asset transfer that would provide guidance to family members concerning late-in-life health care and legal representation.

## Federal Tax Legislation

It is noteworthy to point out that federal legislation passed by Congress in December 2017 has impacts for estate planning. The most important part of the legislation was that it increased the size of an estate not subject to federal estate taxation. The legislation basically doubled the size of an estate exempt from taxation from roughly \$5.5 million to \$11.4 million for 2019. The legislation also retained the portability option, which means that in the case of a husband and wife, the surviving spouse can use the unused portion of the first to add to their own \$11 million exemption. Proper filing of form 706 is required for the unused portion to be available to the surviving spouse.

In 2019, each individual can gift up to \$15,000 to as many different people as they desire with the gift being exempt of federal gift taxation. With the exemption amount of \$22.8 million for husband and wife, one might conclude there is little need to plan since no federal estate tax will be due. We advise caution with this way of thinking because the questions of who gets what

and how much still remain. It should also be noted that these increased exemption amounts expire at the end of 2025 unless Congress acts before then.


A last point we would like to make is that each of the 50 states in this country has a plan for its residents who die without having developed a plan for their estates' assets. If an individual or a husband

and wife want to make those decisions, it is imperative that they communicate their wishes, seek out and hire competent counsel, and pay to create a plan.

—Source: Dan Childs is a senior agricultural economics consultant and Jon Biermacher is a senior economist at the Noble Research Institute.

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## TRENDING NOW

# Dedicated to Cattle

## Miller honored as cattlegirl of the year

A true passion for the beef cattle industry. Those words best describe the 2019 Missouri Cattlegirl of the Year. The Missouri Cattlegirls recently honored Lynette Miller of Elkland, Missouri, at the 51st Annual Missouri Cattlemen's Association (MCA) Cattle Industry Convention.

Miller has been an active member of the Dallas County Cattlemen's Association (DCCA), a MCA affiliate, for nearly 20 years. She has served that organization as secretary-treasurer since joining. Her fellow cattlemen and cattlegirls tell her that she does such a great job in that capacity that they will never let her retire from that position. Miller says she enjoys the people and everything she does in that role, and she is glad to help out and lend a helping hand whenever needed.

Indeed she does give hours of help at both the local and state level. Miller is the one who plans all cooking events of DCCA, coordinates the food and organizes volunteers. She helps with many other DCCA activities throughout the year including the annual Fourth Grade Beef Field Day in May. She helps organize all meetings and finds sponsors for the meals.

She has served on the board of the Ozarks Beef House for a number of years. She volunteers countless hours to work during events and to promote beef. One of her favorite events during the year is volunteering to work in the Beef House at the Missouri State Fair.

In addition, Miller is involved at the state level. She recently served on the 2019 convention planning committee and attends MCA board meetings as a state director from Dallas County. She has been named a "Top Hand" numerous times for her recruitment efforts of new members.


Miller worked for the Missouri Department of Transportation for 21 years as a maintenance worker while maintaining a small commercial herd of cattle. She retired a few years ago and enjoys spending more time with her cattle and family. She does all of the work on her farm by herself with minimal help from a neighbor. She is a good steward of the land and is always attending seminars and events to further her knowledge. In her spare time, Miller enjoys going on trail rides and campouts.

—Missouri Cattlemen's Association release.

### About the photo above left:

Lynette Miller (third from left) was honored as the Missouri Cattlegirl of the Year at the 2019 Missouri Cattlemen's Association (MCA) Cattle Industry Convention held in January. Miller is a member of the Dallas County Cattlemen's Association.

—Photo provided by MCA.




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## EVENT ROUNDUP

### March

- 11 Bull Breeding Soundness Clinic  
Countryside Animal Clinic, Aurora, Missouri  
FMI: 417-678-4011
- 12-13 Bull Breeding Soundness Clinic  
Dake Veterinary Clinic, Miller, Missouri  
FMI: 417-452-3301
- 12 6:30 p.m. More Grass on Fewer Acres  
Louisburg, Missouri  
FMI: 417-745-6767
- 14 Bull Breeding Soundness Clinic  
Animal Clinic of Diamond, Missouri  
FMI: 417-325-4136
- 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
- 14 6:30 p.m. Pasture Chemical Meeting  
SoMo Farm & Ranch Supply, Springfield, Missouri  
FMI: 417-865-0312
- 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
- 16 Aschermann Charolais Bull Sale  
at the ranch, Carthage, Missouri  
FMI: 417-793-2855
- 16 Circle A Angus Bull & Heifer Sale  
at the ranch, Iberia, Missouri  
FMI: 800-CIRCLEA
- 17 Briarwood Angus Farms Bull & Female Sale  
Butler, Missouri  
FMI: 660-679-3395
- 18 B&D Hereford & Angus Bull & Female Sale  
Claflin, Kansas  
FMI: 620-786-9703
- 18 Hinkle's Prime Cut Angus Sale  
at the farm, Nevada, Missouri  
FMI: 417-448-4127
- 18 8 a.m. to 5 p.m. Fescue Renovation Workshop  
University of Missouri Southwest Center  
Mount Vernon, Missouri  
FMI: 417-466-3102
- 21 Beef Quality Assurance Certification Training  
Joplin Regional Stockyards, Carthage, Missouri  
RSVP to: Stephen.tegarden@merck.com or 660-351-0489
- 21 Christian County Livestock and Forage Conference  
Clever High School, Clever, Missouri  
FMI: 417-581-3558
- 22-24 Ozark Spring Roundup  
Ozark Empire Fairgrounds, Springfield, Missouri  
FMI: 417-833-2660
- 23 Rogers Cattle Co./Lile Farms Red Angus Production Sale  
at the farm, south of Strafford, Missouri  
FMI: 417-241-1302
- 23 Magness Land & Cattle South Division Bull Sale  
Miami, Oklahoma  
FMI: 970-785-6170
- 23 Seedstock Plus South Missouri Bull Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: 877-486-1160

### March

- 23 Worthington Angus Production Sale  
Dadeville, Missouri  
FMI: 417-844-2601
- 3/25-4/8 Bull Breeding Soundness Clinic  
Countryside Veterinary Clinic, Bolivar, Missouri  
FMI: 417-326-7297
- 25 Green Springs Bull Sale  
3 Cedars Event Center, Nevada, Missouri  
FMI: 417-448-7416
- 25 Oleen Bros. Angus & Hereford Bull & Heifer Sale  
Dwight, Kansas  
FMI: 785-466-1422
- 25 Ridder Farms Charolais & Simmental Bull Sale  
at the farm, Hermann, Missouri  
FMI: 573-680-4692
- 25 Southwest Missouri All Breed Bull Sale  
Springfield Livestock Marketing Center  
Springfield, Missouri  
FMI: 417-345-8330
- 26 Gentrust Brangus & Ultrablack Sale  
Eureka, Kansas  
FMI: 417-425-0368
- 26 Superior Beef Genetics Spring Production Sale  
Lamar, Missouri  
FMI: 417-214-0290
- 30 Real Estate & Estate Auction/the late Jerry L. Daniel  
near Purdy, Missouri  
FMI: Essick Auction Service • 417-883-SOLD
- 30 Fink Beef Genetics Angus & Charolais Bull Sale  
Randolph, Kansas  
FMI: 785-532-9936

### April

- 6 B/F Cattle Co. Gelbvieh & Balancer Bull Sale  
Butler, Missouri  
FMI: 660-492-2808
- 6 Four State Angus Association Sale  
Springfield Livestock Marketing Center  
Springfield, Missouri  
FMI: 734-260-8635
- 13 Ozark & Heart of America Beefmaster Spring Sale  
Springfield Livestock Marketing Center  
Springfield, Missouri  
FMI: 417-827-9391
- 18 Prime Time Livestock Video Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: JRS office 417-548-2333 or  
Colby Flatt, video manager, 620-870-9100
- 23 Management-Intensive Grazing School  
Halfway, Missouri  
FMI: 417-345-2312, ext. 3
- 27 8th Annual Highland Cattle Auction  
Mid Missouri Stockyard, Lebanon, Missouri  
FMI: 417-733-3201

### May

- 7 Management-Intensive Grazing School  
Mt. Vernon, Missouri  
FMI: 417-466-3102
- 9 Prime Time Livestock Video Sale  
Joplin Regional Stockyards, Carthage, Missouri  
FMI: JRS office 417-548-2333 or  
Colby Flatt, video manager, 620-870-9100



Joplin Regional Stockyards

Get the complete Joplin Regional Stockyards Feeder Cattle Market Summary online at [www.joplinstockyards.com](http://www.joplinstockyards.com).

Market Recap | Prime Time Livestock Video Sale

Feb. 21, 2019 • Receipts 8,646

Demand good for this Special Prime Time Video Auction. The cattle offered are in Missouri, Texas, Oklahoma, New Mexico, Kansas and Arkansas. A 8-cent slide or 80-cent right slide on yearlings, 10-cent slide on calves and a two to three percent pencil shrink will apply. Deliveries are current through August, 2019. Supply included 64 percent steers, 36 percent heifers, with 92 percent over 600 lbs.

Feeder Steers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
184	595	595	165.00	165.00	Current Value Added
50	825	825	137.50	137.50	Current Split Load
120	850	850	140.00	140.00	Current
240	800-840	810	137.75-138.50	138.31	Mar
60	850	850	142.75	142.75	Jun
385	900	900	140.00	140.00	Jun

Feeder Steers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
66	750	750	139.75	139.75	Current
63	825	825	135.50	135.50	Current
57	925	925	131.50	131.50	Current
70	450	450	181.00	181.00	Mar Value Added
186	800-825	808	135.00-137.75	136.00	Mar
120	850	850	137.00	137.00	Mar
118	850	850	137.00	137.00	Mar-Apr
58	900	900	134.50	134.50	Apr
1000	900	900	135.25	135.25	Apr-May
195	675	675	142.00	142.00	May
121	825	825	139.00	139.00	May
110	900	900	137.75-138.00	137.88	May-Jun
120	900	900	138.00	138.00	Jun

Feeder Steers: Medium and Large 2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
180	825	825	133.50	133.50	Current

Feeder Heifers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
174	550-595	572	146.50-153.00	149.73	Current Value Added
534	750-765	752	131.75-134.25	132.06	Current
10	825	825	127.50	127.50	Current Split Load
80	625	625	144.00	144.00	Apr
63	800	800	134.00	134.00	Jun



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Feeder Heifers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
273	750-775	768	134.25	134.25	Feb-Mar
340	800	800	132.25	132.25	Feb-Mar
86	530	530	152.00	152.00	Mar Value Added
190	720-725	723	128.00-134.25	130.29	Mar
881	750-790	762	129.25-133.50	132.69	Mar
190	750	750	131.60	131.60	Apr
277	675	675	134.50	134.50	May
66	750	750	136.00	136.00	May-Jun

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

Feeder Steers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
53	650	650	148.00	148.00	Current Split Load
42	800	800	140.00	140.00	Current Split Load
188	800	800	140.10	140.10	May

Feeder Steers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
84	575	575	167.00	167.00	Current Value Added
88	575	575	170.00	170.00	Mar Value Added
75	650	650	150.00	150.00	Mar
300	825	825	136.25	136.25	Mar
300	825	825	136.50	136.50	Apr
300	825	825	139.25	139.25	May
300	825	825	140.00	140.00	Jun
300	825	825	141.75	141.75	Jul
300	825	825	143.75	143.75	Aug

Feeder Heifers: Medium and Large 1

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
24	650	650	133.00	133.00	Current Split Load
29	700	700	130.00	130.00	Current Split Load

Feeder Heifers: Medium and Large 1-2

Head	Wt Range	Avg Wt	Price Range	Avg Price	Delivery
85	585	585	150.50	150.50	Mar-Apr Value Added

—Source: MO Dept of Ag/USDA Market News Service, Rick Huffman, Market Reporter, 573-751-5618. 24 Hour Market Report 1-573-522-9244. [www.ams.usda.gov/mnreports/JC\\_LS770.txt](http://www.ams.usda.gov/mnreports/JC_LS770.txt)

SAVE THE  
DATE!

Next Prime Time Livestock  
Video Sale:  
March 14  
Joplin Regional Stockyards



Tune in to the JRS Market Report

Station	Frequency	Day	Time
KKOW	860 AM	M/W	12:50 p.m. & 4:45 p.m.
KRMO	990 AM	M-F	9:55-10:05 a.m.
KRMO	990 AM	M/W/F	Noon Hour
KRMO	990 AM	T/Th	Noon Hour
Outlaw	106.5 FM	M/W	11:45 a.m.
The Z	102.9 FM	M/W	12:40 p.m.
KTTS	94.7 FM	M/W	11:30 a.m. & 12:30 p.m.
KGGF	690 AM	M/W	11:30 a.m. & 12:30 p.m.
KWOZ	103.3	M/W	11:30 a.m.
KHOZ	900 AM	M/W	12:15 p.m.



**BQA Certification Training**  
7 p.m. Thurs., March 21  
**Joplin Regional Stockyards**  
**Carthage, Missouri**  
Please RSVP by March 14 to:  
**Steve Tegarden** • 660-351-0489  
Stephen.tegarden@merck.com  
**Mark Harmon** • 417-316-0101  
markh@joplinstockyards.com

In keeping with our longstanding commitment to provide scientific and educational information to cattle producers, Merck Animal Health is pleased to offer a Beef Quality Assurance (BQA) certification training Thursday, March 21 at Joplin Regional Stockyards.  
Dr. Tim Parks, DVM technical services, Merck Animal Health, will conduct the BQA training.  
Refreshments will be served. All are welcome to attend.



# 100 Bulls Selling

## 60 Angus & 40 Charolais

### Saturday, March 30, 2019

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Galen Fink: 785.532.9936   Barrett Broadie: 620.635.6128   Gene Barrett: 785.224.8509  
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**Bulls will not be clipped or groomed... you get what you see!**  
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Selling your cattle shouldn't be a risky venture.  
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# MANAGE YOUR RISK.

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**APRIL 18, 2019** AT JOPLIN REGIONAL STOCKYARDS  
CONTRACTS AND VIDEOS DUE APRIL 11

**MAY 9, 2019** AT JOPLIN REGIONAL STOCKYARDS  
CONTRACTS AND VIDEOS DUE MAY 2

**JUNE 6, 2019** AT JOPLIN REGIONAL STOCKYARDS  
CONTRACTS AND VIDEOS DUE MAY 30



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Brief Summary for use in Cattle:  
See Package Insert for full Prescribing Information

**Draxxin<sup>®</sup>**  
(tulathromycin)  
Injectable Solution

Antibiotic  
100 mg of tulathromycin/mL

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

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

### DESCRIPTION

DRAXXIN Injectable Solution is a ready-to-use sterile parenteral preparation containing tulathromycin, a semi-synthetic macrolide antibiotic of the subclass triamilide. Each mL of DRAXXIN contains 100 mg of tulathromycin as the free base in a 50% propylene glycol vehicle, monothioglycerol (5 mg/mL), with citric and hydrochloric acids added to adjust pH.

DRAXXIN consists of an equilibrated mixture of two isomeric forms of tulathromycin in a 9:1 ratio.

The chemical names of the isomers are (2R,3S,4R,5R,8R,10R,11R,12,13S,14R)-13-[[[2,6-dideoxy-3-C-methyl-3-O-methyl-4-C-[(propylamino)methyl]-α-L-ribo-hexopyranosyl]oxy]-2-ethyl-3,4,10-trihydroxy-3,5,8,10,12,14-hexamethyl-11-[[[3,4,6-trideoxy-3-(dimethylamino)-β-D-xyllo-hexopyranosyl]-oxy]-1-oxa-6-azacyclopentadecan-15-one and (2R,3R,6R,8R,9R,10S,11S,12R)-11-[[[2,6-dideoxy-3-C-methyl-3-O-methyl-4-C-[(propylamino)methyl]-α-L-ribo-hexopyranosyl]oxy]-2-[(1R,2R)-1,2-dihydroxy-1-methylbutyl]-8-hydroxy-3,6,8,10,12-pentamethyl-9-[[[3,4,6-trideoxy-3-(dimethylamino)-β-D-xyllo-hexopyranosyl]oxy]-1-oxa-4-azacyclotridecan-13-one, respectively.

### INDICATIONS

#### Beef and Non-Lactating Dairy Cattle

**BRD** – DRAXXIN Injectable Solution is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*; and for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*.  
**IBK** – DRAXXIN Injectable Solution is indicated for the treatment of infectious bovine keratoconjunctivitis (IBK) associated with *Moraxella bovis*.

**Foot Rot** – DRAXXIN Injectable Solution is indicated for the treatment of bovine foot rot (interdigital necrobacillosis) associated with *Fusobacterium necrophorum* and *Porphyromonas levis*.

#### Suckling Calves, Dairy Calves, and Veal Calves

**BRD** - DRAXXIN Injectable Solution is indicated for the treatment of BRD associated with *M. haemolytica*, *P. multocida*, *H. somni*, and *M. bovis*.

### DOSAGE AND ADMINISTRATION

#### Cattle

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

Table 1. DRAXXIN Cattle Dosing Guide

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

### CONTRAINDICATIONS

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

### WARNINGS

FOR USE IN ANIMALS ONLY.

NOT FOR HUMAN USE.

KEEP OUT OF REACH OF CHILDREN.

NOT FOR USE IN CHICKENS OR TURKEYS.

### RESIDUE WARNINGS

#### Cattle

Cattle intended for human consumption must not be slaughtered within 18 days from the last treatment. Do not use in female dairy cattle 20 months of age or older.

### PRECAUTIONS

#### Cattle

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

### ADVERSE REACTIONS

#### Cattle

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

NADA 141-244, Approved by FDA

To report a suspected adverse reaction or to request a safety data sheet call **1-888-963-8471**. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

**zoetis**

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For additional DRAXXIN product information call: **1-888-DRAXXIN** or go to [www.DRAXXIN.com](http://www.DRAXXIN.com)

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Treat bovine respiratory disease (BRD) the right way with DRAXXIN<sup>®</sup> (tulathromycin) Injectable Solution. DRAXXIN demonstrated 50% fewer re-treats and 50% fewer dead or chronic animals<sup>1</sup> versus competitive products in several large pen studies.<sup>2</sup> Which means your cattle stay healthier, and that helps keep your bottom line healthier, too.

Get the numbers on DRAXXIN at [draxxin.com](http://draxxin.com).

**IMPORTANT SAFETY INFORMATION:** DRAXXIN has a pre-slaughter withdrawal time of 18 days in cattle. Do not use in female dairy cattle 20 months of age or older. Do not use in animals known to be hypersensitive to the product. See Brief Summary of Prescribing Information on adjacent page and full Prescribing Information at [draxxin.com/pi](http://draxxin.com/pi).

BRD SOLUTIONS  
FROM ZOETIS

<sup>1</sup>Data on file, Study Report Nos. HESR-60-05-451, AISR-45-12-028, 202T-60-01-050, HESR-60-02-376, 202T-60-01-063, HESR-60-03-388 and 10620401, Zoetis Services LLC.

<sup>2</sup>Data on file, Study Report Nos. HESR-60-05-451, HESR-60-05-452, HESR-60-05-453, AISR-45-12-028, 202T-60-01-050, HESR-60-02-376, 202T-60-01-063 and HESR-60-03-388, Zoetis Services LLC.

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