

**Maureen Hamill**

**From:** Maureen Hamill [maureen@mocattle.com]  
**To:** Maureen Hamill  
**Cc:**  
**Subject:** News from Missouri Cattlemen's Association  
**Attachments:**

**Sent:** Fri 5/2/2008 9:34 AM



May 2, 2008

### **In This Issue**

**Premise Registration**

**What Catches the Eye of Cattle Buyers?**

**Fall Calf Marketing Process Should Start in Spring**

**Breimyer Seminar**

**Newton County Cattlemen's to hold first Cattle Fitting Seminar**

**County Cattlemen's Meetings**

**MCA Summer Events**

### **Premise Registration**

MCA has gained approval to proceed with a grant to encourage voluntary premise registration in Missouri. MCA Board of Directors have unanimously approved to mail voluntary premise registration forms to those who have not yet registered. MCA continues to believe registration of premises is the best method for immediate notification in case of a disease outbreak. MCA takes animal health very seriously to protect the state's livestock industry and registering your premise is a primary step to accomplishing this goal.

In a few days you will be receiving a letter regarding premise registration. If you haven't already voluntarily signed up for Premise Registration we encourage you to do so.

### **Cattlemen's Links**

**Missouri Cattlemen's Association**

**National Cattlemen's Beef Association**

**Missouri Beef Industry Council**

**Missouri Cattlemen's Foundation**

**Missouri Department of Agriculture**

For many years the Missouri Cattlemen's Association has supported programs that have added value to producer's cattle and promoted programs that protect a producer's cattle herd. This is why we would recommend that you participate in a no cost voluntary premise registration program because of what it brings to disease surveillance.

If a disease outbreak occurred, it is critical for animal health officials to be able to notify you about the disease threat within a matter of hours instead of a matter of weeks.

Missouri cattle producers have invested millions of dollars to achieve a classification of being free of Brucellosis, Tuberculosis, Pseudorabies Pullorum-Typhoid and Chronic Wasting Disease. With three fourths of our sold cattle

### **Join our list**

Join Our Mailing List!

going out of state, maintaining these designations are critical to Missouri beef industries success. Those designations are as fragile as our ability to maintain our disease surveillance.

Please take a few minutes to fill it out and return it to MCA. We are dedicated to cattle producers large and small, and to keep all producers economically viable for the future. For more information please visit [www.mocattle.org](http://www.mocattle.org) for more information.

## What Catches the Eye of Cattle Buyers?

### *Expert talks about market trends for cattlemen*

Spring bull-buying season is ending and there have been lots of breeding stock sales offered in southwest Missouri. As a University of Missouri livestock Extension specialist, I always watch the ads and attend some of the sales. I find it fascinating what attracts buyers to a sale and more importantly, what entices them to bid once they settle into their seats.

After looking over a number of pre-sale ads in farm papers and breed magazines I believe most sellers of beef breeding stock have the same philosophy as the salesman in the musical *The Music Man* when it comes to promoting their cattle. You'll recall from the musical that the Music Man's saying was, "You've got to know the territory and you've got to have a gimmick."

We're all a little different in our thinking when it comes to how we approach developing our beef herds. What appeals to one person, turns another off. Some value and need certain traits in their program while another herd down the road already has too much of that trait.

I tried to categorize some general themes expressed by the ads I've seen this spring. Which of these might attract you to a sale?

- Calving ease, producing low birth weights;
- Selected and raised on fescue (forage);
- Feedout and carcass data available;
- Low-input, easy fleshing, moderate framed cattle;
- Complete and balanced predictors for the expected progeny difference (EPDs);
- Capture the value of heterosis;
- Value-added feeder calf placement service for our bull customers;
- Affordable prices or leasing opportunities;
- Trichomoniasis-tested, TB and Johne's tested;
- Fertility tested;
- Calm disposition;
- Residual feed intake data;
- AI sired;
- Style and performance;
- Genetic background for a single trait, such as black or polled offspring;
- Continued selection pressures for economic traits, end-product merit and cow herd efficiency.

Most of these statements or promotions have merit. You might feel that you'd prefer to buy seedstock from breeders who can offer them all. Within each of these general statements, there were a number that offered more specific items that explained their program or "gimmick."

As a livestock specialist, I see objective data can be compared with what your own herd needs. That would appeal to me as a buyer. Some of these statements certainly qualify and should attract serious buyers.

Breeders are becoming more high-tech in the information they offer and customer service is important. All of this information can be helpful tools and not just the Music Man's "gimmick."

More information is available by contacting Cole in Mt. Vernon at (417) 466-3102.  
- - by Eldon Cole (Livestock Specialist, MU Extension), Released by Monett Times  
4/29/08

### **MCA Members Receive Discount at Dungarees.net**

MCA members will receive a 5% discount on all online purchases. Dungarees.net offers a wide variety of Carhartt and Filson products. To take advantage of this membership benefit visit [www.dungarees.net](http://www.dungarees.net), add your order to the cart and when proceeding through check out process there is a "Comments" box under the "Bill to" information. In the "Comments" box be sure to note: *5% discount per Missouri Cattlemen's Association membership along with your membership number*. You must provide your membership number to receive the discount.

**PROTECT**

*"In the event of an animal disease outbreak or crisis situation, this easy registry gets you the information to protect your herd, your investment and your future."*

For further information please visit:  
[www.mocattle.com](http://www.mocattle.com)

O.D. Cope Family  
Aurora, Missouri

**REGISTER TO PROTECT**  
**YOUR ANIMALS. YOUR LIVELIHOOD. YOUR FUTURE.**

**Fall Calf Marketing Process Should Start in Spring**

Many cow-calf producers are finishing another successful spring calving season. Thoughts of marketing those new calves in the fall may be far from their minds.

However, spring is an ideal time to start the marketing process, even though the actual sales date is still months away.

Last fall, the range in prices for similar weights and grades of calves at the same sale was wider than at any other time in history. Northern Plains auction markets recorded \$15 per hundredweight (cwt) or even greater ranges in prices. Fall 2008 price ranges could be even wider.

A group of 550-pound calves that brings \$15 per cwt more than another group at a sale returns an additional \$82.50 per head. Keep in mind that an additional \$50 to \$100 per calf may be the difference between profit or loss this fall. Trying to reduce costs by that amount may be difficult due to rising feed, fuel and land costs. So, selling calves near the top of the range rather than close to the bottom will be important.

Since supplies of calves will be near last year's levels, the two most important fundamental factors that will affect fall calf prices will be corn and fed cattle prices.

Corn prices are higher than last year and will continue to be volatile as news reports about planted acreage and weather in the Corn Belt and even worldwide are released. Usually, a 10-cent-per-bushel change in corn prices causes a \$1-per-cwt change in the opposite direction in fall calf prices. Higher corn prices will continue to put downward pressure on calf prices, which is just another reason to try to add value to calves.

Fed-cattle prices in 2008 have been lower than last year because of deteriorating economic conditions in the U.S., increasing supplies of competing meats and struggles to regain export markets for U.S. beef.

Cow-calf producers have no control over corn and fed-cattle prices, but can influence some of the many factors that affect feeder-calf prices. What can be done to assure that calves bring the best possible price now is the question. Of course, good management practices, such as dehorning, castrating and marketing larger, uniform lots, help enhance prices.

However, other factors also can have a significant impact on prices. A first step is to visit the market where calves usually are sold for tips on management and marketing practices that can favorably impact prices. Decisions on whether to implement a number of value-added strategies need to be made now.

Calves that have had appropriate vaccinations that can be documented may bring premium prices. Check with both your veterinarian and market to determine what health program is best for your area.

Calves that have been weaned and bunk-trained usually are preferred by feedlot buyers.

Natural beef is increasing in popularity and calves that qualify for natural programs may bring premium prices. The key is being able to document that calves have not received growth implants or antibiotics.

Age- and source-verified calves may bring a premium because beef exported to Japan must be verified as coming from cattle that are 20 months of age or less. Several large beef retailers in the U.S. now prefer source-verified beef.

Documenting the feedlot performance of past calf crops, enrolling in beef quality assurance programs or marketing at special feeder calf sales sponsored by state or local purebred cattle associations may be other ways to increase calf value.

High-quality replacement heifers also are bringing premium prices. Bangs vaccination, uniformity of the lot, reputation of the seller and providing genetic information are important factors that impact prices.

The key to enhancing fall calf prices is to start the marketing process early. Now is the appropriate time to implement the strategies that can add value to calves. Don't wait until sale day to simply haul the calves to market and expect premium prices.

- - by Tim Petry, *Livestock Marketing Economist, NDSU Extension*  
(Released by American Cowman, 4/29/08)

## Beef Quality Assurance

*Beef Quality Assurance is every cattle producer's responsibility.*

For more information on Beef Quality Assurance, visit:

<http://mocattle.com/BQA/bqa.htm>  
or <http://www.bqa.org/>

To get certified online, visit:

<http://mocattle.com/BQA?certification.htm>

-----

Interested in a county meeting program? Try MCA's Beef Quality Assurance program!  
Contact Ken Disselhorst at (573) 822-3850.

### **Breimyer Seminar**

Entrepreneurs are taking advantage of economic, cultural and environmental changes in the US to transform what was once called a waste into what is now recognized as a resource, something brown into something green. There are a number of factors that make manure an increasingly valuable resource.

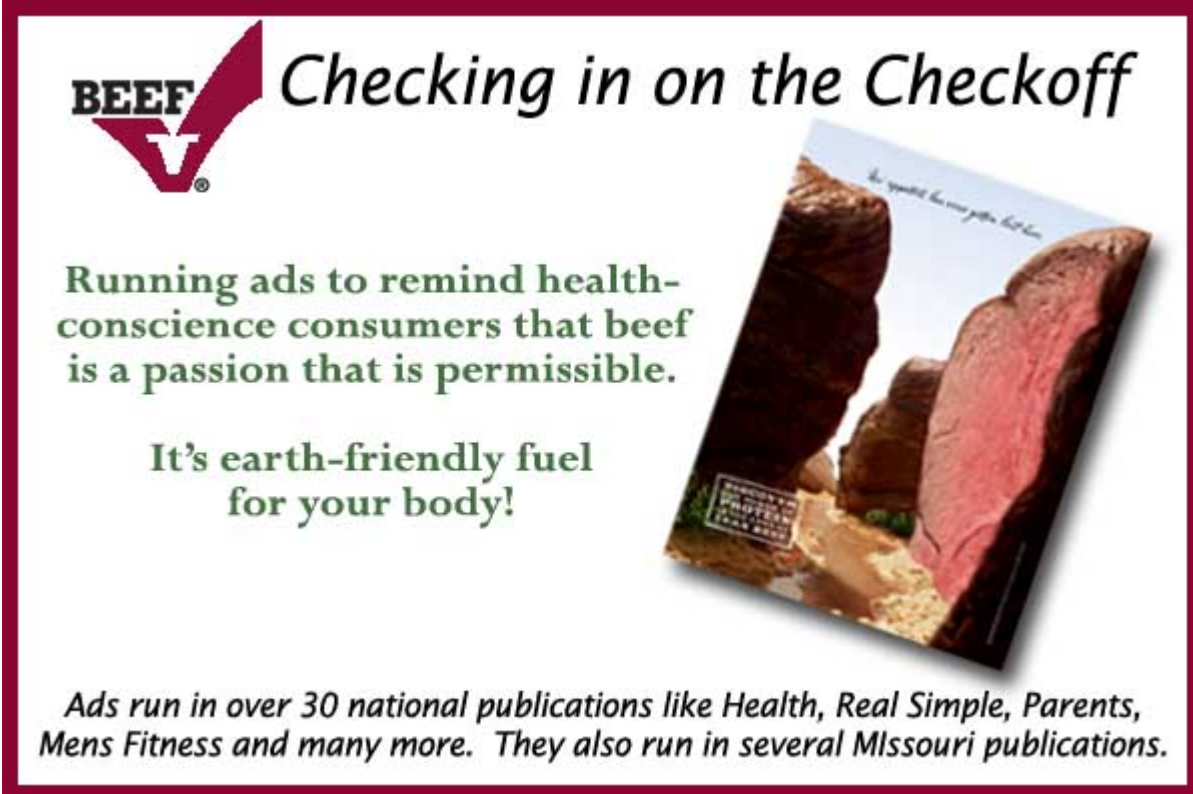
According to USDA, average prices for major fertilizer nutrients were 130% higher in January 2008 than in January 2000. According to The Fertilizer Institute, increasing demand in China, India, and Brazil for improved diets is one factor. Other factors include high crop prices, partially fueled by the ethanol industry in the U.S., higher transportation costs, and increasing reliance on imports of nitrogen and potash coupled with a declining dollar.

Higher energy prices also mean that manure as a source of energy is more viable. There is increasing interest in both directly burning manure, a twist on cowboys' use of buffalo chips, or capture of methane from anaerobic digestion of manure.

There are also opportunities due to the increased interest in environmental issues. Some farmers are receiving carbon credits for capturing the methane, a greenhouse gas, from

their lagoons. Applying manure at agronomic rates may be difficult for some larger operations so there is an incentive to develop a marketable product from their manure. This was the origin of "Cowpots™", bio-degradable planting pots made out of dairy manure that are ideal for starting plants since they come with their own source of fertilizer.

These and other opportunities for turning manure into sources of revenue will be the focus of the 2008 Breimyer Seminar "Manure Entrepreneurs: Turning Brown to Green" which will be held in Columbia, Missouri on May 22. The **Seminar will honor the memory of Dr. Charlie Fulhage** who was a manure expert and early proponent of methane from manure. The seminar will be held on the University of Missouri campus from 9 a.m - 5 p.m. The registration fee for the seminar is \$25, which includes lunch and parking. Deadline for registration is May 16th. **To register** call Joyce White in the MU Agricultural Economics Department at 573-882-6533 or e-mail [whitej@missouri.edu](mailto:whitej@missouri.edu).



**BEEF** *Checking in on the Checkoff*

Running ads to remind health-conscience consumers that beef is a passion that is permissible.

It's earth-friendly fuel for your body!

*Ads run in over 30 national publications like Health, Real Simple, Parents, Mens Fitness and many more. They also run in several Missouri publications.*

### Newton County Cattlemen's to hold first Cattle Fitting Seminar

Newton County Cattlemen's will hold their first Cattle Fitting Seminar on May 10<sup>th</sup>. This event is **open to all ages in the surrounding area**. From animal selection and nutrition to the show ring this seminar will cover all-things show cattle. The fitting clinic will be presented by Glenn Erickson. For more information contact Estella Osborn at (417) 624-0415 or [osbornfarms@earthlink.net](mailto:osbornfarms@earthlink.net). Or visit the Juniors page on the Missouri Cattlemen's website.

### 2008 BIF Meeting Set

The 2008 Beef Improvement Federation (BIF) Annual Research Symposium and Annual Meeting will take place June 30-July 3, at the Hyatt Regency in Calgary, Alta., Canada. The event is expected to attract more than 500 seedstock and commercial producers, feedlot operators, academia, industry experts and beef industry service providers. Symposium topics will include the most current genetic improvement research and innovation dedicated toward advancements in beef production. Angus Productions Inc. (API) will once again host online coverage of this popular industry event at [www.bifconference.com](http://www.bifconference.com). Symposium and tour schedules, accommodations and travel information, and archived coverage will be available in the weeks preceding the event. During and following the symposium, proceedings, audio, photos, synopses of presentations, and committee coverage will also be available. A tentative schedule and registration information is now available by clicking on the BIF meeting link at [www.canadianbeefbreeds.com](http://www.canadianbeefbreeds.com). - - *Angus Productions Inc.*

### County Cattlemen's Meetings

#### May 5 - Macon County

Lolli's, Macon - 7:00 pm

#### May 5 - Newton & McDonald Counties

Student Center-Crowder College, Neosho - 6:30 pm

#### May 6 - Southwest Missouri Cattlemen

Jim & Linda McCann's, Miller - 7:00 pm

#### May 6 - Boone County

Lonnie Ray's Restaurant, Harrisburg - 7:00 pm

#### May 8 - Polk County

Smith's Restaurant - 7:00 pm

#### May 15 - Green County

Owen Bros. Cattle Co., Springfield - 7:00 pm

***Looking for a program to present to your members during a county meeting?***  
*MCA provides Beef Quality Assurance training programs for county cattlemen. More more information contact (573) 499-9162.*

### MCA Summer Events

#### MCF Golf Tournament

The Missouri Cattlemen's Foundation will host their annual golf tournament at Railwood Golf Course in Holts Summit, MO on Wednesday, May 21, 2008 at 10:00 am. Entry fee is \$75 per team. For more details contact Darla Eggers at (573) 499-9162 or [darla@mocattle.com](mailto:darla@mocattle.com).

#### MCA All-Breeds Junior Show

The 2008 Missouri Cattlemen's All-Breeds Junior Show will be held June 13-15th at the Missouri State Fairgrounds in Sedalia. Registration information went out last week, so you should have received your packet. Be sure to check out our new event for this years junior show; the Design a T-shirt Contest. Please note the schedule changes from in previous years. ***\*\*Also, the entry fees are listed incorrectly in the Angus Journal. The entry fee is \$15 per head (\$30 for late entry).*** For more information on the MCA All-Breeds Junior Show please visit the Junior page on the [MCA website](#) or call the office.

### **Past President's Steak Fry**

MCA will host the Past President's Steak Fry on June 5th. As in the past the Steak Fry will be held in the Missouri Beef House at the Missouri State Fairgrounds. The steak fry will be preceded by a MCA Board of Directors meeting that will take place the morning of the 5th. Also, as in previous years we ask that each county association donate an item for the auction that will take place that evening.

**This newsletter is a publication of the Missouri Cattlemen's Association. All rights reserved - this newsletter may not be reproduced, in whole or in part, without permission of the Missouri Cattlemen's Association.**

Do you have questions, comments or suggestions?

Would you like to advertise in our newsletter?

If so, please contact Maureen Hamill at (573) 499-9162 or [maureen@mocattle.com](mailto:maureen@mocattle.com)

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [maureen@mocattle.com](mailto:maureen@mocattle.com), by [maureen@mocattle.com](mailto:maureen@mocattle.com)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Missouri Cattlemen's Association | 2306 Bluff Creek Drive | Columbia | MO | 65201