

# TOP 100

MISSOURI CATTLEMEN'S ASSOCIATION

The Missouri Cattlemen's Association announces the:

**2020 - 2021**

## PROFITABILITY CHALLENGE CONTEST

**-- \$15,000 IN CASH AND PRIZES FOR THE TOP 5 STEERS! --**

NEW **THIS FALL** Missouri's cattle producers will have the ability to compete in **TWO DIVISIONS** for the title of "Overall Profitability Champion" and join the "Top 100"

*Register your Calf Fed or Yearling Steers Today!*

**Yearling Division - WEAN ON OR BEFORE JULY 29, 2020**

**Calf Fed Division - WEAN ON OR BEFORE OCTOBER 28, 2020**

*Yearling Delivery: Friday, September 11 - Sunday, September 13, 2020*

*Calf Fed Delivery: Friday, December 11 - Sunday, December 13, 2020*

*Must be MFA Health Track Participants, Bunk Broke, minimum 45 days weaned, BVD-PI Negative and raised on BQA-certified operations. Pay weight based on a two-day average.*



**IDEXX**

**GrowSafe**  
SYSTEMS®

**Y•TEX**  
EXCELLENCE IN ANIMAL HEALTH™

**Elanco**

For more information on this program, contact:  
Sydney Thummel | (573) 499-9162 ext. 231 | [sydney@mocattle.com](mailto:sydney@mocattle.com)



# ENROLL TODAY

## Profitability Challenge "Top 100" Steer Feedout

Ranch Name: \_\_\_\_\_

Producer Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Number of Steers: \_\_\_\_\_ (to include the max number of producers, head count not guaranteed)

Ear Tag Numbers: \_\_\_\_\_ Wean Date (See Below): \_\_\_\_\_

Registration Numbers: \_\_\_\_\_

### ***Calf Fed Division Requirements for participation:***

- Weight range – 630 – 760 lbs. with a 5% weigh back off both ends, qualifying weight 600 – 800 lbs.
- MFA Health Track (only the enrolled steers)
- Minimum 45 days weaned - Bunk broke
- Two rounds of shots, at least 1 modified live
- BVD-PI negative prior to delivery
- Producer must be BQA Certified
- Wean on or before October 28 - Delivered December 11-13, 2020

### ***Yearling Division Requirements for participation:***

- Weight range – 790 – 860 lbs. with a 5% weigh back off both ends, qualifying weight 750 – 900 lbs.
- MFA Health Track (only the enrolled steers)
- Minimum 45 days weaned - Bunk broke
- Two rounds of shots, at least 1 modified live
- Producer must be BQA Certified
- BVD-PI negative prior to delivery -
- Wean on or before July 29 - Delivered September 11-13, 2020

### ***Details:***

- MCA will purchase 50% of market value, based on a two-day average weight, the other 50% will be a tax deductible donation. MCA will assume ownership at delivery. Producer has no financial obligation past this point.
- The program will include FFA members through a "Fantasy Feeding" aspect, similar to "Fantasy Football"
- GrowSafe Technology will be utilized to determine real time intakes, performance and call sheets
- Selection for harvest based on parameters set within the GrowSafe software, designed with standardized algorithm, for an even, accurate playing field. (No cattle will be cheated by going early or late)
- Missouri Cattlemen's will host a feedyard open house to view the cattle and see the program in action on Monday, March 22, 2021
- All data will be sent to your respective breed association upon request.

### **PRODUCERS RECEIVE:**

- Carcass data
- Performance data
- Chance for cash and prizes
- Data to utilize in herd decisions
- Method to invest in youth education
- Consultation from industry-leading experts

**NOT TO MENTION THE ULTIMATE  
BRAGGING RIGHTS OF THE "TOP 100"**

Questions? Contact: Sydney Thummel | [sydney@mocattle.com](mailto:sydney@mocattle.com) | 573-499-9162 ext 231







# ENROLL TODAY

## Profitability Challenge "Top 100" Steer Feedout

### MFA Representatives for Missouri

**Carey Henke**

(573)876-5244

chenke@mfa-inc.com

**Mike John**

(573) 808-6535

mjohn@mfa-inc.com

**Ben McMullin**

(660) 287-1807

bmcnullin@mfa-inc.com

*\*Contact any of these MFA Representatives with any questions regarding the program or local representatives.*

### Instructions on BVD Sampling

Samples should be collected by the producers' veterinarian.

Send to Missouri Department of Agriculture Lab

Label - MCA TOP 100 STEER

Bring results with you at delivery

### Submit Samples to:

Missouri Department of Agriculture

Veterinary Diagnostic Laboratory

PO Box 2510, Springfield, MO 65801

**Lab Contact Information:** 417-895-6861

### Frequently Asked Questions:

#### Why does MCA only purchase half of my steer?

- This program is based on other feedouts across the country who require their steers to be 100% donated. MCA purchasing half of the market value is an added incentive to the producer.

#### What happens after I sell the steer to MCA?

- Once MCA purchases your steer you have no financial obligation past that point. MCA will accrue all costs associated with the feedout.

#### Why should I participate?

- This program is designed to allow the producer access to data they may not otherwise have the ability to acquire. It also allows the producer to assist in the education of Missouri FFA students.

#### Can any steer participate?

- Yes any MFA Health Track Steer can participate if it meets requirements, regardless of breed, purebred or commercial.

### Frequently Asked Questions:

#### Why are the steers on this protocol and what determines the requirements?

- To ensure all cattle come into the feedout handled the exact same way, MFA Health Track was implemented. The requirements and structure of the program is decided by a committee consisting of producers, MCA executive committee members, the MCA president, MFA staff, University of Missouri staff, a GrowSafe representative and an Elanco representative.

#### Do the BVD results need to be in hand at delivery?

- Yes, all steers must be BVD-PI negative prior to delivery and must have test results in hand at delivery.

#### How many steers can I enroll?

- Producers can enroll any number of steers they desire.

#### What do I need to bring with my steer at delivery?

- MFA Health Records  
- BVD-PI Test Results  
- Data on Sire and Dam (ex. Registered bull on commercial cows, registered sire and dam, commercial bull on commercial cows, etc.  
- Any data the FFA students can use to select their steer.

#### Where do I deliver my steer(s)?

MU South Farm Beef Research Center

5151 Old Millers Road, Columbia, MO 65201 (Directly behind KOMU 8 News Station off Hwy. 63 - Look for the Red/White Radio Tower)

#### What is the prize breakdown?

- Champion Steer:  
\$3,000 Cash, TruTest Scale (\$2,000 value), Travelling Trophy, Jacket, Banner, Buckle  
- Reserve Champion Steer:  
\$2,500 Cash, Jacket, Banner, Buckle  
- 3rd Overall Steer:  
\$2,250 Cash, Jacket, Banner, Large Cowhide Duffel Bag  
- 4th Overall Steer:  
\$1,750 Cash, Jacket, Banner, Small Cowhide Duffel Bag  
5th Overall Steer:  
\$1,250 Cash, Jacket, Banner, Cowhide Boot Bag

#### How does MCA determine pay weight?

- Two Day Weight. Monday and Tuesday after delivery.  
- First pen weighed on Monday will be last pen weighed on Tuesday.  
- Missouri weekly average will be applied to each steer individually.

#### Will the steers be implanted?

- Yes the steers will be implanted when processed for the start of the feedout and reimplanted on day 100.

Questions? Contact: Sydney Thummel | sydney@mocattle.com | 573-499-9162 ext 231





Missouri Department of Agriculture  
Veterinary Diagnostic Laboratory  
PO Box 2510, Springfield, MO 65801  
Phone: 417-895-6861 Fax: 417-831-4766

Date Collected:

Date Submitted:

Accession #

**Serology Form MCA TOP 100 STEER(s)**

Submitting Veterinarian:

Clinic:

Account #

Address:

City/State/Zip:

Phone:

E-mail:

Owner:

Address:

City/State/Zip:

County:

Phone:

Samples submitted by owner: ☐ Yes ☐ NO

☐ BVD \*\* ☐ Johne's ☐ Blue Tongue ☐ Bovine Pregnancy

☐ Anaplasmosis ☐ BLV ☐ Other \_\_\_\_\_

	ID #	Species	Breed	Sex	Age	Test Result
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						

Final Report:

Date:

# of samples received:

Invoice #

\*\*\*NOTE: All BVD earnotches must be submitted dry or in PBS.

Page \_\_\_\_\_ of \_\_\_\_\_

# Collecting a bovine ear-notch sample

Ear-notch samples are routinely used in bovine diagnostic testing, particularly for bovine viral diarrhea virus (BVDV) tests. To help ensure accurate test results, follow the guidelines below to collect a good-quality ear-notch sample of the appropriate size.

### What you will need

- An **ear-notching tool** yielding a small (2–3 mm) or a large ( $\geq 1$  cm) ear notch (size depends on test requirements)
- Snap-cap **ear-notch tubes** (milk tubes may be used)
- **Disinfectant** for rinsing the notching tool; any of the following may be used:
  - A 10% bleach solution:  
100 mL (3 oz.) bleach in 900 mL (27 oz.) water
  - Quarternary ammonia
- Three **fluid reservoirs** to be used in this order:
  - Clean rinse water
  - Disinfectant
  - Clean rinse water

The water reservoirs should be changed after every few ear notches.

- **Paper towels** and **disposable gloves**

### Cleaning and disinfecting the ear-notching tool

1. Prepare the disinfectant and rinse water reservoirs (see above).
2. Put on disposable gloves.
3. Dip the notching tool into the first water reservoir and rinse thoroughly to remove any hair, blood, or debris.
4. Dip the notching tool into the disinfectant and then into the second water reservoir and rinse thoroughly.

**IMPORTANT:** Residual disinfectant on the notching tool can yield negative results, so thorough rinsing with clean water is always required.

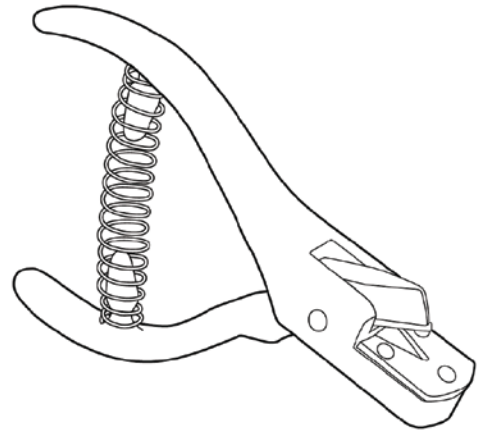
5. Dry the tool with paper towels.

### Collecting the ear notch

1. Clean and disinfect the notching tool as described above.
2. Label the ear-notch tube with the animal ID.
3. Using the notching tool, take an appropriately sized ear notch from a clean portion of the ear.

**IMPORTANT:** The ear-notch sample must be free of dirt, feces, tattoo ink, or BVDV vaccine. You may clean dirty ear notches with clean water.

4. Place the ear notch into the labeled tube and close the cap securely.
5. Submit the ear notch for testing following your laboratory's requirements.



**Test with Confidence™**

**IDEXX**