



The Missouri Cattlemen's Association announces the:

**2022-2023**

# **PROFITABILITY CHALLENGE**

## **CONTEST**

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

*Missouri's cattle producers will have the ability to compete for the title of  
"Overall Profitability Champion" and join the "Top 100."*

*Register your steers today!*

**2022-2023 Program - Wean on or before October 28**

*Delivery: Friday, December 9 - Sunday, December 11*

*Interested in competing but need a ride for your steers? Call the MCA office or  
your Regional Vice President to see where your regional drop off location is!*

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



Questions? Contact: Lisa Stockhorst | [lisa@mocattle.com](mailto:lisa@mocattle.com) | 573-499-9162 ext. 234



# ENROLL TODAY

## Profitability Challenge

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

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

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

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

Email: \_\_\_\_\_

Number of Steers: *(to include the maximum number of producers, this number is not guaranteed)* \_\_\_\_\_

Wean Date: \_\_\_\_\_ Ear Tag Numbers: \_\_\_\_\_

### Program Requirements:

- Weight range – 630 – 760 lbs. with a 5% weigh back off both ends, qualifying weight 600 – 800 lbs.
- Bunk Broke
- Minimum 45 days weaned
- Two rounds of shots, at least 1 modified live
- BVD-PI negative prior to delivery
- Steers must be enrolled in third-party program or have a signed affidavit from their veterinarian or feed store representative.
- Producer must be BQA Certified
- Weaned on or before October 28, 2022
- Delivered December 9-11, 2022

### PRODUCERS RECEIVE:

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

### Details:

- MCA will purchase steers, at 50% of market value, based on a two-day average weight
- The steers will be weighed upon delivery to determine if they qualify for the contest, steers that do not meet the weight requirements can be fed as retained ownership, MCA will not purchase these outliers
- 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
- Steers will be harvested 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 in early 2023 to view the cattle and see the program in action
- MU will host a seminar to view the performance data, closeouts, etc. at the end of the contest

**EARN THE ULTIMATE BRAGGING RIGHTS OF BEING IN THE “TOP 100”**



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