

# TOP 100

MISSOURI CATTLEMEN'S ASSOCIATION

The Missouri Cattlemen's Association announces the:

**2021-2022**

## 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 Calf Fed steers today!

**Wean on or before October 27, 2021**

Calf Fed Delivery: Friday, December 10 - Sunday, December 12, 2021

\*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.



Questions? Contact: Macey Hurst | [macey@mocattle.com](mailto:macey@mocattle.com) | 573-499-9162 ext. 235



**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: \_\_\_\_\_

**Requirements:**

- Weight range – 630 – 760 lbs. with a 5% weigh back off both ends, qualifying weight 600 – 800 lbs.
- MFA Health Track
- Bunk Broke
- Minimum 45 days weaned
- Two rounds of shots, at least 1 modified live
- BVD-PI negative prior to delivery
- Producer must be BQA Certified
- Weaned on or before October 27, 2021
- Delivered September 17-19, 2021

**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 at the University of Missouri, 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 – February 2020
- MU will host a seminar to view the performance data, closeouts, etc. at the end of the contest

**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

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



Questions? Contact: Macey Hurst | macey@mocattle.com | 573-499-9162 ext. 235