



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 | 573-499-9162



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
- Producer must be BQA Certified
- Weaned on or before October 28, 2022
- Delivered December 9-11, 2022

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 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
- Missouri Angus is providing premiums to steers out of registered Angus sires, awarded at the ceremony concluding the year's program

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”



HEART OF AMERICA
GELBIEH ASSOCIATION



Questions? Contact: Lisa Stockhorst | lisa@mocattle.com | 573-499-9162