

TOP 100

MISSOURI CATTLEMEN'S ASSOCIATION

The Missouri Cattlemen's Association announces the:

2019 - 2020

PROFITABILITY CHALLENGE

CONTEST

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

Beginning **THIS FALL** Missouri's cattle producers will have the ability to compete for the title of

"Overall Profitability Champion" and join the "Top 100"

Register your spring-born steers today.

WEAN & HEAD COUNTS DUE BY OCTOBER 23, 2019

Deliver: December 7, 2019 - MU South Farm Beef Research Center

**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.

For more information on this program, contact:

Coby Wilson | (573) 499-9162 ext. 235 | coby@mocattle.com





ENROLL TODAY

Profitability Challenge

Ranch Name: _____

Producer Name: _____ Phone: _____

Address: _____

City: _____ Zip: _____

Number of Steers: _____ Wean Date (on or before October 23, 2019): _____

(to include the maximum number of producers, this number is not guaranteed)

Registration Numbers: _____

_____ Implant Steers: Yes / No

Ear Tag Numbers: _____

Requirements for participation:

- Spring 2019 steer – born after January 1, 2019
- Weight range – 650 – 800 lbs. with a 5% weigh back off both ends, qualifying weight 618 – 840 lbs.
- MFA Health Track (only the enrolled steers)
- Bunk broke
- Minimum 45 days weaned
- Two rounds of shots, at least 1 modified live virus
- BVD-PI negative prior to delivery
- Deliver December 7, 2019
- Producer must be BQA Certified

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"**

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.
- 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
- 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
- All data will be sent to your respective breed association upon request.

Questions? Contact: Coby Wilson | coby@mocattle.com | 573-499-9162 ext 235

