



M I S S I S S I P P I
BCIA
BEEF CATTLE IMPROVEMENT ASSOCIATION

Upcoming events:

- August 3– Homeplace Feeder Calf Board Sale, Hattiesburg
- August 6-7 – Deep South Stocker Conference, Montgomery, AL
- September 23-- Cattlemen’s College Prairie
- September 24-- Cattlemen’s College Poplarville, MS
- October 29-31- MSU-ES Cattle Artificial Insemination School, Mississippi State, MS
- November 11 MBCIA Annual Membership and Educational Meeting and Supper, Raymond, MS
- November 12- MBCIA Fall Bull and Heifer Sale, Raymond, MS

BIF – Timely Topics

As herd expands, demand for increasing average incomes and demand for high-quality beef paint a bright future for beef producers.

by **Troy Smith**, *Angus Journal*® field editor

BILOXI, Miss. (June 10, 2015) — John Paterson sees tremendous opportunity for U.S. beef producers. The National Cattlemen’s Beef Association executive director of education and former Montana State University professor was the lead-off speaker for the Beef Improvement Federation (BIF) Annual Convention June 9-13, in Biloxi, Miss. Paterson’s comments set the stage for the opening general session’s discussion of rebuilding the nation’s cow herd.



Paterson recounted the reasons why, during recent years, U.S. cow numbers declined from 40 million head to around 28 million. He called drought a major factor, but also listed high feed costs, high operating costs, increasing age of producers and a shift in land usage from forage to row-crop production. Additionally, record cull-cow prices contributed to the decline in the inventory of brood cows.

However, herd expansion is now occurring more rapidly than expected. Paterson said 72% of that growth is occurring in the Southern Plains via increased heifer retention. Citing reasons for producer optimism, Paterson said drought conditions have improved in most of the United States, feed and forage supplies have improved and input costs have become less volatile. Supply and demand fundamentals also encourage herd rebuilding.

Responding to the question of how much rebuilding may occur, Paterson said the cow tally is likely to return to a pre-drought level of 28 million head by 2017. The number could reach 30 million head by 2020. He expects expansion to occur primarily among mid-size and large operations with 200 cows or more.

Paterson said the future looks bright for U.S. beef producers because of the still strong demand for high-quality U.S. beef, both domestically and internationally. He said steadily improving standards of living in many developing nations, and particularly in China, bode well for increased exports of beef.

“When people make more money, the more beef they want to eat,” stated Paterson. “And consumers are willing to pay a premium for what they want.”

This article is reprinted with permission from www.BIFconference.com, the *Angus Journal's* online coverage site of the 2015 Beef Improvement Federation Research Symposium and Annual Meeting.

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What's Your Motivation in the Beef Genetics Business?

Determining source of motivation helps keep industry moving forward.

by ***Kasey Brown***, associate editor

BILOXI, Miss. (June 9, 2015) — “Appreciate your opportunities and appreciate your challenges in the beef industry. To do that, you have to have a sense of humor,” says Jane Parish, research and extension professor at Mississippi State University. She told of an example of frustration with an excessively wet spring, but the result of yet another rain was a double rainbow. The end of that rainbow was Biloxi, Miss., the location of the 2015 Beef Improvement Federation (BIF) Annual Convention June 9-12. “The pot of gold is the knowledge we gain from this event,” she emphasized.

The beef industry is full of frustrating aspects, including working with biological beings, variant weather, equipment breakdowns and generation transfers. From her experience from many years in Extension and as a rancher, she said that motivation is what drives a person even when things go wrong. Enjoyment is a main factor, and that could be enjoyment of number crunching and using science-based information; using the newest, latest and greatest tools; attempting to produce a super animal; or enhancing the herd’s economic contribution.

She asked each attendee of the Young Producers Symposium to consider who motivates them. The beef industry is a people business, and she urged, “Be willing to accept help and to offer help to others.”

Additionally, she said to consider who you are motivating. Remember that people, especially children, are watching the example you set. Learning more about the genetic tools at a younger age has its advantages, and she commended the young producers attending the symposium.

When times get tough, how does one stay motivated? She shared some observations from her own experiences.

- * Take risks and learn from the outcomes
- * Take time to reflect on what you have accomplished
- * Move beyond obstacles
- * Take time for other priorities by finding balance to avoid burn out.

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2015 Across-Breed EPD Adjustments

A table of adjustment factors used to estimate across-breed expected progeny differences (AB-EPDs) for eighteen breeds was released at the Beef Improvement Federation Annual Meeting in Biloxi, MS on June 11th. Across-breed adjustment factors have been calculated for growth traits and maternal milk since 1993. Adjustment factors for carcass traits have been calculated since 2009 and this year carcass weight was added for the first time; to be included, breeds must have carcass data in the U.S. Meat Animal Research Center (USMARC) database and report their carcass EPDs on an actual carcass basis using an age-adjusted endpoint. Bulls of different breeds can be compared on the same EPD scale by adding the appropriate adjustment factor to the EPDs produced in the most recent genetic evaluations for each of the eighteen breeds. The AB-EPDs are most useful to commercial producers purchasing bulls of more than one breed to use in cross-breeding programs. For example, in terminal cross-breeding systems, AB-EPDs can be used to identify bulls in different breeds with high growth potential or favorable carcass characteristics.

To view the 2015 Adjustment factors visit <http://www.bifconference.com/bif2015/documents/2015-ABEPD-press-release.pdf>.



Deep South Stocker Conference

The seventh annual **Deep South Stocker Conference** is headed to Alabama. This year's conference will be held August 6-7, 2015 in Montgomery, AL. Click on the location tab to the left for location details. This conference is a joint effort between the Alabama Cooperative Extension System, the Mississippi State University Extension Service, and the University of Georgia Cooperative Extension.

This year's conference will begin with a dinner hosted by the Alabama Cattlemen's Association at their historic building in downtown Montgomery on Thursdays, August 6, and educational seminars Friday, August 7. The Stocker Conference registration will cost \$75/person and will cover all seminars, events, meals, and handouts for the two-day event. Additionally, a trade show will be held in conjunction with the conference to allow stocker operators the opportunity to network with industry professionals and to become aware of products and services that can improve their profitably and product quality.

For more information or to register, visit www.deepsouthstocker.com. The Mississippi State Beef Extension team will be driving the MSU Extension van to the conference. There are a few seats available for producers. If you are interested in riding over with us, please contact Brandi at bkarisch@ads.msstate.edu.



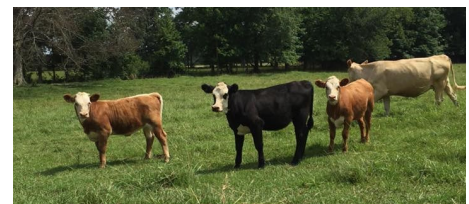
Home Place Board Sale

The 2015 Homeplace Producers Sale has been scheduled for Monday, August 3, 2015, 7:00 p.m. at the Southeast Livestock Producers Auction, in Hattiesburg, MS. All lots can be viewed on our YouTube channel www.youtube.com/user/MSUBeefCattle. To watch the sale online follow the link at: <http://msucare.com/livestock/beef/feederalf.html>

The primary advantage of these sales is that they accommodate a large number of feeder calves that might not all be ready to ship on a certain day by giving the flexibility to arrange for future delivery. Another advantage is offering all cattle in load-lots made up of single or multiple consignments of uniform calves. These consignments are received from across the state and loads are assembled with regard to region and type of cattle. Pencil shrinks agreed to for these sales capture several dollars per head that would be lost in some other marketing scenarios. Other advantages include reduced handling and comingling prior to shipping and the ability to establish a reputation that could bring the same buyer year after year, willing to pay more for calves from producers whose cattle have performed well in the past.

Health management and preconditioning are always among the primary concerns with these types of sales. Consignors are encouraged to complete Mississippi Beef Quality Assurance training. These sales do not require a single preconditioning and vaccination protocol. However, calves that have been managed similarly will be grouped in the same load. For example, consignors who have vaccinated with the same products and preconditioned their calves for a similar amount of time will be grouped together and represented as such in the sale.

For the integrity of these sales, all cattle must be represented accurately. Each consigner should remain committed to the sale after completing a consignment form. This commitment is not only to the management and buyers but, more importantly, to the other beef cattle producers who will be marketing in these sales. Please contact a representative of the Mississippi State University Extension Service for more information.



Mississippi Beef Cattle Improvement Association—Productivity and Quality

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<http://msucares.com/livestock/beef/mbcia/>

MISSISSIPPI **Membership Application**



Name: _____

Address: _____

City: _____

County: _____ State: _____ Zip: _____

Phone: _____ Email: _____

(Check one) Seedstock: Commercial:

Cattle breed(s): _____

Completed applications and \$5 annual dues or \$100 life-time dues payable to Mississippi BCIA should be mailed to:

DID YOU KNOW?

There was a 4% increase in heifer retention in Mississippi from January 1, 2014 to January 1, 2015. USDA-NASS: Mississippi Cattle, Goat, and Sheep Report (Released January 30, 2015)

July 2015 – Management Calendar

GENERAL

Stay on top of summer weed and brush control. Rotationally graze summer pastures, clipping overgrown pastures or harvesting excess for hay. Watch dallisgrass pastures for ergot contamination, and clip seedheads if necessary. Avoid grazing heavily nitrogen fertilized sudangrass, sorghum-sudan hybrid, or pearl millet pastures during drought or cool, cloudy weather. If cattle are grazed on these pastures, they should be observed carefully for signs of nitrate poisoning. Continue harvesting bermudagrass hay at 4-5 week intervals for optimum forage maturity and quality. Fertilize hay fields between cuttings or on a regular interval to replace soil nutrients removed by hay production and improve hay yield and quality. Continue recording hay yields and forage testing each cutting. Store hay to minimize storage losses and allow matching of forage test results with individual lots of hay for use in hay feeding and supplementation decisions. Keep proper free-choice minerals, adequate shade, and fresh water available for cattle at all times. At 90°F a mature cow needs about 20 gallons of water per day. Continue fly control program keeping a close eye on fly numbers. Remove fly tags as they become ineffective, and implement additional fly control methods. Check cattle for cancer eye, pinkeye, and foot rot. Maintain a complete herd health program in consultation with a veterinarian including internal and external parasite control and vaccinations. Continue good production and financial record keeping.

SPRING CALVING—January, February, March

Remove bulls from breeding pastures if not done already. Keep bulls in a small pasture traps on an adequate nutritional program, and market bulls that will not be used in future breeding seasons. Maintain lactating cows on the best pastures. Consider creep feeding calves depending on marketing plans and pasture conditions. Plan to pregnancy check herd females about 60 days after the end of the breeding season. Establish permanent identification (tattoos or brands) for bred heifers that will remain in the herd, and make plans to market open heifers.

FALL CALVING—October, November, December

Wean calves based on market and pasture conditions using weaning strategies that minimize calf stress. Monitor herd performance and nutritional status by recording weights and cow body condition scores at weaning. Assess weaning percentage (calves weaned/cows exposed to breeding) and cow efficiency (calf weight/cow weight). After weaning, cull cows based on pregnancy status, soundness (eyes, udders, feet, legs, teeth), and performance records. Market cull cows based on market conditions and cow body condition. Select replacement heifers based on performance. Put a heifer development program in action to reach target breeding weights by the start of the next breeding season. Implement calf preconditioning, marketing, or retained ownership plans as appropriate.