

Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



Upcoming events:

- June 13-15—Mississippi Junior Cattle-men's Association Making Tracks Leadership Camp, MSU campus
- June 14—Cattlemen's Exchange (Winona group): Forage and farm tour, EE Ranches, Winona, MS, 7:00 p.m.
- June 18—Beef Cattle Alternative Marketing Forum, Magnolia Center, Laurel, MS, 8:30 a.m. to noon
- June 25—Beef Cattle Alternative Marketing Forum, Copiah County Extension office, Gallman, MS, 8:30 a.m. to noon
- June 29—Cattlemen's Exchange (Verona group): EPDs, East Fulton Fish and Steak House Restaurant, Fulton, MS, 7:00 p.m.
- July 6-9—Beef Improvement Federation annual convention, Billings, MT
- July 27—Cattlemen's Exchange (Simpson/Copiah County): Fly control and EPDs, Simpson County Extension office, 7:00 p.m.
- August 8—Stocker Cattle/ Heifer Development Short Course, Lincoln County Multipurpose Center, Brookhaven, MS, 9:00 a.m.

Mississippi BCIA Seeks Fall Bull Sale Nominations

It is once again time to start thinking about the annual Mississippi BCIA fall bull sale. The 2005 sale is slated for Thursday, November 10 at the Hinds Community College Bull Sale Facility in Raymond, MS. Several rule changes are in effect for the 2005 sale:

- 1) The acceptable age range has been expanded to include bulls from 13 months of age up to 39 months of age. This would include bulls born between August 1, 2002 and October 31, 2004.
- 2) A minimum adjusted 365-day yearling weight has been implemented. This weight as reported by the respective breed association shall be 850 pounds.

Starting with the 2006 sale, at least one of the following 1) ultrasound EPDs, 2) carcass EPDs, and/ or 3) ultrasound body composition scan results will be required

for bulls to meet BCIA Fall Bull Sale eligibility. Therefore, proper yearling ultrasound measurements should be taken on bulls currently being developed for the November 2006 sale.

The nomination deadline is August 15, 2005, and a \$25 nomination fee is required at that time for each bull nominated. Be sure to carefully read all sale rules and regulations, and contact Jane Parish in Extension Animal and Dairy Sciences at (662) 325-7466 or jparish@ads.msstate.edu with any questions.

Complete BCIA bull sale information and forms are available online at http://msucares.com/livestock/beef/mbcia/bcia_bullsale.html on the MBCIA website. Interested producers can also contact a local Extension officer or area livestock/forages agent for more information about the 2005 BCIA Fall Bull Sale.

Example of the data required to nominate bulls for the Fall 2005 MBCIA Sale

INDIVIDUAL PERFORMANCE DATA								
Tag #	Breed	Registration #	Birth Date (Must be between 05/01/02 & 10/31/04)	Actual Birth Wt.	Adj. 205-d WW (Min. 575 lbs or 550 lbs & .95 ratio)	205-d WW Ratio	Adj. 365-d YW (Min. 850 lbs.)	365-d YW Ratio

Example of optional bull data for the Fall 2005 MBCIA Sale

ULTRASOUND SCAN DATA (Optional)							
Ribeye Area			% Intramuscular Fat			Rib Fat	Rump Fat
Actual	365-d Adj.	Ratio	Actual	365-d Adj.	Ratio	Actual	Actual



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Producers Evaluate Beef Quality at MSU Field Day



Producers enjoyed steak samples at the beef quality demonstration at MSU

An interactive beef quality demonstration was just one of the activities on the program at the recent Mississippi State University South Farm Beef Cattle Field Day. The field day was held at the Leveck Animal Research Center, the Mississippi Agricultural and Forestry Experiment Station beef cattle research unit adjacent to the MSU campus.

Dr. Mike Martin, MSU meat scientist, conducted the demonstration along with help from Lacie Stockstill, Mississippi Beef Council intern. Dr. Martin and his crew prepared ribeye steaks of three different USDA Quality Grades: Choice, Select, and Standard.



USDA Quality Grades are based on both degree of marbling and physiological maturity of the beef carcass

Within each Quality Grade, the steaks were prepared to three different degrees of doneness: rare, medium, and well. After a discussion about and demonstration of Warner-Bratzler shear force for objectively determining tenderness, Dr. Martin explained the relationships among Quality Grade, degree of doneness, and tenderness.



Mike Martin and Lacie Stockstill demonstrate Warner-Bratzler shear force measurement for the field day crowd

Producers had the opportunity to sample the nine different combinations of Quality Grade and degree of doneness. They were then asked to rank each selection on a scale of 1 to 9 where 1 = like extremely and 9 = dislike extremely. The average scores appear below.

	Choice	Select	Standard
<u>Rare</u>	3.0	3.0	4.0
<u>Medium</u>	1.9	3.0	4.7
<u>Well</u>	5.3	5.5	6.9

The ratings spread between Select and Standard tended to be larger than the ratings spread between Choice and Select across the different degrees of doneness. Likewise, the ratings spread between medium and well degrees of doneness greatly exceeded the ratings spread between rare and medium across all Quality Grades.

None of the producers surveyed indicated that they disliked the rare steaks regardless of Quality Grade, and none reported that they disliked the Choice or Select steaks prepared to a medium degree of doneness. Yet 15% responded that they disliked the medium Standard steaks. The percentages of favorable ratings were lowest for the well done steaks with 41% expressing that they liked the well done Choice steaks, 35% liking the well done Select steaks, and only 20% liking the well done Standard steaks.

The demonstration illustrated the importance of proper beef preparation. Certain degrees of doneness were more desirable and appropriate for certain Quality Grades. In addition, palatability differences among the various steaks were attributed to more than just Quality Grade and degree of doneness. Other factors such as tenderness, juiciness, and flavor were worth noting.

For more information on beef products and preparation, contact the Mississippi Beef Council at (601) 353-4520. Appreciation is expressed to the Mississippi Beef Council for sponsoring the beef quality demonstration. Proceedings from the field day are posted online at <http://msucare.com/livestock/beef/>.

“... Certain degrees of doneness were more desirable and appropriate for certain Quality Grades...”

Supreme Court Rules Beef Checkoff Constitutional

In a 6 to 3 decision, the U.S. Supreme Court ruled on May 23 that the Beef Checkoff Program is constitutional, thus allowing the program's demand-building efforts to continue. The decision overturns a ruling by the U.S. Court of Appeals for the Eighth Circuit that found the federal Beef Promotion and Research Act in violation of the First Amendment. The checkoff has helped grow consumer demand for beef more than 25 percent since 1998 and has increased the prices that producers receive for their cattle.

"I am very pleased with the decision supporting the beef checkoff. The majority of producers favor the checkoff," said Charles Hull, a Carroll County cattleman and president of the Mississippi Beef Council. "It is important to keep others involved in this issue in mind." He continued, "We need to continue to look for ways to work with groups across the industry."

Cattlemen have supported a checkoff assessment since 1922. January 2005 independent research indicates that a significant 73 percent of beef producers support the current \$1-per-head beef checkoff program. Upon the Supreme Court's acceptance of the beef checkoff case in May 2004, an overwhelming 113 state and national beef industry and general agriculture organizations signed a friend-of-the-court amicus brief in support of the beef check-

off. The brief was also signed by attorneys general from 35 states and Puerto Rico and the chairmen of both the U.S. House and Senate Agriculture Committees.

Myron Williams, a Wall, S.D., cattleman and chairman of the Federation of State Beef Councils said, "It's clear that a majority of cattlemen and agricultural groups recognize that checkoff programs are good for local beef industries and economies." He said, "Cattle-Fax estimates that the beef demand gain in just the past seven years has added about \$250 per head to the value of fed cattle and \$200 per head to the value of calves. Consumers are willing to pay more for the high-quality beef we are producing."

The beef checkoff has stimulated the development of more than 2,100 new beef products since 1998. Advertising tracking research indicates that the checkoff is improving consumer attitudes about beef's nutritional value. And, the checkoff's organized and proactive public response to a single case of BSE diagnosed in the U.S. has been credited with maintaining the high level of consumer confidence in the safety of U.S. beef.

Williams continued, "State beef councils and their Federation are committed to protecting the brand equity built in the "Beef. It's What's For Dinner.®" campaign."

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Mississippi Beef Council
President, Charles Hull.*

Stocker Cattle/ Heifer Development Short Course on the Way

Brochures and flyers are currently available through local Extension offices for the upcoming Mississippi—Louisiana Stocker Cattle/ Heifer Development Short Course. It is planned for 9:00 a.m. to 4:00 p.m. on Monday, August 8, 2005 at the Lincoln County Multipurpose Center in Brookhaven, MS.

Registration is \$15 and includes lunch. The registration deadline is August 1, 2005. Short course program topics include health programs for growing cattle, nutrition and management considerations for the transi-

tion from weaning to grass, forage systems for growing cattle, stocker cattle marketing options, working with feedlots, heifer breeding management, electronic ID demonstration, identifying sick cattle, hospital pen considerations, and an injection site and necropsy demonstration.

Short course information is also available on the Internet at <http://msucares.com/livestock/beef/> along with links to other upcoming beef cattle events and programs.



MSU and LSU are teaming up to put on a stocker cattle/ heifer development program

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Send questions or comments about this newsletter to Jane Parish, Extension Beef Specialist, MSU Extension Service

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Visit MBCIA online at
<http://msucare.com/livestock/beef/mbcia/>

MBCIA Membership Application

Name: _____

Address: _____

City: _____

County: _____ State: _____ Zip: _____

Phone Number: _____

(Check one) Seedstock: _____ Commercial: _____

Cattle breed(s): _____

Completed applications and \$5 annual dues payable to Mississippi BCIA should be mailed to:

Mississippi Beef Cattle Improvement Association
c/o Jane Parish, Extension Beef Specialist
Box 9815, Mississippi State, MS 39762

BCIA Management Calendar—June 2005

GENERAL

Control summer weeds and brush. Allow cool-season annual legumes to reseed. Manage pastures to rotationally graze young growth and harvest excess for hay. Overgrown pastures may need to be clipped. Target the production of high quality hay by harvesting bermudagrass hay at 4-5 week intervals, weather permitting, to keep standing hay crops from becoming too mature and fibrous. Fertilize hay fields between cuttings or on a regular interval to replace soil nutrients removed by hay production and improve hay yield and quality. Record hay yields, forage test each cutting, and develop a hay storage program that will minimize storage losses and allow matching of forage test results with individual lots of hay for use in hay feeding and supplementation decisions. Have proper free-choice minerals and fresh water available for cattle at all times, checking them often. Make sure adequate shade is available for cattle in the summer months. Continue with fly control program, and watch 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. Keep good production and financial records.

SPRING CALVING—January, February, March

Spot check cows and heifers to see if most are bred. Maintain good breeding records including heat detection records, artificial insemination dates, dates bulls turned in and out, identification of herd females and breeding groups, dates bred, returns to heat, and expected calving

dates. Remove bulls 283 days prior to the end of the desired calving season (before June 20 to end the calving season in March). Keep bulls in a small pasture traps with effective fences. Feed bulls to start the next breeding season in good condition. Complete management practices for late calves, and castrate and dehorn any calves missed at birth.

FALL CALVING—October, November, December

Make sure fences where weaned calves will be placed are in good shape, and repair fences where needed. Wean calves based on market and pasture conditions using weaning strategies that minimize calf stress. Record weaning weights and cow body condition scores as measures of animal and herd performance and nutritional status. Calculate and evaluate 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. Develop plans for marketing cull cows based on market conditions and cow body condition. Select replacement heifers based on performance. Plan a heifer development program based on nutritional resources and gain needed to reach target breeding weights. Explore various calf marketing options to determine what best fits your operation. Prepare for special feeder calf sales. To precondition calves, vaccinate for respiratory diseases (IBR, BVD, PI3, BRSV, and others upon veterinary advise), and wean for at least 45 days before shipment. Train calves to eat from a bunk and drink from a water trough during the preconditioning period. Maintain bulls in small pasture traps with adequate nutrition to be in good body condition at the start of the next breeding season.