

# Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



## Upcoming events:

- January 10—Master Cattle Producer, Beef Quality Assurance session, distance education, 6:30 p.m.
- January 12—Cattlemen's Exchange meeting (Amite/ Franklin/Wilkinson County) Centreville Library, Centreville, MS, 6:30 p.m.
- January 17—Master Cattle Producer, Reproductive Management session, distance education, 6:30 p.m.
- January 24—Master Cattle Producer, Management and Marketing session, distance education, 6:30 p.m.
- January 31—Master Cattle Producer, The Product: Yield & Quality Grades, distance education, 6:30 p.m.
- February 10—Mississippi BCIA annual membership meeting, Hilton Hotel, Jackson, MS, 1:00 p.m.
- February 20—Cattlemen's Exchange meeting (Simpson/Copiah County) Mississippi alliances, Copiah County Ext office, Crystal Springs, MS, 6:30 p.m.
- March 2—Hinds Community College Bull Test Sale, Raymond, MS
- April 18-21, 2006—Beef Improvement Federation annual meeting, Pearl River Resort, Choctaw, MS

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## Mississippi Master Cattle Producer Program New for 2006

It is not too late to sign-up for the Mississippi Alabama Master Cattle Producer training for Spring 2006. Beef producers enrolled in this program will complete about 20 hours of training which includes the following:

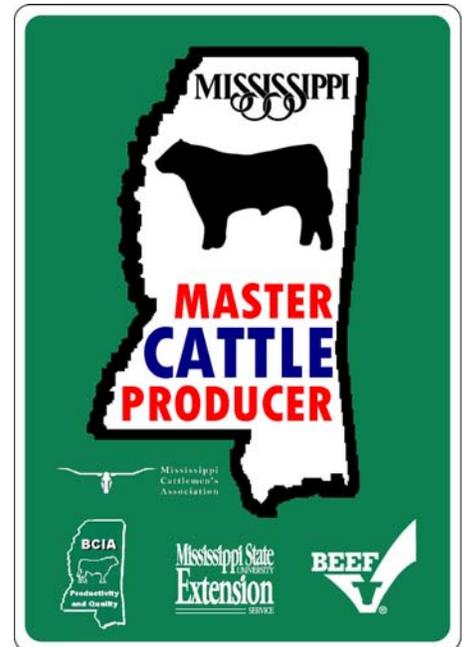
- January 10—Beef Quality Assurance (MS)
- January 17—Reproductive Management
- January 24—Management and Marketing
- January 31—The Product: Yield and Quality Grades
- February 7—Beef Quality Assurance (AL)
- February 21—Forage Systems
- February 28—Beef Cattle Nutrition
- March 7—Selection for Optimum Genetics
- March 14—Herd Health and Handling Practices, MCP Graduation

Producers must complete at least six of the eight sessions to graduate as a Master Cattle Producer. The Beef Quality Assurance session is a required session and counts towards Mississippi BQA certification and recertification. Contact Carla Huston at the MSU College of Veterinary Medicine at (662) 325-1183 for additional information about the Mississippi Beef Quality Assurance Program. Producers interested in attending only the BQA session should notify their Extension area livestock agent or Dr. Huston prior to January 10.

The program will be offered at several locations throughout Mississippi including the:

- 1) MSU campus Bost building,
- 2) North MS Research and Extension Center (Verona),
- 3) Central MS Research and Extension Center (Raymond),
- 4) Clarke County Extension office (Quitman),
- 5) Forrest County Extension office (Hattiesburg),
- 6) Lafayette County Extension office (Oxford), and
- 7) Pike County Extension office (McComb).

Alabama sites will include Auburn University,



Farm sign to be awarded to Mississippi Master Cattle Producer program graduates in March

Belle Mina, Headland, Marion Junction, Crossville, and Winfield.

Contact your county Extension office for complete Master Cattle Producer program and registration information or call Jane Parish or Blair McKinley at (662) 325-3516 with any questions. Producers should pre-register through your area Extension livestock agent or your county Extension office. Registration is \$75.00, and this fee covers the course, written materials, a farm sign, Master Cattle Producer cap, and certificate earned upon completion of the course.

The Master Cattle Producer training program was developed by the Alabama Cooperative Extension System and is sponsored by the Mississippi State University Extension Service in cooperation with the Alabama Cooperative Extension System.

## MBCIA Annual Membership Meeting Ahead in February



The MBCIA annual membership meeting will be held on Feb. 10.

Beef cattle producers in Mississippi can soon attend a great lineup of educational programs as part of the Mississippi Cattlemen's Association annual convention and trade show on February 10-11, 2006 at the Hilton Hotel off of County Line Road in Jackson, MS. Producer education programs kick off on Friday, February 10 at 1:00 p.m. with the Mississippi BCIA session.

The BCIA session features Dr. Andy Herring, Associate Professor and Holder of the John K. Riggs '41 Beef Cattle Professorship at Texas A&M University. Dr. Herring teaches classes in beef cattle production and management. His research interests focus on areas to increase production efficiency for cow-calf producers through coordination of breeding systems, environmental resources and marketing strategies. He has re-

searched genetic and environmental influences on milk production in beef cows, breed differences for feedlot and carcass characteristics and pasture utilization of cattle through use of GPS/GIS technology. Herring will share information with Mississippi BCIA on "Practical Genetic Selection Tools for Beef Producers." He will also speak on the "New Technologies in Beef Production" later Friday afternoon. The MBCIA annual membership meeting follows Dr. Herring's initial presentation and will include an update on Beef Improvement Federation convention plans along with the MBCIA board election.

For more information on the events scheduled as part of the Mississippi Cattlemen's Association annual convention and trade show, contact the Mississippi Cattlemen's

## Central Ultrasound Scanning Sites Reminder

Several Mississippi BCIA members have already taken advantage of the central ultrasound scanning opportunities offered through BCIA, and more are scheduled to do so this spring. There is still room for more breeders to schedule yearling ultrasound scans on registered bulls. This is a great chance for producers to have small numbers of cattle scanned at a very reasonable expense.

Scanning is being offered by appointment only and is only for registered bulls from Mississippi beef operations. Scanning fees are \$15 per head and cover scanning costs and image processing. To participate in one of the central ultrasound scanning sites through Mississippi BCIA, contact Rhonda Vann at (601) 857-5952. Scanning locations, dates, and other details are available by contacting Dr. Vann. Scanning dates will likely be in February or early March to fit yearling age windows for spring calving herds, so sign up with Dr. Vann as soon as possible.

The scanning opportunities are the result of the recommendation of the Mississippi BCIA Board of Directors at their last board meeting. Mississippi BCIA is setting up central

ultrasound scanning sites where producers can bring bulls for scanning on designated dates. This is designed to assist producers in meeting the requirements for the 2006 BCIA Fall Bull Sale. The sale requirements as set by the BCIA Board state that bulls must have at least **one of the following** to qualify for the 2006 sale:

- 1) Ultrasound body composition scan results accepted by the respective breed association
- 2) Ultrasound EPDs
- 3) Carcass EPDs

Meeting any one of the three qualifications listed above will make bulls eligible for the sale so long as all other sale requirements are met. Complete 2006 bull sale requirements are online at [msucare.com/livestock/beef/mbcia/bcia\\_bullsale.html](http://msucare.com/livestock/beef/mbcia/bcia_bullsale.html).

Breeders interested in finding a technician and scanning cattle on their own farms can locate a UGC certified ultrasound technician by contacting Mississippi BCIA for a UGC certified technician list or by downloading the list from the BCIA website at [msucare.com/livestock/beef/mbcia](http://msucare.com/livestock/beef/mbcia). The 2006 UGC certified technician list will be posted on the site as soon as it is available.

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*"This is a great chance for producers to have small numbers of cattle scanned at a very reasonable expense..."*

## Marketing U.S. Beef to Japan and Hong Kong

### Japanese Market

United States Secretary of Agriculture, Mike Johanns, announced on December 11, 2005 that the Japanese market has reopened to U.S. beef products. Under the agreement, the U.S. is able to export beef from cattle 20 months of age and younger to Japan. Prior to the Japanese border closure to U.S. beef in December 2003, the U.S. exported \$1.4 billion worth of beef and beef products to Japan that year.

### Hong Kong Market

Further progress was made on reopening beef export markets on December 29, 2005, when Secretary Johanns announced the resumption of U.S. beef trade with Hong Kong. The agreement will allow the U.S. to export boneless beef from cattle less than 30 months of age to Hong Kong under the Beef Export Verification Program. At the time of the border closing in 2003, the U.S. exported \$90 million worth of beef and beef products to Hong Kong making it the fifth largest market for U.S. beef products.

### Economic Incentives?

Darrell Busby at Iowa State University indicated that during mid-December 2005 premiums for age-verified cattle ranged from \$25 to \$35/head from 3 different packers, so there may be economic incentives to participate in these types of programs. Age verification is a qualification for beef export to Japan and Hong Kong. This can be accomplished using Quality System Assessment (QSA) programs and Process-Verified Programs (PVP) that verify cattle age.

### Qualifying Cattle for these Markets

#### Export Verification (EV) Program

[www.ams.usda.gov/lsg/arc/bev.htm](http://www.ams.usda.gov/lsg/arc/bev.htm)

Beef producers can prepare for qualifying cattle for export to newly reopened Asian markets by learning the requirements for export. The specified product requirements for export to Japan and other export destinations are included in the Export Verification (EV) Program information on the USDA website. The Japan requirements include age verification (20 months of age or younger) and removal of designated specified risk materials. These requirements must be met through a USDA QSA Program or PVP.

### Quality System Assessment (QSA) Program

[www.ams.usda.gov/lsg/arc/qsap.htm](http://www.ams.usda.gov/lsg/arc/qsap.htm)

The USDA QSA Program provides suppliers of agricultural products and services the opportunity to assure customers of their ability to provide consistent quality products or services. It is limited to programs or portions of programs where specified product requirements are supported by a documented quality management system. The specified product requirements may be identified by the supplier or in a USDA Export Verification (EV) Program. Approved QSA Programs that meet specified product requirements as outlined in the EV Programs are listed on the EV Program website listed earlier. This website has links to lists of suppliers that conform to the criteria of their approved USDA QSA Program and the specified product requirements for Japan and other export destinations including Hong Kong. These are the current eligible suppliers to the EV Program for each applicable country. The website contains contact information for each supplier.

### Process Verified Program (PVP)

[processverified.usda.gov](http://processverified.usda.gov)

The USDA Process Verified Program provides suppliers of agricultural products or services the opportunity to assure customers of their ability to provide consistent quality products or services. It is limited to programs or portions of programs where specified process verified points are supported by a documented quality management system. The specified process verified points are identified by the supplier. Suppliers with approved USDA Process Verified Programs are able to make marketing claims associated with their process verified points -- such as age, source, feeding practices, or other raising and processing claims -- and market themselves as "USDA Process Verified." Not all PVP programs verify cattle for age, so be sure to take note of the specifics of each program.

### Where to Start

Research QSA/PVP-age verified programs to see whether certain ones are a good fit for your operation. Breed associations, feedlots and information companies are good places to contact for specific program requirements. Birth records will be valuable in this process.

## USDA Export Verification Program website

Find out more about qualifying cattle for the Japanese beef market at [www.ams.usda.gov/lsg/arc/bev.htm](http://www.ams.usda.gov/lsg/arc/bev.htm)



U.S. and Japanese agricultural officials announcing the resumption of beef trade

*Mississippi Beef Cattle Improvement  
Association—Productivity and Quality*

Mississippi Beef Cattle Improvement  
Association  
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Mississippi State, MS 39762

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Email: jparish@ads.msstate.edu



Send questions or comments about this  
newsletter to Jane Parish, Extension Beef  
Specialist, Mississippi State University  
Extension Service

Mississippi State  
University does not

discriminate on the basis of race, color, religion,  
national origin, sex, sexual orientation or group  
affiliation, age, disability, or veteran status.



Visit MBCIA online at  
[http://msucares.com/  
livestock/beef/mbcia/](http://msucares.com/livestock/beef/mbcia/)

## MBCIA Membership Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

(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—January 2006

### GENERAL

Watch body condition, and utilize winter-feeding groups according to cattle nutritional demands and feed and forage supplies. Manage winter annual pastures to maintain at least four inches of stubble height to keep from limiting winter production. Limit grazing can be used to stretch winter pastures and hay and provide acceptable protein supplementation. Limit graze winter annual forages for a few hours per day for efficient use. Plan to fertilize annual ryegrass and tall fescue before the flush of spring growth. Keep proper free-choice minerals available for cattle at all times. High magnesium mineral supplements should be used for cows on lush winter pastures to prevent grass tetany. Vitamin A supplementation should be an important part of the nutritional program, particularly if frosted grass, weathered hay or by-products are the primary feedstuffs. Monitor water sources, breaking ice at least daily on watering tanks that are not freeze-proofed. Maintain a complete herd health program in consultation with a veterinarian including internal and external parasite control and vaccinations. Check for lice, and treat as needed. Start gathering records for tax purposes, continuing good production and financial record keeping. Secure a premises identification number for your farm or ranch from the MS Board of Animal Health. Make plans to attend the Beef Improvement Federation meeting in Choctaw, Mississippi on April 18-21, 2006.

### SPRING CALVING—January, February, March

Continue supplementation of pregnant females so that they will be in good condition at calving. Have calving supplies on hand including calving record books, ear tags, obstetric equipment, disinfectants, calf scales, and

colostrum. Check expected calving dates, and observe bred cattle closely as calving approaches, giving heifers extra attention. Make sure calves receive colostrum during the first six hours of life. Separate lactating cows from dry cows after calving to feed more efficiently. After calving, move pairs to clean pasture, and watch calves for scours. Consult with a veterinarian for advise on scours prevention and treatment. Tag, castrate, dehorn, and implant calves as appropriate. Always maintain good calving records including calf birth weights. Consult with a veterinarian to schedule pre-breeding vaccinations or order vaccines. Keep yearling heifers gaining weight to reach 2/3 of mature weight by breeding time in early spring. Take yearling measurements, and report performance data on seedstock cattle to breed associations. Make bull selection and procurement decisions for the upcoming breeding season taking into account complementing herd females and marketing objectives. Gather information about bulls at central test stations and in purebred herds, and check sale dates. Line up breeding soundness evaluations, and make sure bulls are in good condition prior to the breeding season.

### FALL CALVING—October, November, December

Cow nutrient needs increase dramatically after calving, so use the best hay and feeds for lactating cows now. A forage analysis allows more precise matching of feed nutrients and cattle nutrient needs. Monitor breeding activities in herds exposed for fall calving, and be prepared to remove bulls after a controlled breeding season. If a high percentage of cows return to heat after 40 days of breeding, have bulls rechecked for breeding soundness, consult with a veterinarian on possible disease problems, and re-evaluate the nutritional program.