

# Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



## Upcoming events:

- July 10—Beef Quality Assurance training, Tylertown Stockyard
- July 24—Beef Quality Assurance training, Grenada Stockyard
- **August 4—Mississippi Feeder Calf Board Sale, TBA**
- August 7—MAFES Brown Loam Branch Station Field Day, Raymond, MS
- August 26-27—MSU-ES Pasture and Forage Short Course, Mississippi State, MS
- **September 1—Mississippi BCIA Fall Bull Sale nomination deadline**
- October 23-25—MSU Extension Service Artificial Insemination School, Mississippi State, MS
- November 13—Mississippi BCIA Fall Bull Sale, Hinds Community College Bull Sale Facility, Raymond, MS

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## Mississippi BCIA Accepting Fall Bull Sale Nominations

After a successful Spring 2008 sale, planning is now underway for the 2008 Mississippi Beef Cattle Improvement Association Fall Bull Sale. The Mississippi Fall BCIA Bull Sale program encourages production and identification of genetically superior bulls by purebred breeders and purchase and use of these bulls by commercial producers.

The 2008 sale is scheduled for Thursday, November 13, 2008 at 12:00 noon at the Hinds Community College Sales Facility in Raymond, Mississippi. Mississippi beef breeders are encouraged to nominate quality bulls that meet all the requirements for the sale.

The Rules and Regulations for the BCIA Bull Sale along with a nomination form and current bull sale information are posted on the BCIA website at [msucare.com/livestock/beef/mbcia/bcia\\_bullsale.html](http://msucare.com/livestock/beef/mbcia/bcia_bullsale.html) and are available through county Extension offices across Mississippi. One change worth noting this year is that a minimum adjusted 365-day yearling weight of 1000 pounds will be required for bulls to meet 2008 BCIA Fall Bull Sale eligibility.

With the effectiveness of distance bidding sites at past sales, the annual sale will once again be broadcast live from the Raymond sale site over the Extension distance education system to interactive bidding sites in the Panola County Extension office in Batesville, MS and the North MS Research and Extension Center in Verona, MS. Producers at the remote sites will have the opportunity to view video of the bulls immediately prior to the sale, view and hear the sale live, and bid on bulls from Batesville and Verona. Look for sale advertisements in the future with more details on this.

If you are interested in consigning bulls to this sale, please complete the nomination

form and return it to Box 9815, Mississippi State, MS 39762 no later than September 1, 2008. Be sure to include the nomination fee, a signed registration certificate, actual birth weight, and adjusted weaning and yearling weights and ratios for each bull.

**Mississippi BCIA  
Bull Sale  
Nomination  
Deadline**

**September 1, 2008**

If you have any questions about the sale, please call your local Extension Service office or contact Jane Parish or Justin Rhinehart in the MSU Animal and Dairy Sciences Department.

Jane Parish  
662-325-7466  
[jparish@ads.msstate.edu](mailto:jparish@ads.msstate.edu)

Justin Rhinehart  
662-325-7465  
[jrhinehart@ads.msstate.edu](mailto:jrhinehart@ads.msstate.edu)

For information on centralized ultrasound scanning of Mississippi bulls for MBCIA sales contact:  
Dr. Rhonda Vann  
Brown Loam Branch Experiment Station  
601-857-5952  
[rcv2@ra.msstate.edu](mailto:rcv2@ra.msstate.edu)

## 2008 SPRING BULL SALE HIGHLIGHTS

- ✓ High selling bull brought \$4,750
- ✓ All bulls marketed with ultrasound data
- ✓ Average sale price \$2,260
- ✓ 4 breeds of bulls in sale
- ✓ Bulls sold to buyers in MS and LA



Mississippi beef cattle producers can easily take advantage of this free program

## Mississippi Producer Registration Update

The Mississippi Animal Disease and Disaster Preparedness Program is a very simple and useful program for livestock producers and equine owners. Its basic objective is to develop a state-level producer contact list to assist livestock producers and equine owners in an animal health disease situation or disaster. The program is administered by the Mississippi Board of Animal Health.

Over the past year Mississippi livestock producers have stepped up efforts to participate in the Mississippi Animal Disease and Disaster Preparedness Program.

As of June 22, 2008:

- ✓ 3,994 Mississippi livestock operations have voluntarily participated in the program
- ✓ This accounts for 13.6% of the 29,312 estimated livestock operations in Mississippi
- ✓ Mississippi ranks 32nd for producer participation among states with similar programs
- ✓ Mississippi ranks 11th nationally among new producer participation since July 2007
- ✓ Mississippi's program has grown by 179.9% since July 2007
- ✓ Mississippi's program has grown by 233.7% since January 2007

Program websites include:

Mississippi Board of Animal Health  
<http://www.mbah.state.ms.us/>

MSU Extension Service Disease and Disaster Preparedness Site  
<http://msucares.com/livestock/beef/diseasedisaster.html>

A new Extension publication provides details about the program. It is available through county Extension offices or online at:  
<http://msucares.com/pubs/publications/p2487.pdf>

The program involves three simple steps to enroll.

**Step 1)** Fill out a producer registration form.

**MISSISSIPPI ANIMAL DISEASE AND DISASTER PREPAREDNESS PROGRAM**  
*safeguarding our state's animals*

**PRODUCER REGISTRATION FORM**

Farm/Business Name: Ribeye Cattle Ranch  
 Primary Contact Person: John Ribeye  
 Mailing Address: 110 Ribeye Road, Starkville, MS 39769  
 Physical Address of Farm (if different from address above): \_\_\_\_\_  
 County: Oktibbeha  
 Primary Phone Number: 662-324-1234  
 Secondary Phone Number: 662-312-1234  
 Business Type: (Check one)  
 Individual  Partnership  Incorporated  
 LLC  Other Business Type  
 Location Type: (Check all that apply)  
 Farm  Clinic  Market  
 Exhibition  Other Operation Type  
 Species at Location: (Check all that apply)  
 Cattle  Swine  Horses  
 Goats  Sheep  Other

If animals are located at different locations, then please apply for multiple producer registrations on additional forms.

**MISSISSIPPI ANIMAL DISEASE AND DISASTER PREPAREDNESS PROGRAM**

**Step 2)** Return a completed producer registration form to the State Veterinarian's office at the Mississippi Board of Animal Health.

Mississippi Board of Animal Health  
State Veterinarian, Dr. Jim Watson  
P. O. Box 3889, Jackson, MS 39207  
[jimw@mdac.state.ms.us](mailto:jimw@mdac.state.ms.us)  
601.359.1170

**Step 3)** Receive a unique producer registration confirmation in the mail. The registered location is now covered under the program.

Even with the recent increase in producer registrations, there are still many beef cattle producers who have not yet taken advantage of the program. Take time to review and complete the Mississippi Animal Disease and Disaster Preparedness form. This program could be invaluable in protecting individual livestock and equine operations if an animal disease or disaster occurs in Mississippi.

For more information on disease and disaster preparedness, contact an office of the Mississippi Board of Animal Health, Mississippi State University Extension Service, or a local veterinarian.

*"...This program could be invaluable in protecting individual livestock and equine operations if an animal disease or disaster occurs in Mississippi."*

## Newsletters: A Consistent Customer Link

A newsletter, similar to this one, is a great way to communicate with customers, clientele and colleagues. Even with the barrage of magazines, letters and newsletters cattlemen receive on a regular basis, it is still an extremely effective method for keeping interested individuals up to date on current topics and changes that affect them.

Who should use newsletters? Industry groups, breed associations, cooperatives and educational entities have used them as a means to disseminate information for years. Others who can benefit from this regular communication include seedstock producers and commercial cattlemen. Either scenario can benefit by identifying who their current and potential customers are and interacting with them on a regular basis. For commercial cattlemen, the method for marketing the product (calves or beef) will dictate whether a newsletter will be practical.

However, only a handful of individual farms and ranches send out a regular newsletter. There are several likely reasons for limited use by individual producers. The most likely reason is the misconception that an extensive understanding of technology is required. Another reason might be the expense associated with printing and mailing.

A basic understanding of personal computer word processing is the only real required techno-knowledge. A large percentage of farmers and ranchers now keep their records on computers and creating a newsletter would be one more way to get full and efficient use of that expense. If using a computer is uncomfortable or a daunting task, asking a child or grandchild to help will be a great way to get the family involved in the enterprise. After all, beef cattle production finds its roots in the family unit.

The cost of printing and mailing a newsletter is a legitimate concern, especially in the current market. There are a couple of ways to get around or reduce this expense. If the enterprise already pays for internet access, posting the newsletter online or sending it out via e-mail virtually eliminates cost or, at least, more fully uses the resources already drawing from the budget. Again, a talented

youngster in the family might be able to help. For hard-copy newsletters, reducing their frequency (from monthly to by-monthly or twice a year) will reduce cost.

The number of newsletters sent annually is not as important as their timeliness and regularity. Once the customers start to expect a newsletter at a certain interval, it is important to provide it without delay. The most difficult part of composing a newsletter is often finding material to fill it. It is important to resist putting in irrelevant material but do consider sharing personal philosophy and ideas concerning beef production and production agriculture in general. Some recipients might enjoy getting to know some of the values and beliefs behind the product they are purchasing from you.

What makes an effective newsletter?

### 1) Know the readers

- Explain how your product will benefit them

### 2) Be direct

- Summarize and use bullet points

### 3) Be informative

- Give the readers concrete information

### 4) Write well

- Write simply but accurately

### 5) Make items timely

- Be current and date events

### 6) Use images

- Insert pictures of the ranch or farm and its products

Ultimately, the true measure of a newsletter's effectiveness is whether people bother to read it. Following these simple rules can help make a newsletter effective in a world covered with them. Also, try to make personal contact with customers. Personal, face to face communication is always more meaningful and will create an opportunity to ask if the newsletter is helpful and what could be changed to make it more useful. Establishing this open and direct line of communication can make clientele more comfortable with the product and eventually lead to increased profitability.

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*"...a great way to get the family involved in the enterprise."*

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*"...consider sharing personal philosophy and ideas concerning beef production."*

## Mississippi Beef Cattle Improvement Association—Productivity and Quality

Mississippi Beef Cattle Improvement Assn.  
Box 9815  
Mississippi State, MS 39762

Phones: 662-325-7466, 662-325-7465  
Fax: 662-325-8873

Email: [jparish@ads.msstate.edu](mailto:jparish@ads.msstate.edu)  
[jrhinehart@ads.msstate.edu](mailto:jrhinehart@ads.msstate.edu)



Send questions or comments to Jane Parish or Justin Rhinehart, Extension Beef Specialists, Mississippi State University Extension Service



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Visit MBCIA online at  
<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 or \$100 life-time dues payable to Mississippi BCIA should be mailed to:

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

## BCIA Genetic Profit Tips – July 2008

### Interim/Pedigree EPDs

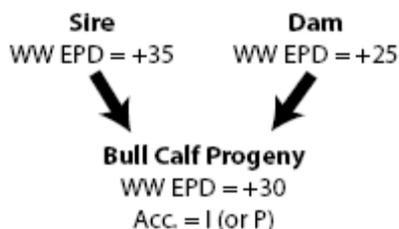
Expected Progeny Differences are an estimate of the cumulative effect of the genes that an animal has and can pass on to its offspring. Because of this, until an animal has a record of its own, or even better, progeny of its own, it is difficult to know what genes it possesses.

Without this information, the only way to estimate what genes an animal possesses is by averaging the parents. This means that all progeny of the same two parents will have the same EPD value until they have progeny of their own or records of their own. These EPD that are simply averages of the parental EPD are pedigree estimates and are referred to as pedigree EPD.

In most sire summaries, pedigree EPD are easy to identify because, instead of a numerical value, their accuracy values are designated as either "I" or "P," again depending on the breed association supplying the value. Some breeds may publish actual accuracy values, but these will be extremely small in value.

An interim EPD is a pedigree EPD that also includes the animal's own record for that trait. In many cases, these EPD have accuracies of "I+" or "P+."

For example:



The bull calf progeny has an EPD that is the average of its parents' EPD until it has a record of its own from a valid contemporary group. Once the calf has its own record, the pedigree EPD of +30 is adjusted to include the animal's own record as well.

The accuracy is then designated at "I+" (or "P+," depending on the breed association). Again, this depends on the breed association; some breeds do not identify accuracies with a "+", while others may report the actual low numerical value, so it may be difficult to know, in these cases, if the animal's own record has been included or not.

For those breeds that do not report the numerical accuracy with pedigree and interim EPD, once the animal has progeny data reported, the accuracy value reported will be the actual numerical value. As more data are added, the accuracy of the bull's EPD will increase in value.

Source: National Beef Cattle Evaluation Consortium. 2006. *Beef Sire Selection Manual*. J. M. Rumph, Montana State University.