

Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



Upcoming events:

- February 6—MBCIA Annual Membership Meeting, Trade Mart, Jackson, MS, 1:00 P.M.
- February 10—Cattlemen's Exchange Producer Sale consignment deadline for April 2009 sale
- March 5—Hinds CC Bull Test Sale and Mississippi BCIA Spring Bull Sale, Hinds Community College Bull Sale Facility, Raymond, MS
- March 12-14—MSU Extension Service Artificial Insemination School, Mississippi State, MS
- April 7—Cattlemen's Exchange Producer Sale (feeder calf board sale), E E Ranches, Winona, MS
- April 30-May 3—Beef Improvement Federation Annual Convention, Sacramento Convention Center, Sacramento, CA

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March 5—Hinds Bull Test and MBCIA Spring Bull Sale

Hinds Community College Bull Test Sale Mississippi BCIA Spring Bull Sale

Angus • Brangus • Charolais

Hereford • Simmental

Thursday, March 5, 2009 • 12:00 Noon

Hinds Community College Sale Arena
Raymond, Mississippi



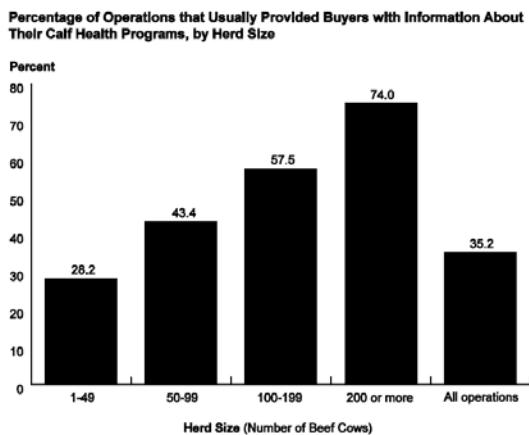
QUALITY BULLS PASS THROUGH THIS RING



Hinds CC Bull Test Sale
Kenny Banes (601) 857-3351
msucares.com/livestock/beef/mbcia/

MBCIA Spring Bull Sale
Jane Parish (662) 325-7466
msucares.com/livestock/beef/mbcia/

NAHMS Survey Results: Information Provided to Cattle Buyers



According to the National Animal Health Monitoring System Beef Cow-Calf 2007-08 Survey, the percentage of operations that usually provided information regarding their calf health program to buyers increased as herd size increased. Large operations may be more likely to provide information if they engage in direct marketing to other industry segments. Of operations that usually reported information to buyers regarding their calf health programs, the percentage that usually provided

written documentation ranged from 32.6 percent of operations with 1 to 49 beef cows to 53.1 percent of operations with 200 or more.

The percentage of operations in which the same people or companies tended to buy weaned calves from the operation each year increased as herd size increased, ranging from 27.2 percent of operations with 1 to 49 cows to 60.3 percent of operations with 200 or more.

Beef Improvement Federation 2009 Annual Meeting Ahead

Online registration for the **Beef Improvement Federation (BIF) Annual Research Symposium and Annual Meeting 2009** (Sacramento, California, April 30th – May 3rd, 2009) is now open at <http://www.calcattlemen.org/bif2009.html>. The conference will be held at the Sheraton Grand Hotel in Sacramento, California. Session topics will include Genome Selection in the Beef Cattle Industry, Genetic Goals in an Era of High Input Costs and Economics of Beef Cattle Production. The Federation will also hold their annual committee meetings for producers addressing six topic areas: Producer Technology Application, Cow Herd Efficiency and Adaptability, Emerging Technologies, Live Animal, Carcass and End Product Evaluation, Selection Decisions, and Genetic Prediction.

A pre-conference tour on Thursday 30th April will visit a cutting horse demonstration at Rancho Murietta's equine facility, a winery, and the cattle operation of Duane Martin and Son, one of the top 10 cow-calf operators in the United States. The post-conference tour on Sunday May 3rd will head to the coast and will visit Drake's Bay Family Farm which raises grass fed beef and oysters, and then go on to the Bodega Bay Marine Laboratory and the beach. Program highlights include:

“...Online registration for BIF 2009 is now open.”

A.I.: The Best-Kept Secret in the Commercial Cattle Business (National Association of Animal Breeders Symposium)

- **Bill Beal**, Virginia Polytechnic Institute and State University, VA
- **Herb Holzapfel**, cattle producer, CA

Is there Gold in those Genomes? Prospects for Genome Wide Selection in Beef Cattle

- **Mike Goddard**, Ph.D., University of Melbourne and Victorian DPI, AUSTRALIA;
- **Jerry Taylor**, Ph.D., University of Missouri, MO
- **Dorian Garrick**, Ph.D., Iowa State University, IA
- **Ben Brophy**, Value-Added Alliances, Cargill Meat Solutions, KS
- **Kent Anderson**, Ph.D., US Beef Breeds Council, CO

Panning for Efficiency: Beef Production in the New Era of Higher Prices and Costs, Do the Old Rules Apply?

- **John Lawrence**, Ph.D., Iowa State University, IA
- **Gordon Carstens**, Ph.D., Texas A&M University, TX
- **Dave Daley**, Ph.D., California State University, CA
- **Mike Smith**, Harris Ranch Beef Company, CA
- **Chip Ramsey**, Rex Ranch, NE

To register for the conference and tours, and also to book hotel accommodation, go to the conference website located at <http://www.calcattlemen.org/bif2009.html>. The special BIF hotel rate of \$139/night is only available through April 3, 2009.

Production Sales and Open House Sales

Seedstock suppliers can choose from a variety of marketing methods. Understand the pros and cons for each marketing alternative for the specific operation. Evaluate different marketing alternatives considering ranch marketing goals and resources. Marketing should be an ongoing effort, not an occasional event. Determine how various marketing methods might contribute to a year-round marketing program. Utilize a combination of marketing alternatives when appropriate.

Production Sales

Production sales offer the production of one or more ranches for purchase. These types of sales may be located at the ranch or another livestock marketing facility. They are often held on a regularly scheduled annual date. The Mississippi Agricultural and Forestry Experiment Station Livestock Production Sale is an example of production sale. Both seedstock and commercial cattle are usually marketed at this annual sale.

As with private treaty sales, encouraging farm visits from and making advance contacts with the prospective customers to a production sale are a good use of time. Both private treaty sales and production sales allow buyers to see the total ranch program. Consider not selling cattle private treaty prior to a production sale. This could reduce the quality and quantity of the sale offering if cattle are picked over in advance of a sale. Instead, work to ensure that current private treaty customers must feel comfortable with purchasing cattle in an auction setting.

In order for a production sale to be successful, an adequate number of cattle lots is needed to attract buyers and reduce per lot sales cost. Target a minimum of 40 to 50 lots per sale. When trying to achieve an acceptable number of lots do not include inferior cattle to increase the sale offering. These cattle may detract from the sale offering, negatively impact breeder reputation, and command less than desirable prices.

Production sales offer both breeder control and breeder risk. The breeder typically con-

trols all sale arrangements. Professional sale management may be retained, but the breeder should approve important aspects of the sale including the catalog. A well-run sale results from effective breeder and sale management planning and cooperation.

Cattle do not compete with those of other breeders unless invited to participate in the sales. However, breeders marketing through production sales risk not attracting enough buyers to meet the expected sale price average. All or most of ranch marketing occurs at one event. Weather can impact buyer turnout. If a sale is unsuccessful, an entire season or year of production is affected.

Open House Sales

Seedstock operations who decide to host an open house place cattle on display on designated dates and invite potential buyers to visit during this time. This marketing method allows a large volume of cattle to be sold at once but requires less time showing cattle to potential customers compared with private treaty sales. Sellers have the option of setting minimum prices on cattle and selling only cattle that receive bids at or above minimum prices. This protects the sellers from situations where bidding competition is lowered than expected or desired. The seller can retain ownership of some cattle for sale at a later date if needed while selling other cattle if desired prices are offered.

Effective advertising and a good operation reputation contribute to the success of open house sales. The cattle should be prepared for this event and well presented. The site of the open house should also be well presented to create a good impression on prospective customers.

Cattle at an open house may be displayed by price range. Customers may also be provided with a list of prices for individual cattle lots. Bidding on cattle may be allowed until a set time in a silent auction format, or cattle may be offered at set prices on a first-come, first-served basis. Marketing middle and bottom end cattle is often the most difficult part of open house sales.

“...Consider not selling cattle private treaty prior to a production sale. This could reduce the quality and quantity of the sale offering if cattle are picked over in advance of the sale.”



Effective advertising and a good operation reputation are needed for open house sale success.

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

Jane Parish
Justin Rhinehart
Mississippi State University Extension Service

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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 or \$100 lifetime 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

MBCIA Genetic Profit Tips – February 2009

Two-Breed Rotational/Terminal Sire

The two-breed rotational with terminal sire system is sometimes called a rota-terminal system. It includes a two-breed rotational crossbreeding system of maternal breeds A and B. This portion of the herd is charged with producing replacement females for the entire herd, so maternal traits of the breeds included are very important. The remainder of the cow herd is bred to a terminal sire of a different breed. In this system, approximately half of the cow-herd is committed to the rotational portion of the breeding system and half to the terminal sire portion. This system retains about 90% of the maximum heterosis and should increase weaning weight per cow exposed by approximately 21%.

Requirements. This system requires a minimum of three breeding pastures. Females in the rotational portion of the system must be identified by breed of sire. Minimum herd size is approximately 100 cows. Given the complexity of the breeding system and identification requirements, this system requires more management and labor to make it run effectively than some other systems do. The trade-off in systems that are easier to manage is that they typically yield lower levels of heterosis. If management expertise and labor are readily available, this system is one of the best for maximizing efficiency and the use of heterosis.

Considerations. The females in the rotational portion should consist of the youngest females, namely the 1-, 2-,

and 3-year olds. These females should be bred to bulls with both good calving ease and maternal traits. Calving ease and maternal traits are emphasized here because the cows being bred are the youngest animals where dystocia is expected to be highest. Additionally, replacement females for the entire herd will be selected from the progeny of these cows, so maternal traits are important. The remainder of the cow herd consists of mature cows that should be mated to bulls from a third breed that excel in growth rate and muscularity. The proportion of cows in each portion of the breeding system should be adjusted depending on the number of replacement females required. When fewer replacements are needed, a smaller portion of the herd will be included in the rotational system. Be sure to keep the very youngest groups in the rotational system to avoid dystocia problems. If ownership of calves will be retained through harvest, some consideration should be given to end product traits such as carcass weight, marbling, and leanness.

One drawback of the system is that there will be two different types of calves to market: one set from the maternally focused rotational system and one from the terminal sire system. Sorting and marketing can typically help offset this problem. The benefits of the rota-terminal system are usually worth the limitations.

Source: National Beef Cattle Evaluation Consortium. 2006. Beef Sire Selection Manual.