

Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



Upcoming events:

- **January 20**—Mississippi BCIA Spring Bull Sale nomination deadline
- **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 30-May 3**—Beef Improvement Federation Annual Convention, Sacramento Convention Center, Sacramento, CA

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Mississippi BCIA Seeking Bull Sale Nominations for Spring Sale

Mississippi BCIA is pleased to offer two bull marketing opportunities per year. Mississippi BCIA will host a Spring bull sale on the first Thursday in March and a Fall bull sale

on the second Thursday in November. Preparation is now underway for the Spring 2009 Mississippi BCIA Bull Sale to be held on March 5, 2009 at 12:00 noon at the Hinds Community College Sales

Facility in Raymond, Mississippi. This sale will be held in conjunction with the Hinds Community College Bull Test Sale on the traditional Hinds Bull Test sale date. Mississippi BCIA looks forward to continuing the

Spring BCIA Bull Sale and Hinds Community College Bull Test Sale partnership that began last year.

**Mississippi BCIA
Spring Bull Sale
Nomination
Deadline**

January 20, 2009

If you are interested in nominating bulls to the Spring BCIA Bull Sale, nomination forms must be completed and received in the BCIA office by January 20, 2009. Bull sale rules and nomination forms are

available on the BCIA website at msucares.com/livestock/beef/mbcia or by contacting a local Extension office.

TEN REASONS TO MARKET BULLS THROUGH THE SPRING MBCIA-HINDS BULL TEST SALE

- ✓ 1st Annual sale in 2008 set several MBCIA sale records
- ✓ Partnership between Hinds Bull Test and MBCIA
- ✓ Top notch sale facilities and strategic location
- ✓ Two established distance bidding sites in North Mississippi
- ✓ Excellent advertisement opportunity for individual breeders
- ✓ Marketing cost well below industry averages for consignment sales means more dollars for consignors
- ✓ High sale standards keeps focus on beef cattle improvement
- ✓ Promotes Mississippi beef cattle breeders and operations
- ✓ Provides the option of marketing fall-born bulls at older ages
- ✓ Sale date is Hinds Bull Test traditional bull sale date and a prime date for marketing herd sires for spring breeding



**Two Proven Programs
One Progressive Partnership**
Hinds CC Bull Test Sale
MBCIA Spring Bull Sale
Thursday, March 5, 2009 • 12:00 Noon





The MBCIA Annual Meeting provides opportunities to learn more about beef improvement

MBCIA Annual Membership Meeting Ahead in February

Mississippi BCIA will hold its annual membership meeting on Friday, February 6, 2009 at the Regency Inn in Jackson, MS in conjunction with the Mississippi Cattlemen's Association annual convention.

The BCIA session will start at 1:00 p.m. It will feature Dr. Rhonda Vann, Research Animal Scientist with the Brown Loam Branch Station and MSU Animal and Dairy Sciences

Department, speaking on "MAFES Beef Cattle Research."

Educational presentations at the MCA convention will begin at 1:00 p.m. on Friday, February 6 and continue through Saturday, February 7. For the complete schedule of events, call the Mississippi Cattlemen's Association at (601) 354-8951.

MBCIA Annual Membership Meeting

Friday, February 6, 2009, 1:00 p.m.
Trademart, State Fairgrounds, Jackson, MS

Managing Cold Stress

Even though Mississippi winters are not as extreme as some other states, cold stress can become a real issue. While cattlemen in the north and west deal with frostbite taking the tips of ears and tail switches, southeastern cattlemen deal mostly with altered nutritional requirements. Cold temperatures are not the only factor. Wind, rain, snow and mud also add to the negative effects.

The range of temperatures where cattle performance is not altered is referred to as their "thermoneutral zone." The temperature where performance begins to be altered is the "critical temperature."

When the effective temperature (air temperature adjusted for hair coat condition and wind) falls below the critical temperature, energy intake requirements can increase up to 20%. That can translate into 3.5 to 4 extra pounds of hay intake or 2 to 2.5 extra pounds of grain. The rule of thumb taken from several studies is that, for every one degree below the critical temperature, a

cow's energy requirement increases 1 percent. It is also very important to keep water available because decreased water intake can reduce feed intake.

Mud also has an effect on nutrient requirements of cattle. The relationship to how much more feed is required is less clear but some have estimated an increase in maintenance requirements of up to 30%. So, improving rations for cattle that constantly have to deal with mud can improve performance.

Other, non-nutritional, management practices that can reduce cold stress include building wind breaks or providing some other form of shelter. For most MBCIA members, the added expense of wind breaks would not be warranted. Instead, planning pasture rotations such that cattle have access to natural shelter will be adequate for the relatively short and mild winters experienced in the gulf coast states.

"...for every one degree below the critical temperature, a cow's energy requirement increases 1 percent."

Effective Temp. (F)	Extra Energy Needed	Extra Hay Needed (lbs./cow/day)	OR Extra Grain Needed (lbs./cow/day)
50	0	0	0
30	0	0	0
10	20%	3.5 - 4	2 - 2.5
-10	40%	7 - 8	4 - 6

Consignment Sales and Internet/Satellite Auctions

Consignment Sales. Consignment sales involve multiple cattle owners consigning cattle to each sale. Many breeders who do not have the herd numbers, facilities, or interest in putting on a production sale will participate in consignment sales instead. Sale costs are divided among consignors. Professional sale management typically handles sale logistics. Screening of cattle is common prior to acceptance of consignments to a sale. The MBCIA bull sales are examples of consignment sales. Breed association field representatives and reputable sale managers are good contacts for learning more about specific consignment sales.

Consignment sales are usually arranged by professionals. While many sale managers do a good job for clients, do not assume that all sale management acts professionally and effectively. Wide variations exist in sale management abilities, willingness to accommodate client and customer requests, communication efforts, marketing effectiveness, and follow through. Similarly, sale management fees vary significantly. Inquire with previous clients about their experiences with specific sale management. Visit with sale management about their fees and procedures prior to consigning cattle to a sale.

The potential to reach new customers and further advertise seedstock is an advantage to consignment sale participation. Selecting quality cattle for these sales can help a breeder develop a good reputation. These sales provide breeders with opportunities to expand their market area and could increase private treaty sales. Producers may want to participate in local, regional, and even national consignment sales prior to hosting a production sale. Consignment sales promote breeders, individual cattle, and breeds. These sales can provide price benchmarks and help establish values for private treaty cattle.

Consignment sales allow buyers to compare cattle from multiple operations at once. Because each consignor's cattle are compared to other breeders' cattle, cattle must be of sufficient quality and well displayed to be competitive. Depending on the sale, quality and consistency can vary. Learn about what

types of cattle have sold well in a particular consignment sale in the past. This helps in selecting the right cattle for the sale.

Be aware of consignment deadlines and check-in times to the sale site. Keep the sale manager's phone number handy in case of a cattle hauling delay to the sale site. Pay consignment fees on time, and submit required paperwork including nomination forms or registration certificates as requested. Many sales require evidence of passed breeding soundness evaluations, pregnancy determinations by licensed veterinarians, vaccination records, or test results or herd certification for diseases such as Brucellosis. Plan far enough in advance to schedule necessary veterinary work and to properly condition cattle for a sale.

Internet/Satellite Auctions. Internet and satellite sales feature video of cattle lots over designated websites or satellite channels. Professional sale services are usually required to put on one of these sales. Video presentations are developed by sale management in advance of the sales. High quality video clips and careful editing are essential for achieving a desirable production presentation over Internet or satellite. Production and consignment sales can be presented via Internet or satellite sale service. Bidding normally occurs online for Internet sales and by phone for satellite sales.

Internet and satellite sales are a good form of seedstock advertisement. Many interested persons will watch these types of sales even if not interested in purchasing cattle at the particular sale. These individuals may develop good impressions of operations represented in Internet or satellite sales and then purchase cattle from these ranches at later dates.

Internet and satellite auctions offer prospective buyers the convenience of not having to attend a sale in person and instead bidding from a remote location. This eliminates or reduces buyer travel expense and time off from work. Weather conditions should not impact buyer participation. Downsides to Internet and satellite auctions include a lack of comfort among potential cattle buyers with bidding in these types of sales and possibilities for technical difficulties.

"...The potential to reach new customers and further advertise seedstock is an advantage to consignment sale participation."



The MBCIA Bull Sales are examples of consignment sales

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
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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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 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

MBCIA Genetic Profit Tips – January 2009

Three-Breed Rotation

A three-breed rotational system is very similar to a two-breed system in implementation with an additional breed added to the mix. A three-breed rotational system achieves a higher level of retained heterosis than a two-breed rotational crossbreeding system does. After several generations, the amount of retained heterosis stabilizes at about 86% of the maximum heterosis, resulting in an expected 20% increase in the pounds of calf weaning weight per cow exposed above the average of the parent breeds (Ritchie et al., 1999). Like the two-breed system, distinct groups of cows are formed and mated to bulls of the breed that represents the smallest fraction of the cows breed makeup. A cow will only be mated to a single breed of bull for her lifetime.

Requirements.

A minimum of three breeding pastures is required for a three-breed rotational system. Replacement females must be identified by breed of sire to ensure proper matings. A simple ear tagging system may be implemented to aid in identification. All calves sired by breed A bulls should be tagged with one color (e.g., red), the calves sired by breed B should be tagged with a different color (e.g., blue), and the progeny of bulls of breed C tagged with a third color (e.g., green). Then at mating time, all the cows with red tags (sired by breed A) should be mated to breed B bulls, cows with blue tags (sired by breed B) should be mated to breed C bulls, and, finally, all cows with green tags (sired by breed C) should be mated to breed A bulls.

Considerations.

The minimum herd size is approximately 75 cows with each one-third being serviced by one bull of each breed. Scaling of herd size should be done in approximately 75 cow units to make the best use of service sires, assuming one bull per 25 cows. Replacement females are mated to herd bulls in this system, so extra caution is merited in sire selection for calving ease to minimize calving difficulty. Be sure to purchase bulls or semen from sires with acceptable calving ease (preferably) or birth weight EPD for mating to heifers. Alternatively, a calving ease sire(s) could be purchased to breed exclusively to first calf heifers regardless of their breed type. The progeny produced from these matings that do not conform to the breed type of the herd should all be marketed.

Breeds used in rotational systems should be of similar biological type to avoid large swings in progeny phenotype due to changes in breed composition. The breeds included have similar genetic potential for calving ease, mature weight and frame size, and lactation potential to prevent excessive variation in nutrient and management requirements of the herd. Using breeds of similar biological type and color pattern will produce a more uniform calf crop, which is more desirable at marketing time. If animals of divergent type or color pattern are used, additional management inputs and sorting of progeny at marketing time to produce uniform groups may be required.

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