



MISSISSIPPI BCIA BEEF CATTLE IMPROVEMENT ASSOCIATION

- August 26—Southern Producers Replacement Heifer Sale, Hattiesburg,
- September 15—Nomination Deadline for Fall BCIA Bull & Heifer Sale
- October 26-28 - Mississippi State University Artificial Insemination School, MSU
- November 3—Fall BCIA Annual Meeting, Raymond
- November 4—Fall BCIA Bull and Heifer Sale, Raymond
- December 1-3—Mississippi Beef Expo, Jackson

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Dog Days of Summer

The dog days of summer are in full swing. The Mississippi State campus is full of students and Starkville is once again a madhouse. Partially due to students, but mostly due to construction on Highway 12! As the dog days come to an end, fall sale season begins. This year, one of the highlights of the sale season will be the 16th Annual Southern Producers Sale in Hattiesburg on 8/26. Contact me for a catalog.

Fall BCIA Nominations

The 2017 Fall BCIA Bull Sale will be held on SATURDAY November 4, 2017 at the Hinds Community College Arena in Raymond. Note the change in the day of the sale this year. This will hopefully allow more buyers who may work off of the farm to attend the sale. Remember, the fall sale requires a minimum of 50 head to be consigned for the sale to occur as planned. For the fall sale, this can be a combination of bulls and heifers. New rules voted in to place at the Spring BCIA Board meeting include: out of state cattle can be consigned as long as the

16th Annual Southern Producers Replacement Heifer Sale
SATURDAY, AUGUST 26, 2017 AT 1:00 P.M.
Southeast Mississippi Sale Base | Hwy 49 N. Hattiesburg, MS

250+ TOP QUALITY 3-8 MONTHS BRED HEIFERS

BREEDS REPRESENTED :
 ANGUS, BLACK BALDIES, RED ANGUS, SIM-ANGUS, BRANGUS & TIGERSTRIPES

THE MAJORITY OF HEIFERS WILL BE CROSSBRED CATTLE WITH EXCELLENT GENETICS!

HEIFERS WILL BE PELVIC MEASURED, VET CHECKED, & QUALITY SCREENED

CONSIGNORS INCLUDE:
 HOLLIS & KYLE ENGLISH
 MARCUS & MICHAEL LADNER
 JOE TALLY
 SALT LOG FARM
 MAJOR JEFCOAT
 MURRY FARMS
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 JACOB MEGEHEE
 BOB ROBINSON
 REMINGTON LOTT LLC
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 TERRY ROGERS

FOR MORE INFORMATION CONTACT:
 MIKE KEENE (601) 606-7382
 BOB ROBINSON (601) 906-1796
 COBIE RUTHERFORD (256) 476-4676

SALE DAY PHONE (601) 268-2587

VIDEOS OF SALE HEIFERS ARE AVAILABLE FOR VIEWING AT
WWW.YOUTUBE.COM/USER/MSUBEEFCATTLE

consignor is a current Mississippi BCIA dues paying member. Also, at the spring 2017 meeting, the board of directors voted to increase the age of bulls eligible to sale to 32 months. Nominations are due by September 15th. If you have animals that fit the criteria, and are interested in consigning, please contact us and let us know. The consignment form can be found on the MSU extension website at <http://extension.msstate.edu/content/beef-cattle-improvement-association>

Let me know if we can help!



Strategic Use of Heterosis

Targeted heterosis remains an effective means of increasing pounds of calf weaned per cow exposed.

by **Troy Smith, Angus Media filed editor**

Plenty has been written about heterosis. Volumes of information exist related to heterosis — the hybrid vigor, or enhanced performance, exhibited by crossbred animals when compared to the average of their purebred parents. Todd Thrift wonders why relatively few commercial cow-calf producers take advantage of the available knowledge. Why aren't more producers reaping the advantages of heterosis?

An animal scientist at the University of Florida, Thrift posed that question to cattle enthusiasts attending the 2017 Beef Improvement Federation (BIF) Research Symposium and Convention hosted May 31-June 3 in Athens, Ga. He challenged the decades-old disdain for crossbreeding, a tool proven useful for increasing cow-calf profitability.

Well, not everyone has ignored the advantages of heterosis. While many cattlemen across much of the United States have indulged a preference for straightbred cow herds, many Gulf Coast producers have benefited from crossbred herds utilizing Brahman influence.

“Many consider the F-1 Brahman-cross to be the ‘Cadillac Cow’ for that environment,” said Thrift, noting how the infusion of Brahman genetics increases adaptability to subtropical conditions. “As the production environment worsens, the more heterosis can matter. The Gulf Coast is a good example.”

Just as valid, said Thrift, are crossbreeding systems involving complementary breeds that are suited to other production environments. While some people have suggested that individual breed improvement has advanced to the point crossbreeding is no longer advantageous, Thrift insisted that targeted heterosis remains a highly effective means of increasing pounds of calf weaned per cow exposed.

“Hybrid vigor is highest for maternal traits, so the biggest bang for the crossbreeding buck comes from using a crossbred cow,” added Thrift, noting how profitability can be improved through increases in cow fertility, calf survival and cow longevity.

Thrift said successful crossbreeding requires a planned, targeted approach. He admitted, however, that such breeding systems are not necessarily easy to apply. Heterosis can be achieved, at various levels, utilizing crossbreeding systems of three types: terminal, rotational and composite.

Generally, terminal-sire systems deliver maximum heterosis and enable a producer to focus on the end product. Terminal crossbreeding systems are not meant to produce replacement heifers. Instead, replacement females are purchased. However,

the plan may fall apart when a producer succumbs to temptation and keeps some “big, good-looking replacement heifers” from a terminal mating.

Rotational systems provide a lower level of hybrid vigor, but produce replacement females. Thrift said an increased number of breeding pastures may be required to maintain the breeding rotation, which may be challenging to smaller operations. Large operations also may be better suited to rotational systems because they may have the ability to market different types and colors of offspring.

Composite systems also offer heterosis, the most coming from composites developed from four breeds (25% each). According to Thrift, utilization of cattle representing an already



University of Florida animal scientist, Todd Thrift.

established composite may be well-suited to small operations, because breeding can be managed similarly to a straightbred system.

Thrift said it is unfortunate, but many producers do not stick with a crossbreeding system long enough to realize the benefits. Too often the lure of some new breed or cross will divert attention from the original plan.

“Producers have to realize that successful crossbreeding requires a long-term commitment,” advised Thrift. “If they want to know how to make strategic use of heterosis, my answer would be to use a crossbred cow.”

This article is reprinted with permission from www.BIFconference.com, the Angus Media's online coverage site of the 2017 Beef Improvement Federation Research Symposium and Annual Meeting."

Homeplace Producers Sale Results

The 10th annual Homeplace Producers Board Sale was held on August 7, 2017 at the Southeast Mississippi Livestock Auction in Hattiesburg, MS. Beef cattle producers from across the state marketed farm-fresh and assembled stocker cattle in 16 truck-load and partial load lots. The sale was broadcast live over the Internet by the Mississippi State University Extension Service.

This sale was a collaborative effort among producers, livestock marketers, Extension, Mississippi Farm Bureau Federation, Mississippi Beef Cattle Improvement Association, and the Mississippi Cattlemen's Association. With this type of auction format, cattle are not present at the sale facility. Video clips and descriptions of each load are posted prior to the sale, and broadcast during the sale for prospective buyers. This type of auction offers both the buyer and the seller flexibility in arranging future delivery dates.

Approximately, 1,178 head of cattle were represented in 16 loads varying in weight, type, and management.

The sale generated approximately \$1.06 million in total receipts. The cattle will be loaded at several different Mississippi locations through late October.

Sale Summary

Southeast Mississippi Livestock Exchange in Hattiesburg, MS Monday, August 7, 2017, 7:00 p.m.

19 full loads and 2 partial loads varying in weight, type, and management were sold in 19 lots. Cattle were sold with a 2 percent shrink, unless otherwise noted, and a \$0.05 slide. On the mixed lots, heifers sold 10 cents back of the steers.

Feeder Steers: Bulk Medium and Large 1 and 2:

1 pot-load 675 lbs: 147.50;

2 pot loads 700-799 lbs: 138.00-138.50

3 pot-loads 800-899 lbs: 135.50-139.00

Mixed Feeder Steers and Heifers (steer prices listed):

Bulk Medium and Large 1 and 2:

1 pot-loads 500-599 lbs 154.00;

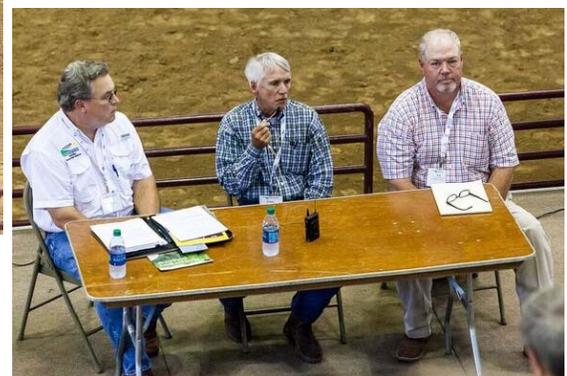
3 pot-loads 600-699 lbs 140.50-147.50;

5 pot-loads 700-799 lbs 139.00-142.00;

Feeder Heifers: Bulk Medium and Large 1 and 2:

1 partial-load 725 lbs:: 131.00;

Scenes from the 2017 Stockmanship and Stewardship Conference



Thanks to Mr. Sammy Blossom for use of the images. From left to right: Curt Pate and Dr. Ron Gill demonstrated how to effectively work cattle on foot and horseback. Jeff Wilson, Cooper Hurst, and D.R. Bozeman provided the audience examples of how to work with the environment in cattle management systems.

August 2017 – Management Calendar

GENERAL

Start planning winter grazing and supplementation programs, evaluating cool-season pasture options and by-product commodity alternatives. Keep proper free-choice minerals, adequate shade, and clean water available for cattle at all times, and check mineral and water supplies often. Remove fly tags as they become ineffective, and implement additional fly control methods as needed. Maintain a complete herd health program in consultation with a veterinarian including internal and external parasite control and vaccinations. Rotationally graze summer pastures, clipping overgrown pastures or harvesting excess for hay. Avoid grazing heavily nitrogen fertilized sudan-grass, sorghum-sudan hybrid, or pearl millet pastures during drought or cool, cloudy weather. If cattle are grazed on these pastures, they should be observed carefully for signs of nitrate poisoning. Continue harvesting hay at 4-5 week intervals when possible for optimum forage maturity and quality. Fertilize hay fields between cuttings or on a regular interval to replace soil nutrients removed by hay production and improve hay yield and quality. Continue recording hay yields and forage testing each cutting. Store hay to minimize storage losses and allow matching of forage test results with individual lots of hay for use in hay feeding and supplementation decisions. Continue good production and financial record keeping.

SPRING CALVING—January, February, March

Plan for fall cattle working by determining vaccination, deworming, and implant needs and acquiring supplies ahead of time. Wean calves based on market and pasture conditions using weaning strategies that minimize calf stress. Monitor herd performance and nutritional status by recording weights and cow body condition scores at weaning. Assess weaning percentage (calves weaned/cows exposed to breeding) and cow efficiency (calf weight/cow weight). Put a heifer development program in action to reach target breeding weights by the start of the next breeding season. Keep an eye on declining forage quality. Implement calf preconditioning, marketing, or retained ownership plans as appropriate considering seasonal price risks and breakevens on calves. Pregnancy check females and use effective culling criteria for less productive or problem cattle. Establish permanent identification (tattoos or brands) for bred heifers that will remain in the herd.

FALL CALVING—October, November, December

Start preparing for the upcoming fall calving season. Cows need to be in moderately good condition prior to calving. Purchase or assemble calving supplies including calf identification tags and obstetric equipment. Move fall-calving heifers and cows close to handling facilities and observe cattle frequently.

Contact Information:

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EXTENSION

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

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
 Box 9815, Mississippi State, MS 39762*