



# MISSISSIPPI

# BCIA

BEEF CATTLE IMPROVEMENT ASSOCIATION

- August 3-4—  
Stockmanship &  
Stewardship Conf.,  
Starkville
- August 7—Homeplace  
Feeder Calf Board Sale,  
Hattiesburg
- August 26—Southern  
Producers  
Replacement Heifer  
Sale, Hattiesburg,
- October 26-28 -  
Mississippi State  
University Artificial  
Insemination School,  
MSU
- November 4—Fall BCIA  
Bull and Heifer Sale,  
Raymond

## Progress on the Prairie and on the Homefront

**T**his summer has been a whirlwind. From the BIF Conference in June, to working with the Jr. National cattle shows and leadership camps. I cannot believe were already past the mid-way through the month of July. Even though this month isn't over, we're getting geared up for August. During the first 7 days of August, we're hosting a nationally acclaimed conference and the Homeplace Feeder Calf Board Sale.

The first of the aforementioned events is the Stockmanship and Stewardship Regional Event. I really hope that you are planning to attend. As 2017 was our year to host the Deep South Stocker Conference, it made perfect sense to apply for the Stockmanship and Stewardship grant from the National Cattlemen's Beef Association. If you look at the schedule on page 2, there will be quite a bit of information provided. Some of the industry's most renowned speakers, including Curt Pate and Dr. Ron Gill are on the program.

The following Monday,

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# Adopting Technology

Speaker encourages use of AI to make genetic and profit gains.

by **Shelby Mettlen, assistant editor—Angus Media**

The beef industry's greatest challenge and greatest opportunity are actually one and the same, said the University of Missouri's Dave Patterson at the National Association of Animal Breeders (NAAB) Symposium hosted May 31 as part of the Beef Improvement Federation (BIF) Symposium in Athens, Ga., May 31-June 3.

Patterson, creator of Missouri's Show-Me-Select™ replacement heifer program, said the industry's greatest challenge is producer reluctance to adopt new technology. Its greatest opportunity? On-the-shelf technology not being used — that works.

Nearly 70% of cow-calf enterprises are reported by producers as being a secondary income source. Only 10%-15% of all beef cattle enterprises utilize artificial insemination (AI). That can and should be improved, Patterson said.

"In many respects, it's a value-added program," Patterson said of the Show-Me-Select program. AI adds value.

What Patterson called "the technology problem" is well-intended. As more research is conducted, more advanced technology results, leading to greater complexity and sophistication. Fewer people understand it, fewer people trust it, and progress is slowed, he said.

In 1996, Patterson created the Show-Me-Select program to create an understanding of the importance of heifer development based on reproductive outcomes. Since the program's inauguration, nearly 130,000 heifers have been enrolled in the program. Only 32,381 of those have been sold — primarily because the animals are being held as replacements.

The program draws on the fundamentals that founded Extension and land-grant systems: It works to transfer science-based knowledge that enables participants to make practical production and management decisions based on economics.

Two of the most notable outcomes of the program are the expanded uses of fixed-time AI (FTAI) and ultrasound for performing pregnancy checks.

The discussion raises the question: Can producers make more

money by adopting these technologies? The short answer, said Patterson, is "yes."

Research results from the program between 2010 and 2016 illustrate that the use of AI consistently added value over natural-service breeding, with premiums surpassing \$400 compared to heifers bred by natural service.

Looking ahead, animal scientists, including reproductive physiologists and geneticists, need to work more closely with veterinarians and the AI industry, Patterson pointed out. The industry needs more and better reproductive data, and "it all begins with heifers," he said.

*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."*

## STOCKMANSHIP STEWARDSHIP

August 3-4, 2017

Mississippi Horse Park, adjacent to the MSU Campus  
869 E Poor House Road | Starkville, MS 39759

### Thursday, August 3rd, 2017

11:00 AM (CST) – Registration begins (trade show opens)  
1:00 PM – Welcome and Introduction  
1:15 PM – General Session I: Justifications of Stockmanship and Stewardship  
1:15 PM Consumer Perceptions of Common Production Practices and Animal Welfare  
2:00 PM Impact of Stress and Handling on Cattle Performance  
2:30 PM Economics of Best Management Practices  
3:00 PM – Break and Visit Trade Show  
3:30 PM – Breakout Sessions: Practical Stewardship (Groups will rotate at 4:15 PM)  
Best Management Practices for Castration, Dehorning, and Euthanasia  
Forage and Nutrition Planning

5:00 PM – BQA with Chute Side Demonstrations  
7:00 PM – Trade Show Reception and Dinner

### Friday, August 4th, 2017

7:30 am – Breakfast and visit trade show  
8:30 AM to Noon – Breakout Sessions: Practical Stockmanship  
Reading Cattle Behavior and Teaching Cattle to Respond  
Low-Stress Cattle Handling – on horseback  
Low-Stress Cattle Handling – on foot  
10:30 AM to 11:00 AM – Break  
12:00 PM – Lunch  
1:00 PM General Session II: Best Management Practices  
1:00 PM Environmental Stewardship Hot Topics  
1:30 PM Combating Cowboy Tendencies  
2:00 PM Conference Wrap Up  
2:30 PM – Tour of MSU Beef Unit Stocker Facilities

For more information visit [www.deepsouthstocker.org](http://www.deepsouthstocker.org).

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Regular Registration-\$100; Student-\$50; Spouse-\$50; Extension Agents-\$50. Make checks payable to MSU. Mail registration form and payment to Dr. Brandi Karisch, Box 9815, Mississippi State, MS 39762. DEEP SOUTH STOCKERS room block at Courtyard by Marriott at The Mill Conference Center \$110/night through July 17, 2017. Book by calling 662-338-3116 or through [www.marriott.com/gtrsv](http://www.marriott.com/gtrsv).

## Homeplace Producers Sale

The 2017 Homeplace Producers Sale has been scheduled for Monday, August 7, 2016, 7:00 p.m. at the Southeast Livestock Producers Auction, in Hattiesburg, MS. The primary advantage of these sales is that they accommodate a large number of feeder calves that might not all be ready to ship on a certain day by giving the flexibility to arrange for future delivery. Another advantage is offering all cattle in load-lots made up of single or multiple consignments of uniform calves. These consignments are received from across the state and loads are assembled with regard to region and type of cattle. Pencil shrinks agreed to for these sales capture several dollars per head that would be lost in some other marketing scenarios. Other advantages include reduced handling and comingling prior to shipping and the ability to establish a reputation that could bring the same buyer year after year, willing to pay more for calves from producers whose cattle have performed well in the past.

Health management and preconditioning are always among the primary concerns with these types of sales. Consignors are encouraged to complete Mississippi Beef Quality Assurance

training. These sales do not require a single preconditioning and vaccination protocol. However, calves that have been managed similarly will be grouped in the same load. For example, consignors who have vaccinated with the same products and preconditioned their calves for a similar amount of time will be grouped together and represented as such in the sale.

For the integrity of these sales, all cattle must be represented accurately. Each con-signer should remain committed to the sale after completing a consignment form. This commitment is not only to the management and buyers but, more importantly, to the other beef cattle producers who will be marketing in these sales.

All lots can be viewed on our YouTube channel:  
[www.youtube.com/user/MSUBeefCattle](http://www.youtube.com/user/MSUBeefCattle).

To watch the sale online, log in to Facebook, and visit the Mississippi State Extension Beef page for a livestream feed.

Please contact a representative of the Mississippi State University Extension Service for more information.

## 2017 Stockmanship and Stewardship Conference

STARKVILLE, Miss. – Cattle producers from across the southeast will convene in Starkville on August 3-4 to learn how proper stockmanship and stewardship can impact their herd's profitability and sustainability.

In partnership with Auburn University and the University of Georgia, the Mississippi State University Extension Service and the MSU Animal and Dairy Science Department will host one of six regional Stockmanship and Stewardship conferences during the 9th annual Deep South Stocker Conference.

The conference will be held at the Mississippi Horse Park located at 869 East Poor House Road and will begin on Thursday, August 3rd at 1:00 P.M. CST.

Topics for the conference include: consumer perceptions of the beef industry, cattle stress and handling, best management practices, and practical stockmanship. Attendees will also have an opportunity to become Beef Quality Assurance certified. The conference will conclude on August 4th with a tour of the MSU Beef Unit Stocker facilities.

The Stockmanship and Stewardship conferences are supported by the National Cattlemen's Beef Association, Boehringer

Ingelheim, Beef Quality Assurance, and the Beef Checkoff.

Registration for the Stockmanship and Stewardship Conference is \$100 for producers and \$50 for student, spouses, and extension agents. Registration information can be found at [www.deepsouthstocker.org](http://www.deepsouthstocker.org).

For more information, contact:  
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EXTENSION**

# July 2017 – Management Calendar

## GENERAL

Stay on top of summer weed and brush control. Rotationally graze summer pastures, clipping overgrown pastures or harvesting excess for hay. Watch dallis-grass pastures for ergot contamination, and clip seedheads if necessary. Avoid grazing heavily nitrogen fertilized sudangrass, 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 bermudagrass hay at 4-5 week intervals 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. Keep proper free-choice minerals, adequate shade, and fresh water available for cattle at all times. At 90°F a mature cow needs about 20 gallons of water per day. Continue fly control program keeping a close eye on fly numbers. Remove fly tags as they become ineffective, and implement additional fly control methods. Check cattle for cancer eye, pinkeye, and foot rot. Maintain a complete herd health program in consultation with a veterinarian including internal and external parasite control and vaccinations.

Continue good production and financial record keeping.

## SPRING CALVING

Remove bulls from breeding pastures if not done already. Keep bulls in a small pasture traps on an adequate nutritional program, and market bulls that will not be used in future breeding seasons. Maintain lactating cows on the best pastures. Consider creep feeding calves depending on marketing plans and pasture conditions. Plan to pregnancy check herd females about 60 days after the end of the breeding season. Establish permanent identification (tattoos or brands) for bred heifers that will remain in the herd, and make plans to market open heifers.

## FALL CALVING

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). After weaning, cull cows based on pregnancy status, soundness (eyes, udders, feet, legs, teeth), and performance records. Market cull cows based on market conditions and cow body condition. Select replacement heifers based on performance. Put a heifer development program in action to reach target breeding weights by the start of the next breeding season. Implement calf preconditioning, marketing, or retained ownership plans as appropriate.

## Contact Information:

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 [www.facebook.com/MSStateExtBeef](http://www.facebook.com/MSStateExtBeef)

## 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*



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