



# M I S S I S S I P P I

# BCIA

BEEF CATTLE IMPROVEMENT ASSOCIATION

- October 18-20 - Mississippi State University Artificial Insemination School, MSU
- October 26—North MS Beef Expo—Batesville
- **November 8—Fall BCIA Bull and Heifer Sale, Raymond**
- November 12—MCA Cattlemen’s College—West Point
- November 13—MCA Cattlemen’s College—Hattiesburg
- December 1-2 - Mississippi Beef Expo—Jackson
- January 15- Deadline for consignments to Spring BCIA Bull Sale

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## Rutherford Shifts Direction to 4-H

Over the past three years, Cobie Rutherford has been a part of MSU Extension Beef team, however as of September 1, he has shifted his focus and moved to 4-H Youth Development. He has included his farewell letter below.

### A New Direction

Since May of 2015, I’ve had the opportunity to work with the beef cattle producers of Mississippi and in particular the members of the BCIA. I hope that my passion for the beef cattle industry has been evident to you. As of September 1st, my career path has taken a different turn within Mississippi State University Extension as I have begun work in the 4-H Program/Youth Development department.

There are a number of things that drew me to this new opportunity. As a product of the 4-H program in Alabama, I benefited first hand as my 4-H agent helped me develop many life skills. As a 4-H member, my projects were facilitated by agents and volunteers who made a huge impact on my life. Every child in our state has the chance to reap the same rewards I experienced through 4-H participation. The life skills,

comradery, and citizenship that youth develop through our programs is invaluable. I think it is extremely important for 4-H to stay true to its agricultural roots. Even though fewer people are involved in the agriculture industry, we need to remain as a vehicle for information so that the 98% of children who are not part of farm families are sympathetic and know what we’re doing on our farms and ranches.

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From a personal standpoint, I will remain active in the beef industry. I will always love cattle, so you’ll see me around sales and shows. I still love to talk cattle, so feel free to shoot me an email or give me a call.

If you would like to contact me, my email address is [cobie.rutherford@msstate.edu](mailto:cobie.rutherford@msstate.edu) and new phone number is 662-325-3353.

## Defining Efficient Red Meat Production

Target an optimum number of days on feed to improve feedyard efficiency. By: Troy Smith, field editor

LOVELAND, Colo., June 21, 2018 —Michael Genho would argue that the U.S. cattle-feeding industry is not as efficient as it thinks it is. Genho, who is director of feedyard business for Elanco Animal Health, said as much in comments delivered to the 2018 Beef Improvement Federation Convention hosted June 20-23 in Loveland, Colo. He suggested that cattle feeders need to look at efficiency differently.

Michael Genho, director of feedyard business for Elanco Animal Health.

Genho cited a business dictionary definition of economic efficiency as, "the comparison of what is actually produced or performed with what can be achieved with the same consumption of resources (money, time, labor, etc.)." That means what is actually produced must be compared with optimal production.

"I would submit that common feedyard efficiency metrics don't do that," said Genho, calling feed conversion ratio the most common efficiency measure. He explained that feed conversion does not account for costs or the value of what is produced.

"It fails to look at what's optimal, not answering the question, 'efficient compared to what?'" added Genho.

Noting the current practice of feeding cattle to very heavy market weights, Genho acknowledged the reason is to take advantage of marginal profit opportunity. But is it efficient? Genho cited Elanco feedyard data suggesting that it has a negative impact on feed required per pound of carcass weight gain — not live weight gain, but carcass weight gain. The data shows a 20-year trend toward worsening feed conversion among feedyard steers.

Genho believes that many cattle are reaching an optimal end point before managers realize it. Some cattle feed better than expected, hitting their end point earlier than projected. Therefore, those cattle are not managed effectively for efficiency.

Suggesting a goal of optimal days on feed, Genho said a better end-point metric is empty body fat (the percentage of body fat in a carcass) calculated from back fat, hot carcass weight, ribeye area and marbling score. Genho said cattle lot averages for empty body fat range from near 27% to 32%. However, there is "a boatload" of variation among animals within a lot.

"There is a ton of opportunity to improve feed efficiency, but we need to measure it in terms of what is optimal," stated Genho. "We need to focus on optimal end point."

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## Fall 2018 BCIA Bull and Heifer Sale

The Fall BCIA bull and heifer sale will be held on Thursday November 8. We currently have consignments of Angus bulls, Charolais bulls, and registered Angus heifers from Vista Farms, Thames Angus Farm, Gary Powell, Lance Ball, and Phillip Slay.

The 2018 Fall BCIA Bull and Heifer Sale will be held on Thursday November 8, 2018 at the Hinds Community

College Arena in Raymond.

We still have a little room to accept a few more nominations. The form can be found at [extension.msstate.edu/beef](http://extension.msstate.edu/beef). If you have animals that fit the criteria, and are interested in consigning, please contact us ASAP ([brandi.karisch@msstate.edu](mailto:brandi.karisch@msstate.edu) or 662-325-7465) and let us know. Catalog deadline is October 3rd.



# NORTH MISSISSIPPI BEEF EXPO

## PLEASE JOIN US FOR THE 2018 NORTH MISSISSIPPI BEEF EXPO

OCTOBER 26, 8:00 A.M., BATESVILLE CIVIC CENTER  
290 CIVIC CENTER DRIVE, BATESVILLE, MS 38606

8:00- Registration

9:00- Gene Lowery

*“Preparing Cattle for the Feedlot Stage”*

9:45- Dr. Jason Banta: Nutrition

*“Pre-Weaning and Pre-Conditioning”*

10:30- Break and Trade Show

11:00- Dr. Amelia Woolums: Stocker Health

*“Disease Diagnosis and Prevention”*

11:45- Lunch and Trade Show

12:45- Andy Berry: MS Cattlemen’s Association

1:15- Producer Panel



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For more information, contact Lance Newman at [lance.newman@msstate.edu](mailto:lance.newman@msstate.edu) or 662-832-4586.

# September 2018 – Management Calendar

## GENERAL

Determine winter supplementation needs based on forage situation. Plan winter grazing and feeding programs evaluating cool-season pasture options and by-product commodity alternatives. Watch commodity prices, and purchase supplemental feed for winter as appropriate. Take inventory of hay, and forage test each hay cutting if not already tested. 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. Graze or clip pastures closely where winter annuals will be overseeded before planting. Watch for armyworms, and plant and fertilize cool-season forages. Apply lime as needed. 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. 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—January, February, March

Pregnancy check herd females 60 to 90 days after the end of the breeding season and identify and cull less productive or problem cattle. Wean calves based on market and

pasture conditions using weaning strategies that minimize calf stress. Implement a nutritional program to get thin cows in proper body condition before next calving. Weigh calves and calculate adjusted weaning weights and ratios. Assess weaning percentage (calves weaned/cows exposed to breeding) and cow efficiency (calf weight/cow weight). Identify and cull bulls that have sired calf groups that are well below the herd average for growth performance and carcass traits. Seedstock producers should send weaning records to breed associations for processing. Implement calf preconditioning, marketing, or retained ownership plans as appropriate considering seasonal price risks and breakevens on calves.

## FALL CALVING—October, November, December

Prepare for fall calving separating the cow herd into calving and nutritional management groups. Cows need to be in moderately good condition prior to calving. Assemble calving supplies including calf identification tags and obstetric equipment. Move fall-calving heifers and cows close to handling facilities and observe cattle frequently. After calving, plan to move cow-calf pairs to clean pasture. Consult with a veterinarian for scheduling pre-breeding vaccination needs. Weigh yearling cattle and calculate adjusted weights and ratios. Prepare for herd sire selection and procurement.

## Contact Information:

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 Phone: 662-325-7465

## Find us on Social Media:

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## 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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