

Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



Upcoming events:

- **January 10—Nomination Deadline, Mississippi BCIA Spring Bull Sale**
- **January 31—Mississippi Farm Bureau Federation Winter Commodity Conference, Hilton Hotel, Jackson, MS**
- **February 1—Mississippi BCIA Annual Membership Meeting, Regency Inn, Jackson, MS, 1:00 P.M.**
- **February 1-2—Mississippi Cattlemen's Association Annual Convention and Trade Show, Regency Inn, Jackson, MS**
- **March 6—Mississippi BCIA Spring Bull Sale/ Hinds Bull Test Sale, Hinds Community College Bull Sale Facility, Raymond, MS, 12:00 noon**

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Mississippi BCIA 2007 Fall Bull Sale Results

The Mississippi Beef Cattle Improvement Association recently wrapped up another successful Fall Bull Sale. It featured 35 performance-backed bulls from breeders across the state. Thank you to all of the consignors and buyers for supporting the Fall 2007 Mississippi BCIA Bull Sale.

The top-selling 2-year old lot was TAF Authority 6385, an Angus bull. TAF Authority 6385 was consigned by Thames Angus Farm of Monicello, Mississippi and sold for \$2,450 to Dennie Rials of Foxworth, Mississippi. The high-selling yearling bull was MSU New Design S182 from the Mississippi Agricultural and Forestry Experiment Station in Mississippi State, Mississippi. This yearling Angus bull sold to Pete Armstrong of Tupelo, Mississippi for \$1,950.

Other breeders selling bulls in the BCIA sale included Carson Farms, Ingram Cattle Co., Inc, Jones Angus Ranch, Kiani Angus, Loveless Homeplace Angus, Monogram Farms, Sedgewood Plantation, Smith Farms, Smith Gelbvieh Farms, Unity Creek Farm, WP Angus Farm, and Woods Angus. Sale receipts on thirty-five bulls totaled \$59,775 for a sale average price of \$1,708. One bull sold over interactive video to the Verona, Mississippi distance bidding site.

All breeds—35 bulls
Gross receipts—\$59,775
Average price—\$1,708
High-selling lot—\$2,450

Angus—28 bulls
Gross receipts—\$49,650
Average price—\$1,773
High-selling lot—\$2,450

Charolais—2 bulls
Gross receipts—\$3,050
Average price—\$1,525
High-selling lot—\$1,550

Hereford—1 bull
Gross receipts—\$1,500
Average price—\$1,500
High-selling lot—\$1,500

Balancer—1 bull
Gross receipts—\$1,200
Average price—\$1,200
High-selling lot—\$1,200



Buyer appreciation is extended to: Pete Armstrong, Allen Ball, Heath Britt, Russell Canada, Castle Farms, Lamar DeLoach, Faulkner Farms, Jimmie Hill, John M. Kimbrough III, T. R. Laird, Lou-Jen & Sons, Greg McAlister, Tony McDaniel, Matthew McNair, Oscar Moore, M&M Farms, Dennie Rials, Bobby Rhodes, Bobby Tillman, F. M. Tindall, Kendall Traxler, Wayne Thorn, and Willow Bottom Farm. Thanks also goes out to our friends at Hinds Community College for help both in hosting and conducting the sale.

Mississippi BCIA looks forward to another successful bull sale in Raymond on March 6, 2008 as the new Spring BCIA Bull Sale and Hinds Community College Bull Test Sale partnership begins. 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 10, 2008. Bull sale rules and nomination forms are available on the BCIA website or by contacting a local Extension office.

Make Plans to Attend MBCIA Annual Membership Meeting



The MBCIA Board of Directors poses for a picture after its November Board meeting

Mississippi BCIA will hold its annual membership meeting on Friday, February 1, 2008 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. Trent Smith, Beef Cattle Geneticist with the MSU Animal and Dairy Sciences

Department, speaking on "Making Sense of DNA Markers."

Educational presentations at the MCA convention will begin at 1:00 p.m. on Friday, February 1 and continue through Saturday, February 2. For the complete schedule of events, call the Mississippi Cattlemen's Association at (601) 354-8951.

MBCIA Annual Membership Meeting

**Friday, February 1, 2008, 1:00 p.m.
Regency Inn, Jackson, MS**

Bovine Viral Diarrhea Virus Noted as National Concern

BOVINE VIRAL DIARRHEA VIRUS

This common virus (BVDV) affects a majority of the nation's cow herds. In many herds, cattle may be infected with and be carriers of BVDV even though they exhibit no outward signs of sickness. These cattle are persistently infected (PI) and can infect herd mates through secretion of bodily fluids.

Persistently infected animals are approximately 10 times more likely to become chronically ill and realized than non-PI animals and are approximately 10 times more likely to die than non-PI animals. If an ani-

mal's immune system is compensated (during stressful periods), they are more susceptible to acquire the infection.

Reducing commingling between herds, utilizing an effective vaccination program, testing and separating PI cows from the healthy herd, and knowing the health regimen of cows before introducing them into the core herd can all decrease the spread of BVDV.

Source: Field, T. 2007. Priorities First: Identifying Management Priorities in the Commercial Cow-Calf Business

Centralized Ultrasound Scanning Sites Now Include Heifers

In the past Mississippi BCIA sponsored and endorsed centralized sites for ultrasound body composition scanning of prospective MBCIA bull sale consignments. At the November 2007 MBCIA Board of Directors meeting, the Board took action to expand ultrasound scanning opportunities to all beef cattle including bulls that will not be marketed through MBCIA sales and heifers.

Mississippi BCIA members are encouraged to take advantage of the expanded centralized ultrasound scanning opportunities offered through BCIA. Scanning is being of-

fered by appointment only. Scanning fees are \$15 per head and cover scanning costs and image processing. To participate in one of the central ultrasound scanning sites, contact Rhonda Vann at (601) 857-5952. Scanning locations, dates, and other details are available by contacting Dr. Vann.

Breeders interested in finding a technician and scanning cattle on their own farms can locate a UGC certified ultrasound technician by contacting Mississippi BCIA or by going to msucare.com/livestock/beef/mbcia.

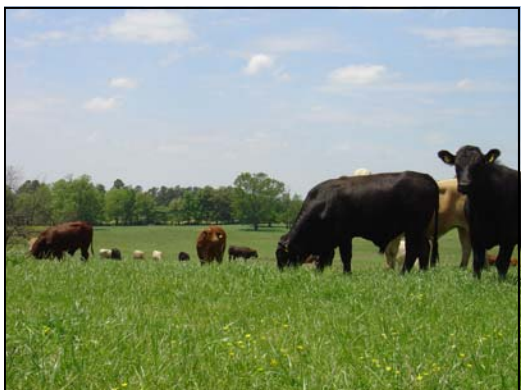
"...Mississippi BCIA members are encouraged to take advantage of the expanded ultrasound scanning opportunities."

National Stocker Survey Underway



BEEF magazine teams with 12 universities on National Stocker Survey

A majority of fed cattle spend some portion of their lives putting on pounds beyond the ranch of origin and before the feedlot. Yet, there's never been a national effort to benchmark and characterize the management practices and challenges of stocker operators and backgrounding operations. That's why 12 Land Grant Universities are collaborating with Penton Media's *BEEF* magazine to conduct the nation's first National Beef Stocker Survey.



"The stocker and backgrounding segments have always been critical to the overall success of the beef industry. And the structural changes brought about by higher grain prices and input costs make these segments even more critical. Thus, the information provided by this survey is essential to characterize management practices and identify opportunity on a national basis," says *BEEF* magazine's Wes Ishmael.

Dale Blasi, beef stocker specialist at Kansas State University (KSU), a participating institution, adds that the survey will help bench-

mark this segment of the industry for individual operations, collective regions and the industry as a whole. "The survey results will also identify critical needs and areas of management that can enhance profitability within the stocker segment," he adds, "and help all of us charged with serving the stocker and backgrounding industries serve them more effectively."

BEEF magazine mailed the National Beef Cattle Stocker Survey Oct. 23 to an extensive list of stocker and backgrounding operations representative of the segment's size and geography. However, producers who don't receive a survey in the mail are encouraged to participate online at: <http://www.snap-surveys.com/prismb2b/grau/NSSAlt/ntlstkr07alt.htm>

Jason Sawyer, Texas A&M University stocker specialist, says all individual data will be kept in strict confidence.

The participating institutions include: Auburn University, Iowa State University, Kansas State University, **Mississippi State University**, North Carolina State University, Oklahoma State University, South Dakota State University, Texas A&M University, University of Florida, University of Missouri, University of Nevada, and Western Kentucky University.

The Mississippi State University contact for the National Stocker Survey is Dr. Justin Rhinehart, jrhinehart@ads.msstate.edu or (662) 325-7465. The MSUcares website now features a page dedicated to stocker cattle: msucares.com/livestock/beef/stocker.html The page includes the link for the National Stocker Survey.

"...The stockering and backgrounding segments have always been critical to the overall success of the beef industry."



Forage-based stocker programs are common in Mississippi

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



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the basis of race, color, religion, national origin, sex,
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 payable to
Mississippi BCIA should be mailed to:

Mississippi Beef Cattle Improvement Association
Jane Parish, Extension Beef Specialist
Box 9815, Mississippi State, MS 39762

BCIA Genetic Profit Tips – December 2007

Merchandising for Seedstock Producers

Effective merchandising depends on the integrity of the breed and breeder, coupled with a clear description of the products that are to be sold. Seedstock producers with comprehensive and accurate production records that are presented in a concise and informative manner have a valuable resource for use in the sale of animals. Credibility of the records is enhanced if the herd has a sound, progressive management program. It is becoming increasingly important to provide EPDs on several traits for effective merchandising. Seedstock customers rely on this information to assist them in making appropriate decisions.

Because the seedstock producer is selling a genetic “package,” he/she must provide estimates of genetic merit for traits of interest to the customer. Whenever available, EPDs and their respective accuracies should be provided on each bull offered for sale. If EPDs are not available, ratios of adjusted performance measures may suffice. Promoting bulls with actual and/or adjusted individual performance information can be misleading, especially if contemporary group information is withheld or unknown. Performance pedigrees from breed associations can be helpful tools in promoting specific animals. They allow for the complete disclosure of information, including ancestry, as sanctioned by an official organization. Seedstock breeders should provide, at a minimum:

1. Adjusted birth weight, ratio, and EPD/ACC
2. Adjusted 205-day weight, ratio, and EPD/ACC

3. Adjusted yearling weight (365, 452, or 550 day weight), ratio, and EPD/ACC
 4. Number of contemporaries at weaning and yearling
 5. Sire
 6. Maternal grandsire
 7. Breed (or percentages of ancestral breeds)
- If EPDs are available for other economically relevant traits, they should be provided as well.

Seedstock breeders should assist their customers with purchasing decisions. Some customers may need only the information on each animal before they are ready to make a purchase. However, some customers may appreciate a more service-oriented seedstock supplier. As the number of available EPDs increases, buying decisions become more complex. In order to assist the buyer with complex decisions, the seedstock provider should:

1. Consider the production goals of the customer.
2. Match seedstock to the buyer's current cow herd.
3. Recommend specific animals for purchase.
4. Justify the recommendations in terms of genetic improvement.

This type of service requires good communication between buyer and seller. The buyer may not be able to clearly describe his/her environment or cow herd. Therefore, the seller must ask specific questions and, if possible, visit the potential customer. This type of relationship may increase the number of repeat customers for the seller.

Source: Beef Improvement Federation. 2002. Guidelines for Uniform Beef Improvement Programs, 8th ed.