

# Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



## Upcoming events:

- June 29—North MS Grazing School, Verona, MS
- August 6—Homeplace Producers Feeder Calf Board Sale, Hattiesburg, MS
- August 10—Deep South Stocker Conference, Meridian, MS
- September 1—MBCIA Fall Bull Sale nomination deadline
- September—Beef Cattle Economics Learn at Lunch sessions
- October 25-27—Artificial Insemination School, Mississippi State, MS
- November 8—MBCIA Bull and Heifer Sale, Raymond, MS
- November 9—South MS Grazing School, Meadville, MS
- November 15—Improving Calf Value Short Course, Starkville, MS

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## Mississippi MarketMaker™ Website: A Direct Marketing Tool

[ms.marketmaker.uiuc.edu](http://ms.marketmaker.uiuc.edu)

The Mississippi MarketMaker™ website is a market planning tool for direct marketers. MarketMaker™ is a comprehensive interactive database of food industry marketing and business data. It is one of the most extensive collections of searchable food industry data in the country. And its free for all to use. Beef producers and consumers can use this website to connect to one another to sell and buy local foods. Many Mississippi producers are already included on the MarketMaker™ website.



Welcome to MarketMaker Mobile!  
Use this application to find farmers, fisheries, and other food industry businesses near you.

Search by Business Type

Search by Business Name

Change Location



The Resource Center at provides online tutorials to help in getting started using MarketMaker™. These tutorials include an introduction to MarketMaker™, a website tour, a training on how to register a business, and a demonstration on how to search for a specific demographic market in which to sell products. The Resource Center webpage is [ms.marketmaker.uiuc.edu/main/resource\\_center](http://ms.marketmaker.uiuc.edu/main/resource_center).

The Mississippi State University Extension Service also publishes weekly newsletters focusing on Mississippi MarketMaker™. These newsletters are available online at [msucare.com/newsletters/marketmaker/](http://msucare.com/newsletters/marketmaker/).

There is even a mobile version of the Mississippi MarketMaker website. It can be found at [ms.foodsearcher.com](http://ms.foodsearcher.com) using a web browser on a mobile device.

## Did you know?

In Mississippi, the value of home consumption from cattle production exceeded \$6 million in 2011, a \$1.2 million increase from 2010.

## Grazing School—June 29 at Verona



The grazing school is an excellent opportunity to gain information to use on the farm in fine tuning forage systems

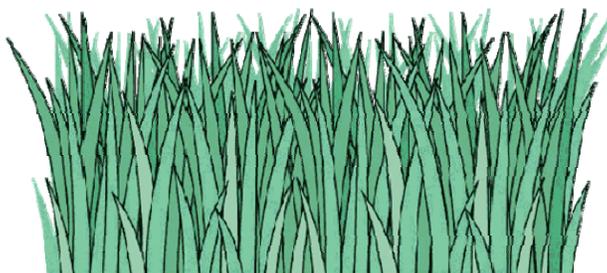
The 2012 North Mississippi Grazing School will take place on Friday, June 29, 2012 at the North Mississippi Research and Extension Center in Verona, MS. Registration begins at 7:30 a.m. with the program beginning at 8:00 a.m and ending at 4:30 p.m.

Topics will include:

- Rotational Grazing Demonstration
- Electric Fencing
- Financial Assistant Programs for Grazing
- Management
- Weed Control
- Nutrient Management
- Animal Nutrition
- Hay and Beef Cattle Marketing

This is a free event, but seating is limited to 80 participants. Advance registration is required by June 18, and it is on a first come, first serve basis. Contact Dr. Rocky Lemus (662) 325-7718 or Ms. Tammy Scott (662) 325-2701 for more information. Registration can be completed online or printed from the website:

[msucare.com/crops/forages/grazingschool/](http://msucare.com/crops/forages/grazingschool/)



## Beef Cattle Producer Survey Results—Benchmarks

Following up last month’s introduction in the MBCIA newsletter to the recent Mississippi and Southeast U.S. beef cattle producer survey results, this month benchmarks from the survey are highlighted. These benchmarks give producers information with which to compare their own numbers to

see how close or not they are to what others in beef production are achieving in this area. The other Southeastern U.S. states represented in the responses included Alabama, Arkansas, Florida, Georgia, Louisiana, North Carolina, South Carolina, and Tennessee.

*What is your low, average, and high cow herd pregnancy rate as a percent (for example, if 45 cows are diagnosed pregnant out of 50 total cows, the pregnancy rate is 90%)?*

Beef Cattle Producer Location		
Cow Herd Pregnancy Rate Category	Mississippi (n = 41)	Other Southeast U.S. states (n = 58)
Low	81.7%	78.7%
Average	89.4%	88.4%
High	95.2%	95.5%

### Producer Survey Results (Cont.)

*What is your low, average and high calf death loss at birth as a percent (calves still born or that perish within 24 hours of birth)?*

Calf Death Loss at Birth Category	Beef Cattle Producer Location	
	Mississippi (n = 43)	Other Southeast U.S. states (n = 48)
Low	0.8%	0.9%
Average	2.1%	2.6%
High	5.8%	5.0%

*What is your low, average, and high herd weaning rate as a percent (for example, if you wean 40 calves and own 50 cows, your weaning rate is 40 divided by 50 = 80%)?*

Herd Weaning Rate Category	Beef Cattle Producer Location	
	Mississippi (n = 41)	Other Southeast U.S. states (n = 47)
Low	83.2%	82.2%
Average	90.3%	89.0%
High	95.3%	94.8%

*What is your average calf weaning age in months?*

Calf Weaning Age in Months	Beef Cattle Producer Location	
	Mississippi (n = 61)	Other Southeast U.S. states (n = 75)
Average	6.7	6.7

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Send questions or comments to  
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Mississippi State University Extension Service

*Joe Parish*

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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

## Delivering Genomics Technology to the Beef Industry

The National Beef Cattle Evaluation Consortium recently published a white paper titled, "Delivering Genomics Technology to the Beef Industry." The summation from that paper appears below. To read the complete paper or view information about other beef cattle genetics hot topics, go to [www.nbcec.org/producers.html](http://www.nbcec.org/producers.html). Slides from the full March 2012 symposium on delivery of genomic technology are also available for viewing at [www.nbcec.org/workshops/](http://www.nbcec.org/workshops/).

"There is significant research underway to develop genomic tests for various economically-relevant traits of importance to the beef industry. As genomic testing becomes more comprehensive and encompasses a larger number of traits, it will provide a selection tool for traits where no other information or selection criteria exist. There are many economically-relevant traits in this category including efficiency of feed utilization by the cow herd and growing animals, fertility, disease resistance and many other traits that have both a genetic component and economic relevance.

With an expanding number of EPDs being available to beef producers for selection decisions, multiple-trait selection indexes will need to be developed (and adopted) to appropriately weight these traits that influence the profitability of beef cattle production. Selection indexes provide an economic evaluation of the genetic differences among sires, and an objective way to determine likely differences in the profitability of progeny of different sires. In contrast to the

swine, poultry, sheep, and dairy cattle industries, in which economic indexes are a critical component of selection strategies, the U.S. beef industry has made limited use of selection indexes. Some breed associations have produced and published generalized indexes for their breeders, but details concerning the criteria and relative economic weights are not readily available in some cases. Development of tools for the selection of additional traits will necessitate the need for more comprehensive selection indexes that include all of the economically-relevant traits of importance to U.S. beef production systems.

The use of any tool to make selection decisions that is less than 100% accurate is a practice in risk management. As advancements continue to eliminate the "unknown" part of genetic evaluations then those risks are continuing to be reduced. When utilized responsibly a tool without error is a good thing, but in the case of abuse or misuse mistakes can be greater and occur at a faster pace. By establishing sound breeding objectives with a focus on profitability these potential pitfalls can be avoided."

National Colorado State University-Cornell University-University of Georgia-Iowa State University  
**Beef Cattle Evaluation**  
Consortium