The Mississippi Beef Cattle Improvement Association wrapped up its 6th Annual Spring Bull Sale on March 7, 2013. The MBCIA Spring Bull Sale was held in conjunction with the Hinds Community College Bull Test Sale in Raymond, MS. The MBCIA Sale featured 27 performance-backed bulls and 8 bred heifers from breeders across the state, while the Hinds Bull Test Sale featured 47 bulls. Thank you to all of the consignors and buyers for supporting these Spring 2013 cattle sales.

The top-selling lot was CF CC-7 111, an Angus bull. This bull was consigned by Brad Cooper of Cooper Farm in Potts Camp, MS and sold for $7,250. Other breeders marketing bulls in the Hinds Test sale included Blackberry Farms, Diamond S Farm, Double C Farm, Fitch Brothers Charolais, JH Graydon Farm, The John B Ranch, Kea Angus, Monogram Farms, Patricks Cattle Ranch, Thames Angus Farms, and Yankee Cutoff Angus Ranch. In the MBCIA sale consignors included Monogram Farms, Gaines Farms, Kiani Angus, Southern Shine Pastures, Smith Gelbvieh Farms, Thames Angus Farms, and Woods Angus.

All breeds—74 bulls
Gross receipts—$199,600
Average price—$2,697
High-selling lot—$7,250

Angus—64 bulls
Gross receipts—$170,500
Average price—$2,664
High-selling lot—$7,250

Charolais—6 bulls
Gross receipts—$15,500
Average price—$2,583
High-selling lot—$3,500

SimAngus—4 bulls
Gross receipts—$12,000
Average price—$3,050
High-selling lot—$3,000

Bred Heifers—8 heifers
Gross receipts—$14,550
Average price—$1,819
High-selling lot—$2,050

Appreciation is extended to the many buyers who helped make these sales a success. Thanks also goes out to our friends at Hinds Community College for help both in hosting and conducting the sale. The Hinds Community College Agriculture Club served the hamburger meal prior to the sale.

Mississippi BCIA looks forward to another successful sale in Raymond, Mississippi on November 14, 2013. Breeders interested in nominating bulls or bred heifers to the Fall BCIA Sale should complete and submit nomination forms to the MBCIA office by September 15, 2013. Sale rules, nomination forms, and other information on Mississippi BCIA are available on the BCIA website at: msucares.com/livestock/beef/mbcia or by contacting 662-325-3516.

The Hinds Community College Bull Test is a 112-day feed-based gain performance test held annually at the Bull Test Station in Raymond, Mississippi. The Bull Test sale is held each year on the first Thursday in March in conjunction with the Mississippi BCIA spring bull sale. Contact Kenny Banes at 601-857-3351 for information on the 2013-2014 Hinds Community College Bull Test.
Mississippi BCIA Elects Board of Directors for 2013

At the Mississippi BCIA annual membership meeting in Raymond on March 6, 2013, attendees enjoyed a meal sponsored by DuPont Range and Pasture and an educational program on Trichomoniasis presented by Dr. David Smith of the MSU College of Veterinary Medicine.

A new Board of Directors was nominated and approved. The Board is comprised of slots representing a variety of groups and individuals involved in MBCIA. These slots are allocated based on the by-laws adopted at the 2003 annual membership meeting.

The 2013 MBCIA Board of Directors consists of the following individuals:

**Commercial Producers**
- Gary Tanner (Term expires 2014)
- Danny Martin (Term expires 2015)
- Peter Pattridge (Term expires 2015)
- Ron Woods (Term expires 2016)

**Purebred Producers**
- Mike Howell (Term expires 2014)
- John White (Term expires 2015)
- Tony Thames (Term expires 2015)
- Don Sims (Term expires 2016)

**Mississippi Cattlemen’s Assoc. Exec. VP**
- Sammy Blossom

**Mississippi Cattlemen’s Assoc. President**
- Jacob Megehee

**MSU Animal and Dairy Sciences Department**
- Trent Smith

**Extension Animal Scientist**
- Daniel Rivera

**Area Extension Agent**
- Lance Newman

**Hinds Bull Test Station**
- Kenny Banes

**South Mississippi Forage Bull Test**
- Richard Hay

**Past Presidents of Mississippi BCIA**

**Locations of BCIA sponsored sales**
- Rhonda Vann

**Officers (Terms expire 2014)**
- President
  - Doug Preuss
- Vice-President
  - Jimmy Ray Parish
- Secretary
  - Jane Parish
- Treasurer
  - Brandi Karisch

Mississippi BCIA appreciates the service and dedication of the 2012 Board of Directors.

Global Webinar Set for April

An International Beef Cattle Production webinar series will be online in April. Join it at 6:00 pm CDT on Tuesdays during April. Each session will include a 45-minute presentation about beef cattle production as well as 15 minutes for questions from participants.

The registration fee is $10.00 per person. This webinar will be offered via Blackboard Collaborate. Kalyn Waters, SDSU Extension Cow/Calf Field Specialist, will email the participation link and instructions to registered participants. Please allow 3 business days to receive this email.

http://igrow.org/product/international-beef-cattle-production-webinar-series/
2013 Beef Improvement Federation Convention Ahead

BIF Annual Convention
Oklahoma State University, in collaboration with the Beef Improvement Federation (BIF), will be hosting the 45th Annual Beef Improvement Federation Research Symposium and Meeting.

BIF is an organization dedicated to coordinating all segments of the beef industry, from researchers and producers to retailers, in an effort to improve efficiency, profitability, and sustainability of beef production. BIF was initiated almost 70 years ago to encourage the use of objective measurements to evaluate beef cattle. Continuing the tradition, BIF is now the clearing house for developing standardized programs and methodology for recording of performance data for all traits from birth weights to carcass traits. Their three leaf clover logo symbolizes the link between industry, extension and research.

BIF 2013 Location and Dates
The 2013 BIF convention will be held in Oklahoma City from June 12-15, 2013, at the Renaissance Hotel and Convention Center. It will be a forum bringing together industry professionals, producers, and researchers to discuss current issues facing the beef industry. The schedule boasts an interesting array of speakers, socials, and tours that promise to be exciting and informative.

BIF 2013 General Session Topics
♦ Crossbreeding: Considerations and Alternatives in an Evolving Market
♦ Situations Where Crossbreeding is an Effective Tool for Beef Production
♦ Crossbreeding or Straight Breeding: How Does the Choice Impact Consumer Satisfaction?
♦ Breed Utilization and Production Efficiency
♦ That’s Nice, but I Raise Cows
♦ Addressing Cowherd Efficiency in a World of Mixed Messages for Producers: Matching Production Levels to Environmental Conditions
♦ Bad News: They’re all Carriers of Something – Understanding the Impact of Broken Genes in the Beef Business
♦ Do We Raise Cattle or Bugs? Exploring the Symbiotic Relationship Between Cattle and Microbes

Northern Oklahoma Tour
♦ Oklahoma State Food and Agriculture Products Center
♦ Oklahoma State Willard Sparks Beef Research Center
♦ M&M Charolais
♦ Pollard Angus
♦ Chain Ranch

Southern Oklahoma Tour
♦ Historic Oklahoma City Stockyards
♦ Raber’s Saddlery
♦ Noble Foundation
♦ Stuart Ranch

Special features include a night out at the National Western Heritage Museum and Cowboy Hall of Fame featuring live music and museum tours. We are anticipating a large turnout and hope that all of you will be there to promote the rich history and spirit of Oklahoma beef production.

BIF 2013 Registration and Lodging
You can see the complete schedule and register for the convention by visiting the Oklahoma State extension website (http://beefextension.com/Genetics) and using the BIF registration links. Early registration is $250 and ends April 15, after which time registrations will still be accepted at a higher price.

Hotel rooms at the headquarters can be reserved in the BIF block at a reduced rate by contacting the hotel directly at (405) 228-8000. Additional rooms at the same rate are available at the Courtyard Mariott by calling (405)232-2290. We hope to see you there!
Understanding QR Codes

QR codes, or quick response codes, are popping up all over the place. They are showing up on the back of my bills, business cards, and even the church bulletin! QR codes are those squares containing three large black boxes on the perimeter of the square and many smaller black boxes within the square. The smaller boxes can form either a random pattern or an actual image.

So what’s the fuss about QR codes? The neat thing about them is that they save time. They give you the ability to go directly to a website, access account information quickly or benefit from store promotions. Most Smartphones have a barcode scanner application on them. Simply open the barcode scanner application and hold the camera on your phone over the QR code. A window will appear with a red line running down the center. At this point, a bunch of things happen between your phone and the QR.

QR codes work something like this: the barcode sensor creates an analog signal; a converter changes that analog signal to a digital signal; a decoder converts it to a format your phone recognizes and voila, you are looking at the information tied to the QR code on your phone.

QR codes are great if you have big fingers or just bumble when typing in a website address or a person’s contact information. They give you the ability to scan and upload information easily. They are helpful at conferences and other events where people do not have time to write down much information, or they can even be used at a daycare center to make sure the child is going home with the right person or to keep track of medicines and allergies.

The chance of people actually using your QR code increases dramatically if you give them a reason to use it. After all, you want them to visit your website, Facebook page or YouTube video so you can get their contact information or increase your sales. For example, if I had a booth at a conference, I would make sure people had to scan the QR code to see if they had won a prize. A restaurant could use the QR code to offer a discount…but include their full menu as well.

QR codes are easy to generate and are usually free. Sites such as http://qrcode.kaywa.com/, http://www.qrstuff.com/, or http://redlaser.com/application/qrcodes/ give you the ability to create your own QR code. Once created, you can save it for later use or copy and paste it into documents such as brochures, postcards, posters or advertisements.

QR codes can be beneficial if use correctly. Consider the target audience and what information would be most useful to them. You get one shot to make the QR code relevant and useful to your audience. Be sure to give them a reason to scan your code.

Source: Mariah Smith, MSU Extension Service