



M I S S I S S I P P I

BCIA

BEEF CATTLE IMPROVEMENT ASSOCIATION

- Sept. 19 – Beef Quality Assurance- Alcorn County Extension Office, Corinth
- Sept. 20 – Beef Quality Assurance- Town Creek Farms, West Point
- Sept. 29 – Beef Quality Assurance - Livestock Producer’s Sale Barn, Tylertown
- Oct. 1 – Prairie Research Unit Fall Beef Cattle Field Day, Prairie
- Oct. 4 – Beef Quality Assurance - Southeast Mississippi Livestock, Hattiesburg
- October 27 – Cattlemen’s College, Hattiesburg
- October 28 – Cattlemen’s College, Batesville
- November 10 – BCIA Bull and Heifer Sale, Raymond

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Bull Market Outlook

What is the bull and replacement heifer market going to do this fall? That is a question I get asked almost weekly. My classic Extension answer is: “it depends”. In all reality, it really is a perfect answer, because the replacement heifer and bull market depends on many factors including: the feeder calf market, the number of cows and bulls going to slaughter, and pasture/hay availability.

While the feeder calf market is drastically less than it was last year, most southeastern cow/calf producers should be able to generate profits, based on analyses by University of Florida beef economist, Chris Prevatt. The value of replacement breeding animals in 2014-2015 was heavily influenced by the feeder calf market. For example, in the 2015 Homeplace Feeder Calf Board Sale, 800 pound steers sold for 201 cwt, equating to over \$1,600.00 per head as yearling calves. I know of my farm, we steered almost every bull calf born during that time period.

During 2013-2015, many producers retained or purchased replacement females. In fact, some economists predict that expansion of the United States cow herd will continue through 2018. As the hype of a record setting market increased, many farmers replaced their herd sires with new, potentially better bulls as they retained heifer calves. The laws of supply and demand will play a major factor in

determining the value of breeding stock.

The value of replacement females this fall will also largely depend on grass, hay, and supplement availability. Vitaferm has released a handy tool that has a table for nutrients, reported price and a value grid. You can find the Vitaferm feed barometer at: <http://goo.gl/HbDyr7>.

I tend to think that the industry will revert back to 2009-2012 values of replacements and herd sires. While these prices aren't quite as high as what we experienced in 2013-2015, this current market is not doom and gloom. I think breeding stock producers should be able to make a profit if they are able to control their input costs. Remember, it pays to have quality.

Fall BCIA Nominations

The 2016 Fall BCIA Bull Sale will be held on November 10, 2016 at the Hinds Community College Arena in Raymond. At the Spring board meeting, the BCIA directors passed a resolution that requires a minimum of 50 head to be consigned for BCIA-sponsored sale. For the fall sale, this can be a combination of bulls and heifers. Nominations are due by September 15th. The form can be found on the MSU extension website at www.extension.msstate.edu/beef. If you have animals that fit the criteria, and are interested in consigning, please contact us and let us know.

Beef as a consumer-driven food business:

Changing Perspectives from Cattle to Food Production

by Troy Smith, field editor—Angus Media

MANHATTAN, Kan. (June 15, 2016) — For most beef cattle producers, “reality” is comprised of what’s happening on and near their own farms and ranches. Reality is something different for a great majority of consumers. They see things from different perspectives. Cattle producers need to become more in tune with how consumers view beef and the ways it is produced. That’s reality.

John Stika, president of Certified Angus Beef LLC (CAB), shared that message with the audience gathered in Manhattan, Kan., for the 2016 Beef Improvement Federation (BIF) Annual Meeting and Symposium. The conference’s opening general session focused on opportunities for beef industry participants to become more efficient and more profitable. With that in mind, Stika stressed the fact that the only source of new money for the beef industry comes from beef-buying consumers.

Said Stika, “Consumers respond by spending real dollars; sending real signals indicating their preferences.”

He explained the approach taken by quality-focused companies, like CAB, calling it a pull-through strategy that strives to exceed customer expectations and build repeat business, thus benefiting all segments of the supply chain by strengthening demand for the product.

According to Stika, it’s to the industry’s advantage that a majority of consumers inherently like the taste of beef and are willing to pay for what they really like. He noted, however, that consumer purchases are influenced by price, relative to value. They will spend more for a product perceived to deliver more value for the money.

Stika said supplies of cattle qualified for the *Certified Angus Beef*® (CAB®) brand have grown, increasing total pounds of CAB product, which has sold at increasingly higher prices.

“Consumers perceive value relative to price and demand has grown,” said Stika. “When supplies and price increase at the same time, it puts you in a strong position.”

Stika said CAB is one of some 180 branded programs to focus on high-quality beef, and he believes this has helped drive increased production of carcasses grading USDA Choice or better.

Commenting on the growing consumer interest in where and how food is produced, Stika said that while many consumers may be naïve and not have a practical understanding of production practices, they are not stupid.



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“They want to understand what we do and why, but consumers won’t blindly accept what they are told,” warned Stika, advising producers to be transparent and to engage with consumers, but to avoid responding to their questions and concerns with too much science. Buying beef is a decision that involves emotion, and producers are wise to remember that.

This article is reprinted with permission from www.BIFconference.com, the Angus Media's online coverage site of the 2016 Beef Improvement Federation Research Symposium and Annual Meeting.



2016 Homeplace Producers Feeder Calf Board Sale Results

The 9th annual Homeplace Producers Board Sale was held on August 1, 2016 at the Southeast Mississippi Livestock Auction in Hattiesburg, MS. Beef cattle producers from across the state marketed farm-fresh and assembled stocker cattle in 21 truck-load and partial load lots. The sale was broadcast live over the Internet by the Mississippi State University Extension Service. 450 viewers also watched the sale from the Facebook Live video on the Beef Extension page.

This sale was a collaborative effort among producers, livestock marketers, Extension, Mississippi Farm Bureau Federation, Mississippi Beef Cattle Improvement Association, and the Mississippi Cattlemen's Association. With this type of auction format, cattle are not present at the sale facility. Video clips and descriptions of each load are posted prior to the sale, and broadcast during the sale for prospective buyers. This type of auction offers both the buyer and the seller flexibility in arranging future delivery dates.

Approximately, 1,367 head of cattle were represented in 18 full loads and 3 partial loads varying in weight, type, and management.

The sale generated approximately \$1.33 million in total receipts. The cattle will be loaded at several different Mississippi locations through late October.

Sale Summary

The ninth annual Mississippi Home-Place Producers Feeder Cattle Board Sale was held at Southeast Mississippi Livestock Exchange in Hattiesburg, MS on Monday, August 1, 2016. 19 full loads and 2 partial loads varying in weight, type, and management were sold in 21 lots. Cattle were sold with a 2 percent shrink, unless otherwise noted, and a \$0.05 slide. On the mixed lots, heifers sold 10 cents back of the steers.

Feeder Steers: Bulk Medium and Large 1 and 2:

- 1 pot-load 550 lbs: 154.00;
- 2 partial-loads 700-799 lbs: 134.00-136.00;
- 6 pot loads 700-799 lbs: 140.00-142.25
- 2 pot-loads 800-899 lbs: 135.75-138.25

Mixed Feeder Steers and Heifers (steer prices listed):

- Bulk Medium and Large 1 and 2:
- 1 partial-load 600 lbs 135.00;
- 5 pot-loads 600-699 lbs 142.500-150.75;
- 3 pot-loads 700-799 lbs 138.00-141.50;

Feeder Heifers: Bulk Medium and Large 1 and 2:

- 1 pot-load 675 lbs:: 137.00;



Many producers and buyers attended the sale. Extension agents & staff took bids from prospective buyers, while the Animal and Dairy Science Department Head, Dr. John Blanton, filmed the sale for a Facebook Live event.

Thanks to all the consignors, organizers and leaders who helped make the 2016 Homeplace Producers Feeder Calf Board Sale a big success! You can view videos of the cattle on our YouTube channel below!

www.youtube.com/user/MSUBeefCattle



August 2016 – Management Calendar

GENERAL

Start planning winter grazing and supplementation programs, evaluating cool-season pasture options and by-product commodity alternatives. 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, and implement additional fly control methods as needed. Maintain a complete herd health program in consultation with a veterinarian including internal and external parasite control and vaccinations. Rotationally graze summer pastures, clipping overgrown pastures or harvesting excess for hay. Avoid grazing heavily nitrogen fertilized sudan-grass, 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 hay at 4-5 week intervals when possible 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. Continue good production and financial record keeping.

SPRING CALVING—January, February, March

Plan for fall cattle working by determining vaccination, deworming, and implant needs and acquiring supplies ahead of time. 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). Put a heifer development program in action to reach target breeding weights by the start of the next breeding season. Keep an eye on declining forage quality. Implement calf preconditioning, marketing, or retained ownership plans as appropriate considering seasonal price risks and breakevens on calves. Pregnancy check females and use effective culling criteria for less productive or problem cattle. Establish permanent identification (tattoos or brands) for bred heifers that will remain in the herd.

FALL CALVING—October, November, December

Start preparing for the upcoming fall calving season. Cows need to be in moderately good condition prior to calving. Purchase or assemble calving supplies including calf identification tags and obstetric equipment. Move fall-calving heifers and cows close to handling facilities and observe cattle frequently.




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Find us on Social Media:

 [www.twitter.com @MSUBeefCattle](http://www.twitter.com/@MSUBeefCattle)
 www.youtube.com/user/MSUBeefCattle
 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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