

Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



Upcoming events:

- April 2—Cattlemen's Exchange Feeder Calf Board Sale, Winona, MS
- April 11—Magnolia Beef and Poultry Expo, Raleigh, MS
- April 12—Beef Cattle Boot Camp, Mississippi State, MS
- April 19—Beef Cattle Boot Camp, Raymond, MS
- May 18—Mississippi/Louisiana Beef and Forage Field Day, Tylertown, MS
- June 12-15—Beef Improvement Federation Convention, Oklahoma City, OK
- August 5—Homeplace Producers Feeder Calf Board Sale, Hattiesburg, MS

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Mississippi BCIA—Hinds Bull Test 2013 Spring Sale Results

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—\$3,300

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: msucare.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 Baner at 601-857-3351 for information on the 2013-2014 Hinds Community College Bull Test.



The Mississippi BCIA Board of Directors met recently following the spring bull and heifer sale to conduct the Association's business

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 Patridge (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.

INTERNATIONAL
 Beef Cattle Production Webinar Series

SPEAKERS FROM
 ARGENTINA - AUSTRALIA - BRAZIL
 FRANCE - SOUTH AFRICA

SDSU
 Extension

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. Kalya 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 e-mail.

<http://igrow.org/product/international-beef-cattle-production-webinar-series/>

“...The International Beef Cattle Production Webinar includes renowned speakers from 5 foreign countries.”

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 Marriott by calling (405)232-2290. We hope to see you there!

"...Industry professionals, producers, and researchers discuss current issues facing the beef industry at BIF."

Beef Improvement Federation
46th Annual Research Symposium and Convention

Where P and
Progress
Intersect

JUNE 12-15, 2013
OKLAHOMA CITY, OK

Mississippi Beef Cattle Improvement
Association—Productivity and Quality

Mississippi Beef Cattle Improvement Assn.
Box 9815
Mississippi State, MS 39762

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Fax: 662-325-8873
Email: jparish@ads.msstate.edu



Send questions or comments to
Jane Parish, Extension Beef Cattle Specialist,
Mississippi State University Extension Service

Joe Parish

Mississippi State
University does not discriminate on 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 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

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 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.



Mississippi BCIA website QR code

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/qr-codes/> 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