

Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



Upcoming events:

- August 5—Homeplace Producers Feeder Calf Board Sale, Hattiesburg, MS
- August 8-9—Deep South Stocker Conference, Athens, GA
- August 28—Cattlemen's College, Pickens, MS
- August 29—Cattlemen's College, Seminary, MS
- September—Cattle Nutrition Webinar Series
- September 15—BCIA Fall Bull and Heifer Sale Nomination Deadline
- October 17-19—Cattle Artificial Insemination School, Mississippi State, MS
- November 13—MBCIA Educational Meeting and Supper, Raymond, MS
- November 14—MBCIA Fall Bull and Heifer Sale, Raymond, MS

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Crossbreeding – A Tool to Increase Profitability

by Troy Smith, field editor, for *Angus Journal*®

OKLAHOMA, Okla. (June 13, 2013) — No single breed is best-suited to every production system, every environment or every cattle breeder's production goals. Crossbreeding can exploit the significant differences in the relative performance of various breeds for economically important traits. A pair of beef genetics specialists offered that reminder to attendees at the 2013 Beef Improvement Federation Research Symposium and Convention in Oklahoma City.

Delivering a tag-team presentation, Matt Spangler of the University of Nebraska and Bob Weaber of Kansas State University emphasized that crossbreeding systems must be structured. To achieve desired goals, producers must have a plan.

Spangler said crossbreeding has long been applied to take advantage of breed complementarity and to blend the strengths of different breeds used. However, no longer do traditional paradigms apply for characterizing British vs. Continental breeds with regard to age at maturity, mature size and carcass characteristics.

"In some cases, complementarity has eroded. That doesn't mean heterosis has eroded," stated Spangler, explaining that heterosis generates the greatest improvement in lowly heritable traits, such as reproduction and longevity, which respond slowly to genetic selection.

"A very real advantage exists in the crossbred cow. Her increased longevity and lifetime production can drive an awful lot of value," Spangler added, noting how the value of increased productivity of the crossbred cow, to a weaning end point, is estimated to be \$150 per cow-calf pair per year.

Weaber agreed that the positive effects of dam heterosis on economic measures of production can be significant. He said profit should be the metric for evaluating any breeding system, rather than relying on revenue or premiums as indicators of success.

"Mating systems using individual and maternal heterosis often prove to be the economically efficient," said Weaber. "Economic efficiency is what sustains businesses."

The specialist said cow biological type can be matched a given production environment and phenotypic variation among calves can be minimized can be accomplished through rotational crossbreeding systems or use of composite breeds.

This article is reprinted with permission from www.BIFconference.com, the *Angus Journal's* online coverage site of the 2013 Beef Improvement Federation Research Symposium and Annual Meeting.



www.bifconference.com

Even if you missed the recent Beef Improvement Federation Research Symposium and Annual Meeting, you can still get up to speed on what was presented at the conference. Conference presentation summaries (like the one on this page), slides, audio, and proceedings papers are available online now.



The Extension Broadband Education and Adoption Team (e-BEAT) was created to help Mississippi participate in a digital economy by using broadband and information technology to further community and economic development opportunities

e-BEAT Offers Educational Information about the Internet

Computer and internet use amongst cattle operations continues to rise. The Extension Broadband Education and Adoption Team (e-BEAT) works to provide education to Mississippians on information technology. Resources offered by e-BEAT can help producers best take advantage of this technology. Examples of e-BEAT offerings include:

Face-to-face trainings

- Microsoft Word
- Facebook 101
- Mobile e-commerce
- Bricks to Clicks

iPad basics

- Slides
- Handout
- Recorded webinar link

Free, self-paced tutorials

- Register your business on Yelp
- Register your business on Google Places
- Create a Facebook page for your business
- Create a Twitter account
- Create a Pinterest account

Webinar handouts

- Small business online presence
- List of cloud service providers
- Google search engine optimization starter guide
- Identifying, understanding and influencing social media users

Online training modules

- A beginner's guide to e-commerce
- Connecting communities
- Direct marketing food specialty products
- Doing business in the cloud
- Electronic retailing: Selling on the internet
- Getting your business on the map: Ethics line
- Marketing you business online
- Mobile e-commerce
- Turning a profit online: Using eBay and Paypal to sell your small business
- Security squad: Keeping your equipment and information safe

e-BEAT educational resources are available online at:

msucares.com/ebeat

ABOUT BIF

The Beef Improvement Federation (BIF) is an organization dedicated to coordinating all segments of the beef industry — from researchers and producers to retailers — in an effort to improve the efficiency, profitability and sustainability of beef production. The organization was initiated almost 70 years ago to encourage the use of objective measurements to evaluate beef cattle. Continuing the tradition, BIF is now the clearinghouse for developing standardized programs and methodologies 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 continues to encourage objective and standardized measurements to evaluate beef cattle.”

2013 Mississippi Hay Contest

The Mississippi State University Forage Extension Program announces the 2013 Mississippi Hay Contest. The program is in collaboration with the Mississippi Forage and Grassland Council and sponsored by DuPont.

Hay and baleage samples will be evaluated in the following categories:

1. Warm-season Perennial Grass Hay (e.g., bermudagrass and bahiagrass).
2. Mixed, Annual Grass, or Other hay (e.g., clover/tall fescue, clover/annual ryegrass, millet, annual ryegrass, sorghum-sudangrass, sudangrass, crabgrass, tall fescue/bermudagrass, bermudagrass/bahiagrass/dallisgrass).
3. Grass Baleage (high moisture grass forage ensiled in wrapped bales).

To qualify for entry to the 2013 Mississippi Hay Contest, the producer and submitting Extension Agent must complete the Contest Entry Form. The form along with the hay sample and a \$15.00 check made payable to MSU Forage Program must be submitted together.

Hay entries will be judged using NIR testing procedures by the MSU Forage Quality Lab. The entries will be ranked using the Relative Forage Quality (RFQ) evaluation system, which accounts for protein, energy and fiber digestibility. If necessary, ties in RFQ scores will be broken based on visual evaluation by the Forage Research and Extension Team at Mississippi State University.

Form and complete contest rules can also be downloaded from the MSUCares website at: mississippiforages.com or msucares.com/crops/forages

This contest is open to any hay or baleage producer from Mississippi and entries must be submitted by the farm where the forage was grown. Samples should be from hay produced between January and October 2013.

A producer can only submit one hay sample per category. Hay samples should have not been submitted to any independent forage testing lab prior to entering the contest.

A portion of the hay should be collected for display purposes when the sample is collected. Display samples should be collected in a 1 or 2-gallon zip-type bag labeled with the Sample ID as described above. No baleage display sample is required due to storage issues.

Forage samples for analysis and contest entry (display) must be collected using a hay probe. Hay probe information is online at www.foragetesting.org/index.php?page=hay_probes

Forage samples must be taken from fields with a minimum maturity or re-growth of at least 25 days to ensure fair competition. Hay from fields with less than 25 days of growth will be disqualified.

Dry hay samples with over 18% moisture will be disqualified. There are no moisture requirements for baleage categories.

All entries must be postmarked or received by the MSU Forage Quality Lab by 5:00 p.m. on Friday, October 4, 2013.

First place winners in each category will be recognized with a belt buckle. Second place and third place winners will receive a plaque. Winners of the 2013 Mississippi Hay Contest will be recognized at the Mississippi Forage and Grassland Council Annual Conference in Hattiesburg, Mississippi on November, 15, 2013.

For more information on the 2013 Mississippi Hay Contest contact:
Rocky Lemus
Mississippi State University
Extension Forage Specialist
(662) 325-7718
RLemus@ext.msstate.edu

“...Winners of the Mississippi Hay Contest will be publically recognized in November 2013.”



Producers compete on the nutritive value of their hay in the Mississippi Hay Contest

*Mississippi Beef Cattle Improvement
Association—Productivity and Quality*

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

Phone: 662-325-7466
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

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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*

MSU Sets Dates for Youth Livestock Judging Camps

Mississippi State University's new livestock judging team coach invites young people and coaches interested in sharpening their livestock judging skills to one of two camps.

Brett Crow, an instructor in MSU's Department of Animal and Dairy Sciences, will conduct a 3-day camp for young people ages 14 and up beginning at noon July 29 and ending at 4 p.m. July 31. The event will combine classroom lectures, live animal evaluations, oral reasoning and lab exercises. The non-refundable \$200 fee includes meals and lodging. Space is limited to 30 participants, and applications with payment must be postmarked by June 26.

A one-day camp for children ages 9 to 13 and any interested adult or coach will be August 1 from 8:30 a.m. to 5 p.m. Crow will teach basic evaluation and communication skills needed for success in livestock judging. The camp will focus on the format of oral reasons and note-taking methods used to develop those reasons. The non-refundable \$25 fee includes lunch and snacks. Space is limited to 40 participants, and applications with payment must be postmarked by June 26.

For more information and application forms, contact Crow at (662) 325-5208 or visit www.ads.msstate.edu.

Mississippi Weed Control Guidelines Available Online

More than 4 million acres of native and improved grasses are grown for pasture and forages, in Mississippi. Weeds occur on most of the 4 million acres.

Attitudes toward control differ as much as the people that manage the forages. Cattle producers tend to be more willing to control weeds when cattle prices are up than when cattle prices are depressed. Those growing hybrid bermudagrass hay for horses strive toward eradicating all weeds.

In any event, when dollars are spent for lime and fertilizer, weeds should be managed to minimize competition between the forages and weeds.

Good management practices such as selecting a forage that is suited to your area, maintaining soil pH in the range best suited for your type forage and applying fertilizer at recommended rates should be the first weed management practices used. Timely mowing and managed grazing pressure can also be utilized to help minimize weed growth and seed production.

Current weed control guidelines for Mississippi can be accessed online at:

msucares.com/pubs/publications/p1532.html