



M I S S I S S I P P I

BCIA

BEEF CATTLE IMPROVEMENT ASSOCIATION

- August 1– Homeplace Feeder Calf Board Sale– Hattiesburg
- August 4-5–Deep South Stocker Conference– Carrolton, GA
- 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 Salebarn, Tylertown
- Oct. 4 – Beef Quality Assurance - Southeast Mississippi Livestock, Hattiesburg
- October 13-15–MSUES Artificial Insemination School, MSU
- November 10–BCIA Bull and Heifer Sale, Raymond

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## Progress on the Prairie and on the Homefront

**W**here will the beef industry be in twenty years? That seemed to be the recurring theme during the general sessions of the Beef Improvement Federation Conference held last month in Manhattan, Kansas. One speaker stated that 20 years ago at the 1996 Conference, talks revolved around the “novel” idea of producers having access to personal computers and internet. Today, most seedstock producers have all the information they need on smart phones and tablets. The rate of technology improvement, access to data, and genetic improvement go hand in hand.

As cattle enthusiasts from across the United States and around the world convened the conference, it was evident that the attendees from Mississippi, Alabama, and Florida, were among the most heat tolerant people there. While our counterparts were sweating it out on the tours, we tolerated the heat much easier. Compared to our climate, they have substantially less humidity. Ask BCIA President, Danny Martin about Progress on the Prairie and he’ll tell you that our Mississippi environment is a tick tougher than Kansas’s. It certainly drove the point home of matching your genetics to your environment.

Over the next few months, look for more information concerning the BIF Conference in this newsletter. In the mean time, check out [www.bifconference.com](http://www.bifconference.com) for more information.

## Fall Bull Sale Information

In this newsletter, you will find information about the 2016 Fall BCIA Bull Sale that 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 a BCIA-sponsored sale. For the fall sale, this can be a combination of bulls and heifers. If you have animals that fit the criteria, and are interested in consigning, please contact us and let us know.

## Another Round of BQA

Over the course of the last 12 months, over 800 individuals have been BQA-certified through trainings led by the Mississippi State University Extension Service. If you missed the trainings last fall and this spring, be sure to mark your calendars for upcoming opportunities.

This summer is proving to be both hot and dry in many parts of Mississippi. Keep monitoring your pastures and forage resources as the summer progresses. Make sure you are providing cows with their needed amount of nutrients to avoid a loss of body condition. If necessary, consider early weaning spring calves. For more information about managing cattle during drought see the Mississippi Beef Cattle Producer Guide to Coping with Drought Conditions at <http://goo.gl/ajc1M8>

# Beef Market Outlook

K-State ag economists share their 20-year outlook on the North American beef market.

by Shelby Mettlen, assistant editor—Angus Media

MANHATTAN, Kan. (June 15, 2016) — The United States has an advantage in the beef market, said Glynn Tonsor, ag economist with Kansas State University (K-State) June 15 at the annual Beef Improvement Federation (BIF) symposium hosted in Manhattan, Kan.

“Beef that comes from the U.S. is generally trusted to be safe. In particular, it’s generally trusted to know where it came from, and people will pay a premium for it,” he said. “We can’t lose that.”



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Tonsor listed the United States’ sound feedgrain base, strong processing and packing industries, technology, safety, and extensive transportation system as other advantages above its competitors. “We have room to improve all of these, but in relation to our key competitors, these are all advantages.” North American beef has cornered the market on a grain-finished product, he said, adding the country’s genetic and meat quality, research and outreach to the list.

While those are all positives, Tonsor also listed some of the country’s weaknesses and areas to improve. Most American beef is not the lowest cost to produce, he noted. A pound of grass-fed beef can typically be produced cheaper, where the majority of American beef is grain-fed. “We can’t lose sight of that,” he urged. Aggregate research funding is declining, he added, and communication and coordination on certain issues, including traceability systems and the focus on current and future beef demand is only partially effective. The nation is fragmented on key issues, Tonsor noted, and those issues aren’t going to go away in the next five years.

An area for the country to pay close attention to is the United States’ increasingly diverse culture. Hispanic and multi-racial families are the fastest-growing segments in the country, and Ted Schroeder, K-State ag economist, urged producers to take

note. “The prosperity of our entire industry rests with our consumers,” he said. “It’s where the revenue that this industry enjoys is.” International trade agreements like Trans-Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (TTIP) present opportunities for market growth, Tonsor said. He wrapped up by sharing that he believes that, in 20 years, there will be fewer cattle and fewer cattle operations in the United States, but those operations will be more efficient and will produce more beef. He said exports should share greater than 11% of production to be sustainable, he hopes for improved coordination and information flow, and an expansion



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of meat quality signals and diversification. There are immense opportunities within the industry, Tonsor concluded, but if we don’t communicate as an industry, as well as within each sector, we’ll miss those opportunities.

*This article is reprinted with permission from [www.BIFconference.com](http://www.BIFconference.com), the Angus Media’s online coverage site of the 2015 Beef Improvement Federation Research Symposium and Annual Meeting.*



## Homeplace Producers Sale

The 2016 Homeplace Producers Sale has been scheduled for Monday, August 1, 2016, 7:00 p.m. at the Southeast Livestock Producers Auction, in Hattiesburg, MS.

The primary advantage of these sales is that they accommodate a large number of feeder calves that might not all be ready to ship on a certain day by giving the flexibility to arrange for future delivery. Another advantage is offering all cattle in load-lots made up of single or multiple consignments of uniform calves. These consignments are received from across the state and loads are assembled with regard to region and type of cattle. Pencil shrinks agreed to for these sales capture several dollars per head that would be lost in some other marketing scenarios. Other advantages include reduced handling and comingling prior to shipping and the ability to establish a reputation that could bring the same buyer year after year, willing to pay more for calves from producers whose cattle have performed well in the past.

Health management and preconditioning are always among the primary concerns with these types of sales. Consignors are encouraged to complete Mississippi Beef Quality Assurance

training. These sales do not require a single preconditioning and vaccination protocol. However, calves that have been managed similarly will be grouped in the same load. For example, consignors who have vaccinated with the same products and preconditioned their calves for a similar amount of time will be grouped together and represented as such in the sale.

For the integrity of these sales, all cattle must be represented accurately. Each con-signer should remain committed to the sale after completing a consignment form. This commitment is not only to the management and buyers but, more importantly, to the other beef cattle producers who will be marketing in these sales.

All lots can be viewed on our YouTube channel:  
[www.youtube.com/user/MSUBeefCattle](http://www.youtube.com/user/MSUBeefCattle).

To watch the sale online follow the link at:  
<http://extension.msstate.edu/content/feeder-calf-board-sales>

Please contact a representative of the Mississippi State University Extension Service for more information.

## 2016 Deep South Stocker/Backgrounder Conference

The eighth annual Deep South Stocker Conference will be held August 4th and 5th in Carrolton, GA. This event rotates annually between Georgia, Mississippi, and Alabama, and includes educational sessions, tours, and a tradeshow with leading industry vendors.

The program on Thursday includes talks focused on market outlook, marketing options, veterinary feed directives, necropsy, disease, nutrition, and forages. Thursday's program concludes with a trade show reception and dinner. Friday's



program focuses on feedback from the feedlot, and stockmanship, and concludes with tours of area producers. The cost of this year's conference is \$100. This includes all of

the seminars, demos, notebook, tour, lunch both days, and dinner.

Registration and a complete conference schedule, as well as travel information can be found at [deepsouthstocker.org](http://deepsouthstocker.org). Registration can also be completed by mail, and the Beef Extension team would be glad to mail out registration to anyone

interested.

This conference is a joint effort between the Alabama Cooperative Extension System, the Mississippi State University Extension Service, and the University of Georgia Cooperative Extension.

The Beef Extension team is currently planning to travel in the Animal and Dairy Science departmental van. There is space available for anyone who would like to travel with the group. Please contact Dr. Brandi Karisch (662-325-7465) or Cobie Rutherford (662-325-4344) for more information



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# July 2016 – Management Calendar

## GENERAL

Stay on top of summer weed and brush control. Rotationally graze summer pastures, clipping overgrown pastures or harvesting excess for hay. Watch dallis-grass pastures for ergot contamination, and clip seedheads if necessary. Avoid grazing heavily nitrogen fertilized sudangrass, 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 bermudagrass hay at 4-5 week intervals 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. Keep proper free-choice minerals, adequate shade, and fresh water available for cattle at all times. At 90°F a mature cow needs about 20 gallons of water per day. Continue fly control program keeping a close eye on fly numbers. Remove fly tags as they become ineffective, and implement additional fly control methods. Check cattle for cancer eye, pinkeye, and foot rot. Maintain a complete herd health program in consultation with a veterinarian including internal and external parasite control and vaccinations.

Continue good production and financial record keeping.

## SPRING CALVING

Remove bulls from breeding pastures if not done already. Keep bulls in a small pasture traps on an adequate nutritional program, and market bulls that will not be used in future breeding seasons. Maintain lactating cows on the best pastures. Consider creep feeding calves depending on marketing plans and pasture conditions. Plan to pregnancy check herd females about 60 days after the end of the breeding season. Establish permanent identification (tattoos or brands) for bred heifers that will remain in the herd, and make plans to market open heifers.

## FALL CALVING

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). After weaning, cull cows based on pregnancy status, soundness (eyes, udders, feet, legs, teeth), and performance records. Market cull cows based on market conditions and cow body condition. Select replacement heifers based on performance. Put a heifer development program in action to reach target breeding weights by the start of the next breeding season. Implement calf preconditioning, marketing, or retained ownership plans as appropriate.

## Contact Information:

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We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

## 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*