



M I S S I S S I P P I

BCIA

BEEF CATTLE IMPROVEMENT ASSOCIATION

- Sept. 15— BCIA Fall Sale Nominations Due
- 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

Inside this issue:

BIF Consumer Outlook	2
VFD	3
BEEF ListServ	3
Management Calendar	4
MBCIA Membership	4

BCIA Fall Sale Nomination Deadline is Near

Spending the Labor Day weekend at the farm was just the perfect way to get re-energized for a busy fall. Even though our calving season “should” begin on September 1st. This year, we’ve had our share of early calves. Luckily for me we had several over the holiday weekend. As a 32 year old who lives off the farm, I don’t think life gets any better than riding the pastures with my dad and looking for new calves. I still catch myself being as excited now as I was as a child. As dad and I processed new calves and inspected every animal on the place, I observed three things that can improve any performance driven beef cattle operation.

Stick to Your Cull List

One of my least favorite things that dad and I did over the weekend was become amateur dairy farmers, circa 1940. We have this cow, 876, who raises one of the heaviest calves every year, but has the absolute worst udder I have ever seen on a young beef cow. She’s been on the cull list since 2013. As her calves grow, they take all her milk, but those first days of life are always tough. Each year, we have to milk her out, just so the calf has a chance. Each year we say the same thing and don’t stick to it. This year will be different.

Create Uniformity

In Extension, we talk a lot about the benefits of a uniform group of cows and

how they will contribute to the consistency of your calf crop. In my opinion, the best way to create uniformity is to select replacements that meet your breeding objectives and cull those cows who do not.

Make Practical Matings

This section should begin with a disclaimer. Bulls who excel at calving ease and low birth weights have their place in the industry. Research from the Meat Animal Research Center in Clay Center Nebraska has shown that by the time a cow reaches 4 to 5 years of age, dystocia problems are minimal and most often times caused by a backwards calf or other abnormal presentations. Producers should be willing to accept higher birth weights in calves out of mature cows. Birth weight is positively correlated with weaning weights, so a few additional pounds at birth could add dollars to your pocket later on.

Fall BCIA Nominations

The 2016 Fall BCIA Bull Sale will be held on November 10, 2016 at the Hinds Community College Arena in Raymond. **Nominations are due by September 15th.** The form can be found on the MSU at extension.msstate.edu/beef. If you have animals that fit the criteria, and are interested in consigning, please contact us ASAP and let us know.

Trends in the Protein Landscape:

Who's our consumer and what do they want 20 years from now?

by Troy Smith, field editor—Angus Media

MANHATTAN, Kan. (June 15, 2016) — Getting orders filled and delivered on time is “a given” in the food-distribution business. It takes more to be really competitive. Brad Morgan, an executive with Performance Food Group, says branded beef is a driver of business volume for the national food distribution company, which supplies food and related products to restaurants, hotels and other foodservice institutions.

If you can get the beef business for a restaurant, you often get the rest of their business, too,” said Morgan, during his presentation to the 2016 Beef Improvement Federation (BIF) Annual Meeting and Symposium hosted June 14-17 in Manhattan, Kan. “And our customers like branded beef products.”

Morgan said his customers' customers crave red meat, so PFG's beef sales hinge on the company's understanding of those end consumers. He told the BIF audience that providing them with satisfying beef-eating experiences requires an understanding of the “5 Ms” associated with today's consumer.

MEAT LOVERS: Morgan said these consumers have a passion for food and are willing to open their wallets and pay a premium for highly marbled beef cuts. Baby Boomers often rank among the true meat lovers and tend to be loyal to beef, especially when bringing people together for a quality dining experience. Even value-conscious Baby Boomers often purchase beef as part of their routine. For meat lovers, quality is foundational, and they want it consistently.

MILLENNIALS: Some people might be surprised at the fact, noted Morgan, but Millennials (born 1981-1996) typically like beef and will be important to the future of red meat sales. While their budgets may be tight presently, they are the group that's likely to spend more for beef, year after year. However, Millennials want to know more about how their food is grown and processed.

MOTIVATION: “It's not enough to know our consumers, but we must also understand the motivations behind why they are buying red meat and what they want from the experience,” stated Morgan, “so we've got to be better listeners.” It is not enough for a company to sell products consumers want at prices they are willing to pay. Morgan said companies are now expected to demonstrate that they care about safety, health, animal wellbeing and sustainability.

MOMS: Morgan cited survey results suggesting women represent the largest market opportunity in the world.

Collectively, they control \$20 trillion in annual consumer spending power. It is estimated that women will control two-thirds of the consumer wealth in the United States during the next 10 years. Women handle the bulk of purchasing decisions for everyday items like groceries and clothing — even for those items targeted at men. In fact, 50% of products marketed to men are actually purchased by women. Morgan said it's also worth noting that 83% of new moms are Millennials.

MARBLING: Despite economic recession, the demand for high-quality beef continued to improve. Morgan said most of the beef PFG sells is graded Choice or better for quality. While consumers want food producers and processors to exhibit transparency regarding their practices, to be worthy of trust, Morgan emphasized that most customers have a quality focus.



Brad Morgan, an executive with Performance Food Group customers' customers crave red meat. He said providing consumers with satisfying beef-eating experiences requires an understanding of the “5 Ms”: Meat Lovers, Millennials, Motivation, Moms, and Marbling.

“Consumer food preferences change slowly compared to other products, so the preferred diet of the future probably won't be significantly different,” opined Morgan. “What could change far more is who provides the food. Consumers are likely to follow providers on the basis of how food is delivered and the choices available, while seeking consistency of quality and service.”

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.”



New Drug Rules Affect State's Cattle Producers

By Ms. Susan M. Collins-Smith
MSU Extension Service
Extension Associate II

RAYMOND, Miss. -- New regulations passed by the U.S. Food and Drug Administration will continue to help cattle producers and veterinarians protect the health of animals and humans.

The amended rules will require all cattle producers to obtain a veterinary feed directive, or VFD, from a licensed veterinarian to use feeds that contain medications. Antimicrobials used in drinking water also require this veterinary prescription.

Dr. Carla Huston, veterinarian and associate professor in the Department of Pathobiology and Population Medicine at the Mississippi State University College of Veterinary Medicine, said the new regulations will promote the judicious use of antimicrobials.

“While these regulations may seem burdensome at first, the long-term effects will provide a positive overall opportunity for the livestock industry,” Huston said. “The new regulations will help to ensure that we continue to have a safe and wholesome food supply by protecting both animal and human health. They will also help promote the important relationship between the producer and the veterinarian.”

The new regulations go into effect on Jan. 1, 2017. At that time, producers then must obtain a VFD and provide the VFD when buying feed. They must feed according to the directive and discontinue feeding medicated food when the prescription expires.

To obtain a VFD, producers must have an established veterinarian-client-patient relationship. Producers also must keep copies of the directive for two years.

For more information about the VFD and how it affects Mississippi cattle operations, contact Huston at 662-325-1183 or Brandi Karisch, an MSU Extension beef cattle specialist, at 662-325-7465.

For a list of affected medications, visit <http://1.usa.gov/1Tndle5>. The complete ruling can be found on the FDA's web site at <https://goo.gl/c9i5ZJ>.

VFD VETERINARY FEED DIRECTIVE		FACTSHEET UPDATED 7/1/2016	
<p>VFDs pertain to antibiotics used in FEED that are important to the health of HUMANS & ANIMALS.</p>		<p>For a list of affected medications, visit 1.usa.gov/1Tndle5</p>	
<p>The VFD applies to all producers - no matter the size of their operations.</p>		<p>In addition to obtaining the VFD, producers are responsible for:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Feeding according to the VFD issued by veterinarian. <input checked="" type="checkbox"/> Not feeding medicated feed once VFD has expired. <input checked="" type="checkbox"/> Providing your feed store or salesperson with the VFD that was issued by your vet. 	
<p>Only a licensed veterinarian can write a VFD for producers to use.</p>		<p>Copies of the VFD must be kept for 2 years.</p>	
<p>To obtain a VFD, a V C P R VETERINARIAN-CLIENT-PATIENT RELATIONSHIP must be in place.</p>		<p>The VFD goes into effect next year, on January 1, 2017.</p>	
<p>The complete ruling can be accessed at https://goo.gl/c9i5ZJ</p>		<p>MISSISSIPPI STATE UNIVERSITY-EXTENSION For more information on the Veterinary Feed Directive contact: Dr. Brandi Karisch, Beef Cattle Extension Specialist, at 662-325-7465 Dr. Carla Huston, Associate Professor/Veterinarian, at 662-325-1183</p>	

One More Way to Connect—New Beef Extension ListServ

With the need for rapid communication on the rise, the beef Extension team has developed a ListServ where producers can sign up to receive emails pertaining to beef production. “We hope to use this ListServ to dissipate timely information that pertains to beef production in Mississippi” said Extension Beef Specialist, Dr. Brandi Karisch. The ListServ will also be used to promote Extension events that pertain to cattle. We hope that industry groups, county cattlemen associations, and county agents will embrace this technology and submit their beef events to Dr. Karisch at brandi.karisch@msstate.edu. To add your name to the list, visit extension.msstate.edu/beef.

Beef Extension Listserv Sign-up

Sign up to stay up to date on the latest Beef Extension news and events.

First Name

Last Name

Email Address *

Submit

[Print](#) [PDF](#)

September 2016 – Management Calendar

GENERAL

Determine winter supplementation needs based on forage situation. Plan winter grazing and feeding programs evaluating cool-season pasture options and by-product commodity alternatives. Watch commodity prices, and purchase supplemental feed for winter as appropriate. Take inventory of hay, and forage test each hay cutting if not already tested. 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. Graze or clip pastures closely where winter annuals will be overseeded before planting. Watch for armyworms, and plant and fertilize cool-season forages. Apply lime as needed. 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. 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—January, February, March

Pregnancy check herd females 60 to 90 days after the end of the breeding season and identify and cull less productive or problem cattle. Wean calves based on market and

pasture conditions using weaning strategies that minimize calf stress. Implement a nutritional program to get thin cows in proper body condition before next calving. Weigh calves and calculate adjusted weaning weights and ratios. Assess weaning percentage (calves weaned/cows exposed to breeding) and cow efficiency (calf weight/cow weight). Identify and cull bulls that have sired calf groups that are well below the herd average for growth performance and carcass traits. Seedstock producers should send weaning records to breed associations for processing. Implement calf preconditioning, marketing, or retained ownership plans as appropriate considering seasonal price risks and breakevens on calves.

FALL CALVING—October, November, December

Prepare for fall calving separating the cow herd into calving and nutritional management groups. Cows need to be in moderately good condition prior to calving. Assemble calving supplies including calf identification tags and obstetric equipment. Move fall-calving heifers and cows close to handling facilities and observe cattle frequently. After calving, plan to move cow-calf pairs to clean pasture. Consult with a veterinarian for scheduling pre-breeding vaccination needs. Weigh yearling cattle and calculate adjusted weights and ratios. Prepare for herd sire selection and procurement considering the November BCIA bull sale as a source of bulls with performance information.




Contact Information:

MISSISSIPPI BCIA Box 9815 | Mississippi State, MS 39762
 extension.msstate.edu/agriculture/livestock/beef
 Fax: 662-325-8873

Dr. Brandi Karisch, Beef Cattle Extension Specialist
 Email: brandi.karisch@msstate.edu
 Phone: 662-325-7465

Cobie Rutherford, Beef Cattle Extension Associate
 Email: cobie.rutherford@msstate.edu
 Phone: 662-325-4344

Find us on Social Media:

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



**MISSISSIPPI STATE UNIVERSITY™
 EXTENSION**

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*