The 2014 Virginia BCIA Culpeper Bull Test Award Winners

(pictured left to right) Rebecca and her father Dennis Pearson of Soldiers’ Hill Angus Farm in Warrenton, VA, Michael Webert and his son, William, of Locust Hill Farm, LLC in Middleburg, VA, and Harvey Pearson of Soldiers’ Hill Angus. Soldiers’ Hill Angus was the 2014 Culpeper Bull Test High-Ratin Index and High Sale Order Award Winner for their lot 18. Locust Hill Farm, LLC was recognized as the 2014 Culpeper Senior Breeder Group Award winner.

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The Virginia Cattleman
P. O. Box 9
Daleville, VA 24083-0009

The Virginia Cattleman • PLEASE NOTIFY SENDER IF ADDRESS LABEL IS INCORRECT

The Virginia Cattleman
Volume 37 Number 1  Circulation 8,000  January 2015
Participation in the VQA feeder cattle sold in 2014 on Virginia Quality Assured feedings and preconditioning nearly 400 loads of yearling cattle. There were Tel O Auction sales were Cattlemen’s Association time to come. The Virginia tepidly rebuilds, for some small supplies, as our herd beef demand and relatively has been high for continued throughout and optimism rose setting new records over week the market ever. Seemingly week those in the cow-calf and most pro
Undoubtedly 2014 was the year for agricultural interests and industry by adding eligi-bilities in membership and industry, while not stray-ing from what made us strong traditionally. I look forward to new challenges and opportunities working together.

By Jason Carter Executive Secretary
The arrival of 2015 and the assignment of 2014 to the history books brings the cattle business to the end of a year unlike many seen before. Undoubtedly 2014 was the most profitable year for those in the cow-calf and backgrounding business ever. Seemingly week ever week the market low setting new records. Throughout and opinions has been high for continued beef demand and relatively small supplies, as our herd productivity rebounds, for some time to come. The Virginia Quality Assured feeder cattle sold in 2014 on those Monday night sales. Participation in the VQA program is growing across the state and the strength of local associations and the work of their folks in some areas particularly is very apparent. There is great strength in sharing success. There is also increased field work now being done by some traditional leaders; however investment in quality also mitigates risk, and we at VQA certainly appreciate the leadership faculty in the VQA programs provided through Extension, VDACS and producers. We will continue to be organizational changes at VCA intended to improve the quality of service we provide in support of cattle marketing and member-ship. The growth in popularity of our website and email as a resource for cattle buyers interested in our sponsored sales has been astounding. The small list for sales descriptions has grown from a few dozen to nearly 1000 in the last year. That is attracting new buyer interest particularly in the western states among feeders traditionally sourcing multiple loads of cattle in short periods of time. We will continue to grow our electronic reach, which many states are developing as they will be receiving letters from VQA this year explaining a transition to calendar year membership. This will complement our effort to also expand our partnership with affili-ate local associations and agricultural businesses. Our cattle businesses are integral components in a greater cattle industry where VCA has a respon-sibility to coordinate the needs of our cattle producers. We have. We look forward as well to a renewed part-nership with the Virginia Dairyman’s Associa-tion in providing an annual membership meeting that will have a new traditional time of year in the summer with a field day format. In 2015, we will anticipate a great program on July 17th at Kentland Farm near the campus of Virginia Tech. More to come soon on that. January also brings the return of our annual pro-gram discussing financial resources and preconditi-oning management to you. Marketing has generously offered to be our presenting sponsor for a dinner and keep three meetings at no cost to attendees. Please see the mail page this month for details. As you know, January also brings a new General Assembly Session to Richmond. Old issues surface again in the arenas to Richmond. Old issues surface again in the arenas to Richmond. New issues will arise including the use of drone technology and the future of our agricul-tural tax incentives. On the federal level, a Republi-can controlled Congress promises to be supportive of agricultural interests and particularly the cattle business, particularly the cattle business. I look forward to working with many of our leaders of Wrens of the United States, Republican Majority Chair-ship of Origin Labeling and progress on immigration as well as a permanent Section 179 tax code friendly to modern farming. I said in the beginning of my coming to Daleville that the value in an Asso-ciation is communication. Benjamin Franklin also said that “little strokes fell great oaks”. We are improving oaks”. We are improving our ability to better serve the needs of our cattle industry by adding eligi-bilities for new members and industry, while not stray-ing from what made us strong traditionally. I look forward to new challenges and opportunities working together.

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2015 Outlook: ‘Exceptional’ Year Ahead For Cattle Market

Total cattle inventory in the U.S. stands at 87.7 million, the lowest since Harry Truman was president. Cattle numbers have dwindled every year, with no signs of decline. As good as the feedyard market has been in 2014, next year should be even better. Even among economists, wary observers are predicting a market on the hoof that could continue well into 2015 to be another banner year.

Being optimistic, their forecasts usually receive careful scrutiny. And all of these ingredients are certain, in the pot to cook up even more cowboy pudding near you. The driving force to continue next year: Record Beef Prices.

To some of retail price, the year 2014 brought new highs. In U.S. retail, the Beef Retail Price Composite (BRPC) hit a new record, according to USDA. Beef 600-pound price was around $13.15 per pound—up from $12.15 per pound the previous year. Those retail prices are another reflection of prices on the hoof paid at the feedyard gate, which prices are essentially good this year. Record high prices for every class of cattle were established in every quarter of 2014, and led cattle currently, favorably close to the all-time-high for this year.

The year-long cattle market rally will continue this year. Record-high prices at the feedyard gate, where cattle are sold, will continue to drive prices to retail. Those retail prices are a reflection of consumer demand. Consumer demand remains strong, a critical leg supporting cattle and beef prices.

Added Cuts

While Nalivka’s observation that meats–pork and poultry–were not plentiful enough to entice consumers down the aisle. We’re not seeing a shift away from meats, he states. “Demand for beef is higher than ever before. We’re seeing a shift away from meats, away from the steer and heifer slaughter in 2014 to produce the lowest level during the past 10 years.”

If cattle prices have not materialized. A Member of: District 3 Region 2 Region 3 Region 4 Region 5

Those short supplies produced record-low prices for every class of cattle were established in every quarter of 2014, and led cattle currently, favorably close to the all-time-high at the feedyard gate, where cattle are sold. That rally was spurred by historically low levels of supplies, America’s one key to the 87.7 million, in 10 years, with a total cattle inventory of 87.7 million, which is also the lowest level since 1994. Total cow/calf slaughter in 2014 was predicted to be the lowest since 1994. But such revenues have not materialized.

Most packs now do additional processing on their beef, marketing high-value cuts rather than ground beef and other lower-value added cuts such as hamburger patties and pork-meats rather than chuck steaks. “The high-quality cuts in a packing plant across a spectrum rather than the commodity bin,” Nalivka says. “Packers, retailers and even consumers are interested in higher-quality items. But such revenues have not materialized.

Retail Price Composite (BRPC) has remained strong throughout 2014, the supplier of competing meats–pork and poultry–were not plentiful enough to entice consumers down the aisle.

That meat is considered to be a commodity bin,” Nalivka says. “Packers, retailers and even consumers are interested in higher-quality items. But such revenues have not materialized.

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Marfrig Program Aims To Put Brazil Ahead Of U.S. Beef Production By 2017

Brazil’s second-largest beef producer, Marfrig Global Foods, has introduced a program for improving beef cattle genetics and widening growth time by more than 50 percent, with a goal of surpassing the United States’ annual beef production by 2017. Marfrig — a genetics program to increase the efficiency and productivity of Brazilian beef cattle while maintaining the highest standards of quality and sensibility.

The program will produce embryos by in vitro fertilization that feature superior characteristics like high feed efficiency, finishing quality, and muscle quality. Three hundred-thousand embryos from the program in 2015 alone, with millions to follow in 2016 and 1 million or more in 2017. This should lead to an additional 190,000 metric tons of beef added to domestic production in 2017.

Outlook

Continued from Page 4

High Prices Resume Industry

Continued growth challenges outlined next year? “Dramatically increased production will lead to higher prices,” Nalivka says. “We’re just starting to see expansion, and we’re seeing another historic price for calf producers. It may well be an above average year for stockers as well, but not likely as strong as for cow-calf producers. The feeder segment is much more efficient and productive now than it used to be.”

Nalivka agrees with that logic, adding that beef between the market and the packer shows some of the contentious relationships between packers and producers.

With value-added products, the packing industry has taken the lead on the back end of the beef, which was a revolutionary change in the last decade. “I don’t believe that packers want to sell any products that are brand new,” Nalivka says. “We’re just starting to see expansion,” he adds. “I believe that the packing industry was the most efficient and productive in the beef industry.”

“On the packer side, the consequences of dramatically lower prices would be an industry suddenly shrinking back into liquidation mode as value producers exit the business. ‘We’re just starting to see expansion,’ he adds. “I believe the packing industry needs the value added products to add to the next couple of years.”

The desire of packers and retailers is to build consumer demand and maintain expand- ing the U.S. export market. “The fundamentals are shaping up to make next year exceptional,” Nalivka says. “Retailers are very, very interested in growth and demand is strong.”

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THE VIRGINIA CATTLEMAN, JANUARY 2015, PAGE 5
A well designed crop rotation with an emphasis on forages selected for digestibility is one key to successful livestock management. It’s critical for production and animal health, nutrient management and improving profitability. A well designed forage program goes beyond corn silage and alfalfa. High yields and the ability to feed forage increases by adding improved cool season grasses and BMR sudangrasses to a forage program. This, in turn, reduces the need for purchased grains. High yielding crop rotations produce higher profits!

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~Terry Ingram, Brandy Station, VA

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JanuaH Herd Management Advisor

January Beef Herd Management Advisor — Blanket is the essence of comfort. To begin the new year, consider what can be done to increase comfort on the farm. The following are some tips to consider:

1. **Nutrition and Forages**
   - Be sure to check with your extension agent for the current nutritional needs of your pasture or silage. This will help in determining the amount of pasture or hay needed.
   - Consider adding clover to pastures. Clover is known for its nitrogen content and can be a valuable addition to tall fescue pastures.

2. **Genetics**
   - Be mindful of having the correct genetics for your herd. This includes considering the performance data of bulls and heifers.

3. **Herd Health**
   - Be sure to monitor cows for heat detection and establish a breeding season.
   - Monitor calves for scours and pneumonia, and have treatment supplies on hand.

4. **Reproduction**
   - Be sure to check calving females is good and well drained. Reduce exposure to scours by moving to clean and well-drained calving areas.

5. **Spring Calving Herds (January—March)**
   - Prepare for calving season by ensuring all necessary supplies are available, including colostrum, antifreeze, minerals, and supplements.
   - Continue calving season and monitor cows for repeat estrus.
   - Follow proper calving procedures.

6. **Fall Calving Herds (September—November)**
   - Continue calving season and monitor cows for repeat estrus.
   - Follow proper calving procedures.

7. **General**
   - Be prepared for the upcoming breeding season.
   - Continue to calve and keep cows in the best condition possible.

8. **Winter)**
   - Be sure to feed high-quality hay to dry cows post-calving.
   - Continue calving season and monitor cows for repeat estrus.

9. **Marketing**
   - Be prepared for the upcoming marketing season.
   - Follow proper calving procedures.

Be sure to check with your extension agent for the current nutritional needs of your pasture or silage. This will help in determining the amount of pasture or hay needed.
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RITO 919, RITO 816. MCKELLAR NOW LOOK

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CONNECT WITH US:
Red Meat, Forages, and Human Health

Focus of the 2015 VFGC Winter Forage Conferences

By Gordon Groover, Extension Specialists, Ag and Applied Economics, VA Tech

Red Meat, Forages and Human Health is the theme for this year’s VFGC Winter Forage Conferences. This year’s program will include panel discussions, guest speakers, and livestock producers sharing their experience and examples of how healthy soils, forages and livestock improve human health and well-being.

The year’s keynote speaker is Dr. Peter Ballerstedt, Forage product manager at Barenbrug USA. Dr. Ballerstedt received his Ph.D. in Forage Production from the University of Kentucky. Dr. Ballerstedt has authored numerous publications and articles and currently serves as the interim forage production specialist for the Joint Bioenergy Institute at UC Berkeley. He speaks internationally on various aspects of forages and soils, forages and ruminants and examples of how healthy forages support a ruminant livestock herd while supplying high-quality proteins for human nutrition and health.

Dr. Ballerstedt will shed light on the concept of Red Meat is Green, Profitable Livestock Product. He will discuss Beef: The REAL Health Food. After lunch, he will discuss Beef: The REAL Health Food. After lunch, he will discuss Beef: The REAL Health Food.

The VFGC Student Chapters of the University of Virginia and Virginia Tech and VCE will feature local livestock producers sharing their experience and examples of how healthy soils, forages and livestock improve human health and well-being.

This year’s keynote speaker is Dr. Peter Ballerstedt, Forage product manager at Barenbrug USA. Dr. Ballerstedt received his Ph.D. in Forage Production from the University of Kentucky. Dr. Ballerstedt has authored numerous publications and articles and currently serves as the interim forage production specialist for the Joint Bioenergy Institute at UC Berkeley. He speaks internationally on various aspects of forages and soils, forages and ruminants and examples of how healthy forages support a ruminant livestock herd while supplying high-quality proteins for human nutrition and health.

Additional speakers and topics will be announced.

Visit the VFGC website (http://vaforages.org) for additional details and registration information.

continued on page 15
Obituary

Joseph B. Graham Sr.

Joseph Bond Graham Sr., 93, formerly of Goshen, died Dec. 31, 2014, in Bedford. He was the son of Andrew Dewitt and Rebecca Vaughan Graham. In August 1942, he married Ellen Montgomery Hayes. He was preceded in death by his wife, Frances Graham; sister-in-law, Andrew and Mary Hay; and his sister-in-law, Rebecca Vaughan Graham.

He was born May 22, 1921, in Culpeper County, Virginia. He graduated from Goshen High School in 1938 and from Virginia Tech with a degree in animal husbandry in 1943. He served with the Virginia Division of Markets as a livestock grader until 1973. In 1952, he returned to Goshen and started farming for himself. In 1954, he joined the Virginia Division of Markets as a livestock grader until 1973. He became the official grader for the Virginia Beef Cattle Improvement Association, weighing and grading cattle on farms in all but five of Virginia's 130 counties. He graded bulls at the Culpeper BCA Bull Sale from 1971 to 1996 and from 1996 to the late 1990s at the Washington County Stock Yard. In 1999, the Beef Improvement Federation honored him with the Pioneer award. He kept his small herd of Angus cattle started in 1946 until recently. He has judged draft horses in England and France in 1999 with his son-in-law, Bob Warren, where they toured Percheron horse farms on estates there, and they visited the battlefields of Normandy, France.

See page 38 for VCA Winter Meeting

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Be sure to stop by booth #2053 at the NCBA to get a hands on view of our complete CattleMaster Series of chutes.
Don’t Worry About Beef’s Adversaries; Satisfy Our Consumers

By Dave Sjeklocha in Vet’s Opinion

America’s farmers and ranchers have responded to our consumers’ concerns and questions about how their food is raised. We have plenty of challenges in beef production, and we’re more than willing to explain, defend, or change whatever we can to win back our customers’ confidence. Seeking ways to improve the welfare of our animals should always be a part of our everyday lives.

In July, at the Fourth International Symposium on Beef Cattle Welfare in Ames, Iowa, Temple Grandin said that she wasn’t as concerned about cattle handling as she once was, because our industry has responded well to this issue. The Colorado State University professor believes that the next issue the industry must address is shade. Grandin said that the worst we can do is to eliminate all heat-related death from our cattle. We say no, we will be too negatively impacted. Especially in areas with high humidity, shade can be a tremendous help. Grandin’s research efforts have provided valuable data in our understanding of what exactly will help the welfare of our cattle. While shade (or heat stress management) should be addressed, it is an issue that we’re not as concerned with. With proper shade and good management, we can address heat issues; then we must also address the other end of the thermometer: cold stress.

In my opinion, we should turn our efforts to pain. Dehorning, castration and even branding are painful procedures that are commonly performed on cattle. These procedures have provided us some practical methods for dealing with pain. The current value of cattle makes it somewhat risky to not brand them, but I do believe we could do much better as an industry to develop the best practices. The next time you plan to perform any of these procedures, please ask your herd-health veterinarian to develop a pain management protocol.

There are all issues we must address proactively. Waiting until we are forced into it does nothing for our image or for our consumers’ confidence in us. We will never get ahead by just keeping up. Excellence starts when we prove our consumers we are more than willing to address these issues.

We can’t be concerned about pleasing our adversaries, but we can satisfy our consumers by demonstrating that we do care.
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Southwest Virginia More For Your Money Sale

The Southwest Virginia Angus Association held its 8th Annual "More for Your Money Sale" on 3/7/2014 at the Southwest Skill Test Station lake facility in Haywood, VA. Fifty-eight lots of registered Angus cattle went through the ring to average $6,308. The top selling cow/calf pair was by Rendel Angus Farm, Rundlett, VA., and the one year old daughter of TC Abbot 790 sold for $4,350 to Jordan Anthony from Pleasant Valley, VA. Total of this pair was $8,750. The second top selling cow/calf pair at $4,500 was sold to Glenn Livestock of Garneill, VA. by the two year old daughter of T. Johnson, Jr. of Wytheville, VA., and Little Wilson Creek Farm of Mouth of Wilson, VA. Total of this pair was $9,000. The top selling one year old daughter of Southfork Right Time Longhorn 310-315 for Community Capital II 80 and sold for $3,500 to Abgro (Livestock of Correll). The second top selling one year old daughter of Southfork Right Time Longhorn 310-315 for Community Capital II 80 and sold for $3,000 to Jordan Anthony from Pleasant Valley, VA. Total of this pair was $6,500. The second top selling lot was a consignment of Fowells Farm, Limestone TN., the cow is a four year old daughter of Michala Farm 26-26-205 to Calve 1-12-2015 to Community Capital II 80 and sold for $3,000 to Equity Angus of Wytheville, VA. Total of this pair was $6,000.  

See Contest on page 42!

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THE VIRGINIA CATTLEMAN, JANUARY 2015, PAGE 15

By Scott Greiner
Extension Animal Scientist,
Beef, VA Tech

The Virginia Beef Cattle Improvement Association hosted the 57th Annual Culpeper Senior Bull Sale on Saturday, December 13, 2014 at Culpeper Agricultural Enterprises near Culpeper, Virginia. Sixty fall-born bulls representing the top end of the 97 bulls tested sold for an average price of $4915. The sale included 54 Angus bulls which averaged $4946, 5 SimAngus bulls at $5080, and 1 Braunvieh Beef Builder at $2400.

The high-selling bull was Angus Lot 8, consigned by Sol- diers’ Hill Angus of Warrenton, Virginia, and sold to Quaker Hill Farms, LLC of Louisa, Virginia for $12,000. This September 2013 son of Connealy Right Answer 746 had a test YW ratio of 116, along with +10 CED EPD, -0.6 BW EPD, +112 YW EPD. The high sale order index and high station index Angus bull, also consigned by Soldiers’ Hill Angus, commanded $10,000 from Frank Hoover Jr. of Edinburg, Virginia. The SAV Final Answer 0035 son posted a test YW of 1315, ratio 123, and a test ADG of 4.24, ratio 122, giving him a station index of 123 and placing him at the top of the test. Overall, the September 2013 Angus sold for an average price of $4393, with 74% sold at $4000 or above, and 16 of the top 20 sold for $5000 or above.

The breeder group award was presented to Locust Hill Farm, LLC of Middleburg, Virginia. These September 2013 bulls posted an average ADG of 155, average YW of 146, ratio of 165, and average station index of 105. The set of bulls was led by Lot 97 which sold to ICW Farms, LLC of Luray, Virginia for $5000. This KCF Bennett Performer son posted a test YW ratio of 110 and test ADG ratio of 135, along with strong EPDs of +58 WW, +103 YW, and +0.68 RE. Lot 96 commanded $5000 Patricia Brumback of New Market, Virginia. This SAV Net Worth 4200 son posted a test YW ratio of 117 and a MB EPD of +0.68. Lot 98 sold for $6000 to Charles Wise of Bridgewater, VA. Lot 45 was won by Bubba Goomandal, representing the Estate of John McNear, D.C. Lot 45 scanned a 120 ratio for RE at 14.93, in addition to a -16.3 CEM EPD, +153 WW EPD, and test YW ratio of 137. Lot 45 also posted a test YW ratio of 135, in addition to running a 14.5 RE. Lot 26, a CA 400 son, was sold for $17,000.

The strong Angus offering also included Lot 71, consigned by Legacy at Two Hill Farms of Forest, VA, which sold to Pati Ahlforz and Melissa Vodoulis for $8750. This high growth son of Sydgen CC&7 had a WW EPD of +58, and YW EPD +104, test YW ratio of 122 and test ADG ratio of 113, in addition to scanning a 13.4 RE, ratio 118. Lot 12, a GAR Prophet son bred by Monomoy Farm of Warrenton, VA sold to Mt. Rush Farm of Buckingham, VA for $8250. This bull posted strong maternal EPDs of +13 CEM and +28 Milk, along with strong growth EPD of +118 WW, +124 YW, and carcass values of +1.14 MB EPD, +111.71 $B. Edge- wood Angus of Williamsburg, Virginia sold Lot 105, a son of GAR Progress and had EPD ratio in the top 1% of the Angus breed for EDR at 18.4, and PH at 19.7. Lot 106 sold for $9500 to Charles Wise of Bridgewater, VA. Lot 45 won a 120 ratio for RE at 14.93 in addition to a -16.3 CEM EPD, +153 WW EPD, and test YW ratio of 137. Lot 45 also posted a test YW ratio of 135, in addition to running a 14.5 RE. Lot 26, a CA 400 son, was sold for $17,000.
Cattlemen Excited By Legislative Prospects In New Congress

Colin Woodall, the National Cattlemen’s Beef Association (NCBA) point man on Capitol Hill, says the midterm results provide the cattle industry with “a much more optimistic view of what we can do” in the new Congress on several issues. Those issues include the Grazing Improvement Act, the U.S. Environmental Protection Agency’s proposed rewriting of the “waters of the U.S.” definition, tax reform and trade promotion authority. “Republicans will be much more willing to actually vote on legislation than the Senate was under the Democratic leadership of Sen. Harry Reid,” Woodall says. “So, given that, we can look in the House and Republican control of the Senate, the cattle industry can look forward to a much better environment in terms of what we can do.”

The turnover of the federal legislative branch to Republicans—executed by the industry in the fight was NCBA’s political action committee (NCBA PAC) in the midterm elections—has provided the cattle industry with a much more optimistic view of what we can do in the new Congress, Woodall says. “We were in the middle of all the Senate races where there were pickups by the Republicans. We were in early in most of those races and, in just about every single one, we maxed out our giving. We made sure we gave them the most we could legally give them. We were there early. We were maxed out,” Woodall says.

He points out that NCBA PAC almost support candidates based on political affiliation, but on their record of support for the cattle and beef industry. “When we looked at all the seats that were up for election in the Senate in November, whether they were candidates or incumbents, just were not good for our issues. So that’s why we were 100% behind the Republicans this cycle. We knew a Republican Senate was ultimately going to be a whole lot better for our priorities in the cattle industry,” he says.

With the GOP taking control of both houses of Congress, committee leadership positions will be in their hands as well. Pat Roberts (R-KS) will chair the Senate Ag Committee. Woodall says Roberts’ chairing will be the first time any member of Congress has ever served as chairman of both the House and Senate agriculture committees. “On the House Ag Committee side, we have Mr. Mike Conaway, a Republican from TX, chairing. I think both of these men are interested in really conduct a lot of oversight. That’s good for our industry. So I think you’ll see a whole lot more opportunities to hearings in which they’re going to bring up USDA officials and ask about proposals. So we expect to see a bit more action,” Woodall says.

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If you used a conventional dewormer like CYDECTIN® (moxidectin), SAFE-GUARD® (fenbendazole) or in combination, your cattle are probably already reinfected with parasites. That's because conventional dewormers only last 14 to 42 days and SAFE-GUARD® has the potential for developing resistance to up to 100 to 150 days of parasite control in a single treatment.

When you look at the benefits of season-long parasite control with LONGRANGE — you'll see you have a lot to gain.

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By Steve Lucas

“Civility of the earth is the most virtuous and pollical virtue,” wrote Thomas Jefferson, and for that end, farmers and ranchers were seen as the salt of the earth. In recent times, though, the perception has changed. Natives contaminated with bad press and a public that is more cynical than ever may have taken one step back and are struggling to present itself as trustworthy. When the check is in the mail, the public’s general distrust of a society that seems to excuse dishonesty if there is a dollar to be made have put agriculture, including cattle producers, at a disadvantage. When he says he’ll be there at 10:00, look for the speed limit. When he says it really didn’t happen, “while not provoking, does occur in our industry. These attitudes are ticking time bombs waiting to explode and cause further damage to our reputation, our segment of the cattle business, and he sees his son watching his every move, dissecting his every response. There is no gray in Joe’s life. There can’t be. Joe’s life has to be black and white, like you must every yes, and his no. He takes his job as a family man especially when, if truck, at a disadvantage.

We all have Little Joes in our lives. They may be our children, or it may be our children at another level, like the groups of people Joe interacts with, especially when, if truck, at a disadvantage. What matters is honesty and integrity. As we start the New Year, let’s try to be more like Joe. There’s nothing wrong with being honest to a fault. More so than anyone, Joe relates Jefferson’s portrayal of our

A Dirt Road Diary
Honest to a Fault

PAGE 18, JANUARY 2015, THE VIRGINIA CATTLEMAN
The two most critical times of the year for proper trace mineral and vitamin supplementation in your cow herd are prior to calving and prior to breeding. With many forages, protein supplementation will also be needed at this time.

**CRYSTALYX®**

**Breed-Up®**

products differ from the more standard CRYSTALYX® supplements in three ways; higher levels of vitamins, more concentrated levels of trace minerals and all CRYSTALYX® Breed-Up® supplements contain organic forms of trace minerals.

Your future looks bright with CRYSTALYX®.

Zach McCall with Reserve Senior Calf Champion in the Junior Angus Show in Louisville, KY at the North American International Livestock Exposition.

The Honorable Todd P. Haymore, current Virginia Secretary of Agriculture and Forestry, has received the Virginia Agribusiness Council’s 2014 Distinguished Service Award. Council Board of Directors Chairman Danny McNeil, chairman of the group presenting the award, during the Governor’s Council’s Annual Meeting in Richmond in November 13.

Recipients of this award have all provided a commitment to service to Virginia’s agriculture industry for a long period of time. Secretary Haymore was raised on a tobacco farm in Pittsylvania County, Virginia and has a degree in Political Science from the University of Richmond and a Masters in Business Administration from Virginia Commonwealth University. Respect the only years of his career in public service, he has been staff of former Congressman L.E. Payne (VA-5th). Secretary Haymore then started in his tobacco roots, working for both DIMON Incorporated and Universal Leaf Corporation. In 2007, then-Governor Tim Kaine tapped Haymore as the Commissioner of the Virginia Department of Agriculture and Consumer Services (VDACS), a role in which he served for four years. Under his leadership of VDACS, Virginia agriculture saw an increased commitment to marketing by the agency, which oversaw more than 30 state regulations.

Virginia Governor Bob McDonnell asked Secretary Haymore to become Virginia’s second Secretary of Agriculture and Forestry. In this role, he oversees the incorporation of agriculture into Virginia’s overall economic development platform and increased opportunities for international business by opening trade offices around the world. He also worked with industry members and the General Assembly to create the Agriculture and Forestry Indicators Development Fund (AFIDF), which is an economic development grant and loan program specifically for agricultural and forestry value-added or processing facilities.

Governor Terry McAuliffe re-appointed Secretary Haymore in 2014, and his efforts to grow and expand Virginia agribusinesses have continued.
There's Something Better About Sirloin Steak han been trimmed years. For example, the total from trimmed steak has de- surprising is that less than 10% of the American diet comes from beef, and the saturated fat and total fat in the most lean. 95% lean Ground Beef, meet the importance of lean beef in a healthy diet. The Dietary Guidelines Advisory Committee has made clear that attention to lean beef and reduction in meat consumption from unhealthy dietary patterns in the 2015 Dietary Guidelines for Americans. The committee endorses the importance of lean beef in healthy eating patterns recommended by the Dietary Guidelines.

Despite the changes made in cattle breeding and management practices and retail trimming methods through the past 40 years in cattle breeding and retail trimming practices and retail trimming, increased trimming, ultimately resulting in an 80% decrease in demand for leaner cuts and increased trimming, among consumers. The Committee missed this opportunity to positively influence the American diet. The Committee disregarding sound science. The Committee is recommending healthy diets with a healthy dietary pattern. The FDA has turned a blind eye to the scientific evidence showing that there are evidence showing that there are

Heart Healthy Beef, Arugula and Spinach Lasagna

Ingredients:

- 1 1/2 cups reduced fat shredded mozzarella cheese
- 1/4 cup ricotta cheese
- 2 eggs
- 1 1/2 cups meat sauce
- 1/2 cup chopped fresh oregano
- 1/2 cup chopped fresh basil
- 2 cups loosely packed fresh spinach
- 1/4 cup chopped fresh parsley
- 3/4 teaspoon pepper, divided
- 1/2 teaspoon salt, divided
- 1 1/2 pounds Ground Beef (95% lean)
- 1 1/2 cups reduced fat mozzarella cheese
- 1 7-1/2-inch glass baking dish
- 3 lasagna noodles
- 1/2 cup reduced fat ricotta cheese
- 1/4 cup chopped fresh oregano
- 1/4 cup chopped fresh basil

Instructions for Beef, Arugula and Spinach Lasagna:

1. Preheat oven to 375°F. Place large nonstick skillet over heat. Add (95% lean) beef and cook for 8 to 10 minutes, breaking into 3/4-inch crumbles and stirring frequently. Drain off drippings. Return beef to skillet; season with 1/2 teaspoon salt and 1/2 teaspoon pepper. Stir in 1/2 cup prepared pasta sauce. Set aside.

2. Combine arugula and spinach. Set aside. Combine ricotta cheese, egg whites, basil, oregano, remaining 1/2 teaspoon salt and 1/2 teaspoon pepper in small bowl. Set aside.

3. Preheat oven to 375°F. Heat large nonstick skillet over medium-high heat. Add (95% lean) beef and cook for 8 to 10 minutes, breaking into 3/4-inch crumbles and stirring frequently. Drain off drippings. Return beef to skillet; season with 1/2 teaspoon salt and 1/2 teaspoon pepper. Stir in 1/2 cup prepared pasta sauce. Set aside.

4. Cover with aluminum foil. Bake in 375°F oven 45 to 50 minutes. Remove foil; sprinkle with remaining 1/2 cup mozzarella. Bake, uncovered, 5 minutes or until cheese is melted. Let stand, loosely covered, 10 minutes before serving.
Lancaster Farming, the leading Northeast and Mid-Atlantic farm newspaper, is the farmer’s ‘choice’ - a valuable agribusiness resource. Every Saturday, the newspaper delivers news, market and commodity reports, and ag-industry information to more than 59,000 farm families and agribusinesses in Pennsylvania and surrounding states.

Haymore

Continued from Page 19

Virginia Agribusiness Council Board Chairman, Donny Shreckhise, commented during the presentation that Secretary Haymore’s “long record of service to Virginia agriculture and to the Commonwealth is characterized by a dedication to public service. It is rare to have such a dedicated public servant in Richmond representing our industries each and every day.”

Council President Katie Frazier said, “Secretary Haymore has proven to be an effective partner and committed public servant in the administration of three different governors. His efforts to grow and expand the Commonwealth’s two largest industries have led to increased investment, job creation, and a multitude of opportunities for Virginia farmers and foresters.”

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PROMOTION HIGHLIGHTS

Virginia Beef Industry Council (VBIC) hit the digital ground running this year with a brand new website design and new social media properties. With the launch of the website in February, a “Virginia is for Beef Lovers” contest was conducted to raise awareness of the website and its resources. Visitors to the site answered a short survey about beef preferences, went on a scavenger hunt through the site, and entered to win a $3,500 worth of fresh beef and recipe infomation. VBIC now also contributes regularly to Facebook, Twitter, and Pinterest with cooking tips, relevant articles, cooking videos, and nutrition information.

Food Truck Foodies
VBIC formed a partnership with the DC Food Truck Association, which boasts a membership of over 60 trucks. Food trucks are an increasingly popular meal stop for the metro-millennial population that is far removed from their food sources. This partnership included sponsoring an “I Heart Beef” cooking competition at Curbside Cookoff, which drew hundreds of attendees and made local radio stations and publications such as the Washington Post.

Beef Camps
Almost 200 Kroger meat managers and Supervalu wholesale distributor sales staff attended one of two Beef Camps conducted this year. These camps are face-to-face immersion events that highlight evaluation of live cattle and production practices, merchandising tips and cooking applications and carcass breakdown. Training the trainer events have become a top priority, as the learnings create a ripple effect when passed on to customers and other employees. Attendees received printed materials and resources to utilize in-store.

Seasonal Promotions
Holiday Roast and Summer Grilling promotions were activated throughout the state this year. Radio stations pushed beef information out to listeners, conducted contests allowing listeners to win beef, featured beef radio slots and gave away grills. Printed materials were disseminated to multiple retailers across Virginia to display in the meat case. In-store pot roast sampling was conducted in the Richmond area and reached more than 700 patrons.

INDUSTRY COMMUNICATIONS PROGRAM HIGHLIGHTS
VBIC maintained a high level of visibility and distributed new and enhanced beef nutrition and safety educational materials at professional development conferences held by the Virginia Academy of Family Physicians, Virginia’s Teachers of Family and Consumer Sciences, Virginia Academy of Nutrition & Dietetics, and Virginia Association of School Nurses. The primary message to more than 1,200 health professionals and professional educators is beef is leaner than ever, with 29 cuts identified by USDA as lean. VBIC distributed Basic About Beef DVDs at the Virginia’s Teachers of Family and Consumer Sciences annual meeting.

VBIC passed out more than 3,000 “Beef It’s What’s for Dinner” pot holders and 6,000 pieces of literature with beef recipes and nutrition educational information at the 2014 Richmond Southern Women’s Show. Over 12,000 participants visited the Council’s booth featuring the theme “Above All Else…Beef It’s What’s for Dinner!!!”
DEAR FELLOW BEEF PRODUCERS,

There’s only one maximization that really matters when it comes to your Beef Checkoff Program:

You get what you invest in.

Recent independent research proves partners with returns of $11.20 for every $1 invested in the national program. Although not part of the national study, the programs conducted at the state level can easily sustain the overall efficiencies of returns. Fostering the efforts we’re making as Beef producers are worth it.

Your investment of $31.5 million was Almost $318 million. Did you purchase 'the check'? While the return on this investment signifies the success of our joint venture because of (producers and importers) participation in checkoff-directed business and community initiatives.

DEAR FELLOW BEEF PRODUCERS,

NUMBERS DO THE TALKING

When you combine the returns on investment with the program: ‘You’re very impressive.’ With declining satisfaction of the program or even multi-plant areas, it’s time to see more Beef consumed in the future. Let’s keep up the good work.

Retailers Get in the Act

Retailers are the number one link to the consumer, and they are already seeing beef information being an “under-the-radar” approach. It’s a one-on-one communication through a consumer’s computer, and aims to direct consumers to the BeefCheckoff.com website, which contains recipes, tips, nutrition, safety and other information consumers need and need.

Digital elements that drive consumers to the site include:

- Banner Ads on sites like AllRecipes.com and FoodNetwork.com, which inspire consumers to think about tonight’s dinner with beef; phones, recipes and information;
- Search Advertising: an engine such as Bing and Google for people proactively searching for information or food;
- A Beef “It’s What’s For Dinner” digital campaign, with a monthly Facebook page, with about 980,000 fans who receive recipe posts with photos on a regular basis;
- Collaboration with other established recipe and nutrition-related websites, such as Martha Stewart.com;
- Videos that run below on Billboard Channel; and
- Crime “getting old” elements in digital marketing that allow the industry to target millennials consumers.

In the first four months of the marketing campaign significant results were generated. More than 1.7 million consumers were reached through the campaign’s website, and the “see-scope recipe” videos were viewed more than 8 million times on YouTube and other video platforms.

Furthermore, independent social media sites hosted more than 1 million achievements, such as likes, comments, shares, re-owns and a reference to checkoff resources, such as recipes. Because it’s available 24/7, the digital social media tool is providing continual contact with consumers who are looking for meal solutions.

Unlike other kinds of outreach, almost all of that contact is positive in nature. Research shows that 87 percent of consumers have positive opinions about beef after visiting the Beef “It’s What’s For Dinner” website.

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NUTRITION RESEARCH HAS VALUE

More research now shows that a heart-healthy diet that includes lean beef can reduce risk factors for heart disease. A study funded by the beef checkoff and the national Institute of Health-nominated Penn State General Clinical Research Center and published in the June 19, 2014 issue of Journal of Human Hypertension found that a dietary pattern rich in fruits, vegetables and lean-fat dairy that includes lean beef – even daily – can reduce risk factors for heart disease, including elevated cholesterol and blood pressure.

According to lead researcher Penny M. Kris-Etherton, "This research adds to the significant evidence, including work previously done in our lab, supporting lean beef’s role in a heart-healthy diet.

Researchers suggest the evidence supports the idea that “...the type of protein...that is instrumental in reducing blood pressure.

A NEW PRODUCT WITH OLD ROOTS

The "lean" beef checkoff

Schneider’s Meat and Beverage Innovations of Buffalo, NY received the prestigious 2014 Food and Beverage Innovation Award from the National Restaurant Association at their restaurant, beef and meat show.

Schneider’s has less fat and sodium than beef, and its new, pre-cooked product ready for cooking is an even cook in a fraction of the time. In preparing the food, it was blended as a product with "wild" ingredients and "good potential to help operations capitalize on consumer trends and slow-opener services." The product not only fits into healthy lifestyle trends, it also meets dietary needs of those religious or ethnic groups prohibited from eating pork products.

BEEF EXPORT VALUE ON RECORD PACE

Checkoff dollars in the international arena are focused on several markets:_uuid:00000000-0000-0000-0000-000000000000

exported value on record pace. In 2014, the beef checkoff purchased $3.86 million, up 13 percent from a year ago. Export volume was up 6 percent to 697,752 metric tons.

In 2013, Japan remained as number one, 1 international destination for U.S. beef when an increase in the age limit for eligible cattle started a large increase in exports. U.S. exports to Japan have been nonetheless steady this year, while Japan’s imports from other major suppliers such as Australia, New Zealand and Canada have declined.

Hong Kong, South Korea and Taiwan have also been strong, growth markets for U.S. beef in 2014. In June-June Korea dropped full access for U.S. beef for the first time since the December 2003 BSE cases.

These results translate into remarkable returns for U.S. cattle producers. Export value per head of live cattle was nearly $300 in June-June, and overpaid $257 for the first seven months of this calendar year. Per-head export value is up 13 percent from a year ago and has not been shown in the past five years.

Whether promoting beef internationally or providing marketing support for the product in the United States, the Beef Checkoff – Program has been committed to programs that build "beef demand" since 1986. The recent research showing returns of $1.01 for each dollar invested is a strong validation of that work.

CATTLEMAN’S BEEF BOARD FISCAL YEAR 2014 EXPENDITURES

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*This total also includes CBB’s costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.
Twelve presentations to a total of 213 students were made to Culinary Arts classes at community colleges. The purpose of the presentations was to educate students about beef production systems both in Virginia and nationally and to dispel myths and misinformation associated with beef as a high quality source of protein. After each presentation, students were provided with a copy of The Healthy Beef Cookbook, a laminated beef cuts wall chart, a copy of Creating Crave, and other resources they can use as they pursue careers in the food service industry.

INDUSTRY SERVICES PROGRAM HIGHLIGHTS

Virginia is a feeder cattle producing state and not heavily involved in the finished segment. In order to have a better understanding of finished cattle and the final product, the Virginia Master Cattlemen Program teaches participants about the meat side of the cattle business and how practices used in the supply chain, including those made on the farm, affect the product we deliver to the consumer. Participants learn how carcasses are fabricated and where the newer value-added cuts come from.

The Girls Night Out program educated working mothers with families in the areas of meat selection, meat preparation, industry myths and facts, and food safety. The Grilling Fresh Beef segment educated the women on how they could select and prepare less expensive beef when they are on a budget.

BOARD OF DIRECTORS

Members of the VBIC Board of Directors assist with beef promotional events throughout the state and work with beef producers and businesses to extend programs of the VBIC to the local level.

Mark Green Chairman, Vinton, Packers/Processors
George Jones Vice Chairman, Brookneal, Region VII
H. Shirley Powell Colonial Beach, Cattle Feeders
Jesse Bomber Richmond, Dairy
Barry Price Richmond, Dairy
Denise Fairman Petersburg, Pork
Lee Keelroo Jamboree, Region I
James S. Staley Marion, Region I
Joe Guthrie Dublin, Region II
J. S. Staley Marion, Region III
Marnie Caldwell Lexington, Region IV

Cattlemen’s Beef Board Representatives:

(Ex-Officio)
Joie Garth, Dublin
Hank Mason, Chatham
Federation Division Representative
Mark Green, Virginia

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Dr. David Gerrard, Virginia Tech Department of Animal & Poultry Science
Mike Carpenter, Virginia Department of Agriculture and Consumer Sciences
Deborah Shaw, New Castle
Lisa Lord, Virginia Department of Agriculture and Consumer Sciences

Staff
Jason Carter, Executive Director
Anne Jones, Director of Industry Communications
Valerie Van Dyke, Director of Consumer Marketing

VIRGINIA BEEF INDUSTRY COUNCIL

Statement of Revenue and Expenses

October 1, 2013 – September 30, 2014

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Virginia Simmental Association

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ASIA's All Purpose Index

- ASA’s All Purpose Index is designed to work best when selecting bulls for use in heifers where daughters are rebred and sold forward and steers are finished and sold grade and yield.
- ASA data establishes that bulls with higher API values tend to sell for more money than lower API bulls.
- Given the above factors, breeders selecting for API are likely to improve their customers’ profitability as well as their own.
- For more detailed information on API go to: http://simmental.org/multipurpose/

American Simmental Association

www.virginiasimmental.com
FDA Plan For Antibiotics In Food-Producing Livestock Has A Loophole?

By Ed Silverman

Last year, the FDA released a new plan to strengthen oversight of antibiotics that are used in food-producing livestock. The move was seen as a response to growing concerns that antibiotic-resistant bacteria are becoming increasingly resistant to antibiotics used for these purposes. The plan, which was released in April 2015, aims to reduce the use of antibiotics in livestock by requiring that drugs be used only when a veterinarian has determined that they are needed for disease prevention or control.

However, critics argue that the plan has a loophole that allows for the continued use of antibiotics for growth promotion. Under the plan, antibiotics that are approved for use in livestock can be used for disease prevention, but not for growth promotion. However, the plan also allows for the continued use of antibiotics that are approved for growth promotion, but not for disease prevention.

A recent study published in the journal *The Lancet* found that antibiotics are used in livestock to promote growth, as well as to treat disease. The study estimated that around 30% of antibiotics used in livestock are used for growth promotion.

The FDA has acknowledged the loophole in the plan, but has defended it as necessary to avoid cannibalizing the livestock industry. The agency argues that if antibiotics were not allowed for growth promotion, farmers would be forced to use alternative methods to promote growth, which could be more expensive and less effective.

Critics, however, argue that the continued use of antibiotics for growth promotion is a threat to public health. Antibiotics are used to treat both human and animal diseases, and the overuse of antibiotics in livestock can contribute to the development of antibiotic-resistant bacteria.

The FDA is expected to issue a final rule on the plan later this year. In the meantime, the agency is working to develop ways to require antibiotic-resistant bacteria to be reported to the FDA.

Continued on Page 30
Data from the Spring 2012 Across-Breed EPD Genetic Trends presented at the Beef Improvement Federation documents Charolais and Charolais-influenced genetics lead all major breeds compared for both weaning and yearling weights. In fact, Charolais cattle were proven to excel at adding more pounds at weaning and yearling.

Every beef producer knows profitability starts with more pounds. More pounds. More profits.

Simple math.

Increased Red Meat Yield

Optimum Growth

Q

Moderate Stature

Hybrid Vigor

Q

Consistent Breed Identity

Reproductive Efficiency

Q

Docility

Do What Works

more pounds at weaning!

more pounds at yearling!

Just over $27,000 in donations was raised for Sam Walker during our November 2014 sale.

If you are a member of our association or have been consigning cattle to our sales, you should receive an invitation to consign in 2015. If you would like to enter cattle in our spring sale, but do not receive an invite, please contact the sale manager, Dennis Adams, at mfnrcharolais@gmail.com, call 540-226-4472 or Bill Thompson at MountainMeadows@HighRoadComputers.com 540-968-1987.

Just a reminder that it is a new year and it is time to pay the 2015 dues. Dues may be sent to our Treasurer, Walt Winkler, listed above.

All members of the Virginia Charolais Association are entitled to join all the sales we sponsor.

Our next Virginia Charolais seed stock sale will be at the Virginia Beef Expo on April 17th, 2015 in Harrisonburg, VA.

PAGE 28, JANUARY 2015, THE VIRGINIA CATTLEMAN

Virginia Charolais Association

2013-2014

V.C. Officers

Bill Thompson – President
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Kaitlin Smith – Vice President
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540-943-6144

Chad Joines – Southwest Director
Junior Advisor
Virginia Tech
Dept of Animal & Poultry Science
Blacksburg, VA 24061
540-557-7265

We would like to invite anyone interested in becoming a member of our association to call one of the officers listed above.

Our next Virginia Charolais seed stock sale will be at the Virginia Beef Expo on April 17th, 2015 in Harrisonburg, VA.
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Please renew my membership (Current members only)

For more information call our office at (540) 992-1009 or visit http://vacattlemen.org/membership_join.php
California's Water Crisis Puts Grazing In The Hot Seat

By Traci Eatherton, Western Livestock Journal

Despite recent rain and cooler weather throughout much of California, the Governor's Jan. 17 State of the State speech included a dedication to finding a way to cut water use, with the State Water Resources Control Board (State Water Board) announcing plans to ban the practice of livestock grazing in the Central Valley. The California's Drinking Water Board (Basin Water Board) has proposed a statewide action plan (SWAP) to limit environmental benefits from grazing, prompt implementation of grazing regulations, gather this information, and address water quality impacts related to livestock grazing in California.

While the proposed SWAP plan was met with some interest and concern on what exactly it may mean for grazing in the state, and the State Water Board has put together another plan, close to implementation by 2015. Grazing is an important economic commodity in California, resulting in over $60 billion in food and another $7 billion in tourism. The State Water Board is seeking water-quality guidelines and best management practices that may be used commonly.

However, the spokesperson did not indicate which steps the FDA may take, other than to say more detailed information will be gathered to ensure there is compliance. Meanwhile, the FDA is working with the U.S. Department of Agriculture and other groups to develop ways to gather data on this issue.

Many of the non-food products currently sold by Daves, the California animal health unit, and Zestic represented by the FDA as being used in animal food services, as well as for non-food products, are approved by the FDA. The following changes will also apply when these antibiotics are used in any approved combination because they are medically important antibiotics in food-producing animals. This also applies for the Veterinary Food Directive (VFD) to the responsible use of antibiotics. The company supports FDA's efforts to phase out growth-promotion uses without being a substitute for growth-promotion medications. When the guidelines are issued in the Veterinary Food Directive going into effect, it will be illegal for a veterinarian to use a medically important medication for growth-promotion reasons. No growth-promotion indications. A premarketing indication is not a substitute for growth-promotion indications.

Antibiotics Continued from Page 7

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Continued from Page 15

Graded Feeder Cattle Sale
Evert Tuesday 10:30 A.M.
Tel-O-Auction Hook-up Available

By Darrell Peel, Oklahoma State University

Beef markets set price records throughout the year and one constant theme for some but not all as the year will drive beef markets in 2015. Darrell Peel, Oklahoma State University, livestock marketing specialist said several factors will influence beef prices and best plans to remain 2014 levels with slight improvements in 2015 but not increase as much as in 2014. The average for next year should be higher than the average for 2014. An increase in beef prices is predicted.

“The best year almost always occurs in a year that is down year,” said Peel. Those conditions will come in the annual cattle report due January 31, 2015. Peel said, “The question is more of how much beef production happened in 2014. An increase in one-half to one percent in the beef cow herd is expected.”

Feeder cattle supplies are up due to increased feeding of cattle in feedlots. Increased production is expected to decrease another year, but additional beef supplies are expected to increase with cattle production. The most potential is for beef production having been most depleted during the drought and continued drought continued recovery in these areas will lead to increased supply. "This area has the most potential for beef production having been most depleted during the drought and continued drought. Grass recovery in these areas will lead to beef rebound in 2015," Peel said.

Peel noted that feeder cattle supplies will continue to tighten into 2015 with a possible 2014 herd remaining in 2015. Beef supplies are expected to decrease another year, but additional beef supplies are expected to increase with cattle production. The most potential is for beef production having been most depleted during the drought and continued drought. Grass recovery in these areas will lead to increased supply. "This area has the most potential for beef production having been most depleted during the drought and continued drought. Grass recovery in these areas will lead to beef rebound in 2015," Peel said.

Feed prices are expected to continue increasing but feedlots and packers will struggle to make a profit in a high feed and low cattle prices will be expected to continue buying cattle and price adjustments.

International trade

International beef trade will remain important to domestic prices and could have problems because of high prices and the relatively strong U.S. dollar against other currencies which impacts exchange rates. Peel said. That makes U.S. beef exports more expensive and beef imports cheaper, while tends to decrease beef exports and increase beef imports.

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Results

Continued from Page 11

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For more information visit the Virginia Hereford Association website at www.virginiaherefords.org
The nation’s largest beef breed organization is creating new, improved bioeconomic tools aimed at identifying purebred and commercial cattle with better performance and profitability.

The American Angus Association on Friday, Dec. 5, released its national cattle evaluation (NCE) containing genomic-enhanced progeny (GE) animal and progeny differences (GE-EPDs) released its national cattle association on Friday, Dec. 5, and progeny of other sires in the database. Today, however, the parent association has released its suite of bioeconomic dollar-assumptions used to calculate along with updated economic tables and breed averages — including multi-trait $Values released Dec. 5, with the newly introduced feed-intake component, residual feed and efficiency. 

Economic advisors work closely with researchers to update ever-changing assumptions, like feed costs, that greatly influence, has led to advanced tools to characterize animals for customers even more advanced tools to characterize animals, how efficiently they perform, and ultimately how they increase their bottom lines," he says. "That’s a powerful piece of information for producers and their commercial cattle customers.

Visit www.angus.org to learn more about the American Angus Association National Cattle Evaluation and continued developments in genetic evaluation for terminal Angus cattle.

Improved Feed Efficiency, Profitability

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Virginia Angus seeks hourly contractor assistance with promotions, membership contact, publicity, special events and other duties associated with the successful operation of VAA activities. Some in-state travel required. Excellent communication skills, strong knowledge of internet usage, Microsoft office programs, and Quickbooks is essential. Graphic design capability and Adobe InDesign experience helpful. Email resume and cover letter to vaangus@vaangus.org.
American Beef Rebounds In Japan

By Rob Hotakainen
McClatchy, South Bend Tribune

When Masaharu Matsumoto took his family to dinner at the Kisuke ebi-tongue restaurant in Tokyo’s posh Rikyu district, he was delighted, noting, "It’s just delicious — that’s it."

At the Rikyu beef-tongue processing plant in Iwanuma, which employs 120 workers, hundreds more big beef heads have been ordered from the U.S., and it’s being processed and consumed.

"I don’t want you to eat these — only one Japanese want to eat," said Hisayasu Ono, Kisuke’s director of sales, speaking through an interpreter to an American reporter. An average entrée costs $22 at the shops, which has roughly 1,500 employees in Yokohama. All the tongues imported from Texas and Nebraska are top finish beef, producing the best.

The Kisuke chain, which has roughly 2,500 establishments, is processing and consuming it. … Only we Japanese want to eat,“ said Hiroyasu Ono, Kisuke’s director of sales, speaking through an interpreter to an American reporter. An average entrée costs $22 at the shops, which has roughly 1,500 employees.

"American beef is very high quality, so the price is also very high," Ono said. "American beef is very high quality, so the price is also very high," Ono said. But after Japan last year loosened its rules on importing beef from the U.S., 68 percent of the beef imported from Texas and Nebraska is top finish beef, producing the best.

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By Logan Hawkes

Seeking more business, beef producers want to get rid of Japan’s tariffs on meat as part of broader negotiations to open up the Trans-Pacific Partnership, a trade pact involving 12 nations that would make it tougher for exporters to compete in the Japanese market.

Beef In Japan

Continued from Page 30

Japan, which didn’t begin importing beef in significant quantities until the late 1970s, now ranks as the top foreign market for U.S. cattle producers. Both in volume and value, shipments worth $1.4 billion last year accounted for more than half the nation’s cattle sales. "It’s a new real estate market," Driscoll said.

Producers want to get rid of Japan’s tariffs on meat as part of broader negotiations to open up the Trans-Pacific Partnership, a trade pact involving 12 nations that would make it tougher for exporters to compete in the Japanese market.

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Faulty Outlook

Faulty outlook for the animal industry, which has been a reality for the last few years, continued to weigh heavily on the meat business in 2014. But the rapid reduction in feed prices was a major component of the sharper downward trend in feed for both swine and poultry producers.

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Several Thousand Cattle Quarantined Near Yellowstone

By Laura Zuckerman

Several thousand head of cattle have been quarantined in Montana after a cow near Yellowstone tested positive for brucellosis, the livestock disease much feared by ranchers and also carried by elk and bison, state fromtry officials said on Friday. The disruption comes as a pivotal moment for the region’s beef producers, who see it in the midst of a long hoped-for trend in which expanded marketing and increased prices are making their livestock more valuable than ever.

By ranchers and also carried by elk and bison, state fromtry officials said on Friday. The disruption comes as a pivotal moment for the region’s beef producers, who see it in the midst of a long hoped-for trend in which expanded marketing and increased prices are making their livestock more valuable than ever.

The Beef Promotion and Research Council of Texas (BPRCT) consists of 20 Texas cattle producers appointed by the Texas commissioner of agriculture. All state beef checkoff programs are overseen by the state veterinarian, who is appointed by the state commissioner of agriculture. The BPRCT contracts programs are overseen by the state veterinarian, who is appointed by the state commissioner of agriculture.

The funds are managed in accordance with the authorities designated by the Texas commissioner of agriculture and the Texas Beef Council to conduct demand-building programs such as retail, export marketing, and digital consumer marketing.

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Virginia Cattlemen’s Association 2015 Winter Producer Education Meetings

Please RSVP to the Extension Officers associated with each meeting by January 21, 2015.

Monday - January 26, 2015 at Barbourville Fire Hall in Barbourville, VA
RSVP - to Orange County Extension Office at 540-672-1361

Tuesday - January 27, 2015 at Blue Ridge Community College's Plecker Center in Weyers Cave, VA.
RSVP - to Augusta County Extension Office at 540-245-5750

Wednesday - January 28, 2015 at Olde Dominion Agricultural Center in Chatham, VA.
RSVP - to Pittsylvania County Extension Office at 434-432-7770

Thursday - January 29, 2015 at Washington County Fairgrounds in Abingdon, VA.
RSVP - to Washington County Extension Office at 276-866-6309

All meetings are 4:30pm - 8:00pm

All planning on attending should RSVP by Wednesday January 21, 2015

Presented by MultiMin

The program will feature topics relative to managing increased beef cattle enterprise profitability and ramping up immune response for cows and calves through trace mineral supplementation and improving preconditioning management.

Boehringer Ingelheim

Speakers Will Include:
Dr. Alex White, Agricultural Economics Instructor at Virginia Tech and Farm Business Consultant
Dr. Robert Gnetty, Veterinarian and researcher with Multi Min
Dr. Bob Smith, Veterinarian and researcher with Boehringer Ingelheim Vetmedica
Dr. John Currie, Veterinarian and instructor with VA/MF Regional College of Veterinary Medicine

All meetings are free to attend and will include a catered supper.
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The new Tranz Former™ simply screw into the common valve later, using the clamp on valve as the bracket, polish and flatten the outer diameter threaded terminal nut screws from the Tranz Former™ main body and attaches to the garden hose tail thread eliminating the restriction of hose pipes when attaching the water supply. The Tranz Former™ is suited already as it can increase the flow rate a contrast supplying 4 gallons per minute, up to an astonishing 18 gallons per minute. This from a water supply capable of delivering 20 GPM from the hose before it is connected to the valve.

The design technology is gleaned from the successful Megaflow and Topaz range of trough valves produced by Jobe Valves.

All materials used in construction are non-corrosive including glass reinforced nylon body to withstand impact from cattle, quality seals and internal parts to remain a long lasting and serviceable valve. Established in 1991 and proudly known as the Graziers’ Boutique, Pasture Management is an importer and wholesale distributor of high-end livestock management products. For more details or a brochure, contact them at 1-800-230-0024 or visit their website at www.pasturermgmt.com.
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www.GELBVIEH.org
Beef Cow Economics

By Trey Keyser, Commercial Ag Loan Officer
Farm Credit of the Virginia Coast, Petersburg, VA.

In the past couple of years, cattle producers have had remarkable success in the chicken business. Prices have been good, and going good, and going strong. Producers have found a way to maintain their herd, and they are now in the position to start a slow climb to building their livestock. It appears we've started to see a slow increase in the number of cows in the Southwest, which has caused a sharp reduction in the nation's cattle herd. As weather conditions in the last few years, particularly in the past two years, have been very dry, there has been a reduction in the cattle herd. At weather conditions are favorable, there is always the potential for an increase in the herd. As a result, producers are looking for ways to increase their herd size, and marketing strategies are being developed to help them achieve this goal.

The massive drought of the last few years, particularly in the Southeast, has caused a sharp reduction in the nation's cattle herd. At weather conditions are favorable, there is always the potential for an increase in the herd. As a result, producers are looking for ways to increase their herd size, and marketing strategies are being developed to help them achieve this goal.

There are several reasons for continued rising prices, the demand for beef cattle, and the strong U.S. economy. The demand for beef cattle has been strong, and the strong U.S. economy has caused prices to rise. The demand for beef cattle has been strong, and the strong U.S. economy has caused prices to rise.

For breeding heifers or young stock, there are several methods for determining the price of a cow. Price protection is available on the purchase of livestock or any other reason. Price protection is available on the purchase of livestock or any other reason.

For bulls, you can ponder it first few years, and you need to be prepared, in the event that you sell your bull or heifer. Keeping good records, and that you're willing to share them with your advisory team, is important. A good lender will also want to understand your financial management and your ability to repay your debt. Keeping good financial records will help you and your lender to determine what can be accomplished. Keeping good financial records will help you and your lender to determine what can be accomplished.

Now back to the decision making process concerning your breeding stock. For starters, the better your decision making process, the better your beef. If you are doing the job well, you will be able to help when you choose the right kind of cattle. It is important that you can make a decision, what you plan to do, and how you plan to get there. It is important that you can make a decision, what you plan to do, and how you plan to get there.

A key point in the decision process is to make sure you can get good results. A key point in the decision process is to make sure you can get good results.

There are several methods for determining a reasonable price for livestock or any other reason. Price protection is available on the purchase of livestock or any other reason. Price protection is available on the purchase of livestock or any other reason.

The biggest decision that you will have to make is whether to keep or sell your cow. For most producers, the decision to sell is not a difficult one. The decision to sell is not a difficult one. For most producers, the decision to sell is not a difficult one.

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Beef Cow Economics

Continued from Page 42

But consider that if you go too far, you might end up with a $2,450 in that year, and you can easily get another $850 to the marketable product. This could be worth more than the $1,200 mark. The total investment (in combination) is the investment of time and money you will have to put into the job. You have to decide whether that investment is worthwhile and the 10-month cycle. It’s 10 months till a calf hits the ground and then roughly 12 months until she starts earning her keep. Winter months generally dig into the pocketbook deeper than summer months due to feed costs. For those who are still on the fence trying to determine if you are better off making cows or selling them to others, consider this:

- Consider how much it costs to raise a cow. If we take to develop her, it takes at least $650 a year to keep that cow. If we take into account the feed costs plus handle the debt of keeping a heifer that you’ll be selling her today, she may be worth in the neighborhood of $1,200. Keep this in mind.

- To get a true feel for what that better will cost you in the future, it is important to figure the cost associated with her birth from the moment she was bred to the heifer calf was weaned. For example, you’ll lose a 10-month period, you’re looking at a $1,200 minimum at 15 months. Winter months generally dig into your pocketbook deep that summer months due to feed costs. For those who are still on the fence trying to determine if you are better off making cows or selling them to others, consider this:

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Beef Cow Economics

Continued from Page 43

regardless of market conditions. Start on growing your herd, more of them paid for than not, in your cow herd by having a head start, and building equity to win the race when you have the new cow. It’s always easier burden of that $700 payment on ing a weaned steer calf is going record high cattle market, sell-fi...
The cattle market reached record levels in 2014. But the records didn’t stop at the prices. Cattle producers also saw record weights. According to USDA’s Livestock and Slaughter Report, the average weight of cattle slaughtered in The United States is increasing.

It’s been a year of high prices within the cattle market. Those prices have yet to show any strong signs of retreat.

“Cattle markets are ending the year at basically record levels in terms of prices. Interestingly enough we started the year at record levels but levels at the end of the year are significantly higher,” said Oklahoma State Livestock Marketing Specialist, Derrell Pell.

The big driver is cattle supply.

“Beef production is down about six percent so far this year. Slaughter is down over seven percent so tight supplies will continue into 2015,” said Pell. “Because of supply, and low feed costs, carcass weights on slaughter cattle are significantly climbing.

According to USDA’s Livestock Slaughter Report, from September 2013 to 2014 the average dressed weight of the carcass rose from 799 pounds to 822. In September 2011, it was around 775.”

Oklahoma State Livestock Marketing Specialist Derrell Pell.

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120 Angus and Angus X Heifers
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For More Information Please Contact
Jim Chambers 540-485-8010
or Rockingham Livestock Sales 540-454-6741
A Stocker Hand’s Wish List

By John B. Rhudy

Well, another Christmas has come and gone. Once again Santa has been pretty good to me. My health, family and friends are always the best gifts which I could ever ask. With that being said, there are a few things on this list that I could use if Santa Old Elf would care to bring. So, here on this list are some wishes, some are common-sense, and some, well, let me just say there will be some feet in need of meeting.

• Market tags that come off after two days. This can be accomplished with dissolving tag glue.
• Truck drivers that can deliver a load in a timely manner, yet have every single steer walk off dry and on its own power.
• Federal ban on calfhood bands. While not possible, maybe cattlemen can be trained to count to two since removing missed testicles through scar tissue is not the highlight of a busy day processing steers. Peel says this could create some demand problems if we’re not careful.

“ar carcasses are very big, creating large cuts of meat and in some cases, those run counter to what consumers really prefer in terms of size of cuts,” said Peel.

Pro Farmer’s Julianne Johnston says the extra weight shouldn’t be a problem next year because supplies are tight. “USDA is projecting beef production to be down 3 percent from 2014 levels and if we continue to add that tight of a situation, adding weight won’t be an issue,” said Johnston.

Johnston says most packers aren’t concerned about the slaughter weights. “If plants continue to close, that could change. USDA’s report also shows hogs in the same lines, an electronic testosterone monitor on the chute, and finally, a truck drivers job that won’t be a nightmare,” she said.

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Regarded as a success, both analysts expect supplies to remain tight for a number of years.

Johnston says some packs aren’t concerned about the same lines, an electronic testosterone monitor on the chute, and finally, a truck drivers job that won’t be a nightmare,” she said.

A pet monkey trained to sit on the work table and reload eartags in the tagger. Some of these wishes are feasible, some make too much sense to ever fly, and some may be a little too far-fetched. But Roger, I would really like to have that monkey.
The Senate unanimously approved a bill in December that, if enacted, would provide a new means for accountability in the Chesapeake Bay’s preservation. The Chesapeake Bay Preservation Act of 2014, sponsored by Sen. Mark Warner, D-Virginia, will create a large interagency crosscut budget that will change to $100,000. watershed bay, which is tied by tributaries in six states from New York to West Virginia to Virginia. Warner called the Senate’s passage “a tremendous step forward” and said the measure represents a coordinated effort of state and federal agencies, Virginia and New York to West Virginia to preserve the Bay’s waters.

The bill will go through a timeline and costs—from the initial budget of $60 million per year in the Chesapeake Bay’s preservation efforts and accepts suggestions from the Chesapeake Executive Council, which is staffed by government leaders from four states, the District of Columbia and Maryland to 1.8 billion dollars.

A news release from Warner’s staff said the large collaboration effort “will provide clarity, transparency and more effective management.” Warner said, “is the broad effort of restoring and preserving the Bay.”

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