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2014 Cattle Industry Award Winners - March 27, 2014
Cattlemen’s Association in the
saw a lot of analogies for Virginia
four critical success factors. I
presented by Forrest Roberts, CEO
goals, and still pursue those goals,
personally I have
acknowledge differing
an environment is created where
indicative of leadership, when
Sometimes it is developed and
spontaneously. Personally I have
individual or an organization.
and academic discussions had
made, articles and books written
There have been many speeches
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The first critical factor of suc-
cess is being able to lead through
the current environment by re-
building trust to enable unity
and growth. Depending on the
context, trust is a strong word
that should not be used lightly.
There are many reasons that
exist numerous cattle producer
associations across the country.
Some are geographically obvious
and others are philosophically
founded. The bottom line is ev-
every cattle producer association
in this country very likely agrees on
95% of all the issues facing them.
It’s the 5% of the time that limits
our growth. Should we expect to
agree on 95%? Probably not.
Differences of opinions and in-
terests also provides perspective
which is another powerful tool
for growth. Leadership means
finding the uncommon interests
among producers and utilizing
them as opportunities to strength-
then everyone. Financial advisors
call that diversifying a portfolio.
VCA diversified our portfolio by
becoming an organization that
could be the best at supporting
value-added marketing as well as
serving the interests of the greater
beef business.
The second critical factor of suc-
cess is establishing an efficient
organizational structure and
decision making process. This is
always a challenge for any busi-
ness, be it the family farm, a
vocational association of cattle
producers. In fact, when our
attorney reviewed our current
bylaws, his comments to me were,
that the proposed new by-laws but
it was going to be job keeping the
decision making process straight.
VCA has differing specific goals
within the Association, with dif-
luting specific avenues to achieve
them. We now have a structure
that can manage marketing and
policy separately but also col-
lectively in the best interest of all
producers. The Feeder Council
remains unchanged and con-
cerned with marketing policy and
ensuring that VCA provides value
added marketing options that
will suit anyone. The Policy and
Industry Advocacy Board will
establish VCA position on impor-
tant legislative issues as well as
identity ways to VCA to support
the beef business. Today, unity
perspectives. Each of these
governing bodies are appointed
democratically. Decision making
in a group isn’t always easy but
our structure does provide for
focus on issues important to each
group of decision makers which
improves ownership and invest-
ment in the process.
The third critical factor of suc-
cess is rigorously confronting es-
tential questions related to strat-
y, capital and talent. I referred
to the differing Council and Board
that represent differing interests
with a common goal of growth
for the Association. Developing
new ideas is as important as deci-
son making. Ideas are seeds of
prosperity. Good leadership also
sees the value in borrowing from
the success of others by apply-
ing or developing tried and true
strategies. It is ludicrous to think
that one relatively small group
of people can come up with new
ideas consistently. It takes careful
observation of our world to devel-
lovascular network. Given the
Code and Board get tough. This
is where my job and the job of the
Association and Board is tough.
As hard to maintain discipline
as humility sometimes. Leader-
ship requires bringing passion
and perspective to the table. That
means occasionally we have to set
aside our personal interests, strive
to compromise when necessary
and do things in a step wise man-
er to find the squeaky wheel before the whole engine locks up.
There have been and will continue
to be days where I want to drive
trucks with an eight pound hammer.
Benjamin Franklin wrote in Poor Richard’s Almanac that “little strokes fell great oaks”.
With time, wisdom and purpose,
VCA will maintain the discipline
necessary for steadfast service to
the Virginia cattle business.

Opportunities

Jason Carter
Executive Secretary

Then have been many speeches
made, articles and books written
and academic discussions had
regarding the topic of leadership.
Leadership takes on many forms
and can be embodied within an
individual or an organization.
Sometimes it is developed and
other times it happens quite
spontaneously. Personally I have
mostly lived being able to lead
as closely bound to being able
to facilitate. Now facilitation is
certainly a broad topic in its own
right for sure, but I am referring
to facilitation, to this instance as
indicative of leadership, when
an environment is created where
people can acknowledge differing
interests, leading to strategies for
bettering our business and result-
ing in the capital to maintain that
growth. The final critical factor for
success discussed by Mr. Roberts
is executing the plan with discipline.
This is where my job and the job of
the Council and Board is tough.
According to a letter from Mr.
Roberts in Poor Richard’s Almanac
that “little strokes fell great oaks”.
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necessary for steadfast service to
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PAGE 2–MAY 2014–THE VIRGINIA CATTLEMAN
Beef Cows, How Big Is Too Big?

Dr. Bryan McMurry, Cargill Animal Nutrition

The genetic revolution in the beef cattle industry has brought tremendous increases in productivity. The bulk of these improvements have been realized through improved rates of gain. The U.S. cattle industry enjoys one of the shortest cycles times, the time from when a calf is born until it is harvested, than any of the other top ten beef producing nations. We are now producing more pounds of beef with fewer cows and in the grand scheme that is more efficient. However these increases have come at a cost to our cow/calf production systems.

Over the course of thirty years we have increased the mature size of our cows over 300 pounds. Today the average cow in the U.S. weighs 1350 pounds. The more important issue is not so much with the average itself but with the distribution around that average, more specifically the heavier cows.

If the mature weight of our cows is a normal distribution around the average then by definition one out of three of our cows have a mature weight over 1350 pounds. And that is where the problem lies in terms of production efficiency.

The real and most immediate concern are those cows that are heavier than one standard deviation above the mean or those cows heavier than approximately 16% of the cows we have selected and managed to keep the average mature size around 1200 pounds. The data suggests that as cows mature weight increases calf weaning weight decreases. At least for the year in question, which was a particularly dry year, not only did the heavier cows not produce heavier calves, they actually produced lighter calves. This is not surprising, larger cows require more dry matter than smaller cows and during drought the problem is insidious dry matter. When dry matter intake is restricted, larger cows, because of their higher maintenance requirement, lose more weight than smaller cows.

Even in herds managed for a smaller mature cow size we see efficiency advantages for the smaller cows. The data in Table 1 from a very productive North Carolina cow/calf operation shows that at some point we reach a point of diminishing returns for calf weaning weight and increasing cow weight.

This is a very productive herd selected and managed to keep the average mature size around 1200 pounds. The average weight of the cows and weaning weight of the calves are 1210 pounds and 609 pounds, respectively. Even in a moderate sized cowherd the heavier cows do not appear any more productive than the average sized cow in this environment.

Figure 1 illustrates the relationship between cow mature weight and calf weaning weight for the North Carolina herd. At least within the range of these data there is no correlation between cow mature weight and calf weaning weight. It appears that somewhere near 1300 pounds is the point of diminishing returns for cow mature weight in their production environment? The answer is in plain sight and all you need is a decent set of scales to see it. After that you will have all the information you need to work on one of the more important fundamental factors that impact cow/calf production efficiency.

The question cow/calf producers should be asking themselves, what is the point of diminishing returns for cow mature weight in their production environment? The answer is in plain sight and all you need is a decent set of scales to see it.
Knight Cattle Wins Producer Of The Year Award

It is with great pleasure that the Virginia Cattlemen’s Association presented Mike and Patti Knight of Knight Cattle with the 2014 Producer of the Year Award on Thursday March 27, 2014. Knight Cattle Corporation by name and size might sound like a corporate farming operation, but it is clearly a family run business with the husband, wife, and kids taking an active role in all decisions and duties on and off the farm. Knight Cattle is based in Orange, Virginia and it consists of over 1,000 spring and fall calving cow-calf pairs. Land they farm to spread out over two counties. They also typically run a few hundred steers. In addition to farming, Mike also shows horses, Patti and two employees work on the farm and their youngest son, John Michael also plays a large role in running the farming operation.

Anyone that knows the Knight family, know they put many hours working on the farm. They have a reputation of selling quality calves in the local state graded sales, VCA telo-auction and special Central Virginia Cattlemen Association (CVCA) special telo-auction sales. They also have a reputation of selling breeding cattle and horses. They have used Allbreed progeny calves before marketing, and market cattle and horses to the highest quality within the trailer load lots. They have an excellent reputation on the local, regional and national levels. They practice good herd management and are recognized for their cattle operation. In addition to the cattle operation they also typically raise several hundred acres of cover crops as part of a pasture and hay field rotation program. They are highly respected for their cattle operation and cattle working practices are held on their farm. VCE educational field days have been held on their farms. They typically supply equipment needed for the local agricultural fair and the Christmas parade. They are known not to say no, but make whatever is needed happen.

Their kids grew up learning the same quality work ethic and sense of commitment to help others. The two oldest children have both gone to college and have moved back to the farm. Ben is farming full time as a partner in a large local grain and cattle farm. He is married and he and his wife Elsa are expecting a baby shortly. Ben has a successful career at North Anna Power Station and is married with two kids. John Michael is a senior in high school and takes an active role on the farm. He typically is back grading a couple trailer loads of cattle at a time that he typically markets on the telo-auction. He has his own herd where he produces and sells calves. John Michael shows cattle throughout Virginia and nationally. He is active on the 4-H Livestock Judging team, past officer in his club, and was a state winning cattle working team. He is also always willing to help other kids be successful with their animal projects. Furthermore he is known for his skill in clipping and fitting show cattle. John Michael plans to attend Virginia Tech this fall.

Michael and Patti Knight

Virginina Cattlemen's Association
Sponsored Graded Sales Schedule

<table>
<thead>
<tr>
<th>Class</th>
<th>Grade</th>
<th>Stock</th>
<th>Office/Contact</th>
</tr>
</thead>
</table>
| A-Steer | 2yr | Red | Virginia Cattlemen Association |}

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Debbie Booth Wins Industry Service Award

It was with great pleasure that the Virginia Cattlemen’s Association presented the Martin State Industry Service Award to Debbie Booth at the annual VCA meeting on Thursday March 27, 2014 in Harrisonburg, Va. Debbie has served the Virginia Cattlemen’s Association and the former Mid Atlantic Marketing Association faithfully for over 20 years as the operator and coordinator of the Tele-auction and board cattle sales. Beginning in the late 1970s, Virginia Cattlemen’s Association started selling cattle to graded special sales in the barn across the state by providing a telephone connection for buyers remotely across the region. Reggie Reynold often worked the sales on the phone and conveyed the description of the cattle and the subsequent bidding to make the deals. Over the years this system rapidly grew in popularity as it was adopted by more sales both in and outside of Virginia. The most successful use of this service has been in the regular VCA Tele-auction sales.

Debbie has worked many late nights and long hours on the phone monitoring the sales and providing valuable verification of the bids and sellers. She has become acquainted with many of the buyers personalities and tendencies which makes the experience of buying the cattle over the phone nearly as seamless, for many, as being in the barn person. She also politely and firmly reminds folks about the value of the mute button more than anyone in America. Debbie Booth has been and still is a valuable partner of the Virginia Cattlemen’s Association and the sales that she sponsors. Selling cattle is very much a relationship business and working with good people is a cornerstone of that endeavor. Debbie Booth is among the best.

VCA is honored to present her

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Discussing The Waters Of The United States Regulation

In the early 1970s the Environmental Protection Agency was created to assist in regulating the preservation of our water quality in the United States. They are empowered by the Clean Water Act (CWA) to oversee the navigable waterways of the US and is assisted by Congress on two separate occasions. Recently, and on the heels of a Supreme Court ruling that allowed for a broad interpretation of navigable waters and where there is a “significant nexus” of potential threat to water quality, the EPA drafted the Waters of the United States (WOTUS) guidance to clarify its regulatory authority of nearly any body of water in the country. In early April, I had the occasion to sit in on a breakfast meeting and hear EPA Administrator Gina McCarthy lay out the case for WOTUS and their agriculture-friendly approach to producers. Ms. McCarthy began by acknowledging that many folks in the agricultural community have a mistrusting relationship with the EPA either by firsthand experience with the regulatory process or through poor understanding of the goals of the EPA and its actions. She also acknowledged that many of her people at the EPA are not as knowledgeable as they could be regarding agricultural production and therefore are not well equipped to communicate with producers in many instances. However, like farmers and ranchers in this country, she says that the EPA wants the same things for agriculture and farmers and therefore are not well equipped to communicate with producers in many instances. However, like farmers and ranchers in this country, she says that the EPA wants the same things for agriculture and farmers and therefore are well equipped to communicate with farmers and ranchers in this country.

In early April, I had the occasion to sit in on a breakfast meeting and hear EPA Administrator Gina McCarthy lay out the case for WOTUS and their agriculture-friendly approach to producers. Ms. McCarthy began by acknowledging that many folks in the agricultural community have a mistrusting relationship with the EPA either by firsthand experience with the regulatory process or through poor understanding of the goals of the EPA and its actions. She also acknowledged that many of her people at the EPA are not as knowledgeable as they could be regarding agricultural production and therefore are not well equipped to communicate with producers in many instances. However, like farmers and ranchers in this country, she says that the EPA wants the same things for agriculture and farmers and therefore are well equipped to communicate with farmers and ranchers in this country.

Continued on Page 10
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Friday’s USDA Cattle on Feed Report showed feedlots placed 15% more cattle in February than last year. That’s a ways above the average trade guess of up 10%. Traders will likely construe the report as bearish on summer month futures Monday. Still, the on-feed inventory was not far out of line from average trade guesses.

Don’t let the February 15% uptick in placements make you think the summer/fall beef supply will rise. The 1% lower March 1 cattle on feed inventory marks the nineteenth straight month the inventory was lower than the same month a year earlier.

Summer cattle futures are near record high. They advanced further after cattle that will come back to the summer market were placed. Those forces should keep feedlots profitable.

Recent feedlot closeouts, said to be well north of $200 a head, give feedlot operators a stash of cash to buy feeder cattle. Feedlot operators are perpetual optimists. Both factors entice feedlots to want to place more cattle.

Feeder cattle available are record low. January 1 feeder cattle supplies outside of feedlots were down 2.3% from a year ago. The January 1 inventory was 2.2% lower than the previous record low set in 2012.

Feeder cattle availability, and prices, could get really interesting this summer. Higher than year-earlier placements in January and February further deplete already record-tight feeder cattle supplies, leaving even fewer feeder cattle available to place later.

Next suppose favorable spring weather laws cow-calf producers to up better retention and expand cow herds. Also factor surplus feed to bunk space into the equation. Feeder cattle prices could spike. They may also be volatile. That all has feedlot managers grappling with how much they can pay for feeders, given expected fed cattle prices down the road that may or may not be as high as current deferred futures prices suggest.

Retracting feed costs, relative to the 2014 short crop spike, have predictably triggered a surge in feeder cattle prices. Every signal in the cattle market suggests feeder cattle will remain good property for cow-calf producers for the foreseeable future.

Then there’s the weather wild card. Crop threats could drive feeding costs higher, which would threaten margins on price feeders bought now. Favorable weather could drive feeder cattle prices even higher if better grazing conditions lift expectations, or fears, that supplies of market-ready hogs will diminish in the weeks ahead have lifted hog futures prices 16.2% this month. That premium could shrink if actual hog slaughter runs do not drop. Lower priced pork could stiffer competition for beef. PEDV impact could go either way.

Feedlot managers will need to skillfully use price risk management tools to capture a margin with the sizable unknowns that could push costs and revenue fairly dramatically either direction.

Fewer Cattle On Feed Will Keep Cattle Profitable, Beef Pricey

Feedlot placements up, cattle on feed down, cattle prices hold firm

This is $FLYCATTLE and every hour that works on millions of cattle...five years, I control born lines, face lines, home lines, steer lines, ewe lines, flocks, herds, marketings, lines and sides. Just keep the lines fully treated until they season is completely over and you will also prevent resistant lines.

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Beef Buzz

May is Beef Month in Virginia
Anne Jones, Director of Industry Communications

Every month is a great time to enjoy tasty, nutritious beef. However, during the month of May, the Virginia Beef Industry Council will be doing a little extra to reach consumers with a positive beef message. The following is an example of a press release that will be circulated.

If the beef burger isn’t the number-one all-American food, it’s certainly in the top five. Need proof the burger is All-American? Try this fact that hamburgers and cheeseburgers represent 71 percent of the beef served in U.S. commercial restaurants. Or that Americans eat about 14 billion burgers a year—they account for about 60 percent of all sandwiches sold—and that if you put all of those burgers in a line, they would circle the earth more than 32 times.

As the Virginia beef industry celebrates May Beef Month, it can look at the hamburger from...
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A Dirt Road Diary - Kate And Lois

Steve Lucas

In 1871, my great-great grandfather on my mother’s father’s side homesteaded 366 acres on the Bear River in the southwestern corner of Wyoming. He was an Oxford educated engineer, and superintendent of the Almy coal mines. He and his wife Mary raised 10 children in a five room house on the ranch. The eighth child was a girl named Katherine Emma, whom they called Kate.

Kate enjoyed town life. Her mother had a millinery shop in the town of Evanston eleven miles south of the homestead, but The Shoshone Indians who traveled along the river and the solitude of nature held more allure for her daughter. Kate endured two years of formal schooling, then made her life on the ranch until a coal miner/ cowgirl named Al Sellers proposed marriage. The family was not pleased, but the marriage took place anyway. Eight children were born to Al and Kate as they traveled from ranch to coal camp from Wyoming to Canada, finally settling in Rock Springs, Wyoming.

Kate was widowed in the winter of 1923 when Al died in a blizzard trying to find work. She stayed in Rock Springs raising her children in a matriarchal extended family. One of her sons purchased land on the Green River not far from Rock Springs. Kate’s wish to live on the land again was granted and she set about living ranch life as she had growing up. At the age of 86, she re-married and brought her new husband to the farm. Archie, the new man in her life launched a coal mining expedition in the Grey’s River Country of Idaho and Wyoming, and Kate followed to cook for the crew. The romance didn’t last long. World War II broke out, Archie disappeared, and Kate returned home. She lived on the Green River Farm for a time, but failing health forced her back to Rock Springs. She moved into an apartment with one of her daughters, enjoying the life of a grandmother to 17 grandchildren. Although she died in 1959, her legacy lives on.

One of her granddaughters, her oldest son’s oldest daughter, Lois, is my mother. She remembers Kate and the Green River farm. Like her great grandmother, she married an engineer. Like Kate she traveled, following my father from Rock Springs to places with names like Ten Sleep, Canyon, Denver, Anamdale and Cloudcroft. My father passed away a dozen years ago. Mom lives alone in New Mexico in a small town situated between the desert and the mountains. She’s always busy, spending her days walking her dog Smiley, attending exercise class, taking care of elderly neighbors and flood irrigating the yard. Her biggest complaint is the dust and sand that blow in from the desert. These Sellers girls are tough. Happy Mother’s Day, Mom.
authority of the CWA. EPA collaborated with the United States Department of Agriculture to ensure that WOTUS was farmer friendly and provides numerous exemptions that will not interfere with “normal farming practices”. WOTUS includes a list of 56 normal farming practices to provide further clarity to what is exempt from regulation and stipulates that list is not inclusive or limited to what is described specifically. Each of the 56 exemptions are tied to current USDA Natural Resources and Conservation Service conservation programs and normal farming practices is not defined or stipulated upon any further than the 56 exemptions defined.

The EPA claims all waters included their definition of regulatory reach are founded in science and research and that WOTUS does not expand the authority granted by the CWA, it only clarifies it. WOTUS does not regulate groundwater or ditches and previously unpermitted activities will remain that way for farmers. Recognizing the communication gap between EPA and the farming community, the EPA has hired regional agricultural liaisons across the country to serve as sounding boards for producers to aid in interpretation of WOTUS and the CWA, provide the EPA with in-house farming expertise, as well as share information with each other to best serve the country as a whole. In Ms. McCarthy’s words, these liaisons will “apply the real-world to the statute – EPA is already good at”. These EPA experts will be served by an advisory board regionally composed of agricultural community leaders. However the qualifications of both these experts as well as their advisory boards was not revealed to us.

According to the Administrator, WOTUS is about answering what is jurisdictional under the CWA as opposed to simply mitigating threats to water quality. WOTUS has been criticized as costly by the Government Accountability Office. McCarthy was quick to point out that the cost of WOTUS provided by EPA is related to implementation of the CWA and not permitting and compliance. Those are separate budgets and in some cases related to other agencies. The EPA wants to work with individual producers and farmers over state and national associations. McCarthy acknowledges there is great value in vocational and commodity groups but teams they will impede the lines of communication for individuals seeking the assistance of EPA for their farms at home. Finally Ms. McCarthy admits there will be differing regional interpretation of WOTUS by the employees of EPA. The regional liaisons are in place to minimize this but the fact will remain that interpretation is primarily up to the local EPA jurisdiction.

So here we are. A simple guidance to finalize once and for all the intent of the Clean Water Act. A simple guidance of several hundred pages to clarify what is open to interpretation depending on where you are in the country. A simple guidance to mitigate risk posed to water quality by farming that will extend regulation or oversight. A simple guidance to answer what Congress intended when they passed the Clean Water Act four decades ago. Adds another layer of meaning to the phrase “we’re from the government and here to help” doesn’t it?
Virginia Simmental Association

SimAngus™ Means Profit

More Pounds – Crossbreeding results in more pounds of calf per cow exposed and more pounds of calf produced over a cow’s lifetime by increasing calf weaning weight, cull yearling weight, call livability, average daily gain, cow fertility, and cow longevity.

High Demand – SimAngus™ combines the superior marbling of Angus and Red Angus cattle with the desired cutability of Simmental.

Efficient Production – ASA Feed Efficiency Research demonstrates that SimAngus™ not only produces a highly desirable carcass, but it does so on less feed in the feedlot.

MEMBER APPLICATION
ACTIVE MEMBERSHIP - $35 PER YEAR
ASSOCIATE MEMBERSHIP - $15 PER YEAR MEMBERSHIP NOT ENTITLED TO VOTE OR HOLD OFFICE
JUNIOR MEMBERSHIP - $10 PER YEAR MEMBERSHIP UP TO 21 YEARS OF AGE

MEMBER APPLICATION
FULL ADDRESS______________________________________________
ASA MEMBERSHIP #_____________________________________
TELEPHONE #___________________________________________
E-MAIL ADDRESS _______________________________________
SIMMENTAL INTERESTS (I.E. FULL BLOOD, PUREBREDS, BLACKS, REDS, CROSSBREEDING)

RETURN TO:
VIRGINIA SIMMENTAL ASSOCIATION, INC.
4311 BLUEGRASS TRAIL, BLAND, VA 24315
PHONE 276-688-6188
PENLEYFARM@CATTLE-TODAY.COM
BCIA Outstanding Seedstock Producer - Shelton Angus Farm

The 2014 Virginia Beef Cattle Improvement Association (BCIA) recognizes Shelton Angus Farm and W. H. “Buddy” Shelton from Gretna, Virginia as the 2014 Outstanding Seedstock Producer. The Shelton Farms are located in Pittsylvania County which is historically one of the largest tobacco producing regions in the southeast. The registered herd was established in 1963 by Walter H. and Ruby Shelton. Management of the cattle became the responsibility of W.H. “Buddy” Shelton Jr. in 1988 after he returned to home post-graduation from Virginia Tech.

One hundred twenty breed cows are maintained on an all-fescue grazing system. The herd is exclusively fall calving, which is typical in south-central Virginia. The herd has been on a 100% A.I. breeding program since 1988. Bulls are developed collaborative with other seedstock breeders in the region, and historically marketed through the Virginia BCIA program. Five years ago when Shelton Angus initiated their own annual fall bull sale.

Genetic improvement in the herd centers on functionality and adaptability to the region’s fescue environment, along with economically relevant traits to their feeder cattle producing customers. Embryo-transfer and genetics are key technologies which have assisted in the advancement of the herd. Additionally, Shelton Angus focuses on customer service by providing group backgrounding and marketing opportunities to their clients, as well as facilitating retained ownership and collection of carcass data which benefits both their customers and their own breeding programs. Buddy Shelton has been an active leader in agriculture, including serving as President of the Virginia Angus Association, President of the Pittsylvania County Cattlemen’s Association, along with being engaged in Farm Bureau, 4-H and youth groups, and his local church. Virginia BCIA congratulates Shelton Angus Farm and Buddy Shelton for their dedication to genetic improvement.

Dr. Scott Greiner, Ph.D. and WH. “Buddy” Shelton.
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May Herd Management Advisor

Scott P. Greiner &
Mark A. McCann
Extension Beef Specialists,
Virginia Tech

Although the first official day of summer is a month away, May signals the beginning of warm days. In most of the region it also represents the best time to harvest high-quality grass hay. Weather during this period often interferes with the best of harvest plans. Remember a couple of facts as you dodge showers: 1) rain does less damage (nutrient and dry matter loss) to fresh cut forage as compared to forage almost ready to bale, 2) hay quality is always changing and does not improve with time.

BCIA Bull Sale

Continued from Page 12

ers were designated as Virginia Premium Assured Plus females. Demand was strong and prices steady, as the heifers averaged $2221 per head. Virginia Tech of Blacksburg, VA consigned Lot 5 to top the sale at $2600 selling to William Gillespie of Tazewell, VA. This pair of heifers is due to calve in October/November and was bred to VIP Foreman 1Y37. Lot 1 also from Virginia Tech sold for $2300 and went to Roger Cockerham of Lowgap, NC. These August 2012 heifers were daughters of Sinclair Net Present Value and are due to calve in September. Hillwinds Farm of Dublin, VA consigned both Lots 2 and 6, which commanded $2400. All bulls and heifers were consigned by members of the Virginia Beef Cattle Improvement Association. Bulls were developed at Hillwinds Farm at Dublin, VA owned and operated by Tim Sutphin. The sale was managed by Virginia BCIA and the Virginia Cattlemen’s Association, and the auctioneer was Mike Jones.

Spring Calving Herds (January-March)
General
• Calving season winding down. Continue to observe late calving cows frequently.
• Calving records should be complete and up to date.

Nutrition and Forages
• Continue to offer a high magnesium mineral to prevent grass tetany. Monitor intake to insure cows are consuming the recommended amount. No other source of salt or minerals should be available.
• This is the time to put into place a rotational grazing management system which will provide a rest period for pastures. During rapid growth move more

Herd Health
• Consult with your veterinarian concerning pre-breeding vaccination schedule for cow herd, yearling heifers, and bulls. Plan early to allow 30-day vaccination window prior to breeding season.
• Plan parasite and fly control program for herd, and begin planning vaccination and pre-conditioning protocol to be used for calf crop.

Reproduction
• Finalize plans and protocols for breeding season. Establish calendar with dates and timing of synchronization program to be used during breeding season. Have supplies and semen on hand.
• Breed heifers 2-4 weeks ahead of mature cows to allow longer post-partum interval prior to second breeding season.
• Schedule and conduct breeding soundness exams on hard sites, including annual vaccinations.
• Manage bulls properly during the breeding season. Observe frequently to confirm breeding activity and soundness, and monitor cows for repeat estrus. Avoid commingling mature and young bulls, as older bulls will be dominant. As rule of thumb, yearling bulls should be exposed to number of cows equal to their age in months (ie. 18 month old bull with ~18 cows).

Fall Calving Herds (September-November)
General
• Schedule and conduct pregnancy diagnosis with veterinarian following breeding season. Plan a marketing strategy for open cows. Call cow prices typically peak mid-spring through mid-summer, and prices generally stronger for cows in good body condition vs. thin cows (evaluate forage availability and potential feed and management

Continued on Page 17
The 2014 Virginia Cattle Industry Convention and Commonwealth Classic youth beef shows were held at the Rockingham County Fairgrounds in Harrisonburg, VA, March 27 – 30, 2014. Despite the cold, rain, snow, and sleet experienced at one point or another throughout the weekend, the events were successful and enjoyed by all. A special thank you goes to the Commonwealth Classic exclusive event sponsor, Zoetis.

The State Youth Cattle Working Contest started off the weekend of youth events beginning on Friday, March 28th. Earlier this spring, four regional contests were held in various locations across the state to determine the Top 9 teams that would be represented at the 2014 State Youth Cattle Working Contest. A total of 51 teams competed at the regional levels. Waynesboro Nursery hosted the first regional contest on March 13th and sent Rockingham County 4-H FFA Team B (Caley Ellington, James Foley) on to the State level. From the Southern Piedmont Regional contest that was held on March 14th at the Southern Piedmont AREC, Randolph County FFA (Ryan Hamlett, Dottie Long, Scott Pugh) moved on to the state level. From the New River Valley Regional contest, the Southern Piedmont Regional contest were held together at G & G Livestock. The New River Valley Nursery hosted the first regional contest on March 13th. The New River Valley 4-H/FFA team was able to send four teams: Team A (Mitchell Farmer, Kasee Compton, and Lucas Mitchell), Team B (Calee Body, Hunter Addison, Michael Addison) and Team C (Calib Bonnack, Garrett Shumate, and McGatri Osborne) on to the State Contest. In the Madison area, the regional contest was held at Tucker Livestock on March 16th. The two teams representing the Madison area were Orange County 4-H/FFA (Hunter Kantz, Austin Rogers, Sierra Coleman) and Orange County 4-H FFA (Blake Hopkins, Robert Nixon, and Zach Swoope).

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The State Youth Cattle Working Contest, as well as the regional contests, begins with teams completing a cattle processing map. This processing map is judged and returned to the team with any corrections prior to the team working on the cattle. The teams then work a total of three head of cattle and are judged on the preparation and administration of a growth implant, a 7-way clostridial vaccination, a respiratory complex, ear tags, dewormer, and any other products that are deemed appropriate. In addition, the teams are also judged on the safety and handling of the cattle, as well as the time it takes to work all three head. For the 2014 State Youth Cattle Working Contest, first place was awarded to Randolph County High School. Congratulations to all those teams that made it to the state level. A special thank you goes to Merck Animal Health, Southern States Cooperative, Inc. Virginia Farm Bureau, and Zoetis, along with our regional contest product sponsors, Bayer, Boehringer Ingelheim, Merck, and Zoetis.

The new Youth Meat Quality Assurance (YMQA) Program hosted youth training in conjunction with the Commonwealth Classic. One hundred eight 4-H and FFA members: Olivia Williams, Orange County 4-H/FFA, to the State Fair of Virginia held in October. The 2014 State Cattle Fitting Contest began Saturday morning, March 29th. This inaugural contest was open to exhibitors at the Commonwealth Classic and encourages youth to gain the ability to work with a team to enhance the showing performance of a groomed animal. The 2014 Contest saw four teams compete. The Intermediate Division (ages 13 – 15) was won by the Junior Angus Association, which consisted of Jake McCall, Will Clark, Caleb Boden, Cliff Boden, and their coach Ruth Boden. The Junior Flintwood Association took home second place honors with team members: Olivia Williams, Brent Hostetter, Ashley Hostetler, Kelsey Trainer, and coach, Herb Williams. Orange County 4-H/FFA won the Senior Division (ages 16 – 19) of the cattle fitting contest. Their team members included John Michael Knight, Cody Boden, Zach McCall, Blake Hopkins and coach Patti Knight. Second place went to Clarke County 4-H/FFA, with team members Mark Alexander, Catie Hope, Hunter Whitmer, Helen/Scott Clay and coach, Mark Alexander. The Youth Cattle Fitting Contest would like to thank its sponsors: County Fruits, Pearson Livestock Equipment, and Virginia Club Calf Producers.

Another new contest, the 2014 State Cattle Sales Contest was also held Saturday morning of the Commonwealth Classic. The
Hamilton took home second place honors with coach, Patty Hamilton, Sarah Harris, and Davis 4-H, Lindsey Fenster, Brandon Zach McCall. Rockbridge County team consisted of Cody Boden, Coached by Sarah McCall, this Division was won by 4-C Cattle. The Senior Showmanship, and Ashley Hostetter, with Jenna Hamilton, Brent Hostetter, second place honors and consisted Rockbridge County 4-H took home Pratt, coached by Andy Overbay. Zach Jones, and John Morgan their team members, Alex Wheeler, Smyth County Livestock Club and intermediate division honors went to the pre-chosen scenario. Top Interme-
tel performance and pedigree information. The objective of this contest is to gain a working understanding of performance and pedigrees information. The five competing teams were to take pedigree information, marketing materials, and an animal to a panel of judges who would rate the contestant’s Supply and CFC Farm and Home Contest sponsors Cattleman’s and attempt to sell the judges that animal based on a pre-chosen scenario. Top Intermediate division honors went to the Smith County Livestock Club and fast-paced teams, also Wheeler, Zach Jones, and John Morgan Pratt, coached by Andy Overbay. Rockbridge County 4-H took home second place honors and consisted of Jena Hamilton, Brett Hostetter, with coach, Patty Hamilton. The Senior Division was won by 4-C Cattle Company of Augusta County. Coached by Sarah McColl, this team consisted of Cady Boden, Jake McGill, Caleb Boden, and Zach McColl. Rockbridge County 4-H, Lindsey Fraser, Brandon Hamilton, Sarah Harris, and Davis Frasher, along with coach, Patty Hamilton took home second place honors. Broadview FAESA took home third place with their team members Kaylyn Roch, James Brickla, and Taylor Burgess, coached by Colie Randolph. A special thank you goes to the Youth Cattle Sales Contest sponsors Cattleman’s Supply and CFC Farm and Home Center.

The Commonwealth Classic hosted 140 exhibitors, 66 commercial heifers, 84 prospect steers, and 118 bred animals, making for a grand total of 238 head shown throughout the weekend. The youth beef shows started off with the Showmanship divisions. Top honors went to Jack Radford in Senior Showmanship, Blake Hopkins in Intermediate Showmanship, Zachary McColl in Junior Showmanship, and Holly Moore in Novice Showmanship. Reserve champion showman was awarded to John Michael Knight in Senior Showmanship. Jake Snyder in Intermediate Showmanship, Taylor Wright in Junior Showmanship, and Samantha Moore in Novice Showmanship. Saturday afternoon and Sunday morning featured the youth regional timed shows. The youth heifer show began the evening shows in Ring B. The Herefords had a strong showing with 27 head from 16 exhibitors. The Overall Grand Champion Hereford Heifer was awarded to Oliver Hefner from Fairfield; Liana Durrer, of Ruckersville, received the Overall Supreme Champion Hereford Heifer. Other honors included: Grand Champion Hereford Steer — Garrett Cummins; Reserve Champion Hereford Steer — Walker Bowman; Grand and Reserve Champion Hereford Bull — Olivia Williams; Grand Champion Brahman — Daniel Hamilton; Champion Eliott; and Reserve Champion Brahman Bull & Owned Hereford — Olivia Williams. The Hanford show was followed by the youth Red Angus show. The Grand Champion and Reserve Grand Champion Red Angus Heifer were awarded to Jolene Davis of Montpelier. The Red Angus division had 3 exhibi-
tors and 6 head.

In Ring A, the Youth Simmental Show featured 6 exhibitors showing 7 head. The Grand Champion Simmental Heifer was awarded to Tyler Burgos from Luray, with Reserve honors going to Zeb Gough of Raphine. The Grand Champion Simmental Steer was awarded to Matthew Ferrato of Poresville; Reserve Champion Simmental Steer honours went to Savannah Cline of Wytheville. The Overall Supreme Champion Simmental Heifer was awarded to Alex Wheeler of Atkins. The All Other Breeds division had 7 exhibitors showing 13 head. Overall Grand and Reserve Champion Purebred Simmental Heifer — Garret Cummins; Reserve Champion Purebred Simmental Steer — Damian Cline; Reserve Champion Bred & Owned Angus Steer — Bryce Bowman; Grand Champion Owned Heifer — Mark Alexander, of Berryville; Grand Champion Owned Heifer — John Michael Knight; Reserve Grand Champion Owned Heifer — Bryce Bowman; Grand Champion Angus Steer — Wesley Snyder; Reserve Champion Angus Steer — Kelsey Lawlor; Grand Champion Bred & Owned Angus Bull — Connor Orrick; Reserve Champion Bred & Owned Angus Bull — Elizabeth Cole; Grand Champion Bred & Owned Angus Bull — Morgan Alexander; and Reserve Champion Bred & Owned Angus Bull — Connor Orrick. The Overall Supreme Champion Heifer drive rounded out the weekend of events. This Supreme Drive saw the overall champion of the Reserve shows, John Michael Knight, of Montpelier Station, VA, exhibit the Overall Supreme Champion Heifer. The Reserve Supreme Champion Heifer was exhibited by Bryce Bowman, of Barboursville, VA. Both the Supreme and Reserve Supreme Champion honors went to the Youth Angus Division.
The 2014 Commonwealth Classic Senior Champion Showman was presented to Jack Redifer of Blacksburg, VA.

Blake Hopkins from Louisa, VA was honored as the 2014 Intermediate Showmanship Champion.

Holly Moore of Gretna was the Novice Division Champion Showman at the 2014 Commonwealth Classic.

Champion Junior Showmanship honors went to Zachary McCall of Greenville, VA.

John Michael Knight, from Manassas Station, VA exhibited the 2014 Commonwealth Classic Overall Supreme Champion Heifer.

“Total Management for Calves* 100 Acres of Grass Pasture
- With Great Fence for Pasturing Cattle, Interested in pasturing high cattle and raisingifers on Steers.
- Easy access to cattle pens for working. Al breeding and maintaining cattle.
- 4 lane roads to location.

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Stephener Farms
8020 Court House Road
Church Road, VA 25913
The Southwest Virginia Angus Association “Double Header Sale” was held on April 19, 2014 at the Washington County Fairgrounds in Abingdon. The females were in good demand they grossed, $170,425 to average $2,621 on 65 lots.
The six fall calving pairs grossed $23,125 for an average of $3,854.
The top selling fall pair was consigned by Harr Farm & Cattle Co. of Bluff City, Tn. She is a three year old daughter of HAR Pendleton 765 J H with a 11-16-13 heifer by S A V Priority 7283 and she sold for $2,100. The top selling bred heifer was a consignment of DoubleHeart Farm of Elizabethton, Tn. She is a PA4D Bando Supreme J2D daughter bred to DH57 Jipsey Earl 004 and she sold for $2,750 going to Keith Greene of Boone, N.C. The other co-top selling spring pair was a consignment of Powell Farm of Limestone, Tn. She is an eight-year old daughter of Leachman Right Time with a 1-18-14 heifer calf by S A V Priority 7283 and she sold bred back to Connolly Capitalist 028 This pair sold for $2,750 to Abegglen Livestock of Garrett, Montana.
The 26 spring calving pairs grossed $72,750 for an average of $2,798. The co-top selling spring pair was a consignment of Justa Few Angus of Max Meadows, Va. She is a four year old daughter of HARR Pendleton 765 J H with a 11-16-13 heifer by H A Program 502 and she sold bred back to Hoover Dam. This pair sold to Randy Garland of Unicoi, Tn. for $5,200. The other co-top selling spring pair was a consignment of Powell Farms of Limestone, Tn. She is an eight-year old daughter of Leachman Right Time with a 1-18-14 heifer calf by S A V Priority 7283 and she sold bred back to Connolly Capitalist 028 This pair sold for $2,750 going to Keith Greene of Boone, N.C. Two heifers brought $2,700 each one sold to 2-38-14 heifers were consigned of Lucas Farm, Blackburg, Va. The two heifers are daughters of X. C. F Bennett Upward 756-A, was bred to Connolly Capitalist 028 for a fall calf and 28B was bred to S A V Final Answer 0035 for a fall calf. Both heifers sold to Double G Farm/Floyd Greer of Mendota, Va.

The 16 open heifers grossed $34,750 for an average of $2,172. The three top selling open heifers all brought $3,700. The three heifers were consigned of Powell Farms of Limestone, Tn. All three heifers sold to Abegglen Livestock of Garrett, Mt. one is a daughter of WMR Timeless 458 and the other two are daughters of Werner War Party 2427.

This was the sixteenth annual Southwest Virginia Angus Association Southwestern VA Angus Sale

Little Windy Hill 7th Annual Sale

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Little Windy Hill 7th Annual Sale

23 Bulls $5,023
11 Fall Cow-Calf Pairs $2,995
1 Spring Real Cow $2,400
8 Fall Open Heifers $1,632
APPROXIMATELY 125 PROGRESSIVE cattlemen attended the 7th Annual You-Pick-Um Bull and Female Sale hosted by Little Windy Hill Farms. The sale was held on November 16, 2013 at the farm in Max Meadows, VA.

High-selling balance bull was Lot 12, LWVF Full Impact 57Z. He is a homozygous black, homozygous polled HYKE Black Impact son, out of a SAV Net Worth dam. Jenny Strosser of Valley View Farms, Blackburg, VA and Gale Rippey Farms at Galax, VA, teamed up to purchase this herd sire prospect for $10,000.

The highest selling purebred Gelbvieh bull was Lot 5, LWVF Pure Pride 45Z. This homozygous black, homozygous polled bull is sired by HYKE Black Impact and is out of a Granite 2050P2 dam. Rippey Gelbvieh, Hubbell, Neb., purchased this lot

Little Windy Hill 7th Annual Sale

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1 Spring Real Cow $2,400
8 Fall Open Heifers $1,632
APPROXIMATELY 125 PROGRESSIVE cattlemen attended the 7th Annual You-Pick-Um Bull and Female Sale hosted by Little Windy Hill Farms. The sale was held on November 16, 2013 at the farm in Max Meadows, VA.

High-selling balance bull was Lot 12, LWVF Full Impact 57Z. He is a homozygous black, homozygous polled HYKE Black Impact son, out of a SAV Net Worth dam. Jenny Strosser of Valley View Farms, Blackburg, VA and Gale Rippey Farms at Galax, VA, teamed up to purchase this herd sire prospect for $10,000.

The highest selling purebred Gelbvieh bull was Lot 5, LWVF Pure Pride 45Z. This homozygous black, homozygous polled bull is sired by HYKE Black Impact and is out of a Granite 2050P2 dam. Rippey Gelbvieh, Hubbell, Neb., purchased this lot
Virginia Charolais Association

2013-2014
VCA Officers

Bill Thompson – President
1295 Park Avenue
Clifton Forge, VA 24422
540-968-1987

Kaitlin Smith – Vice President
454 Old Farm Road
Lexington, VA 24450
540-463-8778

Dudie Harmon – Secretary
1445 Pipers Gap Road
Galax, VA 24333
276-233-6652

Walt Winkler – Treasurer
124 Kindig Road
Waynesboro, VA 22980
540-943-6144

Robert Farmer – Past President
8030 Greenwich Road
Catlett, VA 20119
540-270-3886

Chad Joines – Southwest Director
Junior Advisor
Virginia Tech
Dept of Animal & Poultry Science
Blacksburg, VA 24061
540-557-7263

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 Association sponsored sale will be November 8, 2014. This will be our 14th annual herd improvement sale at VA Tech. This will be the only sale we host in 2014 due to the Expo date change. The new Expo date caused us to lose our sale manager as it was the same date as the sale in Eastern Tennessee.

We have worked on new rules for our future sales. Some changes include our mostly female sales. (No more than one bull for 10 females has changed). Now a consigner may consign one breeding age bull per each female lot. Because we missed a spring sale, and with changes in our rules, we hope to have a big sale this fall. It is not too early to begin lining up consignments for our early November sale.

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

Jacquelynn Davis

Huckleberry Beef began as a Grade A Dairy farm that Noah F. Sowers (Mark and Curtis Sowers father) started in 1958 in Floyd, VA. Being a family owned operation, it was named Huckleberry Beef and became a partnering enterprise in the mid 1970’s and continued to grow. With farming being part of the family for over 180 years the Sowers family have built a well-known family operation, recognized as one of Virginia’s Century Farms, included in the spotlight segment of the 2013 SelectSir Beef Directory and also named the 2009 Virginia Dairyman of the year. Even though the family farm has raised other livestock and crops over the years, their ongoing focus is on their cattle both beef and dairy.

Huckleberry Beef is currently run by the Sowers Family, Mark and Curtis which have work on the farm since they were little. Along with their wives and children, Curtis and his wife Loyce and their three kids Chase Lowe, Ciera Boyd, and Shasta Sowers, which all help out on the farm part-time. Curtis and Loyce also have two grandchildren Anna Beth and Henry Boyd. Loyce also works for a local family medical doctor as a medical records keeper. Mark and Teresa don’t have any children but they do have their four legged children, their dog Max and several cats too numerous to name. Mark works on the farm and Teresa works at Virginia Tech as an accountant.

The Huckleberry beef operation consists of 850 acres owned property and about 300 acres of rented property with about half of the total acreage used for cattle and forage production. The rest is in timber. Crops grown on the farm include 225 acres in corn, 130 acres in alfalfa, and about 390 acres is used for hay and pasture land. “Mark said, the only thing we purchase is small hay bales, straw, grain, and supplements. The rest comes straight from their farm!”

The cattle buying began in the mid 1970’s through purchasing black and black baldy cattle to complement the dairy operation.

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Continued on Page 23
In 1981, the legal partnership was formed and the Huckleberry Beef business began to grow. With the help of family, friends, and neighbors each year more cattle were added to their dairy herd. In 1986, the purchase of beef breeding cattle began. The herd started through purchasing a few cows and heifers from some neighbors. During this time they bought their bulls from Beef Cattle Improvement Association sales and other breeders in the state including Echo Ridge and Wehrmann Angus. Utilizing these genetics and retaining heifers allowed the beef herd to grow. Simmental and Angus cross cows were eventually replaced primarily with Angus influence. The Sowers also transitioned from breeding cows through natural service to artificially inseminating their cattle and in the mid 1990's they began breeding all first-service heifers artificially to more quickly improve the genetic foundation of their herd. The Sowers now partner with their neighbor and friend, Terry Slusher, to buy cleanup bulls. “Mark said, Terry has a fall beef cattle herd, where we have mainly a spring herd. That way we double our buying power to get the better bulls.”

Randall M. Nester started as the Huckleberry Beef herdsman in 2001 with a goal to continue to grow their beef cattle program and seek new marketing opportunities. In 2002, Randall worked with Norm Vincel, beef coordinator for Select Sire Power, to selectively mate the cows based on pedigree and frame size. “These two events have really helped our herd become more uniform and competitive in the beef cattle industry today”, said Mark. Each year they retain prospect replacement heifer calves and evaluate them in a rigid selection protocol that includes pelvic measurements, reproductive tract scoring, and weight. These aid to determine, physiologically speaking, the heifers will likely have minimal calving difficulties, high fertility, and vigor. The heifers are then artificially bred to calving ease sires to assure an easy first calf for the young heifers and reduce dystocia. All the cattle are pregnancy checked in the fall to validate the correct sire and calving date information. The first calf heifers are then pampered, fed and calved in a separate pasture from the older cows to assure extra attention to the growth and health of both new cow and calf. “Mark said, our farm has worked closely with Food Animal Veterinarians from VA-MD Regional College of Veterinary Medicine for over 20 years. Working with the faculty, staff, and students at the vet school is very rewarding. We have really kept us on the cutting edge of health issues for our herd.” “Mark said, we could not have gotten a better Veterinarian to work with than Dr. Dee Whittier DVM back when the vet school first opened. He has truly been a great friend and mentor throughout the years.” Along with Dr. Dee Whittier, Dr. John Curtiss DVM has really helped compliment Dr. Whittier at the college. Both individuals push their students and Huckleberry Beef to do the very best they can do for their animals.

Virginia cattle producers are involving beef lovers throughout the state to join us in celebrating Beef Month in May. The month goes beyond just recognizing a tasty, nutritious product. It’s about celebrating a way of life and a commitment to community, family and nature. Beef producers are the true stewards of the land, caring for our animals in a responsible way and making sure our operations are environmentally, socially and economically sustainable. Furthermore, we take pride in the quality of beef throughout the production chain. After all, the beef we supply to stores everywhere is the same beef we feed our families. And families, by the way, are the core of the beef industry. About 95 percent of farms and ranches are owned by individuals, families or partnerships and only 4 percent fall into the “corporate” category. Many cattle operations have been in the same family for many generations. Clearly, this is about a way of life as much as it is a business. We don’t cut corners because nature and great beef just can’t be rushed. So have a succulent steak or juicy burger to join us in honoring May Beef Month!

Huckleberry
Continued from Page 22

THE VIRGINIA CATTLEMAN–MAY 2014–PAGE 23

Continued on Page 24
Huckleberry

remains predominantly Angus based, but also utilizes Simmental and Hereford crossbreeding to maximize heterosis. Since the Sowers and Huckleberry Staff are around their cattle so much when they are breeding and feeding them, most of the cows are very tame and disposition is not an issue. Low excitability also helps lessen stress of the cattle when moving up, moving, working, or selling.

Recent Huckleberry Beef decided to start having an annual production sale. Mark said, “One of the reasons we started having an annual cow sale was because we wanted to take full advantage of the AI breeding program that they had implemented. Sure we had a good set of cows but we knew that the heifers from these breeding’s would be superior to what we had. After all, the bulls we were using were some of the best in the USA if not the world.” He continued saying, “When we started selling the extra cows we had, everyone said, ‘I wish I would have got to pick out of your sale cows first.’ So the next year they offered them for sale at auction. Each year their herd gets better and better and in turn the cows they offer get better and better.

“Everyone knows that you can make more genetic improvements with purchasing a good bull, but they are only half of the equation. If you don’t have good females they can’t be very good. Most of the time if you want to expand or replace females in your herd you only have open and bred heifers to choose from. Sure they are young and bred, but do you know what their mothering abilities are? Our sale cows take that into consideration, because all of them have had at least one call before selling and now know the routine”, said Mark. Huckleberry Beef currently holds a bred cow sale each year the first Saturday in December. “We don’t have a fancy sale barn or ring yet, but maybe someday. Holding the sale in December and the day to day operations of the farm and Mark handles the record keeping and cropping decisions. They both share in all the day to day jobs on the farm. “Mark says, we both have our strengths and weaknesses but together we make a great team.” It is both challenging and rewarding to work with family. “Mark said, when we were younger we use to fight over who got the farm, whenever we got the farm. Now that we are older the loser gets it. But now that the beef and dairy price are up the winner may get it again.” Huckleberry Beef is a very successful family owned operation on both beef and dairy cattle side, with a lot of great genetic breeding. Their young stock program makes a difference, with quality stock you can count on.

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Huckleberry Beef is truly a family owned and operated operation on both beef and dairy side, with a lot of great genetic breeding. Their young stock program makes a difference, with quality stock you can count on!
**Beef Buzz**

Continued from Page 8

many perspectives, Virginia cattle producers know the importance of providing beef in forms that fit both consumer lifestyles and pocketbooks, and make good use of beef available.

Ground Beef comes from whole muscle cuts that don’t make it into steaks and roasts. However, it still undergoes all kinds of government and industry hurdles before it gets to your table. In fact, much of the Ground Beef sold comes from trimmings from steaks and roasts.

Ground Beef is a wholesome, versatile product that comes in different levels of lean. While it sometimes can come in a ratio that is 5-5 lean to fat, many Ground Beef varieties today are up to 93 percent lean. If buying it in the grocery store, look for the lean to fat ratio on the package. If buying it from a restaurant, you can ask your server what lean-to-fats they serve.

Ground Beef found in hamburgers also delivers 10 essential nutrients, all in one tasty package. These nutrients— including zinc, iron, protein and B vitamins—are important to good health.

Though most people enjoy hamburgers, it’s a highly individualized dish. With multiple condiments and myriad toppings, the ways to enjoy them are endless. Furthermore, it’s truly a democratic sandwich, in that no one begrudges another’s choices for preparing theirs.

Wholly popular, easy to fix, wholesome and satisfying, burgers have earned a place in the hearts of Americans. The Virginia Beef Industry Council, representing beef producers across the state, believes a burger at home or at your favorite restaurant is a highly appropriate way to celebrate May Beef Month.

For unique—and traditional—burger recipes, and additional inspiration for beef meals, visit BeefItsWhatsForDinner.com.
Ride Along

Steve Furrow, President VCA

On Wednesday, April 9th, I had the opportunity to join my fellow cattlemen at the annual NCBA Legislative Conference in Washington, D.C. This was my third campaign to D.C. in the last five years and I find myself believing our efforts are worth the time and expense. They are worth it because we take for granted that everyone understands where food comes from and the struggles we have in our businesses. As I meet new faces in the offices of our governing body, I realize that few have any idea of what our livelihood is all about and that is the reason to keep going and telling our story.

I caught the train at 6 am in Lynchburg to head up to the capital to meet Jason Carter and Burton Hiler for the day of meetings with our legislators. Jason was waiting for me when I walked into the station where we walked downstairs to meet Burton for some coffee. If you have never been to Union Station, it is worth the stop. There is a lot of history coupled with modern day vendors and restaurants. Johnny Rocket’s served as our command center where we forged our plan for the day. Appointments had been set, but we needed to collectively decide which issues we would try to play at each office.

I cannot stress the importance of the issues we are or would allow our family businesses and way of life. Below are some highlights of the items we discussed.

- Vision of the US: The Environmental Protection Agency and the Army Corp of Engineers would like to have jurisdiction over all types of water. The debate centers on the definition of a body of water. Water is a necessity in our farming/ranching businesses and additional regulation and oversight without good cause creates an unnecessary burden.

- Trans-Pacific Partnership (TPP) - the US has proposed to amend regulations that would allow the importation of frozen or chilled beef into the US from 14 states in Brazil. Representative Hurt better understands the impact of COOL on Virginia through our export of feeder cattle to Canada. Representative Whitman better understands the difference between federal and state packing house regulations. Representative Carter better understands the value of agriculture to Virginia. Representative Griffith better understands the marketing of feeder cattle in Virginia. Representative Gasda better understands the challenge we have with the EPA. All have a better understanding of who Virginia Cattlemen are.

- Trade and Trans-Pacific Partnership - Cattlefax estimates that exporters have added an additional $317 of value per head in 2013. Most of that value comes from items that most Americans have no interest in eating. The Trans-Pacific Partnership (TPP) is a multi-lateral trade agreement currently being negotiated by the United States, Australia, Brunei, Canada, Chile, Malaysia, New Zealand, Peru, Singapore, Thailand, Vietnam, and Mexico. We need to support free and fair trade with these nations to drive the global marketplace.

Before I headed back to the station, I finished the day off with a quick snack in the Rayburn Building Cafeteria enjoying some delicious beef provided by Outback Steakhouse.

**SWVA Sale**

Continued from Page 19

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Herd Advisor
Continued from Page 15

Herd Health
• Consult with veterinarian on vaccination protocol for calf crop.
Design vaccination and weaning program around marketing goals and objectives.
• Plan parasite and fly control program for cows and calves.
Genetics
• Collect weaning weights on calf crop at optimum time (AHI age range 250-280 days), along with cow weights, hip heights and body condition scores (cows mature size data taken within 45 days of weaning weaning).

Windy Hill
Continued from Page 19

• As calves are weaned move cows to poorer quality pastures.
• Reimplant commercial tuberculosis booster.
• Collect weaning weights on calf crop at optimum time (AHIR age range 120-280 days), along with cow weights, hip heights and body condition scores (cows mature size data taken within 45 days of weaning weaning).

Continued from Page 15

$3,000. Gelbvieh, Wytheville, VA., for heifer calf at side sold to Pruett Super Stout Future Investment. Granite 200P2 daughter with a $6,000. Farm in Glade Springs, VA., for Impact dam, he sold to Sheets Factor and out of a HYEK Black bull. Sired by Vin-Mar O’Reilly the second high selling Balancer Gelbvieh in Geraldine, Ala. 658Z was the second high selling Black for $9,000. DNA, Goldensboro, NC. Heterozygous black homozygous purebred Gelbvieh bull. Another $8,500. to Kittle Polled son of HYEK Black Im homozygous black, homozygous purebred Gelbvieh bull. Another 568Z was the second high selling for $9,000. cow. To conclude, we must emphasize the importance of cost-effective strategies. Considering operational costs to increase BCS of cull cows if warranted.

Nutrition and Forages
• As calves are weaned move cows to poorer quality pastures.
• Reimplant commercial tuberculosis booster.
• Collect weaning weights on calf crop at optimum time (AHIR age range 120-280 days), along with cow weights, hip heights and body condition scores (cows mature size data taken within 45 days of weaning weaning).
• Plan parasite and fly control program for cows and calves.

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THE VIRGINIA CATTLEMAN–MAY 2014–PAGE 27
Virginia Angus Association Events for May
Virginia Angus Breeders Show and Field Day
July 25-27, 2014
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We will be selling raffle tickets to help raise funds for the VA Angus Junior and Open Breeders Show and Field Day. Tickets are one for $20 or six for $100.

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2nd prize: TrailTec scale with Easy-Weight 5 monitor and Aluminum Platforms OR $1,500 cash
3rd prize: Formost Headgate choice of Model 30 or Model A25 OR $1,000 cash
4th prize: MVR Millennium XC 20 semen tank OR $500 cash
5th prize: $200 cash
6th prize: $100 cash

Drawing to be held at the Breeders Show on Sunday, July 26. You do not have to be present to win. Winner is responsible for making arrangements to pick up or shipping. Please use a VA Junior Angus member, VA Angus board member or Breeders Show committee member to purchase tickets or call the VA Angus Association at 540-337-3001.

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We MEAT your needs!!
YOU MEAT your needs!!
The 2014 Virginia Beef Cattle Improvement Association recognizes James Kean from Louisa, Virginia as the 2014 Outstanding Commercial Producer. With his commitment to produce high-quality calves through improvement of genetics and management, Kean exhibits one of the key missions of BCIA.

James Kean runs a 300-head fall-calving cow/calf beef operation in Louisa, Virginia. James has a reputation for having high quality beef cattle with his calves always bringing a premium in the local state graded-seller Central Virginia Cattlemen Association (CVCA) special sale-auction sales. James has always paid special attention to maintaining high-quality genetics in his herd through the use of AI with his heifers, as well as using top quality bulls many times from the BCIA Test Station sales on the eves. The cow herd consists primarily of Angus and black buyllows. James also raises small grain and corn row crops on his operation, which is used primarily for feed resources in his cattle operation.

James is a leader for the local farming community serving on several boards of directors. James has been an active member of the Louisa Farm Bureau Board of Directors for over 25 years serving as President for several years. He has been a director on the Thomas Jefferson Soil and Water Conservation District for the past eleven years. James served on the Orange Madison Crop Board of Directors for 20 years. He has been a member of the CVCA since it started in the late 1980’s and served on the board of directors since January of 2011. James is also a 4-H volunteer and has helped with the Louisa Agriculture Fair for the past 15 years. James is married to Dr. Kate Hussman who recently retired from being a large animal veterinarian in Louisa County. James has two sons, Brian, and John. Virginia BCIA congratulates James Kean for his commitment to improve genetics and management within his herd by focusing on key selection criteria and marketability of his calves.
BCIA Superior Service Award Presented To Lawson Roberts

The 2014 Virginia BCIA Superior Service Award is presented to Lawson Roberts from Amelia, Virginia. Through his industry involvement, leadership, and education, Lawson has been dedicated to promoting the principles of BCIA by fostering genetic improvement and quality enhancement of beef cattle in Virginia. J. Lawson Roberts, former Livestock Marketing Specialist with the Virginia Department of Agriculture and Consumer Services (VDACS), has graded livestock across Central Virginia and the Commonwealth. He has contributed significantly to the enhancement of the quality and consistency of the cattle in the region through his efforts. He willingly shares his expertise with adults and youth, conveying his knowledge of the Livestock Grading system. He has participated in numerous educational programs, field days, and workshops to enhance the understanding of producers on the importance of genetics and management, and their relationship to cattle quality and value. He assists VCE programs by educating producers on the application of the grading system and includes examples of the relationship between feeder cattle grade and end product attributes at harvest.

Lawson has contributed significantly to the growth and success of the Virginia Quality Assured feeder calf program. He assists groups including Amelia Area Cattlemen’s LLC, Buckingham Cattlemen’s Association, Central Virginia Cattle Producers, Southern Virginia Beef Alliance, and others. He also works closely with the Virginia Premium Assured Heifer Program.

Lawson recently accepted the position as Manager at the Southside Livestock Market, and will continue to be an important component of the industry in the region and state. Additionally, Lawson farms with his father in Amelia on their cow-calf operation. Virginia BCIA extends its appreciation to Lawson Roberts for his dedication and leadership toward the enhancement of Virginia’s beef cattle industry.

BCIA Superior Service Award Presented To Lawson Roberts

Lawson Roberts receives BCIA Superior Service Award.

This is in addition to grading weekly sales in Lynchburg and Blackstone and at other markets as needed. Lawson is highly respected for his knowledge and expertise, and played an important role on the team that has established a strong reputation for the region as a source for quality cattle. Lawson has been integrally involved in youth education, including the State Fair of Virginia, and numerous local shows. He grades livestock at local events and willingly visits with the youth to explain grading and marketing to them. He volunteers to educate 4-H stockman’s and Livestock Judging teams in his home county.

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YW 128 Milk 28
API 186 TI 96
From Gateway Simmentals, MT; Gibbs Farms, AL and Cow Camp Ranch, KS

- Incredible numbers for SAPI and STL.
- Attractive, sound and muscular with an expansive midsection.
- Offers an impressive combination of Calving Ease, Growth and Carcass Merit.

DEACON
ASA 2695222 • 7SM72
PREM BEEF X MR. MATERNAL
CE 16 BW -0.9 WW 54
YW 95 Milk 28
API 159 TI 75
From Gateway Simmentals, MT and Wildberry Farms, IL
- Extraored in both conformation and performance.
- Firmly rooted on an impressive maternal.
- Top 1% for all traits.

DEACON
ASA 2697403 • 7SM73
REGS X STETSON
CE 15 BW -0.4 WW 49
YW 109 Milk 30
API 154 TI 82
From Gibbs Farms, AL; Fred Smith, NC and Wildberry Farms, IL
- Robust, sound and muscular with an expansive midsection.
- Same sire as Deacon.

RAISIN’ CAIN
ASA 2602502 • 7SM69
UPGRADE X SHANNIGAN
CE 12 BW 2.9 WW 75
YW 121 Milk 25
API 129 TI 79
From Gibbs Farms, AL
- Robust, sound and muscular with an expansive midsection.
- Same sire as Raisin’ Cain.

Select Sire Power, Inc.
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