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What a difference a few weeks and a new year make. In this fast paced cattle market we are living in now we have seen the cutout and fed cattle set new high water marks for price. Making a profit is covering your expenses and how well you do beyond that is relative. Kind of like a home run. It’s still a run when it clears the fence but certainly more exciting to talk about when the ball travels 500 feet instead of 375. The folks working together in the Abingdon Feeder Cattle Association hit a 500 foot drive in the Abingdon Feeder Cattle Auction this year selling 21 Virginia Quality Assured lots and easily surpassing a $1000 per head average.

The pressure just got ratcheted up another notch. How long will this last? That’s always a million dollar question when you are living in now we have seen the fast paced cattle market we are fastening our industry to a halt trying to make heads or tails out of what you do. Farm Credit has been financing rural America for nearly 100 years. Call us—we’re the experts.

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- BW: +2.4
- MARB: +0.35
- WW: +65
- BMI Index: +40.88
- CHB Index: +$36

Gelbvieh Sale Bulls Average:
- CE: +3.4
- BW: +32.1
- WW: +79
- YW: +112
- FMD Index: +52.7
- $B: +39.14

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- Hydrite On Target 696
- KCF Bennett Revolution X51 Rev
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- EFBEEF Foremost U208
- HH Advance 8050U
- KJ HVH 33N Redeem 485T
- SHF York 19H Y02

Gelbvieh Sires:
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- GAR New Design 5050
- KCF Bennett Southside
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- KCF Bennett Dynasty Y158
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- GAR Progress
- LLF Validation
- Connealy Confidence 0100
- Rito 9M25

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- GAR Progress
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- Connealy Confidence 0100
- Rito 9M25

Balancers Sires:
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Despite All The New Selection Tools, Calf Birth Weight Still Rules?

Many years ago, when I was a kid at Earl Bots, I described a lamb of lamp by ready to be molded, I was a student worker on the crew in the institution of higher learning back then, the folks who were trying to mold all the lambs into something they thought would be useful to the herd industry were chiseling all the growth genetics they could find. Bigger is better seemed to be the mantra. And, within reason, it is. How to chisel those dark ages, all we had to work with was actual performance data—EPDs were not coming on the scene and a bull’s actual birth weight, 205-day adjusted weight, and yearling weight were the performance data that ruled. As a result, calving season became a “touchable moment” for both the male and the female. I can’t recall the numbers, but I vividly recall pulling a lot of calves from that year and not just in the heifers, although they were the epicenter of the week—we pulled plenty of calves from the mature cows as well. Among the many lessons we all learned was that just because a bull had a light birth weight didn’t necessarily mean he was an easy-calving bull. Fast forward many more years than I’m going to admit. To be more long-winded, to be more honest, in the last few years as we’ve looked very hard at EPDs, we’ve come to the conclusion—and we’ve been very selective EPDs to guide our decisions, but a growing understanding of genetics. It was thus with eyebrows raised high that I looked at the results of a recent survey that BEEF magazine did of its readers. You’ll need to complete rundown of the survey results in the February BEEF magazine, but the answers to one question caught my attention as they raised a hand to bid on a bull: “When do you purchase a bull?”

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Despite All The New Selection Tools, Calf Birth Weight Still Rules?
If you’re putting a fluoroquinolone antibiotic into cattle for anything other than respiratory disease, you’re breaking the law. This class of antibiotics includes enrofloxacin (Baytril 100®) and danofloxacin (Advocin™). Illegal uses would include treatment of diarrhea (scours) or ear infections. These drugs were approved with a prohibition of extralabel (EL) use because of their importance in human medicine, and the intent to limit their uses to only those diseases where microbial safety has been demonstrated. The fluoroquinolones antibiotics are only labeled to treat and control respiratory disease in cattle (only enrofloxacin for control, which means metaphylaxis, or mass medication on arrival), for which this use has been proven safe and effective. Any other use in cattle is illegal.

There is another recent rule regarding EL use in food animals. The antibiotic ceftiofur is in the third-generation cephalosporin class. You know this drug by the trade names Naxcel®, Excenel® and Excede®, all of which contain ceftiofur in different formulations. This antibiotic has been proven safe and effective for multiple label indications. Recently, FDA’s Center for Veterinary Medicine prohibited certain EL uses of this antibiotic because of the importance of this class of antibiotics in human medicine. Cefiofur may be used for diseases other than specified on the label under the supervision of a veterinarian, but in no cases may the label directions for administration be altered (dose, route, duration, frequency). Therefore, injecting Excend subcutaneously in the neck is illegal; it is labeled only for injection in the middle third or at the base of the ear. If Excende is injected anywhere else, the withdrawal time is so long that there’s a chance the carcass could be pulled and tanked — with the client receiving zero for a $1,500 steer. There’s been lively debate about the scientific justification for the EL prohibitions for both of these drug classes. Regardless of your thoughts on this issue, these are the regulations, and the ability to limit uses of these antibiotics through label specifications and EL prohibitions is the reason our industry still has some of our antibiotics. Just as important, it’s the reason we may get new ones in the future. Through my observations of food animal veterinarians and producers over the years, there are some characteristics I’ve noted among those striving to do things right. These people understand:

• Their success, and that of their colleagues and neighbors, depends on the success of the industry as a whole.

Make Sure You’re Using Antibiotics In A Legal Manner

Mike Apley, Kansas State University

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GAR COMPLETE 141

RITA 9Y23 OF RITA 5F56 EMA AMF 001

RIVERBEND RITA T1021 AMF

KCF MISS OBJECTIVE T271 NEW

CED +2.0; BW +.9; WW +.8; YW +15; $B +24.2; $A +.32.0
Son: Rito 9Q13 of Rito 9Q47 F35 (Dam: Rito 7W01 of Rito 5640 F150)
Selling one-half interest in Rita 298 who currently ranks number 10 for DB and number 61 for $B among non-parent females.

CED +2.2; BW +.1; WW +.7; YW +15; $A +23.5; $B +.32.17
Son: Rito 9Q13 of Rito 9Q47 F35 (Dam: Rito 7W01 of Rito 5640 F150)
Selling one-half interest in Rita 298 who currently ranks number 10 for DB and number 61 for $B among non-parent females.

CED +2.8; BW +.6; WW +.6; YW +15; $A +22.91; $B +.15.12
Son: CAB 4284 POXEY (Dam: Rito 7W01 of Rito 5640 F150)
This member of the Dalton donor program offers one of the outstanding tabulations to sell this spring and records a WR 104. Sells due 2/8/14 to AAR Ten X 7008 SA. A November 2012 daughter by Rito 9Q13 5F56 also sells.

CED +3.6; BW +3.9; WW +4.0; YW +21; $A +22.07; $B +.14.10
Son: Rito 9Q13 of Rito 9Q47 F35 (Dam: Rito 7W01 of Rito 5640 F150)
Selling one-half interest in Rita 298 who currently ranks number 10 for DB and number 61 for $B among non-parent females.

CED +2.2; BW +.5; WW +.5; YW +14; $A +23.20; $B +.28.17
Son: Rito 9Q13 of Rito 9Q47 F35 (Dam: Rito 7W01 of Rito 5640 F150)
Selling one-half interest in Rita 298 who currently ranks number 10 for DB and number 61 for $B among non-parent females.

CED +5.0; BW +2.1; WW +1.7; YW +21; $A +23.20; $B +.10.14
Son: Cab-4284 POXEY (Dam: Rito 7W01 of Rito 5640 F150)
This maternal sister to US Premium Beef records a WR 104, a YR 112 and a REA ratio 7@101. Also selling six embryos sired by GAR Prophet and six embryos by Connealy Consensus 7229. Two sons sell as Lots 69 and 70. Sells bred to AAR Ten X 7008 SA.

CED +7.5; BW +2.1; WW +.5; YW +15; $A +23.56; $B +.32.02
Son: CAB 4284 POXEY (Dam: Rito 7W01 of Rito 5640 F150)
A proven and productive daughter of Objective bred in the Knoll Crest Farms performance program. AIBS Objective T271 records a WR 109, a YR 112 and a REA ratio 7@101. Due 1/27/14 to AAR Ten X 7008 SA.

CED +2.3; BW +2.3; WW +.7; YW +21; $A +23.5; $B +.32.02
Son: Cab-4284 POXEY (Dam: Rito 7W01 of Rito 5640 F150)
A proven and productive daughter of Objective bred in the Knoll Crest Farms performance program. AIBS Objective T271 records a WR 109, a YR 112 and a REA ratio 7@101. Due 1/27/14 to AAR Ten X 7008 SA.

CED +2.1; BW +2.2; WW +.7; YW +21; $A +23.5; $B +.32.02
Son: Cab-4284 POXEY (Dam: Rito 7W01 of Rito 5640 F150)
A proven and productive daughter of Objective bred in the Knoll Crest Farms performance program. AIBS Objective T271 records a WR 109, a YR 112 and a REA ratio 7@101. Due 1/27/14 to AAR Ten X 7008 SA.

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Cattle Botulism Kills Feeder Cattle In Virginia

Dr. Dee Whittier, Extension Veterinarian, Cattle College of Veterinary Medicine, VA Tech

A recent outbreak of a devastating disease on a Southwest Virginia stocker farm reminds us that a disease called botulism can be a real threat. In the stocker outbreak of botulism 35 steers that had been well managed and were completely healthy before the outbreak died.

The botulism bacteria is related to the blackleg one. They both produce a very potent poison, frequently called a toxin. They both grow in areas where there is little oxygen. They both survive as spores for many years in the soil. Botulism has been reported to kill many species of animals and birds. Cases have been documented in people, chickens, horses, wildlife, goats, sheep, reptiles and fish.

For a long time it was believed that the bacteria only grew in protein rich substances, especially meats and dead animals, and then caused disease and death when these are consumed. Now it is understood that the bacteria can grow in other feeds and feedstuffs under the right conditions, that it may actually grow in the digestive tracts of animals after the spores are consumed and that it can grow in infected wounds on rare occasions.

The botulism toxin causes paralysis of muscles and the clinical signs and death are related to this effect. Affected cattle are typically observed initially as being depressed with heads and ears down. However, they have normal temperatures and still try to eat, different from the most common sick cattle presentation with respiratory disease. As the disease progresses it becomes obvious that cattle cannot swallow well, become increasingly weak and then go down. With high doses of the toxin, animals may die in hours. Cattle that have less toxin in their system may be down for days before their respiratory system finally fails and death occurs.

Of course, finding the source of the bacteria/toxin and removing it as soon as possible is crucial to reduce losses. Any source of feed that could contain dead animals or bones and ingest the toxins from this source.

It would seem that, once the offending feedstuff has been removed, cattle deaths would soon cease. In fact, this is seldom the case. Animal deaths continue for up to two weeks after the feedstuffs have been removed. Whether toxins continue to leave the rumen for this long period of time or whether spores in the digestive tract grow and produce toxins inside the cattle is not known.

It is now obvious that botulism can grow in ensiled forages under certain conditions. In several instances ensiled cereal haylages (baleage) has been the source of the disease. It is not well understood why botulism bacteria and toxins would be in these feedstuffs. Is there something different about cereal haylages than grass hay? Is the ensiling...
Botulism

Continued from Page 7

Botulism is an uncommon problem in cattle that usually has disastrous outcomes. Producers should watch cattle for depression without a fever and act quickly when suspicious signs are seen in cattle.

The bales were very well made and prior testing indicated good ensiling with pH's in the 4 to 5 range. A very efficient rake might have resulted in more soil contamination than is desirable. Does the risk of botulism suggest that making baleage from cereal crops (rye, wheat, barley, triticale, etc.) should be curtailed? Presently, the incidence of botulism has not been high enough to justify this recommendation. However, the disastrous nature of an outbreak will give some producers pause. The best recommendations that can currently be made are to avoid contamination of baleage with soils and to handle baleage so as to encourage a rapid ensiling process.

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Treatments for botulism have had limited success. Substances that absorb toxins such as charcoal and absorptive clays may have some value. Cattle that are not severely affected might benefit from supportive care including drenching with water and electrolytes and gruels to provide nutrition.

Vaccination is practiced quite extensively in Australia to prevent the disease. No cattle botulism vaccine is available in the US. There is, however, one USDA approved horse botulism vaccine.

A number of outbreaks of botulism in cattle have occurred in the mid-Atlantic US. All reported cases have occurred in cattle eating harvested feed rather than grazing (different from Australia reports). These have been seen in dairy cows, beef cows and stocker/backgrounding settings.

The outbreak in Southwest Virginia was associated with groups of calves consuming triticale baleage. Eventually a test revealed the presence of the toxin in these bales. The bales were very well made and prior testing indicated good ensiling with pH's in the 4 to 5 range. A very efficient rake might have resulted in more soil contamination than is desirable. Does the risk of botulism suggest that making baleage from cereal crops (rye, wheat, barley, triticale, etc.) should be curtailed? Presently, the incidence of botulism has not been high enough to justify this recommendation. However, the disastrous nature of an outbreak will give some producers pause. The best recommendations that can currently be made are to avoid contamination of baleage with soils and to handle baleage so as to encourage a rapid ensiling process.

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Botulism is an uncommon problem in cattle that usually has disastrous outcomes. Producers should watch cattle for depression without a fever and act quickly when suspicious signs are seen in cattle.

Botulism is an uncommon problem in cattle that usually has disastrous outcomes. Producers should watch cattle for depression without a fever and act quickly when suspicious signs are seen in cattle.
The first-of-its-kind delivery system, the VetGun, provides precise dosing with the pull of a trigger. The topical insecticide, AIM-L VetCaps, can be applied from as far away as 30 feet with no handling or stress to you or your cattle, saving you time, money and labor. AgriLabs.com/VetGun

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*Plasma concentrations between 0.5 and 1.0 ng/mL would represent the minimal drug level required for optimal nematocidal activity.

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Beef Buzz

Virginia Beef Industry Council Launches New Website

The new VBIC website will be launched on February 10th. The re-design has been in the works since late last summer. The NCBA web design team has done a great job of meeting our website needs for the various audiences that will be visiting the page: producers, consumers, educators, youth, retail, and foodservice to name a few.

New features to the site include a recipe search engine, weekly “Beef Bits” updates, and a page about the history and significance of the beef industry in Virginia. Visitors will have the opportunity to learn about various beef choices, meal-planning, and nutritional information. They will also be able to submit recipes for a chance to be featured on the home page & social media. The Cattlemen’s Corner page will continue to provide Checkoff forms, in addition to new links & information regarding BQA and MBA (Masters of Beef Advocacy) programs. Each month VBIC hopes to feature a beef producer with an article and/or short video of their operation and the significance of raising consumer’s favorite protein.

The Website Launch Party will begin with the start of the page on February 10th and run through February 28th. This promotion will focus on a “Virginia is for Beef Lovers” theme to tie in with Valentine’s Day and heart health. The BOLD diet will be featured as a way for consumers to lower cholesterol with a diet of lean beef. Through events and social media, VBIC will encourage people to visit the page and take a brief survey to be entered for a每月ly grand prize giveaway. This will increase traffic to the site and create awareness about resources available from the Virginia Beef Industry Council, thus inspiring beef sales across Virginia. You may visit the website at www.vabeef.org.

Beef Promotion Update

February 2014  Beef! It’s What’s For Dinner!® www.vabeef.org

Beef! It’s What’s For Dinner!

A Monthly report on your Checkoff Dollars at work from the Virginia Beef Industry Council

February is Heart Health Month

Anne Jones, Director of Industry Communications

February is Heart Health Month and the Virginia Beef Industry Council (VBIC) encourages everyone to celebrate by enjoying a mouth-watering steak. Yes, it’s true – lean beef can be a delicious part of a heart-healthy diet. According to the American Heart Association, cardiovascular diseases, including stroke, are the No. 1 cause of death in the United States. With such staggering statistics, it’s more important than ever for Americans to understand how to make informed dietary choices while still enjoying the foods they love – such as lean beef.

Lean Beef is heart-healthy because it:
1. Is A Nutritional Powerhouse: On average, one 3-ounce serving

Continued on Page 31
7th Annual Spring Production Sale
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A new calendar year may have arrived, but value is still on the minds of those who produce, purvey and purchase beef. On the production side, tight cattle supplies and continued strong export demand led the U.S. Department of Agriculture (USDA) to recently reduce its projection of total red-meat production for 2014 and estimate that beef production will remain about the same as 2013, a year that saw record beef prices at the midyear point. “We have the lowest total U.S. cattle herd since the early 1950s, and will have to reach further inside the fed-cattle supply to get grind for hamburger. It will be a slow, long rebuilding process, so therefore we’ll have very tight supplies,” notes John Ginzel, livestock and meat analyst with the Chicago-based Linn Group, explaining that higher prices will accordingly come into play in 2014 and likely beyond.

Mike Miller, SVP for global marketing and research for the Centennial, Colo.-based National Cattlemen’s Beef Association (NCBA), says the nature of the industry means that relief is already on its way, even if it isn’t immediately apparent. “In order to grow, we have to shrink a bit more. We’re working through that process, and we have a lot of signals that the producers are beginning that process,” he explains, adding that the supply situation should ease noticeably within 18 months to two years. Concurrently, while there have been glimmers of good news in the housing market, the stock market and a budget deal in Congress to avert another government shutdown, the U.S. Commerce Department reported in late 2013 that overall consumer spending is hovering around a relatively anemic growth rate of 1.5 percent. In a Reuters poll released in mid-December 2013, the country’s top economists predict that the U.S. economy will grow 2.6 percent during the 2014 calendar year. Even with some welcome news in both supply and demand — including lower feed prices, a slow rebuilding of the beef supply, and higher consumer confidence — value remains a top-of-mind issue and a driver of purchase intent. In addition to looking at other proteins like chicken and pork, many shoppers are browsing the meat case for different beef choices. “People are buying less expensive cuts of the animal for affordability,” observes Burt Flickinger, retail analyst at the Strategic Resource Group, in New York.

Value Is 2014 Buzzword

To Flickinger’s point, ongoing interest in, or concern about, value has translated to behavior at the meat case. According to a consumer research study published in 2013 and funded by the Beef Checkoff, lower-priced proteins like chicken breast and ground beef are the most frequently consumed cuts of meat. The study found that nearly seven in 10 respondents eat chicken (72 percent) and ground beef (67 percent) at least once a week. The study’s other findings underscore the popularity of ground beef: 86 percent of respondents report eating ground beef for weeknight dinners. Ground beef tends to be purchased in fresh form, with 75 percent of survey participants saying they prefer to buy fresh versus frozen ground beef. In addition, many shoppers (56 percent) report buying ground beef in bulk form, some of which
they can freeze at home for later use. Even within the ground beef subcategory, value is on the minds of consumers, at least in terms of purchase behavior. According to research published by NCBIA, sales of 77 percent lean ground beef have surged to the more affordable 70 percent to 77 percent lean segment. Industry analysts say ground beef is a longtime favorite in any economy, but note that the high beef prices in the marketplace in the past year have made it more of a staple. “Ground beef is still a leader, because of its versatility and the fact that there are price considerations to make when feeding a family,” remarks Gary Morrison, market reporter for the meat industry publication Umer Burry’s Yellow Sheet, based in Bayville, N.J. Flickinger agrees. “People are moving more to grinds,” he observes, adding that the ground beef category is also affected by general supply-and-demand factors. “Before there was a drought and prices started moving higher, people would trade up to ground sirloin, but now we’re seeing trades from ground sirloin to ground round and ground chuck. “At the same time, though, there’s burgeoning demand for leaner ground beef. The Checkoff funded study, for example, shows that the third-highest sales of ground beef come from the 90 percent to 95 percent lean subcategory.” Most of the trends we’ve seen over the last few years are toward leaner varieties of ground beef,” Miller notes. “Interest in lean beef grows at a time of tight supplies, lean finely textured beef (LFTB) is an option to provide consumers with lean beef that’s affordable and available. “The inclusion of that product probably enhanced the value proposition for most retailers,” adds Miller. On the Cutting Edge of Beef Value In addition to ground beef, beef producers and retailers are delivering value to consumers through other beef products. Like ground beef, some of those beef cuts have long been popular among shoppers for their value-related attributes. For example, according to the Checkoff funded study on beef consumption, sirloin and top round steaks are eaten two to three times a month, similar to chicken tenderloins, chicken thighs and rois- sent chicken, whereas higher-end cuts like ribeye and tenderloin are consumed about once a month. In recent years, the beef industry and processors have responded with new value cuts. Nearly four years ago, NCBIA’s Beef Innovations Group introduced new cuts from the beef round to help processors and retailers maximize yield and add value with cuts of lean steaks and roasts like the Round Petite Tender, San Antonio Steak and Santa Fe Cut, among others. Additional more recent concepts for main meals include beef tenders (3-ounce strips of tender beef), slab-in-the-pan steaks (thickly cut steaks that cook quickly), and a boneless beef filet (a thin, lean and tender beef chuck akin to a boneless skinless chicken breast). Miller says the industry refers to underused cuts as “opportunity cuts” and notes that such products represent a point of differentiation for grocers. “Progressive retailers are always looking for the opportunity to create value. And because we have so many different cuts and varieties, there are always new opportunities to present to retailers,” he remarks. As 2014 begins, increasing beef value proposition remains a focus for many in the gate-to-plate chain. So is determining what, exactly, value is for today’s shopper. “Value is made up of a lot of different things. Some consumers focus on one aspect of it, and others focus on the value balance,” says Miller of simultaneous consumer interest in price, convenience, ease of use and taste. “As we work on the entirety of beef, we work to make sure we are thinking of all of these aspects. Cold Temps Slow Livestock Harvest Extreme cold temperatures impacted livestock movements throughout the country in early January. USDA’s estimated daily slaughter for cattle was only 110,000 head, down 20 percent (about 15%) from the first week of the year and 15,000 from 2013. Hog slaughter was impacted even more with the daily estimate coming in at 323,000, 116,000 or 26% lower than week one and 105,000 lower than one year earlier. The difference in impact is primarily due to geography: A larger numbers and share of hog slaughter plants are located in the Corn Belt where temperatures were double digits below zero for much of Monday. We know of only one hog plant that was closed on Monday but many operated on reduced schedules due to livestock availability. The cold will not have much impact on hog performance as a very high percentage of growing pigs are in climate-controlled buildings. The extreme cold would have a larger impact on cattle performance simply due to their being outside but very cold and dry is far better, in most cases, than cold and wet.
Is Your Operation Business First Or Family First?

Heather Hamilton-Maude

“I want you all to make a decision. You have to decide: Do you want to be a family-first business, or a business-first family?” says family business consultant and farmer Jolene Brown. Brown has consulted with more than 400 farm and ranch families, helping them create, protect, fix, and/or transition their family businesses. She provides insight into the most common mistakes families make, and solid suggestions for improvement and success.

“ Ninety percent of people are a family-first business,” she says. This concept is characterized by such comments as:

• I think there’s a will, but I’m not sure.
• The kids all get along fine until they get married.
• We just operate based on tradition and assumption.
• We were lucky — and in the right place at the right time.

However, for those looking to transition their family businesses, she advises that everyone in the family agrees to the dream of bringing the kids back home. Rather, she explains, at the time the kids are added to the operation, a concrete plan resulting from discussion of compensation that is fair to everyone, current and future personal and business goals, and future transitions and expectations, should be discussed and implemented. Brown further notes that money certainly does matter. In addition to ensuring the business is financially viable and providing fair compensation to those joining the business, it’s also critical for the senior generation to solidify their financial security. “You have to take care of yourself. Your kids don’t have to start where you are today — after all, you didn’t. But neither can they start where you started,” Brown says. At the time of a person’s retirement, she says financial advisors suggest a minimum of 50% of income be derived from sources other than the family business. “If you don’t have that in place, you’ll micromanage the next generation to death because they’re looking with your sensibility. And if they screw up, you won’t have anything to live on. You want the next generation to take risks on money they can afford to lose,” she notes.

If the business owners and leaders agree that additional family members, namely the next generation, can and should be incorporated from a financial perspective.

Continued on Page 16
AMS Changes Yields To Compute Beef Cutout Values

AMS’s Agricultural Marketing Service changed this week the cut yields that it uses to compute its estimates of the beef cutout values. For those who may not be familiar with a “cutout” value, it represents the weighted average of all of the prices of the various wholesale beef cuts (loin, rib, chuck, round, trimmings, etc.) where the weightings are the portion of the carcass (ie. yield) of each particular cut. The weighted average is then used to estimate the average wholesale prices of the various wholesale beef cuts. Where yields are made more often. Recall that since 2005, USDA has updated cut yields to represent the current situation and to make sure the reported prices are accurate. The trick, then, is to use yields that are close to the ones used by packers in their plants. But cattle and technology and cutting methods change over time so USDA has to adjust the yields periodically to keep its estimated cutout “representative” of the beef value seen by packers.

Business Or Family

Continued from Page 15, Brown suggests measuring each individual being considered against these six questions:

1. Number one is, if you want to come back to the farm or ranch and work, what do you bring to the business? Are you a good mechanic, herdsman or geneticist? Are you energetic and worthy?

2. Does the business need these attributes?

3. What does it cost the business to hire you? Do you expect health insurance or other fringe benefits — what are you going to cost the business, and does that cost equal your worth?

4. Have you worked for someone else for 2-3 years prior to working in the family business? Do you expect health insurance or other fringe benefits — what are you going to cost the business, and does that cost equal your worth?

5. Does the person who wants the business to continue, the result will be an intentional and gradual movement through the ranks of laborer, manager, leader and next owner. “If you’ve been kind, courteous, respectful and exceeding expectations for six years, and nothing has changed from the day you started, run and go work somewhere else. Hope is not a good business strategy,” adds Brown.

6. Does Mom still do the potential employee’s laundry? If yes, then don’t employ them.

For the younger generation, Brown suggests they be kind, courteous, respectful, and work to exceed expectations and add tremendous value to the business. If the senior generation truly wants the business to continue, the result will be an intentional and gradual movement through the ranks of laborer, manager, leader and next owner. “If it’s not in writing, it doesn’t exist,” she says. A young person can’t bank his or her future on a spoken promise; even among family, it pays to get things on paper. She cites these three “lies” as the most commonly told:

• Work hard and someday this will all be yours.
• I’m going to retire.
• I’m going to retire.

But cattle and technology and cutting methods change over time so USDA has to adjust the yields periodically to keep its estimated cutout “representative” of the beef value seen by packers.

Relationships Built To Last

Our business has been built on providing rural America with innovative financial products delivered by knowledgeable and experienced agricultural specialists.
U.S. cattle prices jumped to a record in early 2014, setting up a fresh hit of sticker shock for consumers at the grocer’s meat counter. Meatpackers paid the highest cash prices on record for live, slaughter-ready cattle in the major producing states of Kansas, Nebraska and Texas. That led traders to bid up futures prices, which already had been rising as retailers increased beef purchases for the holidays and the meat industry grappled with tight cattle supplies after prolonged drought in parts of the U.S. Great Plains. Analysts said the higher cattle prices likely will be passed along to U.S. consumers in the next few months. That would boost fresh-beef prices at retail that surged 2.5% to 3.5% this year. That would be up from about 2% last year but below some earlier increases, including a 10.2% jump in retail beef prices in 2011.

U.S. cattle owners are commanding higher prices because supplies have shrunk after roughly three years of drought in parts of Texas, Kansas and other big cattle-producing states. Many ranchers reduced their herds in recent years as the searing heat and lack of rain parched pastures and increased the cost of feed, including hay and corn. The tight supplies are squeezing companies across the beef-industry supply chain. In recent months, for instance, feedlot operators, who fatten cattle for slaughter and sell them to meatpackers like Tyson Foods Inc. and Cargill Inc., have paid ranchers record prices for young beef cattle. A big U.S. corn crop in 2013 has cut the cost of the grain roughly 40% in the past year. For now, that is further reducing the cattle supply, because the lower costs make it more affordable for ranchers to hold on to cows and breed more calves to try to take advantage of higher prices for feeder cattle.

“People who are in the business already see this as an opportunity to expand if they have the resources to do so.”

Continued on Page 18
Beta-Agonists, The Environment And Cattle Fatigue

In agricultural production, maintaining a level of excellence that includes environmental sustainability, animal welfare and food safety, while keeping food affordable for consumers is top-of-mind for many farmers and ranchers, as well as the researchers looking to help them find solutions to ensure this level of excellence. As consumers shop at their local grocery stores and markets, they might notice that beef products are double or triple the price of other protein sources, and rightfully so, might hold beef to an even higher standard of excellence, said Dan Thomson, Kansas State University veterinarian, professor and director of the Beef Cattle Institute. “Beef is one of the purest, most wholesome and most humanely raised forms of protein that we produce worldwide,” Thomson said. “As a beef industry, we are being asked day in and day out to take a holistic view of technology.”

The use of beta-agonists in cattle feeding is among the modern feedlot technologies making waves in the beef industry. K-State researchers, including Thomson, are among the many researchers who are examining how beta-agonists affect cattle performance and how the feed supplement might cause cattle, particularly in the summer months, to be slow-moving and still-muscled once they arrive at packing facilities. “We’re going to learn more about the last 30 days on feed,” Thomson said of research on beta-agonists. “Do we have heat stress mitigation plans in place at the feeding facilities? Are we pushing that boundary of having too heavy, too heavy weight carcasses? Are we using low-stress handling techniques?” How far away from the load out facility are the fat cattle being moved? Are we shipping them during the afternoon in the heat of the day, or are we shipping them at 2 a.m.? Are the truckers trained to properly transport these animals? How long do they wait at the slaughter facility? Are they shipping them at 2 a.m.? Are the truckers being moved? Are we shipping them during the afternoon in the heat of the day, or are we shipping them during the summer months, he has questioned have heat stress and feeding beta-agonists might together create what he calls “cattle fatigue syndrome.”

“This isn’t a new phenomenon,” Thomson said. “We’ve seen this in other species. The swine industry 15 to 20 years ago discovered pig fatigue syndrome. It occurred about the time they started feeding beta-agonists at a very high level to pigs. Market hogs would arrive at the plant, and they were stiff, open-mouth breathing, had blotchy skin, muscle tremors and were going through stress.” Thomson said many in the swine industry started calling these pigs “NANI” pigs, meaning non-ambulatory, non-injured. “As these pigs show up at (the packing facility), and they don’t have any clinical signs of injury besides that they don’t move,” Thomson said. “Biosensory did diagnostic tests to look at the difference between non-ambulatory pigs and pigs within the same truckload that were able to move. They found elevated serum lactate and creatine phosphokinase (CPK) levels, which are both indicative of depletion of muscle glycogen or muscle damage in these big, heavily muscled animals.” Regardless of beta-agonist use in feeding pigs, Thomson said, the swine industry went from having about a 250-lb. average out weight to a 300-lb. average out weight on market hogs. So the pigs had more weight to carry around at the packing facility. To see if beta-agonists played a role in the movement concerns, researchers did a series of tests on market hogs that were not fed beta-agonists. They put some through a stressful situation prior to shipping them to slaughter, while the others did not experience any stress. “They were able to recreate the same syndrome that we’re now seeing in some cattle,” Thomson said. “Generally, physical stress, whether they were on a beta-agonist or not, showed clinical signs of fatigue in these market hogs.” Still, the swine industry has since cut the dose of beta-agonists in feeding by about 75 percent, Thomson said.

The beef industry has a really good start on understanding what cattle fatigue syndrome is, Thomson said, but the reason more research must be done is that, like the NANI pigs, the syndrome has shown up in cattle that were fed a beta-agonist and cattle that were not fed a beta-agonist. “In our research, when we’ve looked at cattle that are not stressed and they’re on one of the beta-agonists on the market, we’ve not seen anything but an increase in heart rate by about 10 beats per minute and no difference in lactate or CPK levels,” Thomson said. “However, we have to understand that when we have seen the issues with this fatigue cattle syndrome at packing facilities, it’s during the summer months when we have heat stress.”

Moving forward, Thomson said the industry needs to better-understand the clinical and physiological responses of beta-agonists in cattle, if dosages in cattle feeding ratios might need to be altered and if there is a potential genetic component to it as well.

Appetites

Continued from Page 17

beef. If some turn to other meats, as has occurred in the past, cattle prices could retreat. Last year, some consumers pushed back at higher beef costs. Beef sales volumes fell 6.5% in the 32 weeks that ended Oct. 26 from a year earlier at 18,000 grocery stores, according to data tabulated by market-research firm Nielsen Co. Rising prices have turned strip steaks, rib-eyes and other prime cuts of beef into “luxury items,” said Brett Humlley, an analyst with BB&T Capital Markets. “That’s always a dangerous component in today’s market, where the consumer remains soft,” he said. “We may have to tweak our [retail] price structures. But margins are always a balancing act,” he said. “You may put something on sale, which gives you lower margins, but you make it up with higher volume.” Analysts said beef prices will stay high for several more years because of the time it takes to bring cattle to market. Calves take about nine months to deliver and then are fed for 12 to 18 months before slaughter.

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2014 Virginia Cattle Industry Convention Preview

A New Convention Format for 2014

Dear Virginia Beef Producers & Industry Supporters,

The Virginia Cattlemen’s Association, Virginia Beef Industry Council, Virginia Beef Expo and Virginia Cooperative Extension are pleased to work together in 2014 to offer the industry the Virginia Cattle Industry Convention March 27 – 30, 2014 at the Rockingham Fairgrounds near Harrisonburg, VA. There will certainly be something for everyone as we plan to offer an informative educational program, complimentary awards supper, breeding cattle sales and the Commonwealth Classic, Virginia’s largest youth beef cattle show. The primary goal of this event will most certainly be to offer information and resources for cattle producers of all ages and interests. We appreciate your support of the cattle business and look forward to seeing you at this gathering of cattle producers from throughout the region.

Sincerely,
Jason P. Carter, Executive Secretary

Commonwealth Classic & Youth Events

There will be plenty for young cattle producers to do at the Convention beginning Friday March 28th. From tractor driving to cattle showing, we are thrilled to be working with FFA and Extension to offer a variety of contests that culminate regional competitions of skill and knowledge. Education is important too and youth will have the chance to obtain meat animal quality assurance training led by Extension. The VA Beef Industry Council is proud to continue to sponsor the Beef Ambassador Competition as well as a Barn Party Saturday evening that will offer great food and fun for everyone.

The Commonwealth Classic will go through the weekend of March 29 – 30th. This youth beef show will be the largest in Virginia this year and will provide young people the opportunity to exhibit breeding and commercial cattle. Led by Extension and the Virginia Tech Beef Leadership Council, this will be an exciting event that will also feature a fitting contest for the first time. Registration information will be coming soon. Check with local Extension offices for details.

Tentative Schedule of Events

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>Noon</td>
<td>Lunch</td>
<td>Pavilion</td>
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<tr>
<td>1:00 PM</td>
<td>Educational Program – Dr. Bob Holsworth</td>
<td>Expo Hall</td>
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<tr>
<td>1:15 PM</td>
<td>Handling Profitability – TBD</td>
<td>Expo Hall</td>
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<tr>
<td>2:30 PM</td>
<td>VRS &amp; Visit Trade Show</td>
<td>Expo Hall</td>
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<tr>
<td>3:30 PM</td>
<td>2014 Industry Outlook – Dr. Darrell Peal</td>
<td>Expo Hall</td>
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<tr>
<td>5:30 PM</td>
<td>Visit Trade Show</td>
<td>Fairgrounds</td>
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<tr>
<td>6:30 PM</td>
<td>Beef &amp; BBQ Supper</td>
<td>Expo Hall</td>
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<tr>
<td>7:00 PM</td>
<td>Industry Awards &amp; Recognition</td>
<td>Expo Hall</td>
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<tr>
<td>9:00 AM</td>
<td>Trade Show Open</td>
<td>Fairgrounds</td>
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<tr>
<td>10:00 AM</td>
<td>Youth Livestock Quality Training</td>
<td>Expo Hall</td>
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<tr>
<td>10:00 AM</td>
<td>Cattleman’s Workshop</td>
<td>Expo Hall</td>
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<td>11:00 AM</td>
<td>Lunch</td>
<td>Pavilion</td>
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<td>12:45 PM</td>
<td>Youth Chase Sale</td>
<td>New Barn</td>
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<td>2:00 PM</td>
<td>Youth Livestock Quality Training Exam</td>
<td>Expo Hall</td>
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<td>3:00 PM</td>
<td>Youth Cattle Working Cons</td>
<td>New Barn</td>
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<tr>
<td>5:00 PM</td>
<td>VA Premium Assured Beef Heifer Sale</td>
<td>Sale Ring</td>
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<tr>
<td>6:00 PM</td>
<td>Angus Association Gift Sale</td>
<td>Sale Ring</td>
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<tr>
<td>7:00 PM – 8:00 PM</td>
<td>Move in Youths Cattle</td>
<td>Show Barns</td>
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Saturday, March 29

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<thead>
<tr>
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<tr>
<td>7:00 AM – 10 AM</td>
<td>Youth Cattle Arrive</td>
<td>Show Barns</td>
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<tr>
<td>9:00 AM</td>
<td>Trade Show Open</td>
<td>Fairgrounds</td>
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<tr>
<td>9:00 AM</td>
<td>Youth Fitting Contest</td>
<td>TBD</td>
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<tr>
<td>2:30 PM</td>
<td>Youth Sales Contest</td>
<td>TBD</td>
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<tr>
<td>4:30 PM</td>
<td>Youth Beef Showmanship</td>
<td>Both Show RingS</td>
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<tr>
<td>4:30 PM</td>
<td>Youth Hereford Show</td>
<td>Ring A</td>
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<tr>
<td>4:30 PM</td>
<td>Youth Shorthorn Show</td>
<td>Ring A</td>
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<tr>
<td>5:30 PM</td>
<td>Youth Simmental Show</td>
<td>Ring B</td>
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<tr>
<td>5:30 PM</td>
<td>Youth Angus Show</td>
<td>Ring A</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Youth All Other Breeds Show</td>
<td>Ring B</td>
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<tr>
<td>6:30 PM</td>
<td>Youth Brahman Show</td>
<td>Ring A</td>
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<tr>
<td>6:00 PM</td>
<td>VBCH Meat/Concours Tournament</td>
<td>Show Rings</td>
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Sunday, March 30

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>Youth Commercial Heifer Show</td>
<td>Ring B</td>
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<tr>
<td>9:00 AM</td>
<td>Youth Steer Show</td>
<td>Ring A</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Youth Angus Show</td>
<td>Ring B</td>
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Angus Gift Sale & Premium Assured Bred Heifer Sale

The Virginia Angus Association will have its annual Gift Sale on Friday March 28th at 4 PM. There will be lots of high quality breeding cattle available and previews will begin Thursday evening and run all day Friday.

The Virginia Cattlemen’s Association is also proud to offer an auction of around 200 breed heifers conforming to the requirements of the Virginia Premium Assured program. These quality heifers will be offered via a video sale format in groups. Bidding will be live at the sale person, over the phone or via internet connection. More to come soon for both sales.

Awards & Recognition Social

On Thursday evening March 27th there will be a complimentary beer and BBQ social for everyone in attendance. During this time you will have the chance to mix and mingle with other cattle producers as well as be a part of recognizing some individuals outstanding in the business during the past year. VCA will recognize our Producer of the Year and Industry Service honorees, the Beef Cattle Improvement Association will honor their Commercial and Seedstock Producers of the Year and the state breed associations will present some special recognitions as well. We are also pleased to be able to honor Frank Graves in his retirement from the VA Department of Agriculture & Consumer Services after 45 years of faithful service to Virginia’s livestock industry.

Educational Program & VCA Business Meeting

Don’t miss the quality educational program on Thursday March 27th beginning at 1:00 PM. There will be great lineup of speakers to give knowledge and perspective of our business on topics ranging from the beef situation outlook, to the political landscape to handling the all-time high profitability that many cattle producers are currently enjoying. Following the educational program there will be an important VCA business meeting. The membership will be formally presented the proposed By-Law addition that will allow for the creation of a Policy & Industry Advocacy side of VCA and open the door for another membership structure and extend our industry service capabilities.

March 27 – 30, 2014 at the Rockingham County Fairgrounds
The outlook for the cattle business is exciting. The combination of lower feed prices and potentially record cattle prices are enough to excite anyone’s imagination. Is it the time to expand the cow herd or cash in on high prices? This has never been a better time to take advantage of enterprise budgets as a tool. Enterprise budgets can provide a summary of annual production costs, and make it easier to identify the factors which impact your bottom line in both the cost and revenue columns. Specific items such as the cost to develop replacement heifers can be evaluated. By combining budgets with key assumptions it is possible to consider the adoption of certain management practices in terms of their costs and potential returns. Good examples would be the addition of a timed AI program or perhaps revisiting the economics of crop feeding in the light of grain costs and call prices. History has taught us that grazed forages are managed to provide the greatest forage quality is unknown, submit sample for nutrient analysis (local extension office can assist). Target quality = 11-12% crude protein and 18-20% TDN. Supplement protein and/or energy as needed. Second seed cows mid to late month. Four lbs red clover and 2lbs of ladino is recommended. Best success will be achieved by choosing areas with little or no plant residue.

**Herd Health**

- Ensure colostrum intake first few hours of life in newborn calves. Supplement if necessary. Newborn calves need 10% of body weight in colostrum first 24 hours of life.
- Provide selenium and vitamin A & D injections to newborn calves.
- Castrate commercial calves at birth.
- Monitor calves closely for scours; have treatment supplies on hand.

**Nutrition and Forages**

- Move pregnant heifers and early calving cows to calving area about 2 weeks before due date.
- Check cows frequently during calving season. Optimal interval is to check calving females is every 4 hours.
- Utilize calving area that is clean and well drained. Reduce exposure to scours by moving 2-3 day old pairs out of calving area to separate pastures. Reduce coinciding of newborn calves with older calves.
- Identify calves promptly at birth. Record birth weight, calving ease score, teat/udder score, and mothering ability of cow.
- Feed better quality hay during late gestation and early lactation. If quality is unknown, submit sample for nutrient analysis (local extension office can assist). Target quality = 11-12% crude protein and 18-20% TDN. Supplement protein and/or energy as needed.
- Frost seed clovers mid to late month. Four lbs red clover and 2lbs of ladino is recommended. Best success will be achieved by choosing areas with little or no plant residue.

**Genetics**

- Collect yearly performance data (weight, height, scrotal, ultrasound) in seedstock herds.

**Nutrition and Forages**

- Evaluate growth of yearling heifers with goal of reaching 60-65% of mature weight by breed season (60-90 days).
- Provide selenium and vitamin A & D injections to newborn calves.
- Castrate commercial calves at birth.
- Monitor calves closely for scours; have treatment supplies on hand.
- Evaluate live control program and consult your veterinarian for recommendations.

**Herd Health**

- Ensure colostrum intake first few hours of life in newborn calves. Supplement if necessary. Newborn calves need 10% of body weight in colostrum first 24 hours of life.
- Provide selenium and vitamin A & D injections to newborn calves.
- Castrate commercial calves at birth.
- Monitor calves closely for scours; have treatment supplies on hand.
Oblituary

Henry Hopkins “Hop” Dickenson

President of the National Society of Livestock Records, and was inducted into the Hereford Hall of Merit. He was a member of Village Presbyterian Church. The greatest loves of his life were his family, his many friends, music, Virginia Tech football, North Texas football, the Kansas City Royals and the Kansas City Chiefs.

Ingredients:
- 2 beef Tenderloin Steaks, cut 1-1/2 inches thick (about 5 to 6 ounces each)
- 3 cups fresh baby spinach, divided
- 2 tablespoons toasted sliced almonds
- 2 tablespoons shredded Parmesan cheese
- 1 clove garlic, coarsely chopped
- 1 cup plus 2 tablespoons water, divided
- 1 tablespoon olive oil
- 1/2 cup uncooked brown rice
- 1/2 teaspoon salt (optional)
- 2 tablespoons chopped dried cherries
- Toasted sliced almonds (optional)

INSTRUCTIONS FOR TWO STEPPIN’ TENDERLOIN:
1. Place 2 cups spinach, almonds, cheese and garlic in food processor container. Cover; process until coarse paste forms. With motor running, slowly add 2 tablespoons water and oil until smooth. Season with salt, as desired. Set aside.
2. Preheat oven to 350°F. Heat ovenproof, nonstick skillet over medium heat. Place beef steaks in skillet and brown 2 minutes. Turn steaks over and place skillet into preheated oven; cook 13 to 18 minutes for medium rare to medium doneness, turning once.
3. Meanwhile, combine rice, remaining 1 cup water and salt, if desired, in medium saucepan; cook according to package directions. Chop remaining 1 cup spinach. During last 5 minutes of cooking, add chopped spinach to pan and continue to cook. Remove from heat, add cherries and 1 tablespoon pesto to rice; stir to combine.
4. Remove steaks from oven when internal temperature reaches 135°F for medium rare; 150°F for medium doneness. Remove steaks from pan; tent loosely with aluminum foil. Let stand 5 to 10 minutes. Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium doneness.
5. Serve steaks over brown rice with remaining pesto. Garnish rice with additional almonds, if desired.
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Advantages Of AI vs. Natural Service

Kasey Brown, associate editor, & Shauna Rose Hermel, editor

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Artificial insemination (AI) gives breeders many advantages in terms of management, economics and genetic improvement, said Scott Geinert, professor and beef cattle extension specialist with Virginia Tech. He spoke to more than 270 attendees at the 2013 Applied Reproductive Strategies in Beef Cattle (ABSRC) Symposium in Staunton, Va., Oct. 15-16. “There are lots of reasons to AI and we’ve spent this conference … talking about those benefits,” Geinert said. AI and estrus synchronization help enhance reproductive efficiency, jump-start non-cycling cows to start cycling, shorten breeding and calving seasons, increase the average age of calves and their uniformity at sale time, increase pay weights, improve management of cows and calves, and improve the herd’s genetics, said Geinert. “As we look at making genetic change in beef cattle, there’s really four critical areas,” said Geinert, pointing to accuracy of selection, selection intensity, genetic variation in the trait and generation interval. “How quickly we can change genetics and how effectively we can do that are influenced by these things. One of the big reasons to AI is the opportunity to use proven, high-accuracy bulls,” said Geinert, describing accuracy as the correlation, or relationship, between the true breeding value of a bull and what his estimated breeding value is. “In a perfect world, that relationship is 1,” he explained. “That means with 100% confidence, or correlation of 1, that we truly know what that bull’s breeding value is. That never happens. We can approach that, but we never know with 100% confidence.” On the other end of the spectrum is 0, which Geinert called equivalent to randomly picking a number and putting it down on paper. Yearling bulls with a performance pedigree generally have accuracies of 0.05-0.30. AI sires that have been widely used in numerous herds may have accuracies of 0.9 and greater. Geinert explained that the industry deals in Beef Improvement Federation (BIF) accuracies, which are more conservative than true accuracies and should give us greater confidence in the predictive power of the EPD. Accuracies have value in showing us how much an individual’s values might change with more data added from additional progeny and additional herds, Geinert noted. Breed associations publish possible change values that can be used to establish a range in which the true EPD would fall. Geinert said he finds it useful to plot that possible change on the percentile table as depicted in Fig. 1. The circle encloses the range in which the proven bull’s probable true birth weight EPD would be expected to occur two-thirds of the time. The box indicates the range in which the lower-accuracy bull’s probable true accuracy would be expected to fall. Whether he changes favorably or unfavorably, the high-accuracy sire is going to be a calving-ease sire. Not so for the unproven bull. “Keep in mind that from a statistical standpoint the chances are equal that the young bull will get better in terms of calving ease and lower birth weight,” he emphasized. “That chance is equal to him getting poorer from the context of being a heavier-birth-weight bull.”

Continued on Page 27
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AI
Continued from Page 29
There is also a chance that he would fall out of that 67% confidence interval box. Greiner said accuracy is influenced by data — both the quantity and the quality of data submitted, including pedigrees, individual performance and progeny data; heritability; and genomics.
Greiner shared a table showing how the number of progeny records influence accuracy for traits of low, moderate and high heritability. As heritability goes up, fewer progeny are needed to achieve higher accuracy levels.
Genomics are now being applied in several breeds to enhance EPDs, Greiner noted. Genomic results are incorporated into EPDs as a correlated trait through national cattle evaluation, adding information and enhancing the accuracy of the EPDs cattlemen are already using. “How much the genomic result impacts accuracy is dependent on several factors,” said Greiner. “One of those is how much of the genetic variation does that genomic test explain in the trait itself.” The more variation it explains, the larger its influence on accuracy. Using examples from Angus, Greiner said most of the traits for which there are genomic tests explain between 35% and 49% of the genetic variation of the trait. That means that for most traits, genomic results would be similar to having eight-to-20 progeny records (depending on the trait). That can increase the confidence level in buying unproven yearling bulls. Regarding selection intensity, Greiner noted that a significant number of proven sires are superior to breed average for multiple traits. Those proven bulls can be used as AI sires to provide genetic reach with confidence and predictability. AI also helps manage genetic antagonisms, Greiner said. Several traits are antagonistic to each other, like calving ease and growth, growth and mature size, marbling and carcass fat, and marbling and ribeye area. Calling them “curve benders,” he noted that several proven sires have favorable combinations of these antagonistic traits.
Some producers worry that AI will reduce genetic variation, but Greiner offered a different view. AI gives the opportunity to select multiple sires of different pedigrees but similar genetic merit, so pedigrees can be diverse without compromising uniformity in genetic quality. Additionally, he noted that AI helps a crossbreeding program by requiring fewer bulls and fewer breeding pastures. Additional benefits include simplification of natural-service sire selection in AI herds. For instance, if a maternal sire is used to AI heifers, a higher-birth-weight EPD terminal sire can be purchased as a cleanup bull, generally at a lower price point. The advantage of AI calves being born earlier in the season, in a tighter group with better genetics, noted Greiner, sharing documented added value shared by commercial cattlemen Tim Surphin (at the 2010 ARSBC Symposium) and Terry Shuster (earlier during this symposium). In terms of non-EPD traits such as udder scores and other phenotypic traits, the AI companies have in place systems to help evaluate and rate bulls.
In conclusion, Greiner noted, “Every great proven bull was once a young, unproven bull — every single one of them. We need to...”
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THE VIRGINIA CATTLEMAN–FEBRUARY 2014–PAGE 29

Clean Management Review For Beef Board

Michael Fielding,
The Meeting Place

A management review of the Cattlemen’s Beef Board (CBB) by the Livestock, Poultry and Seed Program of USDA’s Agricultural Marketing Service (AMS) verified that the Beef Board is operating within the provisions of the Beef Promotion and Research Act and Order and in line with all applicable Federal laws, regulations and policies. “In our management review of CBB, we noted no reportable findings,” according to the report from the AMS Compliance and Analysis Program staff. “Our review showed that CBB adhered to the AMS Guidelines for Oversight of Research and Promotion Programs, as well as its own policies.” The review was completed per USDA requirements that AMS conduct management reviews of all commodity boards every three years.

“As secretary-treasurer of the Beef Board, I review finances of the Board on a monthly basis,” said Jimmy Maxey, a cattle feeder in Fresno, Calif. “Having seen all of the policies and procedures at work in protecting our checkoff investments, I have confidence in the systems we have in place, so I can’t say that I am surprised by the results.” As part of the financial audit, AMS selected a sample of 60 total disbursements – totaling $9.84 million – for fiscal years 2011, 2012 and 2013 for review, as well as supporting documentation, account coding, proper approvals, amounts of disbursements and appropriateness per the disbursements policy. In addition, the team also performed a walkthrough of a monthly cost allocation for the National Cattlemen’s Beef Association, which is the Beef Board’s largest contractor. Additional areas of review included risk assessment; accounting and financial management; cash receipts and receivables; disbursement and payables; insurance and fidelity bonds; contract compliance; promotional

Continued from Page 27
keep that in mind and certainly there’s a need to test those young, exciting bulls, get them proven and then put them to work.” Greiner spoke during Wednesday’s ARS-BC session focused on genetic and management tools to get the most from reproductive efforts.

AI

Visit the Newsroom at www.appliedreprostrategies.com to listen to his presentation and to view his PowerPoint slides and proceedings paper. This comprehensive coverage of the symposium is compiled by the Angus Journal editorial team. The site is made possible through sponsorship by the Beef Reproduction Task Force. 

Continued on Page 35
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Heart Health Month

Continued from Page 11

Brown acknowledges that personal relationships are tricky. "Just like you, the more I have to deal with people, the more I like cows! Yet it is the people that make beef production happen — not just today, but into the future. Let's honor the family by doing the business right, beginning now."

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THE VIRGINIA CATTLEMAN—FEBRUARY 2014—PAGE 33

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Steve Furrow

Mid-January I had the opportunity to attend the Virginia Agri-business Council’s Annual Banquet for the first time and would like to share some of the take-home points with you. Virginia Agri-business Council advocates for the business interests of the diversified industry of agriculture and forestry. Agriculture and Forestry is the #1 industry in Virginia and equates to almost $70 billion annually. Every year they hold a banquet to recognize their partners and friends.

Virginia Cattlemen’s Association was a sponsor for the banquet and I put on a coat and tie and headed to Richmond. My biggest concern about heading to Richmond was finding a place to park. I cannot tell you the number of times I have past my destination in Richmond only to learn that the next turn around was a one-way street headed in the wrong direction. Upon arrival, I was pleasantly greeted at the Richmond Raceway by a host of parking attendants that pointed me in the right direction and managed to calm the butterflies that had been so active as I approached the city.

One of the unique features of the banquet is the reception prior to the meal. In addition to providing a chance to catch up with friends, colleagues, and policy makers, you have the chance to sample some local Virginia’s Finest fare. Possibilities included fresh oysters, crab cakes, and ham biscuits. Fresh baked bread, cheeses, seasonings, and sauces gave the palate a diverse atmosphere. Helping to wash it down were options of wine and milk. For those unwilling to branch out, a soda bar was close by. My favorite was the fresh baked garlic roll, but a slice of crab cake pie was a close second.

Another unique feature on the evening was the opportunity to sit and dine with a policy maker. I had the pleasure of getting to dine with Delegate Danny Marshall from the 11th district. His district is the city of Danville and surrounding area, which is not too far from my home. As it turns out, Delegate Marshall carved his livelihood out of the concrete business in the Danville area. He understands a thing or two about running a business and trying to maintain a family business as he worked with his father and brother. When we discussed some of the challenges in the cattle business it was obvious he understood some of our obstacles with increased regulation and bureaucracy. One of his main challenges is helping to create jobs and reduce the red tape associated with attracting new businesses to his area. I believe we have a friend with Delegate Marshall.

I often wonder how I can be more effective when I visit with legislators in Richmond and Washington D.C., so I asked Delegate Marshall how someone could be effective in their approach to an elected official. He responded with two suggestions: 1- Have your thoughts organized and on paper. Bullet points with only the need-to-know information. Bring a copy for yourself and one for them. 2- Know your legislator. Developing a relationship with them is a critical piece toward being heard. He did not tell me anything that I have not considered in the past, but he did reinforce the importance of those ideas. He solidified my belief that we need to have someone advocating for our livelihood and that need remains constant.

As I drove home from Richmond, the lasting feature of the evening was the realization of the size of the world we live in and no...
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Clean Management Review

Continued from Page 29

Materials; recordkeeping and information collection; and travel and expense reimbursements. In addition to the management review, the compliance and analysis team from USDA gathered information while at the CBI offices to address the Office of the Inspector General’s (OIG) recommendation for development of supplemental audit procedures for future CBI reviews. The information gathered will be used to develop those procedures.

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President’s Message

Continued from Page 34

matter how busy our lives may become we are blessed to have people like Katie Frazier, her staff and the VA Agribusiness Council as our advocates. They get up each day and serve as advocates for our way of life and the pursuits of our interests. We hear about all the negatives and obstacles associated with agriculture today, but as I listened to Governor McDonnell, Delegate Marshall and others talk about the impact the Council has made and witness the record attendance at the banquet, I begin to get a feeling of hope. Join me next year at the VA Agribusiness banquet and take in the features for yourself. For information about the VA Agribusiness Council, check out their website at www.va-agribusiness.org.

If my ramblings above appear to be scattered and random statements, remember these next two. The Virginia Cattlemen’s objectives are to promote the profit potential of Virginia’s cattle industry, provide a voice to the legislature on state and local issues and provide educational opportunities for the public. If we, VCA staff and Board members, can be of service please let us know.

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‘Where’s The Beef?’ Turns 30

It’s hard to believe that 30 years ago this month, Wendy’s first aired its iconic “Where’s the beef?” advertisement. The commercial, which first debuted on the small screen on Jan. 10, 1984, featured three white-haired women examining a hamburger. As they rave about the large and fluffy hamburger bun, one woman, Clara Peller, addresses the obviously small hamburger patty paired with the bun.

“Where’s the beef?” she demands during the ad. The phrase caught on and was eventually printed on a slew of merchandise, including T-shirts and bumper stickers. Recently, Wendy’s began using the phrase once again in 2011 to promote their Hot ‘N’ Juicy burgers.
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We would like to invite anyone interested in becoming a member of our association to call one of the officers listed above.

Our Charolais Association’s annual membership meeting will be held at the Virginia Cattlemen’s Convention. Please note that the Convention will be in March instead of February this year. Also, the new location is at the Rockingham County Fairgrounds in Harrisonburg, Va. The meeting is set for March 29, 2014 at 1:00pm. We will only change the meeting time if there is a conflict. We request that all members mark your calendars and plan to be there as your attendance is needed.

As for our spring sale, the new Expo date is not a good date for the VA Charolais breed this year. Consignment forms will be sent out when and if a new date is set.

Please note that our Virginia Charolais Association’s year starts on January 1st each year. If you are a past member and have not paid your dues, please send your payment to our Treasurer. The Treasurer, Walt Winkler, contact information is listed on the left side of this page. All active, in state members can have a vote and a voice in our association.

For those who might be interested, our West Virginia Association neighbors are having their annual West Virginia Expo sale on April 12, 2014. The West Virginia Expo will be at Jackson’s Mill, West Virginia which is near Weston, West Virginia.

All members of the Virginia Charolais Association are entitled to join all the sales we sponsor.
Steve Lucas
A cowboy’s heart is tender, Although he won’t want you to know it, And he’ll go to great effort To make sure that he’ll not show it. He’ll pretend cowboys are stoics, With hearts as hard as stone.

Antibiotics
Continued from Page 8
• This success is completely dependent on the willingness of a consumer to purchase the end product, which is based not only on price, but also on perceptions related to animal welfare and product safety. Anyone who suggests picking and choosing the regulations to observe doesn’t understand these relationships. Our willingness as an industry to adhere to regulations will determine if label directions, Eli, use regulations and veterinary oversight will continue to serve as sufficient assurances to allow approval of new tools for animal health and to keep the ones we have. Our responsibility includes both being involved in the regulatory process through our veterinary and producer organizations, and being very vocal about not tolerating lack of adherence to the regulations once they are in place. If you’re told that some of these regulations don’t need to be followed, you’re getting bad advice. If you take that advice, you’re breaking the law.

A Dirt Road Diary - A Cowboy’s Heart
But in truth, they’re easily broken, And they’re all to be alone, If his advances are rejected And he hurts deep down inside. He won’t let you see it, It’s called his cowboy pride. But it won’t take long for his heart to heal

Hard work won’t let him breed. He might come back, but he might not. It all depends upon his mood.

So ladies, you had best be warned. As Valentine’s Day draws nigh ‘bout trifling with a cowboy’s heart. It’s just hello or goodbye.

Be honest with your feelings, Love or “just like” is fine. When he comes askin’ you to be His Cowboy Valentine.

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The Dark Side Of Veganism

Dan Murphy

There’s been plenty of chatter over the numbers game that vegan activists like to play trying to convince themselves and their followers that herds of people are eager to jump onto the so-called animal-foods-or-products bandwagon. As citizens of an affluent, highly developed, post-modern society, we have that luxury. We have the luxury of choosing to go vegan, a choice unavailable to billions of people elsewhere on the planet. We shouldn’t denounce such a benefit; we should instead be cognizant of, and grateful for, the privileged status of being able to forego the consumption of animal food, should we decide to do so. But I would go further and argue that veganism, far worse than a mere curiosity, a plaything, is akin to choosing celibacy, in three important ways. First, it is a highly personal decision, one that cannot by any stretch of logic be considered prescriptive for society at large. While some would contend that they represent a higher moral stance, I’d argue that if either concept had gained more than the tiniest sliver of participant’s way back when, none of us would even be here today to argue about them.

Second, the basis for both the vegan and/or celibate lifestyle that have merit? Of course, and some would contend that they represent a higher moral stance. I’d argue that if either concept had gained more than the tiniest sliver of participant’s way back when, none of us would even be here today to argue about them.

Third, the basis for both concepts run directly counter to the most profound biological imperatives affecting every species on this earth. Only people willing to voluntarily sacrifice reproduction, or those who consciously try to separate themselves from the very ecosystem that sustains us, could embrace either celibacy or veganism. Neither choice is natural or normal. Are these aspects of the vegan and/or celibate lifestyle that have merit? Of course, and some would contend that they represent a higher moral stance. I’d argue that if either concept had gained more than the tiniest sliver of participant’s way back when, none of us would even be here today to argue about them.

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