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I suppose you are obligated to review and reflect on the past and the present of the Virginia Cattlemen will probably agree that I continue to view things a little differently, so I'm now offering a little of what we accomplished and plan to do in 2014.

The last Tel O Auction of 2013 ended with another load of yearling steers averaging over $1100 per head and another load of weaned steer calves averaging over $1100. The Association sponsored Monday Tel O Auction sales aided the sale of nearly 25,000 head of calves, yearlings, Holstein steers and even a few loads of bred heifers. This figure is a 47% increase in volume over 2012. The Virginia Quality Assured feeder cattle program continues to differentiate itself as a true branded marketing tool. The VQA label, along with the letters VQA are combined with Abingdon, Central Virginia and Buckingham, among others as well, the questions we receive from buyers is not "what are the cattle" but rather "how many are there". Marketing of cattle is as much about the personalities as the critters too. We are fortunate have to have and work with good people in the field. VCA made a good move in 2013 to hire another Field Representative in Troy Lawson to work alongside Butch Foster. Troy is working well for us and the producers in the Shenandoah Valley and Northern Virginia areas. The Mid Atlantic Marketing Association has provided the conduit of communication for many years allowing our sponsored sales to be open to the world. As a business decision MAMA was dissolved at the end of 2013 and Debbie is certainly that key-stone for our sponsored sales. It's easy to look good when cattle prices are high, but to be good you have to offer quality cattle and service in any economy. We are doing both in Daleville, in my mind, by not striving to be perfect, but working hard everyday to be really good at service.

On December 5, 2013 the VCA Board of Directors met and resolved to endorse the proposed by-laws that facilitate the incorporation of a Policy & Industry Advocacy side for the Virginia Cattlemen. This will be an important step for future growth of VCA. Without a doubt the greatest challenge in the future of the beef cattle business will be maintaining an environment to operate in successfully. This environment will always be influenced somewhat by economics as they relate to cost of production and profitability, however this environment is increasingly being influenced by both policy and public perception that ultimately influences policy. We live in a world where agricultural policies are not created to foster growth but rather to temper it. The "food movement", the "local movement", the liberal media and the extreme partisanship in government have limited our policy makers and public mentality often to making decisions based on bullet points instead of content and perspective. I was taught in elementary school to construct outlines to guide thought, investigation and communication. Now outlines are expected to tell the story. The need for us to differentiate ourselves as beef producers in a key Virginia agricultural industry is there. The developing Policy & Advocacy arm of VCA will divide the state into Districts from which members will caucus, elect Directors and guide VCA's voice to advocate for the best interests of the Virginia beef cattle business. It will support VCA's engagement for all beef cattle producers and determine our policies based on the preference of the majority.

This is an evolution for VCA. However as the only statewide Association of beef producers it is also our obligation. Change is only necessary when it is never considered and now change will be a requirement.

Adding to that change in 2014 will be the development of member benefits. While these will take time to develop as partnerships with industry allies are forged, an immediate member benefit that VCA will continue to develop is offering information and education. I am proud to say that beginning this very month we are entering a partnership with Virginia Cooperative Extension Animal Science and Veterinary Science to bring regional educational programs to folks around the state. The week of January 13th there will be four meetings we are co-sponsoring that are offering an industry outlook and discussion of great reproduction topics from the Applied Beef Cattle Reproductive Conference held this past October in Staunton. We are pleased to have leaders from Cattle Fax and Extension on hand for this and I encourage you to look at

Continued on Page 36
From The Country

Times are changing. We’ve been in an era I call the golden age of production efficiency. During this time, if you wanted to make money in the cattle industry, you had to out-manage your colleagues by producing a commodity product more efficiently than the next. Cost containment and management expertise were the keys to improving the bottom line. We are transitioning now to the era of value creation. This hasn’t been a seismic shift in that low-cost, high-efficiency production models are still rewarded. But in today’s marketplace, they are no longer the drivers of profitability, but just an indicator of long-term stability. Profitability is being driven by value creation. Value is created by producing a superior product, and that is being driven by the interaction between superior genetics and the ability to manage those genetics to maximize their potential. Today, that ability dwarfs production efficiency. Perhaps that’s because we’ve done so much on the efficiency side as an industry that the low-hanging fruit has been harvested. Another possible factor is that managers have become so adept at focusing on efficiency that differences between producers are becoming more incremental. We continue to improve efficiency, but the adoption of improvements is rapid and fairly universal. Previously, the leaders in production efficiency used to enjoy significant advantages that were long-lived. Today, advantages tend to be short-lived. As a result, profitability and competitive advantage are being affected by genetics and the ability to properly manage these genetics.

In addition to value creation, the other managerial focus is margin maintenance or expansion. Production efficiency again was the key; now it has shifted to proper risk management. Again, the ante has been raised. For example, large-scale feeding of cattle was driven in part by economies of scale, but also by a disciplined approach to risk management. That discipline is still vital, but astute analysis and selective strategies are now the key to maintaining these margins. That raises the degree of difficulty and level of sophistication required by a large degree. Management expertise and genetics are being rewarded at unprecedented levels, so much so that averages describe sector profitability, but mean little to profitability on an individual basis. As one producer commented to me, “These are pretty exciting times. I just wish they had futures markets that would allow me to manage the risk associated with Mother Nature and the halls of Congress.” I could actually envision a system that might allow you to hedge the risks associated with Mother Nature, but the roulette wheel looks like it is still as good of a hedge as any against the next market disruption courtesy of Washington, DC.
USDA Updates 2014 Beef Production Forecast

USDA now expects total US beef production in 2014 to be 24.288 billion pounds, up about 115 million pounds (0.5%) compared to the forecast presented in November. US beef supplies for next year are still expected to decline sharply and the most recent update forecasts total US beef production in 2014 to decline some 1.472 billion pounds (-5.7%) compared to 2013 levels. The decline in total output reflects expectations for a sharp reduction in the number of cattle coming to market. USDA did not issue a July estimate of the calf crop but analysts peg the 2013 calf crop down about 2% compared to the prior year. Supplies of cattle on feed remain limited and the expectation is for placements to remain constrained for much of 2014. Demand for replacement heifers remains strong and this should limit the number of female calves going into feedlots. USDA indicated that they raised their domestic production mostly because they now think steer carcass weights in 2014 may be a bit higher than earlier thought.

There was some expectation earlier in the fall that the removal of Zilmax could cause steer weights to drift below year ago levels but that has not yet happened. However, it is not entirely clear that the industry will continue to advance weights higher in 2014. After all, there is a push to develop programs that are ractopamine free and thus would open opportunities in markets that so far ban US beef on that basis. Also, it is possible that part of the reason weights continued to perform well this fall is because feedlots placed more yearling on feed during the summer months than a year ago. It remains to be seen how steer weights will fare once placements return to a more normal placement pattern. USDA made no changes to its estimate for beef imports, which are expected to be flat in 2014. This will largely depend, in our view, on what China does in terms of sourcing beef from Australia, New Zealand and Uruguay. Limited US corn supply should push up feed costs and thus create more opportunities for those countries to supply the US market.

As for US beef exports, USDA only slightly changed imports for next year and the expectation is for a sharp 7.7% reduction. Key wild cards here will be exports to Russia, which were suspended in 2013 and ever expanding demand for beef in Asia. Underestimating exports remains a potential bullish surprise for the market in 2014.

Be sure to attend the Beef Producer Meetings. See page 36 for details.
ENTRY:

NO PURCHASE IS NECESSARY TO ENTER OR WIN. John Deere Gator Sweepstakes (“Sweepstakes”) starts on 2/4/14 and ends on 2/6/14 (“Promotion Period”). Must be 18 or older to enter.

TO ENTER:

Visit the Southern States booth at the National Cattleman’s Beef Association Trade Show during the Promotion Period or enter online at www.southernstates.com/NCBA. All entries must be received by 2/6/14. Limit one entry per person.

PRIZE:

One (1) John Deere Gator XUV 825i. Winner is responsible for all federal, state, local and other taxes and expenses not identified as being awarded. (ARV $11,799). No cash or other value will be substituted. Odds of winning depend upon the number of eligible entries received. Limit 1 prize per person/household. A random drawing will be conducted on or about 2/7/14 from among all eligible entries received and potential winner will be notified by mail. Open to legal residents of AL, CT, DE, FL, GA, NH, KY, MA, MD, NC, NJ, NY, OH, PA, SC, TN, VA, VT and WV who are 18 or older as of the date of the Sweepstakes. Void where prohibited by law. Official Rules available at the Southern States booth at the National Cattleman’s Beef Association Trade Show or www.southernstates.com/NCBA.

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Strong Support At The 2013 Hokie Harvest Sale

The 2013 Livestock Merchandising Class at Virginia Tech entertained a standing-room-only crowd in the Livestock Judging Pavilion at the 19th Annual Hokie Harvest Sale on Friday, October 25th. As many of you know, the Hokie Harvest Sale has developed a significant reputation for selling high-quality, university-owned livestock. Since 1995, which was the inaugural year of the Hokie Harvest Sale, there have been 1,354 students enrolled in this merchandising class and a grand total of 362 horses, 46 pigs, and 853 head of beef cattle have been offered at public auction, totaling $2,145,693 in gross revenue.

This year’s sale grossed $120,200 and featured 48 lots of purebred and commercial beef cattle that were offered to 153 registered buyers from Ohio, Illinois, Tennessee, Florida, North Carolina, West Virginia, South Carolina, and Virginia. Mr. Aaron Ray Tompkins, Cowbuyer LLC of Mt. Airy, NC broadcasted the entire sale live over the internet. Mr. Chris Terembes, Executive Sires, Inc. of Charlottesville, VA stepped by and interviewed Dr. Dan Eversole and several of his students for live sale day coverage on LivestockWorld.TV.

The beef cattle sale featured 29 head of commercial bred heifers and cows, mostly Angus or SimAngus breeding, drew considerable interest among cattlemen and averaged $1,990. Bidding was lively and numerous buyers swept the ring on female groupings. Glen Shipway of Kings Island, NC and Carl Crookshanks of Covington, VA were the volume buyers on these productive bred females.

This was the largest class of the 2013 Hokie Harvest Sale. The 103 students which comprised nine committees did a superb job of preparing for the sale and all gained “hands-on” experience in sale management, budgeting, cataloging, advertising, livestock photography, clerking, and health requirements. Special thanks are extended to Col. Ken Brubaker of Brubaker Sales and Marketing, Harrisonburg, VA for guest lecturing and serving as the sale consultant and auctioneer. In addition to Aaron Ray Tompkins and Chris Terembes, a huge “thank you” is extended to our guest speakers Tom Burke, American Angus Hall of Fame, Smithville, MO; Julie and Martin Macquesen, High Road Livestock Photography of Covington, VA; and Dr. Terry Swecker of the VT College of Veterinary Medicine for sharing their expertise and time to support this year’s class and Hokie Harvest Sale. Students Kurtis Devore, Mulberry Grove, IL, Abby Hoachin, Raleigh, NC, and Stiles Milton, Shawsville, VA served as bid-takers for the sale while Keagan Clevenger, Stephens, VA and Mason Thomas, Madison Heights, VA worked the ring. Logan Miller, Glen Allen, VA served as the student clerk in the block.

The Food and Beverage Committee, with assistance from the Block and Bridle Club in the Department of Animal and Poultry Sciences, served a complimentary BBQ dinner to nearly 500 guests. Their support and cooperation are greatly appreciated.

Interest in the Hokie Harvest Sale continues to be overwhelming in favor of hosting future student-run livestock sales. However, as many of you know who host annual production sales, purebred and commercial animal inventory numbers need to remain strong to continually offer quality livestock at public auctions. We are hopeful to host the 20th Annual Hokie Harvest Sale on Friday, October 31, 2014. Interest in the Hokie Harvest Sale continues to be overwhelming in favor of hosting future student-run livestock sales. However, as many of you know who host annual production sales, purebred and commercial animal inventory numbers need to remain strong to continually offer quality livestock at public auctions. We are hopeful to host the 20th Annual Hokie Harvest Sale on Friday, October 31, 2014. Interest in the Hokie Harvest Sale continues to be overwhelming in favor of hosting future student-run livestock sales. 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The outlook for US beef imports in 2014 remains very uncertain. For much of this year USDA was projecting US beef imports to increase in 2013 but in the latest update, US beef imports for 2014 are now pegged to be about steady with 2013 levels. With US cow meat (lean beef) supplies expected to decline sharply in 2014, there was some hope that increased imports would offset part the domestic supply decline. US lean beef prices are expected to be higher next year, which normally tends to sup- port imports. However, a number of the countries that ship lean grinding beef to the US will likely see a decline in their beef output for next year. Furthermore, increasing competition from China could further limit supply availability. Here’s how the situation looks for the individual countries:

Canada: US beef imports from Canada have declined sharply since 2010. According to US Customs, beef entries through November 25 were down 5.7% from the previous year and down about 41% compared to the same period in 2010. Canadian producers significantly reduced the cattle herd between 2005 and 2010, which meant more product was available for shipment to the US. In the last three years, however, Canadian cattle sup- plies have been for the most part steady and there also has been some effort to try and rebuild the herd. Unfortunately, despite higher butter reten- tion, the size of the Canadian beef cow herd continues to decline. As of January 1, 2014, USDA the Canadian beef cow herd to be 3.9 million head, compared to 3.925 million head the previous year and 4.5 million head five years ago (2009). Canadian producers also are looking to ship more beef to other markets, which could fur- ther reduce shipments to the US. Australia: Entrants of Australian beef through November 25 were down 7.6% compared to the previous year. Imports of Aus- tralian beef have declined even as Australian weekly slaughter has aver- aged about 17% above year ago since March. Drought forced Australian producers to quickly give up much of the herd increase from the past two years. But even though Australia had a lot more meat to sell this year, imports were down. Almost all the increase in Australian beef supplies was absorbed by China, which has now become the third largest market for Australia. Australia also has seen strong de- mand from other Asian markets, including Korea as well as Middle East and, recently, Russia. Some forecasts from Australia are now calling for a decline in slaughter next year. This will limit produc- ability and significantly higher prices will likely be needed to “buy” product away from other markets.

New Zealand: Imports from New Zealand are up 8.4% through November 23. New Zealand cattle marketed last February and March due to the worst drought conditions in more than 30 years. This pushed more beef into the US market. This coming year, however, a combination of a smaller inventory and strong demand for dairy products (the bulk of New Zealand herd is dairy cattle), will tend to limit the sup- ply of grinding beef. For 2014, the

Thank you,

Mark Givens and Martin Farrier, Newport, VA for purchasing our high selling Lot 3 Right Answer son at the VA BCIA Culpeper Sr. Bull Sale.

Thank you,

John Haile, Elton Farm, Tappahannock, VA for purchasing our second high selling Lot 6 Right Answer son.

Thank you,

Henry Fletcher, Crestone Farms, Warrenton, VA for purchasing our Lot 1 Right Answer son and our Lot 10 Priority son.

Thank you,

George Hamm, Somerset, VA for purchasing our Lot 2 consignment and to Hancock Brothers, LaPlata, MD for purchasing our Lot 4 bull.

Bulls available at the farm-
Contact Dennis Pearson 540-326-2222
Replacement Females Gaining Value Into 2014

CME Livestock Update

While the hottest market in all of the U.S. livestock sector remains the market for weaned piglets, the market for beef replacement females showed the strongest efforts to rebuild drought-eroded cow herds. Since 2008, end of year values of young medium and large frame adolescent heifers have nearly doubled. Superior Auctions reports 1000 bred heifers to calve mid 2014 in the Northern Plains valued on average of $1850 per head in early December 2013. The prices tell a pretty clear story of feed price shifts and drought conditions and hay supplies and drought over the past few years. Declining cow values in 2008 and 2009 reflected the first big surge in corn prices $5 and beyond and the resulting reduction in calf and feeder prices. Demand for those animals, of course is derived from the demand for fed cattle according to the cost of transforming lighter animals into full-sized finished cattle. Similarly, the demand for cows is derived from the demand for calves according to the cost of carrying those cows. Higher feed prices raised the direct costs of carrying beef cows and caused the conversion of some pasture lands to grain production. Both of these increased cow costs and dampened the demand for replacement cows. As feed prices waned in 2013, replacement cow prices started higher, with young heavy cows reaching $1000/head for the first time in March of 2011. Those prices were followed by the most severe drought on record in Texas and Oklahoma which pushed cow prices back to a more “normal” $800 range for the remainder of the year. Cow prices recovered nearly in early 2012 only to be hammered by the larger 2012 drought that pushed feed prices to record highs thus decreasing the derived demand for feeder cattle and calves. That drought also drove cow carrying costs sky high as it impacted pasture conditions and hay supplies and prices nationwide.

But this says replacement cows were still near record high in 2012 so what gives? you ask. Our reply would be: Yes and imagine how expensive they may have gotten then had the drought conditions not prevailed in so much of the country? Enter 2013 and a return to some semblance of normal moisture conditions. As can be seen in the map at right, only a few parts of the key cow-calf areas of the Great Plains, Southern Plains and Far West are experiencing severe drought conditions. Nationally, severe drought conditions are being seen by only 13.7% of the country as of the middle of December that compares to 35.8% a year earlier in 2012. While we (and most analysts) talk about pasture conditions and grass availability, those really boil down, of course, to costs. Poor pastures can be rectified by hay, grain and protein supplementation or by loading the cows and moving them to a place with better conditions. Both of those alternatives add to costs and decrease cow values. When better conditions prevail, costs are minimized and those same cows become more valuable — both because their direct costs fall and because the value of their offspring rise due the same cost reductions.

Kaufman Receives Bob & Lucy Kube Scholarship

KANSAS CITY, Mo. — R. Cole Kaufman, Mt. Sidney, Va., was awarded the $2,500 Bob & Lucy Kube Scholarship Nov. 1 at the American Hereford Association Annual Meeting in Kansas City. This scholarship was one of many awarded through the Hereford Youth Foundation of America, totaling more than $35,000.

R. Cole Kaufman, 18, joined the NJHA and the Virginia Junior Hereford Association (YHJA) when he was 7 years old. He has served his state association as vice president for two years, reporter for two years and a director for six. He has competed at six junior nationals. He is attending Northeastern Oklahoma A& M College, Miami, Okla., majoring in animal nutrition and is a member of the livestock judging team. Kaufman is derived from the demand for full-sized finished cattle. As feed prices waned in 2013, replacement cow and DVD video preview. For your free sale book and DVD video preview of the sale offering, please contact: White Ridge Angus Bobby Cowen (540) 850-0266 Somerville, VA wrabhobby@gmail.com Benfield Angus Deerfield, VA Don & Juliana Bemmer (540) 939-4608 donbemmerangus.com www.benfieldangus.com

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1 Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

2 LONGRANGE product label.

3 Morley FH, Donald AD. Farm management and systems of helminth control. Vet Parasitol. 1980;6:105-134.


5 CYDECTIN® Injectable product label.

6 DECTOMAX® Injectable product label.

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2013 Culpeper Senior BCIA Bull Sale Results

Scott Greiner
Extension Animal Scientist,
Beef, VA Tech

The Virginia Beef Cattle Improvement Association hosted the 56th Annual Culpeper Senior Bull Sale on Saturday, December 14, 2013 at Culpeper Agricultural Enterprises near Culpeper, Virginia. Forty-five fall-born bulls representing the top end of the 87 bulls tested sold for an average price of $2807. The sale included 41 Angus bulls which averaged $2802 and 4 SimAngus bulls at $2850.

The high-selling bull was Angus Lot 3, consigned by Soldiers’ Hill Angus of Warrenton, Virginia and sold to Martin Farrier and Mark Givens of Newport, Virginia for $5,400. This September 2012 son of Connealy Right Answer 746 had a test YW ratio of 123, along with +11 CED EPD, +52 Milk EPD and +53 CEM EPD, placing him in the top 10th percentile of the breed. Another son of Connealy Right Answer 746 consigned by Soldiers’ Hill, Lot 6, commanded $4600 from Elton Farm, LLC of Tappahannock, Virginia. This bull posted EPDs of +11 CED, -0.1 BW, +34 WW, +102 YW, +12 CEM, and +35 MM.

2013 Culpeper Senior BCIA Bull Sale Results

The high sale order index and high station index Angus bull was Lot 62 consigned Edgewood Angus of Williamsburg, Virginia and sold to Nelson Tucker of Gordenville, Virginia for $3600. This October 2012 son of GAR New Design 9980 had a yearling weight ratio 122 and an ADG ratio of 119, along with -0.3 BW EPD, +107 YW EPD, -0.63 MB EPD, RE EPD +0.68, and $B +87.83. Lot 61 from Edgewood Angus commanded $4600 from Riverview Farms Cattle LLC of Louisa, Virginia. This September 2012 son of GAR Progress had the highest scanned test ratio for %IMF of 146 and 112 for RE test ratio. This lot also ranked in the top 10th percentile for Milk EPD (+31), MB EPD (+1.13), RE EPD (+0.75), and $B of +91.71.

The breeder group award was presented to Legacy at Pine Hill from Forest, Virginia. These September 2012 bulls posted an average ADG ratio of 105, average YW ratio or 112, and average station index of 109. This set of bulls was led by Lot 66 and was sold to Martin Farrier and Mark Givens of Newport, Virginia for $4500. This Werner War Party 2417 son posted a test YW ratio of 119 and test ADG ratio of 112, along with strong EPDs of +10 CED, +148 YW, and +33.86 $W. Lot 67 commanded $3100 from Reamford Farms, LLC of Amelia, Virginia. This SAV Final Answer 0035 son posted a +0.3 BW EPD, +107 YW EPD, +0.60 MB EPD and +33.86 $W, along with test ratios of 115 and 107 for YW and ADG, respectively.

The strong Angus offering also included Lot 19, consigned by Monomoy Farm of Warrenton, VA, which sold to Garland Tyree of Somerset, Virginia for $4000. This calving ease, high growth son of TC Aberdeen 759 had a CED EPD of +15, -0.6 BW EPD, and YW EPD +103, in addition to +0.78 RE EPD and +92.8 $B. Lot 41, a SAV Fast Track M719 son bred by Quaker Hill Farms of Louisa, VA sold to Autumn Grove Farm of Princeton, WV for $4000. This bull posted strong maternal EPDs of +0.1 CEM and +29 Milk, along with +31.78 BW and a test ratios of 124 for ADG, Silver Creek Angus from Danville, Virginia bred Lot 69, a son of BC Eagle Eye 1107 which sold to Nelson Tucker of Gordenville, Virginia. This bull was the high test YW bull of the sale (ratio 126) and posted EPDs of +105 for YW and +34 for $W along with RE ratio of 107.

The strong group of SimAngus bulls were all consigned by Quaker Hill Farms of Louisa, VA. Continued on Page 13...
Speaker Howell Announces Committee Chair Appointments

Virginia General Assembly Speaker of the House William Howell (R-Stafford) announced his appointments to fill seven vacant committee chairmanships for the upcoming General Assembly session. Speaking about the appointments, Speaker Howell said, “While it is customary practice to announce committee appointments on the first day of session, I felt it was important to announce my decisions for committee chairs earlier this year due to the extraordinary turnover. We have seven new chairs who need to begin their work immediately. All of those members are important leaders in the Virginia House of Delegates who will be critical to the work we do this year. Let me be the first to congratulate them on their appointment and thank them for their service, dedication and hard work.” Committee assignments for members will be announced in January.

Culpeper Bulls

Continued from Page 12

Lot 404, a homozygous black, homozygous polled son of Kappes L Man U291 commanded $3200 from Reamford Farms, LLC of Amelia, VA. This September 2012 bull posted a test YW ratio of 109, ADG ratio of 128, and scanned a 110 ratio for RE, in addition to a +105 YW EPD, +0.35 MB EPD, and +0.49 RE EPD. Lot 407 sold to Robert Bradford of Barboursville, VA for $3100. Another Kappes L Man U291 son, this lot performed with an ADG ratio of 117, scanned a RE ratio of 107, as well as posted a +76 WW EPD, +0.50 MB EPD, and +73.6 TI.

In addition to the strong offering of bulls, Glenmary Farm featured 33 commercial spring-calving bred heifers which sold following the bulls. Demand was strong and prices steady, as they averaged $1936 per head. These heifers were bred to EXAR Currency A0067 and are due to calve this winter. All bulls in the test and sale were consigned by members of the Virginia Beef Cattle Improvement Association. Bulls were tested at the Culpeper bull test station operated by Glenmary Farm, owned by Tom and Kim Nixon of Rapidan, Virginia. The sale was managed by Virginia BCIA and the Virginia Cattlemen’s Association, and the auctioneer was Mike Jones. Additional details on the Virginia BCIA Bull program can be found at http://bcia.apsc.vt.edu.

Outlook

Continued from Page 7

US will remain a favored destination for New Zealand but China could become a bigger player. Mexico: Imports of Mexican beef have increased sharply in the last four years. Entries so far this year are up 4.9% compared to a year ago but some 149% higher than in 2010. The Mexican cattle herd went from 22.6 MM head in 2009 to 37.8 MM on Jan 1, 2014. The liquidation sprees to have come to an end, however, and the expectation is for slaughter in 2014 to decline, which again will tend to limit the supply of beef available to go to the US.

SMITH REASOR, AUCTIONEER
REASOR SIMMENTALS
276-620-3123
skrlkr@embarqmail.com

Virginia Angus Association
Events for January 2014

The Virginia Angus Association will hold its Annual Meeting on Saturday, February 15 at the Stonewall Jackson Hotel in Staunton, VA.

Virginia Angus Gift Sale is March 28, 2014 at the Rockingham County Fairgrounds, Harrisonburg, VA. If you are interested in consigning cattle to the sale, call the Virginia Angus office at 540-337-3001.

**Look for Edgewood Bulls in the BCIA Sale or call us to visit and look at our On Farm Private Treaty Bulls**

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Farm: 560-387-1045 Charles: 540-894-3523
crosson@quakerhillfarm.com

Quaker Hill Farm will hold its Annual Fall Bull & Female Sale First Friday in November

Stonewall Jackson Hotel
Events for January 2014

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March 2

 Edgar, VA
March 23

Aldie, VA
March 16

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4093 March Wales Road
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Waverly, Virginia 22588
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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. Currently the meeting is set for March 29, 2014 at 1:00pm. Check our Charolais page and this paper next month for any change. We will only change the meeting time if there is a conflict. We request that all paid members mark your calendars and plan to be there as your attendance is needed.

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

We with the Charolais Association hope you had a Merry Christmas and Happy New Year. We hope that you kept Christ in Christmas and remember that we need Jesus in our lives every day.

All members of the Virginia Charolais Association are entitled to join all the sales we sponsor.
said. “Four-dollar corn would be bust for the high-cost producers and a burden for the low-cost producers,” he said. “We will see a lot of stress with $4 corn, which will transform the market.”

Other farm bankers and economists at the Fed conference agreed that stress is here or on the way in grain country, with the debate only on whether there will be a hard or soft landing. Purdue economist Michael Boehlje told the conference there were four major booms in U.S. farm history - including the last 6 years of the biofuels boom, when plantings and prices both rose to records. What followed those booms, he said, were two busts and one soft landing. The two busts were marked by profound declines in export demand. “The bust years were triggered by a cut-off in exports,” Boehlje said, noting that U.S. exports remain strong and biofuels corn demand, though it may not grow at the same rate, will still take up to 40 percent of the U.S. crop. “I’m expecting a soft landing,” he said.

A key economic indicator of the health of the farm economy is the value of farmland, which represents up to 90 percent of grain farm assets and is the basis of loan collateral and the wealth effect in farm country. Prices of prime grain land have doubled or even tripled in the last five years as farmers rushed to plant fence post to fence post and feed the ethanol pipeline even as export demand to China and others soared. Quarterly surveys released by the Kansas City, Chicago and St. Louis Feds of more than 400 farm bankers in the grain belt confirmed that farmland auctions are showing a steady to weak tone for the first time in five years. Doubts center on 2014 crop revenue, but other key variables also fueling worry. The status of crop insurance in the absence of a new farm bill was the best example. “The decline in commodity prices is going to have an influence on real estate. Where we end up is hard to say,” said Curt Covington, senior vice president at Bank of the West. “Say you had 20 percent decline in real estate prices, most farmers’ balance sheets are pretty well protected because there isn’t a lot of real estate debt.” But if he is not overly concerned about a land bubble popping, cash flow is another matter. “My biggest concern is not leverage, it’s liquidity — how much working capital is in the balance sheet?” Covington said. “Traditionally, Midwest farmers don’t carry a lot of working capital on the balance sheet.”

After more than six years of unprecedented boom to the U.S. farm economy driven by a government-backed drive for biofuels, record low interest rates and rising food exports, American grain farmers and their bankers are bracing for change. U.S. farmers have just finished harvesting their largest corn crop in history - taking the steam out of a long bull market. In November, the Obama administration also signaled that renewable fuels were losing political favor as the Environmental Protection Agency proposed cutting the amount of corn-based ethanol oil refiners must blend into U.S. fuel supplies. The EPA news sent the corn market to its lowest in 3 years, with prices trading near $4 a bushel on the Chicago Board of Trade, compared with record levels above $8 in the summer of 2012 in the midst of the historic Midwest drought.

A growing number of farm bankers and economists interviewed at a Chicago Federal Reserve conference and the American Bankers Ag meeting in Minneapolis warned farmers to brace for change in the coming year. Grain farmers will see their income shrink even as costs to produce crops stay high. Farm land rents and seed costs are among the biggest costs that may resist declines in the face of falling crop revenues, but fertilizer also remains pricey, they said. Additionally, during the years-long grain boom many farmers paid cash for farm machinery and land at record high prices - which kept their debt low but cut the amount of cash on hand. So far, interest rates are staying low for refinancing or fresh debt, working in farmers’ favor. But debt pressures remain intense in some pockets of the Corn Belt among many younger and more aggressive farmers who hopped on the boom. “The year 2014 will be the sobering up period,” said Michael Swanson, an economist and senior vice president with Wells Fargo, the largest private lender to U.S. agriculture. He said pockets of distress in the northern Midwest were evident. Last year in Minnesota there was a $2.75 per bushel gap in the cost of production between the best and worst growers in the state, Swanson said. “Four-dollar corn would be bust for the high-cost producers and a burden for the low-cost producers,” he said. “We will see a lot of stress with $4 corn, which will transform the market.”

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Holiday Roast Promotion With Kroger & FeedMore

Valerie Van Dyke

In October, Virginia Beef Industry Council began a promotion in partnership with Kroger, FeedMore, and 4 Richmond-area radio stations. The promotion ran from October 14-November 23rd. We broadcast 2 weeks of Beef It’s What’s for Dinner tailgating radio ads followed by 2 weeks of holiday roast radio ads on The Rock radio station. The ads encouraged beef sales and directed patrons to visit participating Kroger stores to receive holiday roast brochures and recipes. This ad campaign allowed us to be a sponsor for the Feeding Richmond food drive through FeedMore, and we had radio mentions on all four stations for an additional 2 weeks about our sponsorship. 

The radio campaign was followed by a live event at Kroger in Short Pump, where VBIC passed out over 700 pot roast samples and roast brochures over a three day period (November 21-23). We were set up with the radio station and FeedMore collection booths. This was a great opportunity to speak with patrons about creating beef dishes for the holiday season. During the total collection effort, FeedMore was able to receive more than 172,930 meals that benefitted the Central Virginia Food Bank. Virginia Beef Industry Council is pleased to report that Kroger Short Pump saw a 10% increase in beef sales during the 3 day in-store demo event compared to the week prior.
Calving Checklist: Everything You Need To Know & Have Before Calving

Heather Smith Thomas, BEEF Magazine

It’s a century-old motto for millions of Boy and Girl Scouts, but “be prepared” is a cardinal rule for calving time as well. At calving, you want everything on hand that might be needed, and all facilities and equipment functional and ready for use, says W. Mark Hilton, DVM, who’s also a Purdue University professor of beef production medicine. If you have short breeding and calving seasons, it’s probably been at least 10 months since last year’s calving, and your focus has been on other tasks. But some calves can arrive early, and that’s no time to be searching for that box of obstetrical (OB) gloves you bought last year, or scrambling to move machinery you stored in the calving barn last fall. Act early to make sure you have what you need and that it’s in good working order. A checklist for the cow

Among the important things to have easily accessible, Hilton says, are OB chains and any medications you might need. Robert Callan, associate professor at Colorado State University’s College of Veterinary Medicine and Biomedical Science, says disinfectant for cleaning up a cow before you check her or assist with a birth is a must, as well as for dipping the newborn’s navel. He says Povidone iodine (Betadine®) or chlorhexadine (Nolvasan®). Callan prefers using both the Betadine scrub and solution. The scrub contains a detergent and can be used to clean the cow’s perineal area; apply with a squirt bottle. In assisting a dystocia, good lubricant is a must. Callan explains there are two kinds. One is carboxy methylcellulose; an OB lube that comes in a 1-gal. container and costs about $15. He says it works best if a half-gallon of hot water is added to the gallon of lube. The other type of lube (polyethylene polymer), J-Lube, is inexpensive, comes as a powder, and is consumable. Continued on Page 27

The Virginia Beef Industry Council presented Beef seminars and sponsored Beef Cookery competitions at the Tidewater, Central Virginia and Virginia Western Community Colleges last fall.

Information presented during the seminars focused on educating students about myths and misinformation associated with the production of Beef and factors that affect the eating quality of Beef. Students were provided with high quality resource materials, such as the Healthy Beef Cookbook, Creating Crave – The Beef Factor, the Food Lover’s Companion, a laminated beef cuts wall chart, assorted beef nutrition educational brochures, a Beef carving knife and an instant read thermometer.

For the Beef Cookery competitions, students were divided into teams and provided a mystery basket of ingredients from which they were to prepare a Beef entrée with side dishes. The mystery baskets contained either New York Strip or Beef Tenderloin, which the students could either sauté, pan-fry, stir-fry or grill. They were allowed 30 minutes to plan, 90 minutes for production and 15 minutes for presentation. The competition was conducted under American Culinary Federation rules and guidelines.

This completes the fourth year of Virginia Beef Industry Council Checkoff-funded educational programs with Virginia Community College Culinary Arts programs.
EPA’s Proposed Rule To Reduce The Renewable Fuel Standard

Steve Foglesong, NCBA past president

The Renewable Fuels Standard has been a topic of interest in the beef industry since Congress passed the legislation in 2005 and then greatly expanded the mandate in 2007. Our industry supports renewable energy including ethanol, but the government policies passed by Congress and enforced by the EPA has created significant challenges for the livestock sector that also depends on corn to feed our animals. NCBA strongly supports EPA’s proposed rule to reduce the 2014 renewable volume obligations for conventional ethanol by 1.39 billion gallons. The proposal is focused on the energy side of this debate rather than the feed side – but these actions will have a direct impact on our industry that also utilizes corn. During the 2002-2003 marketing year, USDA estimated that corn use for ethanol production accounted for 10 percent of the total US corn usage. Today because of the government policies in place – roughly 42 percent of the corn crop is utilized by one user of corn – the ethanol industry. From 2002-2013 the use of corn for feed has fallen from about 58 percent to about 37 percent.

Even though the cattle industry is able to utilize the byproducts created from the ethanol production process, their efficiency as a replacement of corn is not comparable considering only 17 pounds of distillers grains can be produced from a bushel of corn. Even in corn and ethanol country we also have challenges with the nutritional consistency of the DDGs that we feed our animals.

The U.S. cattle industry has realized a significant economic impact due to the RFS mandate and the historic drought that impacted more than 70 percent of the U.S. last year. From 2007-2010, the cattle feeding sector of our industry lost a record $7 billion in equity due to high feed costs and economic factors that negatively affected beef demand. This type of loss is not sustainable for a segment of our industry that relies on corn, and as a result of the continued diversion of corn to satisfy the mandatory RFS, it is likely these losses will continue. Over the past four years the average cost of gain to finish a beef animal in a feedyard has increased more than $200 per head as a direct result of increased feed costs. These costs are not able to be passed along to the consumer and are absorbed by me and my fellow cattle producers. This trend is not sustainable and our government policies need to be evaluated in a manner that considers the economic impacts on all users of corn, not just the ethanol industry. The single biggest challenge for all of agriculture is Mother Nature, and even though the corn crop is expected to be a “bumper” crop this year it is a stark difference from where we sat just one year ago during the historic drought and leaves uncertainty with future weather patterns.

EPA’s proposed rule acknowledges that the current policy needs to be re-evaluated. At one time there was a need for the government policies to help the ethanol industry find their feet. Today, we have a mature and sophisticated industry before us and after many years of federal support it’s time to compete on a level playing field with everyone else. Artificially diverting more of the corn crop to ethanol production is bad public policy. In September, the Renewable Fuels Association encouraged the cattle industry to look at the flexibility of the RFS policy on the regulatory side of this debate. This is a step in the right direction as the policies in place are outdated, and on behalf of NCBA, we will continue to work with Congress to reform the RFS to allow all users of corn to compete on a level playing field.
You have to give it to EPA, the agency is relentless and creative in getting regulations that it wants imposed on industry. The best example, spanning decades, is its persistent attempts to expand federal jurisdiction over “waters of the United States.” From decades of guidance documents, to failed legislative proposals, more guidance documents, and finally self-serving, flawed scientific reports drafted after a proposed regulation had already been written, EPA and the U.S. Army Corps of Engineers (Corps) continue to try and find a way. It might be a good “Rudy” type story if what the agency wanted to do wasn’t going to put the cattle, mining and infrastructure industries (and the rest of the economy) under a mountain of new permitting requirements. The latest attempt is a proposed regulation that is simply awaiting final approval from the White House Office of Management and Budget (OMB) before being made public. And according to a leaked version of the proposal, ditches, streams, prairie potholes and every other depression that has any moisture whatsoever will now be a “water of the U.S.” subject to federal permitting requirements, despite it being entirely encapsulated on your property. The largest federal land grab in history is about to take place, unless we stop it.

Some specifics on the proposal:

• For the first time ever, man-altered and man-made water bodies, including ditches are included wholesale in the term “tributary.” Tributaries will be jurisdictional.

• Any water adjacent to navigable waters or their tributaries…..jurisdictional.

• Any water in a “tributary” or “other waters” within a “single landscape unit” (undefined) to find a “significant nexus,” and therefore make them all jurisdictional.

• Any water in a “riparian area.” Also undefined.

Why should you care and what can you do? If you have a water on located on your property that would now fall into the “jurisdictional” category, any activity touching that water will need the permission of the federal government through a Sec. 404 permit. It will also impact Sec. 311 Spill Prevention Control and Countermeasure (SPCC) spill plans (required if you have a reasonable chance of spilling fuel/oil that could reach a “water of the U.S.”) and Sec. 402 NPDES (less than 1,000 head of feedyards become “CAFOs” if there is a direct discharge into a “water of the U.S.”). Permits can cost tens of thousands if not hundreds of thousands to get and satisfy, and Sec. 404 permits can take on average over two years to acquire, slowing down routine maintenance and expansion activities on your operation. To stop a federal takeover of all waters it will take efforts from NCBA in D.C., you at home, and your Congressman and Senators. Let them know you adamantly oppose an expansion of “waters of the U.S.” by the EPA and the Corps.
Beef Research Money Tied To Record Low Cattle Population

James Andrews, Food Safety News

In 2013, the population of cattle in the U.S. hit its lowest point since the 1990s. It might not look like it from the line at the fast-food drive-through, but America’s cattle herd also declined from its peak in 1975, when 132 million cattle grazed on American pastures – or at least munched corn on American soil. Today, the number is down to about 95 million, a gradual 25-percent drop from the peak over the past 35 years. At the same time, beef prices continue to rise. Just over the course of 2011, the average cost of beef rose by more than 14 percent, mainly to offset the collective toll taken by droughts, rising feed prices, loss of farmland, an aging farmer population, and falling beef consumption. From 1980 to 2012, per-capita U.S. beef consumption declined from 76.6 pounds to 57.4 pounds, a 33-percent drop from the peak of 1988, accruing $1 every time beef, dairy or veal cattle change ownership, no matter how many times that occurs between birth and slaughter. From each dollar, 80 cents goes to the local state’s beef board, while the other 20 cents goes the national CBB. The money is intended to promote and support the beef industry in a generic way that doesn’t reference any particular beef producers.

The short answer to both those questions is no. In fact, industry spending on research appears to remain relatively consistent, while other areas of spending, such as promotion, have tapered off. That’s likely because, after deadly outbreaks in the 1990s and record-setting recalls in the early 2000s, the industry sees its success relying on the perception of beef as a safe product, said Polly Ruhland, CEO of the Cattlemen’s Beef Board, which oversees the Beef Checkoff program. “We know that safety is the price of entry for our customers,” Ruhland told Food Safety News. “If we don’t have safety, we don’t have anything.”

The Cattlemen’s Beef Board (CBB) has been operating since 1988, accruing $1 every time beef, dairy or veal cattle change ownership, no matter how many times that occurs between birth and slaughtering. From each dollar, 80 cents goes to the local state’s beef board, while the other 20 cents goes the national CBB. The money is intended to promote and support the beef industry in a generic way that doesn’t reference any particular beef producers.

(Think of the marketing slogan, “Beef: It’s what’s for dinner.”) Commodity checkoff programs exist for other food industries as well, such as almonds, eggs, and popcorn. According to the

Continued on Page 23
Beef Research dollars

Continued from Page 22

CBB, that money specifically gets used for activities such as promoting U.S. beef in foreign markets, "wanting to continue growth in beef demand," and investing annually in beef-safety and product-technology research. About 25 years after the birth of the Beef Checkoff program, beef-safety research has taken up about 22 percent of the total research budget, which translates to about $1.25 million in each of the past three years. Spending varies by year according to the promise of a given research project. But that $1.25 million has to cover projects across multiple categories. What is that safety research money spent on?

Historically, the majority of safety research has focused on fighting E. coli, said Dr. Mandy Carr Johnson, executive director of research at the National Cattlemen's Beef Association. Recently, more focus has been given to Salmonella, following ground beef recalls tied to that bacteria. Beyond safety, the research budget also funds product-quality research on juiciness, flavor, and nutrition. More recently, the Checkoff has started putting money into sustainability research, Johnson said. Findings are shared across the industry. "If one company is hurt, the whole commodity is hurt," she said. Individual companies may do their own additional research beyond the Checkoff program, Johnson added.

A fundamental problem with the Checkoff program is that it provides money to organizations that undertake both research and policymaking ventures, according to Bill Bullard, CEO of R-CALF, the largest producer-only trade association in the U.S. cattle industry. "R-CALF's position is that the Checkoff funds should not flow to any policy-oriented organization, such as R-CALF or the National Cattlemen's Beef Association (NCBA)," Bullard told Food Safety News. "It's currently being used, either directly or indirectly, to fund political agendas." While many members of R-CALF supported the Checkoff when it was proposed in 1986, the industry has since become vertically integrated at an alarming rate," he said. Over the past 25 years since the Checkoff was created, the industry has lost about 12,000 cattle workers per year, according to Bullard; while production has stagnated. "We don't think we have received value for the money contributed to the Checkoff," Bullard said. "We believe the funds have been used to facilitate efforts by meatpackers to capture control of the beef supply through vertical integration," meaning the industry is moving toward systems in which a single company controls each step of the supply chain— from birth to growing to slaughter.

In March 2013, USDA’s Office of Inspector General (OIG) released a report following an investigation into the Beef Checkoff program regarding the alleged misuse of

Continued on Page 37
<table>
<thead>
<tr>
<th>Farm Name</th>
<th>Contact Person</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td><strong>POTTs CREEK FARM</strong></td>
<td>JAMIE &amp; ALICE PERSINGER, JR.</td>
<td>2917 POTTS CREEK ROAD</td>
<td>540-747-3261</td>
<td><a href="mailto:POTTFarm@ntelos.net">POTTFarm@ntelos.net</a></td>
</tr>
<tr>
<td><strong>FAUQUIER FARM</strong></td>
<td>KIM &amp; DON WOOLSEY</td>
<td>2074 Grass Hill Rd.</td>
<td>(434) 983-3110</td>
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</tr>
<tr>
<td><strong>FROGTOWN ACRES</strong></td>
<td>JERRY &amp; REBECCA FUNKHOUSER</td>
<td>417 Frogtown Lane</td>
<td>540-984-8833</td>
<td><a href="mailto:jerry@shentel.net">jerry@shentel.net</a></td>
</tr>
<tr>
<td><strong>COTTAGE HILL FARM</strong></td>
<td>MIKE TAYLOR</td>
<td>20 Cottage Hill Road</td>
<td>304-257-1557</td>
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<tr>
<td><strong>KNOLL CREST FARM</strong></td>
<td>JAMES, NILL, JAI, BRIAN BENNETT</td>
<td>17280 RED HOUSE RD.</td>
<td>304-785-7010</td>
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<tr>
<td><strong>ROCK MILLS HEREFORDS</strong></td>
<td>PIONEER FARMS</td>
<td>240 Thunder &amp; Nile Lane</td>
<td>(804) 839-8579</td>
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</tr>
<tr>
<td><strong>MEADOW RIDE FARMS, INC.</strong></td>
<td>DOUG &amp; MELANIE HARRISON</td>
<td>240 Thunder &amp; Nile Lane</td>
<td>540-848-4834</td>
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<tr>
<td><strong>STONE RIDGE MANOR</strong></td>
<td>DARIAN BARTLETT</td>
<td>654 Cold Stream Drive</td>
<td>540-854-6567</td>
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<tr>
<td><strong>PIONEER FARMS</strong></td>
<td>CHARLES, WILDETH &amp; OLIVIA WILLIAMS</td>
<td>240 Thunder &amp; Nile Lane</td>
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<tr>
<td><strong>DEER TRACK FARM</strong></td>
<td>BOB SCHAFFER</td>
<td>3320 Deer Track Rd.</td>
<td>540-582-9234 (FARM)</td>
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<tr>
<td><strong>MOUNTAIN LION MEADOW</strong></td>
<td>JOHN &amp; KANDI JUDDISHAM</td>
<td>1111 Spring Mill Road</td>
<td>434-835-6293</td>
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<tr>
<td><strong>Cedar Plains Farm</strong></td>
<td>H.E. BALLENGER, Manager, Field Hand</td>
<td>1111 Spring Mill Road</td>
<td>804-556-3810</td>
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<tr>
<td><strong>Rolling Hills Farm</strong></td>
<td>JOHN BRASUK</td>
<td>2701 Lake Rd.</td>
<td>304-744-5920</td>
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<td><strong>NORVUE FARM</strong></td>
<td>JACK SHERMAN</td>
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<tr>
<td><strong>HARRY &amp; BARBARA KNABE</strong></td>
<td>2074 Grass Hill Rd.</td>
<td>DILLWYN, VA 23936</td>
<td>(434) 983-3110</td>
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Tyson Adds Cattle Welfare Requirements

Donnelle Eller,
Des Moines Register

A Tyson leader told Iowa cattle producers they must meet animal welfare requirements next year if they want to supply the giant meat processor. Lora Wright, Tyson’s beef supply chain manager, said the company, which has $33.3 billion in sales last year, has been under pressure from animal-welfare advocates to eliminate gestation crates, implement other more humane treatment of production animals. Wright told the group that voluntary industry efforts are “not enough” in the eyes of consumers. “Our customers want more,” she said, adding that multiple meat processors have taken a stance on individual sow housing, requiring 10-year plans to eliminate them. “Tyson feels it’s not just about gestation crates,” she said. “We’re a three-protein company — beef, pork and chicken — and we want to ensure that all livestock producers handle animals appropriately.” Cattle producers will be told if their care is acceptable, needs improvement or is unacceptable. Wright said no pork producer has been determined to be unacceptable. But the company last month distanced itself from an Oklahoma pork producer after a video was released showing widespread animal cruelty.

Several cattle producers questioned why Tyson was requiring a program separate from industry efforts such as the Beef Quality Assurance program, suggesting that they will face multiple audits from meat processors each putting together their own plans. Wright said she would work with the cattle producers to see if a plan could be implemented to reduce duplication of animal welfare requirements. But she emphasized the need for independent auditing, “It can’t be a case of the wolf watching the hen house,” she said.

### Parasites Durations of Persistent Effectiveness

<table>
<thead>
<tr>
<th>Parasite</th>
<th>Duration</th>
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<tbody>
<tr>
<td><strong>Gastrointestinal Roundworms</strong></td>
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<tr>
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<td>120 days</td>
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<td>100 days</td>
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<tr>
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<td>150 days</td>
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<tr>
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<td>100 days</td>
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<tr>
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<tr>
<td><strong>Other Parasites</strong></td>
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<tr>
<td><em>Oestrus ostertagii</em></td>
<td>120 days</td>
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<td>120 days</td>
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<td><em>Trichostrongylus colubriformis</em></td>
<td>120 days</td>
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### Withdrawal Periods and Residue Warnings

- **Lungworms**: 10 days after treatment.
- **Grubs**: 10 days after treatment.
- **Other Parasites**: 10 days after treatment.

**Exposure to milk**: Long Range® (eprinomectin) is not for intravenous or intramuscular use. Protect product from light. Long Range® (eprinomectin) has been developed specifically for subcutaneous administration. Use in swine or cattle may cause drug residues in milk and/or in calves born to these cows. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows.

**Water ingestion**: Do not use in pre-ruminating calves. Do not use in calves to be processed for veal. Use in these cattle may cause drug residues in milk and/or in calves born to these cows.

**Residues in meat**: Use in these cattle may cause drug residues in milk and/or in calves born to these cows. Do not use in pre-ruminating calves. Do not use in calves to be processed for veal. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows.

**Residue Warnings**: Residues in milk and/or in milk products are not considered a violation of 21 CFR 556.21 or 512.21 for these specific uses in these species.

**Antidote Information**: An antidote kit is not required. In emergencies, contact a local animal hospital for treatment information.

**Antidote**: Indoor headquarters located in Swainsboro, GA.

**Authority for the issuance of this label**: Integrated Research Limited.

**Packaging**: Long Range® (eprinomectin) is a sterile, disposable, single-use, pre-filled syringe containing 1 mL of eprinomectin (1 mg/mL).

**Expiration Date**: The expiration date of Long Range® (eprinomectin) is 16 months from manufacture date.

**Stability**: The stability of Long Range® (eprinomectin) has not been established for use in pre-ruminating calves or in pre-ruminating calves to be processed for veal.

**Storage**: Store at 2°C–8°C (36°F–46°F). Do not expose to freezing conditions or temperatures above 37°C (99°F).

**Contraindications**: Do not use in pre-ruminating calves. Do not use in calves to be processed for veal. Do not use in female dairy cattle 20 months of age or older, including dry dairy cows.

**Warnings**: Use Long Range® (eprinomectin) according to the label directions. Do not use in pre-ruminating calves. Do not use in calves to be processed for veal. Do not use in female dairy cattle 20 months of age or older, including dry dairy cows.

**Caution**: Do not use in pre-ruminating calves. Do not use in calves to be processed for veal. Do not use in female dairy cattle 20 months of age or older, including dry dairy cows.

**Adverse Reactions**: Do not use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin. The administration of Long Range® at 3 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin.

**Precautions for Use**: UseLong Range® (eprinomectin) according to the label directions. Do not use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age. Use in these cattle may cause drug residues in milk and/or in calves born to these cows.

**Targets for Animals**: Long Range® (eprinomectin) is a subcutaneous anthelmintic effective against a broad spectrum of internal and external parasites of cattle: 20 species and stages of internal and external parasites of cattle.

**Treatments and Dosages**: LONG RANGE® (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight).

**Active Ingredient**: Eprinomectin

**Pharmacology**: Long Range® (eprinomectin) is a long-acting anthelmintic for subcutaneous injection in cattle. It is a synthetic, non-ionic, non-esterified, amphoteric polyene macrolide. It is effective against a broad spectrum of internal and external parasites of cattle. It is absorbed following administration and accumulates in adipose tissue, skeletal muscle and internal organs.

**Indications**: Long Range® (eprinomectin) is indicated for the treatment and control of 20 species and stages of internal and external parasites of cattle:

**Parasites of Cattle on Pasture with Persistent Effectiveness

<table>
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**Withdrawal Periods and Residue Warnings**: Residues in milk and/or in milk products are not considered a violation of 21 CFR 556.21 or 512.21 for these specific uses in these species.
The Virginia Simmental Association wishes everyone a happy and prosperous New Year!

www.virginiasimmental.com
Calving Checklist

Continued from Page 19

nient — you just add warm water.

“One of the lesser-known things about J-Lube is that it can be fatal if it gets into the cow’s abdomen. If there’s any chance the cow will need a C-section, don’t use J-Lube,” Callan says.

A checklist for the calf

Disinfectant for a calf’s navel stump is very important, Hilton stresses, particularly if calving indoors. “Herd that calve or are housed inside a barn are more at risk for many problems, including respiratory disease, naval ill and scouring in baby calves,” Hilton says. But don’t assume you won’t have problems just because you calve on grass. In addition, some operators with traditionally easy-calving cows can become complacent. That can lead to not being prepared for an emergency.

So make sure you have everything necessary for newborns — elastomer rings if you band bull calves at birth; injectibles like vitamins A, D and E, particularly if their mothers were on dry forage before calving, or if pasture quality is poor due to drought. “Have it ready, and don’t use last year’s bottle that’s been sitting there with dust on the top, and already had multiple needles going into it. Product contaminated with bacteria can result in injection-site infections. In addition, vitamin E preparations have short expiration dates. Injectable vitamins are inexpensive, and it’s best to start with new bottles each calving season,” he says.

Callan advises having colostrum replacer or frozen colostrum from last year, or planning to obtain colostrum to freeze from early-calving cows. “If you buy a colostrum product, make sure it’s a replacer, not a supplement,” he says, stressing the wide variety in quality. A colostrum product should have a minimum of 100g of Immunoglobulin G (IgG), an antibody isotype, in each dose. “Ask your veterinarian what to buy,” Hilton says. “There’s huge variation in quality and effectiveness. Make sure you have something with research data behind it.” Callan says frozen colostrum from one of your own cows is superior to any commercial product. To freeze colostrum, he advises using 1-gal. Ziploc® bags. Collect 1-2 quarts of colostrum from a mature cow after her calf has nursed. It’s best to collect this within six hours of birth. Plan disease-control program

Depending on the situation and herd health program, newborn calves might receive clostridial vaccines like perfringens type C and D, or an oral E. coli vaccine. He advises working with your herd health veterinarian to determine if cows should be vaccinated precalving, or the calves vaccinated at birth. A few packages of electrolytes are also handy in the event of scouring. Your veterinarian can recommend the best products, as quality varies.

But if you’re caught shorthanded, Callan says a homemade batch consisting of 1/2 tsp. salt, 1/4 tsp. “lite” salt, and 1/4 tsp. baking soda can be dissolved in 2 quarts of warm water. And finally, in case of emergencies, have your veterinarian’s phone number memorized, posted on the wall, or in your cellphone.

Calving facilities and equipment

Prior to calving season, do a walk-through of your calving setup. This includes the calving barn, pens for assisting problem births and potential shelter during inclement weather. “Make sure you have proper restraint...
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Branded Product Provides Omega-3 Boosted Beef

Burt Rutherford, BEEF Magazine

Here’s a marketing conundrum for you — how do you sell the health benefit of a new beef product to consumers who know everything and nothing at the same time? That’s the challenge facing the GreatO Beef brand. Based on a proprietary feed ingredient and cattle research with Kansas State University, GreatO Beef is working to find its niche in a competitive and cluttered retail meat case. And it plans to make a place for itself using two strong consumer trends — the desire to live a healthier lifestyle, and the taste, convenience and affordability of ground beef.

“Our vision is to create healthier animals, healthier people and a healthier world,” says Todd Hansen, president of NBO3 Technologies, parent company of GreatO Beef. He’s doing that with a beef product that contains omega 3 fatty acids.

In humans, omega 3s are touted for their benefits to brain function, in health and help with diabetes, to contribute to cardiovascular health and help with inflammation and pain, among other claims. The trouble is, says Steve Landgraf, manager of Lakin Feedyard at Lakin, KS, people often don’t understand omega 3s and have been told they’re available only from cold-water fish like salmon or in pill form. That means GreatO Beef has a long and steep road to travel to convince consumers to try its ground beef.

Landgraf, who supplies the cattle for the GreatO Beef brand, says the process starts with a proprietary flax-based feed ingredient developed by NBO3 Technologies. NBO3 stands for Naturally Better Omega 3. The research initially looked at flaxseed as a health benefit for high-stress animals. While the initial research showed an animal health benefit, NBO3’s main focus was looking at possible benefits to cancer traits. That’s when NBO3 discovered that flaxseed provides a significant boost in omega 3 levels in both the outside fat and marbling. Since then, research has shown improvements in breeding efficiency, milk production and other production traits. From the perspectives of both human and animal health, the discoveries are important. Omega 3 is an essential fatty acid necessary for proper body function, but it isn’t produced by the body. It must be ingested.

While the research found a variety of health and production benefits for beef cattle, NBO3 Technologies is just beginning to explore the possibilities in the feedyard and meat case. Landgraf says. Outside of the documented effect of boosting the level of omega 3 fatty acids in the fat, its greatest benefit for cattle, to date at least, has been in dairy cows. For the past several years, dairies have been using the proprietary flax-based feed ingredient. “That cow is running real hard,” Landgraf says. “She’s putting out a whole bunch of milk, and that’s a stress. By putting the omegas in (the feed), it’s helped quite a bit on the amount of milk dairies are getting, and the rebreeding efficiency. And it’s helped on the life of the cow; she lasts more cycles.”

GreatO ground beef has been test-marketed in several retail stores, and early results are encouraging, Hansen says. While their target market is health-oriented consumers, their research shows the product has appeal across a wide range of consumer demographics. “That means their challenge going forward is primarily consumer education, helping people understand they can get an added health benefit from a product they know and love already. So Hansen’s mind, pricing will have a lot to do with how quickly and to what extent consumers will try the product. The product is priced below natural and organic, yet promises to deliver a health benefit that consumers understand. That’s a combination they hope will entice
Knoll Crest Farm Bull Sale

Red House Va.

The Knoll Crest Farm Dec. 6th bull sale took place with a barn full of people and 70 degree weather. Following a welcome to the crowd, the pledge of allegiance to the flag, and an opening prayer E.B. Harris was recognized and appreciation expressed, with a Stetson hat, for 15 years as our auctioneer. This year Dalton Bennett assumed full responsibility as auctioneer after assisting E.B. in the past.

Five different breeds of bulls were offered to better serve the diverse needs of the commercial cattle industry. Bulls sold in a price range affordable to any cattleman based on the current cattle market.

144 bulls averaged $4,353
62 Angus $4,452 ($2,000-$15,500)
29 Hereford $4,816 ($2,500-$10,500)
7 Balancer $5,750 ($2,750-$8,500)
36 Balide $5,314 ($1,600-$8,500)
10 Balide $3,250 ($2,750-$4,750)

Virginia Tech Announces New President

The Virginia Tech’s Board of Visitors has approved the appointment of Dr. Timothy Sands as the next president of Virginia Tech. This follows a lengthy process conducted by a search committee that was charged with finding the next president, who will replace retiring President Charles Steger. Representatives from the search committee met with the Council’s Board of Directors in July. Steger has been president for 14 years and will be stepping down on June 1, 2014.

With degrees from the University of California-Berkeley and engineering background, Dr. Sands comes to Virginia Tech from Purdue University in Indiana, where he currently serves as provost and executive vice president for academic affairs. About Virginia Tech and his new role, Sands stated, “I am delighted and honored to serve this great university. Virginia Tech truly embodies the 21st century land-grant university role. I’m excited to have the opportunity to serve a university that’s been on an upward trajectory over the last decade or more and is well positioned for even greater success.”

BRED HEIFER/COW SALE

Tuesday, January 21, 2014 ~ 7:00 p.m.
Rockingham Livestock Sales, Inc.
Route 11 South ~ 1820 Dealton Avenue
Harrisonburg, VA 22801

170 Angus and Angus X heifers – bred to calve February through April
35 Angus Cows – bred to calve in March and April

- 100 heifers are pasture bred to these easy calving bulls:
  Final Answer G146Z-LCOC, Fur Page G0307, Mystic Hill Bandwagon 246
- 60 heifers are A.I. bred to:
  Connealy in Sure 8524 (birth wt. of 65 lbs.)
- 10 heifers and 35 cows are A.I. bred to:
  Sinclair Timeless, Sinclair Rider, Sinclair Pioneer

The heifers will be pregnancy checked prior to the sale and will be offered in uniform groups of two to ten.

For more information please contact:
Jim Chambers (540)490-9050
Rockingham Livestock Sales (540)434-6765.
Was Your Holiday Dinner Hormone Free?

Phil Rivista, Virginia Cooperative Extension

We hear a lot of talk about hormones and food and usually the discussion centers around meat. This causes many people to become concerned about the safety of the food they eat. Was your Thanksgiving meal or any other meal for that matter, hormone free? The short answer to that question is no. It is impossible to have a hormone free meal, because both plants and animals produce hormones as a natural part of growth and development.

When looking at promotional statements for some turkeys, for example, they will read something like this, ‘Our turkeys are raised without hormones’. Did you know that all turkeys (including Butterball, etc.) and chickens are raised without the use of supplemental hormones? It is prohibited. However, to say a turkey was raised without hormones is somewhat of a contradiction since the turkey produces its own hormones. As stated earlier, even plants produce hormones but that doesn’t mean plants are dangerous either, just that it is part of living things.

People often criticize the beef industry because of implant use as if something sinister is involved. The products used have been tested rigorously and clearly pose no threat to human health. If you compare the beef we eat to the plant products we eat it is surprising to most how the hormone levels compare. For example, one ounce of cabbage has 1,014 times more estrogen than one ounce of beef from an implanted steer. If you compare the estrinogenic activity of other common foods you find that defatted soy flour has 378 million ng/500 grams, tofu has 113.5 million ng/500 grams, beef from an implanted steer has only seven (7) ng/500 grams, and beef from a non-implanted steer has only five (5) ng/500 grams. Have these plants been altered in some way to cause these high levels? The answer again is no. It is simply a natural part of life. Does it mean that cabbage and other plants are unsafe? Absolutely not! In fact, cole slaw on a hotdog is a favorite of many, especially if it is an all-beef hotdog.

We have a wonderful food system in this country and the technology has helped provide a safe wholesome food supply that is more economical than any other country in the world. This system also makes good nutrition more affordable to the poor, a luxury many countries only wish for. It seems we should worry less and be more thankful for the abundance we are privileged to have.

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Buy or lease a Roseda Black Angus bull and become a partner in an innovative branded beef program. Roseda Farm will purchase your Roseda sired calves at competitive prices plus a premium based on your level of management and record keeping. Bulls start at $2000 with bull leases at $800/season. For information contact:

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• World-class education
• A whole lot of fun!

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2014 Cattle Industry Convention & NCBA Trade show
February 4th-7th, 2014
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www.beefusa.com

Scan for more information on the event!
January Herd Management Advisor

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

January typically means that winter feeding has become part of the daily farm chores. Pick one of the month’s milder days and think ahead to the warmer and greener days of spring. Winter soil sampling allows plans to be formulated for addressing identified nutrient needs in pastures and hay fields. Likewise, it is time to make plans for frost seeding clover in February. The addition of clover to pastures is an economical management practice that easily pays its way. Clover addition to tall fescue pastures results in improved diet quality and dilution of the toxins associated with endophyte infected fescue. Clover is also valued for its nitrogen fixing abilities. During the past decade of high fertilizer costs, the financial benefit of this low-cost method of adding nitrogen to pastures has increased at the same pace as nitrogen. Be sure check with your local extension office for variety and planting tips.

Spring Calving Herds (January-March)

• Prepare for calving season by checking inventory and securing necessary supplies (eqtipment, tube bodied colostrum supplement, ear tags, animal health products, calving book, etc.). Review calving assistance procedures.

Fall Calving Herds (September-November)

• Monitor calves closely for health issues, particularly scours and pneumonia. Have treatment supplies on hand.

Genetics

• Make plans for spring bull-buying season. Evaluate current herd bulls for progeny performance and soundness. Establish herd genetic goals, and selection criteria for AI sires and new herd bulls.

Herd Health

• Ensure colostrum intake first few hours of life in newborn calves. Supplement if necessary. Newborn calves need 30% of body weight in colostrum first 24 hours of life.

• Provide selenium and vitamin A & D injections to newborn calves.

• Continue to feed high Se trace mineral salt. A forage/hay analysis will reveal what other minerals are needed. As fetus size and fetal growth rate increase, cow nutrition requirements will increase. Be prepared to supplement forages based on their nutrient content.

• Be mindful that hands environmental conditions (cold, wind, ice, mud) will increase nutrient needs.

Nutrition and Forages

• Evaluate the body condition of cows that you identified as thin and gauge if nutrition management changes are having an impact.

• As lot size and fetal growth rate increase, cow nutrition requirements increase proportionately. If low to average hay is being fed, supplementation may be warranted.

• Continue strip-grazing accumulated forage growth as needed.

• Continue to manage first-call heifers separately; give them the best forage. Thin mature cows could be added to this group.

• Feed lower-quality hay to dry cows, saving the best hay for calving season.

• Continue to feed high Se trace mineral salt. A forage/bay analysis can reveal what other minerals should be supplemented.

• Monitor colostrum closely for seours and pneumonia, have treatment supplies on hand.

• Offer high magnesium mineral. As cows transition from grazing to hay or silage, ho-mag minerals can be discontinued.

• Use strip-grazing as a tool to increase the efficiency of utilization of cool season pastures by cows post-calving.

• Be mindful that hands environmental conditions (cold, wind, ice, mud) will increase nutrient needs of all cattle.

Herd Health

• Continue breeding season.

Reproduction

• Make plans to pregnancy check heifers as soon as possible after bull removal. This will allow options in marketing open heifers.

• 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).

• Continue to monitor cows for health issues. As calves transition from grazing to hay or silage, ho-mag minerals can be discontinued.

• Use strip-grazing as a tool to increase the efficiency of utilization of cool season pastures by cows post-calving.

• Be mindful that hands environmental conditions (cold, wind, ice, mud) will increase nutrient needs of all cattle.

Herd Health

• Continue calving closely for health issues, particularly scours and respiratory disease. Consult with veterinarian concerning vaccination protocol for calf crop.

• Evaluate ice control program and consult your veterinarian for recommendations.

• Offer expires November 30, 2013

• Move pregnant heifers and early calving cows to calving area about 2 weeks before due date.

• Check cows frequently during calving season. Optimal interval to check calving females is every 4 hours.

• Utilize calving area that is clean and well drained. Reduce exposure to scour by moving 2-3 day old pigs out of calving area to separate paddock (reduce commingling of newborn calves with older calves).

• Identify calves promptly at birth. Fecal birth weight, calving ease score, teat/udder score, and mothering ability of cow.

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• Be mindful that hands environmental conditions (cold, wind, ice, mud) will increase nutrient needs.

• As the breeding season continues, remember that maintaining or gaining weight has a major impact on pregnancy rate. As available forage becomes scarcer and of lower quality, be prepared to supplement as needed.

• Offer high magnesium mineral. Generally, fall calving cows are not as predisposed to grass tetany. As cows transition from grazing to hay or silage, ho-mag minerals can be discontinued.

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Preventative Measures Can Minimize Trich Impacts

John Maday, Managing Editor, Drovers Cattle Network

Speaking to veterinarians at a “Prevention Works” conference hosted by Boehringer Ingelheim Vetmedica Inc. last week, Dan Givens, DVM, PhD, from Auburn University, outlined the need for prevention in dealing with trichomoniasis, or “trich.”

Trichomoniasis is a sexually transmitted protozoan disease that causes pregnancy loss or abortion in the cow, prolonged calving intervals and high open rates in infected herds. An infected bull can quickly spread the disease to a high percentage of females in a herd. To reduce the risk of transmission, several states have adopted rules requiring documentation of trich testing for some classes of breeding cattle imported from other states. Twenty-five states in the West, have adopted cattle-import rules relating to trichomoniasis. Alabama, Georgia and Tennessee are the only Eastern states with such rules. Givens says bulls typically are asymptomatic, and infections usually are transient, although some bulls and cows can develop chronic infections. In the cow herd, the most typical signs include an extended calving season and reduced calf crop, signs include an extended calving season and reduced calf crop, abortions occur. There is no approved treatment for the disease. Studies have shown the incidence of Trichomonas in U.S. herds, with an annual economic impact of about $60 million, will remain lower than normal. Currently, there is just one vaccine, TrichGuard, licensed to help prevent trichomoniasis in cattle. The vaccine should be administered in two doses, two to four weeks apart, with the second dose four weeks prior to breeding.

Givens and Auburn researchers recently completed a study in which vaccinated and control heifers were intra-vaginally inoculated with Trichomonas foetus prior to breeding. The researchers then tested the heifers regularly though the gestation period. Due to the severity of the challenge, virtually all the heifers showed infection shortly after inoculation. Some vaccinated heifers cleared the infection quickly and some did not. Some cleared the infection early, but turned up positive later. The trial did not show large differences in rate of infection or time to clear infections between the two groups. Pregnancy and calving rates however, differed significantly. Among the vaccinated heifers, 95 percent became pregnant compared with 70 percent of controls. Considerable fetal mortality occurred in both groups due to the severity of the challenge, but 50 percent of the vaccinated heifers delivered live calves compared with 20 percent of the control heifers. Givens urges producers to do everything they can to keep trichomoniasis out of their herds, but in case of exposure, vaccination could provide a 30 percent larger calving crop based on the results of his study. In herds where managers have needed to cull in response to an outbreak, he recommends vaccinating all females the following year, and subsequently making vaccination decisions based on risk levels.
A Dirty Road Diary

Slim got a new pair of rubber boots for Christmas. Not just any boots, ultimate boots. The kind with thick foam insulation, rated for treks across Antarctica. He wore them to check the cows a few days after Christmas, and bragged on them to his brother Jim as they bounced across the pasture in the old farm truck. Jim looked at his old five-buckles with the tear in the side and groaned. They got close to the field where the hay had been the day before...no cows. On cue, Slim’s phone rang. It was his wife, Sally, calling to let him know the neighbor had found the cows. They went in the neighbor’s hayfield helping themselves to his round bales.

Slim whipped the truck around and headed for the neighbors. He and Jim managed to haze the cows out of the hay yard and back through a gate to the home side. The trail the herd left in their mischievous journey led to the remains of a water gap. An uprooted tree had lodged against the trio of pallets suspended on three strands of barbed wire. The tree, along with an assortment of flotsam, including plastic jugs, beaver cuttings, and fishing bobbers had pulled out one of the posts anchoring the barbed wire, taking several feet of fence with it. Slim grabbed hold of the post and strained to straighten it. He didn’t budge. He looked at the water rushing around the pallets. “Maybe the water isn’t that deep,” he muttered. He looked at Jim and his pitiful arctics. The rip had become a gash. Jim shook his head.

Slim grabbed the wire and lowered himself into the creek. The water flowed around his ankles, then half way up his calves. “No, this isn’t so bad,” he shouted at Jim. He began tossing branches and small logs on the bank. One toss caught him off balance. He stepped back to catch his equilibrium, and felt the water rush over the top of his right boot. He continued tossing and pushing until the gap was cleared. Jim stayed on the bank holding the cows that had sneaked back, heading for the breakfast bar. Jim managed to get the fence back up by propping the posts with sticks Slim had pulled out of the creek. Slim climbed up the bank, his waterlogged boot sloshing water over the top with every step. The foam insulation had turned into a sponge. Slim considered pulling the boot off and dumping the water out before they walked back to the truck, but was afraid the insulation would expand to the point where he couldn’t get the boot back on. Better to have a boot full of water than no boot at all, he reasoned.

Back at the house, Slim tried to slip off his right boot using the toe of his left one. The water-logged insulation held his foot and soaked his sock like a vice. He sat on a bench on the porch; Sally grabbed his shoulders while Jim pulled on the boot. The boot finally came off with a sucking sound and a flow of smelly creek water pouring out on the porch floor. They left the boots on the porch that night. The saturated insulation froze rock solid. When Slim had to go out and hook up the block heater on the tractor, he looked enviously at Jim’s tattered pull ons, then at Jim. Jim shook his head.

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the details later in this issue, or call your local Extension Agent, and plan to attend. Better communication and decision making are a benefit of knowledge. These meetings promise to give everyone food for thought.

Another exciting event that I want to share now is the forthcoming Virginia Cattle Industry Convention to be held March 27 – 30, 2014 at the Rockingham County Fairgrounds near Harrisonburg, VA. The Virginia Cattlemen’s Association will be hosting an industry inclusive event over that four days featuring something for everyone’s interest in the beef business. Things kick off on Thursday with our traditional educational programming and one of the most important member business meetings in years. The 2014 annual member business meeting will ask for formal adoption of our Policy & Industry Advocacy side to the by-laws followed by regional caucuses to elect Directors. The building momentum for change will truly be realized that day. Following that will be a social for everyone to enjoy fellowship and help us recognize some of the best as ourselves and the breed associations recognize some of their award winners. VCA is also proud to partner with the Virginia Beef Expo and give producers the chance to invest in their herds through a purchase from either the Virginia Angus Associations “Gift” Sale or a Virginia Premium Assured bred better sale. The Virginia Beef Expo has always been an important source for quality genetics and we are proud to be able to work with them in creating this industry event. Over that weekend the new Commonwealth Classic youth beef cattle show will feature young beef producers and their cattle from throughout the region. Please take a look at the ad for this event in this issue as well and we look forward to bringing you complete details in the February edition of the Virginia Cattleman newspaper.

From my view in Daleville I get to see VCA from way up high where there are a lot of great things are happening as well as coming. I also get to see VCA from the ground level and below where beauty is in the eye of the beholder. The ground level is generally where everyone gets to view an organization and what they see is usually a mix of what they are shown and what they look for. There are a number of things on the ground in Daleville to be happy about and things coming to look forward to. They are all geared to better serve this industry. I call this piece I write each month Opportunities because that is what we are here to offer at this Association. It is a privilege to work with our members and industry supporters and VCA looks forward to a year of rapidly expanding opportunities to do just that.

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Appointments

• Agriculture, Chesapeake and Natural Resources: Chairman Ed Scott
• Appropriations: Chairman Chris Jones
• Education: Chairman Steve Landes
• Finance: Chairman LeeWare
• General Laws: Chairman Todd Gilbert
• Science & Technology: Chairwoman Barbara Comstock
• Transportation: Chairman TomBaum
• Commerce & Labor: Chairman Terry Kilgore
• Courts of Justice: Chairman Dave Albo
• Counties, Cities and Towns: Chairman Riley Ingram
• Health, Welfare & Institutions: Chairman Bobby Orrock
• Militia, Police & Public Safety: Chairman Scott Lingamfelter
• Privileges & Elections: Chairman Mark Cole
(Asterisk denotes new appointment)

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Branded Product

consumers to try the product. While the sweet spot in pricing is a moving target, the health benefits are the bedrock upon which they can grow the product, Hansen says. They’re not shooting for the “natural” market in their production practices, but their production practices change the beef’s nutritional profile. Thus, they’re marketing the product as “naturally better.” Landgraf says, “Maybe the first time, consumers will try it because they want to be healthy,” he says. “Then the second and third, they buy it because they like it.”
Worried About Hormones?
Bruce Tefft, Nebraska Extension Educator

All multi-cellular organisms contain hormones. That’s true for animals and vegetables, and for some meat production systems and hormone implants which cause the meat to have slightly more hormones than the non-implanted. True in beef, but not in pork or chicken as federal law does not permit the use of hormones in raising hogs or chickens. Implants are used to increase efficiency (i.e. feed conversion to muscle more quickly) or more muscle from less feed more quickly, which keeps price-down and reduces the environmental impact of production.

In beef, the implanted animals will produce meat that contains slightly more of the hormones estrogen (1.9 versus 1.3 nanograms per 3 ounce serving - which is about the size of a deck of cards). Is that extra estrogen going to cause problems? Consider the facts. When hormones are eaten, they are digested, broken down and largely neutralized, so they don’t act as hormones anymore. Even if they did, the 1.9 nanograms of estrogen in implanted beef seems miniscule when we consider that a child’s body produces around 50,000 nanograms of estrogen per day. An adult female (menopausal) will produce 480,000 nanograms of estrogen per day on its own.

So why do kids seem to be growing faster and reaching puberty earlier? Genetics play a role, but hormones make little sense than calories consumed and increased levels of body fat (i.e., childhood obesity). According to Dr. Frank Bino of the Cincinnati Children’s Hospital, “BMI (body mass index) is, we found, the biggest single factor for the onset of puberty.” It is easy to blame hormones and sometimes just use for that matter, or food in general for health problems because the general public is removed from actual food production and processing. It is human nature to be fearful of things we aren’t familiar with or that we don’t fully understand. It is always advisable to do some research and make inquiries yourself before believing everything you hear or read. If misinformation and half-truths are repeated often enough, and in sinister enough media campaign voices, they can take on a life of their own devoid of science or truth.

Calving Checklist
Continued from Page 27
— a head catch or place to tie a cow, a halter and rope — and good lighting,” Callan says. You don’t want to have to depend on flashlights in the middle of the night. Have fresh bedding on hand in a convenient location, too, Callan says. “Make sure your calf chains or straps are clean and handy. The calf puller should be cleaned up, and within easy reach in the barn/calving stall. Be sure to check for rust or damage, and address any problem before you need it. A halter and rope can also be useful. A long, soft cotton rope for catching a cow for easier delivery (after correcting a mal-presentation) is good to have on hand,” he says.

A calf or lamb nipple and bottle are handy if you need to feed colostrum. A nasogastric tube and funnel, or an esophageal probe feeder should also be part of your equipment. “Check the tubes you used last year and replace old, still or dirty ones. An old tube can crack if the plastic goes bad over summer. You don’t want to discover you need a new one in the middle of the night,” Callan says. It’s all about being prepared, he says. It can make life much easier and potentially save a call.

Beef Research Dollars
Continued from Page 23
around $200,000 in Checkoff funds for NCA corporate expenses. The OIG report eventually concluded that the Checkoff managers and the industry organizations receiving Checkoff funds had complied with the law. However, the OIG also determined that USDA should strengthen its oversight of the Checkoff program. But Ballard and members of R-CALF weren’t buying it. “The OIG report exemplifies the despicable smear campaign that pervades the relationship between the USDA and the meatpacker lobby, which

Springwood Livestock Management Services

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Floyd Smith Childress Jr.

Floyd Smith (Sonny) Childress Jr., 90, of Christiansburg, passed away on December 13, 2013. Mr Childress was the son of late Floyd S. Childress Jr. and India Robinson Childress. He was preceded in death by his beloved wife of 61 years, Margaret Brown Childress. Mr. Childress is survived by his sister, Min A. W. Browning (Dorothy) of Orange; his daughter, Julia Childress Emerson (Scott) of Atlanta; and three sons, Thomas M. Childress (Valerie Weiss) of Waynesboro, Charles B. Childress (Catherine) and Floyd S. Childress III (Mary) of Christiansburg. He is survived by eight grandchildren, Sarah and Beth Childress, Preston and Maggie Childress, and Joseph and William Childress. Mr. Childress was a United States Army Veteran of World War II. He served in the European Theater of operations as a paratrooper infantry officer in the 2nd Battalion, 505th Parachute Infantry Regiment of the 82nd Airborne Division. Mr. Childress was a member of the VPI Class of 1948 with a Degree in Agricultural Engineering. Mr. Childress and his wife were in the family farm business and put together what is now the family farm business Childress Family Enterprises, Inc.

Obituary

In Christiansburg, Mr. Childress and his sons, Charles and Floyd, farmed together many years building a farm business producing beef cattle, corn, wheat, hay, and custom farming services. Mr. Childress served his church community, county and industry in a number of ways. He served St. Paul’s United Methodist Church as a member of the administrative board. Sunday school teacher and on the building committee for the current church facility. He was a long time director of the Bank of Christiansburg. Mr. Childress served as president of the Virginia Cattleman’s Association in 1992. Mr. Childress was an avid bridge player and reader. He enjoyed travel with his wife and having his family gathered around him at the farm. A memorial service and celebration of life was held at noon Wednesday, December 18, 2013, at St. Paul’s United Methodist Church. The family will receive friends in the Willing Workers Classroom of the church before the memorial service from 11 a.m. until noon. The family would like to thank dad’s caregivers, Ronald and Louise Jones, Joyce Durham, and Lisa Gardner. We also wish to express our gratitude to Dr. Michael Payne for his friendship, devotion, and medical care for our father over many years.
Doctors, Mothers Responsible For Antibiotic Resistant Bugs

Rust Sutherland, BEEF Editor/Writer

Yes, that headline is provocative. But it’s also true... up to a point. And the gulf between the headline’s truth and its half-truth illustrates several realities that the beef industry must continue to deal with.

First, let’s set the record straight. No, doctors and mothers are not totally (emphasis on the word totally) responsible for antibiotic-resistant bugs. But only partly. So are you. And no, animal agriculture is not totally (emphasis on the word totally) responsible for antibiotic-resistant pathogens, as some would have us believe. The completely accurate headline is this: Everyone Is Responsible For Antibiotic Resistance. To quote Steven Solomon, director of the Centers for Disease Control (CDC) Office of antimicrobial resistance, and co-chair of the federal inter-agency taskforce on antimicrobial resistance, “There is not a time when you put antibiotics into this ecosystem that it does not contribute to resistance in some way. And it will only be managed if everyone—human health, animal health and consumer advocates—work together.

The first of the realities that my not-quite-totally true headline illustrates is that provocative headlines have always sold newspapers. It made you look, didn’t it? And if you’re still with me, you are among the minority of readers who clicked on this editorial. Here’s the second reality, and the partial truth behind the headline. When a mother takes her sick child, or you take your sick self, to the doctor, she and you expect to be given something that will make it better. Period. Mothers are going to behave like mothers, both individually and collectively. That is perhaps one of the most powerful forces on earth, and one reason for concern among human health professionals about antibiotic overuse in human medicine. Likewise, when you have a sick animal and call the veterinarian, or more likely go to the feed store and buy a bottle of antibiotics, you expect that it will make things better. If it doesn’t, what do you do? Give it another shot, probably of the same stuff. This would be an appropriate time to recall Einstein’s observation on insanity. And that’s where things regarding antibiotic-resistant bacteria get complicated.

Thus, I’m not going to explain antibiotic resistance in this editorial. I spent three fascinating days last month at a symposium where some really smart people from both human and animal health discussed the issue. If you want to delve deeper into the subject, I encourage you to go to the National Institute of Animal Agriculture (NIAA) website. What I am going to do is emphasize the point made any number of times during the symposium. And that is this everyone—human doctors and human patients, veterinary doctors, and this very much includes small-animal (vet) along with their animal and human patients—all have an important role in dealing with antibiotic resistance.

We’re not going to stop microorganisms from becoming resistant to antibiotics. The bugs have too much of a head start; Solomon says, by several billion years. But there are things we can do to keep the problem from growing beyond the ability of technology as we know it today to deal with pathogens.

The first is to use antibiotics judiciously and only when needed. Just because you have a sick call... Continued on Page 39
FDA Issues Proposals To Curb Antibiotics In Farm Animals

The Food and Drug Administration's final guidance on two proposals aimed at limiting the use of antibiotics in food animals to curb the potential for antimicrobial resistance in humans. The move comes amid a growing™ debate about whether use of antibiotics animal agriculture will contin- uing the discussion about antibiotic use and antibiotic resistance devolve into a shooting match.

For the first time that I'm aware of, at least in a public setting, the NIAA symposium brought consumer groups, animal agriculture, and human medicine into the same room, all talking about antibiotic resistance, and all doing so in a very civil and professional manner. Representatives from the Center for Science in the Public Interest (CSPI) and the Natural Resources Defense Council attended the symposium, and the CSPI representative was one of the presenters. NIAA is to be commended for that. That dialogue absolutely must continue. Animal agriculture needs antibiotics. It is at its core an issue of animal welfare and humane animal stewardship. But we need to figure out ways to use those antibiotics judiciously and to seek alternatives to antibiotics in our animal health protocols. That means that every livestock owner must have, at some level or another, a relationship with a veterinarian.

Human medicine needs antibiotics. It is at its core an issue of delivering both the absolute best clinical health and public health systems that we can humanly do. If society must choose between antibiotic use for humans and antibiotic use for animals, guess who wins. And we all need to tone down the rhetoric. Polarizing this issue serves only to ensure that the problem of antibiotic-resistant bacteria will get worse. Should that happen, everyone who truly cares about humans and animals alike will lose.