

# Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



## Upcoming events:

- June 25-27—MJCA Making Tracks Leadership Camp, Mississippi State, MS
- June 28-29—Cattlemen's Cooler College, MSU Meats Lab, Mississippi State, MS
- July 31—Gulf Coast Beef Education Alliance, Beef Nutrition Series - Assessing Cattle Nutritional Needs and Feed Sources, 7:00 P.M. to 9:00 P.M., distance education sites throughout MS, AL, LA and FL
- August 2-5—Hereford PRIDE Convention, Mississippi State, MS
- August 9—Mississippi Beef Quality Assurance Training, Lafayette County regional meeting, Oxford, MS
- August 28—Gulf Coast Beef Education Alliance, Beef Nutrition Series - Winter Pasture Utilization and Fertility Planning, 7:00 P.M. to 9:00 P.M., distance education sites throughout MS, AL, LA and FL
- September 14-15—Master Stockman Program, MSU Beef and Horse Units, Mississippi State, MS

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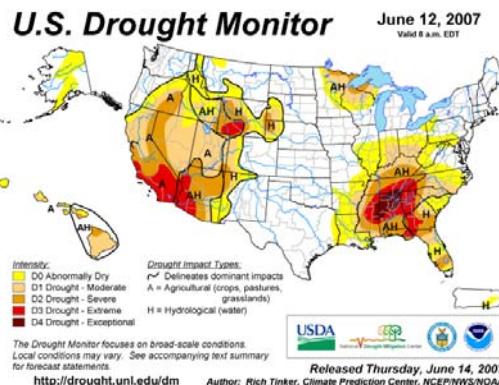
## Drought Question and Answer Session Ahead

Livestock producers and equine owners are invited to attend a question and answer session addressing local drought concerns. Extension specialists and area agents will be on hand to answer questions and discuss immediate concerns regarding ongoing drought conditions in the region.

### Drought Question and Answer Session for Livestock Producers and Equine Owners

**Tuesday, July 17, 2007—7:00 to 9:00 P.M.**

**Location:** Extension Interactive Video Sites throughout Mississippi (contact your county Extension office to arrange for your local site to participate)



## Gulf Coast Beef Education Alliance Plans Cattle Nutrition Series

A series five of Beef Cattle Nutrition educational sessions is planned starting in July. Registration brochures are included with this newsletter and are also available online at [msucare.com/livestock/beef/beefnutrition2007.pdf](http://msucare.com/livestock/beef/beefnutrition2007.pdf)

### Gulf Coast Beef Education Alliance Beef Nutrition Series



### Useful websites for drought coping:

- [msucare.com/livestock/beef/drought.html](http://msucare.com/livestock/beef/drought.html)
- [msucare.com/livestock/beef/feedsources.html](http://msucare.com/livestock/beef/feedsources.html)
- [msucare.com/livestock/beef/mshay.html](http://msucare.com/livestock/beef/mshay.html)

**Location:** distance education sites throughout MS, AL, LA and FL

### Schedule:

#### July 31, 2007

Assessing Cattle Nutritional Needs and Feed Sources, 7:00 P.M. to 9:00 P.M.,

#### August 28, 2007

Winter Pasture Utilization and Fertility Planning, 7:00 P.M. to 9:00 P.M.

#### September 25, 2007

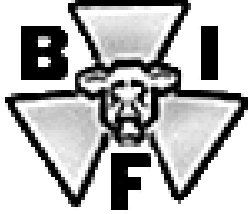
Weaned Calf Nutrition and Economics, 7:00 P.M. to 9:00 P.M.

#### October 30, 2007

Commodity Feeds in Detail, 6:00 P.M. to 8:00 P.M.

#### November 27, 2007

Bull and Heifer Development and Computer Decision Tools, 6:00 P.M. to 8:00 P.M.



The Beef Improvement Federation annual meeting focused on beef cattle genetic improvement

## Notable Quotes from the 2007 BIF Convention

“50% of all registered Angus calves are now sired from AI matings.” — Robert Walton, past-president of ABS.

“If we compare a calf that is AI-sired and out of an AI-sired cow with a calf that is sired by a cleanup bull and a non-AI-sired cow, the difference in the end value is \$175.” — Tim Sutphin, commercial cattleman from Dublin, VA.

“It’s time that we do a better job of reengaging in and working on interdependent relationships. You can still maintain your independence, but let’s come back to the table so we can be reassured that our kids will continue.” — Brian McCulloh, Woodhill Farms manager, Viroqua, WI

“Successful purebred breeders have always focused on the needs of commercial producers, but the needs of commercial cattlemen have changed over time.” — Mark Gardiner, seedstock breeder, Ashland, KS

“The study (bull/female price study, based on registered and nonregistered Limousin cattle sold at public auction during 2005 and 2006) showed that cattlemen want it all, and will pay more to get it. But it also showed the need to encourage selection for balanced traits rather than extremes, and consider antagonisms such as growth relative to mature cow size and milk [production] related to reproductive performance.” — Frank Padilla, member services director, North American Limousin Foundation

“One misuse of ultrasound information that limits genetic progress is the use of actual or adjusted scan data in selection and marketing, rather than EPDs. Producers can make more-informed and correct selection decisions when carcass and ultrasound data are combined into a single set of EPDs, with the EPDs and accuracy values published for the carcass traits.” — Dan Moser, associate professor of animal sciences and industry, Kansas State University

“Cattle that go off feed expend more energy fighting the negative effects of the disease rather than depositing fat. It stands to reason that those cattle that suffer disease at any time in their lifetime could have an impaired ability to deposit marbling regardless of how fat they ultimately get.” — Pete Anderson, VetLife Technical Services

“What does ‘five stars’ mean? I don’t think many producers really know. If you coupled the two (selection tools) together, to make marker-assisted EPDs, that would be much better.” — Luke Lind, vice-president of marketing, Five Rivers Cattle Feeding

“We’ve genotyped 4,000 animals and identified 422 markers. From this research, we’ve found evidence for 59 individual marbling genes. If there are 59 genes in Angus that are responsible for the genetic differences in marbling and marbling scores, then we need to test for all 59 genes. If we’re going to do that, you need a test that encompasses the entire genome, not just parts of it.” — Jerry Taylor, professor and Wurdack chair for animal genomics, University of Missouri

## Master Stockman School Set for September 14-15

Come be a part of a one-of-a-kind educational experience held at the historic Mississippi State University South Farm and Mississippi Horse Park on September 14-15, 2007. Beginner/intermediate and advanced track programs are offered on both beef cattle and horses. Upon completion of the program, participants are eligible for Master Cattle Producer or Master Horseman certification. The program will include topics

on nutrition, management and marketing, reproductive management, genetics, pasture management, forage systems, animal health, animal handling and Beef Quality Assurance. The program will feature Curt Pate demonstrating low stress cattle handling on horseback. Complete details will be posted on [msucares.com/livestock/beef](http://msucares.com/livestock/beef) and available through county Extension offices in the near future.

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*“Upon completion of the program, participants are eligible for Master Cattle Producer or Master Horseman certification.”*

## MG Farms Represents MBCIA for Commercial Producer Award

The Mississippi Beef Cattle Improvement Association was well represented in the Beef Improvement Federation Commercial Producer of the Year Award competition by MG Farms of Woodville, Mississippi. Ron and Shaunna Melancon established MG Farms in 1994 in Southwest Mississippi. The Melancons own and manage MG Farms as a family beef cattle operation and rely on the operation to supply their entire living.

The ranch has successfully grown from the original 550 acres to the present day operation consisting of 1,700 acres dedicated to the cow-calf operation and an additional 1,800 acres of timberland for a diversified operation including cattle, forestry, wildlife, and equine enterprises. MG Farms currently consists of approximately 600 commercial cows and 200 replacement heifers, based on high performance Brangus, Angus, and Hereford genetics.

Calving seasons are 75 days in length in both spring and fall seasons. The Melancons readily adopt profitable production

practices based on research-based information. One example of this is that all calves are tested and culled for persistently-infected BVD.

MG Farms utilizes a variety of marketing strategies including forward contracts, video sales, preconditioned calf sale participation, and private treaty marketing. Extensive cow-calf production and financial records including feedlot performance and carcass data are kept to continually monitor and make needed management changes.

Intensive forage management including rotational and limit grazing systems on improved forages and balage production is an essential focus at MG Farms resulting in cost-efficient beef production.

Even with all of the evidence of success in beef cattle production, Ron and Shaunna will both tell you that their greatest responsibility and most notable accomplishment is that they are raising two children on the farm that provides their living.

*"...All calves are tested and culled for persistently-infected BVD."*

### Got Hay for Sale? Let Others Know.

The Mississippi Hay Directory and the Mississippi Market Bulletin are excellent in-state resources to buy and sell hay. Visit them online at [msucares.com/livestock/beef/mshay.html](http://msucares.com/livestock/beef/mshay.html) and [www.msmarketbulletin.org](http://www.msmarketbulletin.org)

### Considering Feeding out Calves and Obtaining Data?

Extension area livestock agents and specialists can assist in cattle feeding arrangements for interested producers. Load organization, feeding performance data, carcass data, and verification programs are some of the options available throughout the year. Contact your area livestock agent or beef specialist if you are interested.

## Cattle Market Notes Helps Monitor Feed and Cattle Prices

Producers who receive "Cattle Market Notes", a weekly cattle and feed market summary, get updated information on cattle and feed prices levels and trends. Dr. John Anderson, Extension Livestock Economist with the Mississippi State University Extension Service, puts together this weekly publication specifically for Mississippi beef producers.

Cattle Market Notes is available through e-mail by contacting Dr. Anderson at 662-325-1788 or [johna@ext.msstate.edu](mailto:johna@ext.msstate.edu) to be added to the e-mail list or by accessing the online version at [msucares.com/livestock/beef/cattle\\_market.html](http://msucares.com/livestock/beef/cattle_market.html). This is an excellent production and marketing resource available to livestock producers.



Up-to-date cattle and feed market information is offered in Cattle Market Notes each week.

Mississippi Beef Cattle Improvement  
Association—Productivity and Quality

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Send questions or comments about this  
newsletter to Jane Parish, Extension Beef  
Specialist, Mississippi State University  
Extension Service

Mississippi State  
University does not

discriminate on the basis of race, color, religion,  
national origin, sex, sexual orientation or group  
affiliation, age, disability, or veteran status.



Visit MBCIA online at  
[http://msucares.com/  
livestock/beef/mbcia/](http://msucares.com/livestock/beef/mbcia/)

## MBCIA Membership Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

(Check one) Seedstock:  Commercial:

Cattle breed(s): \_\_\_\_\_

Completed applications and \$5 annual dues payable to  
Mississippi BCIA should be mailed to:

Mississippi Beef Cattle Improvement Association  
Jane Parish, Extension Beef Specialist  
Box 9815, Mississippi State, MS 39762

## BCIA Genetic Profit Tips – June 2007

Selected definitions from the Beef Improvement Federation  
Uniform Guidelines for Beef Improvement appear below.

**Biological type** - A group of cattle breeds having similar geo-  
graphic origin and past selection history and with similar  
genetic potential for traits of economic importance. British  
general purpose beef cattle breeds, for example, have ge-  
netic potential for moderate growth, muscling, and milk  
yield; whereas continental European dual-purpose breeds  
have genetic potential for high milk yield and rapid growth.

**Breeding objective** - The goal of a breeder's selection pro-  
gram, for example to produce high quality, lean meat at  
lowest cost. It may also include a listing of the traits to be  
used as selection criteria to achieve the overall goal. Objec-  
tives may vary among breeders due to their genetic and  
physical resources and their markets.

**Calving ease score** - A numerical score quantifying calving  
ease, ranging from 1 for an easy, unassisted calving  
through 5 for an abnormal presentation.

**Carcass merit** - Desirability of a carcass relative to quantity  
of components (muscle, fat, and bone), USDA quality  
grade, and potential eating quality.

**Contemporary group** - A group of cattle that are of the same  
breed and sex, are similar in age, and have been raised in  
the same management group (same location on the same  
feed and pasture). Contemporary groups should include as  
many cattle as can be accurately compared.

**Crossbreeding** - The mating of animals of different breeds  
or subspecies, frequently resulting in heterosis (hybrid  
vigor) for many economically important traits.

**Economically relevant trait (ERT)** - Traits that are of direct eco-  
nomic importance to cattle producers.

**Feed conversion (feed efficiency)** - Units of feed consumed per  
unit of weight gained or (less commonly in the United States)  
production of meat or milk per unit of feed consumed.

**Heifer pregnancy EPD** - Heifer pregnancy EPDs, expressed as  
probabilities of successful conception, predict differences  
among individuals in the ability of their daughters to conceive  
and calve at two years of age.

**Heritability** - The proportion of the differences among cattle,  
measured or observed, that is transmitted, on average, to  
their offspring. Heritability of different traits may vary from  
zero to one. The higher the heritability of a trait, the more ac-  
curately individual performance predicts breeding value and  
the more rapid should be the response to selection for that  
trait.

**Interim EPD** - An expected progeny difference computed from  
an individual's own performance information and(or) the EPDs  
of its parents. Interim EPDs may be used to support selection  
and merchandizing decisions before EPDs from regularly  
scheduled national cattle evaluation runs become available.

**Systems approach** - An approach to evaluating alternative indi-  
viduals, breeding programs, and selection schemes that in-  
volves assessment of alternatives in terms of their net impact  
on all inputs and output in the production system. This ap-  
proach specifically recognizes that intermediate levels of per-  
formance in several traits may be more profitable than maxi-  
mum performance for any single trait.