

# Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



## Upcoming events:

- August 1—MS Homeplace Producers feeder calf board sale, Hattiesburg, MS
- August 19—Deep South Stocker Conference, Shorter, AL
- August 27—Southern Producers replacement heifer sale, Hattiesburg, MS
- September 1—Fall BCIA bull sale nomination deadline
- September 15—Fall BCIA heifer sale nomination deadline
- September—Beef Cattle Genetics Learn at Lunch sessions
- September 22— Fall Grazing School, Poplarville, MS
- September 29— Fall Grazing School, Batesville, MS
- October 21—MS Fed Beef Conference, MSU
- October 27-29—MSU Artificial Insemination School, Mississippi State, MS
- November 10—Fall BCIA bull and heifer sale, Raymond, MS

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## Beef Cattle Genetics Learn at Lunch

The upcoming Beef Cattle Genetics Learn at Lunch sessions are designed to provide practical knowledge that can be used for genetic improvement in commercial and seedstock operations. These free noontime educational sessions are jointly sponsored by the Mississippi and Alabama Beef Cattle Improvement Associations. The schedule is as follows:

### Thursday, September 1, 2011

#### Records for Genetic Improvement

Dr. Trent Smith, Mississippi State University

- WHAT IS GENETIC IMPROVEMENT?
- BEEF CATTLE RECORD BASICS

### Tuesday, September 6, 2011

#### Computerized Record Keeping

Dr. Jane Parish, Mississippi State University

- BEEF CATTLE SOFTWARE PROGRAMS
- SPREADSHEETS

### Thursday, September 8, 2011

#### Genetic Selection Tools

Dr. Gary Hansen, North Carolina State University

- WHAT PERFORMANCE DATA MATTERS?
- EPDS MADE EASY

### Tuesday, September 13, 2011

#### Improving Female Genetics

Dr. David Riley, Texas A&M University

- CROSSBREEDING AND BREED SELECTION
- COW/HEIFER SELECTION DECISIONS

### Tuesday, September 20, 2011

#### Bull Buying Decisions

Dr. Lisa Kriese-Anderson, Auburn University

- WHAT TO LOOK FOR IN A BULL
- ASSESSING BULL VALUE

### Thursday, September 22, 2011

#### Stocker Cattle Genetics

Dr. Darrh Bullock, University of Kentucky

- CALF GENETIC VERIFICATION PROGRAMS
- GENETICS FOR GRAZING AND FINISHING

### Tuesday, September 27, 2011

#### Industry Trends and Lessons

Dr. Matt Spangler, University of Nebraska

- GENETIC TRENDS
- IMPROVING CATTLE VALUE AND BEEF QUALITY

### Thursday, September 29, 2011

#### New Genetic Tools

Dr. Matt Garcia, Louisiana State University

- MARKER-ASSISTED EPDS
- WHAT'S NEXT IN GENETIC IMPROVEMENT?

### Interactive Video Site Arrangements

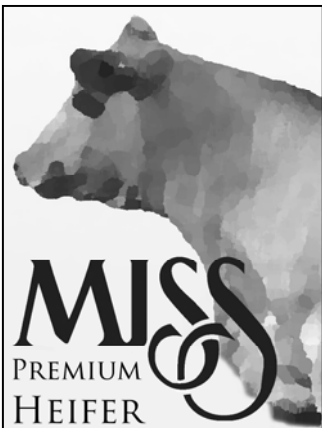
To attend a session, please contact your local Extension office in advance to make arrangements to connect through a local site on the Extension interactive video system.

### High Speed Internet? View it Live.

Visit one of the websites below at the time of the sessions for viewing instructions. Participants need a high speed Internet connection for viewing and an optional webcam to interact in the videoconference. Missed a Session? View it on the Web. Each session will be recorded and archived on the following websites for later viewing at any time.

[msucares.com/livestock/beef/mbcia](http://msucares.com/livestock/beef/mbcia)

[www.albcia.com](http://www.albcia.com)



Heifers are added to the traditional Fall MBCIA Bull Sale starting with the November 2011 sale.

## MBCIA Bull and Heifer Sale Nomination Deadline Approaching

Plans are being made for the 2011 Mississippi Beef Cattle Improvement Association Fall Bull and Heifer Sale. The Mississippi Fall BCIA Bull Sale program encourages production and identification of genetically superior bulls by purebred breeders and purchase and use of these bulls by commercial producers.

The 2011 sale is scheduled for Thursday, November 10, 2011 at 12:00 noon at the Hinds Community College Sales Facility in Raymond, Mississippi. This is an excellent sale facility that allows for a very professional presentation of the bulls.

Mississippi beef breeders are encouraged to nominate quality bulls that meet all the requirements for the sale. Rules and Regulations for the BCIA Bull Sale along with a nomination form and other current bull sale information is posted on the BCIA website at [msucares.com/livestock/beef/mbcia/bcia\\_bullsale.html](http://msucares.com/livestock/beef/mbcia/bcia_bullsale.html).

If you are interested in consigning bulls to this sale, please complete the nomination form and return it to Jane Parish at Box

9815, Mississippi State, MS 39762 no later than September 1, 2011. Be sure to include the nomination fee, a signed registration certificate, actual birth weight, and adjusted weaning and yearling weights and ratios for each bull.

This sale is also a sanctioned Miss Premium Replacement Heifer sale. The heifer nomination deadline is September 15, 2011.

Bull and heifer nomination forms are available on the MBCIA website at: [msucares.com/livestock/beef/mbcia](http://msucares.com/livestock/beef/mbcia)

### Bull Nomination Deadline

**September 1, 2011**

### Heifer Nomination Deadline

**September 15, 2011**

## 2010 Semen Statistics

According to the National Association of Animal Breeders (NAAB), domestic beef semen sales rose by over 2% from 2009 to 2010. The NAAB reports 1,229,798 units of beef semen sold in the U.S. in 2010.

Breed ranking from top down for domestic beef semen sales for 2010 was:

- |                    |               |
|--------------------|---------------|
| 1. Angus           | 9. Shorthorn  |
| 2. Simmental       | 10. Gelbvieh  |
| 3. Red Angus       | 11. Chi-Maine |
| 4. Polled Hereford | 12. Chianina  |
| 5. Charolais       | 13. Brangus   |
| 6. Hereford        | 14. Braunvieh |
| 7. Maine Anjou     | 15. Limousin  |
| 8. Brahman         |               |

Beef semen export sales also rose over the same time period by over 25% to 1,669,686 units sold for export in 2010. This

accounted for 26.6% of the world total units of beef semen exports and 42.1% of the world total dollar value for beef semen exports.

Breed ranking from top down for beef semen export sales for 2010 was:

- |                    |                     |
|--------------------|---------------------|
| 1. Angus           | 9. Gyr              |
| 2. Red Angus       | 10. Red Brangus     |
| 3. Red Brahman     | 11. Limousin        |
| 4. Simmental       | 12. Santa Gertrudis |
| 5. Polled Hereford | 13. Senapol         |
| 6. Brahman         | 14. Shorthorn       |
| 7. Brangus         | 15. Horned Hereford |
| 8. Charolais       | 16. Nellore         |

Custom frozen beef semen dropped by over 9% for 2010 versus the previous year to 2,454,358 total units.

*"...Domestic beef semen sales rose by over 2% and exports sales increased by over 25% from 2009 to 2010."*

## Deep South Stocker Conference—August 19

The third annual “Deep South Stocker Conference” will be held on August 19, 2011 at Auburn University’s E.V. Smith Research Center, Shorter, Alabama. This conference is a joint effort between the Mississippi State University Extension Service, Alabama Cooperative Extension System, and the University of Georgia Cooperative Extension Service. It will be held in each cooperating state on a triennial rotation. The concept is based on the successful Triennial Stocker Conference held at Auburn University. Next year the conference will return to Mississippi.

This year’s conference will be a one-day event with several education seminars in the morning, and tour of the research center that afternoon. The seminars will cover pertinent topics in economics and marketing, forage management, health, and nutrition. In

addition, a trade show will be held in conjunction with the conference to allow stocker operators the opportunity to network with industry professionals and to become aware of products and services that can improve their profitability and/or product quality.



Topics will include:

- Considerations for a successful deworming program
- Developing a sound mineral program
- Buy/sell margins on feeder cattle
- Economic stocker grazing programs
- Advances in treating shipping fever
- Producer panel discussion
- By-product feeding

After the educational sessions, a tour of the E.V. Smith Research Center in Shorter, Alabama will take place. Located on Interstate 85 between Auburn and

Montgomery, this research center is the most visible agricultural facility in Alabama.

Registration for the conference cost \$75/ person or \$100/couple. This covers all education seminars, meals, and

tours. Print the registration form on the conference website

[www.deepsouthstocker.com](http://www.deepsouthstocker.com) and mail to the address provided. For assistance with registration, please contact Kathleen Swenson at (334) 844-1526 or [kcs0006@auburn.edu](mailto:kcs0006@auburn.edu).

*“...A trade show will be held in conjunction with the conference.”*

## Producer Input Sought for 2011 National Beef Quality Audit

Cattle producers are being asked to provide input to the 2011 National Beef Quality Audit (NBQA) by taking a short, 10-minute survey at [www.cattlesurvey.com](http://www.cattlesurvey.com). Collecting input from cattle producers is intended to help consumers and decision influencers better understand beef production and the commitment of cattle producers to produce safe and wholesome beef products

The 2011 NBQA is designed to collect and analyze information from cooler audits in the packing sector; face-to-face interviews with beef supply chain partners; and, for the first time, cattle producers – including feeders, stockers, cow-calf operators and seedstock producers.

Producer input is being sought to strengthen the measurement of quality-based practices implemented on farms and ranches that support consumer confidence in beef products and production systems.

The checkoff-funded NBQA has provided important benchmarks for the U.S. beef industry since 1991. The audit has been conducted about every four years, with the historic focus centered on quantifying the performance of beef carcasses for a number of value enhancing characteristics. Previous surveys have assisted in identifying challenges and opportunities for cattle producers.

The National Beef Quality Audit provides important benchmarks for the U.S. beef industry

*Mississippi Beef Cattle Improvement Association—Productivity and Quality*

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Send questions or comments to  
Jane Parish, Extension Beef Cattle 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 or \$100 life-time dues payable to Mississippi BCIA should be mailed to:*

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

## Embryo Transfer

Most female breeding cattle produce one calf per year. The use of embryo transfer (ET) allows a producer to quickly multiply the genetics of the top females in the herd in addition to gaining genetic improvement from purchasing the best semen that is available that comes with using artificial insemination (AI). By multiplying the best genetics in females and using semen from bulls with high genetic merit, calves with superior genetics are produced. Females in the herd with less desired genetics can serve as recipients for the embryos and the overall genetic quality of the herd may quickly be drastically improved.

Embryo transfer requires two components: generating and then obtaining (flushing) the embryos from the donor female and transferring each embryo into a different female (recipient) which gestates and give birth to that fetus. These two components do not necessarily have to be done by the same producer. Embryos can be produced and sold as such so that someone else purchases them and transfers them into his or her own recipient females.

Selection of each donor female is one of the most important decisions in embryo transfer. Donor females should be of superior genetic worth and marketability to justify embryo transfer costs. Mating decisions should be made considering the genetic worth and economic value of potential calves. The reproductive potential of a donor female must also be acceptable. The ideal donor female has had regular estrous cycles beginning at a young age, routinely conceives with no more than two breedings, maintains a 365-day or less calving interval, calves without difficulty, is free of reproductive abnormalities and disease,

and has no conformational or known genetic defects. Good nutritional management of these females is critical for productivity as embryo donors. This involves managing body condition and providing proper nutrients including minerals important to reproductive function.

Because successful embryo transfer programs require highly trained technicians, be diligent in selection of persons to perform these services. Embryos may not be marketable unless they have proper documentation such as freeze codes. Some breed associations require record reporting of embryo removal dates or other items for calves resulting from embryo transfer to be eligible for registration in the breed registry. Technicians should complete certificates of embryo recovery, freezing, or transfer as appropriate. Many technicians are members of the International Embryo Transfer Society. These embryologists develop reputations for proficiency among producers, so it is useful to visit with other producers using embryo transfer services to locate a desirable technician.

The cost of embryo transfer services is highly variable. There may not be a qualified technician available in the local area or at the particular time needed, so there can be considerable travel distance required for an on-farm visit from a technician. Travel expense is often included in the bill to the producer. Some embryo transfer facilities allow donor females and/or recipient females to be delivered to the facilities for embryo collection and transfer services. Scheduling embryo transfer services several months in advance is advised.