FEEDLOT®

FEEDER INFORMATION HIGHLIGHTS

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Bob Strong recently attended the Cargill Nutrition Conference in Sioux City, Iowa. One of the topics of discussion was Cargill’s new system to more correctly balance the protein requirements of beef cattle. This system is very interesting and has the potential to fine tune rations for better performance and profitability.

Here’s a little information we gathered at the Conference on the Max™ Beef Nutrition System.

Optimum Protein Balancing System – A proprietary modeling system, Max™

Cargill Nutrition has developed a proprietary model to more correctly balance the protein requirements of beef cattle. They achieved validation by a large scale research trial. The system, Max™ Beef Nutrition System, will be used by their consultants, according to Cargill’s Tony Scott.

Features of the program

The system will combine least cost ration formulation with balancing the ration for the optimum amount of rumen available protein (RAP). Cargill stresses the key point of the system is synchronizing fermentation in the rumen with supplemental protein. They explain that the RAP is critical for optimum rumen function and ultimate cattle performance.

Recognizing there is a better way

Feedlot nutritionists have recognized that using only crude protein or digestible protein for balancing rations does not take into consideration all the different aspects of supplying protein or non protein nitrogen such as urea. Ruminant nutritionists and feedlot consultants have recognized this need.

“This is a dynamic model that generates rumen available protein (RAP) requirements accounting for carbohydrates fermented in the rumen,” is the basis of the new model according to Dr. Pablo Guiroy of Cargill. He further says their new system is “more sophisticated and precise than the old system.”

The old system uses a recommended amount of crude protein and an arbitrary amount of urea, depending on the ration. It is currently used by scientists and practicing nutritionists to fine tune beef rations. However, it appears Cargill’s Max program provides a practical modeling procedure for field nutritionists and clients’ cattle rations.

They report increased total gain and daily gain, and improved feed efficiency. There was also a $15.00 per head benefit for the balanced program.

Validation

The company reported the results of their validation work at the conference of Cargill Nutritionists. This validation was started in 2005. Further research with by-product feeds is underway.

In one study in Texas, 1,800 head of 750 lb steers, were split into three groups, based on rumen available protein: (1) low RAP, (2) a balance RAP and (3) a high NPN.

They report increased total gain (four percent) daily gain (four percent) and improved feed efficiency of 1.5 percent of the balanced program, versus the low RAP ration. There was also a $15.00 per head benefit for the balanced program. Specific data is available from Cargill’s nutritionists. Report by James I. Sprague.
Feeding cattle without Rumensin has its ups and downs.

Rumen Function
- Rumensin improves feed efficiency by providing more energy from the ration.
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BVD can be spread many ways, mainly by direct contact between an infected animal and a susceptible one. It can also be spread by breeding. Reduced conception rates have been reported in otherwise healthy cows bred to (or inseminated with semen from) persistently infected bulls. Bulls affected with acute BVD may shed the virus in semen for a time after being infected. BVD infection at time of breeding can result in reduced pregnancy rates due to embryo or fetal loss.

Prenatal Affects

Infection of a fetus between 100 to 150 days of gestation can result in congenital defects; this is when the nervous system is in final stages of development and the fetal immune system develops. BVD infection at any stage of gestation may retard fetal growth, resulting in low birth weight and poor bone growth. Lung development may be incomplete. Skeletal defects may include a jaw too short, or fused joints. Another defect sometimes seen is less than normal amount of hair, curly hair, or hairlessness.

Defects involving the nervous system include inadequate brain development, especially the portion involved with coordination of movements (affected calves have trouble standing up), water on the brain and other brain problems. Congenital defects involving the eyes include cataracts, opaque cornea, inflammation of the optic nerve, atrophy or abnormality of the retina, and blindness.

Underlying Cause of Disease

BVD can be an underlying cause of other disease outbreaks. Since BVD infection suppresses the immune system, infected cattle (especially young calves) may have a higher incidence of other diseases, such as pneumonia, scours, pinkeye, footrot, diphtheria, etc. Pregnant cows may abort—with outbreaks of lepto, IBR and other diseases—simply because they were not able to develop immunity to those diseases. BVD infection can be difficult to diagnose because it shows up in many different ways. If a rancher has problems with several types of calf scours and a high incidence of respiratory diseases, this may be a clue BVD is part of the problem. Besides affecting the immune system, BVD by itself can cause illness in calves.

A herd health program may be ineffective because BVD infected cattle don’t mount a very good response to vaccinations. Even if a rancher diligently vaccinates against lepto, IBR, pinkeye and other common diseases, some vaccinated cattle may develop those diseases. The rancher may think the vaccine didn’t work, when in reality the animal was unable to develop good response.
In one study, BVD virus was the virus most often found in lungs of feedlot cattle with pneumonia, usually in conjunction with Pasteurella. Infection with BVD virus has been associated with outbreaks of respiratory disease complexes in feedlots and on ranches. In young calves with multiple viral infections, BVD virus is the most frequently found pathogen. Infection with BVD virus can impair calves’ ability to fight lung infections caused by bovine herpes virus 1 (infectious bovine rhinotracheitis or IBR).

Performance is Greatly Affected

In feedlots, BVD is often the underlying cause of many illness problems. In a 6,000 head study at West Texas A&M University, feed yard pens that included a PI (persistently infected) animal had 35 percent higher sickness rate than pens with no exposure to PI animals. Pens adjacent to one containing a PI animal also had 35 percent higher illness rate—showing this disease can readily cross fence lines. The study also found PI cattle were more likely to become “chronics” or die. BVD adds a great deal of cost (in medical treatments and loss of animals) to certain groups of fed cattle.

Another study at Cattle Empire Feedyards in Kansas looked at costs involved with PI animals regarding health and performance. There was a significant difference in weight gain, feed conversion and cost of gain. In this test, the non PI group gained an average of 405 pounds through the feeding period. Total difference in cost of gain between PI and non-PI pens of cattle was $7.50 per hundredweight; thus cattle that did not have a PI animal in their pen had a $30.78 per head cost advantage over cattle with a PI animal in their pen.

Also there was distinct increase in mortality in PI pens, with most of the death loss occurring in the first 30 days on feed. This was only part of the cost picture, however, since pens with PI cattle converted feed 11 percent less efficiently.
Making the Math Work

This one is going to be short and sweet, folks. Please consider the following prices out of Kansas, the week of July 24-28:

Fat steers, weighing an average of 1300 pounds are selling for $79.50.
So, 1300# X 0.7950 = $1033.50
Great.

1000# steers are selling for an average of $105.50 that same week in Kansas.
1000# X $1.0550 = $1055.00
I am perpetually shocked that this has to be explained, but here goes:
We CAN NOT pay more today for ten-weight steers than we are receiving for finished steers going out of the yard today. THAT DOESN'T WORK.

That is what doctors call a big ‘ol bleeder. In this case, it is a CASH FLOW hemorrhage. Please, do not even start with the, “well what if the market goes to $98?” nonsense. Buying cattle that require a $15 fat market rally as our ONLY hope of profitability is just plain ridiculous. But I’ll play along – just for a moment.
Let’s say the market does rally to $98. What are we going to pay for ten-weight replacement steers then? Are we going to pay $128 and maintain the negative cash flow, and then act all upset and put-out when the fat market doesn’t rally to $113 to bail us out? Probably, because that’s how we do things, right? Wrong.

There are a group of folks in this industry who have had enough this. They are realizing that money is made and lost on the BUY, and since we are in control of the buy, we are in control of our profits and losses. They understand that we are not speculators. Yes, you heard me right. The doctors and the lawyers who feed one pen of steers every three years, THEY are the speculators.

We are mercantile businessmen (and business-chicks). We need to start acting like it. Step one in that process would be to understand that cash revenues on cattle going out of the yard should exceed the cash outlay for their replacement feeders. We won’t even attack the mind-boggling complexities of gain costs in this article. Maybe next month, after we have had time to digest this concept . . .

There are no guarantees. Nothing is certain. You are solely responsible for your decisions. Information contained herein is believed to be reliable, but no independent verification has been made and there are no guarantees as to its accuracy or completeness. The risk of loss in trading futures and options can be substantial, and investors should very carefully consider the inherent risks. Visit Ann at www.Barnhardt.biz.
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Getting cattle to hit the higher quality grades takes effort at every link in the production system. From the cow-calf producer to the feedlot, all must be quality conscious for cattle to gain premiums on a value-based grid.

In a research review, Certified Angus Beef LLC (CAB) vice president Larry Corah and supply development director Mark McCully looked at early management factors that affect marbling, the intramuscular flavor fat.

“People used to think marbling was something that only happened in the feedlot,” says McCully. “But research shows targeting a high-quality beef market should begin long before that.”

Cells begin developing into either muscle or fat, before a calf is even born. Once the calf hits the ground, the fat cells start to further differentiate into subcutaneous fat (back fat) and marbling.

“We blame a lot on genetics, but it’s management,” says Francis Fluharty, animal scientist at The Ohio State University. Nutrition, from mid-gestation on, has a significant effect on how cells develop.

“Pre-partum nutrition is really important, because the cow sets up the calf’s ability to marble,” Fluharty says. “In addition to genetics, the cow’s body condition and quality of colostrum are very important as they determine the newborn calf’s immune status.”

Corah says, “Getting a live, healthy calf on the ground is just the beginning, however. There are many options to weigh after that.”

Early weaning and feeding a grain-based diet increase marbling significantly, Fluharty says. Ohio research shows that Angus-influence calves weaned at about 100 to 150 days of age graded 90 to 95 percent Choice, with 55 to 60 percent Certified Angus Beef (CAB) acceptance.

“What we’re really trying to do is get these young calves on a high grain diet much earlier in life,” Fluharty says. Forage-based rations are much more likely to result in rumen end-products of fermentation that convert cells to back fat. By comparison, high-energy grain rations with corn or grain sorghum lead to more propionate, glucose and marbling.

If a producer is unable to early wean, Fluharty says creep feeding could provide some of the same
benefits, including increased marbling and weight gain. However, feed efficiencies are reduced when compared to early weaning.

“We should not ignore the benefit of these strategies to first-calf heifers and 3-year-olds,” Fluharty says. “We take the stress off those young females that are still growing by removing their calves earlier.”

Early weaning and creep feeding both require extra facilities and feed investment.

“It’s got to be economical or there’s no point in doing it,” Fluharty says. “If producers do it right and they put an additional 100 pounds of gain on the calf, that’s where they make it up.”

The most critical management time seems to be the “window” from two weeks before to four weeks after weaning. Producers have many choices then, with weaning, implanting and health programs varying from ranch to ranch.

“Preventative measures are high on my list of things to do,” Fluharty says. “The data have often been reported that if an animal gets sick, it’s already had lung lesions. If it’s had lung lesions, you will reduce the performance and marbling.” As calves recover from sickness, energy that would have been used to create marbling is diverted to getting them healthy.

“This whole thing needs to be tied together,” Fluharty says, noting pre- and post-shipment handling can have an effect on carcass quality.

“Making sure the calves have the least amount of stress in their lifetime will help ensure they have the greatest amount of marbling,” McCully says.

Whether to use a growth implant, what types and timing need to be carefully considered, too.

“Aggressive implanting strategies can impede marbling,” Corah says. “It’s important to match up implant potency with diet, and better to forego the implant if there is any risk that nutrition may be short at any time before weaning.”

Carcass quality is everyone’s business, Fluharty says.

“We blame a lot on genetics, but it’s management.”

—Francis Fluharty, animal scientist, The Ohio State University

“It goes all the way through the production system,” he says. “We’ve done an awful lot of work looking at high-marbling genetics—the Angus breed especially—and genetics definitely play a large part in potential.

“But that’s all it is: potential,” Fluharty adds. “You can have the potential, but you can manage that right out of them.”
If one of your cowboys took seven days to complete a one-day job, you’d fire him.

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This year many dryland cornfields will not produce enough grain to warrant combining costs. These fields, however, represent opportunities for cattlemen for silage, hay or grazing, a Kansas State University animal scientist said.

Regardless of the harvesting option, nitrates in the corn may be a problem, said Sandy Johnson, livestock production specialist with K-State Research and Extension.

A few areas have received some showers in the past few days, said Johnson, who spends her days working with livestock producers in northwest Kansas to provide research-based information and to find solutions to their challenges. For plants that are still growing, the showers cause nitrate concentrations in the plant to spike even higher as the plant uses the moisture to try and grow again, which brings in even more nitrogen.

“Do not harvest drought-stressed plants for 7 to 10 days after a rain to avoid this problem,” Johnson said. “When you do harvest, the highest concentration of nitrates will be in the base of the plant so it is wise to raise the cutter bar to six to 10 inches. If you are grazing, remove the animals before they start grazing the lower portion of the plant.”

Ensiling will reduce the nitrate content by 40 to 60 percent, she said. But if nitrates are four times the lethal levels before ensiling, reducing them to two times lethal levels may still create feeding challenges.

“Be sure to test silage and hay from drought stressed fields prior to feeding,” the animal scientist said. Take 20 or more core samples from each field to get an accurate representation of what’s there. Nitrate levels will be highly variable across a field and will be impacted by fertilization practices.

“If you elect to graze these fields, remember that weeds present in the field such as kochia and pigweed are also nitrate accumulators,” Johnson said. “At my house, these have started growing again with a recent shower and are very high in nitrates. The four-foot tall or less corn stalks that have bent over and dried up may also be a problem for grazing. As these plants are relatively immature, they are very palatable clear to the ground and the few I have tested show problem levels of nitrates throughout.”

If grazing looks like a good option, but weeds and short burnt up areas are worrisome, Johnson suggests that producers consider inoculating their cows with a bacteria capable of reducing the toxic effects of nitrates.

“A product called Bova-Pro® can be given as a bolus or feed additive 10 days before feeding high nitrate feedstuffs,” she said. “The loss of a single cow or one or more aborted fetuses would pay to treat a lot of cows. I recommend that producers consider Bova-Pro® as a risk management tool for high nitrate feedstuffs. They should check with their veterinarian or feed store for details and availability.”

Similar nitrate concerns exist for any sorghum-sudan type forages growers may be considering harvesting, she said.

“Always know what you are feeding before you feed and make sure animals are full when you change diets,” Johnson said.

A planning spreadsheet is available to help producers evaluate the grain versus silage option at www.oznet.ksu.edu/drought.
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Circle No. 112 on Reply
Though it has been little studied, the negative effects of an inconsistent feeding schedule in feedlots have been known for years. In a recent study where one farmer-feeder’s irregular feeding times were replicated, South Dakota State University (SDSU) found average daily gain was reduced by a quarter of a pound.

SDSU ruminant nutritionist Robbi Pritchard has a 1928 copy of the Henry and Morrison, which for years was the “Bible” of animal science handbooks. It states as little as a 15-minute difference in feeding times makes a difference in cattle performance.

“What we’re doing isn’t making any new discoveries. Sometimes we just have to be reminded of those things,” Pritchard said. He added that soon after printer heads were installed in feed trucks, people wanted them to record feeding times. “There were nutritionists out there who knew timing made a difference.”

Cattle fed at varying times will probably have the same overall feed intake on a consistent schedule. But average daily gain will not be as good and feed conversion will be higher with irregular feed times, so the feed cost of that gain increases.

If your feedlot is on an irregular schedule, the negative effects are hidden. “Until you are consistent, you won’t see how inconsistency affects the cattle. If you are consistent and miss the target one day, the cattle will let you know about it,” Pritchard said.

SDSU also found an advantage to feeding once-a-day in the afternoon in both summer and winter. Putting out feed twice a day gives a response that is halfway between feeding once-a-day in the afternoon and once-a-day in the morning.

An animal reaches its heat production peak four to six hours after it eats. When a steer is fed in the morning on a hot summer day, it reaches its heat production peak at the hottest time of the day. It is this total heat load that becomes problematic in hot conditions.

“This heat will increase his maintenance requirements. He will burn calories trying to get the excess heat out of his body,” Pritchard said.

But if the animal eats his main meal in the afternoon, heat caused by the meal is generated during the cooler evenings. Though there is no difference in dry matter intake compared to once-a-day morning feedings, there is a boost in growth.

Cattle’s favorite time to eat is at...
Feeding times can be utilized to help cattle regulate body temperature. Looking to winter, afternoon feedings give cattle plenty of groceries in them when it is coldest outside. The heat becomes an asset because they will use the heat to maintain body temperature without having to increase their metabolic rate.

sunset, followed by sunrise. In the summer when cattle are fed once daily in the morning, leftover feed sits through the day’s sun, heat and humidity. But when steers are fed in the afternoons, “banked” feed is available in the cooler evenings and very early mornings, Pritchard said.

With afternoon feeding in the winter, “the cattle have plenty of groceries in them when it is coldest. In the winter, heat becomes an asset because they will use the heat to maintain body temperature without having to increase their metabolic rate,” he said. The cattle will expend 10 percent less energy for maintenance during cold snaps.

SDSU’s feeding schedules move with the length of day, with changes made gradually. They have their best response in the summer with starting to deliver feed around 4 p.m. In the winter, SDSU employees begin to put out feed around 2 p.m. “If you move up to from 1 to 3 p.m. in the winter, you’ll get that peak response,” he said.

In deciding on a schedule, Pritchard said the most important thing is to pick one where you will be consistent. “If you are going to bounce around with the once-a-

day afternoon time, it won’t work.” The reason that once-a-day morning feeding became so prevalent in the Midwest is probably because producers have fewer interruptions then.

Some commercial feedlots in the Northern Plains whose customers expect twice-a-day feeding have 30 percent of their feed delivered in the mornings and 70 percent in the afternoons on a year-round basis, he noted.

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Avery Weigh-Tronix

Avery Weigh-Tronix, Inc., has introduced its 640 Series family of indicators for agribusiness weighing applications. The 640 Series includes three easily programmable high performance models—the 640 for a wide variety of general applications, the 640XL with a large two inch display, and the miniature 640M that is 72 percent smaller and ideal for places where space is limited such as in a truck or tractor cab. 640 Series indicators come with a 3-year factory warranty and pricing starts at $675.

Roto-Mix

Roto-Mix LLC is introducing the patent pending GeneRation II staggered rotor. The new, staggered rotor saves fuel, time and increases the life of the mixer by reducing the number of revolutions to complete the mixing of rations. The unique staggered rotor design improves mixing performance and eliminates springs and spring boxes. The open rotor allows material to flow more freely for a superior mixer quality. The optional super Duty Drive Package allows for an Increased Load Capacity. For additional information please go to www.rotomix.com or contact their sales department at 620-225-1142.

Intervet

Intervet Inc, has received FDA approval for Zilmax, a product designed to improve production efficiencies in beef cattle during the last phase of feeding. Due to the unique nature of cattle feeding and beef marketing programs in the U.S., Intervet will conduct additional trials that more fully explore the true potential of this technology under U.S. conditions, according to Intervet, in order to refine usage recommendations in 2007.

Bestway

Bestway recently introduced its new Field-Pro IV-1200™ model that has a spray capacity of up to 75 acres per hour. It is equipped with large-footprint radial tires and the fully loaded sprayer exerts as little as 16 psi of ground pressure for less soil compaction and improved traction. It is also equipped with Bestway's innovative Fiberworks™ booms that are 1/3 lighter than steel.
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Calves vs. Yearlings...Feeding Programs

Report & comments by James I. Sprague Ph.D. Livestock Nutritionist

New developments allow changes

Cattle feedlots in the past have preferred to purchase and feed yearling cattle rather than calves. There were many reasons, but the two most important were: (1) the difference in price of the calves and (2) the death loss from calves may be higher than yearlings.

New developments may have changed managers’ options. These include: (1) calves protected from the virus shipping fever diseases, (2) low starch and highly digestible fiber feeds for starting rations, (3) prophylactic antibiotics for receiving programs, and (4) recognition that calves grade very well. A fifth factor is many of the calves are now marketed on a grid basis to overcome the prejudices of some packers favoring yearling over calf feed.

A sixth reason is possibly the “new genetics” of modern beef breeds to produce rapid daily gains to achieve the needed size of the carcass to “fit the box” of the packers.

Healthy cattle, dramatically valuable

Dramatic results from the New Mexico Ranch to Rail Program were presented at the 2006 meeting of the American Society of Animal Science. Waggoner and co-authors from New Mexico and Texas demonstrated the importance of healthy cattle. The net income of the healthy cattle was $14.01 profit while the animal that were treated once lost $69.63 and the animal treated two times or more lost $253.70 per head. The data was from 814 lots of cattle for the years of 2001 through 2004. The economics will vary with the market, but the results were dramatic. This research report and others, plus field experience have demonstrated the increase in profitability and carcass value of healthy cattle.

The best way to receive healthy cattle from the ranches and farms is to find animals that are protected with at least one series of virus vaccines. These are IBR (red nose), PI 3, BVD, and the bovine respiratory syncytial (BRSV) viral vaccines. Cattle operators are now

Dennis Penner of Penner Cattle Co. Ingalls, KS uses Sweet Bran® for palatability and safety of starting rations.
working with veterinarians to have cattle protected from these upper respiratory diseases before they are shipped to the feeding pens. This is sometime part and parcel of a preconditioning program.

**Starting calves with co-products**

The advent of the palatable co-products from the fuel alcohol and sweetener industries fit in nicely with starting calves. First of all they are very palatable. Secondly, the starch is removed without decreasing the energy and thirdly they still have a high protein value which is needed for growing and finishing calves. The other co-products are distiller’s solubles and corn germ meal.

A very palatable and high energy roughage product for starting cattle is soybean hulls. Even though this is a roughage product, the fiber is well utilized by the rumen microbes.

Another feed for starting calves is brewers grain. It has valuable protein content, plus the fiber is valuable for starting cattle. The fiber in brewers grains is not as digestible as the fiber of soybean hulls.

**Prophylactic antibiotics provide “piece of mind”**

The use of feeding or injecting antibiotics for newly arrival calves is a valuable tactic for getting calves off to a healthy start. The “peace of mind” of the management team and the owners of the livestock is part of the trade-off of using an antibiotic program on arrival. One of the newest applications is the antibiotic Excede, which is given subcutaneously in the ear. Injecting Micotil on arrival is also used successfully for highly stressed calves as well as yearlings.

**Field experience**

Dennis Penner, manager of Penner Cattle Company at Ingalls, Kansas, uses several techniques to start calves. They feed their own yearling and calves and also start calves for other feedlots. They use Cargill Nutrition’s “Sweet Bran” in their starting ration. Dennis reports this makes a palatable, safe and nutritious starting ration. The “Sweet Bran” is a proprietary blend of corn gluten feed and other fractions from the wet corn milling industry. Dennis explains this makes a ration that has good shelf life in the bunk as well as palatable.

In addition to a customized starting ration they use the Excede antibiotic program for highly stressed calves as well as yearlings.

**Feeding big weaned calves**

All the cattle breeds now have superior weaning weights for the age of the animal weaned. Many of these heavy and superior “growthy” calves are placed on finishing rations after starting rations. This and other modern development of cattle genetics and management has led to more cattle being “calf fed.”
The mid-year cattle inventory report recently released by the U.S. Department of Agriculture suggested beef cow numbers slightly increased during the past 12 months. The twice-yearly report establishes the size of the U.S. cow herd.

According to the USDA’s July report, the total number of cattle and calves in the U.S. is estimated to be up about one percent from July 2005. The total number of beef cows was up by less than half a percent. Kenny Burdine, University of Kentucky Agriculture economist, said the only surprise in the report was the number of heifers being held for beef cow replacement.

“That number was unchanged from last year,” he said. “But, it was expected to be up by about two percent. This does suggest continued expansion, but at a very slow rate. Drought in some of the western states has forced many ranchers to cull some cows and moved some calves into feedlots earlier than usual.”

The western drought may also mean a smaller run of spring-born calves coming to market. That’s a positive factor for cow-calf producers as they market their spring-born calves, he said.

The total number of beef cows in the United States has increased by about 1.5 percent over the past two years. Burdine said that in all likelihood, that means a slightly longer cattle cycle as cattle producers have been unable to grow their herds as much as they wanted. Prices are still suggesting that there is some expanding to do in the beef industry, he noted.
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* Estimate based upon a summary of the Elanco Animal Health Optaflexx Core Data Set. Optaflexx is approved to be fed 6.2 to 24.8 g/tow (60% DM) to provide 70 to 400 mg/lbd for the last 28 to 42 days on feed.

Hispanics are the fastest growing demographic in the nation, accounting for 12 percent of the U.S. population. As the Hispanic population continues to increase so does the need for Spanish-language resources.

The Texas Beef Council (TBC) is working to provide Spanish-speaking consumers with tools to help them learn more about beef. Through numerous avenues such as recipe development, event marketing and direct consumer outreach, TBC is extending beef information including available cuts of beef, preparation tips, recipe ideas and beef’s healthful nutrition profile.

“In this ever changing marketplace we must continually be sensitive to changes and adjust our focus accordingly,” said John Van Pelt, TBC product committee chair. “The increasing Hispanic population of Texas is one of these changes, and we must recognize and acknowledge its importance as producers.”

Recent data shows that Hispanic consumers eat beef an estimated four or five times per week compared with mass market consumers, who tend to eat beef two or three times per week. Hispanic consumers also spend on average about 33 percent more annually on beef than non-Hispanics.

To continue fueling their passion for beef, TBC has teamed up with Mexico native, Chef Harry Salazar, to develop traditional beef recipes and communicate directly with the Hispanic population. The recipes are being disseminated to Spanish-language publications and many have already been featured. Chef Salazar is also making appearances on Spanish-language television and radio stations.
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Circle No. 124 on Reply
Key Senators Urge Tax Relief for Drought-Stricken Cattlemen

Once again, cattle producers are dealing with drought and wildfire conditions that have wreaked havoc on their family-owned businesses for years.

“In many areas of the country, there’s simply no grass for the cattle to eat. Ponds have dried up and water supplies are scarce, so there’s no water for them to drink,” says Jason Jordan, manager of legislative affairs for the National Cattlemen’s Beef Association (NCBA). “Cattle producers have to liquidate their herds quickly which is hampering the profitability of their businesses. To make matters worse, many cattlemen have spent several years struggling with this situation.”

NCBA continues to work to support cattlemen suffering from drought-related conditions. In response to those efforts, Senator Ben Nelson (D-Neb.) and 14 of his colleagues sent a letter to Treasury Secretary Henry Paulson requesting that he extend the tax relief for ranchers who were forced to sell off large portions of their breeding stock as a result of drought conditions during 2002.

The letter was also signed by Senators from Colorado, Montana, Missouri, Kansas, North Dakota, Wyoming, and South Dakota.

Previous NCBA efforts resulted in ammending the Uniform Tax Code. This amendment extended the tax deferment period for weather-related sales of livestock, known as involuntary conversions, from two years to four years. The amendment also stipulated that the Secretary of the Treasury could further extend the deferral period. “A further extension of this deferment period is important to the producers in our states who continue to suffer from the devastating effects of drought,” said the bi-partisan group of Senators.

NCBA says extending the tax deferment period will allow producers to replace the animals they were forced to sell in 2002 at a more feasible time. “If ranchers were forced to restock their herds now – during our current drought – many would be forced to sell them again quickly because there is no way to keep cattle on the ranch without feed or water,” says Jordan.

The current drought conditions are expected to affect cattlemen through the winter and into the spring next year because of reduced hay supplies. “We’ve got a situation where you can’t get your hands on hay, and if you can, hay prices are sky-high,” says NCBA’s Chief Economist Gregg Doud. “But this also has a long-term effect because folks can’t expand their herds and grow their businesses. It’s definitely a time when ranchers are cutting back – not expanding.”

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Training Cattle for Easier Handling

by Heather Smith Thomas

Cattle can be readily trained for ease of handling. They are adaptable, and have excellent memories. They never forget a bad experience; you can “ruin” a cow or a herd for future ease of handling if you abuse them or destroy their trust.

Shaping the cow herd to be quiet and easily handled is like training a horse; introduce new things in a calm, confident and positive way—working with their natural ways of thinking rather than against them. They respond to release of pressure, for instance, and force is always counterproductive.

They can be trained to be handled on foot or with horses, or 4-wheelers or dogs. Improper use of dogs defeats your purpose and makes cattle wild, or puts cows on the fight to protect their calves. Cattle move willingly, however, when they trust and respect you and are trained to your methods. Flighty cattle are easier to handle on horseback; they feel more at ease with a horse (it’s not a predator) and you can usually get closer to their flight zone. The most manageable cattle are those that have been handled properly from an early age—at ease with how you handle them. If the only time they see you is when they are chased into a corral for branding/vaccinating, they won’t want to go in there again.

If you handle them properly, however, one or 2 people on foot or horseback can move a cow or group of cows anywhere. It speeds the process if you’ve worked with them before and trained them to trust you. The easiest way to gentile a group of steers or heifers is when they’re weanlings, if they haven’t already been made wild by how the herd was handled when they were calves. Calves take cues from their dams. If the cow doesn’t trust you and is wild and flighty, her calf will be also.

Weanlings or yearlings quickly learn to come to the feed truck or feed bunk and associate you with food. Go a step farther and walk or ride among them. Otherwise they flee like a flock of birds if you get out of the truck or show up with a horse and dog.

Walk by them or along the feed line; speak softly or hum. Move slowly and relaxed and give timid ones as much room as they need so they won’t run off. Ignore them and don’t look at them directly or they’ll think you’re a predator and be nervous. If you take time to casually walk through them every day until they are accustomed to you, they’ll be easier to work with later on.

If you move briskly and stare directly at an animal it becomes alarmed. If you leisurely stroll, avoiding eye contact, keeping your attitude mellow and non-threatening, cattle tend to stay relaxed. A relaxed animal can be herded without running off. Once it becomes alarmed, fight or flight reflex kicks in and you won’t have much influence on directing its movement. A nervous, scared animal won’t see the gate you want it to go through; all it can think of is getting away from
you. If you keep cattle calm, they can be herded anywhere you want.

The secret to moving cattle, on foot or horseback, is working at the edge of their flight zone. Use advance and retreat (pressure and release) to influence direction and speed. Each animal has its own space in which it feels safe. If you come closer than they’re comfortable with and penetrate that imaginary boundary, the animal will move away. This bubble of security, or flight zone, is larger for a wild, suspicious animal than for a trusting animal that knows you and is not afraid.

When trying to move cattle without stressing them (and get them where you want them to go without running away), pay attention to flight zone and the cow’s body language and intentions. Always approach quietly and slowly, giving the animal or herd time to see you and realize you’re not a threat. Approach from the side, where they can easily see you. Don’t approach head on (confrontational; it puts them on guard) or from directly behind. Cattle have wide angle vision, but have a blind spot directly behind them, blocked by their body. If you come from behind they may spook; if you come directly in front they get nervous. Startled animals usually take off. If you approach from the rear, they may run off or turn to face you so they can keep you in their field of vision.

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From drought to high fuel and fertilizer prices, beef producers learned more about maintaining profitability at the 52nd Texas A&M Beef Cattle Short Course, said coordinator Dr. Jason Cleere. “We’re experiencing a time when we have both drought conditions and increased feed costs,” Cleere said. “These are critical issues affecting everyone’s bottom line. We hope producers came away from the conference with information that they can plug right into their operation.”

Even with these conditions, the beef market continues to fetch high prices. Randy Blach, executive vice president of Cattle-Fax, gave a market outlook during the general session. He attributed the high prices to increased consumer demand and lower cattle inventory.

“For 20 years there had been stagnant demand,” he said, referring to a 20-year period from 1980-2000. The average profitability per head was $2.33 during that period for the producer, he said. However, beef demand began increasing in 1999. From 2001 through 2005, average profit per head reached $109.

“That sent $16.2 billion back into the rural agricultural economy,” Blach said. “Show me what industry can have that kind of impact on our economy?”

The price of corn may play a key role in altering the current beef market, Blach said. A spike in the price of corn could impact prices paid to cow-calf producers. Large numbers of placements in feedlots will also weigh heavily on market conditions.

“Remember, these feedyards are abnormally full for this time of year,” Blach said. “I wouldn’t wait too long to take advantage of these marketing opportunities.”

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- For use in swine only.
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- Hypersensitivity reactions, including anaphylactoid reaction, have been reported with *Corynebacterium* spp.

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Circle No. 132 on Reply
Strong Choice Select Spread Persists Into Summer

One of the surprises of 2006 has been the fact that the Choice-Select spread remained so strong into early summer. The reason it's surprising is the Choice-Select price spread normally weakens sharply in late spring and early summer. The Choice-Select spread normally follows a strong seasonal pattern, meaning that it tends to follow a pattern that repeats from one year to the next. A seasonal index of the Choice-Select spread helps illustrate this.

The seasonal index illustrates how the spread tends to vary during the course of the year, relative to the annual average. A seasonal index value of 100 for a given week implies that the price spread that week tends to equal the annual average. In contrast, an index value below 100 means the price spread is typically less than the annual average. Finally, an index value greater than 100 means the price spread tends to be greater than the annual average that week.

Over the last five years, the Choice-Select spread, on average, bottomed with an index value of 50 in mid-winter, which means that the mid-winter spread is generally equal to about one-half the annual average. The increase in the spread from mid-winter to mid-spring has, on average, been quite dramatic, hitting an index value of about 180.

Generally, the price spread then declines very rapidly and winds up near its mid-winter value in July. Recovery ensues with the spread reaching a secondary peak in late summer or early fall, followed by a gradual decline to the end of the year.

This year’s pattern differed markedly from normal. First, the spread started the year stronger than normal. The fall 2005 peak in the spread was $14.22/cwt. After a brief decline to about $10/cwt. in early December, the spread started increasing again, reaching $15/cwt. at the start of the year. The spread did weaken as winter progressed and bottomed at $10/cwt. in February.

From mid-winter to mid-spring the price spread recovered, peaking at $23/cwt. in early June. But the Choice-Select spread remained quite strong in early summer, when it normally is weakest. For
example, in mid-July the Choice-Select spread was still $22.05/cwt. before weakening modestly during the last half of July.

Why is the Choice-Select spread behaving differently this year than in year’s past? There likely are several factors that help explain what’s taking place this year versus prior years, but one of them is undoubtedly a change in the percentage of cattle grading Choice or higher.

Starting in 2002, the percentage of cattle reaching the Choice or Prime grade started to increase, peaking at an annual average of 54 percent in 2004. The percentage of cattle in these two grades declined modestly during 2005. This year, despite the fact that cattle are being marketed at heavier weights than a year ago, even fewer cattle are reaching the Choice and Prime grades than the last several years. During the first half of 2006 Choice and Prime cattle averaged 51.4 percent of all cattle graded in the U.S., down from last year’s 54.2 percent average and a three-year average of 53.9 percent.

A comparison of the weekly Choice-Select price spread and the percentage of cattle grading Choice or Prime helps illustrate that the price spread is responsive to shifts in the proportion of cattle grading Choice or Prime. The chart illustrates that, during July, the percentage of cattle reaching Choice and Prime grades was rising as the spread started to weaken. So, returning the spread to a more typical summer level will require an increase in the supply of cattle grading Choice or higher.

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The U.S. Department of Agriculture will soon begin transitioning to an ongoing Bovine Spongiform Encephalopathy (BSE) surveillance program that will sample approximately 40,000 animals each year. USDA will continue to collect samples from a variety of sites and from the cattle populations where the disease is most likely to be detected, similar to the enhanced surveillance program procedures.

“It’s time that our surveillance efforts reflect what we now know is a very, very low level of BSE in the United States,” said Johanns. “This ongoing surveillance program will maintain our ability to detect BSE, provide assurance that our interlocking safeguards are successfully preventing BSE, while continuing to exceed science-based international guidelines.”

The enhanced program, initiated to more accurately determine the prevalence of BSE in the United States, tested approximately 5,000 samples per week. From June 1, 2004, through July 31, 2006, 769,073 cattle had been tested and only two confirmed cases of BSE had been found. USDA said the new program will provide testing at a level 10 times higher than the level recommended by the World Organization for Animal Health.

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\[1\] Research data available upon request.

COST OF GAIN

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Dollars per pound</th>
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<tbody>
<tr>
<td>1. Pen containing a PI</td>
<td>1.62</td>
</tr>
<tr>
<td>2. PI removed from pen</td>
<td>1.22</td>
</tr>
<tr>
<td>3. Clean pen next to PI pen</td>
<td>1.02</td>
</tr>
<tr>
<td>4. Clean pen next to pen with PI removed</td>
<td>.91</td>
</tr>
<tr>
<td>5. Clean pen not exposed</td>
<td>.89</td>
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Circle No. 137 on Reply
Revisiting Roughage
by Marc Roth, M.S., P.A.S.

The 2006-2007 marketing year is shaping up to be the most expensive roughage year in decades. The scenario began with record setting range fires in the spring of 2006. More than a million acres burned in the Texas Panhandle alone. There were also significant losses in Oklahoma, Kansas and Nebraska. These fires not only consumed countless tons of standing forage, but also wiped out hay supplies. Prices jumped $40-$50/ton and the situation became very much “hand-to-mouth.” As we moved toward summer and new crop supplies, widespread drought has curbed production. Hay production will be down and drought-stressed row crops will also produce lower silage yields. More than 95,000 acres of cotton have already been abandoned in Texas and the burrs and hulls that would have been produced are lost.

Meanwhile, on the demand side, we see continued dairy expansion. These operations utilize the higher quality alfalfa in their rations, but also use large amounts of low quality material for bedding. The July 1 Cattle on Feed number was 10.87 million head, up 4.6 percent from last year, and the second highest July number in the last 10 years. June placements were up by 10.7 percent and cattle weighing less than 600 pounds were placed at a rate 37 percent higher than last year. These light weight cattle will require substantially more roughage during their feeding period than would be needed for heavier cattle.

With this background, it would be well to review what we know about roughages; perhaps even what we might think we know, and what we wish we knew. When considering roughages for beef cattle finishing diets, the roughage component serves two primary purposes: (1) to moderate the energy density of the ration and (2) to provide rumen stimulation “scratch.” The relative amounts required in each of these areas is not a precise number. Because of that, opportunities exist.

Roughage Source
One point should be stated immediately and can not be overlooked. To provide the “scratch” necessary for rumen health the roughage source must be coarse, i.e., large particle size. Fine grinding of a roughage product will dramatically reduce its effectiveness toward maintaining rumen function. Using chemical measures such as crude fiber or N.D.F. lose sight of this important fact.

The next fact to consider is that in high energy finishing diets the roughage itself will be very poorly utilized. That is not why it is present. Numerous studies have shown (when protein, etc. are equalized) that roughage sources make little difference. In other words, the treatments where the roughage came from alfalfa hay, corn silage, corn stalks, wheat straw, cotton burrs, etc. had similar live performance and carcass characteristics. There are often wide price differentials between available roughages so there is an opportunity here. It perhaps should be stated that in order for the above to be true, the roughage product must not adversely affect palatability.

In the past, nutritionists have correctly valued the higher protein in a forage like alfalfa, as “natural” protein where those protein units were priced competitively to soy meal, for example. Today, across much of the High Plains, that is no longer valid. Mid-protein co-products such as distillers grains, gluten feed, and wheat midds have become so abundant that they must buy their way into formulas competing purely as an energy source. The “natural” protein is free.

Roughage Quantity
Remembering that we are talking about finishing diets, we commonly see roughage inclusion rates in the range of six to eight percent of the dry matter. These have stayed relatively constant over the last three decades while energy density (N.E.g) has increased by 10 percent or more. How has this been possible? Improved management systems and ionophore should receive the bulk of the credit. It should also be pointed out that there are specialized programs which target roughage where the inclusion rate will be closer to two percent of the dry matter.
When the roughage level drops below a critical threshold, there will be a significant decrease in dry matter intake. If allowed to persist, performance will be adversely affected. What this critical level is depends on a wide variety of factors including the physical characteristics of the roughage, type of cattle, length of feeding period, bunk management, environmental factors (including pen condition), feed additives, and energy density of the diet. Nevertheless, when there are successful programs utilizing the wide range of two to eight percent roughage, then there is significant opportunity to affect roughage requirements.

Monitor Costs

The cost relationships, particularly for ensiled roughages, are changing rapidly. Managers must stay abreast of these changes and reflect them in gross margin if net margin is to be maintained. For example, as silage costs have increased by 50 percent in recent years, and interest costs have doubled, the carrying costs have tripled.

Other decisions, such as whether or not to cover (I believe you should always cover), whether or not to inoculate, etc., should be reexamined in light of a higher priced product. The high cost of shrink continues to escalate.

Summary

- Roughages need to be processed coarse to provide rumen stimulation. They should be processed as coarse as possible without (1) adversely affecting the ability to properly pack silages to achieve good preservation, (2) adversely affecting our ability to mix the ration, and (3) allowing cattle to “sort” in the bulk.
- A wide variety of roughages can be successfully used, but the source must be clean and palatable. Dirt, mold, burrs, and certain weeds which adversely affect total dry matter intake are unacceptable.
- Roughages promote rumen health and serve as management insurance. Insomuch as management can be tightened up, roughage inclusion rates may be lowered.
- Roughages are poorly utilized so their increasing cost is a lose-lose situation.

Due to an expansive drought across the High Plains, coupled with wildfires, this is shaping up to be the most expensive roughage year in decades.

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Dealing With Disgruntled Employees
by Don Tyler, Tyler & Associates

Sometimes, even good employees begin to complain about everyday issues. These are not the “Chronic Complainers” who always have a gripe about something, like the feed truck driver who begged for a new feed truck, then when the feedlot bought one he complained about the “hassle” of having to program his favorite radio stations.

We’re talking about the employees who have worked with us for many years and until now have enjoyed their work. They may comment that the hours are getting too long, they don’t like the equipment they use, the weather is getting to them, or that they feel that the Company should spend more money on repairs. We may see them wasting time, not being as reliable, avoiding certain jobs or being less willing to work with other employees.

Complaints and sub-par performance from these people should get our attention. We will not know the reason for these problems unless we ask—or until it is too late to change their attitude. The way to handle this situation depends on the real source of the problem. Asking this employee, “So, how are things going lately?” or “You seem distracted lately, anything I can help with……?” may help us get to the true cause. You may have to ask these questions more than once to get a response that gives us the information we need to help them come to a resolution.

If when you ask these questions they make comments about personal issues—and those issues are affecting their work—assure them that you care and that their personal well-being is important to you.

Although most feedlots don’t have a way to directly help people with credit counseling, marriage counseling, substance abuse or health issues, we can guide them to professionals in our local area that can help them.

It is important to not become a part of their solution by offering marriage advice, giving them a loan, or trying to help them in an area where a trained professional would be their best guide. Some special circumstances where we might help in a unique, one-time way would be a death in their immediate family, support during a major medical crisis, or assistance with a weather or fire disaster. In these situations, we need to be certain that our assistance is only long, they don’t like the equipment they use, the weather is getting to them, or that they feel that the Company should spend more money on repairs. We may see them wasting time, not being as reliable, avoiding certain jobs or being less willing to work with other employees.
for this extreme circumstance and that it is something we would do for any employee.

An employee who is frustrated in their career may get easily frustrated with the people they work with, may complain about money and benefits not being adequate, or comment on a lack of opportunity. Good, reliable, productive employees can get frustrated having to solve the same challenges over and over again—something that happens often in feedlots. Many seasoned employees enjoy new, different challenges to keep them motivated and feeling like they are learning.

The solution for these employees is to provide them more challenges and allow them to apply their experience in new areas. They don’t have to change positions in the Company, they usually need new opportunities. Even if our operation has limited potential for advancement, we can put them in charge of a project, ask them to work with a team to solve a problem, give them an individual challenge, or simply ask their opinion.

Realize that sometimes their complaints may have merit. If they are working with old equipment, you are short-handed and everyone is working longer hours, or you have had a string of problems, give their complaints a fair hearing and talk about solutions.

Realize that sometimes their complaints may have merit. Give their complaints a fair hearing and talk about solutions.

Don Tyler is a management coach and advisor from Clarks Hill, IN. His book, The Complete Guide to Managing Agricultural Employees can be reviewed at www.dontyler.com, and Don can be reached at 765-523-3259.

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Vet Clinic Embraces New Trend

Electronic identification can open new doors

Thought about looking into a different means of recordkeeping for your livestock? Electronic identification may be the way to go. Once the wave of the future, electronic identification, or EID, also known as RFID (radio frequency identification), is now becoming a trend of the present.

Take for instance Northwest Veterinary Supply (NVS) in Parkston and Wagner, SD. In less than one year, the clinic has tagged over 11,000 head of cattle in their area, says Tom Martinez, veterinary assistant. Much of this success is due to the education they have done in the region, helping people understand what EID can do for them, Martinez says.

The clinic got started in EID by chance two years ago when a couple of clients wanted to use it in their cattle so they could penetrate niche markets. The technology piqued the clinic’s interest, so they started researching niche markets that livestock owners could get into using EID tags. The concept took off in their area immediately, with many of NVS’s clients in line to get started. Since NVS had treated and vaccinated so many of the local cattle, they had records from years back for some clients, thereby simplifying the EID process.

The next step was to educate cattle producers about what EID could do for them. NVS has held technology seminars all over South Dakota at no charge, to demonstrate how EID works. Various associations and groups have asked them to come and speak, and NVS is happy to teach them how EID works, what options are available and what the clinic does. “Most people didn’t even know what an EID tag held,” says Martinez. “They thought it might hold addresses, names and social security numbers, but all they hold is a fifteen digit identification number.”

One of the biggest benefits of EID is that it enables animals to be easily age- and source-verified, a process that is mandatory for many niche markets, says Martinez. Part of the protocol for some programs is that the animal identification has to be electronic, Martinez says. NVS helps their clients stay current and profitable. “The sooner people
know about this technology, the more quickly they can utilize it and see if it would help bring them more profit,” he says.

Not only does Northwest Veterinary Supply implement EID, they also help customers market their product and get involved in Process Verified Procedure programs (PVP) and Quality System Assessment programs (QSA), both watched over by the USDA. To get cattle in a PVP program can be as little as $1 per head up to $3 per head, says Martinez. Since participants of PVP and QSA programs have their records audited, NVS teaches their clients how to keep correct documentation. “We’ve been trained under some companies with these programs like Emerge, Tri Merit and Angus Source. That way, we know all the way through the process where our clients are at and that they’re getting taken care of,” he says.

With the reopening of the Japanese cattle market, the demand for U.S. beef will be high since there aren’t enough age- and source-verified cattle to meet the demand, says Martinez. This is a big opportunity for cattle producers to get into PVP and QSA programs and the clinic tries to help their clients be some of the first to meet the demands that are out there. “There are many possible niches for cattle and for cattlemen if they keep good records,” Martinez says.

Putting an EID tag in an animal is around $2 per head, says Martinez. “We’re very competitive on our tag prices. When we decided to do this, it’s kind of like when Henry Ford first started making cars – he made them affordable. You sell a lot when you make them affordable. Our clients have enough other things to pay for.” For those clients who don’t use computers, NVS will type their records in for them. All information is private and is not shared with anyone unless the client gives written permission.

“We’ve educated our clients. They understand the technology that’s out there and they’re not nervous about it,” Martinez says.

To get an idea of how much EID would cost for your herd, check out the calculator at http://beefstockercusa.org/rfid/. Some good resources for more information on EID are www.rfidjournal.com and www.ams.usda.gov/lsg/arc/arcQA.htm.

One of the biggest benefits of EID is that it enables animals to be easily age- and source-verified, a process that is mandatory for many niche markets. Part of the protocol for some programs is that the animal identification has to be electronic, Martinez says.
Checkoff Foodservice Partnership Looks Golden

Enticing steak dinner promotion now underway at Golden Corral restaurants nationwide

A checkoff-funded foodservice promotional partnership is now underway at Golden Corral Buffet and Grill, a 480-plus – unit U.S. restaurant chain that last year sold more than 50 million pounds of beef — its biggest beef year ever. Based on the first 30 days of this promotion, the chain expects to increase its purchase of top sirloin by 3.8 million pounds through the end of 2006, according to Dick Chase, Golden Corral’s vice president of purchasing and distribution.

The chain is now featuring Applewood Bacon Sirloin Filet as the daily dinner centerpiece for its family-style buffet and grill concept, which includes an “endless” selection of entrees, sides and desserts for a single price. The promotion offers huge exposure for beef, as the Golden Corral chain serves some 200 million meals a year and has consistently been named the top U.S. buffet and grill franchisor by Entrepreneur Magazine, according to Laurie Bryant, chairman of the Cattlemen’s Beef Board Foodservice Committee.

“The chain’s national presence will allow for a lot of promotional tie-in at the state and local levels — and it runs for six months, so that really extends its reach and value,” he explained.

The promotion includes extensive television and radio advertising that will be placed locally, in-store signage and promotional space on the chain’s home Web page, www.goldencorral.net, which features a prominent beef checkoff logo.

Dolly Mercer, Golden Corral’s manager of consumer promotions and national events, said the chain is constantly testing new beef selections and menu strategies, such as the popular Saturday Night Steak Night, which features fresh-cut, grilled-to-order sirloin and other entrees.

The Golden Corral has been a long-time friend of beef. The company received the checkoff-funded Beef Backer award earlier this year, an award that solicits restaurant entries yearly from state beef councils. Awards are based on menu creativity, use of beef cuts, and quality of the beef product, beef’s share of the menu, and marketing communications and training programs.

In accepting the award, Beverly Lynch, vice president of food and beverage, said, “Golden Corral loves beef — it is by far the number one protein we serve every day. We give our guests what they demand and they demand beef.”

Additionally, the chain’s corporate chef, Debra Olson, has attended the beef seminar at the Culinary Institute of America’s Greystone Campus in Napa, Calif. This seminar draws chefs representing high volume foodservice chains, such as Golden Corral, for classroom instruction and ideas on adding consumer-winning, versatile beef meals to the menu.

Other Checkoff News
Reaching Texas Schools
As a result of the beef checkoff and a grant from Pfizer Inc., this school year approximately 10,000 teachers across the nation will receive Choose Well kits designed to help teach students about “power foods” such as beef. The Texas Beef Council will be extending efforts to ensure the kits are available to Texas teachers. The Choose Well kits are filled with eight classroom activities, a computer game and a video to educate children on how to take control of their food choices.

Beef on Today
Renowned Texas Chef Richard Chamberlain appeared on the number one rated morning show July 11. Chef Chamberlain, author of the checkoff funded Healthy Beef Cookbook, showcased numerous beef recipes from the cookbook and provided lean beef grilling and cooking tips on NBC’s "Today Show."
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Agenda

11 a.m. Registration
11:30 a.m. Lunch

Featuring Certified Angus Beef brand value-added products

12:10 p.m. Welcome
Bob Strong, President/Publisher/Editor, Feedlot Magazine

12:20 p.m. What is the quality trend?
Dr. Larry Corah, Vice President, Production, Certified Angus Beef LLC

1 p.m. Economics Supporting Quality
Beef Production
Randy Bach, Executive Vice President, Cattle-Fax

1:45 p.m. Determining a Quality Beef Eating Experience – the role of marbling in consumer preferences
Dr. Daryl Tatum, Professor, Animal Science, Colorado State University

2:15 p.m. Break

2:30 p.m. Factors Influencing Quality Grade
2:30 – 3:10 p.m. Cattle Health and Beef Quality - Impact and Opportunities
Dr. Lonty Bryant, Senior Veterinarian, Veterinary Operations, Pfizer Animal Health – North Platte
Dr. John Pollek, Senior Veterinarian, Veterinary Operations, Pfizer Animal Health – Amarillo

3:10 – 3:50 p.m. Growth Technologies – study numerous management practices and their impact on quality.
Dr. Gary Sides, Cattle Nutritionist, Veterinary Operations, Pfizer Animal Health

3:50 – 4:30 p.m. Feedstuffs – examine how grain type, processing, and distillers products affect beef quality
Dr. Fred Owens, Professor Emeritus, Oklahoma State University

4:30 – 5:10 p.m. Grading Practices – review emerging technologies, instrument grading, and how quality grade is assessed
Dr. Glen Dolezal, Director of New Technology Applications, Cargill Meat Solutions

5:30 p.m. Panel Q&A Session
Bob Strong, Feedlot Magazine, moderator

6:15 p.m. Closing Comments
Dr. Larry Corah, Certified Angus Beef LLC

6:30 p.m. Dinner
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7:30 p.m. Adjourn

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